

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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

INDIVIDUALITY

OF THE STAR TALKING MACHINE

Our individuality is represented in the following features of superiority:

Patented Detachable Tone Arm.

Patented Automatic Spring and Gravity Yielding Pressure Feed.

Patented Sound Box with adjustable spring tension on needle arm. Construction simple, admitting of instant adjustment and obviating repairs.

Patented Interchangeable Diaphragm.

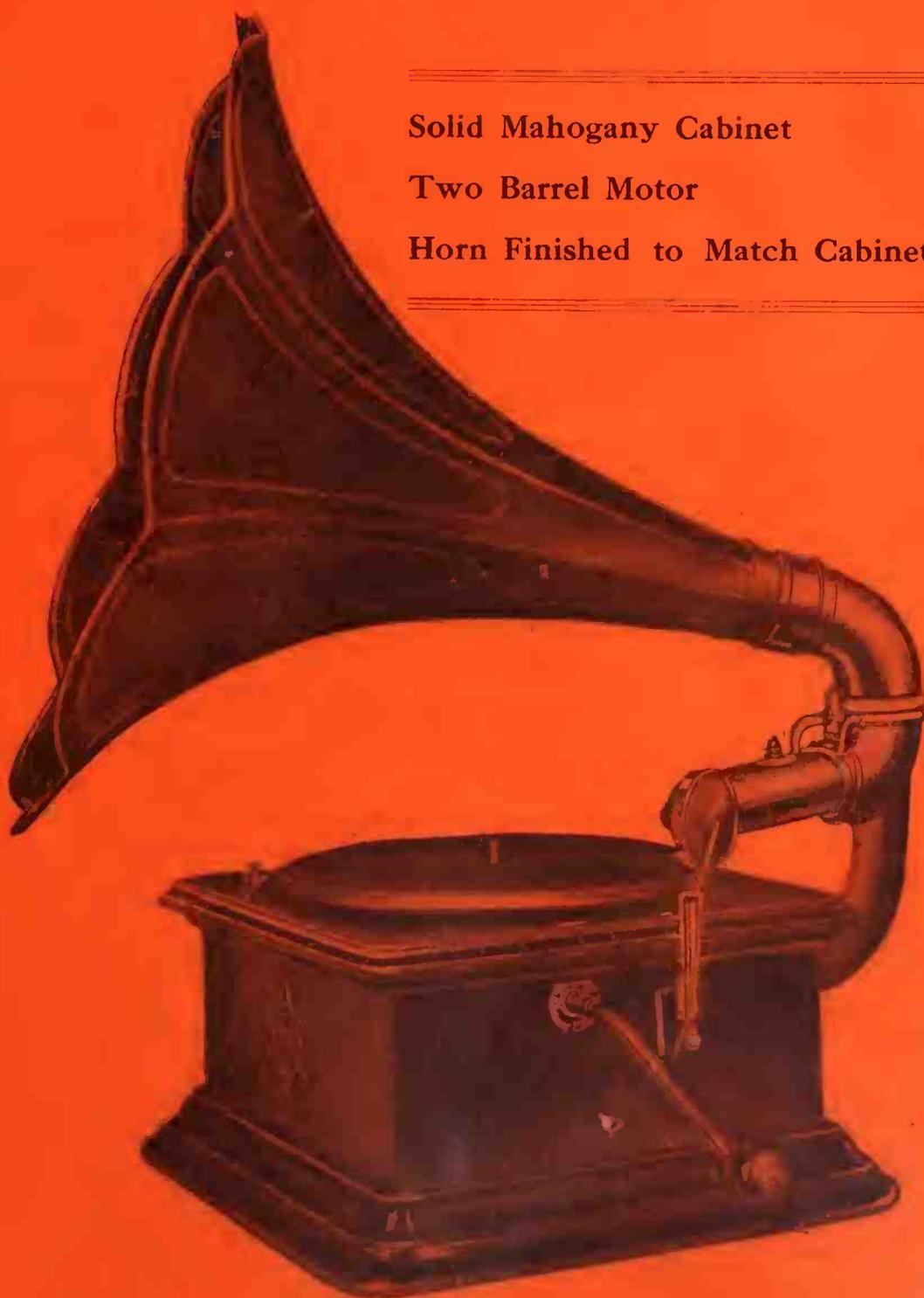
Patented Tone Arm Support and used needle receiver.

Patented Speed Finder, by which the starting and stopping lever can be secured in position to enable the user to always operate the machine at uniform speed. Other makes of machines use a brake stop on the turntable.

This Speed Finder enables the user of the Star to operate the machine always at a uniform speed.

Patented Adjustable Tone Arm. This is a very simple and clever arrangement of the interior of the arm known as our tone modifier, enabling the user to change the tone of the reproduction at will.

Full line of samples of new models will be on exhibition at Atlantic City.



Solid Mahogany Cabinet

Two Barrel Motor

Horn Finished to Match Cabinet

Model No. 50—Price \$50.00

HAWTHORNE & SHEBLE MANUFACTURING CO.

Howard and Jefferson Streets, Station O.

FOUR FACTORIES

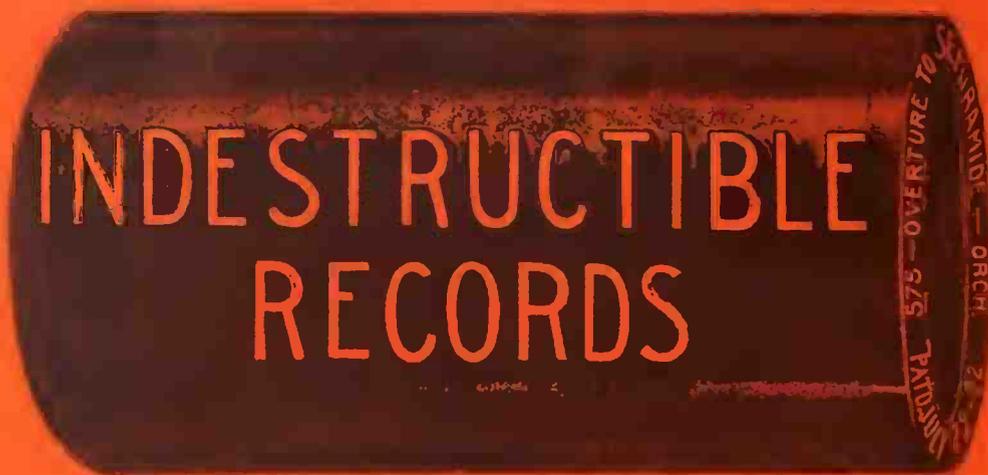
PHILADELPHIA, PA.

Profitable to the Dealers Because the People Want Them

Quality of
Tone

Mechanical
Perfection

Indestructibility



Volume of
Sound

Truth of
Reproduction

Economy

Retail Price, 35c. Each

Q The INDESTRUCTIBLE RECORDS can't wear out—the same record can be used indefinitely for demonstrating purposes. **Q** There is no loss by breakage—we guarantee delivery. **Q** The INDESTRUCTIBLE combination of our RECORD and REPRODUCER is the strongest ever yet presented and is thoroughly liberal to the dealer from a standpoint of profit. **Q** The new INDESTRUCTIBLE REPRODUCER, when played on INDESTRUCTIBLE RECORDS gives a full rich tone that more nearly approaches the original than any sound yet produced by a mechanical process. The Indestructible Reproducer and the Indestructible Record give maximum service with minimum wear. The reproducer emphasizes the beautifully modulated tones of the Indestructible Record. The full round volume of truthfulness of reproduction, the accuracy, are all accentuated by the It will destroy Wax Records.

OUR OFFER Our Reproducer Jobbers. For the price permits benefit directly by the advantages of our sell these reproducers to the dealers with turned before October 1st, 1908, and full tation, should the dealer not be satisfied reproducers to the public with the under-trial and if, at the end of the week, the return the reproducer and receive the



is handled by the Indestructible Record present they retail at \$3.00 each, This everyone interested in our records to reproducer. For the Present our Jobbers the understanding that they may be re-credit given, less the expense of transpor-with his purchase. Our dealers sell these standing that they are to be given a week's purchaser is not entirely satisfied, he may full amount of his purchase.

ESTABLISHED JOBBERS

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|---|---|---|
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McArthur Piano Co.</p> <p>ALBANY, N. Y.
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Mass. Indestructible Record Co., 72 Bedford St.</p> <p>BROOKLYN, N. Y.
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Montenegro-Riehm Music Co., 523 Third Ave.</p> <p>MINNEAPOLIS, MINN.
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Edisonia Co., 57 Halsey St.</p> <p>NEWARK, OHIO.
Ball-Fintze Co., 12 Canal St</p> <p>NEW HAVEN, CONN.
A. B. Clinton Co., 33 Church St.</p> <p>NEW ORLEANS, LA.
Nat. Auto. Fire Alarm Co., 614-618 Gravier St.</p> <p>NEW YORK CITY
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Knight Drug Co., 103 Broughton St.</p> <p>SCHENECTADY, N. Y.
Finch & Hahn, 504 State St.</p> <p>ST. LOUIS, MO.
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J. K. Savage Supply Co., 921 Franklin Ave.</p> <p>SIoux CITY, IOWA.
Early Music House</p> <p>SIoux FALLS, S. D.
O. C. Cadwell & Co., 127 Phillips Ave.</p> <p>SYRACUSE, N. Y.
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Wabash Music Co., 823 Wabash Ave.</p> <p>TOLEDO, OHIO.
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Finch & Hahn, 3 Third St.</p> <p>HALIFAX, N. S.
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The Indestructible Phonographic Record Co.
ALBANY, NEW YORK, U. S. A.

The Talking Machine World

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New York, June 15, 1908.

Price Ten Cents

SUCCESSFUL SALESMANSHIP.

Qualifications Necessary to the Making of One, and the Reasons for Failures in the Profession—Employers and Clerks.

Upon proper and mutually satisfactory relations between the clerk and his employer depends very largely the success of his store. It can be seen, therefore, that to this question too much consideration cannot be given. Unfortunately, but a small portion of clerks appreciate their responsibility in contributing to the success of the particular establishment with which they are identified, and are satisfied to render a purely perfunctory service, taking little practical interest in the general welfare of the store, the result, of course, being that such a clerk does not do his best work—no clerk can who does not interest himself beyond the actual performance of assigned duties. Little consideration is required to convince one of the fact that from the standpoint of the clerk himself such a course is a suicidal one, so far as his hopes of a successful business career are concerned.

A clerk who is as solicitous of the welfare and progress and good name of the store in which he is employed has taken a long step toward making himself indispensable to his employers. This interest will manifest itself in several ways. In the first place there will always be an unswerving loyalty to "the firm." Your particular store is the most reliable, most progressive, and in every way the best that you know of. There will be no complaints to your friends during the evenings of the "unfair" treatment of the "old man." Generally, you will find that he is as good to you as you deserve and as good as the average employer.

The ability to make friends of the store's customers is one of the most valuable assets a young clerk can possess. You've noticed, of course, how in some stores customers will wait for a certain clerk to serve them, and generally it will be found that this particular clerk has attained his popularity by his willingness to go out of his way to satisfy the customers. This is a faculty doubly valuable to its fortunate possessor—it increases his value to his employer and builds up for himself a reputation which, should he embark in business for himself, will constitute a quality easily convertible into business success.

On the other side of the relationship—the attitude of the employer to his clerk—there are many things a clerk might say. In the first place, give him credit for doing his best—unless you're satisfied he is not—and encourage him to take an interest in your business. Ask him to give his opinion in respect to certain new methods you have in contemplation, and encourage him to make suggestions as to means by which the store may be improved and the customers better served. He is, perhaps, in a better position to hear the adverse criticism made on your store than you are, because your friend is naturally disinclined to tell you about the unfavorable comparison he heard made the other day between your store and another. Your clerk likely heard it, too, and if he is encouraged he will tell you of it, and possibly be ready with a suggestion as to means by which the desired improvements could be effected.

Make him feel that it's his store, as well as yours—that he is co-responsible with you for its success. As The Sporting Goods Dealer aptly puts it: A little commendation and an assurance that his work is appreciated will act as an incentive to him, and more consistent work will result.

In a word, arouse enthusiasm in your clerk, and if he is the right kind he will respond with the best there is in him, and if he's not the right kind, and does not give the service you have reason to expect, your only recourse is to replace

him with one who gives evidence of his possession of the necessary initiative and other qualities calculated to encompass his success and your satisfaction.

TALKING MACHINE IN POLITICS.

W. J. Bryan's Move in Making Records of His Noted Addresses Worthy of Emulation by Secretary Taft—The Advantages Gained by These Mechanical Spell-Binders—Saves the Speaker's Voice and Can't be Interrupted by Embarrassing Questions.

The list of records issued by the National Phonograph Co., containing noted speeches and lectures by William J. Bryan, the noted lecturer and perennial Presidential candidate, has attracted considerable attention throughout the country, and there can be no question but that these records are destined to prove big sellers, owing to the likelihood of Mr. Bryan becoming the candidate for President on the Democratic ticket.

In the last two issues of The World we have referred to the possibilities of the talking machine being used as a means of stimulating interest in the Presidential campaign, and it is now up to Secretary Taft to fall in line. It is so much more convenient to be able to have the views of the leading candidates heard in your own parlor than to crowd into a large hall, particularly these humid days.

Commenting on Mr. Bryan's move, the New York Press in a semi-humorous article the other day said: "Mr. Bryan has tried, so far as he could go, the feat of talking to all the men, women and children in the United States. The terrific strain of his first canvass for the Presidency, when he spoke morning, afternoon and night for many weeks, will be unnecessary if the phonograph can reel off his arguments to millions of voters even while he sleeps. Experiments with motion-picture films have been so successful that the National Committee also might reproduce the candidate's graceful gestures and give some notion of his ear-to-ear smile by up-to-date electrical devices such as the nickel-odeons use.

"Another advantage of the phonograph which political speakers must appreciate we commend to their thought. There can be no interruptions. Rude persons could not break in on Mr. Bryan with gibes touching his Free Silver theory. 'How about Brownsville?' and 'What about that injunction?' could not distress Secretary Taft. Mr. Roosevelt speaking through the phonograph would be immune from annoying questions about the Harriman letter or the Morton rebate case. The Vice-Presidential dignity would be saved from shock by quibs about the cocktail that made him famous or the condition of the thermometer. There is no getting back at the phonograph. It has the last word.

"What a lovely scheme, by the way, this would be for a henpecked husband's argument with his wife!"

FALSE IDEA OF SOUND VOLUME

Apparent When Listening to a Talking Machine Through Ear Tubes—Amusing Situations in Arcades.

Any one desiring an amusing experience at the cost of a cent or two should go into one of the numerous penny arcades and watch for two or more people coming in together. One will go to a machine, drop a cent in the slot and wait expectantly for the first strains of the music. Then the fun begins. It is his greatest desire to inform his friend of the beauty of the selection, and assuming what he thinks is a low tone of voice he proceeds to impart the information. Instead of speaking in a whisper, however, he roars as though he were using a megaphone, it

being a peculiar fact that, with the tubes to the ears, it is impossible for one to gage the volume of his tones. Another amusing creature, he may almost be called a pest in some instances is he who persists in humming the tune he is listening to. His voice, generally quite ordinary, even under normal conditions, becomes absolutely harrowing, and he gazes with utmost wonder at those who look at him with amused grins. The above just goes to show that all the fun in arcades is not confined to the machines.

TOO MUCH "CHEER UP" TALK.

Western Bankers Say Live Men Resent the Insinuation That They Are Pessimists—No One Really Despondent Now With Good Crops at Good Prices and Quiet Politics.

"Altogether too much unnecessary 'cheer-up' literature is being published, and too much 'keep smiling' talk is indulged in," said a Middle West banker recently. "So far as I can find out, no one is really despondent, except a few rich individuals, who couldn't suffer hardship if they tried, and who are doing nothing but wait for the interest on their money to become due. The men who are doing things, who are building up the country and are making things move are not worrying. They are the real strength of the nation, anyhow, and what they do is what counts. Some of them are becoming weary of being told to 'shed sunshine,' and they resent the insinuation that they are pessimists, when, in fact, they are going ahead with their plans as fully as ever, and count on a prosperous season, all things considered. So far as the interior is concerned, there is plenty of money to finance their plans, and what more do they need?"

This probably expresses the idea of most business men of the country, and in the West especially. They have passed the period of discouragement, and are now waiting only for the coming of good crops and good prices to be certain of a profitable fall's business. Politics is going to cut much less of a figure this season than formerly, because the leading candidates are considered as already settled, and the platforms as well established. This ought to mean that the effect will be anticipated, and the probabilities are that a good deal less attention will be created by the speeches and contests, so far as business is concerned, than has been generally supposed. If the farmers have an income, they will be free spenders.

OUTDOES YANKEE NOTIONS.

A novelty rather widely advertised in England is the "boiling clock." It seems to outdo all the Yankee devices ever marketed in sheer ingenuity. You buy a "boiling clock" at about the price of a fairly good bicycle. There is not only a timepiece, but a kettle, an alcohol stove and a lot of gears and levers. Fill the kettle with water before going to bed, put tea and a cup where the clock can get action on them, and set your hour, as with an alarm. In the morning the clock wakes you, lights the alcohol stove, boils the water, pours it into the cup and makes the tea, puts out the fire and calls you again.

SCHMELZER ARMS CO. PUBLICITY.

The Schmelzer Arms Co., the talking machine jobbers of Kansas City, Mo., are sending out attractively worded post cards advertising the ten excellent Bryan records made by the National Phonograph Co. There is a great opportunity of jobbers and dealers to work up a good trade in these records owing to the prominence of Mr. Bryan. There are millions of people who have never heard "The Great Commoner" speak who will be glad to buy records of some of his favorite orations.

"SINGS" PRETTY PICTURES.

Mrs. Hughes' Wonderful Machine Which Enables Her to Produce Remarkable Effects in Tone Formations—A Most Interesting Study.

A little machine just invented by Mrs. Margaret Watts Hughes, of London, with which she is actually "singing" daisies and pansies, ferns, trees and odd little geometrical patterns, has aroused much interest. Mrs. Watts Hughes' invention consists of a tube, shaped like a megaphone, into which she sings. The tones pass into a bowl or receiver, the open top of which is closed with a disc of fine silk. Over the surface of the disc a small quantity of lycopodium powder is placed, and as the voice of the singer makes the disc vibrate the dust assumes geometrical shapes.

To sing a daisy Mrs. Watts Hughes places a



THE FIRST SIXTEEN BARS OF "MY COUNTRY 'TIS OF THEE" IN PICTURE FORM.

small heap of color paste, mixed to the proper consistency, on the center of the disc and sets it in motion with a suitable note, continuing until the paste takes the form of a little flower with petals. Every time the note diminishes the flower falls back into the same little heap from which it sprang, only to reappear with each renewal and slight crescendo of the note. Each time it reappears it becomes more and more developed until finally it crystallizes into the daisy shape.

Or she places on the disc a larger quantity of the color paste, the size of a small bean, exactly on the center of vibration, and sings a suitable note. The heap gathers itself together closely. Soon it becomes slightly agitated around the edge and suddenly, under a careful crescendo, beautifully shaped petals dart out with perfect regu-



SINGING DAISIES.

larity and symmetry. It is seldom that a perfectly shaped daisy is obtained with the first crescendo. To get the handsomest flower the note must be repeated diminuendo, when the petals will retreat into a central heap, and there remain until the next crescendo, when the petals dart out anew, more perfect in appearance. This is repeated until the flower is satisfactorily beautiful.

Some of the most perfect daisy forms are delicately marked on their petals with vein-like lines, both straight and curved. Others show around the base of the petals one or two rows of tiny dots, which Mrs. Watts Hughes believes are centers of new daisies, marvelous little buds which would develop into fresh flowers if one only knew how to develop them. Others have two and three rows of petals overlapping each other.

Other interesting figures may be obtained by means of moistened plaster of paris. Mrs. Watts Hughes tried this with the idea of making her tone figures permanent and of value for scientific study. She also coated a small piece of glass with color and placed it downward on the disc, singing a note into the tube. At first there were no traces of the voice vibrations, but after continued practice one day when the plate was lifted from the disc the under lines showed that the note had been sufficiently powerful to leave a distinct impression on the glass which could be retained and made permanent. This experiment, with the practice it involved, led to the making of trees, ferns and many strange combinations of linear curves.

Mrs. Watts Hughes has also succeeded in singing a pansy. This tone flower has a special be-

havior of its own, and takes shape only under certain conditions. The primrose, buttercup, chrysanthemum, rose and geranium are said to be very easy to sing, compared with the pansy. If the moist color be thoroughly mixed so that every particle of the heap can be set in regular vibration the surface of the mass displays a delicate softness of such perfection that it is comparable only to the bloom of a live flower.

It will be noticed from the tone formations published on this page, with their corresponding musical notes, that the dust on the disc assumed exactly the same shape every time Mrs. Watts Hughes sang E flat. The same rule held good with every other musical tone. By scattering the dust over the disc or membrane of the tube and singing a certain note the singer is always sure to get a certain figure. By singing certain notes in regular order Mrs. Watts Hughes gradually discovered how to make the dust assume any

desired form. In this way she gradually learned how to sing daisies and other flowers.

The singing of the daisy Mrs. Watts Hughes regards as an invaluable music lesson, giving scope for the practice of crescendo and diminuendo in almost every degree of intensity and offering rare opportunity for novel sensations. At first when directing the voice against the semi-liquid mass on the disc there is a feeling as if some impassable barrier were encountered, and that it would be as easy to move a mountain with a push of the hand as to set that color heap moving by the action of a note. It is only after several attempts that one comes to feel that it could be done if only the right kind of sound could be employed.

At last the seemingly ponderous inert mass is disturbed and shows some susceptibility of control. It begins to move, and gradually comes under complete control, expanding in petals after every repeated crescendo. When the mass moves thus easily the sensation of the singer is completely changed. The feeling is now as if all at once the air in the tube, in the receiver, on the disc and all around were acting in concert for the singer's purpose and had taken possession of every corner of space.

The pasty mass moves as if on wheels and is almost perfectly under the control of the singer. Sometimes the whole mass, unaided by any crescendo note, suddenly quits its place on the center

of the disc and travels over the surface in a most mysterious way, shooting out its petals as perfectly as usual.

HORNS GROWING LARGER IN GERMANY.

German talking machine dealers are beginning to wonder when the horns will finally have reached their greatest size, in view of the steadily increasing dimensions of that accessory. As Die Sprechmaschine aptly says: "The giant horn for trombones, gigantophones and other large phonographs predominates in the advertisements of the trade journals and on the market for talking machines. If the circumference of the horns keeps on growing at such a rate, most houses in which there are bars and cafés will have to be pulled down, as neither the entrances nor the rooms will be large enough to receive the horns. But we will hope that the horns do not

grow any larger, but only the extent of the business in these and other beautiful things of our many-sided industry."

POWER OF DISCONTENT.

If you are discontented with your present position, you are either on the road to success or failure; success if you have determined to increase your knowledge, vowed never to allow the steam of energy to run down; failure if you are discontented and make no effort to better your condition, but are willing to rust and rest as satisfied worker. The power of steam was discovered by a man who was discontented; nations were made and overthrown by one discontented man. The generator of action is discontent. It prods the laggard and spurs the incompetent man and woman to greater effort.

A MOVING PICTURE CITY.

In Milan alone there are over forty establishments in which moving picture machines are used. Their popularity in this country has grown by leaps and bounds until the theatrical people are actually affrighted. In London they are more conservative, and the fad has not yet struck that city in an overpowering way, but it is bound to reach there just as it has all the other leading cities throughout the world.

ATTENTION! NEW ENGLAND DEALERS

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

**EDISON PHONOGRAPHS
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



Summer Time Is Victor Time

MR. DEALER: You can increase your sales enormously during the summer months if you will only let people know what a wonderful outdoor musical instrument the Victor is.

The operatic artists sing their beautiful numbers in the open air, just as well as indoors, on the Victor.

The Victor's unequalled dance and concert records are the very thing for open-air dances and musicales on a large scale; and the splendid Victor list of popular music contains hundreds of selections just suited for out-of-doors.

For camping trips, yachting cruises, lawn parties and picnics—for summer resorts, hotels, parks, country clubs and private summer homes the Victor is the greatest of all musical instruments.

Keep hammering away at this fact and you can easily land a big share of this good 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.

P. S. One of the most valuable hints to a keen dealer is: Place standing monthly orders for the new records with your distributor, and push this feature. Keeps your customers calling at least monthly—they look for them. Artistic Monthly Supplements furnished free for this purpose

Full information can be obtained from the following Victor dealers:

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

ARKANSAS "TALKER" DEALERS MEET

In Little Rock and Discuss Trade Conditions—Entertained at Banquet by Hollenberg Music Co.—Some of the Addresses Made—Will Probably Form State Organization.

(Special to The Talking Machine World.)

Little Rock, Ark., May 29, 1908.

The meeting of the talking machine dealers of this city, which was called together in this city on May 20, by Col. F. B. T. Hollenberg, president of the Hollenberg Music Co., proved to be a most successful affair from first to last. The attendance was much larger than was anticipated—in fact, many who had failed to notify the promoters of the meeting made their appearance, and all received a hearty welcome.

The dealers of the State were accorded their first opportunity of meeting and becoming acquainted with each other and all seemed to enjoy so doing. The opening session, which was held at Hollenberg Music Hall, was a business one, and many topics which are of interest to the talking machine trade in this state, as well as throughout the country, were taken up and discussed by those present. In the afternoon the visiting dealers were the guests of Col. Hollenberg at a League ball game at West End Park.

The day's session was brought to a close with a banquet tendered the visitors at the hotel Marion by Col. Hollenberg, at which almost one hundred dealers from different sections of the state were in attendance. The menu was an excellent one and up to the high standard for which mine host of the Hotel Marion is noted.

Colonel Hollenberg acted as toastmaster of the occasion and a number of dealers gave short talks on subjects pertinent to the talking machine business. Among those who spoke were:

E. E. Mitchell, of Morrilton, on "The Graphophone as an Advertiser."

W. C. Fuhri, of Chicago, district agent of the Columbian Phonograph Co., on "The Pioneer Phonograph."

E. Dante, of Dermott, on "The Ananias of the Phonograph Business."

Claude Craig, on "The Phonograph in the Coal Miner's Home."

J. A. Jungkin, of Little Rock, on "State Organization."

J. H. Rice, of Batesville, on "How to Sell a Phonograph Forty Miles from a Railroad."

E. S. Payne, of Little Rock, on "Profits in the Phonograph Business."

This preliminary meeting of the talking machine men will no doubt result in the organiza-

tion at a later date of a state association, it being the expressed desire of every dealer present that such an organization be established. All departed with the expression that at the next meeting a permanent organization should be effected.

Some of those present were: J. H. Rice, Batesville; W. C. Fuhri, Chicago; A. W. Brassler, Malvern; Joe Hilliard and wife, Hot Springs; B. F. Williams and wife, Stuttgart; E. Dante, Dermott; E. E. Mitchell, Morrilton; D. G. Maxey, Pine Bluff; William Mosby, Newport; J. L. Culpepper, Fordyce; Claude H. Craig, Russellville; W. N. Owen, Conway; P. T. Pointer, Cotter; J. G. Withington, England; E. W. Moore, Leola; J. H. Nicholson, Ethel; D. G. Richards and wife, Hot Springs; Charles King, Carlisle; J. H. Hand, Yellville; J. T. Norman, Hamburg; J. G. McDonald, Camden; P. H. Wheat, Lonoke; W. J. Martin, Van Buren; Landvoight & Vadikin, Forrest City; John A. Jenkin, Little Rock; E. W. Guttenberger, Memphis, Tenn.

CONTRASTS IN OUTPUT.

Memorandum to Mr. Edison Some 19 Years Ago Tells a Story of Progress.

The following memo. addressed to Mr. Edison just nineteen years ago, and preserved accidentally among some old correspondence, will bring very vividly to mind the phenomenal growth of the business of manufacturing Edison phonographs and records since May, 1889. At that time Edison records were being made in Mr. Edison's own laboratory by his own assistants. Mr. Batchelor, writer of the memorandum, was then superintendent of the Edison Phonograph Works, which manufactured Edison phonographs:

"Memo. to Mr. Edison:

"We have had enormous orders for musical cylinders, some of them dating as far as two months back. Can you not make some arrangements so that we can have our orders filled up there, as in many cases it prevents shipments of goods until we get them? We have now with you orders for one-half dozen for Nebraska, one dozen for Washington, two dozen for Nashville, Tenn., all dated back to March 28. Five dozen for North America of April 1, one dozen for Japan, May 8; one-half dozen for Ohio, May 13, and a few yesterday for Dakota. If you can give Wangenmann orders to furnish us what we want, it will help us considerably in getting off our shipments more promptly.

"CHARLES BATCHELOR."

To this Mr. Edison replied a few days later as

follows: "We are making about 50 per day and I am rigging up to furnish 300 daily. Please send orders (written) to laboratory. We will book them, fill the orders by sending them to Phono. Co., and make charges so that we will not be out of pocket. E."

As we have manufactured as many as 110,000 records in a single day recently, it follows that for every one produced when this memo. was written, 2,200 have since been turned out in the same space of time! And it is just as impossible for us to put a limitation on the future sales of Edison phonographs and records as it was for those pioneers in 1889, who thought their orders were enormous.—Edison Phonograph Monthly.

POINTS FOR DEALER'S PUBLICITY.

Importance of Possessing Some Knowledge of Type Values if the Reading Matter Is to Be Made Effective—Strength and Simplicity the Keynote of Typographical Display.

Type is such a large subject and has so many ramifications that it is not expected of the ordinary advertiser or business man to know very much about it. A little technical knowledge, however, is much to be desired and is frequently very convenient.

All type, rules, borders, leads and other material are now made on the point system, so that it is all interchangeable. The advantage of this is illustrated where it is advisable to set one part of a line in large type followed by two or three lines of small type. This is frequently the case in advertisements where the name of the advertiser is set in eighteen point and his street number and town set in two lines at the end of his name to save space.

This idea is valuable also when a border is to be set around the advertisement. The ordinary newspaper column is thirteen pica ems wide, each pica em representing twelve points. The space may thus be divided and counted upon with absolute accuracy. Six pica ems, or seventy-two points, make one inch, so that to find how many lines of a given size of type will go into a given length of column, it is only necessary to divide the total number of points in a column by the points represented by each line of the type.

Wherever strength and legibility are desired—and they should be in advertising—capital letters should not be used by themselves. Lower case, or small letters are easier to read—there is more variation in the shapes, and so the eye does not have so much work to do in separating one from the other.

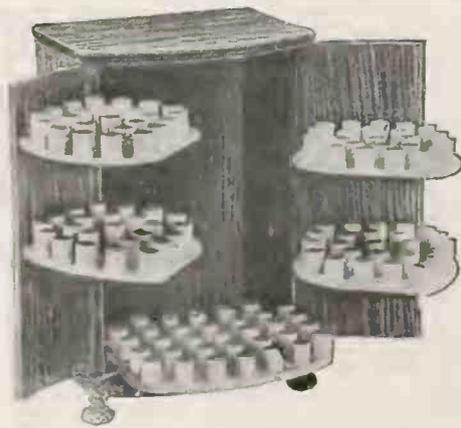
The constant reader is the quick reader—he can get through with a column of type in half the time consumed by one who reads half as much. This is true because the constant reader is familiar with the forms of the type and the words. If we were all used to capital letters we might read them as quickly as we do small letters, but their comparative uniformity of design and size is against them.

To you this may appear as a small thing, but to the close student its importance is evident. When you put an advertisement before a man, you are asking him to give his attention to your business for your profit. You ought to make it as easy for him as possible. Plainness consists not only of a plain story plainly told, in plain language, but involves also the typographical presentation of the ideas.

The excellence of the typography of advertising is a question of strength and simplicity, combined with artistic proportion and symmetry of contour, both of the type faces and the entire groups of faces that make the complete ad.

There is more bad display because of the superabundance of display type than there is from the lack of it. If there are only three or four kinds of type in an office a compositor can't use more than that many and the advertiser and the reader are thereby benefited.

Type is intended to dress an advertisement and to bring out the good points. If the dress is so conspicuous that attention is drawn to it instead of to the ideas of the ad., the compositor has shown a very poor idea of proportion.



No. 1188

Spring Catalog Now Ready

Up-to-the-Minute Designs in

RECORD CABINETS

Sheet Music, Automatic Player Roll and Metallic Tune Sheet Cabinets
Piano Benches

SELL CADILLAC CABINETS. IT'S DISTINCTLY TO YOUR ADVANTAGE

CADILLAC CABINET CO., Detroit, Mich.



July List Of New Victor Records

All vocal selections have accompaniments by the Victor Orchestra

8-inch 35 cents

- No.
5300 Radetzky March... Arthur Pryor's Band
2843 The Nightingale and the Frog. Piccolo Solo. Darius Lyons
5335 Much Obligated to You.....Billy Murray
5338 The Stranded Circus. Descriptive Specialty. Spencer and Girard

10-inch 60 cents

- 5457 "Distant Greetings" March. Arthur Pryor's Band
5458 Dixie Fantasia.....Arthur Pryor's Band
5465 Merry Widow Two-Step..Victor Dance Orchestra
5474 "The Man with Three Wives" Waltzes. Victor Dance Orchestra
5469 Meditation. Violin Solo.....Howard Rattay
5468 Medley of Reels, No. 2. Accordion Solo. John J. Kimmel
5478 Harrigan Medley ("Merry Widow Waltz," "I'm Afraid to Come Home in the Dark," and "Harrigan.") Street Piano. Signor Grindolino
5466 Through Sunny Spain.....Elise Stevenson
5467 Are You Sincere?.....Elise Stevenson
5475 Sleep, Baby, Sleep.....May McDonald
5473 I Want to Be a Merry, Merry Widow. Ada Jones
5459 I Was a Hero, Too (from "Nearly a Hero"). Billy Murray
5472 The Lanky Yankee Boys in Blue (from "Lonesome Town").....Billy Murray
5479 God Save the King.....Alan Turner

- 5462 Hannibal Hope and the Circus Parade. Arthur Collins
5471 Honey, Won't You Please Come Down. Collins and Harlan
5477 Roses Bring Dreams of You. Harry Macdonough and Haydn Quartet
5460 Rah! Rah! Rah! (from "The Soul Kiss"). Peerless Quartet
5476 Fun at the Music Counter. Descriptive Specialty.....Miss Jones and Mr. Spencer
5452 When It's Moonlight, Mary, Darling, 'Neath the Old Grape Arbor Shade...Albert Campbell
5463 I Want You (from "The Talk of New York.") Henry Burr
5470 Stop Making Faces at Me....Byron G. Harlan
5461 The Honey Bees' Honeymoon. Miss Jones and Mr. Murray
5464 I'm Starving for One Sight of You. Stanley and Burr

12-inch - \$1.00

- 31703 *Trovatore*—Miserere...Miss Stevenson, Mr. Macdonough, Victor Male Chorus, Victor Orchestra and Chimes.

New Victor Red Seal Records

Enrico Caruso, Tenor

- 88127 *Aida* (Verdi)—Celeste *Aida* (Heavenly *Aida*). 12-inch, with Orchestra, \$3. In Italian.

Emma Calve—Charles Dalmores

- 89019 *Carmen* (Bizet)—La Bas Dans la Montague (Away to Yonder Mountain). 12-inch, with Orchestra, \$4. In French.

Johanna Gadski, Soprano

- 87019 *Widmung* (Schumann)—(Dedication). 10-inch, with Piano Accompaniment, \$2. In German.

Louise Homer, Contralto

- 88128 *Old Black Joe* (Foster). 12-inch, with orchestra, \$3. In English.

Pol Plancon, Bass

- 85124 *Etoile du Nord* (Meyerbeer)—O Jours Heureux (Star of the North—Oh, Happy Days) 12-inch, with Orchestra, \$3. In French.

Alice Nielsen, Soprano

- 74107 *Il Bacio* (Arditi)—Vocal Waltz—"The Kiss". 12-inch, with Orchestra, \$1.50. In Italian.

Florencio Constantino, Tenor

- 74106 *Boheme* (Puccini)—Racconto di Rodolfo (Rudolph's Narrative). 12-inch, with Orchestra, \$1.50. In Italian.

Alice Nielsen—Florencio Constantino

- 74108 *Romeo and Juliet* (Gounod)—Ange Adorable (Lovely Angel). 12-inch, with Orchestra, \$1.50. In French.

Emilio de Gogorza, Baritone

- 74105 *O, Sole Mio* (Capua)—(My Own Sunshine), Neapolitan Folk Song. 12-inch, with Orchestra, \$1.50. In Italian.

Evan Williams, Tenor

- 74109 *Come Into the Garden*, Maud (Balfe). 12-inch, with Orchestra, \$1.50. In English.

Will the people in your locality be able to get every one of these records at your store? They're going to know about them all on June 27th—the simultaneous opening day throughout America for the sale of July Victor Records; the day we advertise the complete list in leading daily newspapers all other the country.

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

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

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

Berliner Gramophone Co., of Montreal, Canadian Distributors

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

WILDE AN INSPIRATION

For Many of Our Young Men Who Are "Kicking" About the Difficulty of Getting Along in the Talking Machine Business—What He Has Actually Accomplished.

(Special to The Talking Machine World.)

South Milwaukee, Wis., June 4, 1908.

A splendid example of how success can be achieved from a modest beginning, is to be found in the development of the business of A. P. Wilde, the well-known dealer in Edison and Victor talking machines and jewelry at 1015 Milwaukee avenue, this city. In a chat with Mr. Wilde the other day he said:

"Two years ago I branched off into the talking machine business, which proved a very wise move, as this business now leads all my other departments. I carry a complete list of all the Edison records, also the Victor and a full line of Edison and Victor machines, and this department is constantly growing, compelling me to enlarge my present quarters in the near future.

"I am a young man of 35 years, and started in business 15 years ago with a capital of ten dollars, and now I own my own store, besides a dwelling and other vacant property and a stock worth upwards of ten thousand dollars, which shows what a young man can accomplish without any outside help whatever. I didn't receive a dollar from anybody to aid me in establishing my business, and if I hadn't been sick most of the time, my business would have been again as large as it now is. Nowadays young men think that it takes a large sum of money to go

into business for themselves, when all they want is nerve and a little energy.

"I am, I believe, the only man in the world whose heart is located on the extreme right side, and physicians who have examined me claim that this is the most remarkable case they ever came across. Doctors claim that I will not live very long, and say that the least exertion or excitement will cause instant death, as the valve of the heart does not work properly. It leaves in too much blood, causing the heart to work overtime and beating very irregular at times; otherwise my health is all right, although I get weak spells several times a day."

SUGGEST UNIFORM ACTION

By Jobbers or Dealers in Their Respective Towns or Cities for the Purpose of Giving Concerts Exploiting Different Machines.

(Special to The Talking Machine World.)

Baltimore, Md., June 5, 1908.

In the course of an interesting chat the other day J. G. McCallister, of Wm. McCallister & Son, the talking machine jobbers, at 221 West Baltimore street, this city, said:

"Being in the general instalment business and in constant touch with a class of people who have suffered most during the last eight months of financial depression, we find that while the talking machine and record business has been good, it is not what it should have been, but, judging from present conditions, there is a possibility for a slight increase. The wholesale end of it has been much better than the retail; still it is far from coming up to last season's business.

"Perhaps it would be a good thing if the jobbers and dealers in the various cities would get together (and where there are no jobbers, let the dealers do it) and work out a scheme like the following. It might stimulate trade and start off a lot of new buyers and at the same time change some of the skeptical one's minds relative to the talking machine game:

"Our suggestion is this: That the jobbers and dealers, as previously mentioned, arrange a meet-

ing and make arrangements to rent a good-sized hall in some residential section of their city and give a series of concerts—daily or nightly, whichever suits them best—using either one make or all makes of talking machines and phonographs, the first being to show a special line, the second drawing a comparison, though we prefer the latter, because this would place the audience in the position of a judge, and they are bound to discuss the merits of respective machines, and, further, if the latter plan be adopted, machines selected should be models of equal list price.

"Then get busy on printers' ink and issue some 'ad.' matter in the form of tickets and distribute them in the neighborhood, inviting the public to the entertainment, and if there is not an increase in sales, well—the plan strikes us to be of a helpful nature, and if carried out should do a vast amount of good if it only helps to elevate the names and nature of a talking machine above the level of 'trash' or 'funnygrafs' as so many call them."

WU TING FANG'S VISIT TO THOS. A. EDISON

Wu Ting Fang, Chinese Minister to the United States, spent the morning of May 21 with Thomas A. Edison at his laboratory, Orange, N. J. The distinguished foreigner is greatly interested in the Edison phonograph and other matters upon which Mr. Edison is engaged, and enjoyed his visit immensely. On his way back to New York by automobile, he was besieged by newspaper reporters, and managed to say:

"I was very much interested in what I saw to-day. The Edison Works are indeed wonderful, and Mr. Edison, he is wonderful, too. No wonder you Americans call him the—the—the—"

Wu became confused over the deficiency of his memory, and had his skin not been a dull yellow, a blush might have been seen.

"The Electrical Wizard," interpolated the reporter.

"Yes, yes," went on the executive representative of the Chinese Empire. "He has done a great deal for his country and the world."



A. P. WILDE.

DO NOT WAIT UNTIL TO-MORROW--IT MAY NEVER COME.

ORDER NOW

(Patented)

WHY?

BECAUSE

It Is

The

Only One Piece

Indestructible

Folding Horn.

JOBBER AND DEALERS get in line and sell the now well known ONE PIECE Munson Folding Horn for

Edison, Victor, Zonophone and Columbia Machines.

The Real Thing for campers, miners, lumbermen, survey parties and all those whose business takes them to such parts of the country where the only amusement is the talking machine. Good live jobbers wanted in every town in the U. S. GET BUSY. Write now before your competitor beats you out.

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.

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

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

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Cleveland Office: G. F. PRESCOTT.

Cincinnati Office: BERNARD C. BOWEN.

London, England, Office:

69 Basingwell St., E. C. W. LIONEL STURDY, Manager.

Berlin, Germany, CHAS. ROBINSON, Breitestr. 5.

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

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

REMITTANCES should be made payable to Edward Lyman Bill 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, JUNE 15, 1908.

IT seems to be human nature for every man to think that his own profession or business has suffered just a little bit more than a neighboring trade or profession during the past few months. Talk with men in various lines and they will tell you with a degree of confidence that they are certain that they are suffering just a trifle more than the other fellow in a neighboring trade. Now, the talking machine men have fallen into the same complaint, and some of them will say that the business has suffered because talking machines are luxuries; hence people are quick to shut off their purchases when any kind of a depression sets in. Now the actual history of this trade during the past few months does not bear out that statement. Of course, there has been a shrinkage in the gross amount of business, and every industry has suffered, because the purchasing power of the people has been materially reduced. But the talking machine industry has suffered in no greater degree than many other trades; in truth it has not suffered as much as some which we could mention. The sales in low-priced talking machines have decreased materially. This naturally follows on account of so many men being out of employment. The workmen in the various cities have been liberal purchasers of talking machines and records, and on account of the reduction in their working numbers their purchases have naturally fallen off. But the talking machine men have suffered but precious little more than the grocers and dry goods men.

THE sale of higher-priced machines, however, has been less affected than the low-priced models, and the dealers who have placed special emphasis on the developed types have been rewarded with excellent sales. Before we indulge in bitter complaint regarding our own particular trade, it is well to compare it with other industries and other trades, and if talking machine men do this in a systematic manner

they will feel a greater confidence in their own trade than ever before. The talking machine business has well maintained its position. It has given ample proof of its stability. Then there is one advantage which the talking machine men possess over trades which deal in perishable goods. Take, for instance, the stock of jobbers and dealers comprising machines and records, and we find that there is little or no shrinkage in stock values. There is no going out of style like in the dress goods trade or millinery business, when Dame Fashion, at the raise of a hand, reduces stocks of merchandise from 50 to 75 per cent. in value by willing them out of date. There are no such conditions in the talking machine business, and because the industry has stability and is well safeguarded in many ways it has stood up surprisingly well under adverse conditions.

A SUBSCRIBER writes: "I was much interested in your editorial last month, in which you stated that this industry had profited materially by the fact that dealers on account of restrictions were unable to indulge in price-cutting. I am confident that that has been one of the strongest supports to the talking machine trade, and we should have gone pretty nearly to pieces in the past few months if we had not been bolstered up by restrictions that are impossible to vault over."

There is no question but that the manufacturers by insisting upon the enforcement of rules, which include a price maintenance, protect the industry from slaughter and from disintegration, and while some men may object to conditions that are forced upon them, yet those very conditions which compel the maintenance of price are the life-saving ones of this trade. It is the sheet anchor among dealers who are unable to meet their liabilities as they have matured. During the past few months men would unquestionably have slaughtered stock in many cities, thus demoralizing their competitor's business, and the trade generally, had they not been held up by rigid business rules. In other words, the manufacturers by insisting upon a price maintenance have saved the dealers from themselves; they have prevented them from being victims of their own rashness in rushing in in times of pressure and indulging in price slaughter.

IN our opinion no stronger tests could have been witnessed in any industry than have been applied to the talking machine trade during the past few months. And how has it stood the test? Has it snapped under the strain? Our records do not show it, and the trade is to-day in better condition than it has ever been, and we are going to have business—more of it, plenty of it. Conditions are improving steadily—not coming back with a rush, but they are unmistakably better, and there is no question but that they will continue to improve, as confidence is being generally restored and the purchasing power of our people is steadily increasing through the employment of additional men in our factories.

EARLY next month the National Association of Talking Machine Jobbers will hold its second annual convention. Indications now point to a large attendance, and on account of the interest which is steadily growing in this organization it is presumed that there will be more talking machine men gathered in Atlantic City during convention time than have met in any city before in the history of the trade. The

members of the committee who have had this matter in charge have selected the Hotel Chalfonte, where they have arranged satisfactory accommodations, as well as securing a special reduction in hotel rates for the visiting talking machine men. The call of the secretary should be heeded by men of the craft everywhere, because no better opportunity could be afforded for getting together than at Atlantic City. It is a good place to be in the summer, and they have arranged the date so that members can pass the Sunday previous to business meeting very comfortably and obtain a good outing and rest while attending to the more serious subjects before the association. Just at that particular time when the convention takes place trade will be quiet, and every jobber will find the time well spent to journey to Atlantic City, where he can discuss with his confreres of this trade matters of obvious importance to all.

A COMPETENT committee have had the convention arrangements in charge, and there are many matters which the association proposes to handle for the benefit of the entire trade. The plans include a system of credit rating which will be most valuable to jobbers. In fact, many important matters will be brought up for consideration, and interesting debates will result. Every new member will add strength to the organization, and as it stands for advancement and improvement of the industry it should be supported by all jobbers. Perry B. Whitsit, Columbus, O., will be glad to explain in detail to anyone who desires the objects and aims of the association. We should say to talking machine men, don't forget to lay aside a few days in July to meet your confreres at Atlantic City.

THERE are some firms which we can mention who are out of touch and out of sympathy with their representatives. Now, when cooperation is lacking the business languishes. There is no other way out of it, and a salesman who can see, understand and explain the reasons behind certain printed statements of his firm in their local advertising will be able to work more effectually for his house than otherwise. To do business more successfully a firm must have certain clean-cut principles running through all their transactions. The observance of certain basic principles at all times and under all conditions constitutes the policy of a house.

Every man can broaden his business horizon if he will study the subject which will make him acquainted with what are regarded as the best standards in the world of business, and to-day, if we analyze the conditions which surround successful business men of our times, it will be discovered that they have always kept close to the subject. In other words, they have never gotten out of touch with their selling and distributing forces. A man for a while may be independent and be absolutely indifferent if he has a patented article for which there is a demand and which he controls absolutely, but after awhile as competition creeps in he must give way and must meet the condition, else some time he will find that through his indifference his trade has been going further away from him, and with new competition it means that the field would be materially widened. There is no man to-day, no matter how firmly fixed he may be, who is not dependent in a degree upon his fellowmen. A position of strength to-day may be, through inactivity, materially weakened to-morrow.

When Bryan Speaks Everybody Listens

He has spoken into the Edison Phonograph some of the most telling passages from his best orations. He has spoken them as he speaks them from the platform and the Phonograph has caught every accent with remarkable clearness and faithfulness.

Everybody everywhere will want to hear these tabloid addresses and the announcement of

Ten Edison Records by William Jennings Bryan

is sure to bring you a summer Record trade that will out-distance anything you have done in the past.

Mr. Bryan has put his personality, as well as his views, into these Records and hearing them is like hearing the man.

These Records will be in the hands of the jobbers early in June. Place your orders with them now and be sure to order liberally as the supply will be limited.

If you are not selling Edison Phonographs and Records this is the opportune time to put in a stock. The Edison jobber nearest you will be pleased to supply you with full information and the goods.

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

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

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

PHOTOGRAPHING THE VOICE.

The Experiments of Dr. Marage Widely Commented on—Helps Teachers of Singing—Striving to Master the Language of Animals—Anent the Manometric Flame.

Dr. Marage, the French scientist who succeeded two years ago in producing an apparatus which imitated the human voice, has just perfected an instrument for photographing the voice. The apparatus is very simple. It consists of a delicate membrane of rubber which receives the vibrations of the voice and transmits them to a tiny mirror. The movements thus reflected in the mirror are photographically recorded on sensitive paper, which, as it unrolls, is automatically developed and fixed.

The process is akin to the systems of tele-



HOW THE VOWEL E APPEARS.

graphic transmission of writing. Dr. Marage's apparatus enables teachers of singing, of elocution and of voice production to "show"—in the exact sense of the word—their pupils the good and bad qualities of their voices; moreover, philologists can compare the spoken languages of different races, and foreigners and deaf mutes can be readily taught the proper pronunciation of a language. Photographs of the voices of the famous singers of the Paris opera are being made.

The most curious consequence of this invention, however, is yet to be mentioned. M. D'Arsonval, who presented the new apparatus to the Academy at Paris, stated that he hoped ere long to have many photographic records of the voices of animals—the barking of dogs, the yowling of cats, the chatter of monkeys. Patient study of these

records he believes will lead to the long sought discovery of animal language.

In constructing his talking siren, Dr. Marage intended primarily to design an apparatus for gaging the sharpness of the sense of hearing in different individuals. In order to obtain spoken vowels the air current is made to pass through special molds, which accurately imitate the form of the human mouth in pronouncing a given vowel. The graphic records of these sounds are natural spoken vowels. An artificial talker is thus obtained.

The most valuable property of this apparatus is that the intensity of the sounds given out by it is accurately proportional to the pressure of the air current. It thus affords a means of gaging the intensity of a given sound and producing a sound of any desired strength. This is now made use of in determining keenness of hearing.

Another recent development of the Marage apparatus is a machine for producing what is called the manometric flame. It consists of an arrangement of tubes or blow pipes communicating with a rubber diaphragm. Behind the diaphragm is a small gas jet protected from air currents by glass partitions and placed before an arrangement of mirrors which reflect the flame many times.

When a note is sung into the tube a notched band of light appears across the mirror's face. The lower the pitch the coarser the notch will be, and the reverse. If two tones are sung simultaneously they will be represented in the mirror. The accompanying illustration shows how the flame looked when the vowel E was sung into the machine in two notes exactly an octave apart.

EDISON A VEGETARIAN.

Declaring that most of the ills to which human flesh is heir are due to overeating, Thomas A. Edison, the inventor of the phonograph, is said to have eliminated meat from his daily menu. Fish is the only animal food he will eat, as a result of a study of diet following his recent

operation for mastoiditis. "Overloading the digestive organs is the cause of much illness," said Mr. Edison recently. "We are afflicted because we do not exercise enough care in the matter of foods, and proper diet is the solution of good health in many respects." Mr. Edison has almost entirely eliminated meats. He has all the enthusiasm of a new convert in living up to the theory of dieting and in teaching its advantages.

OLD SONGS IN DEMAND

By Patrons of Talking Machine Parlors—Many of the Old Tunes Considered Better Than the Popular Successes of To-day.

"Many new songs do you hear in the talking machine parlors," said a man who blows in 3 or 4 cents in these canned music emporiums once in a while, according to the New York Sun, "and in their search for novelty, or for something different, the phonograph people put on the cylinders old songs, too, some of which may easily be better than many of the new.

"So here, looking along the line the other day, I found 'My Grandfather's Clock.' Do you remember a time, say thirty years or so ago, when that song was pretty nearly, if not quite, entirely the rage? When everybody sang it, and the rest whistled it, and when Gilmore's Band played it, putting a wealth of music into it, down at Coney Island and at Manhattan Beach? 'My Grandfather's Clock,' that

'Ran without slumbering,
Tick, tock,
Tick, tock,
'Life's seconds numbering,
Tick, tock,
Tick, tock,

and ran that way as long as the old man lived, but which

—stopped short,
Never to go again,
When the old man died.'

"You remember it? And here was the old clock, ticking away again now, and to be heard for a cent on a talking machine.

"And it was well worth the money."

AUXETOPHONE ENTERTAINS

At Exhibition of Textile and Hosiery Manufacturers.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 4, 1908.

Recently the National Association of Textile and Hosiery Manufacturers held an exhibition in this city, and the Musical Echo Co. were called upon to place an Auxetophone in one of the booths to entertain the visiting manufacturers from the distant cities with operatic selections.

Richard Faulkner, of the Musical Echo Co., was standing beside the machine, which was playing "Celeste Aida," sung by Caruso. Two young and charming stenographers from a nearby office were passing slowly down the aisle, looking toward the Auxetophone and listening to Caruso's high notes. But we will let Mr. Faulkner tell the story. "I happened to be standing directly in front of the horn, and, feeling fatigued, had my mouth open in the act of yawning. I like music, and incidentally the girls as well, and so far forgot myself as to make a breach of etiquette in not placing my hand to my mouth during the time of yawning. The two girls passed farther down the aisle, during which time I stopped the machine (also the yawning). As they sauntered back toward me, I stood near the railing of the booth, and one of the girls, drawing the attention of the other to myself, remarked in an undertone: 'That's him, Clara; that's him.' You can imagine that I felt rather 'chesty,' when Clara stepped up to me and said: 'Really, you have a beautiful voice. Won't you please sing again?'"

B. F. Seelig, who took over the talking machine department of the F. J. Schwankovsky Music House, Detroit, Mich., some time ago, is doing a very fair business—the general cry of hard times notwithstanding.

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

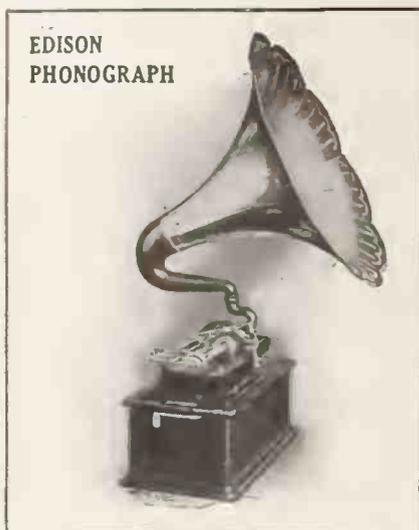
I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

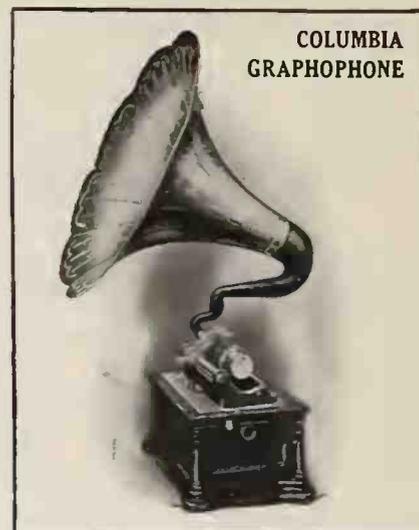
Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great 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.



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

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Cleveland, Ohio

THE TALKING MACHINE MAN'S ALPHABET

- A—ALL things with springs and wheels on the inside of them are not necessarily talking machines.
- B—BEAUTIFUL sounding titles do not always make the best selling records and vice versa.
- C—CANVASS your district very carefully. Do it now, or the other man might steel a "March" upon you.
- D—DON'T misrepresent your goods for the sake of a few extra dollars. You will lose in the end by it, sure as fate.
- E—ENDEAVOR to please all of your patrons. It pays big when checking-up time comes around. Try it and see.
- F—FINISH a record through when once placed on the machine, otherwise the listener may think it no good, etc.
- G—GIVE what you promise, and promise nothing that you do not intend to give. This makes the people have respect for you.
- H—HONESTY and good intentions will make a better name for you than a bank account will ever do.
- I—INSIST on your clerks doing "as they wish to be done by," with no exceptions whatever.
- J—JUDGE not a person by their clothes. A ragged suit of clothes may have an honest heart underneath and a fat pocketbook.
- K—KEEP a stock (full up) of all up-to-date goods in your line. People will soon know where to go for their wants.
- L—LOOK your customer square in the eye. The eye is the window of the soul. Do you know this?
- M—MONEY and manners are both good assets. Money makes the mare go; but manners make the business go also, and are cheap.
- N—NEVER substitute when it can be avoided. Your customer might substitute another dealer for you. Beware of substitutes.
- O—ORNAMENT your show windows with the very latest goods out, and use some taste and judgment in doing it, too.
- P—PROVIDE a resting place for your customers. They get very tired when waiting for their turn NEXT, and lose heart.
- Q—QUOTE prices quickly and direct, and do not falter, or hesitate. Hesitation means perhaps loss on your part.
- R—ROASTING the "other fellow" won't help your business one bit, but makes an evil impression; so don't roast.
- S—SIMPLICITY about your methods and store running is a drawing card, and then simplicity is human and easily understood.
- T—"TALKERS" should be kept clean and bright. You seeing them daily and a customer "occasionally" are two different things.
- U—UNITE all efforts toward keeping all stock clean and complete. Do you attend to this strictly?
- V—VANITY and villainy go hand in hand, so do not show the first named or you may be suspected of the latter also.
- W—WONDERFUL results happen when the whole force are companionable and sociable one toward the other. Ever try it?

- X—EXTRA loud records should not be played for an elderly person, nor a low-toned one for a boisterous kind of a man.
- Y—YIELD not to temptation. Your employer is honest. If not, leave him and try elsewhere.
- Z—ZENITH of trade will only be reached by being honest and ZEALOUS, and if these few pointers hurt, then quit and study ZOOGRAPHY. H. C. FABER.

TRADE NEWS FROM LOS ANGELES.

Fleet Visit a Great Event—Visitors from All Sections—Victor Telegraph Code Pleases Dealers—Sherman, Clay & Co. Enjoy Good Record Trade—So. California Music Co. Make Improvements—"Tatsch" Needles in Demand.

(Special to The Talking Machine World.)
Los Angeles, Cal., May 30, 1908.

The great battleship fleet has come and gone, and its visit will long be remembered. The entertainment of the fleet officers and jackies was a very successful affair and entirely won the hearts of the jackies, who expressed their appreciation in many ways. All business was practically suspended, and the city made a fine appearance in the national colors and electric lights. The crowds from neighboring towns were larger than ever before, although business gains nothing noticeable by it.

E. L. Andrews & Sons, of Phoenix, Ariz., have sold their interests to Miller-Sterling Co., who will continue to do business with the same lines.

L. F. Geissler, manager of the Victor Talking Machine Co., made a short stay in this city, visiting several dealers.

H. Norton, representing Sherman, Clay & Co., has been making his first trip through southern California in the interests of his house.

The new telegraphic code for ordering records adopted by the Victor Co. is looked on with great favor by the dealers, as this section is a great distance from the factory, and in some places jobbers are several days' distance.

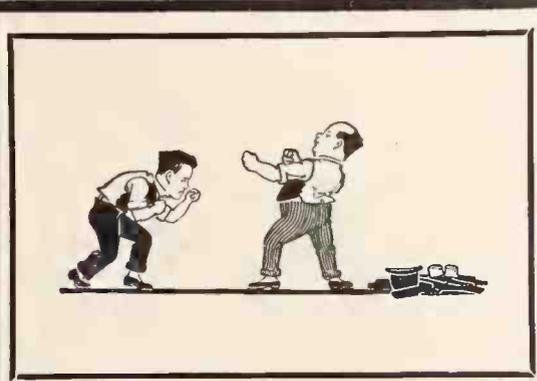
Sherman, Clay & Co.'s wholesale branch in this city have had a splendid business with their May Victor records, and find the Lucia Sextette is surpassing all other numbers as a seller. The announcement of the "Crown" Opera records in the "Voice of the Victor" has attracted a great deal of attention. Many dealers are running special newspaper ads. The Geo. J. Birkel Music Co. has issued a special catalog for these and are doing a splendid business with them, naming them "Victor grand opera records" at popular prices.

The Southern California Music Co. have just completed improvements in their talking machine repair department, which makes it one of the most complete and best equipped on the coast, carrying a complete line of repair parts and sundries for all makes of machines. Albert D. Wayne, of their retail department, is having great success with his weekly recitals, being well attended, prove valuable in making the talking machine more popular. Mr. Lovejoy reports a good wholesale business in Zono and Edison lines for the same house.

The Tatsch Co., sales agents for the "Tatsch" permanent needles, are doing a splendid business with this new article, which has proved a great success. All dealers in this city are handling them, and numerous orders have been filled for eastern jobbers and dealers. The Gaumont Chronophone, a combination of disk talking machine and moving pictures, recently installed in a neat little theater here, has caused much comment, and is doing a great business. The appearance of Richard J. José at one of the local theaters caused an increase in the demand for his Victor records.

NOW OCCUPYING LARGER QUARTERS.

The Southwestern Talking Machine Co., of Houston, Tex., removed on June 1 to new quarters at 615 Main street, occupying both floors of the building formerly occupied by the C. Janke Music Co.



Do you have to fight your distributor?

Do you have to keep after him all the time because he doesn't ship your goods?

Do you have to wire and write him twice a day even after he has promised to fix up your order *at once*?

Does it pay to devote so much time to your distributor, which properly belongs to taking care of your trade?

Wouldn't you prefer a service that never needs to be hustled up, and which never makes you go back on your word to customers? Wouldn't you like to have your goods shipped without fail the day the order is received?

There are two reasons why we can give such service.

First: Our stock is so complete and up-to-date that we have the goods to fill your order at once. Second: Our rule is to ship the same day the order is received.

If you put us to a practical test by sending on a rush order, you will find that we can supply you immediately with Victors, Victor Records, trumpet horns, fibre cases, English needles and all accessories.

We can probably be of service to you. At any rate send for our latest catalogue.

The Victor Distributing and Export Company
83 Chambers Street, New York



The J Repeater



For TRIUMPH and HOME Machines

Can be attached in five minutes. No drilling. Returns in less than one second. Noiseless, speedy and sure. Write for prices and circulars.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

ADVANCE TOWARD PERFECTION.

Rupert Hughes Refers to the Advance of the Talking Machine and Other Self-Playing Creations in a Complimentary Way.

Rupert Hughes, the well-known critic and magazine writer, is one of those observing men who is not afraid to give credit where credit is due. He has noted with exceeding interest the perfection of the talking machine and other self-playing devices in the musical field, and, unlike many of his brethren who have been slurring the talking machine, he deems it his duty from time to time to record the strides which have been made by mechanical media for the reproduction of music. The general trend of his ideas may be gleaned from the following brief extract from a recent article of his:

"Your merely technical singer, pianist, violinist, flutist, or what not, is only a gymnast boasting of his speed or his noise. At best he cannot play or sing as fast or as loud as a piano-playing instrument with the throttle pulled out to full speed. As for soulfulness—how many professional musicians are genuinely inspired or inspiring?"

"I know a number of men who could not play a scale or write a chord, who can so deftly manage the levers of a piano-playing instrument that their performances are really artistic. They have grasped the spirit of the composer, and added to it a personality of their own that deserves the noble word 'interpretation.' Many of them have acquired an amazing knowledge of the best musical literature.

"In the mountains last summer I sat with a group of musicians and others around the giant morning-glory horn of a machine pouring forth a song of Caruso's. Every one in the group was moved to tears by the wild beauty of those tones. I have heard Caruso himself sing worse than his record sang for him that night.

"Every year sees some new improvement, some closer approach to the ideal condition. It is possible even to transpose the music to any other key instantly to suit the voice of the singer or the wish of the instrumentalist."

QUAINT CREATIONS FROM AFRICA.

Primitive Musical Instruments Which Show That the Negroes' Love for String Creations Dates Back to the Dark Continent.

The collection from the Congo Free State which Dr. Lewie is now arranging in the American Museum of Natural History will form, when installed in the new wing of the building, the only one of its kind in America, and one of the

finest of its kind in the world. It was collected by Belgian officials and was secured by Director H. L. Bumpus when in Belgium last summer. Its uniqueness consists in the fact that while curios have been coming out of Africa ever since Stanley went in, this is the first collection that ever reached this country illustrating fully and systematically every phase of native life along the Congo River. The most remarkable thing about it is the ironwork; splendid adzes, hoes and hatchets, intricate and elaborate three-bladed throwing knives and all manner of savage weapons and utensils.

The number and variety of musical instruments seem to indicate that the well-known negro love and talent for music dates back to the Dark Continent. A dumb-bell rattle, with pebbles in the two wicker-work balls, differs from any other primitive rattle ever found. A wooden tomtom is something like a small trough, with one side thicker than the other, so that when beaten with a stick they give out different notes; and when many of these are beaten, with order and precision, the result is a wild and primitive sort of music.

The marinba may be called the African piano. It is a wooden sounding board to which are attached keys of iron or bamboo. Each key yields a note as distinct as that of a piano, and they are arranged harmoniously, like a scale. The snakeskin drums, some of them five feet long; the bell-shaped iron gongs, with iron clappers; the Pan pipes of reeds, the whistles of many kinds, the horns made of entire elephant tusks and the many stringed instruments show that a concert in the African forest might be a lively and interesting affair. These stringed instruments are most interesting because of their near resemblance to the banjo, the favorite negro instrument in America.

ANOTHER SCHOOL FOR PARROTS.

A school for parrots has been established at the Gran Montrouge on the outskirts of Paris, France, and has proved a great success. Hundreds of parrots are being trained there and taught the art of speaking. Several methods are resorted to by the teachers, one of which is to delegate their functions to an already trained bird which is made to teach the others. Then there are phonographs in abundance, one of which is generally placed in a room with a parrot and made to repeat the same words for hours at a time. Nearly every morning persons carrying cages are to be seen wending their way toward the new school, from which they generally claim the pupils at night. The institution is such a success that the building is now to be enlarged.

THE VALUE OF COURAGE

To a Salesman Cannot be Over-Estimated—This Courage, However, Must be Based Upon Knowledge of the Goods Handled, and Should be Backed by Hearty Support of the House.

Perhaps the one thing above all others which a salesman most needs is courage. He absolutely must possess some measure of "fighting spirit." If a man is easily set aside from his purpose, if he can be easily depressed by reverses, he will rarely make a successful salesman. Whatever method the sales manager has for determining whether a new man will be successful or not, he simply must keep "quitters" off his force if he would save his firm a heavy source of unnecessary expense.

Beyond question the salesman's chances of success depend largely upon the backing he receives from his house.

When a new man starts out on the road, he is very apt to get discouraged after going for some time without taking orders; and should he, while in this state of mind, receive a letter from the house to the effect that he will be fired if he does not quickly get better results, the chances are that his salesmanship will rapidly deteriorate and he will go all to pieces.

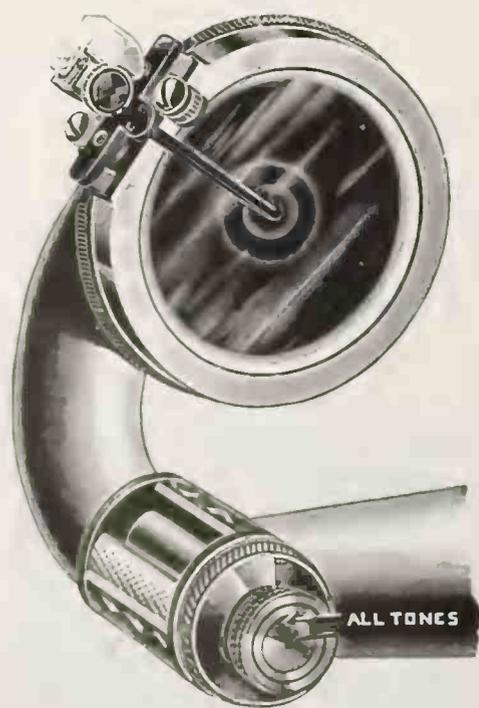
"We simply will not let a man 'fall down,'" observed the salesmanager of one of the very biggest specialty houses in the country, says "Salesmanship." "If he goes out for orders the first few days or weeks and comes back looking 'blue' because he has not been so successful as he expected, we cheer him up by asserting that he can succeed, and urge him to renewed effort. That explains why we have so few failures."

LEEMING DISCUSSES FREIGHT MATTERS.

H. T. Leeming, traffic manager for the National Phonograph Co., returned May 21 from Chicago, where he addressed the Transcontinental Freight Bureau in favor of the old rate of \$2.50 a hundred to north Pacific points on talking machines and horns. Mr. Leeming brings back the report that shippers of the country are organizing to oppose the proposed general advance of freight rates, and will undoubtedly present a solid front on this important matter.

MAY TAX "TALKERS" IN GERMANY.

In order to help fill the coffers of the German Empire it has been suggested by one high in authority that a talking machine tax be inaugurated in an endeavor to meet the deficiency at least in part.



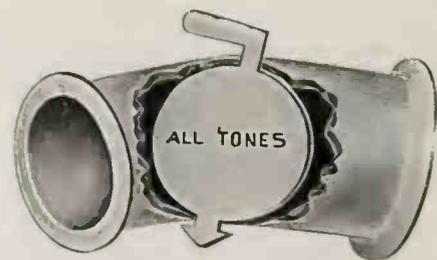
Patent Pending

Mr. Dealer:—Something for Nothing A SEARCHLIGHT KNOCK-DOWN FOLDING HORN, Value \$5

Send us an order for 150 All-Tones connections for Cylinder machines at \$7.13 or one dozen All-Tones for Victor at \$3.60 per dozen and we will ship you a Searchlight Knock-Down Folding Horn for either Victor or Cylinder machines. The only condition is, cash with order, \$7.13 or \$3.60. This offer is only good for one month and the number of horns are limited—first come, first served—money returned if too late.

Mr. Dealer:—"ALL-TONES" Gets the Money

Every owner of a machine buys All-Tones for the Victor; the most wonderful attachment that was ever put on a talking machine. Retails, nickel-plated, 50c.; Gold-plated, \$1.00; packed eleven nickel-plate and one gold-plate in box. Price to you, Mr. Dealer, \$3.60 per box; send us the price and we will send them, prepaid, by mail or express.



PATENT PENDING.

All-Tones for all cylinder machines. A combination rubber connection and perfect modifier. \$4.75 per hundred by mail, on receipt of price.

"Oliver's All-Tones"
NEWARK, N. J., U. S. A.

AN ANTIDOTE FOR HARD TIMES.

A Philadelphia Jobber's Views on the Subject Which Will Prove Beneficial to Dealers Who Are Suffering from the Present Depression in Business.

I stopped in to see one of Philadelphia's leading jobbers the other day in the interest of The World, and found him in earnest conversation with a skeptical customer. The question under discussion was, "Hard Times and How to Compete with Them to the Best Advantage." My friend, the jobber, was just warming up to the subject as I entered his sanctum.

"Hello, Middleton; you're just in time! Sit down and keep quiet, and you will hear something to your advantage," was his cordial greeting which he followed with a cigar and an introduction to his customer—a Lancaster avenue retailer.

"Yes, I'll admit times are hard. I guess nobody has nerve enough to deny that," he continued, turning again to his subject which my appearance had interrupted, "but the thing for the 'talker' man to do is to devise some means of conducting his business that will keep it going moderately and safely until the financial stringency is over and things jump back to normal again."

"Of course, we all know that," broke in the retailer, sarcastically, "but *how* is it to be done?"

"My dear boy, that's just what I'm going to



AN IDEAL TOY FOR CHILDREN.

tell you if you will be patient enough to listen. Smoke another cigar and hear me out. If I don't convince you I'll treat."

The retailer smiled grimly and replied: "I'm from Missouri."

The jobber nodded and plunged directly into the heart of the question at issue somewhat as follows:

"When times are dull it is essential that every customer that comes into your store should be induced to make a purchase, no matter how small. You need his money more now than you will when prosperity returns, so you must adopt some method of getting it.

"I believe one of the easiest ways to capture trade at the present time is by having on sale, in addition to your standard lines of talking machines and supplies, some attractive novelties, such as post cards, cheap 'talkers,' razors, electrical sundries, etc. As set forth in The World last month, post cards are a winning proposition, and you would be surprised, gentlemen, if I were to tell you of the number of souvenir postals talking machine dealers are selling this summer. When a customer calls to look over your stock of cards you should always make it a point to play some attractive record for his benefit. He will be interested, and if the selection catches his fancy and he has a machine at home or knows a friend who owns one it will mean a sale. You should have your window dressed with a catchy assortment of cards, too, as that will draw people to you who would not come simply for talking machines or records.

"Now, regarding the cheap 'talker.' That is a line which is especially adapted to the present condition of affairs and should be pushed vigorously. There are a great many people in this city to-day who cannot afford to buy the machine they would like to own, or, perhaps, had even intended to purchase before the depression in business came, who do not care to burden themselves with an instalment proposition for fear of not being able to meet the necessary financial obligations in connection with the same, but if acquainted with the fact that they can buy a real 'talker' for \$10, \$5, or even \$2, would be willing to part with that amount for the sake of the

keen enjoyment to be received in return. The cheap 'talker,' in conjunction with indestructible records, makes an ideal toy for children, as it entertains them with the very things they like best—bands, songs and funny stories, with an occasional nursery rhyme by way of variety, and if you explain this in a carefully prepared advertisement, emphasizing the fact that the danger of breaking records is now eliminated by the new process used in construction, you will add to your business very materially."

"You have 'made good,' all right, and the drinks are on me!" exclaimed the retailer, enthusiastically, as the jobber finished, "come on boys."

HOWARD TAYLOR MIDDLETON.

THE WILLIAM J. BRYAN RECORDS.

Their Announcement Causes a Sensational Stir—Heavy Advance Orders Indicate That They Will Greatly Relieve Trade Dulness.

The National Phonograph Co. succeeded in making the biggest kind of a ten-strike when they secured the ten Edison records by William Jennings Bryan. Their enterprise has received nothing but words of praise, and has been widely commented on as one of the cleverest business strokes in the annals of the phonograph trade.

The keynote of the advertising matter which is going out on the Bryan records is that they are just the needed tonic for business. Evidently the Edison jobbers are heartily in sympathy with this view if their advance orders are to be taken as a criterion. We understand that jobbers' advance orders are 50 per cent. ahead of advance orders on any set of Edison records put out in the past.

When this information was obtained on May 29 only about half the jobbers had been heard from, but these had taken over about 75 per cent. of the entire first lot. This is considered quite a remarkable showing as no advance samples were sent out and jobbers' orders were based entirely on the great prominence and popularity of Bryan and the assurance by the National Phonograph Co. that the records are first class mechanically.

A number of jobbers have written congratulatory letters to the sales department, the following from a prominent western distributor reflecting the general tone: "We beg to inclose our order for our distinguished citizen's records. We are glad to hear that you are getting these out and certainly believe they will be a tonic to the present trade dulness. We believe you will find that reorders will be far larger than initial orders."

Edison dealers should make the most of the advertising possibilities of the Bryan records. The chief advantage of telling the public that the Bryan records are out and can be heard in the dealer's store will turn out to be that many who have held off so far will be influenced to invest in phonographs at once. That record sales will be greatly stimulated by advertising goes without saying.

Really it looks like a golden opportunity to stir things up. As many jobbers requested that part of their shipments be forwarded by express, the National Phonograph Co., with characteristic fairness, issued a bulletin to their jobbers explaining the situation and giving all a chance to get all or a part of their orders by express.

Jobbers' shipments of the Bryan records began June 5 to more remote points and all of the first orders have been cleared up with the usual speed.

ABSORB TAYLOR BROS. BUSINESS.

Southwestern Talking Machine Co. Incorporated With Capital of \$25,000 and Will Conduct the Business of Taylor Bros.

(Special to The Talking Machine World.)

Houston, Tex., April 1, 1908.

The Southwestern Talking Machine Co. have absorbed the firm of Taylor Bros., formerly dealers in talking machines, records and supplies in this city, and have incorporated under the laws of the State of Texas for \$25,000 and will henceforward be jobbers and distributors of the Zonophone, talking machines, records and supplies, as well as conducting the retail establishment of Taylor Bros., handling a full line of talking machines, Zonophones, Victor and Edison machine supplies. The officers of this company are as follows: President, E. E. Taylor; vice-president, F. C. Taylor; secretary-treasurer, M. A. Gimble.

F. C. Taylor will assume the duties of general manager and M. A. Gimble, sales manager. The offices of this company for the present are at 1007 Capitol avenue.

ASSOCIATIONS IN GERMANY.

The wholesale talking machine dealers of Germany have formed an association of their own along the lines of those organizations of manufacturers and retailers. This makes three distinct associations in the trade in that country, and as our esteemed contemporary, "Die Sprechmaschine," aptly states, it would be well for the members of the German talking machine trade to form an association of associations, with a view to duly acknowledge the world, renowned German association mania.

NOTICE

TO MICHIGAN DEALERS:

We control the sale in Michigan of the popular "*Indestructible Records.*"

Here is a Record you can kick from "Dan to Beersheba" without injury. Naturally it is a quick seller. Strong in tone—very musical.

We have a large line, embracing all the selections put out, and can fill all orders "Johnny-on-the-spot." If you haven't the "*Indestructible Records*" in stock, you ought to have them sure.

We are having a nice demand on *Record Cabinets*. Have you had our latest quotations? If not, the fault is yours, not ours. Let us hear from you.

AMERICAN PHONOGRAPH CO.

EDISON JOBBERS FOR MICHIGAN

106 WOODWARD AVE., DETROIT, MICH.

Do You Desire to Improve Your Summer Trade?

Quite naturally you will reply in the affirmative
Then the matter is up to us to show you how

¶ If you have something novel in your show window—something out of the ordinary—does it not reasonably follow that business will come your way? The American people are never tired of manifesting interest in novel products and **THE REGINAPHONE** has won thousands of admirers all over the country because it is a novel creation. It is a “Two-in-one” proposition. In other words it is a music box and talking machine combined in a single instrument. If you wish a music box, or better the Queen of music boxes, the Regina, you have it. If you wish a first-class talking machine you can have it in the same breath, with the best motor mechanism ever made. In other words we offer you two complete instruments at but a trifle above the cost of one. The price will not simply limit your trade to people of great means. **THE REGINAPHONE** is a good seller. It is a money maker. It is a business getter.

¶ Now, if you are going to attend the Talking Machine Convention at Atlantic City next month try and make it a point to call at the Regina home and you can meet the various members of the Regina family. They are an interesting lot and every one is a selling force.

¶ Don't wait for the Convention time, but write now. We will be very glad to take up the matter of representation with you.

THE  CO.

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks, Sublimas
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

FROM THE RETAILER'S STANDPOINT.

Theo. Arison Writes a Reply to Mr. Blackman's Interesting Letter—Says the Retailer Is Suffering from Price Cutting and That This Evil Is Hurting the Business.

52 West 116th Street, N. Y., May 31, 1908.

Editor Talking Machine World.

Dear Sir:—I have read with great interest Mr. Blackman's article, "Effects of Trade Depression," in your last issue. I was glad to learn that the talking machine industry is not as bad as some people "who condemn this industry at present" pretend it to be. In fact, according to that article, we are in clover. And it is all owing to "protection." Owing to the "restricted prices" we still make good profits. And where would we be if we were not surrounded by that "cloak of protection!"

Well, I am no sport, but I am willing to wager Mr. Blackman a box of Havanas that I will take him down to some sections of New York City where his much lauded "restricted price" is practically unknown; where talking machines and records are sold at from 20 to 33 per cent. below list price; where those who pay full price are classed as "guys" or "farmers," and where there is not a single exception to this rule.

Were Mr. Blackman a retailer he would know that his supposition as to what would have become of the talking machine industry if it were cut loose from the price-restriction has largely taken place. He would know in what a sorry plight a dealer finds himself when he has to rely upon "guys" and "farmers" to buy from him. Why hide the facts that are staring everybody in the face? It does nobody any good.

The retail dealer is suffering not so much from the business depression as from the price cutting. It is this evil that is eating its way into the very life of our business and paralyzes it. This is the enemy that has to be attacked and conquered, and the World would do well to open its columns for a discussion of same. The putting of the dishonest dealer under cash bond amounts to nothing, as experience has taught everyone who is interested in the subject. A strong pamphlet would do some good; personal persuasion more so. After all, there are not many professional price-cutters—their neighbors are simply compelled to either do likewise or go to the wall. These professionals have to be weeded out relentlessly, and everything should be done to keep the others away from that self-destroying practice.

The "cloak of protection" is full of holes and is hardly serviceable. We need a new one badly.

THEO. ARISON.

MULTIPHONE STOCKHOLDERS

Organize a Protective Organization in an Effort to Save Company's Assets.

The stockholders of the Multiphone Operating Co. and Western Multiphone Co., organized by E. J. Selley and his associates to operate the phonographs manufactured by the Multiphone Co., have formed a protective organization to prevent those companies from going under as the result of the receivership proceedings against the Multiphone Co. Nearly 300 of the stockholders from all over the country met last week at the office of House, Grossman & Vorhaus, counsel for the protective organization, and appointed a committee of nine to reorganize the two companies. More than 100 of the stockholders present were women, some of whom had invested between \$3,000 and \$4,000 in the companies on the strength of the 1 per cent. dividends that were paid for eighteen months.

Abner S. Werblin, of the law firm, who got the stockholders together, assured them that the plans for the reorganization of the companies included the elimination of Wilbur C. Brown, president, and William H. Pritchard, secretary and treasurer of the operating and Western Multiphone companies. Pritchard was the president and Brown the treasurer of the Multiphone

Co. when it went into the hands of a receiver. Pritchard was Selley's associate in the organization of the three companies, but when he learned of Selley's history he insisted that Selley leave the company, which he did. When Selley left he took 2,500 shares of Multiphone Operating stock and notes against the company for \$22,000.

Mr. Werblin announced that Selley had consented to give up both the stock and the notes, and said that both had been destroyed. Both Pritchard and Brown attended the stockholders' meeting and signified their willingness to answer questions from the stockholders, but no questions were put to them.

Peter Zucker, counsel for Jesse Watson, receiver of the Multiphone Co., told the stockholders that the receiver would not dispose of the assets of the company, which include a well-equipped plant in Vandam street for the manufacture of Multiphones, if he could be assured that the reorganization plan would be successful. He said that if it became necessary for the factory and machinery to be sold to pay the creditors of the company, the operating company and the Western Multiphone Co. could buy no new machines. He said that the receiver had not turned the company's books over to an accountant because he didn't want to put additional costs on the stockholders. Mr. Zucker said he believed that if the operating companies were put in the hands of an efficient management and dividends delayed until the earnings justify them, the companies would be able to get on their feet again.

It is said that more than \$1,000,000 had been put into stock of the two companies by thousands of investors. The Western Multiphone stock went for \$2.50 a share and the Multiphone Operating stock sold all the way from \$2.50 to \$10.

SATISFACTION AND PROGRESS.

Some Philosophising Which Shows How Success Is Won—Some Value in the "Kicker" After All—Doesn't Pay to Hold a Poor Opinion of Oneself or One's Capabilities—Self-Reliance Worth Cultivating.

The fact that the human race is always dissatisfied has been its salvation, and the same thing applies to that part of the race engaged in the talking machine business. Everlasting improvement is what we are after, and no sooner has one goal been reached than a longer vision and a wiser head spies out another to be won. Thus the wide-awake inventor, manufacturer, jobber or retailer is never satisfied with things as they are—improvement is the cry all the time.

Men are limitless in their powers. It is the fear of failure or self-distrust that blights their destiny, and next to ignorance this fear is man's worst enemy.

The illustrious of history would have died unknown had they believed that their powers were limited to the achievements of a mediocre life. They may not have believed at the beginning what the end would be, but step by step, fortified by self-reliance, they moved forward and always found within themselves the necessary powers.

It is the feeling of capability to surmount all obstacles that puts men in high places, and a lack of it keeps them down. What we need is more of that courage which will declare with Napoleon, "There shall be no Alps," because our boundless powers will level them.

A recent writer, eulogizing self-reliance, declares "It is a quality in a man's character which calls forth the admiration of his fellows. It is no pompousness, no conceit, no supercilious or patronizing air toward the rest of humanity; it is a healthy, manly consciousness of power directed toward a definite and noble end, which inspires others with respect and enables the possessor to accomplish great and difficult ends."

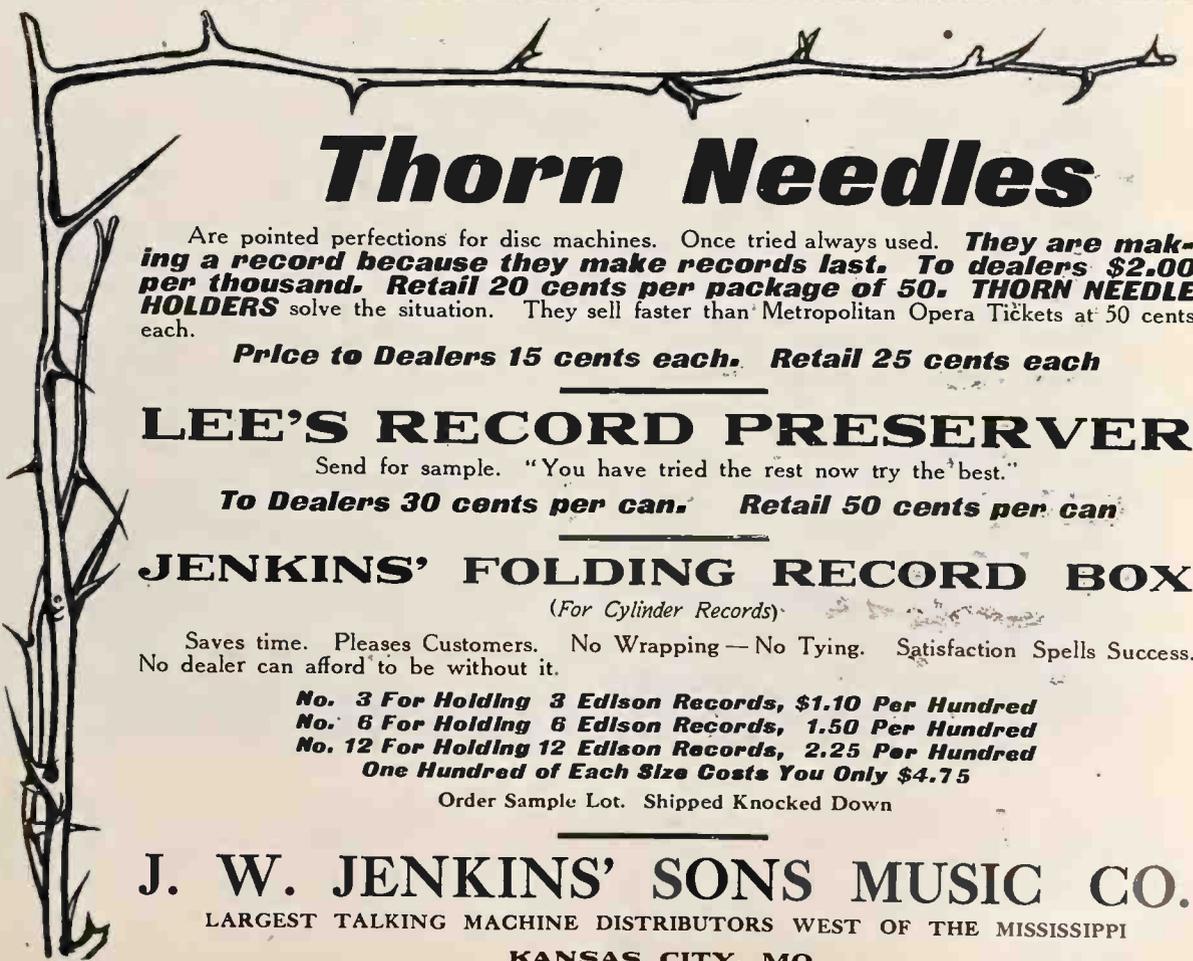
Without it a man in these days might as well have a millstone tied about his neck and be cast into the sea—so far, at least, as business success is concerned.

ELYEA-AUSTELL CO. INCORPORATED.

The Elyea-Austell Co., Atlanta, Ga., have been incorporated with a capital stock of \$60,000 for the purpose of engaging in the sale of sporting goods, talking machines and bicycles. The directors are: C. L. Elyea, Alfred Austell and W. C. Warren. It is the intention of the company to increase their capital to \$100,000 as soon as the business warrants it.

PROFITS FOR PIANO DEALERS.

To show piano dealers what they can accomplish with the Edison phonograph as a side line the National Phonograph Co. refer to a long list of piano and music firms that are finding the Edison goods highly profitable. They quote one western piano firm as saying that during the past year their Edison phonograph and record sales doubled their piano business. Another produces figures to show that he sells ten phonographs to one piano, and while the net amounts of business are equal the phonograph sales net a much larger income by the month, to say nothing of record sales.



Thorn Needles

Are pointed perfections for disc machines. Once tried always used. **They are making a record because they make records last. To dealers \$2.00 per thousand. Retail 20 cents per package of 50. THORN NEEDLE HOLDERS** solve the situation. They sell faster than Metropolitan Opera Tickets at 50 cents each.

Price to Dealers 15 cents each. Retail 25 cents each

LEE'S RECORD PRESERVER

Send for sample. "You have tried the rest now try the best."

To Dealers 30 cents per can. Retail 50 cents per can

JENKINS' FOLDING RECORD BOX

(For Cylinder Records)

Saves time. Pleases Customers. No Wrapping—No Tying. Satisfaction Spells Success. No dealer can afford to be without it.

No. 3 For Holding 3 Edison Records, \$1.10 Per Hundred
No. 6 For Holding 6 Edison Records, 1.50 Per Hundred
No. 12 For Holding 12 Edison Records, 2.25 Per Hundred
One Hundred of Each Size Costs You Only \$4.75

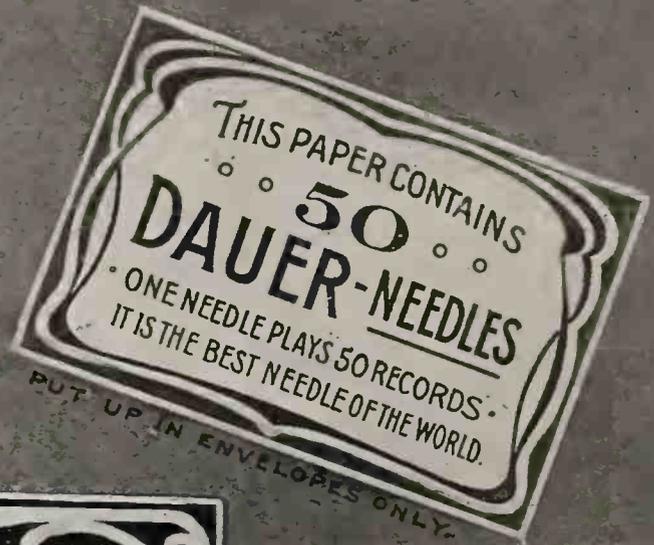
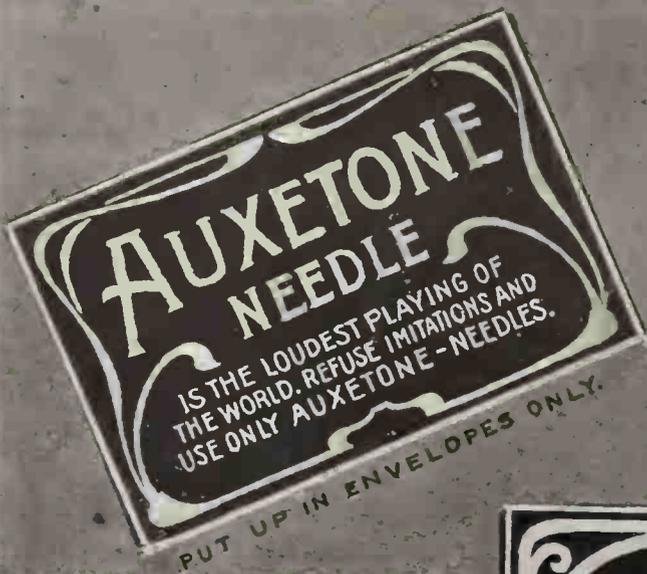
Order Sample Lot. Shipped Knocked Down

J. W. JENKINS' SONS MUSIC CO.

LARGEST TALKING MACHINE DISTRIBUTORS WEST OF THE MISSISSIPPI
 KANSAS CITY, MO.

“NEEDLES”

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. **GET IN LINE.**



NOTICE

We have built a large business in selling the best needles.

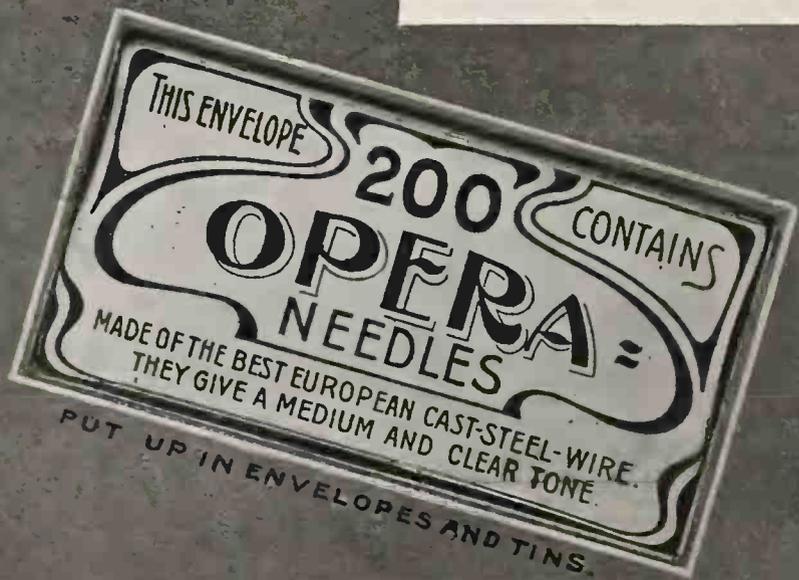
WHY DON'T YOU DO THE SAME?



NOTICE

Get our prices on needles put up in your own Special Package with your own name on.

ADVERTISE YOURSELF



TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

NEWS FROM SAINTLY CITY.

Business Improves—St. Louis Talking Machine Co.'s Concerts Attract—O. O. Dice Joins Their Forces—Dictaphone Co. Open Offices—Owen With Houck Co.—Koerber-Brenner Co.'s Good Report—The Situation Analyzed.

(Special to The Talking Machine World.)
St. Louis, Mo., June 9, 1908.

Trade for the month of May and early June has been generally more satisfactory than it was for April. There has been a good sale of records, and there is a more satisfied feeling among the dealers.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., recently made a ten days' trip up the river to Davenport, Ia., and also visiting Milwaukee and Chicago. He found the dealers quite active, and reports an improvement in trade conditions.

The St. Louis Talking Machine Co. have just concluded alterations on their stock floor that will greatly facilitate their filling of orders and making their distributing quarters one of the most complete in the country.

L. A. Cummins, traveler for this concern, has just returned from a trip through southeast Missouri, and reports business rather quiet owing to the heavy rains in that locality, which are reported to have been the most damaging on record in those parts.

The St. Louis Talking Machine Co. recently started an innovation at their retail store by giving a concert each day from 12 to 2 to the business men. It has proven a decided success, and each day there is a large attendance. It has a good effect on sales, and the concerts will be continued indefinitely.

O. O. Dice, a former piano ambassador, thoroughly conversant and familiar with the talking machine business, has accepted a position as traveling representative for the St. Louis Talking Machine Co. Mr. Dice is strong personally and popular with the trade, and will undoubtedly prove a very valuable addition to this company's staff.

A. L. Owen, well and favorably known, who has been connected with the St. Louis Talking Machine Co. for some time, has become manager of the wholesale and retail talking machine department of the O. K. Houck Piano Co. at Memphis, Tenn.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their business for May was better than that of April, and that conditions are improving. He states that there is more of a live interest illustrated among prospective buyers than there has been, and this is all good for the trade.

The Dictaphone Co., who now have control of the commercial part of the Columbia Phonograph Co. as selling agents, have opened an office here in the same store with the Columbia Phonograph Co., with Geo. Murray, late of New York but formerly manager of the commercial department of the Columbia Phonograph Co., Seattle, Wash., as manager.

S. C. Woodward, formerly with the Columbia Phonograph Co., has again accepted a position as city salesman with the same company.

W. C. Fuhri, western district manager of the Columbia Phonograph Co., spent one day here recently on his way home from Little Rock, Ark., where he had been to attend the banquet given by the Hollenberg Music Co., of Little Rock, Ark., state agents for the Columbia Phonograph Co., to the Columbia dealers of the state at the Hotel Marion, Thursday night, May 22.

Mr. Whitcomb, president of the Dictaphone Co., of Pittsburg, spent a day here recently, looking after the interests of his concern.

The Thiebes-Stierlin Music Co. report having had a good month's business in their talking machine department. Manager S. R. Brewer, of this department, was called home recently to Terre Haute, Ind., on account of the sickness of his mother. At this writing he is still there.

D. K. Myers, the well-known Zon-o-phone jobber, reports a good improvement in his trade and that his record business is especially good.

The Koerber-Brenner Music Co. report that their talking machine trade has been good, considering the season of the year.

The Conroy Piano Co. report that trade in their talking machine department has been fair, with an improving tendency. J. J. Clegg, now representing this concern, is on a three weeks' trip through the West.

A. Haas, formerly with the Koerber-Brenner Music Co., is now with the Silverstone Talking Machine Co., and is on a trip through Illinois.

INTERNATIONAL COPYRIGHT

Discussed at Publishers' Congress Which Met in Madrid, Spain—Matters of Interest Up for Consideration—Chat With Mr. Putnam.

A cable from Madrid, Spain, of May 30, says: The Publishers' Congress adopted a resolution to-day expressing the wish that the October convention at Berlin, Germany, which is to revise the Berne convention, should consider the abolition of all formalities for the guarantee of musical copyright, and consider other desiderata for the protection of composers. The delegates agreed to urge their respective governments to take similar action.

A proposal was made to appoint an international commission to devise means to prevent music piracy in Canada and South America. A letter was read from G. N. Putnam, of G. P. Putnam & Sons, book publishers of New York, who was prevented from attending the congress, in which he recounted his efforts to insure the protection of authors in the United States and announcing the introduction in the American Congress of five bills dealing with copyright.

When Mr. Putnam was called upon by The World, he said: "I have been a delegate to these conventions since they have met, with the exception of the present one. The first was held in Paris, then Brussels, followed by that in Milan, Italy, and the present one in Madrid. Unfortunately I could not attend the latter. I made a report, however, in which I simply recited what had taken place here before the Patents Committees of the Senate and House, and so far as the musical sections were concerned included copies of them. Out of one hundred odd sections but eight have been in dispute. We would have secured the passage of a bill if the opposition had not been so bitter among the music composers and publishers and the mechanical instrument manufacturers. The composers have finally surrendered their so-called exclusive claims as a compromise and Congressman Sulzer, in the last measure framed, which, by the way, is the sixth bill, has incorporated this idea; that is to say, he incorporates the plan of using royalty stamps that are to be supplied by the writers or copyright owners of musical compositions. This is the final, and I believe a very satisfactory arrangement, and during the recess or before the next meeting in Congress the six proposed bills will be welded into a harmonious whole and be enacted. The music recommendations at the Madrid convention will be framed by Tito Ricordi, the famous publisher of Milan; and I may add this portion of their work is in very capable hands, as he is a very able man, thoroughly conversant with the subject and of the situation the world over."

ALLEGROPHONE CO. INCORPORATED.

The National Allegrophone Co., Boston, Mass., have incorporated with a capital stock of \$25,000 to engage in the manufacture of talking machines. Directors: A. Neyhart and J. R. Macomber.

The talking machine men who have achieved success are the men who have worked, read and thought more than was absolutely necessary—who have not been content with knowledge sufficient for the present need, but who have sought additional knowledge and stored it away for the emergency reserve. It is the superfluous labor that equips a man for everything that counts most in life.



Reg. U. S. Pat. Off.

YOUR SATISFACTION comes FIRST—or OURS NOT AT ALL.

We are not satisfied unless we give our patrons better service; goods in absolute factory condition; and WHAT they WANT WHEN they WANT it.

We are proving the unusual merits of our PERFECT SERVICE to hundreds of new dealers.

COMPARISON is the strongest argument in our favor.

Don't "wonder if it's so." Convince yourself by sending us your order.

With pleasure at your service.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

JACK LONDON'S GREAT CRUISE WITH THE VICTOR

The Great Novelist in His Tour Around the World Makes Himself Popular With Semi-Civilized Tribes Through the Medium of the Victor and Thereby Obtains Valuable Information for the Story of His Travels.

With the rapid approach of the vacation season the thoughts of most men turn to trips to mountain camps, canoe journeys on river and lake, or yachting excursions far from the turmoil of the busy cities, where nature can be enjoyed in as near her primeval state as possible.

The clear days are to be crowded with the pleasures of summer—fishing, tramping or other outdoor sports—but how about the nights and the days when inclement weather makes the shelter of the roof desirable? Reading may occupy the individual's attention for a period, while cards may entertain a party; but both grow wearisome and uninteresting if prolonged. Then what is there to relieve the monotony? It's the wise man who suggests the talking machine for just such occasions.

A great number of vacationists have already discovered the value of the "talker" as a companion, and especially in the wild country one may hear on summer evenings its melody reaching over mountain, lake and river as though to cheer all within hearing distance. Dealers report a regular trade in vacation outfits, often running into hundreds in price.

Explorers from the Arctic to the tropics have long ago realized the cheering influence of the talking machine as a companion and its value as a means of influencing the friendship of strange peoples met in their travels. Those under the spell of the "wanderlust" have also adopted it as a means of breaking the monotony of their hours of inactivity. One of the most interest-

ing stories of the value of the talker in making long journeys enjoyable is told of that well-known character, Jack London.

Everybody is familiar with the name of Jack London, novelist and magazine writer, and many



SOUTH SEA ISLANDERS.

of us have been fascinated by his book, "The Call of the Wild," and other tales that take us right to the heart of nature. Jack London is probably the most realistic writer of the day. He is a lover of everything that speaks of nature and the realities of life. Consequently there may be something significant in the fact that the famous author-traveler always carries the Victor along with him on his various rambles and tours. Mr. London delights in penetrating the wilds and getting close to nature, and whether in camp, cabin or on board ship he and the Victor are inseparable companions. At the present time Mr. London, accompanied by his wife, is sailing around the world in the "Snark," a small schooner remodeled into a comfortable cruising craft. Conspicuous in the equipment of the "Snark" is a Victor. That the Victor has proven itself an indispensable entertainer, helping to while away many long hours of the cruise, is evidenced by a letter from Mrs. London, addressed to the Victor company. Mrs. London says:

"The Victor is a joy. We simply revel in it



NATIVE HULA-HULA DANCE TO VICTOR MUSIC.

feeling soon gives way to interest and admiration. In this manner Mr. London has been able to make friends with some of the most obscure aborigines of the South Sea Islands, and as a result is giving to the world a number of interesting accounts of peoples whose manners and customs have never before been accurately described.

The natives in the accompanying illustrations are inhabitants of Taiohae, Nuka-hiva, Marquesas Islands. One picture shows four stalwart natives squatting on the ground listening to the Victor. In the other they are shown going through their native hula-hula dance to the tune of a popular two-step.

In Mr. London's case the Victor is serving a double purpose—assisting him in his profession, and at the same time providing the best of entertainment during a long sea voyage. Of course everybody doesn't go to the ends of the earth, like Mr. London, but there are thousands of people who would buy a Victor in a minute for yachting cruises and other trips if they realized, like Mr. London, what a splendid entertainer and companion it is.

NEW CADILLAC CATALOG.

The Cadillac Cabinet Co.'s spring catalog of music cabinet ware is out. It shows a very superior line of record cabinets for disc and cylinder records, sheet music, automatic player roll cabinets and piano benches. Business on this branch of their business has kept up nicely, and the present catalog, together with the new set of jobbers' prices on record cabinets, will tend to increase their business.

BUSINESS STEADILY BETTERING.

Business with the Victor Distributing & Export Co., New York, for the month of May exceeded that of April by a very handsome percentage. The June trade has opened up fine for them.

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

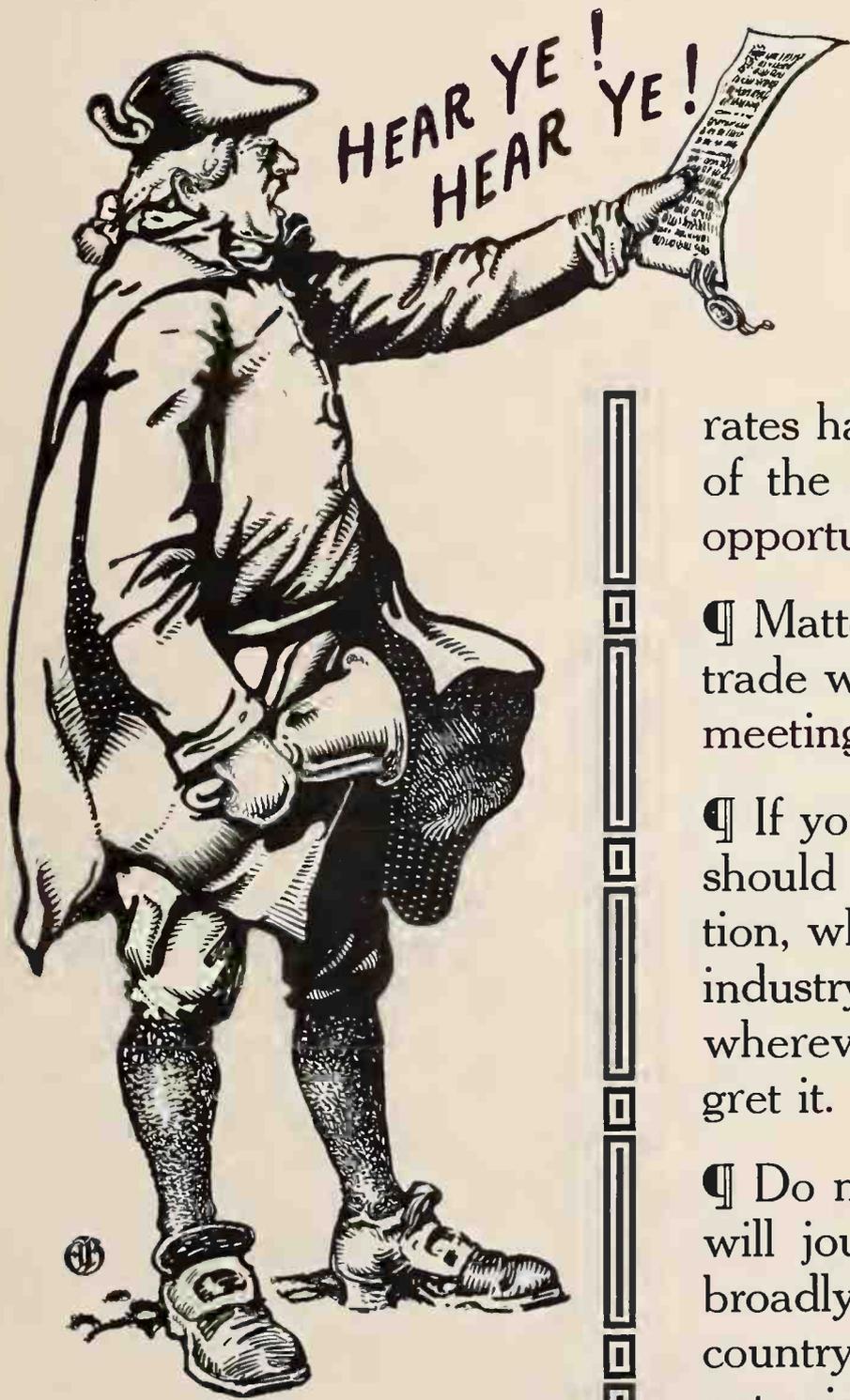
COMPLETE STOCK OF
RECORD CABINETS, HORNS and Accessories

A Trial Order Will Convince

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

Talking Machine Jobbers

Hear Ye! Hear Ye! Hear Ye!



¶ Prepare now for Atlantic City! Be sure and join the throng.

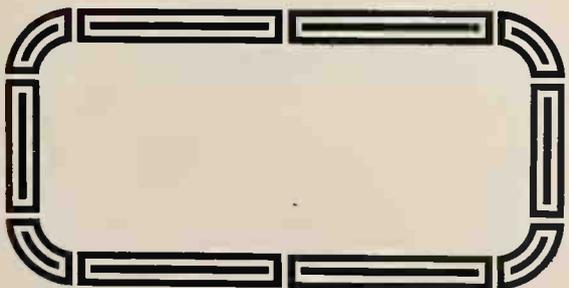
¶ The National Association of Talking Machine Jobbers will gather there on July 6th and 7th. Special rates have been obtained and the members of the trade should take advantage of this opportunity to visit this famous resort.

¶ Matters of vital importance affecting the trade will be brought up at the Association meetings.

¶ If you are a talking machine jobber you should lend your support to this organization, which is founded for the good of the industry, and to accomplish betterments wherever possible. Join—you'll not regret it.

¶ Do not delay—be with the jobbers who will journey to Atlantic City and discuss broadly the talking machine situation in this country. The cause is a good one. Do not miss this convention. Hotel Chalfonte will be headquarters of the talking machine men, and special rates have been secured.

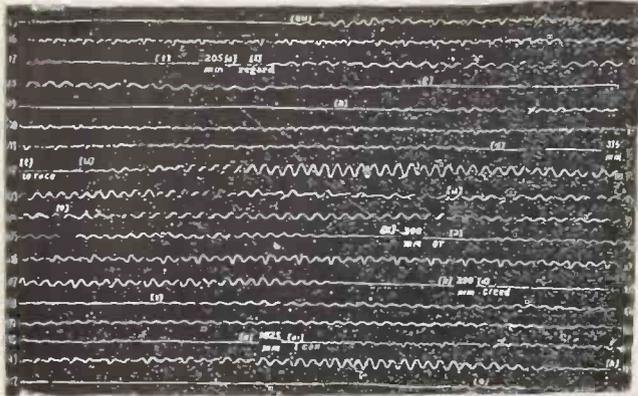
¶ Full particulars and all information concerning the convention will be cheerfully furnished by addressing Perry B. Whitsit, secretary the National Association Talking Machine Jobbers, 213 South High Street, Columbus, Ohio.



MAGNIFYING RECORD VIBRATIONS

An Ingenious Machine Invented by Dr. Scripture, of Washington, Worthy of Study.

If you ever have an opportunity to examine closely a phonograph record under a powerful microscope you will be surprised by the great variations there are in the depth, width and contour of the continuous spiral channel with which the face of the record is covered. These varia-



tions, as everybody understands, are simply recorded vibrations of different sounds to which the record was subjected in the making.

To the naked eye all records look alike. Under the microscope it is almost possible for an expert to "read" them. At least he can readily distinguish between a brass band selection and a monologue.

Prof. E. W. Scripture, of Washington, D. C., recently devised an ingenious machine for reproducing and magnifying phonograph record vibrations, and with this he has succeeded in obtaining many excellent and interesting results. One of these is reproduced on this page in the form of a record of a part of a speech made by Chauncey M. Depew. The long, stringy and wavering lines are an exact record of the sound vibrations Mr. Depew's voice projected when he said: "Without regard to race or creed I can—"

HELPING DEALERS' PUBLICITY.

An Excellent Plan Adopted by the National Phonograph Co. to Promote Dealers' Interest.

The National Phonograph Co. are emphasizing the value of local newspaper advertising in their recent communications to dealers, and are offering to assist them in this connection and in a most practical way.

To begin with, the National Phonograph Co. set their dealers a good example by advertising on an immense scale so as to reach practically three-fourths of the American reading public several times each month. That shows plainly that they have confidence in the results of advertising, and when they begin to talk advertising to the dealer, he feels that what they say is the direct outcome of their own experience.

At present this firm are getting up dandy little newspaper ads. that they call "ready-made ads." for their dealers' use. These are printed monthly in the Edison Phonograph Monthly for dealers to take their pick from. They can get, free of all charge, electrotypes made from beautiful artistic illustrations done by the highest-priced New York artists, simply by asking for them and agreeing to use them in their papers.

The use of the ready-made ads. has become almost universal among the Edison dealers, and they are thus sure of having about the best looking advertisements in their papers.

In addition to the ready-made ads., which are illustrated, the Edison advertising experts write a number of other ads. and reading notices for dealers' use on request. There is no question about their being the greatest kind of a help to the progressive dealer.

SUIT OVER PATENT RIGHTS.

O. S. Brumbach Sues V. M. Harris for \$25,000 Damages Covering Patent Rights on Processes for Making Phonograph Records—Because of a Prior Option.

(Special to The Talking Machine World.)

Toledo, O., June 8, 1908.

Five thousand dollars is the price which Attorney Orville S. Brumbach alleges he paid to Varian M. Harris, of Chicago, for patent rights upon processes for making phonograph records, only to find that Attorney Herbert J. Chittenden had a prior option to purchase the patents at any time before next November. Brumbach has brought suit in common pleas court against Harris for \$25,000 damages.

The Tacoma Manufacturing Co., a local incorporation now defunct, was first given an option to purchase the patents for \$25,000 cash and \$150,000 stock, according to Brumbach's petition. The Tacoma Co. went into the hands of Receiver L. C. Miller in January last, before it had performed any of the purposes for which it was organized, and its assets were sold to Chittenden.

In the latter part of February, Brumbach al-

leges, Harris offered him the patents for \$5,000, assuring him that there was no incumbrance upon them and that the only contract with the Tacoma Co. was for the purchase of the patents for \$25,000 "within a reasonable time," upon which the company had paid him \$600. That option had expired, Harris said, and he suggested that if the company should want the patents Brumbach ought to be satisfied with the receipt of \$24,400.

Brumbach says that Harris assured him that \$40 per day net profit could be made out of a plant costing \$1,000 to establish and making 1,000 records per day. Harris promised to come here and assist him in starting the plant, professing to be an expert.

Brumbach says he accepted the proposition and within three days had made all the arrangements to raise the capital and incorporate a company for the manufacture of phonograph records. Then he was informed by Chittenden that another option, the existence of which, Brumbach alleges, had been concealed by Harris, had been purchased by Chittenden among the assets of the Tacoma Co.

This option, according to the petition, gives Chittenden the right to purchase the patents at any time before November next, and, Brumbach says, Chittenden told him that he expects to exercise the option and is now engaged in forming a company in this city for the manufacture of records on a large scale.

In connection with the petition Brumbach filed a motion for the attachment of money belonging to Harris which the plaintiff believes is in the possession of the Security Savings Bank & Trust Co.

ONLY THIRTY YEARS AGO.

A. D. 1908!

The thirtieth anniversary of the first appearance in France of the most clever ventriloquist that fair country had ever met with. He did not need to have a collection of strange wooden-faced creatures to aid him in his deception.

His only stage property was a small, unusual-looking mechanical arrangement standing on a table facing the distinguished audience in the Académie des Sciences. Yet so perfectly did this ventriloquist know his art that he was willing to tell his audience that it was the mechanical arrangement that actually spoke the words. Of course, such an important body of scientific people were not supposed to believe in such deception, and could not even let it pass without a sound snubbing.

Some one of their members should speak, and see then if this wonderful instrument could repeat the same words.

It did not do so!

The learned Academy could well afford to jeer, but the jeering was short-lived, for the experimenter had not followed the persistent ventriloquist's instructions!

He would show them again.

Yes! but let him work his speaking machine under certain conditions so that his eager examiners could have proof positive.

The conditions were accepted—with unqualified success!

Some of them would try it themselves now; it really seemed genuine.

It was genuine!

One after another of those talented members of the Académie des Sciences listened to the reproduction of their own voices, and were at last forced to believe that this patient ventriloquist was their teacher, although but the agent of a wonderful American who they were told had, on account of the stylus of a telephone with which he was experimenting having pierced his finger and drawn blood when the diaphragm vibrated under the power of his voice—conceived the idea that vibrations which were strong enough to cause the stylus to wound his finger, would also mark on some flexible substance indentations to correspond with the undulations of a voice; and, so, after he had bound up his finger, went directly to work and made the truly wonderful speaking machine.

ERNEST WERNICK.

THE
IDEAL
FOLDING HORN

Opens itself!
Folds by a pull
of the cord!
All done in a moment.
Superb in Finish, Tone
and Style.



The Ideal Fastener Co.
388 Pearl St., NEW YORK

FROM OUR CHICAGO HEADQUARTERS

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

Review of Trade Conditions—Dealers Are Buying Only as They Need Stock—Bryan Records Are Stimulating Trade—Dillbahrer Buys Feinberg Interest in Western Talking Machine & Supply Co.—Dictaphone Co. Arranging Sale of Commercial Graphophone—The "B. & H." Fiber Needle Growing in Popularity—Fuhri Attends Little Rock Convention—Some Recent Visitors—Lyons in New Quarters—McMenimen Handling Smith Line—An Unique Letter—Parker with Standard Co.—Why A. D. Geissler Is Doubly Happy—Gustave Babson on an Automobile Tour—F. H. Silliman West—Lyon & Healy to Move Talking Machine Department.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1908.

Jobbers generally report trade as quiet, although by no means stagnant. Business in the aggregate is of fairly satisfactory volume when comparisons with boom years are omitted. Dealers are ordering in a hand-to-mouth manner, but no more so than merchants in more staple lines. The general belief is that, while business may be expected to show a little more than the usual summer's dulness, a strong buying movement will commence in the fall. Travelers, who have been on trips recently, report that in many of the smaller towns business, especially in records, is excellent. The dealers look for a good fall trade, even antedating the election, and that they generally speak of crop prospects as having seldom been better at this time. Local jobbers all placed very liberal orders for the Wm. Jennings Bryan records by the National Phonograph Co., and the orders received from dealers have been coming in thick and fast. Everyone says that they promise to

constitute one of the biggest selling hits in the history of the trade. Samples have been received this week and stock is expected in Chicago early next week. Your correspondent listened to two of the records, that on Immortality and one on the Labor Question, and can testify to their excellence as regards perfect reproduction and absolute distinctness of pronunciation. Every word comes clear and perfectly from the horn. It may not be generally known that C. E. Goodwin, of Lyon & Healy, is largely responsible for the issuance of these records. He is a great admirer of Mr. Bryan, and both in personal conversation with the Democratic leader when he was in Chicago some time ago, and by correspondence, urged the advantage of making these records, and Mr. Bryan gladly acquiesced. The Edison people quickly took the matter up and sent a recording expert to Lincoln, and a series of ten records are the result.

Frank Dillbahrer has bought the interest of his former partner, B. Feinberg, in the Western Talking Machine & Supply Co., with offices at 6 Madison street. Mr. Dillbahrer has assumed all resources and liabilities of the old firm, and will continue the business under the same name, handling as usual a large stock of general talking machine supplies for the benefit of western jobbers. Mr. Dillbahrer has made many friends in the talking machine trade since the organization of the Western Talking Machine & Supply Co., a few years ago, and the business under his capable management will no doubt show a continuance of the steady growth which has characterized it from the first.

Mr. Feinberg retires from the business to devote himself to his new exclusive retail Victor store, which was opened last month at 169 Michigan avenue, and of which mention has al-

ready been made. The Victor Talking Machine Shop, as it is called, is one of the daintiest, prettiest talking machine parlors imaginable. The term "Voice Engravings" is used on the window to describe the Victor records, accompanied by the names of the principal "Red Seal" artists. The walls are beautifully decorated, a mural painting showing an English coasting scene attracting instant attention. Two handsome mahogany booths of an extremely artistic design stand side by side immediately opposite the entrance. In front of them are displayed the various types of Victor machines, Victrolas, and an Auxetophone. A uniformed page attends the door and a special messenger also uniformed is used to deliver records to the homes of customers on request, either awaiting their selection, or calling the next day. Although realizing that it will take some time to build up an exclusive high grade trade of large dimensions, Mr. Feinberg has every reason to be encouraged by the way the business is developing and looks forward to a busy time.

Charles C. Adams, of the Charles C. Adams Co., Victor and Edison jobbers, of Peoria, Ill., was a recent Chicago visitor. Mr. Adams is not only one of the best known and most enterprising of the western jobbers, and has one of the best equipped establishments to be found anywhere.

S. W. Carleton, who moved to Joliet from West Madison street, a few months ago, has decided that the west side of Chicago is the place for him and has again opened a talking machine store, at 1051 W. Lake street.

A. C. Whitcomb, president of the Dictaphone Co. of America, which has taken over the exclusive sale of the Commercial graphophone product of the Columbia Co., was in Chicago last week, and is expected here again in a few days.



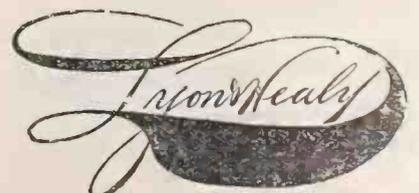
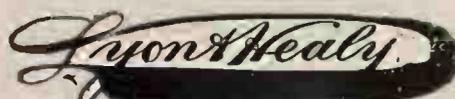
When You Want



What You Want



When You Want It



The B. & H. Fibre Manufacturing Co. have received many letters from dealers, stating that they have not only increased their record business since handling the fiber needles, but they have sold machines to those to whom they could not interest before. The company are now getting out a special needle for those who are particularly fond of volume of tone and are making preparations for a large supply of needles for the fall trade.

W. C. Fuhri, district manager for the Columbia Phonograph Co., was a guest at the banquet tendered by Col. F. B. T. Hollenberg, of Little Rock, at the Marion Hotel in that city on May 21, to a large number of Columbia dealers of the State. Mr. Fuhri speaks very enthusiastically of the Colonel's hospitality and also of the character of the dealers whom he met.

Edgar M. Berliner, president of the Berliner Gramophone Co., Ltd., of Montreal, and the Canadian agents for the Victor, was in Chicago for a day or two this week, called on the various jobbers and posted himself on various methods of handling trade, carrying stock, etc., pursued in the western metropolis.

Among the visitors at the Talking Machine Co. during the past month were Thomas Wills, of Calumet, Mich.; Mrs. William I. Voss, Appleton, Wis.; J. A. Phelps, Sharon, Wis.; C. S. Lemmon, Washington, Ia.; Thad Butler, president of the Butler Music Co., Marion, Ind.; C. M. Franke, Newton, Ill., and C. W. Copp, of South Bend, Ind. George Davidson, Mr. Geissler's secretary, rejoices in the arrival at his home of a fine little girl.

James I. Lyons moved on June 1 from 192 Van Buren street to 265 Fifth avenue, between Jackson and Van Buren streets, where he occupies the entire building, which is a three-story and basement brick structure, 90 x 125 feet in size. The second and third floors and basement are devoted to his jobbing business, while the first floor will be given up to retail, his retail branch formerly at 73 Fifth avenue, being transferred to the new building. In the new

location Mr. Lyons has not only much larger space for his wholesale business, but much better facilities for display and arrangement of stock. Furthermore, the new place is only a block from his former wholesale headquarters. He not only jobs the Edison and Zonophone lines, but is also making a strong push on the indestructible records of the Indestructible Phonographic Record Co., of Albany. The moving of the Fifth avenue retail store to the new building was prompted largely by the fact that it is immediately opposite the terminal station of the Aurora, Elgin and Chicago electric road, which brings vast numbers of well-to-do suburbanites into the vicinity morning and evening.

H. M. McMenimen, well known in Chicago as an old Victor traveler, has been here visiting the trade in the interests of Henry K. Smith & Co., Philadelphia manufacturers' sales agents for the New Music Master Wood Horn, manufactured by Sheip & Vandegrift, of that city. He is reported as having secured some excellent orders from Chicago buyers.

E. T. Van De Mark, who has an excellently fitted up talking machine store at 612 E. 43d street, handling Victor, Edison and Columbia lines, boasts the only living Victor trade-mark. "Victor," as he is named, is a fine little fox terrier with black ears and tail, and makes his home in the window, where he frequently assumes the characteristic pose before a Victor machine. Mr. Van De Mark says that as a window display, "Victor" proves a drawing card of high degree.

It's a sad fact that talking machine buyers sometimes get behind in their instalment-payments and the correspondence of any retail store with their delinquents, frequently furnishes food for laughter as well as for sighing. One local retail credit man has a letter which he is thinking seriously of framing. The writer, a Chicago woman, moved south, leaving a small balance owing on a machine. After frequent letters which brought no reply, the account was turned over to a collection agency, and a very

stiff letter giving final notice, was mailed to the delinquent. In reply the latter wrote that her husband was employed in a saw mill and that the financial stringency had affected his wage. The letter is such a masterpiece of its kind that it is worth quoting from: "To get \$8.60 out of me at this time would be a miracle," she writes. "It would be on a par with raising the dead. Even were I to see you do it, I would not believe you did it. I would believe there was a trick in it somewhere. You know there is a certain class of people who never change their minds. Don't affiliate with them. Change your mind about the final notice business and let me hear from you a little later, when conditions are restored. Your action will not help to restore confidence and you should do something to that end. You seem to have lost confidence in me. Don't you realize that in this you are a 'particeps criminis.' I hate to have you write me such heartless letters, it spoils the music of the phonograph. Its notes once so soft and sweet now sound harsh and grating." There is a good deal more of the same kind closing with a promise that "just as soon my Bill can save the money I will pay your bill."

George Knox, manager of the talking machine department of G. Sommers & Co., Columbia jobbers of St. Paul, Minn., was a recent Chicago visitor.

G. H. Parker has resigned as retail floor manager of the Columbia Phonograph Co., to go on the road for the Standard Talking Machine Co., the talking machine end of the premium house of Robert Johns & Co. T. G. Weiss, manager of the Columbia's Halsted street store, until its discontinuance, is also traveling for the Standard Co.

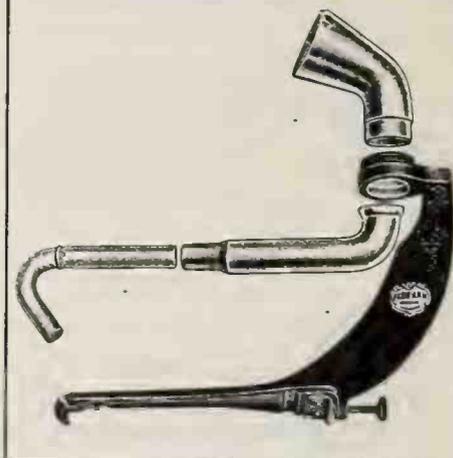
Mr. Nathanson, who has had immediate charge of the talking machine department at Hillman's, under Mr. Israel, the buyer for that and several other departments, has resigned, and is succeeded by H. O. Brown, formerly in charge of the talking machine department at the L. Weber department store, of this city.

The Phon-Arm Attachment

(PATENT PENDING)

Made to fit EDISON STANDARD, HOME and TRIUMPH, COLUMBIA, B. K., B. E., and B. F.

PHONOGRAPHS



When ordering be sure to state for what machine wanted, especially if for new Edison horn



No Unsightly Horn Stand or Crane.

No Weight on Reproducer or Feed Nut.

Horn can be turned out of way when changing Records.

No flimsy rubber tube connection to Reproducer, or Horn dangling loose in front of machine.

GOOD PROFIT FOR JOBBER AND DEALER

CHICAGO STAND COMPANY

86 E. LAKE ST.

RUFUS T. BRADY, Manager

CHICAGO, U. S. A.

Weigand Bros., piano and talking machine dealers of Racine, Wis., are making especial efforts to entertain visitors to the Elks' carnival now in progress in the Wisconsin city, and have been giving Auxetophone concerts throughout the week.

Oliver Jones, credit man for the Victor Talking Machine Co., passed through Chicago this week.

A. D. Geissler, manager of the Talking Machine Co., is a decidedly happy man on several counts. A fine new boy recently made his appearance in the Geissler home. A. D. believes that he has as fine a brace of youngsters as can be found in the trade. They are intuitive lovers of the Victor and their favorite lullabys are said to be Rigoletto Quartette and the Sextet from Lucia. Mr. Geissler is also pleased with the May business which exceeded his expectations, owing largely to the opening of some especially desirable new accounts.

L. Kean Cameron, assistant manager of the retail talking machine department of Rudolph Wurlitzer & Co., and who has never fully recovered from his illness of last year, leaves on the 14th for a two months' vacation. He will spend several weeks on a farm in Michigan, take an extended lake trip, and possibly wind up with a western trip.

Gustav Babson, of Babson Bros., accompanied by his wife, is now journeying east in his fine Ford touring car. They will go to Albany, down the shore of the Hudson to New York, thence to Boston and spend some little time touring New England before their return.

F. H. Silliman, of the Pardee-Ellenberger Co., New Haven, Conn., was in the city this week on his return from a trip which took him as far west as Denver in the interests of Linenoid Recording Horn, and other specialties for which his company are the distributors.

The talking machine department of Lyon & Healy will be moved this summer from the fourth floor of the Annex, to the fifth floor of the main building, where it will occupy the entire space, double that of the present quarters. Manager Goodwin is now in the midst of consultations with architects regarding the necessary changes to be made, and the new quarters promise to be among the most unique and conveniently arranged in the country.

COURTEOUS BEARING PAYS.

Illustration Which Goes to Show That It Forms an Important Asset of the Successful Talking Machine Man Inasmuch as Courtesy Costs Nothing.

One of the chief assets of the successful salesman is a courteous bearing founded upon a generous fund of forbearance. Courtesy does not cost anything, and yet what great returns it brings! Everyone can readily pick out some certain instance where the courtesy of a salesman has prevailed upon them to purchase some article that they had full intentions of refusing when it was first shown, and such a sale can be made in any line of business no matter what the article offered.

In a talking machine store, not a thousand miles from City Hall, last week, a lady was endeavoring to choose a fresh assortment of records. The salesman, unfortunately, instead of aiding the lady, rather hindered her in her efforts to make a pleasing selection, and acted as though he had a three-year grouch to nurse. He'd put a record on the machine when requested, and then wander off to view the passing crowd from the doorway. When one record was finished, he put on another, with barely a remark to make. The result was that the lady decided she did not want any of the records, and went out only to turn into another talking machine store down the street.

There the young salesman was all attention. He put the record on the machine, and while it was playing had frequent comments to make. If the customer did not seem impressed with the first verse, he took that record off and put on

another one. In all he tested fully three dozen in less than an hour and succeeded in selling over two dozen of them, the lady stating as she went out that she would return within the week for more records to take to her country home.

The first salesman asked for an explanation of his indifference, said: "Oh! What's the use. They have ears to hear the records, and if the music don't suit, all my talking won't change it. If I bring out more records than were asked for, it generally means only the work of playing them and then replacing them in the rack. Besides, when you offer advice to a woman, she is as liable as not to say you're 'too fresh.'"

We said nothing in answer, did not even remark what we had witnessed in the second store, but a smile enveloped our features as we thought of the wisdom of Robert Burns, when he wrote:

"Would some power the giftie gie us
To see ourselves as ithers see us."

SOME GOOD SELLING POINTS

Embodied in a Letter of Instructions Recently Issued to Floor Salesmen by C. F. Baer, Manager for the Columbia Phonograph Co. in Chicago.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1908.

C. F. Baer, local manager for the Columbia Phonograph Co., recently issued a letter of instructions to his floor salesmen, which embodies some good selling points, and will prove of general interest. It is as follows:

"A salesman makes a good impression from the start by neatness, promptness, politeness and positiveness.

"Confidence will follow and then the battle is three-quarters won. Approach a customer in a dignified but pleasant manner. Show at once the best graphophone, elaborating upon its merits.

"Always remember that high-priced graphophones are just as easy to sell and profit is greater.

"Concentrate the customer's attention on one or two instruments; don't chase all over the store-room; don't talk too much; talk slowly and positively. Avoid dealing in technicalities or theories, but show the practical and simple construction and operation. Be sure to emphasize our tone qualities.

"Don't 'knock,' but remember that our goods are the best and highest grade made. If the customer jollies, jolly back; in this way you get acquainted quicker.

"At the critical moment for closing the sale, do not leave the customer even if President Easton wanted you.

"Above all things, don't get excited, but take the sale for granted. If the sale cannot be closed, as an excuse to avoid detaining the customer, say that you will mail catalogs and literature. Inadvertently he gives you his address.

"Be your own Uncle Sam—see him that night with the necessary papers for closing. If you have more than one prospect, notify me and I will get someone to go out on it.

"Work as if it were your own money invested—that is the key to success.

"Don't discuss prices until your customer has become thoroughly interested and desirous, and has resolved to buy."

CAN'T SELL PHOTOGRAPHS

Without the Consent of the Sitter, Appellate Division Holds.

A person has the right under the Constitution to prevent the use of his photograph for purposes of advertising, sale, or trade, according to the decision of the Appellate Division of the Supreme Court yesterday. Helen Wyatt, who brought suits in the name of a guardian because she is under legal age, sued two stores for \$5,000 each for displaying for sale, without her consent, her

WHOLESALE EXCLUSIVELY

Doesn't This Mean Something to You?

We have drummed on this feature through this magazine for the last two years.

Has it made any impression on you?

WHOLESALE EXCLUSIVELY

is not our only claim. We handle nothing but

VICTOR GOODS and ACCESSORIES

Doesn't this mean something to you? Goods in factory condition and shipped from

CHICAGO

The Great Central Market

Quicker, Better, Cheaper
Freight and Express Service.

Remember two years ago we gave up an enormous retail business in order to get your Victor business.

It MUST mean something to you that we

WHOLESALE EXCLUSIVELY

The Talking Machine Co.
72-74 Wabash Ave., Chicago, Ill.

photographs, on some of which were written "Miss Wyatt."

The firms alleged in defense that Miss Wyatt had informed the photographer who made the photographs that she was a "professional," had appeared before the public as an actress, and in consideration of reduced rates waived her rights in the photographs. The lower court gave Miss Wyatt an interlocutory judgment by sustaining her demurrer in both suits to the constitutional questions raised, from which the firms appealed. In affirming this judgment, Justice Ingraham said in part:

"I can see no constitutional objection to this law, and I am of the opinion that it is justified not only for the protection of the rights of individuals, but from considerations of public welfare." All the justices concur.

THE TALKER AT THE SEASHORE.

Dealers in Talking Machines Should Not Neglect the Golden Opportunities That Await Them Beside the Briny Deep for the Enhancement of Their Business.

When the social tide is running seaward and the lovers of ocean breezes are hieing themselves to Newport, Atlantic City, Coney Island, and the many other coast resorts, it is time for the "talker" man to realize what opportunities await him in the hotels, cottages and stores to introduce the prince of entertainers, the talking machine.

All the large hotels which skirt the shore of the wide Atlantic engage instrumental or vocal soloists, and often a whole orchestra, for the entertainment of their guests, but the results obtained are usually inferior. There is nothing so satisfying to the true music lover while promenading the veranda or dining in the palm room



YES, JACK.

or grotto as the seductive strains of a waltz, well played, or the sweet notes from the throat of a skilled vocalist. In the average hotel, however, this is not possible because of the inability of the management to obtain artists of merit. Such high prices are charged by the talent who "make good" that their services are prohibitive. It is right here that the talking machine enacts the role of "Johnny on the spot," and it will take but a single demonstration on the part of the dealer to prove its worth. Instead of the squeaky orchestra or the throaty, nasal vocalist, the vibrant, mellow tones of the greatest con-

cert band, or the superb voices of Melba, Caruso or Scotti are always at hand, and in all their original beauty.

The hotel man may say he does not want "canned" music, but when the dealer can prove that his "canned" product is far superior to the hotel man's raw material, there will be no difficulty encountered in making a sale. The talking machine is particularly appropriate for hotels. Whether it be placed in the ballroom for dancing or on the lawn for an evening concert, it will be enjoyed far more than any individual band, vocalist or instrumentalist because of the great variety and high character of its selections. All judges of good music prefer Melba, the operatic soprano, to Dolly Dimple, the vaudeville soubrette, and Herbert's Symphony Orchestra to Krausmeyer's German Band. Every hotel at the seashore, therefore, should know of the talking machine, as the music it affords is as superior to that now in vogue there, as Melba is



TALKING MACHINE AT THE SODA FOUNTAIN.

superior to Dolly Dimple and Herbert to Krausmeyer.

Then there are the cottagers; they are, as a rule, people of taste and refinement, and that being the case, it follows, of course, that they like music. Therefore, while they may not immediately purchase outfits after enjoying one of your free concerts, Mr. Talker Man, they will remember your courtesy when they return to town, and some of them, at least, will come to see you there.

The stores, too, are worthy of consideration, and represent a good field for talking machine sales. A number of them in Atlantic City are now using "talkers" to good advantage—Acker, for instance, having an exquisitely appointed candy shop situated directly on the famous boardwalk, and at all times as one passes by or enters to partake of toothsome sweets, he hears real music pouring from the throat of an expensive "talker." This store is one of the real show places in the town, and the businesslike young lady in charge assured me, when I called upon her in the interests of my paper, that the

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

machine was a good trade bringer. "We use them in our Philadelphia stores, too," she added, "and find them equally successful there. Everybody likes good music, you know, and that's where we 'make good'; we only play the best. As a result, instead of going away disgusted, our patrons return again and again."



CONCERT ON LAWN OF SUMMER HOTEL.

I found a druggist also who had a phonograph installed above his soda fountain, and he informed me that it helped his drink trade very perceptibly.

Why not use this line of talk on other stores, Mr. Dealer? The field is large and will surely prove a fertile one.

No
Scratching
No
Rasping
No
Cutting

(Pat. Nov. 12, 1907)

The "B. & H." FIBRE NEEDLES

Fibre
Needles
Cannot Wear
Out Your
Records

are the BEST NEEDLES for the BEST RECORDS
Therefore are the BEST NEEDLES for you to handle.

Leave it to your customers to pass judgment on their merits and they will find in them all that the most critical and most exacting lovers of music could expect; a true, correct and natural reproduction combined with a charm of tone-refinement hitherto unknown in Talking Machine rendition.

For further particulars, samples, prices, etc., write us

208 E. KINZIE ST.

"B. & H." FIBRE MFG. CO.

CHICAGO

Summing up, we find the seaside hotels, cottages and stores in need of your goods—the rest is “up to you.”

L'ENVOI.

While engaged in working up the material for this story at Atlantic City a short time ago, I chanced upon a scene most sentimental and inspiring. In an unfrequented spot away from the boardwalk's maddening swirl of gayety, I spied two lovers seated very close together upon what was once the straining timber of a gallant ship. They had doubtless come to record the roar of the surf, for near them, its polished horn turned seaward, was a talking machine. However, their thoughts were not running along phonographic lines just then, because I heard a deep baritone rise pleadingly above the bellow of the breakers, “I love you, Dorothy. Will you be mine, dear?” And in answer sang a musical soprano, sweetly passionate, “Yes, Jack.” Then came a smacking sound on shore and a splashing sound at sea—they had kissed, and the serpent who had strolled in to the water's edge to listen, being both modest and honorable, withdrew discreetly, leaving the lovers to their tryst.

Having successfully transferred the picture to my sketch book, I did likewise.

HOWARD TAYLOR MIDDLETON.

TELHARMONIC CO. IN TROUBLE.

Sheriff Finds Offices Closed When He Goes to Levy on Them.

One of the companies interested in the Cahill telharmonic system, a device for dispensing electric-made music, is in trouble. An execution for \$534 against the New York Electric Music Co. in favor of Jacob P. Muller & Co., advertising agents of 1,552 Broadway, was turned over to the sheriff's office on June 6. When Deputy O'Neil went to Telharmonic Hall, at Broadway and 39th street, to make a levy, he found the place locked and deserted.

When Telharmonic Hall closed several months ago with a series of grand concerts, at 50 cents a head, it was announced that it was only to allow the installation of more elaborate machinery. Across the street in the Knickerbocker Building the Telharmonic Securities Co. at one time occupied Rooms 120, 121, 122, 123, 124, 125, 126 and 127. The watchman of the building said last week that they had been vacant for several weeks. “The secretary comes around and opens the mail every day. That's all I know about the concern,” said he.

The telharmonic system was the invention of Dr. Thaddeus Cahill, of Mount Holyoke, Mass. When the idea was first unfolded to New York it attracted much attention. The device not only created music, but sent it out over wires, conveyed by an electric current.

Lee De Forest started experiments with the new invention in connection with his wireless telephone. One day, it was said, a wireless telegraph operator at the Brooklyn Navy Yard was interrupted in the midst of a message from an outgoing battleship by the strains of the “William Tell Overture.” Then the hall closed.

The system of companies interested in the invention is an elaborate one. There is, first, the New York Cahill Telharmonic Co., capital \$500,000. Then there is the Eastern Cahill Telharmonic Co.; the New York Electric Music Co., capital \$750,000; the New England Electric Music Co., and lastly, the Telharmonic Securities Co., capital \$250,000.

SALES MANAGER H. S. GAINES

Of the Indestructible Phonographic Record Co. Is Making Quite a Mark in the Talking Machine Field.

One of the most important departments of the rapidly growing business of the Indestructible Phonographic Record Co., is that devoted to



H. S. GAINES.

sales, which is under the able management of Haydon S. Gaines, who is displaying marked efficiency in this position.

It is only necessary to visit this department at the factory in Albany, N. Y., to realize what a tremendous amount of work can be accomplished by an able manager without any apparent effort on the part of the staff, simply because system prevails. Everything runs like clock-work and sales and orders are handled with promptness and despatch.

Mr. Gaines secured his training as a sales manager in the sales department of Armour & Co., where he held a responsible position, and he is displaying the same skill in organizing and developing the sales department of the Indestructible Co. He has been a most valued aid to General Manager Brian F. Philpot, and his labors are highly appreciated. Mr. Gaines is one of those young, wide-awake, systematic Americans, who are bound to make their mark

anywhere and whenever one visits the great plant of the Indestructible Co., improvements are to be noted in the organization of the company, machinery and details of the business.

UNIQUE IDEA OF DRUID SOCIETY.

Well Known Welsh Organization of Scranton Plans Novel Entertainment for the Ladies, at Annual Gathering, with the Aid of a Columbia Graphophone—Contest in Amateur Record Making Among Features.

(Special to The Talking Machine World.)

Scranton, Pa., June 8, 1908.

A unique idea is being carried out in this city by the Druid Society, which is, numerically speaking, the strongest Welsh society in the world, in connection with the annual national Welsh gathering which is held in Luna Park, a pretty resort in the Anthracite City. Governor Hughes, of New York State, is expected as the guest of honor on Welsh Day, and each year the Druids give a ladies' night preliminary to the big Welsh Day, as a tribute to the ladies who work so indefatigably for the big gathering. This year it was decided that the ladies' night should be arranged upon novel and reminiscent lines. To attain this end the aid of the graphophone is sought and arrangements have been made with the offices of the Columbia Phonograph Co., in Scranton, whereby records will be secured for one of the most original concerts ever planned. The first part will comprise records by well-known singers who are natives of Scranton, but who are now scattered over the United States. Some of the records already received are masterpieces and will delight the hundreds of friends and relatives of the artists in this city. The second part will comprise messages from the Right Hon. Lloyd George, Chancellor of the Exchequer, England, to his fellow countrymen in this country, and messages in Welsh from other great men in Wales; likewise records from six of the leading singers in Wales. The third feature is planned as the humorous event of the evening. Six men have been selected who are prominent in the city, but who have never been guilty of singing in public. These gentlemen will sing a Welsh song into a record and their music will be reproduced and the audience invited to vote as to the most meritorious. The records thus obtained will in the first place be used upon the occasion of the ladies' night and afterward on Welsh Day. Last year there were 23,000 paid admissions at Welsh Day. This year it is expected that there will be at least 50,000. The phonographic concert is intended as one of the reunion features.

NEW REPRODUCER IN DEMAND.

The new reproducer introduced by the Indestructible Phonographic Record Co., to the trade through The Talking Machine World last month, has been welcomed with even as much enthusiasm as were the Indestructible records. The company are constantly in receipt of orders from jobbers regarding this excellent device.

TWO IMPORTANT ITEMS FOR EVERY JOBBER

STANDARD NEEDLES

Are the best on the market. A trial will convince you of the truth of this statement.

SIX SIZES

EXTRA LOUD TONE	LOUD TONE
MEDIUM LOUD TONE	MEDIUM TONE
SOFT TONE	PEERLESS OR MUSICAL TONE

DISC RECORD ENVELOPES

We carry an immense stock, at all times, of an Extra Strong Manila Envelope in following sizes:

8 1/4 x 8 1/4 FOR 8 INCH RECORDS
 10 1/4 x 10 1/4 " 10 " "
 12 1/4 x 12 1/4 " 12 " "

Hole in center and without flap

SPECIAL ENVELOPES MADE TO ORDER

OUR PRICES ON BOTH ARE VERY INTERESTING AND WILL SURELY SAVE YOU MONEY. WRITE TODAY

WESTERN TALKING MACHINE AND SUPPLY CO.

FRANK DILLBAHNER, Prop.

No. 6 MADISON STREET, CHICAGO

SEND US YOUR HORN WANTS. NEW DESIGNS AND DECORATIONS, LOWEST PRICES

TRADE GLEANINGS FROM THE PACIFIC COAST

May the Best Month of the Year—Visit of Fleet Helps Business—Visitors Numerous During the Month—Sherman, Clay & Co. Report Demand for High Grade Machines and Records—Seattle Branch Sells Auxetophone on Battleship—Eilers Music Co. Doing Good Business—Kohler & Chase Also Make Some Nice Sales to Fleet—Manager Miller Making Some Unique Records—Wholesale Department of Columbia Co. Settled in New Quarters.

(Special to The Talking Machine World.)

San Francisco, Cal., June 5, 1908.

The most successful month of the year, so far, has just come to a close, and while the present month is not opening quite as favorably as might be wished, there was no expectation that the record of May would be kept up steadily, and little dissatisfaction is expressed. The presence of the naval fleet, as was expected, brought about a decided increase of talking machine business in San Francisco. There were visitors from all parts of the Coast, and from considerable distances in the interior, many of whom took advantage of their visit to the city to make purchases of machines or up-to-date records at the central stores. In addition to this, there was a fair amount of business done directly with the fleet, especially as two large houses, Sherman, Clay & Co. and Kohler & Chase, took the trouble to get in touch with the fleet before its arrival. This business, though limited, ran to the better class of machines and records, amounting in the end to considerable money. The strictly local trade opened up a little, but most of the increase seems to have come from the outside.

There have been several visitors from the trade in the east and outside coast points during the month, but most of them have left by this time. F. K. Dolbeer, general manager of sales for the National Phonograph Co., was in San Francisco last week, and has just left, after a visit to the various representatives of the company. The Edison Business Phonograph is now being introduced on the Coast. The agency has been placed with Peter Bacigalupi & Son, for years the principal Edison representatives here, and they will set aside a special department for the handling of this instrument.

Howard J. Bailey, of the talking machine department of the Mackie Piano Co., of Rochester, N. Y., was in San Francisco during the celebration for the fleet.

W. S. Gray, Coast manager for the Columbia Phonograph Co., returned, last week, from a visit to the Sacramento agency. Mr. Stapp, California traveler for this company, has been in San Francisco for the last few days, but will leave this week for his southern territory. The Columbia business at present is reported as comparatively quiet.

Sherman, Clay & Co. report a very fair demand for Victor goods, sales of which still show up well, though the tone of business is not so

strong as a few weeks ago. Mr. McCarthy regards as a most encouraging feature the steady run on high grade goods, both machines and records, which swells the total of receipts to good-sized figures. The cash business last month was surprisingly large, and included many sales of Victrolas. The popularity of the Lucia Sextette keeps up. Three shipments of these records have been sold out, and another lot is expected. A notable sale last month was that of an Auxetophone, which was placed on the Colorado, together with \$300 worth of records by the Seattle branch. At present things are rather quiet at Sherman, Clay & Co.'s talking machine department, as several of the salesmen are taking their vacations and the force is somewhat upset.

The business of the Eilers Music Co.'s talking machine department has come ahead very satisfactorily during the past month, under the immediate management of J. E. McCracken, superintendent of the talking machine business of all the Eilers stores. Mr. McCracken says that he has accomplished what he started out to do, and that this store is the only one in the city which carries a full stock of all lines of talking machine goods. The stock is now fairly complete, though additional goods continue to arrive and the large space for the display of stock is rapidly being filled up. A large shipment of Reginaphones, for which the Eilers Co. have the Coast agency, has just arrived, and a large business is looked for on this line. Mr. McCracken is preparing to make a trip east this week. He will be absent about a month, and expects to visit a number of the larger concerns.

Kohler & Chase say that their talking machine business locally is now picking up a little, though it showed some falling off a week ago. They did a very good business with various warships and revenue cutters, and are now filling some good orders for records that have been received by mail. The latest arrival is a large lot of Cuban Edison records, which are already finding some popularity.

Mr. Miller, manager of Kohler & Chase's talking machine department, is taking records of old-time songs and recitations from "Uncle George" Bromley, a well-known clubman, and for years well known as a popular entertainer, who is now ninety-two years old. It is the purpose of a prominent local club to make a book of Mr. Bromley's songs, and to save him the

labor of writing them out. Mr. Miller is taking oral records on the Edison machine. So far he has secured some very interesting records.

M. M. Krupp, a prominent talking machine dealer of Nome, Alaska, was in San Francisco last week ordering his year's supply of stock.

The wholesale department of the Columbia Phonograph Co. is now comfortably settled in the new quarters adjoining the retail store at Van Ness avenue and O'Farrell street, and the new arrangement of the offices has been completed. The department now has plenty of room, and the wholesale stock on hand has been considerably increased.

Word comes from Honolulu that the presence there of a Brazilian and Chilean naval training ship about the middle of May nearly cleaned out the stock of talking machines on the islands.

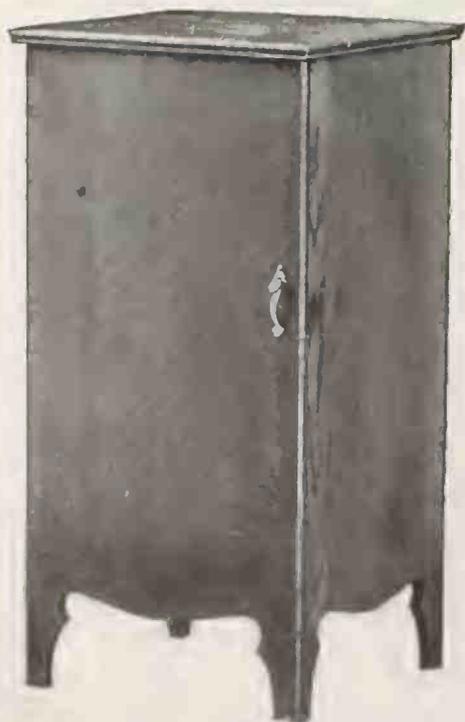
A CONVENIENT RACK.

The Small Monarch Just Introduced by the Syracuse Wire Works Holds 200 Records and Possesses Many Features That Appeal to Dealers.

The Syracuse Wire Works, Syracuse, N. Y., are introducing a new rack which is practically a small edition of the Monarch holding only 200 records. It is equipped as is the Monarch, with ball bearings so that it makes a very attractive fixture. It is small enough so that it sets readily on an ordinary counter and every record is within easy reach. The dealer can set this rack on his counter along side his demonstrating machine, and keep in it all the latest and best selling records; practically four months. At the end of each month he can pull out the oldest month's records and fill in the one side with the latest records. In this way he has before him everyone of the latest records within easy reach, and he knows where to find everyone of them by merely revolving the rack. Under the circumstances there is no running back and forth for anything. The rack will sell to the dealer for \$10.

FREELAND JOINS ZED CO. FORCES.

W. H. Freeland, who has been connected with the music trade practically all his life, and more recently in charge of the talking machine department of I. Davega, Jr., 119 W. 125th street, New York, has joined the forces of the Zed Co., the Zonophone distributors and exporters, at 77 Chambers street, New York, in the capacity of traveling representative for part of Greater New York, New York State and New Jersey. Mr. Freeland has a wide acquaintance in the talking machine trade and should succeed in enlisting a goodly number of supporters for the Zonophone line.



Two New Ones From the HUMPHREY Line of Record Cabinets

The illustration shows No. 107, Disc Record Cabinet, made of Solid Oak, Golden Finished. The interior of this is finished the Humphrey way—smooth, neat and attractive. Exterior rubbed and polished. Each division in rack holds five Records; the entire Cabinet holds 125 12-inch Records.

Height, 32½ inches.
Width, 17 inches.
Depth, 15¾ inches.
Weight, 55 lbs., crated.

Quarter Sawed Oak front, plain sides and top, paneled back.

Price, \$10.00 List

No. 137, Cylinder Record Cabinet, holds 125 cylinder Records—same finish, same dimensions. Interior fitted with five trays, which can be pulled out and suspended at any angle, making all Records easily accessible.

Price, \$11.00 List

Our Catalog illustrates many styles for Cylinder and Disc Records the best made, the best designed, and best finished Cabinets in the world at popular prices.

Send your order to the nearest Jobber, or write at once for new Catalog.

HUMPHREY SALES CO. - DETROIT, MICH.



LAST CALL FOR JOBBERS' CONVENTION AT ATLANTIC CITY.

Jobbers Should Not Delay Arrangements for Accommodations.—Large Attendance Is Already Assured—Hotel Chalfonte Will be Headquarters—Manufacturers will be Well Represented.

The steady work of the Committee of Arrangements for the convention of the National Association of Talking Machine Jobbers, to be held at Atlantic City, July 6-7, 1908, is beginning to tell in the response by jobbers who will attend. This committee consists of J. Newcomb Blackman, proprietor Blackman Talking Machine Co., New York; C. V. Henkel, president Douglas Phonograph Co., New York, and Louis Buehn, of Louis Buehn & Bro., of Philadelphia. In order that the trade in general may be posted as to the arrangements, J. Newcomb Blackman, chairman of the above committee, gave *The World* his report, as follows:

"Most of the jobbers are arranging to arrive on the 3d, thus getting the benefit of the holiday and Sunday, which, with the two meeting days, will give them at least a four days' visit. Many jobbers have arranged to stay a week or 10 days, for they realize that Atlantic City is an ideal place for a vacation.

"If, for any reason, members prefer to secure accommodations at other hotels, they will have no difficulty in getting whatever accommodations they desire. There are also a number of boarding houses in case a longer stay would make such arrangements more desirable. We do not want anyone to stay away because they have the impression that they cannot get reasonable accommodations.

"Special attention is called to the fact that all arrangements should be made direct with the hotel management, and that when writing it should be mentioned that you are to attend the convention and want special rates quoted accordingly. Any request for suggestions or further information regarding accommodations will be promptly answered if addressed to me, as chairman of this committee.

"Letters addressed to the manufacturers invit-

ing officers and employees to visit Atlantic City during the convention indicate that they will be well represented, and jobbers should not forget that this will be an ideal opportunity to meet the well-known members of the industry and get acquainted generally. It is also likely that a number of dealers will be on hand. Conditions are such that a hand-in-hand co-operation between the dealer, jobber and manufacturer is essential, and this occasion will be a grand opportunity to have an understanding regarding the fall campaign, which will start the wheels of prosperity with increasing momentum.

"As an evidence of the fact that Atlantic City is a great attraction as a summer resort, replies show that jobbers in most every case are bringing members of their family. The ladies will therefore be out in force, and the opinions so far indicate that their presence is requested at the informal subscription banquet, which will be given on the evening of July 7.

"The Trunk Line Association, representing various railroads in the Middle States, have granted reduced rates under their certificate plan. They used to offer special rates on a basis of one fare coming and one-third returning, but they now have changed this to one fare coming and three-fifths returning.

"Our committee have carefully considered this matter, and as the conditions covering this reduction make it necessary for tickets to be purchased at a certain time and under certain conditions, as well as limiting the visit, the route of travel, etc., we fail to see any great advantage.

"It is also likely that in many cases it will be possible to take advantage of special excursion rates, which are offered for a trip to Atlantic City, and that better rates could be obtained in that way. If the certificate plan of obtaining the above rates was not carried out in detail by at least 100 members, no reduction would be received on the return trip, and for this reason our committee feel that members will be able to take advantage of excursion rates to better advantage.

"I want the trade in general to know that, contrary to the ideas of some jobbers, the manufacturers are supporting the work of our asso-



THE CHALFONTE WHERE THE JOBBERS WILL MEET.

"Our committee recently addressed a circular letter to members of the association and jobbers in the trade. A return postal card was sent out, and the response assures us that there will be a larger attendance than at any previous convention. It is urged that all jobbers receiving these postals will respond promptly, as it will be a great help to the committee for them to know as nearly as possible who will attend.

"The accommodations secured at the Hotel Chalfonte are first-class in every respect, and as this will be the headquarters for the convention, we hope that most members will make arrangements for accommodations at this hotel. It may be, however, that more reasonable accommodations would be preferred, and for that reason we have secured special rates from the Hotel Raleigh. The rates that will be quoted to those attending the convention by the Chalfonte and Raleigh follow:

"The Hotel Chalfonte (Headquarters of Convention), American plan (including meals)—One room when occupied by one person, \$3.50 to \$4.50 per day; one room when occupied by two persons, \$6, \$7 and \$8 per day; one room with bath when occupied by two persons, \$10 per day; one extra large corner room with bath when occupied by two persons, \$12 per day; rooms occupied by more than one person are to be furnished with two single beds. The Chalfonte is on the beach front and is one of the leading hotels.

"The Hotel Raleigh, American plan (including meals)—One room when occupied by one person, \$3 daily or \$17.50 weekly; one room occupied by two persons, \$5 daily or \$30 weekly; one room with bath occupied by one person, \$4 daily or \$25 weekly; one room with bath occupied by two persons, \$7 daily or \$42 weekly; a suite of two rooms and bath, occupied by four persons, \$12 daily or \$80 weekly. The Raleigh is near the Chalfonte, and is less than one block from the beach.

"Our committee feel that these two hotels can furnish satisfactory accommodations if members will make their arrangements far enough in advance. It must be remembered that Atlantic City will be crowded at this time on account of the Fourth of July attendance.



Play Ball!

Mr. Dealer, play ball!

It is a very healthy exercise for you, but to play

Zonophone=Records

on

Zonophone=Machines

is a still healthier exercise for—your pocketbook. Any customer that has ever heard our latest Band or Orchestra Records will not buy any other.

The thing that wins out in a ballgame is the

Hit.

Nobody can offer any more *Hits* than we have again the pleasure to offer to the trade on our

July List,

which is ready for the trade now.

Come in and hear the latest *Hits*, or write to

ZED-Company

FORMERLY

Zon-o-phone Distributing & Export Co.

77 Chambers Street

NEW YORK

Telephone Nos. 3822, 3823, Worth

ciation and encourage their jobbers in becoming members. They realize that our work is for the good of all concerned, and that any suggestions made or concessions asked will be weighed on all sides by competent men before being presented.

"I again request any member having subjects that he would like treated at this convention to send his views to me, as chairman of the Resolution Committee, providing he intends to present them as resolutions. This is particularly important in any case where the member cannot attend.

"The general features of the convention were so fully treated in The World last month and by information mailed by our committee, that I do not think it will be necessary to repeat same. Jobbers who are not members and would like to take part in the meetings are requested to send their application for membership to Perry B. Whitsit, 213 South High street, Columbus, O.

"It is not necessary, however, to be a member of the association to attend the convention, but as the by-laws are extremely liberal and the advantages are so great, it seems that any jobber who gives this subject serious thought will certainly realize the great advantage of becoming a member. I am at the service of the trade in general to answer inquiries and give any information I can regarding this convention; therefore kindly address same to J. Newcomb Blackman, chairman of Committee of Arrangements, 97 Chambers street, New York City."

TRADE NOTES FROM PHILADELPHIA.

Decided Improvement in Business—Small Stocks Carried—Value of Publicity—Interesting Chat with Louis Buehn—Big Victrola Trade—The Talking Machine as an Educator—Sol. Bloom's New Quarters—Weymann's Growing Trade—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1908.

For the last thirty days a decided improvement has been felt in talking machine circles here. Especially has this been true of wholesale business, and while dealers are by no means stocking heavily, the orders have been far more frequent and regular. Jobbers in this city are also enjoying a good retail trade, which, if anything verges toward the higher priced machines and records.

In looking around among the dealers, the World noticed with surprise that many carry but a ridiculously small stock of machines in some cases—only one style being shown. Now this method of doing business is, to say the least, short-sighted, and beside losing a great deal of business, the dealer actually cheapens the business generally. It's sometimes hard enough to close a sale with the goods right there to be shown and demonstrated, but it is a great deal harder to prove the merits of a machine from a catalogue or show wherein it is better than the cheaper model carried by the dealer—or vice versa. We do not mean by this that a dealer should carry a large surplus stock as this is unnecessary, and it is for this that the jobber is

made, but we do think that the manufacturers should compel all dealers to carry at least a complete sample line, at all times, as this is certainly necessary in order to do anything like justice to the goods. As it now stands, there are only too many of these small fry, who order from hand-to-mouth, dividing up the business too much, and by their slipshod methods demoralizing trade.

There are many ways in which a progressive house can increase its record sales, but we know of no other offering so many advantages as that of the local dailies, providing that the copy is newsy and catchy. To give an idea of what we mean by "newsy and catchy," we herewith reproduce an advertisement, which recently appeared in the Philadelphia Record. This, as one will notice, has the appearance of being a regular news item and headed by a photograph of Wm. J. Bryan, who, being now more than ever in the public eye, it could scarcely escape the notice of the most casual reader, and therefore its superiority over the regular cut and dried advertisement is in proportion:

TEN SPEECHES BY WILLIAM JENNINGS BRYAN

"Guaranty of Bank Deposits," "Swollen Fortunes," "The Labor Question," "The Railroad Question," "The Trust Question," "The Tariff Question," "Popular Election of Senators," "An Ideal Republic," "Imperialism" and "Immortality," are the subjects which Mr. Bryan will discuss by means of a wonderful set of Records which he made for the Edison Phonograph. The records were made in Mr. Bryan's library at Lincoln, Neb., and are so perfectly recorded that his voice is absolutely recognizable. The Hepe Piano House, who are direct factory representatives of Mr. Edison's Company, have just received the first reproductions of these records and they will be opened for hearing and sale after 8 o'clock this morning, at their rooms, 1117 Chestnut street. It is a wonderful achievement—the placing of such a set of records on the market at a cost of 35c. for a single speech.

Admitting that these records offer an exceptionally good opportunity for the talking machine man to take advantage of an enormous amount of free advertising, there are opportunities as well in every new monthly list that comes out. The wide awake retailer has the chance to watch the theatre bulletins, etc., and to keep his announcements keyed to them.

Louis Buehn, in a chat with The World, reported quite a marked improvement in business since the first of June, over that of the preceding month. Dealers are ordering more regularly and in a more confident manner than of late. Even the commercial end of Mr. Buehn's Edison business seems to have suffered but little from what is termed "summer dulness," which is really remarkable, as such things as office fixtures seldom sell well during this season. In speaking of the coming convention at Atlantic City, Treasurer Buehn said: "Never before has the committee of arrangements worked so hard and consistently as on this occasion, and while personally I do not know just who are coming and who are not, I look forward confidently to the biggest and most successful meeting ever held in this trade, and sincerely hope that none who can possibly get away will be absent."

One Victrola a week, for the past two and a half months, is the record of the C. J. Hepe Co., and one to be proud of, too, when one adds this to their sales on other styles, not to mention the records. In fact, this company seem to have no kick coming anywhere along the line and report the outlook for June an encouraging one.

Miss Chandler, of the fashionable Chandler School of Vocal Training, in this city, is an enthusiastic admirer of the talking machine, and one of her suggestions to her students is to buy records made by the heads of the profession, such as Caruso, Mme. Melba, etc., so that they can study the finished technique of these artists. In fact, Miss Chandler is even now seriously considering adding the Victor to her staff of teachers, making this an established branch of the training. Jobbers and dealers everywhere get wise and make a tour of musical circles in your section. It will pay you.

The Penn Phonograph Co., of this city, report conditions as far more steady with

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.



prospects ever brightening. Collections have been fairly good, and Brother Barnhill, who has made several trips recently in the interest of his company, added a number of new dealers to their staff.

Adolf Weiss, of the Western Talking Machine Co., is going after trade, hammer and tongs, with evidently good results. Another salesman will be put out on the road, who will devote his entire attention to the piano and musical instrument trade in this territory.

The Weymann Co. are still increasing their trade in talking machines, which, since their establishment on Chestnut street, has grown very fast. They will be fully represented at Atlantic City, where they will do their share toward welcoming the western and southern faction.

The new quarters of Sol Bloom, the New York jobber, in this city, are not finished as yet, and though the opening was set for the first of June, it will be three weeks later before the doors will be thrown open. This, it is claimed, will be the largest and handsomest exclusive talking machine wareroom in the country, and, situated as it is on Broad street, opposite the well known Bellevue-Stratford, and in the theatre section, it would seem as though a good class of trade would be obtained.

Louis J. Gerson, of the Musical Echo Co., was in New York, attending the Piano Dealers' convention, held at the Hotel Astor this week. Business with them has been very satisfactory.

The Columbia Phonograph Co., of this city, on the last day of May closed the best month's business since the holidays, and in speaking of the outlook, Manager Goldrup thought that June would live up to, if not surpass, this record. This company have just brought out a cheap model disc machine to retail at \$12.60, and so good value is it for the money, that sales on this style are bound to be big.

VICTOR VICTROLA FOR PRESIDENT.

Secretary of War Taft Also Places One in His Home in Washington—Goodly Supply of Discs Ordered.

Both President Roosevelt and Secretary of War Taft recently bought Victor Victrolas for their homes. The order came through a prominent New York Victor dealer, who was in Washington, D. C., within the past month, having interviews with the President and Secretary Taft by appointment. The same dealer expects to go to the Republican convention in Chicago and do some heavy work for Mr. Taft's candidacy.

Many a clerk has made customers for the store by being possessed by patience unlimited. Patience is to salesmanship what oil is to an axle.

MR. DEALER:

IF YOU WANT THE
EXCLUSIVE SALE OF



IN YOUR TOWN, WRITE AT ONCE

MUSICAL ECHO CO.

DISTRIBUTORS FOR EASTERN TERRITORY

BIG STOCK QUICK SERVICE

1217 Chestnut Street, Philadelphia

SWEEPING DECISION HANDED DOWN

In Favor of the National Phonograph Co. in the Suit Brought Against S. B. Davega, the Nominal Defendant, in a Test Suit Filed by the New York Phonograph Co.—Case Dismissed by Unanimous Vote of the New York Supreme Court, Appellate Division, for Lack of Jurisdiction—Extract from the Decision.

On June 5 the New York Supreme Court, Appellate Division, Second Department, by a unanimous vote, reversed the interlocutory judgment obtained by the New York Phonograph Co. against S. B. Davega, an Edison jobber of New York City, the nominal defendant in the test suit filed against every jobber and dealer of the National Phonograph Co. in the State. It is a sweeping decision, with the case being dismissed for lack of jurisdiction. Or, as the court says: "The conclusion seems inevitable that whatever rights the plaintiff has as against the defendant or his vendor, are patent, not contract rights. If so, any suit to enforce these rights arises under the patent laws of the United States, and the courts of this State cannot take jurisdiction of it."

This case has been before the New York State courts for about two years, and after being heard in special term, before Judge Keogh, in Westchester County, who sustained the findings of the federal courts, an appeal was taken by the defense. Judge Miller, who wrote the opinion of the appellate division, recites the history of the case at considerable length, in which the contract relations of the Edison Phonograph Works, the Edison Works, the North American Phonograph Co., the New York Phonograph Co., and the National Phonograph Co. are given in much detail. Then he takes up the merits of the controversy as follows:

MR. EDISON SOLE AND HIGHEST BIDDER.

The business contemplated by the parties to the different contracts hereinbefore referred to was not as successful as they anticipated, and in 1894 said North American Phonograph Co. became insolvent, and a receiver of it was appointed by the chancery court of New Jersey. On the 8th day of February, 1896, the assets of said insolvent company were sold by the receiver at public auction pursuant to a decree of said court, and Mr. Edison being the sole and highest bidder became the purchaser, paying \$50,000 for the stock of the Edison Phonograph Co. and \$50,000 for the other assets which included his patents and the various contracts of said company. He assigned his bid to the National Phonograph Co., a New Jersey corporation then recently incorporated, and it assigned to a Mr. Ott its interest in said contracts under said bid.

Said receiver transferred to said National Phonograph Co. the stock of the Edison Phonograph Co. and the patents owned by the insolvent, and assigned said contracts to said Ott, who agreed to perform the several stipulations, covenants and agreements therein made by said North American Phonograph Co. The said National Phonograph Co. proceeded to develop the business independently of the licenses of said North American Phonograph Co., and to sell the patented articles through other parties with whom it made so-called jobbers' or dealers' agreements. The defendant is purchasing said articles from said company at Orange, N. J., and selling them in the State of New York. This action was begun June 19, 1906, to enjoin the defendant from so doing, and for an accounting.

The trial court found that none of the inventions of Mr. Edison other than for factory processes made prior to the sale of the assets of the North American Phonograph Co., and used by the National Phonograph Co. in the manufacture of phonographs, records or supplies, were in force at the time of the commencement of this action, all either having expired by reason of expiration of the term of the patent or by reason of shorter term foreign patents, or having been discarded; but that an invention was made by Mr. Edison for which a patent was applied for on the 1st day of August, 1903, the last day of the 15 years subsequent to August 1, 1888, and that letters patent were issued thereon on August 9, 1903. That finding is the basis for the conclusion of law that the plaintiff is entitled to an injunction running until August 9, 1921, and for the judgment appealed from.

POSITION OF RESPONDENT DEFINED.

The respondent's position is that the National Phonograph Co. is the successor of the North American Phonograph Co.; but that position is untenable. The National Co. purchased through Mr. Edison the assets of the North American Co. at receiver's sale pursuant to a judicial decree. There was nothing in that decree which required the purchaser to assume the obligations of the insolvent company, and the purchaser at a judicial sale of the assets of an insolvent corporation does not assume the latter's obligations. There is a finding "that such acts" (referring to acts set forth in previous findings) "were done pursuant to a scheme or plan and as an expedient and device to unlawfully invade the said exclusive territory of this plaintiff."

But so far as that may refer to the appointment of a receiver of the North American Phonograph Co., the sale of its assets and the purchase thereof by the National Phonograph Co., there is no evidence to support it. It is unquestioned that the North American Phonograph Co. was insolvent, a receivership was necessary, and Mr. Edison or a company organized by him had as much right to purchase the assets as anybody had. In fact, his purchase was probably fortunate for the creditors. He may have intended that the new company organized by him should proceed to develop the business independently of the lessees or licensees of the North American Phonograph Co., in whose hands it had proved a failure, but that has nothing to do with the rights acquired or the obligations assumed by the National Phonograph Co.

CONTRACT WHOLLY EXECUTORY.

There was no privity of contract between it and the plaintiff, or between Mr. Edison and the plaintiff. Neither it nor Mr. Edison could invade the plaintiff's rights, but we must first ascertain what those rights were. Obviously they must be determined as of the date of the receiver's sale. At that time the plaintiff

had the exclusive right to use, exhibit, sublet or sell in the State of New York the articles covered by the patents owned by the insolvent company or controlled by it through its ownership of the Edison Phonograph Co., and if necessary to manufacture for that purpose. It could only become entitled to similar rights in the subsequent inventions of Mr. Edison, in case its licensor, the said North American Phonograph Co., became entitled to them under its contract with him; but the provisions of such contract as to future inventions were wholly executory. He was not obliged to assign his rights in such inventions, unless it performed its part of the agreement, i. e., paid the expense of taking out the patents and allowed him the stipulated sum for experimental work.

When it became incapacitated to perform by reason of insolvency and the sale of its assets, his agreement so far as it was executory ceased and there is no pretense that it or anyone claiming under it has performed. Moreover, under its contract with him it was to exploit his inventions and to purchase the patented articles from the Edison Phonograph Works, a corporation which he controlled, and when it ceased to be able to do that, his obligation to make inventions for the benefit of it, or its licensees, with whom he had no contract relations, ceased.

NO OBLIGATION INCURRED BY EDISON INTERESTS.

Its contract with him was peculiarly personal, he was vitally interested in the manner in which it performed, and said contract was not in terms or in its nature assignable. By purchasing the assets of the insolvent company and assigning his bid he incurred no obligation except to pay the purchase price. Any property rights in the licensees of the insolvent company arising under its contracts were not affected by its insolvency and the sale of its assets, but so far as such contracts remained executory and were dependent upon the continued existence of the corporation, they were terminated by its dissolution. I speak of it as a dissolution, because that was the practical effect of the sale by the receiver of all its assets. It does not appear that there was a formal decree dissolving the corporation; but whether the corporation was formally dissolved or not, so far as its contract with the plaintiff remained executory, the remedy of the latter for a breach was against it; and if any part of such executory provisions survived its insolvency and the sale of its assets, the plaintiff would have to stand the same as any creditor and upon proving its damage take its pro rata share on a distribution by the receiver.

It may be that a new contract resulted from the agreement of said Ott, which the plaintiff could enforce against him if it has ever put itself in a position to do so, but we have no such question, and upon the proof before us the National Phonograph Co., the defendant's vendor, is not concerned with it. I am not saying that Mr. Edison could wreck the North American Phonograph Co. for the purpose of acquiring its assets and destroying the value of the plaintiff's contract without being answerable in some form of action, for I believe the law is adequate to deal with every wrong, but while much is said by the learned counsel for the respondent on that subject, there is no proof whatever in the record to warrant it.

RIGHTS OF LICENSEES NOT PASSED ON.

The rights of the licensees of the said insolvent company in the inventions of Mr. Edison made subsequent to the receiver's sale have not been passed on in the many decisions of the federal courts called to our attention save in the case of this plaintiff against Edison and others. As I understand the judgment in that case as elucidated by the subsequent opinion of Judge Hazel (not yet reported), rendered on the motion for an attachment for violating the decree, it was limited to the inventions of Mr. Edison made prior to the receiver's sale. This conclusion requires a reversal of the judgment, but we should not reverse without disposing of the question of jurisdiction.

On that question we are not concluded by the decisions of the federal courts. All of those decisions save the last were made on demurrer or on application for an injunction pendente lite, and the question was whether the bill was good, or whether a prima facie case was made appealing to the discretion of the court. Those decisions were made on the theory that contract, not patent, rights were involved; that the North American Phonograph Co. impliedly covenanted with the plaintiff not to invade the territory in which the latter was granted exclusive rights, and that the National Phonograph Co. was the successor of the said North American Phonograph Co. Those conclusions may have been warranted by the allegations of the bill or by the prima facie case made, but as already shown upon the record before us said National Phonograph Co. was not the successor of the insolvent. Judge Hazel in the case of this plaintiff against National Phonograph Co. followed said decisions, but as we have seen he held that the plaintiff's rights were to be determined as of the date of the receiver's sale, and it does not seem that it was material to that decision whether said rights were regarded as contract or patent rights. Assuming that the decision is binding on the defendant in this case, as the respondent seems to contend, it only concludes him upon the point actually decided,

i. e., that it was unlawful for the National Phonograph Co., his vendor, to trespass upon the exclusive rights of the plaintiff under the patents owned or controlled by the said North American Phonograph Co. at the time of the receiver's sale; a proposition that does not need to be supported by the rule of res adjudicata.

JURISDICTION OF STATE COURT INVOKED.

The jurisdiction of this court is invoked on the ground that the suit is to enjoin the violation of a negative covenant, express or implied; and I shall assume for the purpose of the discussion that the North American Phonograph Co. was under covenant with the plaintiff not to invade the latter's territory. Undoubtedly a suit to restrain the violation of such a covenant may be maintained against the covenantor or anyone conspiring with said covenantor to violate it; but neither the defendant, his vendor, nor Mr. Edison, is under any covenant with the plaintiff, and I am unable to perceive how a suit strictly to enjoin the breach of a covenant can be maintained unless someone bound to discharge the covenant participate in its violation. Certainly none of the cases relied upon support any such proposition.

Apollinaris Co. against Scherer is cited to sustain the respondent's contention, but it seems to me to be a plain authority the other way. In that case an injunction was denied because there was no privity between the defendant and the plaintiff's covenantor. A trade-mark was incidentally involved in that case, but it was held that it was not being infringed because the genuine article was being sold. Judge Wallace in that case pointed out how the plaintiff might have succeeded if territorial rights under a patent had been involved, but held that as the plaintiff's rights rested purely in covenant it could not succeed, thus making the distinction between a contract case and one arising under the patent laws of the United States.

If the case arises under a contract and is to enforce a covenant, it does not matter that it may involve a question under the patent laws; if it arises under the patent laws it does not matter that it may also involve the construction of a contract. The distinction between a case and the question arising under a contract for the patent laws is made plain in Littlefield against Perry and the Excelsior Wooden Pipe Co. against Pacific Bridge Co.

PLAINTIFF'S RIGHTS ARISE UNDER PATENT LAWS.

We do not need to determine now what rights the plaintiff has under the patent laws or whether treated solely as an infringement suit the action can be maintained against the defendant; for, as already shown, whatever rights the plaintiff has arise under the patent laws, unless there is some contract relation between the plaintiff and the defendant or his vendor. This depends on the effect of the purchase by the plaintiff's vendor of the assets of the North American Phonograph Co.; if that resulted in a novation, so as to impose upon the purchaser the obligations of the insolvent under the contract with the plaintiff, there is a contract relation between the purchaser and the plaintiff. If it be the law that the purchaser at a receiver's sale of the assets of an insolvent corporation assumes its obligations even under executory contracts, no responsible person could safely bid at such a sale; but, as already shown, that is not the law.

The contracts in question were sold with the other assets, the purchases assumed no liability except to pay the purchase price, for the decree under which the sale was had imposed no other liability; the assignee of the bid, the National Phonograph Co., was in the same situation, and likewise its assignee, the said Ott. The purchaser bought rights, not liabilities. Of course, he could not avail himself of rights without discharging reciprocal obligations, but he was not obliged to avail himself of such rights. He could have discontinued the use of the patents purchased without subjecting himself to liability to anyone for breach of contract.

PROPERTY, NOT CONTRACTS, PURCHASED.

Of course he took title to the patents subject to the rights of licensees but as to him those rights were property, not contract, rights; they resulted from a contract, to be sure, but they arose under the patent laws of the United States. Section 4898 of the revised statutes of the United States provides: "assignments of patents. Every patent or any interest therein shall be assignable in law by an instrument in writing, and the patentee or his assigns or legal representatives may in like manner grant and convey an exclusive right under his patent to the whole or any specified part of the United States." The licensee has by assignment certain of the rights granted to the patentee by the government, as under the law the rights of the patentee may be subdivided and granted to different grantees.

A suit is none the less an infringement suit because it does not involve the validity of a patent. Such a suit may be brought by a licensee against the patentee, rights arising under the patent laws are asserted, and the construction of said laws as well as the construction, if not the validity, of the patent is involved. Such were the rights which the plaintiff's vendor had to respect. "The assignee of a patent does not in the absence of express contract, assume any obligation to perform the contract of his assignor with the licensee." As to the contracts which were assigned to said Ott by the receiver pursuant to the transfer to him of the interest of the National Phonograph Co. therein under Mr. Edison's bid, no different question is presented. Either Mr. Edison, his assignee, the said National Phonograph Co., or its assignee, Ott, could have taken an assignment of those contracts without assuming any obligation under them.

MANY SUPPORTING DECISIONS.

There are many decisions to the effect, and none that my research has disclosed to the contrary, that in the absence of express agreement the assignee of a personal contract is not liable to the covenants of his assignor. In other words, a man who buys a bargain

WHY — YOU SHOULD HANDLE COOK'S AUTOMATIC STOP



PATENT PENDING

1. It is absolutely necessary to the PERFECT TALKING MACHINE.
2. It is the most extensively advertised accessory on the market to-day.
3. One sale makes many more.
4. All inquiries made direct to us are referred to the dealer in that locality.
5. It is easily and quickly adjusted to any Disc machine. Victor, Columbia, Zonophone, Star or any of the foreign makes.

RETAILS
Nickel... \$3.00
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Plating is of
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COOK'S SALES COMPANY
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N. B.—Splendid opportunity for salesmen to carry this device as side line.

Write for particulars



“The Original Home Moving Picture Machine”

The Live Wire for the Talking Machine Trade. Liberal Discounts
Territory Now Being Allotted. **HAVE YOU APPLIED?**

First Showing of New Models

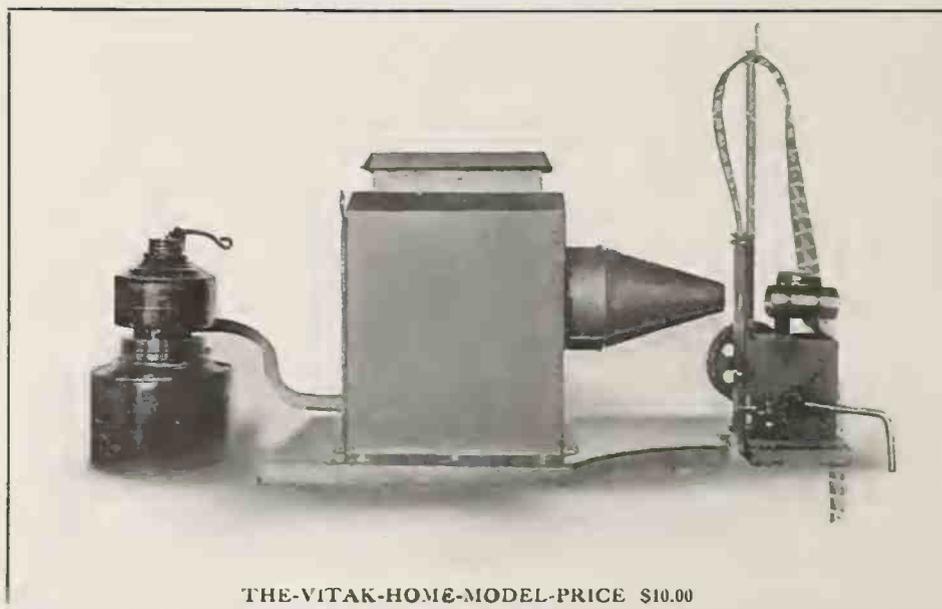


THE-VITAK-SPECIAL-PRICE \$18.00

EQUIPMENT

Russia Iron Lamp House, Nickel Mechanism, Quartered Oak Base Board, Adjustable 100 C. P. Electric Lamp, Wire and Standard Plug complete, Bottom of Lamp House Insulated with Mica, Automatic Fire Shutter, Automatic Flicker Shutter, Stereopticon Attachment, Film Reel, Film Rewind, 30 Feet of Film, Highest Grade Highly Polished, Ground Condensing and Focusing Lenses, Framing Device.

Russia Iron Lamp House, Mechanism Gun Metal Finish, Maple Base Board, Acetylene Burner and Generator, Automatic Fire Shutter, Automatic Flicker Shutter, 10 Feet of Film, Highest Grade Highly Polished Ground Condensing and Focusing Lenses.



THE-VITAK-HOME-MODEL-PRICE \$10.00

Embodying all advantages of the Professional Machines

Other Models for Professional use, up-to \$250.00

Complete line on Exhibition at Hotel Chalfonte, Atlantic City, N. J., July 6th and 7th

Manufacturers Outlet Co.

ASSOCIATED WITH

THE VITAK COMPANY

New York

is not obliged to take the benefit of it. The suit by the other party for a breach must be brought against the assignor, the contracting party, not against the assignee unless he agrees to be bound.

THE OTT TRANSFER IMMATERIAL.

Much has been said about the transfer to said Ott, an alleged dummy, but the motives of that transaction are immaterial. By transferring a right the National Phonograph Co. assumed no obligation which the retention of the right would not have imposed. So far as the contracts were executory said Ott got the right to do nothing with them, or to assume the obligations of the insolvent company, as the contracts were in terms assignable on condition that the assignee assume said obligations. Now Ott saw fit to assume these obligations, but he did that on his own account and not on behalf of the National Phonograph Co.; as there is not a scintilla of proof in the record warranting the conclusion that the National Phonograph Co. was in any way bound by Ott's said agreement. We are not concerned in this suit with the contract relations that may exist between the plaintiff and the said Ott.

THE INEVITABLE CONCLUSION.

The conclusion seems inevitable that whatever rights the plaintiff has as against the defendant or his vendor are patent, not contract, rights. If so, any suit to enforce those rights arises under the patent laws of the United States, and the courts of this State cannot take jurisdiction of it.

GILMORE NOT TO RESIGN.

Story in Orange Paper That the President of the National Phonograph Co. Was to Resign Is Absolutely Unfounded.

A report that appeared in an Orange, N. J., newspaper last week with W. E. Gilmore, president of the National Phonograph Co., had resigned is unqualifiedly false, according to statements given out by the gentleman himself. When Mr. Gilmore was asked on Wednesday by The World whether he had resigned, he promptly replied: "The story is absolutely untrue. There will be no change whatever in the official staff of the company. A boy from a local paper came to see me and got things twisted, as I paid little if any attention to his questions. That's all. See Pelzer, he will tell you what is in the report."

When Wm. Pelzer, vice-president of the company was seen at the New York office he said: "No, Mr. Gilmore has not resigned, nor has he any intention of resigning. It is true he is going to Europe on July 1 for a long rest and to visit our branch houses. Mr. Gilmore has been tied down to business and the general management of the various Edison companies for a long time, and he feels the necessity of going away. He will take the baths when abroad, but no one, not even himself, can tell when he will return. That depends upon his health. Mr. Gilmore will be accompanied by his family, and during his absence the affairs of the company will be conducted by the heads of the respective departments, as they have always been during former absences."

With this issue of the World, another new model makes its first public appearance in the well known line manufactured by the Vitak Co., of this city. This now fills out their line complete and their machines range from the lowest price at which a satisfactory article can be built for the home to the highest priced and most perfect mechanism on the market for professional purposes. They are: The Vitak Home Model, price \$10; the Vitak Home Model, price \$18; the Vitak Standard, price \$125; the Vitak Mirror Vitae, price \$250. Walter Eckhardt, who for some time past has been associated with the Vitak, now carries this association into the Manufacturers' Outlet Co., and they intend to exploit the line throughout the world. In order that the talking machine jobbers may see for themselves, just what these machines are capable of, the Outlet Co. will have the complete line of machines on exhibition at the Hotel Chalfonte, Atlantic City, N. J., during the convention, which will be held there on July 6 and 7. Exclusive territorial rights are now being allotted, and no one who is looking for live sellers can afford not to inspect this line thoroughly.

"It's queer," said an out-of-town merchant who called on us the other day, "how cheap watches reflect business conditions. You can nearly always tell how trade in general is by noticing how they sell. As soon as there is a decline, sales of these watches go up proportionately and stay up until conditions have righted themselves—at least that has been my experience."

PRACTICAL SUGGESTIONS AND COMMENTS

SPEED SIGNS ON RECORDS.

J. S. Russell writes us as follows: "Would it not be an excellent idea for manufacturers of both disc and cylinder records to place somewhere on the records the exact speed at which they may be run? This is done with great success in Europe. When I was abroad last year I noticed that some of the Odeon discs contained a sign '74 R' immediately beneath the title, which meant, of course, that the record should be run at the speed of 74 revolutions to the minute. They also include this speed in their catalog. I believe this to be a very excellent idea, and one worthy of emulation by our domestic manufacturers. The value of a piece of music is oftentimes spoiled by the lack of consideration given to the matter of speed. To secure the best results the record should be played at as nearly the same speed as when the master record was originally made. Indeed, much of the old-time prejudice against the 'talker' was due to the fact that the operators entirely ignored the speed regulations. I have discovered a very simple method of regulation, and it is to place a strip of white paper under the disc, so that it will project about a quarter of an inch over the rim of the disc. Let the motor run for about five seconds and then count the number of times the paper passes a given point and adjust accordingly. Ordinarily users of talking machines when playing records have nothing to guide them, and hence the importance of some means which gives them a key to the speed at which they may play to get the best results."

GERMAN VIEWS ON SOUND BOXES.

Some interesting hints regarding sound-boxes are given by Die Sprechmaschine in a recent issue, in which we read that the diaphragm should be placed symmetrically in the rubber couch. The needle holder must be fixed precisely in the middle of the mica. The mica should not have too deep a tension, but must lie level after fastening the needle holder. A tension with too great an upward tendency is as bad as no tension at all. With too small a tension it is likely to creep into the inner site, which position renders it impossible for the required reproduction, because the sound generated by the mica cannot be controlled, which results in a disagreeable echo. All the screws regulating the tension and the fixtures are to be tightened, so that they do not gather up the vibration of the sound-box and develop a rattle.

IMPROVING ACTION OF MOTOR.

The talking machine manufacturers of Germany have long been endeavoring to improve the action of the motors, especially in the cheaper machines and in a large degree have succeeded. Among the troubles of the old motors was the fact that the draw-springs, owing to the difference in consistency were lacking in necessary energy. Also in the gearing duration of action was frequently obtained at the expense of necessary force. While a noticeable improvement has been made in the motors of high priced machines, an increase of energy has also been successfully introduced into cheaper movements, such as those only lasting out one or two discs

without rewinding. This has been achieved in several manners. Some makers have adopted a vertically-placed spring-case, instead of one lying horizontally. The vertical position may be described as an extremely advantageous one; the motive force of the draw-spring is no longer interfered with by a sideways tendency, but as the spring-case turns without the least hindrance in the vertical position, the next momentum is freely brought into play. In the same manner a displacement of the spring during playing is quite impossible as the position of the spring-case can be kept at a fixed height. It has also been shown that horizontally situated spring-barrels with light draw-springs may be brought to a greater manifestation of power. This is to be obtained by the employment of coarse cogs, which work freely on transmission to the middle-wheel. In this manner the German talking-box industry has been enabled to supply the finest works even with cheap apparatus.

NOISES AND THEIR SOURCE.

It will often happen that when operating a disc machine a strong "hum" is set up, apparently by the record, every now and again, which, should the note be sufficiently powerful, may develop into a decided blast and rattle, says a writer in The Talking Machine News. Now this is not due to the record at all. It arises from the fact that on account of the tensioning device of the stylus bar being in contact with the shell of the sound-box the tone arm, support and trumpet are set into strong vibration by the reproduction. The best way to check this is, if possible, to insulate the trumpet from the support. One or two thicknesses of silk fabric will accomplish this, as also will an india rubber band stretched round the nozzle of the horn in such a way as to prevent the naked metal coming in contact with the support. In many ways of this kind the reproduction can be improved and purified out of all knowledge. I should like to impress on readers that great care should be taken with every little thing, even to the smallest details. The great difference made by attention in this direction will more than repay the trouble taken, which, after all, is very little.

A SPECIAL SCREW JACK.

In order to simplify and aid in the work of repairmen as much as possible the Victor Talking Machine Co. are offering a special screw jack for taking winding gear and ratchet off of the spring barrel shaft. Heretofore it has been necessary to pry this part off at the risk of injuring the winding gear or the large brass worm gear. The device is very simple in construction and manipulation, and is sold at a very moderate price to both dealers and distributors.

The International Zonophone Co. has succeeded in obtaining a permanent injunction against the manufacturers of the "Hornophon" machines in Germany. All experts and perhaps the Zonophone Co. themselves are very surprised that this has been achieved, as the experts were of the unanimous opinion, that there was absolutely no similarity between the words Hornophon and Zonophone. The judge in his wisdom found differently.

The Diaphragm is King

Everybody indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

PRICE, including Cross Head and Link, \$1 EACH.

NORCROSS PHONOGRAPH COMPANY

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NEW YORK CITY

PERSONNEL OF THE DICTAPHONE COMPANY

One of the most important transactions in the recent history of the talking machine trade was consummated on June 1, when the Dictaphone Company of America took over the entire interests of the American Graphophone Co. in the United States and Canada covering the sale of its product in commercial graphophones, shaving machines and supplies of all kinds. By the contract between the two companies, the Dictaphone Co. secures a most valuable franchise, since the sale of the commercial dictation machine is increasing by leaps and bounds. The Graphophone Co., on the other hand, is also a gainer by the deal, securing a wider outlet for its product of dictating machines through the highly specialized sales organization which the Dictaphone Company of America has placed in the field.

The personnel of the Dictaphone Co. is a strong one. It is officered by men who are each specialists in their respective duties. Its president, A. C. Whitcomb, is a man who has had a wide experience in commercial life. By parentage a New Englander, by birth a Pennsylvanian and by training a thorough cosmopolitan, he is well equipped for his duties as an executive at the head of the Dictaphone Co.

Mr. Whitcomb's early life was spent around Boston. He prepared for college at Barre Academy and entered active business life with the Whitcomb Metallic Bedstead Co., at Derby, Conn. Later he was promoted to the position of salesman for that company in New York City.

Twelve years ago he entered the services of the Westinghouse Electric & Mfg. Co., at Pittsburg, in a minor capacity. The work of that great concern in developing the (then) infant electrical industry seemed to be particularly fitted to his special ability and he rose rapidly. By his own efforts he was promoted to positions of ever increasing responsibility, and for the last three years he held an important executive position in the sales department.

When the advisability of forming a separate company for selling on a specialized basis the dictating machine, was brought to his attention, Mr. Whitcomb's interest, heightened by a personal use of the machine in his service with the



A. C. WHITCOMB.

Westinghouse Co. was immediately aroused and he together with Mr. Binder, the sales manager of the Dictaphone Co., were the prime movers in the organization. Mr. Whitcomb is a member of several golf and country clubs.

The treasurer of the Dictaphone Co. is a thorough New

Yorker, having been born at Fort Edward, this state, May 26, 1869. He is married and resides in New York City. He was a graduate in a college preparatory course from Fort Edward Collegiate Institute, studied law at Glens Falls, N. Y., with the firm of Potter & Kellogg, and entered commercial life as confidential secretary to Hon. Addison B. Colvin, then treasurer of the State of New York, by whom he was sent to New York City to represent his extensive personal interests, in which capacity he held numerous executive positions.

In 1903 he was selected as assistant secretary of the Rapid Transit Subway Construction Co., occupying a confidential position to John B. McDonald, the builder of the subway in New York City.

At the time of the organization of the Dictaphone Company of America Henry G. King was secretary and treasurer of the W. K. Niver Coal Co., president of the Boston Coal Co., and secretary and treasurer of subsidiary companies. Mr. King has a wide commercial and social acquaintance, is a Shriner and a member of several golf and country clubs.

Howard S. Fisher, secretary of the Dictaphone Company of America, was born in Pittsburg, Pa., in 1871. He graduated from Princeton University in 1894, and at once entered the employ of the Westinghouse Electric & Mfg. Co.

He remained with this company for nearly fourteen years, serving them

in different departments and thus becoming familiar with their methods and practice of doing business. During the last three years of his employment he traveled for this company in West Virginia, Kentucky, Tennessee and Virginia for the purpose of opening up the territory for the sale of electrical apparatus. He then came to New York and took up the work of selling apparatus for isolated plants in that city. He takes up his new position with a thorough knowledge of practical business owing to his long training in his former positions.

The business of the Dictaphone Co. being principally that of a selling company, the position of sales manager becomes one of the most important in the gift of the company. The Dictaphone Co. is to be congratulated on securing for this position the services of J. W. Binder, who was unanimously chosen by the board of directors at its first meeting.

The World need hardly introduce Mr. Binder to its readers. He has been a prominent figure in talking machine trade circles since his entry into the business a little more than three years ago. His rise has been rapid and continuous.

Mr. Binder is a Pennsylvania German and is proud of it. He is also an optimist, and is prouder even of the latter than the former. He is a man of a cheerful, pleasing manner and talks and acts with the sincerest conviction that the article he is selling is the greatest and best of its kind in the world. Perhaps this explains his success as a sales manager. He is 42 years of age; has been a school teacher; has gone through the entire gamut of newspaper life in ten years, from the position of canvasser to that of night news editor on one of the great dailies of Philadelphia, and has written considerable fiction for the magazines. His business stories in System will be recalled by many readers of The World.

His entry into active business life was with the Booklovers' Library. He was for three and a half years its district manager in Pittsburg. From that position he came over to the Columbia Phonograph Co. in the capacity of assistant manager of its Pittsburg office. Very early in his



J. W. BINDER.



HENRY G. KING.

connection with this company the Commercial Graphophone enlisted his interest and soon its sale in Pittsburg and the vicinity occupied his entire time.

His efforts in this direction soon brought him to the attention of the executive officers, and a little more than two and a half years ago he was brought to New York and given charge of the newly organized department for the sale of these machines. That the business under his direction has increased upwards of 500 per cent. is ample evidence of his success.

Early in his connection with the Columbia Co. as an executive he became convinced that the sale of the dictation machine should be carried on along specialty selling lines the same as the typewriter and the adding machine. The organization of the Dictaphone Company of America is the result.

The directorate of the Dictaphone Company of America comprises the following: Thomas R. White, Jr., New York; John S. McCormick, Pittsburg; A. C. Whitcomb, New York; George W. Lyle, New York; Henry G. King, New York; J. W. Binder, New York, and H. S. Fisher, New York.

The policy of the Dictaphone Company of America will be that of selling the commercial talking machine through its own offices, controlled directly from its executive offices at 290 Broadway, New York City.

The country has been divided into districts, in each of which a district manager has been placed who is a man of the broadest caliber, an expert salesman as well as a capable executive. Each of the district officers will be housed in a well furnished suite of offices amply equipped to take care of the business from both a selling as well as a mechanical standpoint.

An extensive advertising campaign will be inaugurated.

The World cannot refrain from offering hearty congratulations to the new company and to wish it the greatest measure of success.

EXPORT NOTES.

In a chat on the export trade of the Victor Talking Machine Co., Camden, N. J., in South America, the remark was dropped whether they shipped as much as \$60,000 in machines and records to Brazil. Not only that amount, but a great deal more, an amount alone amounting to nearly \$250,000 in the course of the year. This is going some, and the listeners were astonished at the magnitude of the trade in talking machines being developed in that section of the world.

POST CARD PROJECTOR.

A New Machine Placed on the Market Which Can Use Natural or Illuminating Gas.

Since the first post card projecting machine was placed on the market the demand has so increased that many manufacturers of stereopticons, etc., have turned their attention toward perfecting a reflector of their own. Up to the present time these efforts for the most part have been confined to acetylene and electric styles, and it remained for the Alco Gas Appliance Co. to perfect models adapted to natural or illuminating gas and denatured alcohol. These, with their electric model, offer the dealer an unlimited field for operation from the city palace to the country farmhouse. These machines were designed by one of the greatest experts in the country and are constructed along scientific lines. All the reflecting surfaces are of polished aluminum, and the entire lamp bouse handsomely finished.

Here is the opportunity for which you have been waiting, Mr. Talking Machine Man—a line that can be placed in every home. Every family has a collection of post cards. The projector offers them a chance to make them educational as well as pleasurable.

JAMES C. LANDAY MARRIED.

On June 2 James C. Landay, of Landay Bros., the Victor distributors, and secretary and treasurer of the Zed Co., Zouophone jobbers, New York, was married in the Temple Beth-El, in the same city. The reception was held in the home of the bride's parents. June 6 the happy couple sailed for Scotland direct on the "Columbia," of the Anchor Line, a merry party of friends, including his redoubtable brother, Max, seeing them off at the pier. Jim and wife will tour the picturesque sections of the Scottish Highlands, then travel through England and make the grand tour on the continent. They are not expected home before late in the summer. The World extends its felicitations.

C. A. GRINNELL HONORED.

Long one of the most prominent figures in the music trade of Detroit, and in fact in the State of Michigan, it was fitting that C. A. Grinnell should be still further honored by being elected president of the National Association of Piano Dealers of America at the convention in New York, June 8-10, after having labored earnestly as first vice-president of that organization for the previous year. In the talking machine field

the firm of Grinnell Bros., of which C. A. Grinnell is the head, has also won a prominent position as dealers in various lines of machines, records and accessories and jobbers and distributors of Edison and Victor goods. In his new position as head of an organization composed of one thousand leading piano and music dealers of America, Mr. Grinnell's sphere of influence will be widespread.

ORGANIZATION OF DICTAPHONE CO.

Important Deal Closed by the American Graphophone Company by Which Its Dictating Machines and Supplies Will be Pushed.

The announcement of the organization of the Dictaphone Co. of America and of the plans for increasing the interest in the use of talking machines in business and for the development of this important branch of the industry will doubtless be received with greatest interest in trade circles. In an interview with a World representative, George W. Lyle, vice-president of the American Graphophone Co., and general manager of the Columbia Phonograph Co., said:

"When the Graphophone Co. was organized it was believed that the use of dictating machines would become universal and that this would be the great future market. In fact, the first graphophones and the phonographs of early days were made with this use in view. The machines themselves were crude, complicated and imperfect, and although there are many concerns who began then and have continuously used dictating machines since, substituting the later and improved machines for the earlier models, still this branch of the business was almost hidden and lost sight of in the extraordinary demand for graphophones and records for entertainment.

"With an increasing demand for labor saving devices, the need of a dictating machine so simple in construction as to be easily understood and operated by everyone, and so sensitive in its mechanism that a person can dictate and get satisfactory results even when talking in whisper tones, was more and more felt. As a result of years of constant, patient, never-ending laboratory work such a machine has been perfected in what will be known as the Dictaphone.

"For a long time everyone familiar with the subject has recognized that the exploitation and sale of such a labor-saving machine, in stores primarily devoted to the sale of talking machines for musical entertainment was incongruous; that the two did not "gee," so to speak; and we have long cherished the idea of having this product handled and sold by a separate organization of specialists. Three years ago we began in a modest way to advertise the commercial machines separately in a few magazines such as System and The Business Men's Magazine. The extraordinary interest displayed and number of serious inquiries which resulted emphasized the growing demand, showed us certain improvements which were still required, and pointed out more than ever the necessity for a separate selling organization.

"While we are happy to announce the Dictaphone, we are pleased to say that in the Dictaphone Co. of America we have found an ideal organization for pushing on the great work and placing the dictating machine in that important position which it deserves in the modern business world. The Dictaphone Co. will bear the same relation of sole sales agent to the American Graphophone Co. as regards the dictating machines and accessories that the Columbia Phonograph Co. does to it in handling its disc and cylinder graphophones and accessories for entertainment purposes; but the Dictaphone Co.'s organization and management is separate and distinct. Under this arrangement the requirements of all customers who have purchased Commercial Graphophones and supplies from the Columbia Co. will be diligently looked after by the Dictaphone Co., while the American Graphophone Co. in its great plant at Bridgeport will continue to be the exclusive manufacturer of these machines and supplies."

WE ARE MANUFACTURERS OF

Record Envelopes, Record Trays Record Racks

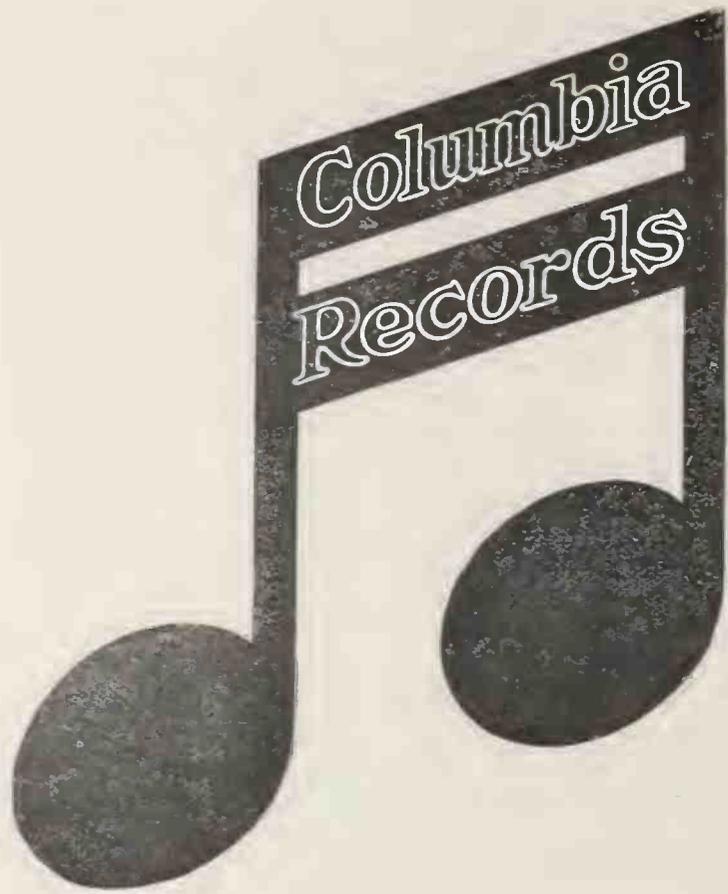
Let us systematize your stock at small cost. A postal stating how many records you carry will bring full explanation by return mail. Our goods are made of better stock, and the price is 50 to 100 per cent. lower than that charged by other firms for inferior goods.

Send Us Your Machine and Record Orders

No matter where you are located you can buy to advantage from one of our two wholesale talking machine depots. The largest and most complete stock, competent and careful order clerks, and the best stock-keeping system in existence have made us the most popular distributor with the retail dealer. All inquiries are submitted to the local dealer.

THE RUDOLPH WURLITZER CO.

Chicago, Illinois—DISTRIBUTORS VICTOR AND EDISON PRODUCT MANUFACTURERS TALKING MACHINE SUPPLIES—Cincinnati, Ohio



Summer Money fo

There is just one musical instrument that will take the place of a band, wherever a band is desirable but too expensive, and every Columbia dealer in the United States is going to turn at least one sale of the Twentieth Century Columbia Graphophone this Summer.

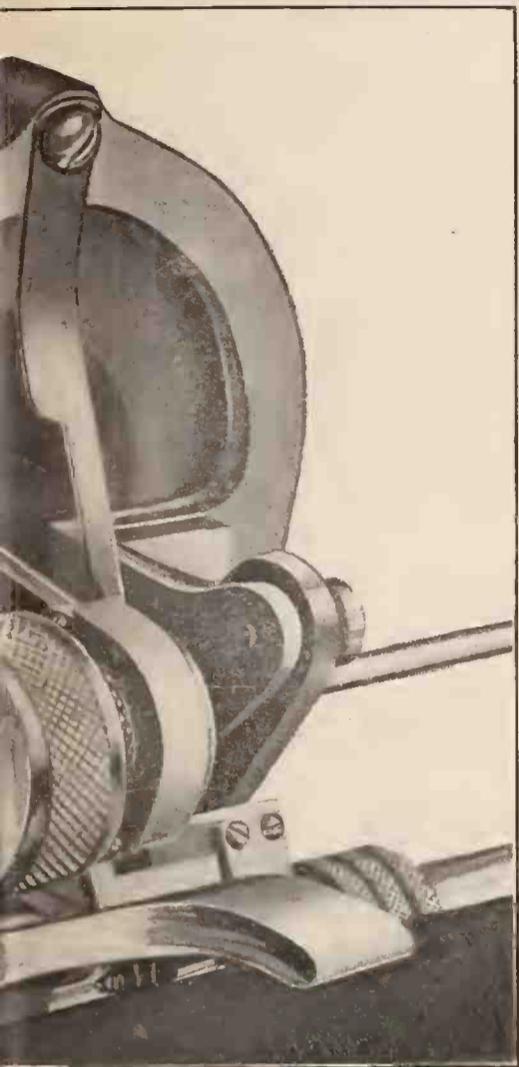
Summer is the season for this wonderful Graphophone. It is being employed more and more right along for park concerts, for skating-rinks, for dances, for moving-picture theatres, for restaurants, for excursions and for all sorts of out-door amusement resorts.

Scientific tests of the sound waves have demonstrated that the Twentieth Century Graphophone is just *16 times louder* than any other machine. You can play it simultaneously with any *two* other machines, one on each side of it—and those two machines simply cannot be heard at all. All this without electrical connection—for the



COLU

Phonograph Co., Tr



Columbia Dealers

regular Twentieth Century Graphophone is driven by a spring-motor that is powerful, dependable and perfect.

Don't forget, either, that while the Twentieth Century will play any cylinder record, the most appropriate records are the "BC" extra long Columbia Records which are a full half-foot in length and play the whole selection.

There's some good Twentieth Century business ripe for you and we shall be very glad to help you get it.

The Columbia Graphophone of every type, disc and cylinder, is being pushed harder than ever this season as an all-round, out-door entertainer by some of the Columbia dealers who always see the good things first. There is a splendid chance for Columbia Graphophones and Records wherever there are yacht clubs, camps, houseboats, bungalows or Summer cottages. Some of this business is bound to come to you if you wait for it, but a whole lot more is waiting for you to go out and get it.



COLUMBIA



the Bldg., New York

AN AMUSING INCIDENT.

How the Obliging Storekeeper Helped Out the Evangelist, and the Sequel.

A very peculiar and rather amusing story is told of the general storekeeper in one of the Oklahoma boom towns, who carried a fair-sized stock of talking machines and records in addition to his other lines of merchandise, and who took every opportunity to advertise the fact.

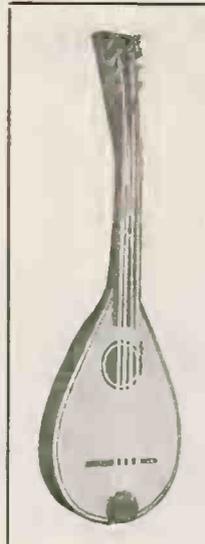
Not long ago, a Methodist evangelist visited the town for the purpose of holding a series of revivals, and as an attraction supplemented his preaching with stereopticon views of well known biblical characters and scenes. The display of these pictures was accompanied by appropriate cornet music furnished by one of his assistants and had become quite a valuable feature of his work.

When the evening for the first service arrived the cornetist unfortunately was taken with a very sore throat, which prevented his playing, and as none of the evangelists' party, with that single exception, could play a musical instrument, it appeared as though the entertaining, and in fact strongest part of the programme, would have to be omitted if a substitute was not found among the townfolk.

Then, Mr. Jones, the storekeeper, realized his opportunity, and offered his services, together with one of his largest machines and an assortment of popular records, which offer was promptly accepted.

The machine was duly installed that evening and after the sermon was finished the stereopticon views were presented. The first scene was Old Jerusalem, and the talker poured forth the beautiful music of "The Holy City"; the next was the Lord walking on the water, and though "Rocked in the Cradle of the Deep" was hardly appropriate, it was the best that could be done on short notice. It was when the third picture, "The Resurrection," was presented that the accident happened that broke up the meeting and badly injured the prospects of talking machine sales in that city. Mr. Jones, wearing a broad smile of satisfaction, put on the record which he fondly believed to be a perfect rendition of "Lead, Kindly Light." Imagine, therefore, the horror of all concerned when, instead of the beautiful hymn, the strains of "Ain't It Funny What a Difference Just a Few Hours Make" rent the air.

Investigation proved, however, that Mr. Jones in a hurry to reach the meeting had picked up the records in the dark, and had accidentally



A Musical Leader

A Good Sounding Instrument, Strong, Practical and Handsomely Finished. : : Standard Size

BOOK OF MUSIC AND INSTRUCTION ACCOMPANIES EACH ONE
\$9.00 A DOZEN

Samples Sent on Receipt of \$1.00

The Edwin A. Denham Company

BUSINESS DEVELOPERS

498-500 BROADWAY, NEW YORK

slipped in the popular air. Still, the respectable citizens of the town regard him with suspicion and the religious element ignore him entirely to the great restraint of his trade.

CLEMENT ANOTHER CONVERT.

S. J. Clement, a well-known piano dealer of Bar Harbor, Me., is a recent convert to the doctrine that a line of phonographs aid piano sales, and has therefore installed a complete line of Edison machines and records.

FINAL ARGUMENTS HEARD.

On June 1, 2 and 3 argument was heard in the case of the American Graphophone Co. against the Leeds & Catlin Co. This was the final hearing on the arguments, and came before Judge Hough, United States Circuit Court, southern district of New York. Infringement of the Jones patent for duplicating disc records was charged. This is considered one of the fundamental and essential inventions in the trade, and is universally used. The patent has been sustained on appeal in the United States Circuit Court of Appeals in a former test suit. Judge Hough reserved decision.

SUIT OVER PATENT RIGHTS.

Julian Jetter, an inventor of Camden, N. J., on June 3 instituted suit for \$12,000 against the Victor talking machines in payment of various patent claims, his attorney stating the case as follows: "Jetter claims to have invented several improvements for hollow sound-conveying tubes. He received a patent for 44 applications,

the patents being granted in the name of the Victor Talking Machine Co. Jetter alleges he received \$50 for each patent at the time the application was made and was to have received \$50 additional for each one when the patents were granted. He claims \$10,000 for goods sold and delivered by him at the request of the Victor Co. and the balance which he alleges is unpaid on the patents."

AUXETOPHONE HEARD IN THEATRE.

An exhibition of the Victor Auxetophone used in connection with a synchromatic moving picture display was made in the Majestic Theatre recently by V. W. Moody, and was the means of influencing a number of Auxetophone sales later. The exhibition was under the auspices of the Vitascope Co., of Berlin, Germany, and among those who witnessed it were J. B. Furber and Walter L. Eckhardt, of the Manufacturers' Outlet Co.

INCORPORATED IN MAINE.

The Royal Phone & Phonogram Co., with \$6,000,000 capital (nothing paid in), has been incorporated in Maine with headquarters in Portland, for the purpose of making and dealing in talking machines. Officers: Allen T. Nye, of Boston, president; Frank J. Perkins, of Malden, treasurer.

CLEVER COLUMBIA PUBLICITY.

A novel folder has recently been issued by the Columbia Phonograph Co., which shows up the 20th Century graphophone in a decidedly attractive manner. "It takes the place of the band" is the catch line used in connection with this special product. The Columbia line of publicity at the present time is intended to stimulate talking machine dealers in the development of summer trade for providing entertainment for parks, lawns and excursions, and it certainly is an excellent point to emphasize at this season of the year.

BRIEFLETS.

E. A. Merritt, formerly with the Douglas Phonograph Co., and later with the Zed Co., is now on the traveling staff of the Manufacturers' Outlet Co., New York.

The talking machine department of the Kern Music Co., Jersey City, N. J., is presided over by Miss Nellie Handley in a very capable way. She has enlarged this branch of the business materially since it has been under her charge. They handle both the Victor and the Edison goods.

WURLITZER

UP-TO-DATE

AUTOMATIC
MUSICAL
INSTRUMENTS
WITH SLOT
ATTACHMENT



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



TIMELY TALKS ON TIMELY TOPICS

So much has been heard, directly and indirectly, and especially through American consuls in the Latin-American countries, of the flimsy packing of goods by our manufacturers and merchants, that it has become the standard text on which to write windy reports of carelessness and indifference on the part of shippers. It has been pointed out in these preachments and in newspapers devoted to export interests, that the packing such as would be sufficient and safe for domestic transportation, was totally inadequate in foreign trade. This is true, every word of it. The methods of shippers in this respect have been criticised so harshly at times as to savor of abuse. This alleged dereliction has been held up as the main reason why the American export trade languishes in the Spanish-American countries.

No evidence to the contrary has been submitted, and therefore, as the French might asseverate, it goes without saying. Now another side of this interesting question is presented by the indisputable experience of a gentleman familiar with every phase of the export proposition in that part of the world. This very competent witness emphatically declares: "You doubtless have heard a great deal of the careless manner in which American manufacturers and merchants pack their goods for shipment to the Latin-American countries reached by water only. It must be admitted that more than ordinary precautions should be taken against the deteriorating effect of moisture and severe climatic changes; that the handling of packages in trans-shipment or unloading is far from gentle, and therefore cases, boxes, coverings, etc., should be of extra strong material suitably braced or reinforced.

"Now, we ship great quantities of talking machines, records, horns, etc., to South America, and have been doing so for many years, consequently know precisely how the goods should go forward to insure against damage or breakage in transit. Besides, we have traveled these countries repeatedly, and are fully informed as to how the people down there want goods packed. As a matter of downright fact, the American shippers are not so much at fault in this regard as they are made out to be—on paper. The real trouble is with the customs officials in that part of the globe, who rip and tear things open in the process of their so-called inspection or examination of the packages, and seldom are decent enough to reseal or reinclose the cases in their original condition.

"The result is that when the shipment reaches the consignee in this condition, the exploded charge of American shiftlessness in the manner of packing is again denounced with many caramabas, emphasized with wild gesticulations. It is a shame that such practices are permitted,

the actual cause of the dissatisfaction so much heard about in official reports to the State Department. We have protested time and again, and eventually we will place the matter before the American diplomatic envoys in order to have a formal representation made to the various governments for relief and future protection."

Several experts were exchanging views on the material used in and the manufacturing of disc records. One of the party who is known as an expert recorder and therefore presumably an authority on the subject, ventured the assertion that the present cost of high quality of records, independent of the "talent" charges, was altogether too high for the investment involved. The raw material of a ten-inch record was reckoned at eight cents, and the finished goods at from 20 to 22 cents. The laboratory student averred that so long as shellac remained at its present high figure, these basic charges could not be avoided. It has been proposed to use a cheaper composition for a filler and then coat the surface with the true record material. Experiments with this end in view have been made by one of the largest record manufacturers in the world, and with marked success. In fact, it was intimated they held patents of the basic variety on the process. Of course, to the above cost must be added many other items entering into the marketing of any article, and therefore the ultimate figures would not allow so large a margin for profit as the layman might imagine.

Evidently there is a vast difference between a patent and copyright relative to the enforcement of price of the article covered. This has been made clear by the decision of the United States Supreme Court, handed down June 1, in the case of R. H. Macy & Co., the famous department store, of New York, against the Bobbs-Merrill Co., book publishers, of the same place. The court declared that book publishers holding copyrights cannot fix the price at which their books shall be sold, nor combine with others to do so. An analogy was immediately drawn between this case and the many decisions sustaining price agreements over patented articles in the talking machine trade. A misconception of the scope of a copyright followed, and not a few very intelligent people were positive that were any of the talking machine patents taken to the United States Supreme Court over the price contention, it would meet the same fate as that of book copyrights.

This attitude was taken on the assumption that the highest court in the land had never passed upon the right of persons holding patents to control the price of their commodities. This statement is erroneous, for it is said, in the syllabus, in Bement against National Harrow Co., 186 U. S. 70, 22 Sup. Ct. 747 46 L. Ed. 1058: "The

object of the patent laws is monopoly, and the rule is, with few exceptions, that any conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee, and agreed to by the licensee for the right to manufacture or use or sell the article, will be upheld by the courts; and the fact that the conditions in the contracts keep up the monopoly does not render them illegal." That seems to be sufficient to demonstrate the vast difference between the character of property protected by the oft-times illusive copyright and the substantiability of a patented invention, as the courts view the proposition.

Apropos of the talking machine patents that hold the foreign makers of machines, records, etc., from flooding the American market with infringing devices, it is heard, on excellent authority, that two German manufacturers have full lines of their goods in a New York warehouse awaiting the decision of the United States Supreme Court in the case of the Victor Talking Machine Co., against the Leeds & Catlin Co. Other European makers are prepared to spring in at the same time, should the Berliner patent fail of being sustained. Still another story is to the effect that an agent is already here from the other side soliciting orders, delivery being contingent on the court's adverse ruling. This only proves what a prize the American market is considered by foreign talking machine manufacturers.

It would have been a graceful act if Thomas A. Edison had been invited as a guest of honor to the banquet of the National Piano Dealers' Association at the Hotel Astor, New York, June 9. Possibly the "Wizard" may have declined the honor, as he seldom attends affairs of this kind, unless they represent interests which appeal to himself personally. At the same time so many music dealers frankly confess their talking machine department is the most profitable end of their business, and special efforts have been made to have them see it in this light, and successfully. Mr. Edison never makes a speech, but his very presence would have added great eclat to that memorable occasion.

That reminds the writer of the philosophical manner in which Mr. Edison regarded the surgical operation he recently underwent. Before he decided upon this step, which, considering his age, might have been regarded in a very serious light, Mr. Edison read every available medical authority on his malady. Then he came to the conclusion that the percentage of fatalities was so extremely small, so long as the patient's blood is in good condition, that he submitted to the ordeal without the slightest fear of the outcome. The entire success of the delicate operation justified his judgment, and when Mr. Edison subsequently told a number of his intimates the state of mind he was in when under the surgeon's knife, they were again astounded at the breadth of mind and calm composure of this marvelous man.

AT LAST

A Place for Everything and a Needle Box In Its Place Is a Long Felt Want

Made to attach to any tapering arm Victormachine and is just the thing every talking machine owner SHOULD HAVE.

It attaches and detaches without injury to cabinet, no drilling is necessary, you simply unscrew thumb screw A, set holder in position as illustrated and replace screw.

With this new improved ideal needle box and holder, it is impossible to get hold of used needles and thus destroying your records.

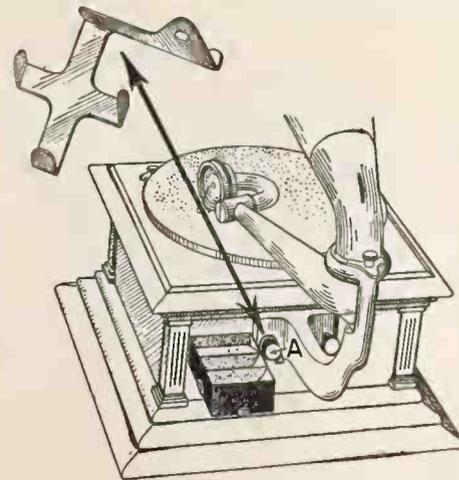
When a supply of used needles accumulates in box, you take same, as shown in cut, allowing the used needles to fall out and the new ones remain.

Dealers will find a ready market for this article and should lose no time in placing their orders.

Retail Price of the Ideal Combination Needle Box and Holder, 50c.

GOOD DISCOUNT TO THE TRADE

DEALERS are requested to order from their jobber.
If he cannot supply you, write us, and we will refer you to one who will.



R. R. BROWNE SPECIALTY COMPANY,

1957 Warren Street, TOLEDO, OHIO

A STRONG COMBINATION.

Former General Manager of the Regina Co. Joins Forces With Walter Eckhart in the Manufacturers Outlet Co.

It was learned last week that J. B. Furber had tendered his resignation as general manager of the Regina Co., of Rahway, N. J., the same to take effect July 1.

Simultaneous with this information came the announcement that Mr. Furber had concluded ar-



J. B. FURBER.

rangements with Walter L. Eckhart, late wholesale manager of the Columbia Phonograph Co., to become associated with him in the Manufacturers Outlet Co., a concern recently formed by Mr. Eckhart.

The announcement of Mr. Furber's new move will come in the nature of a great surprise to his many friends who know the tremendous work he has accomplished in building up the Regina business. When Mr. Furber took the general management of that company the business was not in a satisfactory condition, but endowed with determination and energy and a laudable ambition, he set to work to increase the Regina business. That he has been successful is well known

in trade circles, for the Regina business has grown by leaps and bounds and last year was the most successful yet in the history of this company.

No announcement has been made of Mr. Furber's successor. The combination effected by Messrs. Furber and Eckhart presages well for the future of the business under their control. They are both young men, have a wide trade experience and with a company having such an elastic title it is probable that their business may be extended to other lines than those purely relat-



WALTER L. ECKHARDT.

ing to the music trade. With their popularity and knowledge of business conditions in the music trade it is but fair to assume that they will very quickly control a satisfactory trade in the industry to which The World appeals.

BALTIMORE'S NEWS BUDGET.

Trade Holding Its Own and Prospects Are Bright—New Talking Machine Introduced—Columbia "Hits" Popular—What the Various Houses Have to Report Anent Conditions.

(Special to The Talking Machine World.)

Baltimore, Md., June 5, 1908.

The general trend of the statements of the talking machine dealers in this city indicates that the business during the month of May and the first few days of June has held its own. While these dealers naturally expect a slack in the trade during the warm weather, they all seem confident and are of the opinion that matters will return to their former state of prosperity by the time that the fall sets in. They declare that they have every reason to believe that such a condition should begin to show itself not later than the first of October. Like many of the piano dealers, they believe that the presidential nominations will have a great deal to do with the rejuvenation of business and that present indications are that candidates will be named by both the big parties that will be satisfactory for the trade and business in general.

Since the first of May a new talking machine has been introduced in Baltimore. This is the Star talking machine, manufactured by the Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa. Frederick J. Scheller has become jobber for this machine here with headquarters at 642 W. Baltimore street. Mr. Scheller was formerly manager for C. S. Smith & Co., who handle the Zonophone here. Mr. Scheller states, that although he has been in the field with the new machine just a little over a month, business has been excellent and he has every reason to believe that the Star machine will be a permanent fixture here. While the sales of machines have been encouraging, Mr. Scheller says that the

greatest demand is for the records of popular sentimental airs.

Manager Lyle, of the local store of the Columbia Phonograph Co., states that the business of his firm in every line has been very good during May and the present week of June. The floor business has been particularly good, a number of machines having been disposed of each day of the present week. The special hits that the company has been putting out have been taking hold fast and these records have been going at a rapid rate. In fact, Mr. Lyle declares, they go almost as soon as they arrive. The company's June quarterly has also proved a popular feature and a good seller.

While business has not been exceptionally brisk during the past month, according to Manager Joseph A. Grottendick, of the firm of B. F. Droop & Sons Co., local, who handle the Edison and Victor machines, it has not been by any means dull. Mr. Grottendick looks for a fair business all during the summer, and is among those who express the belief that a boom for the better is due when the fall comes around. He says that the records of popular airs seem to be more preferable at this time, although others are selling well.

The announcement was made at Sanders & Stayman, who sell the Victor and Columbia machines, that business was good all last week, and started in well the present week. It was a bit slow during the first part of May, but this continued only for a short period. The greatest demand has been for records of popular airs. A generous request for operatic records has also been noticeable.

While no announcements of an unusual nature have been made by members of the other firms throughout the city, their statements regarding the trade are on a par with those quoted.

FIRE IN WASHINGTON.

Upper Floor of E. F. Droop & Sons Co.'s Ware-rooms Damaged to the Extent of \$35,000.

(Special to The Talking Machine World.)

Washington, D. C., May 28, 1908.

Fire yesterday destroyed the top floor of the piano store of E. F. Droop & Sons Co., at 925 Pennsylvania avenue, this city. The surplus stock of pianos, cabinets, and talking machines were either totally destroyed or else badly damaged. The loss is placed at \$35,000, fully covered by insurance.

J. L. ANDEM IS ACQUITTED.

James L. Andem, Bloomfield, N. J., who was charged with forging the seal of the New England Phonograph Co. in a suit instituted against Thomas E. Edison and the National Phonograph Co., was acquitted on May 25 in the United States District Court at Trenton. On May 26 Mr. Andem announced that he had entered suit against Mr. Edison for \$50,000 damages for false arrest and malicious prosecution.

Manufacturer's Outlet Co.

The Udell Works, of Indianapolis, Ind., have prepared a magnificent list of talking machine (disc and cylinder), music and music roll cabinets, for the annual exhibition which opens in Grand Rapids on June 22. Their line of samples this year is unquestionably the best ever put out by this house, and contain many novelties which must appeal to all members of the trade handling this line of specialty.

CERTIFY TO CHANGE OF NAME

The Phonograph Co., of Chattanooga, Tenn., have asked to change their name to the Atlee-Terhunc Co. The incorporators are: Frank H. Atlee, Westervelt Terhunc, J. R. Atlee, Jr., Geo. N. Patton and L. M. Thomas.

No matter what you are advertising, write the ad. with the women in mind. Ninety-nine times in a hundred the woman controls the household spending. She is the power behind the pocket-book.

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.

Wanted At Once

Wide awake talking machine dealers to add a side-line that will sell like hot-cakes

THE Reflectoscope is a Post card Magic-Lantern. It doesn't use fragile and tiresome glass slides nor inflammable, expensive and equally tiresome strip films. It interests everyone because it makes the Post cards they have and those that they are constantly receiving of practical value. In this machine a postal card can be thrown on a sheet clean and distinct in natural colors from 200 to 300 times its normal size.

THINK WHAT THIS MEANS

POST cards can be taken from drawers and albums (for everyone nowadays has and is constantly receiving post cards) and can be utilized for amusement and instruction to the members of the home and to friends and neighbors. Trips of travel may be illustrated and described. Cartoons, music, drawings, photographs, etc., shown. Talking machine records, illustrated while being operated. An unfailing and constantly renewing source of entertainment. There's not a home in which one of these could not be sold. This is

THE BIGGEST PROPOSITION EVER OFFERED TO LIVE DEALERS

The Reflectoscope is no more a toy than the Talking Machine. It is one of the greatest home entertainers for old and young. With it one may travel the world from his easy chair, view the events of the day, or laugh at the funny side of life brilliantly shown in six-foot pictures. And all this with newspaper or magazine clippings or Post cards supplied by his friends. People turn to the Reflectoscope for amusement and find they have gained a wider education with their entertainment.

The Reflectoscope was designed by one of the best photographic experts in the world. Every angle in the machine has its purpose and contributes something toward its wonderful results. Such is the position of each of the five highly polished aluminum reflecting surfaces that all the light is concentrated directly upon the object to be reproduced. When this concentrated light is projected through the double plano-convex lens which we use in place of the usual single lens the result is a bright, clear, 6 to 10 foot reproduction showing every color of the original.

Retail price, for gas, electricity or denatured alcohol, mounted ready for use and beautifully japanned in Black and Red, is \$5.00 complete. Liberal discounts to dealers. Write for details at once.

THE ALCO-GAS APPLIANCES DEPT. 159-161 West 24th Street NEW YORK

TRADE NOTES FROM CINCINNATI.

Dealers Report Improved Business—Instalment Trade Growing—Many Victrola Sales at Wurlitzer's—Milner Musical Co. to Entertain the Democratic Club of Cincinnati—Will Listen to Bryan's Eloquence.

(Special to The Talking Machine World.)

Cincinnati, O., June 9, 1908.

The talking machine dealers report a fairly good trade during May. They still feel that business is not up to the standard, however, and freely predict a return of fairly normal business in the fall. The summer trade will probably be of the same character as the spring business, being marked by a slow but sure recovery. Dealers say the workingman is still on short hours and irregular employment; that, therefore, he is not buying records and machines. Gradually, however, he is getting back in harness, and more business is expected. For this reason the dealers say the summer trade will be marked by a greater amount of instalment business. At present the majority of sales bring forth the ready cash. The dealers are making great efforts to draw trade, one instance being known where the house is carefully canvassing the city. The outlook for June is much brighter than was May's promise.

The Wurlitzer Co.'s talking machine department was not without its usual large bulk of business during the past month. Cash sales held the first place. Manager J. H. Dittrich in reviewing the month said: "Red Seal trade shows a falling off, which very likely is the case all over the country. The class of people who buy these goods have either left for the summer vacation or are preparing to go. This condition will hold up Victrola sales that otherwise would be made. Instalment business should receive the dealers' attention, as the class of buyers to which this applies remain at home in the summer. They offer the best field for work."

George D. Ornstein, sales manager of the Victor Co., was a recent visitor. He is very optimistic regarding the future of the talking machine business. Taking into account his position in the trade and his experiences as a sales director, his optimism probably reflects the future, with its prosperity for the dealers who remain in the ranks.

J. H. Jackson, a new factor in the automatic business, representing the Multiphone Operating Co., of New York, reports splendid results in this city. His ability and experience in phonograph matters is evidently the cause of this.

Manager Dittrich said of Wurlitzer's methods used in the talking machine department: "Our department is divided into wholesale and retail departments, each of which is managed entirely separate. There is no possibility of wholesale stock deteriorating on account of retail use. No goods ever find their way back to wholesale after being in the retail stock. In justice to dealers this should be done by other jobbers. The Wurlitzer trade shows a steady gain, and indications are that as soon as confidence is restored the volume of business will be enormous."

The Columbia Phonograph Co. report a fair month's trade during May, general conditions showing improvement. The Symphony Grand graphophone, a special hornless machine, was a feature of the month's sales. A number of special hits in records were enliveners of May business. These proved good sellers. Manager S. H. Nichols said: "Our summer trade has al-

TRAVELING MAN WANTED.

WANTED.—Traveling representative, one who has had experience in field management preferred. Unusually good proposition to the right man. Address "TRAVELER," care Talking Machine World, 1 Madison Avenue, New York City.

STOCK FOR SALE.

FOR SALE.—Our new complete stock of Zonophone 10-in records at 25c. each. S. J. DENINGER, Rochester, N. Y.

ways been as good as the winter trade, so we look for a good summer as compared with spring. Of course, the difference in this summer's business and the excellent showing of last year can hardly be expected, but I think on the whole general conditions are brightening up, factories are getting busier, money easier, and prosperity on old lines looks good for fall. Meanwhile every indication for June is good. The month's record should be much better than May's. By hustling for business a big volume will result."

The Milner Musical Co. are booked to entertain the big Democratic Club of the city in a few days, by giving a concert, using an Edison phonograph, and ten Byran records. The Duckworth Club has a large membership running up in the hundreds. The entertainment looks good as an advertisement success. The May business is reported as fairly good, conditions being considered. Red Seal records were a feature of the month's trade, proving more in demand than cheaper goods, this being due to the greater purchasing power of the better class of people. Manager Strief looks for a lively trade within sixty days, basing his belief on the resulting conditions which will be brought about by Taft's nomination.

The souvenir postal card end of Milner's business was very large during May, exceeding the management's expectations. The withdrawal from active business of three jobbing houses up the State will tend to improve local trade. In the piano department the Milner house is doing business, a number of sales being reported for the week. A big mailing has been covered with postal cards, asking attention to the Victor and Edison machines during the month. Manager Strief predicts a big month's trade.

The Ilsen Music Store on Vine street, above Sixth, reports a quiet business. Mr. Ilsen looks for a marked improvement in a short time, and predicts a big fall's business. The firm has been located in Vine street just one year. The Ilsen Bros. believe the present location will be one of the best in the city, as the business heart of the city moves out Vine street, which now is the case. Being in close proximity to the Public Library makes the location a splendid one. The store has the appearance of being small on the outside, but the store within is a wonder for available space, for records and for music rooms.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1908.

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

MAY 20.

Bahia, 52 pkgs., \$3,691; Berlin, 9 pkgs., \$394; Callao, 18 pkgs., \$796; 4 pkgs., \$521; Demerara, 7 pkgs., \$750; Hamburg, 5 pkgs., \$135; Havana, 34 pkgs., \$1,848; Kingston, 7 pkgs., \$547; Limon, 6 pkgs., \$371; Liverpool, 35 pkgs., \$9,850; London, 37 pkgs., \$1,378; Para, 10 pkgs., \$650; Puerto Cortez, 4 pkgs., \$355; Port Limon, 8 pkgs., \$306; St. Petersburg, 4 pkgs., \$170; Valparaiso, 7 pkgs., \$212; Vera Cruz, 9 pkgs., \$3,175.

MAY 27.

Berlin, 5 pkgs., \$164; Bombay, 4 pkgs., \$113; Colon, 69 pkgs., \$937; Guayaquil, 6 pkgs., \$131; Havana, 5 pkgs., \$435; London, 6 pkgs., \$450; 108 pkgs., \$3,447; 16 pkgs., \$461; Naples, 2 pkgs., \$100; Nykjoburg, 4 pkgs., \$399; Puerto Barrios, 3 pkgs., \$500; Rio de Janeiro, 9 pkgs., \$781; Savanilla, 6 pkgs., \$489; Vera Cruz, 20 pkgs., \$1,541.

JUNE 3.

Buenos Ayres, 186 pkgs., \$5,529; Havana, 4 pkgs., \$100; La Paz, 5 pkgs., \$128; Liverpool, 1 pkg., \$236; London, 39 pkgs., \$1,649; Manilla, 26 pkgs., \$13,038; Melbourne, 165, \$5,100; Montevideo, 43 pkgs., \$4,000; Paramaribo, 5 pkgs., \$385; Rio de Janeiro, 1 pkg., \$200; Rotterdam, 3 pkgs., \$250; Singapore, 7 pkgs., \$325.

JUNE 10.

Berlin, 5 pkgs., \$100; Havana, 10 pkgs., \$4.25; London, 29 pkgs., \$2,117; 8 pkgs., \$821; Rio de Janeiro, 109 pkgs., \$3,734; Rosario, 19 pkgs., \$1,825; St. Petersburg, 2 pkgs., \$171; Wilhelm, 10 pkgs., \$105; Yohohama, 15 pkgs., \$991.

"BUSINESS DEVELOPERS."

Plan Adopted by the Edwin A. Denham Co. Has Received the Endorsement of Dealers—An Educational Propaganda to Interest the Public.

The term "business developers," which the Edwin A. Denham Co., of New York, have adopted, and which they are using under their signature in connection with their advertising, is a clever business expression and one which aptly applies to the development work which the Denham Co. have successfully carried on.

In connection with the announcement made in another portion of The World, we may say that a number of original communications from talking machine jobbers and dealers have been submitted to The World. In these communications talking machine men have stated unhesitatingly that they have found the Denham proposition to be a business developer. In other words a stimulant to their business.

The Denham system consists of an educational propaganda to interest the buying public in talking machines, and as it does not involve any expenditure for advertising purposes nor the purchase of merchandise not actually used, it becomes at once an ideal method to secure new business. The Denham proposition has been worked in hundreds of towns in the United States, and a number of them have been canvassed over again within the lapse of a year after the previous canvass.

The Denham system consists of a number of skilled canvassers, some of whom are always held in reserve to start in the development work in any town in which a deal is consummated. Any means of developing business in these times should be appreciated by dealers, and so far as we have been able to learn the Denham system has been a business developer in the truest sense.

W. A. Lawrence, general manager of the Standard Metal Manufacturing Co., has removed his New York office in Warren street to the factory at Newark. This change has been taken in order that Mr. Lawrence may devote more time to the factory needs in connection with important business.

OFFICERS

OF THE

Talking Machine Jobbers' National Association

1907-08.

President, James F. Bowers,
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Vice-President, W. D. Andrews,
Buffalo, N. Y.

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Pa.; Edward H. Uhl, R. Wurlitzer Co.,
Chicago, Ill.

Every Talking Machine Jobber in the United States
Should Join This Association.

TALKER NEWS FROM "THE HUB."

Lack of Interest in Coming Convention—Retail Business Improving—Iver-Johnson Co. in New Building—Simplicity in Window Decoration—Columbia Music Attracts Customers—Ditsons Report Big Demand for Victors.

(Special to The Talking Machine World.)

Boston, Mass., June 12, 1908.

Local talking machine jobbers and dealers are not taking as much interest in the coming convention at Atlantic City, as they should. Every progressive Bostonian should be there. Mr. Taft, of the Eastern Talking Machine Co., and Mr. Andrews, of the Boston Cycle and Sundry Co., will go over.

Retail business is picking up very materially, and all of the stores report an easier feeling. The sale of grand opera records for May was over double that of the previous May, and June starts in quite heavily. Wealthy men are having good lists of these records sent to their summer cottages.

The talking machine department at the Iver-Johnson Co. is now in the new building, and the big room set aside for it is particularly attractive. The new quarters give a much better chance for display than the old, and the stock room is much better adapted to the growing business. A generous use of the display windows is to be made, and it is expected to double the business this year.

At the Eastern Talking Machine Co., a new plan of decorating the windows has been adopted. It was formerly the idea to put as many machines and other things into the window as could be crowded there, but now simplicity is the rule. In one of the windows this week was simply a Victrola, with a photograph of Caruso on one side of it, and one of Gadski on the other. With one or two disc records on the floor, the window was unusually attractive. In the other window was simply one machine—and as this was the original phonograph invented by Mr. Edison—a big and clumsy article, that, too, got a lot of attention, with the result that the two simple arranged windows brought more business into the store than any other decorations ever had. Business at the Eastern Talking Machine Co. is reported as having taken a sudden and gratifying start, both in the jobbing and the retail departments.

The open doors of the Columbia Phonograph Co. are a factor in keeping the store filled with customers, for the music from the big machines can be heard half way up Tremont street. Retail Manager Blakeborough has put in a large stock of the light, popular airs, both in band music and vocal, and is catering especially to the canoists who haunt the Charles River every warm evening. Phonographs are a staple article in these canoes and the number of new records sold during a summer is enormous.

"Don't know whether I shall have a vacation this year or not, I'm so busy," said Manager Winkelman, at Oliver Ditson's this week. The big new catalogue sent out by the Victor Co. has resulted in an impetus to business here, and the fine new rooms provided for the talking machine department are an additional attraction. Mr. Winkelman is advertising to good advantage the new fibre needle cutter just brought out.

Phonograph concerts are daily features at the department stores of Jordan & Marsh and Houghton & Dutton, and here there is reported quite an active demand for the higher grade selections.

Manager Andrews, of the Boston Cycle & Sundry Co., is making a special feature this month of his new ideas in a tray for holding records. He has greatly improved on the original model.

MUSIC IN THE CHAIR.

In "The Reminiscences of Lady Randolph Churchill," appearing in the current issue of the Century, she tells an excellent story about Queen Victoria's jubilee, and says: "Everything that year was dubbed 'Jubilee,' from knights and babies to hats and coats. 'God Save the Queen'

was heard ad nauseam on every conceivable occasion, until the tune became an obsession. This led to a practical joke at the castle which caused much amusement. One morning, speaking of the jubilee craze, I pretended that I had received as an advertisement a "Jubilee bustle" which would play "God Save the Queen" when the wearer sat down. This, of course, created much curiosity and laughter. Having promised to put it on, I took my hosts into my confidence. An aide-de-camp was pressed into the service, and armed with a small musical box, was made to hide under a particular arm-chair. While the company was at luncheon I retired to don the so-called "Jubilee wonder," and when they were all assembled I marched in solemnly and slowly sat down on the arm-chair where the poor aide-de-camp was hiding his cramped limbs. To the delight and astonishment of every one the national anthem was heard gently tinkling forth. Every time I rose it stopped; every time I sat down, it began again. I still laugh when I think of it and of the astonished faces about me."

NEW RECEIVERS APPOINTED

By Judge Morris This Week for the Talk-O-Phone Co. and Atlantic Co.—Ensign Files Final Report and Asks to be Discharged from Liability.

(Special to The Talking Machine World.)

Toledo, O., June 6, 1908.

Judge Morris has appointed Harry B. Kirtland receiver of the Talk-O-Phone Co., and Holland C. Webster, receiver of the Atlantic Phonograph Co. They succeed Harry Ensign, whose removal from the receivership of both of these companies was ordered last week by Judge Morris, on the application of a creditor, because of the conflict-

ing claims between the two companies. Bond of \$10,000 each was required from each of the new receivers.

Ensign made his final reports to the courts this week, tendered his resignation and asked to be discharged from liability. As receiver of the Atlantic Phonograph Co., he has received \$2,292.02 from the sale of furniture, supplies and minor assets of the company, and has paid out in expenses all but \$690.51.

As receiver for the Talk-O-Phone Co., Ensign reported, he received \$2,453.25 in return on a certificate of deposit for \$10,250 made to secure a bond from the United States Fidelity and Guaranty Co., to enable the Talk-O-Phone Co. to carry to the higher federal courts the injunction cases which put it out of business. Ensign reported that for the Talk-O-Phone Company he had nearly all of the refunder on hand.

JACOT CO. OPEN NEW QUARTERS.

The Jacot Music Box Co. have leased the store and basement at 292 Fifth avenue, between Thirtieth and Thirty-first streets, and will take possession as soon as the extensive alterations are completed. The complete line handled by the company will be installed in the new quarters, including the Mira music boxes, Miraphones, Edison and Victor machines and records and the Welte-Mignon. W. H. Bodine will have charge. The store opens on June 20.

The Advertising Club of Louisville, Ky., held a smoker on the roof garden of The Seelbach, the leading hotel of Louisville, at which were a number of the prominent advertising leaders of Chicago. A number of grand opera and fonotopia records were played on the Columbia graphophone, giving delight to the assembly.

BLACKMAN IS "ALIVE"

He Gives Dealers "Live" Service on Edison or Victor

DON'T BE A "QUITTER"—BE "ALIVE."

Are you one of the "HARD TIME HOWLERS" who spend all their "ENERGY" in complaining? Are you letting the business run itself? This plan will lose business for you.

WHAT ARE YOU DOING TO GET BUSINESS?

Some dealers are waiting for "conditions to improve"; others are "improving conditions." What are you doing about it?

ONE MAN'S LOSS MAY BE YOUR GAIN.

Improve your methods, your stock, your service. Find the people in your neighborhood who have Talking Machines and don't know you. They will know and patronize you when they want goods. Let the other fellow "go to sleep." Customers will let him sleep.

NOW IS THE TIME TO SHOW YOUR HAND.

Keep your stock COMPLETE, keep advertising, let the other fellow offer a "Run Down" stock to his customers and they will COME TO YOU, for SERVICE will count.

BLACKMAN HAS THE GOODS.

He will keep his stock up, and the "LIVE DEALERS" realize that on EDISON or VICTOR, "if Blackman gets the order you get the goods."

ARE YOU GETTING A FULL LOAF?

In other words, are you handling both Edison and Victor, or are you getting the profit of one line only?

WRITE OR SEE BLACKMAN ABOUT IT.

Blackman is a "Live Jobber," and if you are not getting good service, get Blackman's—try his lines.

THE "PROSPERITY" WAGON IS STILL HERE.

It has just "slowed up" for "REPAIRS." Keep your seat with "BLACKMAN" and when it moves swiftly in the very near future you will be "aboard."

YOURS FOR THE GOODS

Blackman Talking Machine Co.

J. NEWCOMB BLACKMAN, Prop'r

THE WHITE "BLACKMAN"

97 Chambers Street NEW YORK

EVERYTHING FOR EDISON AND VICTOR

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Review of the Business Situation—Some New Specialties—Enterprise of the Post Office Authorities—Suit Over Method of Boring Cylinder Records—Copyright Points Discussed—The Affairs of the Russell-Hunting Co.—Attitude Toward Trade Associations—Edison-Bell Exchange System—Japanese Competition Discussed—Sterling-Hunting Co. Remove to New Quarters—Two Wonderful Inventions to the Credit of Hans Knudsen—Talking Machine Firms to Make Displays at the Franco-British Exposition.

(Special to The Talking Machine World)

London, E. C., June 4, 1908.

If it wasn't that the season was over, one would be inclined to say that the talking machine trade is bad beyond all possible help, but in view of the fact that the dead season is here with the summer-like condition of the weather, record and machine sales cannot be said to have dropped beyond reasonable expectation. On the contrary, the various houses have already weighed up the possibilities of making preparation for next season's trade, which is confidently anticipated will far outstrip all previous records. They cannot, and neither can any man who seeks success, afford to speculate idly upon the inevitable drop in sales which the summer brings in its train. In the majority of cases I find business talking machine men exhibiting a state of cheery optimism which is both creditable and sensible under the circumstances. A pleasing view of the situation is the complete settlement of the shipyard war on the northeast coast, and the reduction in the bank rate to $2\frac{1}{2}$ per cent., which will ease the money market very considerably. While at this time distributors of articles of luxury, such as this industry produces, will not perhaps be greatly benefited thereby, the ultimate influence of such good signs must undoubtedly result in easing the public purse strings to the advantage of the whole talking machine trade. There are many welcome signs of improvement in general trade, and on the whole the outlook is far from being unsatisfactory.

Novelties Being Introduced.

This year, though still young, has witnessed the introduction of quite a number of new disc records, and there are more to follow. With these new issues, in most cases a distinct improvement in the recording is noticeable. It is a very welcome feature and one that we naturally expect with the advance of time and experience. Our thanks are due to the manufacturers, and they may rest assured that the trade appreciate their efforts. In comparison, the improvements in instrumental recording are somewhat better than is apparent in vocal records. But in either case the increased purity of tone is quite obvious. The blot upon it all, however, is the consequences which must inevitably result from the increased competition. It is recognized by those upon whom falls the task of controlling the destinies of new production that the industry is over-competed, and unless these new goods are above the average in quality the demand will not be sufficient to keep them alive. The worst consequences of this over-supply to be feared, is its result upon prices. In the face of very heavy working expenses, the small profits made will not allow of much cutting under the present prices,

and even as the position stands to-day, a weeding out must ensue and the weakest financially, naturally succumb. The moral is: be sure of your ground before launching out.

Settling Down to Better Things.

Bankruptcy and litigation have been pretty rife among us lately, but signs are not wanting that matters are now settling down to better things.

Pathephone Concert for Hospital.

At the opening ceremony of a new wing of St. Mary's Hospital by H. R. H. Princess Henry of Battenberg, a delightful Pathephone concert was given. It was well attended in spite of a shilling entrance fee charged by the hospital authorities.

Clarion Disc Records.

Price of the Clarion disc record, which is to be marketed in good time for next season, has been fixed at the popular price of 2s. 6d. As mentioned in our last issue, it is a double-sided phonograph cut disc, and dealers may expect to handle in this a record of exceptional merit.

The Biophone at the Exhibition.

We understand that Mr. St. Dyktor has taken a stand at the Franco-British exhibition for the sole display of his new machine, the "Biophone," particulars of which we hope to give in our next issue.

Relinquish Zonophone Factorship.

The Zonophone factorship has been relinquished by Barnett Samuel & Sons, the well-known Worship street house.

A Visitor from Berlin

Mr. Straus, from Berlin, is a visitor to this city. He expresses himself as not too well satisfied with trade here; money is scarce and the factors are holding up orders until later, but in regard to prospects he is confident that C. Lindstrom's machines will obtain a big demand next season.

Postoffice Inaugurates New System.

After long years of agitation for the adoption by the British postoffice of the cash on delivery system, so largely used in Germany and America, for instance, Mr. Bluxton, the postmaster-general, has instituted it on a small scale for trade between the United Kingdom and our dependencies in the Mediterranean. Under this system goods can be posted from this country and the money collected for the vendor by the postoffice at their destination, and vice versa. The first of these services will be available between the United Kingdom and Egypt, Malta, Cyprus and the British postoffices at Constantinople, Beyrout, Tangier, Smyrna and Salonica. In outline the procedure is as follows: The vendor takes his packet to a postoffice, fills in a form, and pays a special fee of 2d. He is given a certificate of posting, which he ultimately restores to the postoffice when receiving the cash. The postoffice collects from the addressee the value as stated by the vendor in the form and remits it by money order or postal order to the vendor, after deducting whatever may be the commission on the money order or postal order itself, in addition to the delivery fee. The chief restrictions are that the sum to be collected (the trade charge) must not exceed £20. The system is confined to goods sent in fulfilment of an order, and the goods must be sent by parcels post unless they are registered or insured.

Edisonia, Ltd., v. Forse & Premier Mfg. Co., Ltd
This was a case in which the plaintiff company

applied for an injunction to restrain defendant Forse from dealing with an invention which related to the internal boring of cylinder records. Defendant claimed as co-patentee the right to use, and had licensed the Premier Co. the right to use the patent in the manufacture of their records. The invention was registered in the joint names of J. E. Hough, manager of the plaintiff company, and W. T. Forse, who at that time was in the plaintiff company's employ but is now managing director of the defendant company. Each laid claim to the original idea of the patent. After legal arguments the judge held that plaintiffs were entitled to that for which they asked, which is a declaration that the defendant is a trustee of the letters patent, and he may be directed to assign, or as plaintiff may direct. There must be an injunction to restrain the defendant from dealing with the letters patent, or putting them into practice. The other defendants, the Premier Mfg. Co., must also be restrained from using. The plaintiffs are also entitled to account of profits which the defendants have made by the use of the patented invention. Damages were granted against the defendant Forse, which, after argument by counsel, were agreed to be subject to the profits made by the Premier Co.

Of Interest to Exporters.

Does a quotation for the Australian market, which includes insurance, freightage and cost of the goods, cover the exporter against accidental damage in transit? The question, recently before the High Court of New South Wales, was answered in effect that the exporter's responsibility held good during the voyage and ceased only at the port of arrival. The Commonwealth High Court, however, reversed this decision and held that the exporter bears the cost of insurance and freight as a matter of convenience to the importer, and the exporter's liability ends with the placing of the goods on board.

Some Fine Beka Records.

A great improvement in general quality is noticeable in the latest issue of Beka records to hand, among which I would specially draw attention to "Il Trovatore," by the band of His Majesty's Grenadier Guards, a record of exceptional purity. The band of His Majesty's Scots Guards plays with equal merit Tschaiakowsky's "1812" overture, "The Church Parade," with bell effects, while on the reverse side of the latter Mr. Leggett gives us a splendid cornet solo of "The Better Land," reproduced in a magnificent and perfect manner. Robert Carr sings two good songs, "They All Love Jack" and "The Devout Lover." "The Yeoman's Wedding Song," by Montague Borwell, is lively, and "O! Like a Queen" is well sung by A. Strugnell. A new artist to the Beka list is Miss Jessie Broughton (contralto), who is well represented in "The Sweetest Flower that Blows." We have no doubt but what the foregoing will prove good sellers.

Some Important Copyright Points.

Judgment was given in the action brought by Fred Karno, author and proprietor of various music hall sketches, against Pathé Frères, makers and dealers in cinematograph films, to recover damages for alleged infringement of his copyright in his sketch, entitled "The Humming Birds." He also claimed an injunction. His lordship said the case raised important points under the copyright act of 1843. Pathé Frères contended that the sketch was not such a dramatic piece as would enable it to protection under the act, that the cinematograph reproduction was not, in fact or in law, "a representation" of the plaintiff's sketch within the meaning of the act, and that by merely selling the films they were not "causing the sketch to be represented." The sketch consisted of the representation of a music

THE HARMONY COMPANY, Chicago, U. S. A.

Largest Manufacturers of

GUITARS, MANDOLINS AND DRUMS

FOREIGN TRADE SOLICITED

WRITE FOR CATALOG

FROM OUR EUROPEAN HEADQUARTERS—(Continued.)

hall performance, and the humor consisted of the interruptions of the audience. A boy in an Eton suit, seated in one of the boxes, shot peas and threw buns at the performers, and "a swell" in an opposite box also interrupted. There was no written book, Mr. Karno himself having given directions to the performers. The fun, however nonsensical, had been remarkably successful, having put thousands of pounds in Mr. Karno's pocket. On the cinematograph films the performers seemed to go through the same antics. His lordship said he attended a special performance at which the plaintiff's sketch was performed and was followed immediately by the living pictures, and he had no hesitation in finding as a fact, whatever the result might be in law, that the one piece was copied from the other. On the legal points raised by Pathé Frères, however, he was bound to give judgment for them, with costs.

To Curtail Output of Records.

The National Phonograph Co. announce their decision to curtail the quantity of records issued during the summer months. Until further notice the monthly supplement will average about twenty records, comprising the selections of the American series only, excepting records of any popular hits, which will be announced for sale directly they appear. The full lists, averaging about thirty-two records per month, will recommence about September.

Knudsen's Wonderful Invention.

Hans Knudsen has completed two new inventions of a wonderful character in connection with wire electric waves. First, is a machine which will enable any form of photograph to be telegraphed wirelessly over any distance. The other invention, it is claimed, will set type in Paris at the rate of 3,000 words an hour on any ordinary linotype machine, by wireless waves directed from London or any other point. In the face of these and other modern inventions of a like nature, in the advance of science it is not too much to foresee the possibility of the human voice or, for that matter, band and orchestral selections being recorded at a distance. For instance, instead of Madame Melba having to break her journey from Australia to London at Paris to make records, as was the case recently, she could come straight over and sing in London. When we hear of music and voices being photographed wirelessly hundreds of miles, recording at a distance certainly seems a feasible expectation. Perhaps Mr. Knudsen or some other scientist will hit upon the solution in the future.

Russell Hunting Co., Ltd., Affairs.

A private meeting of creditors of the Russell Hunting Record Co., Ltd. (in liquidation), was held in the City Road premises on May 26. An explanatory statement of affairs was given by the liquidator. The gross liabilities amount to £8,958 7s. 2d., of which £6,856 5s. 10d. are expected to rank. The assets, consisting of book debts, amount to £26,656 13s. 11d., which under a forced realization it was expected would produce only £7,564 16s. 8d. Under the circum-

stances it was resolved by a majority of votes to appoint three of the largest creditors to act in conjunction with the joint liquidators, A. Ogden and E. E. Johnson, with a view to the formation of a scheme of reconstruction. In the meantime the business is being conducted by the receiver in the new offices, 15 and 17 City Road, and it is anticipated that the factory will be opened and in full working order in the course of a few days, when the demand for the new titles and other standing orders will be executed.

The Grand Opera Season.

The Covent Garden season is expected to evoke an additional interest in grand opera records. Patrons of the historic theater will be very pleased to possess such happy remembrances, while those who are prevented from attending will be glad of the opportunity of hearing in their own homes the actual voices of the stars of the stage. The Columbia Co. are among those issuing grand opera records presenting specimens of the best work of Covent Garden stars.

Some Notable Clarion Records.

The Premier Mfg. Co.'s May list of Clarion records comprises a round dozen of selling titles by good artists, among whom I would particularly mention Stanley Kirkby, who sings "Ashore" and "I Want to be More than a Friend" in excellent style; Frank Miller gives us "Sue, Sue, Sue," while Edgar Coyle in "Sing Me to Sleep" is sure to be a record much in demand. The Premier Orchestra records three very tuneful pieces, and the Premier Military Band is also down three times, and includes the world favorite selection, "Tannhauser March." The last issue is a fine banjo solo by Norton Greenop. On this May list the company print a warning to the effect that the record is sold on the express conditions that it shall not be used for duplication, nor sold to any unaccredited dealer, nor offered for sale by the original or any subsequent purchaser for less than the current price. Upon any breach of these conditions, the implied license to use and sell the record is immediately canceled.

Opportunities in South America.

A consular report dwells upon the splendid opportunities offered by the South American Republics for musical instrument goods. In Chile, manufacturers will find a good opening for machines and records, especially native songs and music, which is in good demand. Other countries have a footing, but there is unlimited scope, and it rests with British firms to get thoroughly well represented there as the best means to introduce their products.

Musogram Co. Catalog.

I have received two catalogs from the Musogram Co., which contain several new departures from the usual order of things. I refer principally to the very excellent idea of printing instructions in different languages. In this case the catalogs contain no less than seven translations, and not only this, but the prices of the goods are given equivalent to and in eight other currencies. It's enterprise, and it's sound com-

mon sense, too. Obviously, if the receiver of any catalog is not familiar with English, in nine cases out of ten an order will not result. Only in the tenth case is the trouble and expense of translation gone to; the others just put up with what is offered locally. Yet, in the face of it, hundreds of lists are despatched to foreign parts, often in response to inquiries from advertising, and then they say it does not pay. The Musogram Co. have introduced an example which we should like to see more widely adopted. There can be no question as to its necessity. We want to foster trade by all possible means, and one of the best is undoubtedly to present a prospective foreign buyer with a concise statement of your goods and prices in his own language. It need not be a great expense since home catalogs—which issues form the bulk—would in no way be affected. Either a separate export catalog could be printed, or even a leaf insert pasted in the home issue might meet the case. The idea is worth adopting and would greatly facilitate trade across the seas.

Nothing New Under the Sun!

Speaking of the Chinese, Sir Robert Hart, who has just returned home after spending practically all his life in China, says: "Their books deal with every conceivable subject, and forty years before the first phonograph found its way to Peking the governor, Kwang Tung told me that an old book two thousand years ago relates how, one thousand years before, a certain Chinese prince sent messages to a brother prince by speaking them into a curiously shaped box, and how the recipient, on opening it, heard with his own ears the actual words and voice of the sender." We have advanced a little since then, but a very, very little in comparison with the enormous space of time we've had to do it in.

Percy Dennis Ill.

We regret to learn that Percy Dennis, manager of the Linguaphone Record Co., is very dangerously ill. We tender our sincere wishes for his speedy recovery.

To Display at Franco-British Exhibition.

Both Messrs Pathé Frères and the Gramophone Co. have taken space and are erecting elaborate stands at the Franco-British exhibition, the possibility of which I mentioned in my last report.

Duty on Pianos to Australia.

A rumor is current that a reduction in the duty on pianos into Australia may be announced shortly.

Two New Disc Records.

Two new disc records have recently made their appearance in this market—the "Empire" double-sided, 10-in. and 7-in., and the 10-in. "Twins," also a two-sided disc.

National Phonograph Co. v. the Edison Bell Co.

In connection with the action between these two companies, in which plaintiffs (Edison Bell) were awarded damages against the National Co., defendants, for alleged libel by circular, an appeal by defendants was heard this week in the courts. His Lordship was asked to set aside the

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No need to hustle! Favorite records right there every time!



Triumph in the Art of Recording



JUNE LIST NOW OUT

Some more splendid selections from the Earl of Lonsdale's Private Military Band "FAVORITES" are the Public's "Favorites" WHY? "TRY THEM" and you will need no explanation. Obtainable from all up-to-date dealers

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued).

official referee's finding, on the ground that the Edison Bell Co. had sustained no damage by the issue of the circular, or that the damages awarded were excessive, against which a re-assessment by another referee was asked for. The usual arguments and pleadings by respective counsel then followed, and His Lordship said he would reserve his decision. This may be expected to be handed down in a few days' time; too late for inclusion in my report.

The new "Jumbo" record has just been introduced to this market by Barnett Samuels & Sons, who have secured absolute exclusive sale in this country. It is a double-sided needle-cut disc, selling at the retail price of 3s., which leaves a really good margin of profit for dealers. If the issues come up to the standard of general quality of the samples I have heard, the "Jumbo" has a great future in store. Over 600 titles, comprising vocal, band, orchestral and other instrumental selections, will be ready in a few weeks' time, and in our next issue we hope to publish further particulars, together with details of an enterprising scheme of introduction formulated by Barnett Samuels & Sons.

The Last Pub!

The Columbia Co. announce a new comic record of topical interest. It is a skit on the licensing bill, entitled "The Last Pub." It is recorded by Ernest Shand, who is now singing the song nightly in the halls to tremendous applause. The jokes are very funny indeed, and will be enjoyed by everyone, independent altogether of his views for or against the licensing bill which inspires the patter.

Issue Very Clever Poster.

The Universal Talking Machine Co. have just issued a new poster in connection with their "Elephone" records. It depicts the world under the feet of a huge elephant with two trunks, both of which taper off into trumpets, pictured as emitting supplies of music to the world at large, while on either side, is the represented nations vigorously applauding. The whole is worked out very elaborately in colors and forms a most effective showcard. The first record list and machine catalogue is now published.

New Model "Klingsor" Cabinet.

The new model "Klingsor" cabinet disc machines will shortly be announced to the trade. They are handled by H. Lange's Successors.

Duty to Join an Association.

The annual conference of the National Chamber of Trade has inspired The Drapers' Record to make the following very pertinent remarks regarding the retailer's attitude toward trade associations, which applies to talking machine dealers equally as well as other traders. The remarks commence with an appeal which we have once or twice made before to the small trader. It is that he should regard it as an imperative duty to belong to a local tradesmen's association. He may retort that the cares of his own business absorb all his time, energies and money, and that public life, even the minor public life attached to a local retailers' association, has no attractions for him. Let others who like that sort of thing go in for it, we can hear him say. Well, he makes a great mistake. We will grant him his time and energies for his own business, if public life is so distasteful to him; but we ask him to spare this trifle to become a member of his local association. It will cost him but little money and he will at any rate have added his vote to the cause. If every small tradesman were to make even this slight contribution to the organization of his class, the benefit to the status of distributive trades would be immense. We should not have to be so fearful of harassing legislation. A few years ago we could have understood a retailer stating that tradesmen's associations dealt with more or less academic subjects. Possibly that was at one time the case. It was not, however, the fault of the associations, but was due rather to the fact that they were not sufficiently powerful to enforce their views, and that the government and local authorities were slow to realize the importance of trade affairs. The situation to-day is altered. The associations are stronger. Likewise the opposition to private traders is stronger, much stronger. The small tradesman who does not join in organization against this opposition is in the position of the man who does not insure his house against burglary. He is culpably negligent. Unless the small tradesman is quickened to a sense of the importance of organization, he will inevitably have to play second fiddle to other sections of society who have learned the lesson that union is strength. The labor party, with a definite anti-individualism program and constructive schemes of municipal enterprise, is admirably organized.

The big stores are only waiting for the "cash on delivery" post to largely increase their turnover. The Socialist boss on the local Council has already enjoyed the luxury of being a philanthropist at the expense of the rate payers; he has tasted blood and his appetite is whetted for more. The small tradesman, along with the ordinary man of the middle class, pays the piper without calling the tune. He carries his individualism to an absurd degree, as though he were a Robinson Crusoe on his own little island. There are no desert islands to-day, and individualists must so far become Socialists as to be ready to combine in their common interest.

Talker Exports to Australia.

According to his report, the German consul in Queensland, Australia, is somewhat upset by the small value of the talking machine goods imported into that province from Germany. He writes that the talking machine trade has reached a greatly increased figure, which has benefited his country very little in comparison to the share obtained by Great Britain and America. Machines and records are best in demand from the agricultural and farming districts, and this encouragement should induce both English and American manufacturers to give even greater attention in this direction, having in mind that persistency, especially in the form of advertising, is the best creator of trade.

Excelsiorwerk Catalog.

A. Vischer, 45 City Road, London, sends me a new issue of the Excelsiorwerk catalog. It is well gotten up and contains profuse illustrations of the various models of complete machines, motors and sound boxes manufactured by this company. A description of each article is given in three separate languages, which is a step in the right direction. The Excelsior machines are of excellent quality throughout, the motor in particular being evidence of this. The whole machine has a most pleasing appearance, and what is perhaps the most important of all, it works very silently and brings all the best out of a record. The prices are moderate.

Amalgamation.

J. J. Stockall & Sons, Ltd., of Clerkenwell Road, and R. M. Marples & Son, Farringdon Road, London, have amalgamated and will in future trade under the name of Stockall, Marples & Co.,

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

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

EVERY WHOLESALE JOBBER should get my export prices for Best French PHONO REPRODUCERS, RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

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THE SEYMOUR REPRODUCER

NEW 1908 MODEL
Enormously Improved.

Absolutely the finest phonograph reproducer on the market. Price, 12/6.

Graphophone Carrier Arms for Edison machines to adopt same, with special sound-tight joint, from 10/6 to 12/6.

Send for illustrated lists of above and other up-to-date accessories.

THE MICROPHONOGRAPH COMPANY
291 Goswell Road, London, England

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 ADVT 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.

The City Mfg. Co.

56 City Road, London, E. C.

We are the ONLY MANUFACTURERS IN ENGLAND who are able to produce a genuine British-made article, superior quality, to stand Foreign competition.

**Records, Albums, Pedestals
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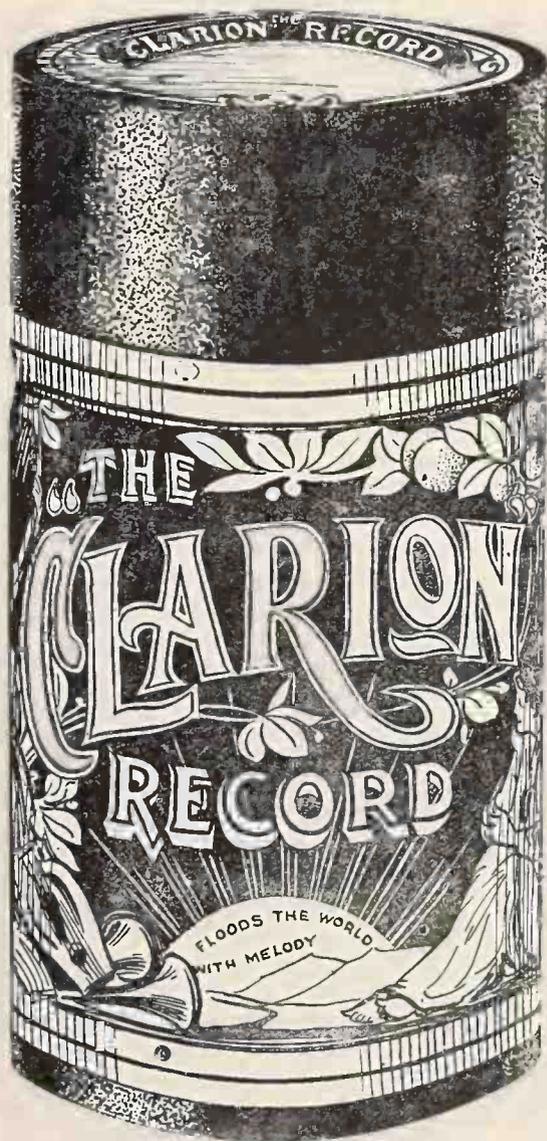
are our principal lines, and we can claim to be

The Cheapest on the Market
Wholesale only. List on Application.

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
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**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

FROM OUR LONDON HEADQUARTERS—(Continued.)

Ltd. The new company were registered with a capital of £20,000.

Business Troubles.

In bankruptcy: Hannah Marks (South London Phonograph & Music Co.), 19 Abercore Crescent, late 153 Rushey Green, Catford.

Danger of Japanese Competition.

In regard to Japanese competition, an optimistic letter has been made public from a correspondent in Hong Kong, reading as follows: "That Japanese competition in trade has to be faced as a serious question is beyond argument. The Japanese is full of the fire of new enthusiasm, his innate cleverness is strengthened by his modern ambition and, above all, he is adaptable. But things are not really as black as they look. Japan at the present moment has two advantages over the rest of the world, neither of which is likely to be permanent. These are Government subsidies and cheap production. Subsidies are merely another way of expressing loss, and cheap production depends on cost of living. As elsewhere, this is rapidly rising in Japan. Therefore, provided we are ready to adapt ourselves to altered conditions and produce the best possible quality at the lowest possible price, we need not lose heart."

Remove to New Quarters.

Messrs. Sterling & Hunting, who handle the Odeon and Fonotipia disc records, announce their removal from 13 to 59 City Road, where all communications should in future be addressed. The Odeon single-sided record at 3s. is meeting with a good demand, and in the matter of quality the company are sparing no expense to present the

best talent obtainable, which buyers are not slow in appreciating.

The Columbia Co. have brought out a second model with distinctive equipment, called the "Coronet" graphophone. It is more elaborately constructed than the "Crown" and has the long mandrel to take the special 6-in. Columbia "Premier" records as well as the standard size cylinders. The "Premier" records play nearly as long as do 10-in. discs.

New Concern Formed.

Mouldite, Ltd., is a new company recently formed with a capital of £2,550, to carry on the business of manufacturers of phonographs, gramophones, musical instruments, mechanical and other toys, etc.

Edison Bell Exchange System.

The Edison Bell Co., Ltd., have inaugurated an exchange system for nine-penny records, which will be exchanged for their new N. P. records to sell at one shilling. The conditions as stated by the company are as follows:

"We will allow five shillings per dozen for all such records, providing two dozen of our new N. P. records are purchased at the same time for every dozen returned. That is—two for one." Or, "We will buy them back at four shilling per dozen, providing an equal number of the N. P. 'Shilling' records are ordered at the same time. That is—one for one."

They state, moreover, that the records at nine-penny will be manufactured and sold to the full extent of the present catalog, but that dealers will always be able to avail themselves of the systems of exchange just outlined, and therefore will never be "stuck" with records they cannot sell.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, June 1, 1908.

The wave of depression that is passing over the north of England is exceptionally serious, and even in good cases, where credit should be allowed to a fair margin, payments cannot be met in the ordinary way. In fact, it is the intention of several large firms to seriously curtail the amount of credit they allow their retail dealers. Many of the retailers who handle cycles in the summer months and phono and talking machine goods in the winter, are the hardest to get money from, if all reports are true; and this season, being a very wet one, it has considerably mitigated against the cycle sales, thereby holding up the cash that should have been paid for talking machine goods during the early part of the year. We hope, however, that this will only be a temporary tightness of the money market, and that no serious liquidations will be the result.

Most of the leading houses in Liverpool have very excellent displays. Archer & Co. report business as moderate. Thompson, Helsby & Co. and Dibbs, Ltd., as "quieting down." One of the most successful traders in the Liverpool district is J. Foster, who has a very fine establishment in Birkenhead. He handles gramophone, Zonophone, Odeon, Homophone, Columbia, Pathés, etc., on the disc side, and in cylinders he stocks largely Edison, Edison-Bell, Sterling and Clarion's. Mr. Foster reports an exceptionally good season, his sales having doubled during the past year.

In conversation with several of the dealers regarding the future aspects of the business, we have had the opinions expressed to us very strongly that provision should be made by the manufacturers of the various disc records to take back and exchange unsalable records that are in

a new condition, and replace them by those better suited to the locality, in this way: Suppose, for example, that the firm who manufacture the records produce 20 records per month. (It is a well-known fact that every locality varies in the requirements, and what would sell in one town is useless in another.) Out of the twenty records possibly fifteen will sell and five will not sell, being unsuited to the particular district. The dealer would therefore have five records that are useless for stock purposes, but which would probably sell well in some other neighborhood. One prominent dealer expressed his opinion in very strong terms, and said that it would be to the manufacturers' interest to take these records back and to exchange them for more salable numbers. Taking into consideration that the records would be in an absolutely new condition, it would probably help the manufacturers, by enabling them to send these records to a dealer in the district more suitable for them, instead of loading up the first purchaser with records unsuitable to his clients. The speaker stated that unquestionably it would come to this later on, for it was practically impossible, taking into consideration the new titles that come out month after month, to stock every one, without having a good deal of bad stock on hand. We commend this proposition to manufacturers, and consider it is worth their serious attention.

YORKSHIRE NOTES.

Bradford, June 2, 1908.

In this district trade is stagnant. A large number of cotton and woolen mills having decided to close for a full week at Whitsuntide, and to run only four days per week, instead of six. For some time to come, has made trade quiet, and there is no prospect of it reviving until after August or September.

In Bradford, The Parkerphone Co., late of Market street, have removed to 10 Queensgate. The removal, we understand, has been caused by a desire to reduce expenses, the difference being a saving of over £200 a year in rental alone.

At Appleton & Co., business is reported as moderate. At Joshua Marshall & Co., who handle

THE
**GRADUATED "FLEX"
DIAPHRAGM**

(PROTECTED)

**BUILT
LIKE A
WHEEL**

Better than
Glass, Mica or
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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.

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Post Free with Instructions. Literature and Testimonials from

DAWS CLARKE

Longford Place, Longsight
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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.

gramophone goods solely, are well satisfied with business done since they opened this special department.

Messrs. Moore say things are quiet.

At Dyson's, Mr. Tidswell, the manager, says that they had done very well in Edison cylinder record and Pathé's disc line. They were also most enthusiastic over the new Edison-Bell discophone records, which they assert there will be large sales in. Mr. Tidswell also stated that the cylinder

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I am ready to close satisfactory deals with European manufacturers of Talking Machine specialties who desire representation in this country. There is a great field here for specialty manufacturers and the American dealers are ready to take on side lines which are attractive. I know the business, having had years of experience with the dealers, and realize the possibilities of enormous output here for the right kind of trade attractions. Address

TRADE SPECIALIST

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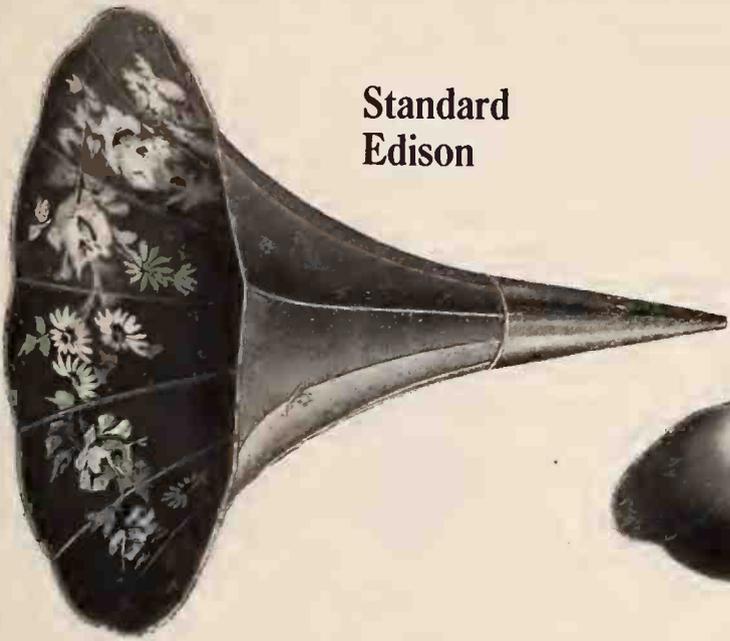
**PHILIP NEALE,
PHONO. EXPERT,**

5 Chalk Farm Rd.

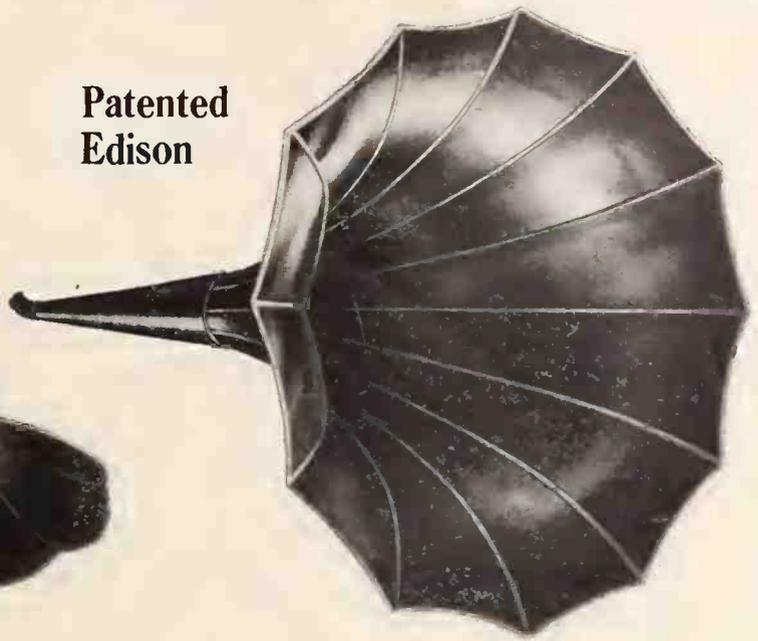
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Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

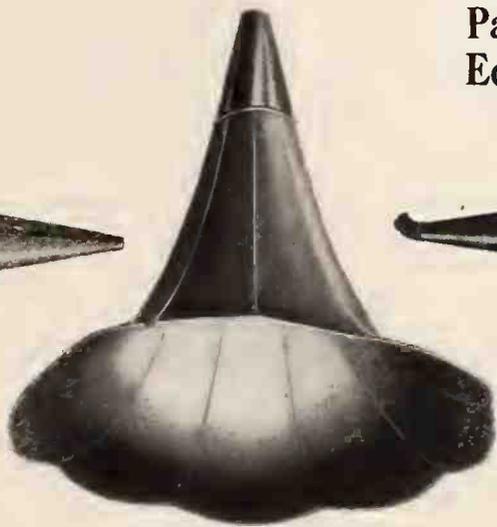
Standard Edison



Patented Edison



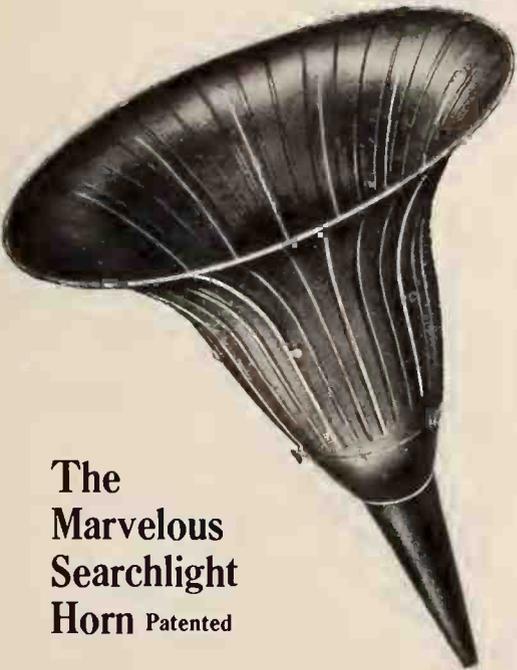
Victor



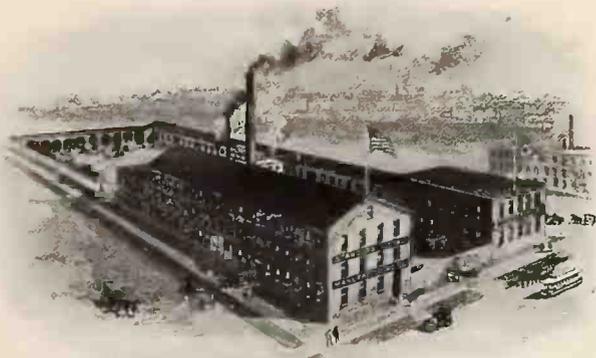
Standard Metal Manufacturing Co.

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

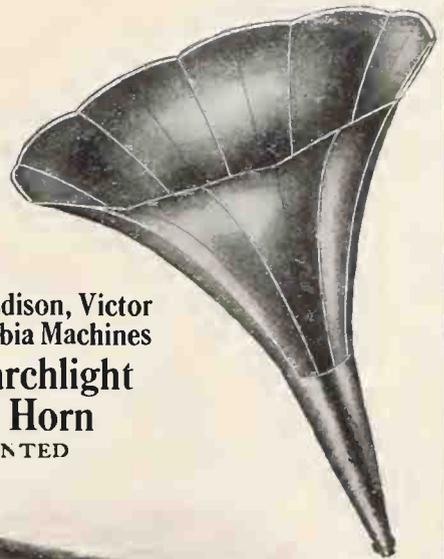
We manufacture the largest line of Horns—quality and prices are right. Standard Horns will hold your trade.



The Marvelous Searchlight Horn Patented



Office and Factory Chestnut, Jefferson and Malvern Streets



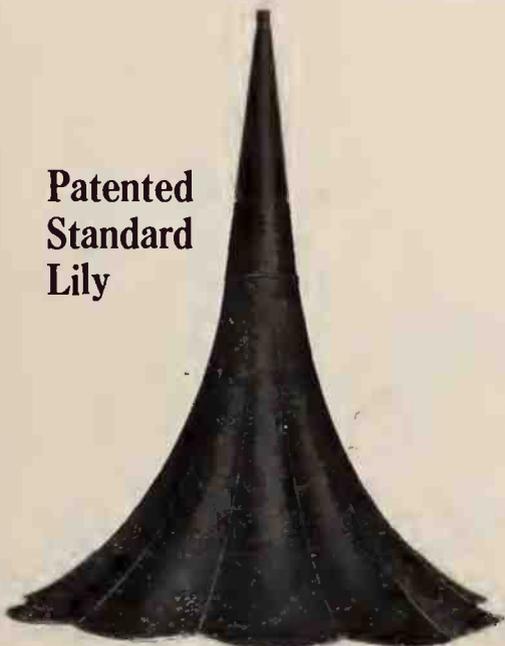
Made for Edison, Victor and Columbia Machines The Searchlight Folding Horn PATENTED



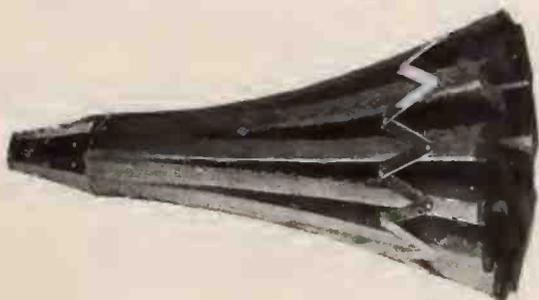
We have taken over the **ENTIRE PLANT** of the Searchlight Horn Co. All future business in this line will be taken care of by us.

New Goods, New Prices

Patented Standard Lily



Munson Folding Horn



Standard Lily



trade had been holding its own well, and that although the disc side of the business was considerably increasing, it would be a long time before it assumed the sales, in cylinder proportion, they had experienced in the past.

HALIFAX.

Halifax, June 3, 1908.

In Halifax, the Phono Supply Co. and Smith & Co. report a falling off in general sales.

Priestley & Sutcliffe, of George street, report an exceptionally good season with gramophone goods. For the past ten years they have handled gramophone goods exclusively, and find that year after year their sales increase, the bulk of the trade in Halifax being with medium-price machines up to £11 or £12. In the records, they have sold a large quantity of Caruso's and others by tip-top artists. They cater as far as possible for the customer who desires the very highest productions, both in machines and records.

A. P. Gray, phonograph dealer, of Commercial street, is quite a recent comer in the talking machine business. He handles Edison and Zonophone goods, and expresses himself as quite satisfied with the amount of business he has done since he opened the premises last March. He has a nicely arranged shop.

Mr. Senior, of Market Hall, who does a large business in sheet music, etc., handles talking machine goods as an adjunct, and also reports a very fair season indeed. Mr. Senior looks forward to the next year's trading as likely to be a very large one.

MANCHESTER NOTES.

Manchester, June 4, 1908.

In this district moderate sales are reported, but, generally speaking, owing to the cotton operatives running on short time, money has not been circulating as freely as it ought to do. Several of the large factors in the North are limiting their credit accounts with the retailer, not necessarily limiting the amounts of purchase, but the time in which the factor desires payment.

Messrs. Richardson, of Shudehill, have already acted upon this principle and have sent out a very polite note to all those with whom they have accounts, requesting that monthly payments be made not later than the 20th of the month, following the delivery of the goods. We congratulate Messrs. Richardson on this initial step, which is certainly made in the right direction, and we are glad to hear that it is meeting with a very friendly response.

At Messrs. Duwe's, of High street, business was reported as moderately good. Both in Sheffield and Manchester the season has been a very satisfactory one with him, and, in view of the trade opening earlier during the forthcoming season, this firm are very optimistic, and believe that the next season will be better even than the past.

One of the greatest benefits that will accrue to both the wholesaler and retailer in the near future will be that the business will be conducted on altogether better lines than has been the case in the past. The industry having assumed a more solid basis, and being here to stay, has necessitated better financial arrangements between the factor and retailer, and it will only be those business men who act upon fair, square lines that will be recognized by the wholesale houses, and thereby given advantages that will help them considerably in the trading of the future.

We recently heard some of the new samples of records turned out by the Edison-Bell Co., and

must say that they were exceptionally fine records. Messrs. Richardson have taken up a factorship of these "Discaphone" records for both Manchester and Liverpool, and expect to do a large trade with them next season. Selling at 2s. 6d., double-sided, and being highly finished and exceptionally good, as regards their tone, very large sales are anticipated. We also heard some of the new N. P. Edison-Bell records during the past week. Manufactured by an entirely new process, very sweet and clear in tone, these cylinder records also promise well for the next season.

During a recent chat we had with Burrows & Co., of High street, business was also reported as quite satisfactory up to date. We have already mentioned in a previous issue that this firm have had an exceptional increase in their sales during the past season, nearly 500 fresh accounts having been opened. Like other wholesale factors in the trade, money at the present time is rather slow in coming in, but they have no fears of the future.

Manchester promises to become the center for diaphragms and other improvements connected with the industry. We understand from Daws Clarke that the "Graduated Flex diaphragm" has been exceptionally successful, most of the leading connoisseurs of talking machines having had their sound boxes fitted with them, and in many cases Daws Clarke has received most flattering testimonials from the recipients. He has, however, further improved the graduated flex diaphragm, and from what we gather, several large firms in the States have taken them up. There is no doubt but that the new diaphragm that this firm are now making is a considerable improvement upon the former pattern, both in tone and the quality of music it renders. Daws Clarke has several other inventions which he hopes to place upon the market at an early date.

The Filamentine Co., of this city, are to bring out at an early date a new sound box, made upon an entirely new principle, fitted with the Filamentine diaphragm, which we are assured will give exceptionally fine results. This company also intend to branch out further in the talking machine industry, and there is no doubt whatever that they will meet with considerable success in exploiting their various novelties and improvements later on.

In the north of England generally. Auxetophone recitals are now being held in the various parks. This instrument is so well known that it does not need any comments from us regarding it. Large crowds are attracted to the various parks to hear it, and these open-air recitals promise to become exceptionally popular during the summer season.

NEW LINE OF TALKING MACHINES.

A new line of talking machines, to be manufactured abroad, that was expected to be ready by now, will not be in the market before September at the earliest. The vertical cut or undulating sound wave disc record, with sapphire point, will be used in connection with these machines, and two companies here are prepared to manufacture these goods whenever the other essentials are complete. The models of these new machines, made in New York, have been shipped to the constructor in Switzerland.

VICTOR GRAND OPERA VOLUME.

The Victor Talking Machine Co. are sending out to dealers their new Index of grand opera

records, which are alphabetically arranged under the title of each opera. Five hundred operatic records are catalogued, making a most imposing array and covering all the leading operas of the day. In view of the increasing appreciation of operatic records this list should form the basis of an increased business for dealers who are wide awake enough to appreciate the growth of the demand for high-grade artistic creations. The Victor Co. have also sent out to the trade their new Victrola booklet containing illustrations and descriptions of their latest designs.

TWO NOTED LONDONERS HERE.

S. W. Dickson and Theo. Birnbaum, of the Gramophone and Typewriter, Ltd., Guests of L. F. Geissler of the Victor Co.—Left for Home June 6.

May 30th Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., came over to New York to meet S. W. Dickson, general manager, and Theodore Birnbaum, managing director of the Gramophone & Typewriter, Ltd., of London, England. They came in on the Cunarder "Campania," Mr. Geissler greeting them at the pier, and stayed with the two gentlemen over Sunday, going to Philadelphia Monday, where they visited the plant. Mr. Dickson sailed for home on June 6 on the same boat, and in chatting with The World said:

"I have taken about all the time I can conveniently spare to run over here and call on the Victor people and visit the plant. Business is very good with us at home. I return on Saturday, so you see I will be on the move until sailing time. I get The Review and The Talking Machine World, and they are both excellent papers. The latter journal has no equal."

Mr. Birnbaum had just returned from a trip to Egypt and St. Petersburg, Russia, when he rushed off to New York with Mr. Dickson. Mr. Birnbaum went back on June 13 via the "Caronia."

Messrs. Geissler, Dickson and Birnbaum visited the establishment of the Douglas Phonograph Company, where General Manager Henkel showed them about. They were greatly pleased with the arrangement of the interior, location of booths, etc., and the Eureka library cabinets for disc records. The trio also called at the Victor Distributing & Export Co. and the Blackman Talking Machine Co.

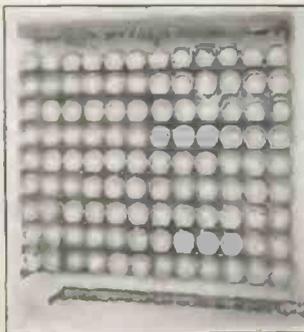
MEMPHIS DEALER IN NEW QUARTERS.

Memphis, Tenn., June 6, 1908.

F. M. Atwood, the well-known talking machine jobber and retailer of this city, is moving from 160 North Main street to 123 Monroe avenue, where he will occupy the entire two-story building, furnishing him with 3,500 square feet of floor space. It has been remodeled especially for Mr. Atwood's purposes and will have two large modern show windows. Mr. Atwood expects to largely increase his Edison jobbing business and will also job the Indestructible record of the Indestructible Phonographic Record Co., of Albany. His store is in the very heart of the downtown district and the move should largely increase his retail trade as well as furnish him the facilities for conducting the jobbing business on a larger scale than heretofore.

A SCHEME THAT BROUGHT IN THE MONEY

Some \$30,000 in bad bills had accumulated among the various retailers at Geneva, Ill., and the Geneva Business Men's Association decided that some radical steps had to be taken to realize on same. Finally, it was decided to hold an auction. The plan was to hold it on the street and as much publicity given the affair as possible. Thirty days' notice was given the debtors, and if a settlement was not secured before the expiration of that time the bills would be auctioned off to the highest bidder. There was a magical response, and the sale was not held—nearly all the debtors paid up.



SHOWING HOW SHELVES ARE ADDED

MR. DEALER: The SCHUBERT EXTENSIBLE RECORD RACK

is the most compact, practicable, simple, neat and convenient. Made of metal, nicely japanned and can consist of one shelf holding 12 records or 25 holding 300. Can be put together and taken apart at will. Dealers keep shelves in stock, customer gets them as needed and attaches, thus building rack as records accumulate. Cheap enough to give away a shelf with a dozen records. Teaches customers to take care of records, which means more sales for you. \$5.00 will stock you; if you don't believe it send for liberal terms.

Shipped through your jobber or direct from the factory in Illinois. Takes low freight rates. Address, giving your Jobber's name.

G. H. SCHUBERT, Inventor and Patentee, RENO, NEVADA

Are You Hunting for New Business?



Does Your Business Require Treatment?

We Can Make Dull Trade Brisk Trade!

OUR REMEDY is in the nature of interesting people in phonographs, who have *never* thought of buying them, and who could not be interested by any other method.

OUR Proposition does not require you to spend one cent for advertising or do we ask you to purchase **GOODS** you have no actual use for.

If you are a doubting Thomas, permit us to show you the original letters of recommendation from some of the largest phonograph jobbers and dealers in this country who have worked our **SYSTEM** and are now working it.

These people could not afford to violate their price maintenance contracts or to take any other step injurious to their business. They are simply *progressive* and *energetic* business men who know a good thing when they see it.

The most conservative concerns can adopt our plan without loss of dignity.

It will cost only a two-cent stamp to get *full particulars*.

Write to-day—the longer you delay the longer you are putting off **DOLLAR MAKING**.

THE EDWIN A. DENHAM COMPANY

Business Developers

Main Offices, 498-500 Broadway, New York

Branch Office, Berlin, Germany

CLEVELAND'S BUDGET OF TRADE NEWS.

Outlook Improving—Irish's Remarkable Career—Caruso Concerts—Helped Talking Machine Trade—Columbia Records in Good Demand—Ideal Horn Made by Federal Mfg. Co. Well Liked—Talker for Men's Clubs—Fire at Amusement Theatre—Leading Dealers Are in Cheery Frame of Mind Although Business Is Not as Brisk as They Would Like.

(Special to The Talking Machine World.)

Cleveland, O., June 8, 1908.

While it is generally admitted that conditions have not been entirely favorable, a spirit of optimism about the business outlook for the summer months, in talking machine circles, pervades Cleveland, and there is a steadily increasing volume of business. Merchants generally speak hopefully of the future, but do not predict normal conditions until after election.

Conclusions that times are improving are based on many different observations. Some dealers who admit doing a rather large credit business—selling on time payments—for instance, say that there is a tendency on the part of their patrons to pay up more promptly. The increasing employment of mechanics and men, in increased numbers, is favorably commented on.

A salesman, traveling for a large manufacturing establishment of Cleveland, and who just returned from a trip, says of conditions as he found them: "My trip took me to Beaver Falls, some thirty miles from Pittsburg. It has a large trade with Cleveland. The town itself has about 12,000 people but within a radius of a few miles there are a dozen manufacturing towns with a total population of over 60,000, the more important of these being New Brighton, Beaver and Rochester. In every one of the surrounding towns encouraging reports of the trade situation were heard. Not one plant of any size is closed down, and many of them are running night and day. In every line of business conditions are improving and the merchants of those towns declare the country is rapidly recovering from the recent financial stringency and hard times. In most of the towns I visited on my trip, both in Ohio and Pennsylvania, trade conditions seemed to be very good and I heard scarcely any complaints. The fact is trade conditions generally are good."

Albert L. Irish, whose talking machine manufactory at Toledo was recently closed down by decisions of the Supreme Court of the United States, by reason of infringement, is noted as a "frenzied financier." He was born on a farm in Ohio some forty-five years ago. As he grew to manhood he took to trading horses, and in this calling drifted to Toledo, where he extended his operations to real estate, and soon was at the head of several real estate companies, dealing in hundreds of thousands with the greatest sang froid. He had in ten years acquired so much property that he organized the American Bond & Mortgage Co., a holding concern for all his interests.

Everything moved along prosperously with Irish until a couple of years ago, when he organized a company to manufacture talking machines in opposition to the old companies, and

who own and control the patents. His company prospered and its stock at par, or better, was eagerly sought by local investors. Only a few months ago, according to his statement, he was offered \$750,000 for his talking machine business. Then came the crash. With the decision of the court down came the house of cards.

Irish claims to have made \$175,000 the last year he was in the real estate business, "but I thought," he said, "I could see more money in talking machines. Then I quit the trading business and became a real promoter. When the old talking machine companies went after us in the courts we had a hard time of it. They just swamped us with litigation. We never had a chance to win. After the injunction was made permanent notices were sent out to all phonograph dealers, warning them against selling our goods, and we lost over \$100,000 in that way. All the money I ever made went into the talking machine company. I lost \$300,000 in the concern."

Irish was never able to acquire an education, and admitted before the recent hearing in his bankruptcy petition, "It keeps me going to sign my own name."

The moral: "Don't fool with buzz-saws."

The night of the Caruso concert in the Hippodrome, there gathered the largest audience ever assembled under one roof in Cleveland. It was made up, too, from citizens in every walk in life—from the Italian peanut vender to the plutocrat of Euclid avenue, and edition de luxe admission prices were paid. Discussing the delight manifested by the audience during the rendition of the program, Irving H. Buescher said: "One thing accountable for the wonderful success of the Caruso concert is the talking machine. Hundreds of people went to hear Caruso to verify their Caruso records. They had heard his voice from the talking machine, and it had whetted their appetite to see the living impersonation of that wonderful voice. Previous to, during and since Caruso's advent in the city, there has been a constant call for his records.

Louis Devineau, who has just returned from New York, says he was highly pleased with the reception given his horn, "The Ideal," by the large number of parties interested in the talking machine trade. Here in Cleveland, the home of the inventor, the horn is meeting with the greatest favor, and purchasers speak of it in the highest terms of praise. Mr. Devineau says he is receiving orders from all sections of the country, from Maine to California, and from Canada to the Gulf of Mexico.

A. C. Whitcomb, president of the Dictaphone Co. of America, was a recent visitor at the office of the Columbia Co., in the interest of his company, who are about to open an office in the Rose building, this city.

The Edison people are putting out three hundred 8-sheet posters in this city.

"We are selling the better class of instruments and records but find collections poor," said W. J. Roberts, Jr. "During the recent Caruso concert we sold numbers of Caruso records, which he sang on that evening, and also had many inquiries and a few sales of machines directly due to the concert.

"A number of people who attended the concert have remarked to me that they considered it a privilege to be the possessor, in their own homes, of a Victor, with a goodly supply of Caruso records, and that the reproductions are simply perfect. A large number in the audience at the concert were in a better position to judge the artist's singing, by reason of their having the selections he sang that evening at home, and knew them by heart. To me it was but natural that I felt as though one could sell machines and records in the lobby, after the show, as readily and easily as song books are sold at the various theatres. We lately received a sample of the 'Ideal Horn,' finished to imitate mahogany, and are very much pleased with it. We understand these horns, in this finish, will be placed on the market shortly."

Mr. Probeck, manager of the Columbia Phonograph Co., said that conditions generally seem to be improving, and prospects indicate a good month's business.

The Eclipse Musical Co. report business as daily improving. Their trade is exclusively wholesale and extends throughout Northern Ohio.

"Trade has opened up in the talking machine line in a very satisfactory manner," said H. B. McNulty, manager of the new Witt Music Co., "and we are well pleased with the business outlook in this line. Since we opened, trade in the automatic department has increased rapidly, and we are now doing double the amount of business formerly done by our predecessor, the Cleveland Automatic Musical Co. There is a big field in this department and we are going to occupy it."

C. S. Bourgeois, manager of the West Side branch store of the Columbia Co., says the new Columbia records are making a hit and selling well. Customers are much pleased with the new policy of the company, of making songs by the people who sing them on the stage, instead of recording by the same talent year after year. With the "hits" on sale, people step in any day of the week, knowing they can go home with something new instead of having to wait until the 26th of each month, as heretofore.

"I loaned a B. C. Twentieth Century Graphophone to the Men's Club of a local church a few days ago, for a novel purpose. It seems that among the members was one who scoffed at married life and always expressed a preference for his club, rather than the fireside. But the inevitable daughter of Eve appeared at the proper time. Cupid got busy with his ammunition and ere long the club learned to their dismay, that the scoffer had joined the great army of benedicts. The event was over and the happy pair away on their wedding tour before the fellow-members were aware of it. They vowed revenge

JUST WHAT YOU AND EVERYONE ELSE HAVE BEEN LOOKING FOR

THE FRANCIS SEALING AND BINDING MACHINE

Cheaper than Twine and Twice as Satisfactory

This device is especially constructed for sealing or binding packages in general, simple, yet so useful that Factories, Jobbers, Dealers and Package trade in general are using our method in place of twine, sealing wax, rubber bands and lead seals. It can be used on any counter, work bench or moved about to any available place. It dampens and cuts at any desired length; one roll 2 1-2 inches wide or two rolls of tape 1 inch or less can be put in operation at the same time. It is especially valuable in wrapping ungainly packages such as Talking Machines, Horns, Disc and Cylinder Records, Cranes, etc. Mends Music, Paper Boxes, etc.

WE STILL HAVE SOME TERRITORY OPEN

Firms who are looking for a live side line should get in touch with us at once as these machines can be sold to everyone and the continued profit on rolls is considerable.

MACHINES RETAIL AT \$3.50

Prices for cloth and paper tape on application



FRANCIS SALES CO.

2159 Madison Avenue, NEW YORK CITY

and procured the graphophone, with some suitable records, and also made some themselves, and at a later meeting of the club, when the party conspired against was to be present, they arranged the graphophone near the entrance to the club room. It worked fine, and just as he entered his ears were assailed with the strains of 'Because I'm Married Now,' 'I'm Afraid to Go Home in the Dark,' and others of similar sentiment. Then the little, made-to-order, record was played, which consisted of sundry cries by one member's baby, some congratulations by one member, some good advice by another, and so on. The cigars were quietly passed and everybody voted that the surprise had it put away over the out-of-date kidnapping the bride and groom trick. The uses of the 'talker' seem endless."

At Collister & Sayles, Phil Dorn, manager of the talking machine department, said the outlook for the present month was encouraging.

The May Co. are giving more attention than formerly to the talking machine department, the manager making it as attractive as possible to visitors and carrying a large stock.

Mr. Friedlander, in charge of the Bailey Co.'s talking machine department, reports good sales of Victor, Edison and Zonophone machines. One thing in our favor, said Mr. Friedlander, is that when we sell a machine we guarantee, and do keep it in order for one year, keeping an adept man specially for this purpose.

Mr. Buescher, of W. H. Buescher & Son, said: "We made sales of a number of machines, including several of the higher class, while the demand for records, including a number of red seal, and others of the higher priced, is unusually good."

The Caldwell Piano Co. are doing a fairly good business in the talking machine department. The manager stated they were selling machines, and there was a very good demand for records, and while he could not say trade was improving, it was not getting worse.

"During the past month we made sales of several Victrolas," said Mr. McMillin, "and quite a number of other machines of different grades."

Robbins & Emerson say that the demand for records was quite good, and especially for the higher priced ones, from the June lists. The company are making a fine window display of machines, cabinets and records.

The commercial department of the Columbia Co. is doing a fine business, according to Manager J. Herbert Roach.

The union musicians employed at the Grand Opera House, Youngstown, walked out a few nights ago when the management refused to pay them a full week for three days' work. A piano player and graphophone are now furnishing music for the show.

A fire was started by the explosion of a moving picture film at the Amusement Theatre, No. 5809 St. Clair avenue, a few nights ago, and two hundred men, women and children were caught in a jam at the doorway. Lloyd Davis, the machine operator, jumped from a second-story window to the cement pavement below and was badly injured.

MY PHONOGRAPH.

When I'm feeling a little sad and blue,
'Cause things go wrong, as they often do,
There's always some record to make me laugh
When I start to play my phonograph.
As the music begins to fill the room
It acts like a tonic to banish gloom
A little ballad, or some minstrel chaff—
My! What a comfort, that phonograph.

From opera a little extract sweet,
A bit of ragtime to coax the feet,
To join in its movement, that is not half
The joy I get from my phonograph.
The philosophy of the son of Ham
The East Side romance of Bess or Sam
Can cheer me as much as a vaud'ville staff
When it comes from that bless'd phonograph.

—B. B. Wilson

TRIBUTE TO THE TALKING MACHINE.

The Influence of the Graphophone the Subject of a Complimentary Editorial in an Atlanta Paper—How It Brings Joy Into the Home, the School and the Church.

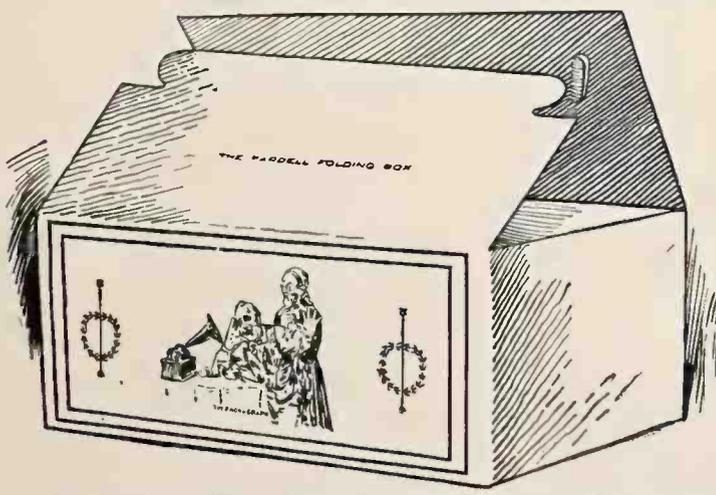
The strong position the graphophone has won for itself in the hearts of the Southerners is well illustrated in the following editorial which recently appeared in the Atlanta (Ga.) Journal, under the caption "The Good a Graphophone Did," and regarding which no further explanation is necessary:

"Some months ago the Journal kindly printed a letter from a lady living in the mountains, saying that the children around her would enjoy a graphophone, and suggesting that some family possessing a graphophone of which they had tired, might confer a pleasure and benefit by letting these little folks have it. King's Daughters' Circle No. 1 was named as receiver. Next morning after the letter's appearance H. M. Nicholes brought his graphophone to Mrs. William Riley Boyd, leader of King's Daughters' Circle No. 1, 341 Courtland avenue. In such great haste is this world to do good when the chance is presented. It was a parlor instrument and the horn was not quite large enough for a hall or school room. Also, it needed a little repairing. Mr. Terhune, of the Columbia Phonograph Co., on Whitehall street, kindly arranged all this, and added some records to the lot which came with the instrument. This collection was increased by donations from several ladies and gentlemen who happened to hear of the matter. The graphophone went to the children.

"City people with fine music in their churches, grand opera in their theaters, pianos, mandolins and violins in their homes and people trained by music masters to sing and play for them, people who have music at their beck and call until they turn up their noses at organ grinders,

TWO POPULAR AND PROFITABLE ACCESSORIES

PARDELL FOLDING BOX



The most convenient package for delivering records to customers. Saves the annoyance of paper and twine and helps to sell more records. The progressive and up-to-date dealers use these boxes.

No. 3. Holding 3 Cylinder Records.....	\$1.25	per hundred
No. 6. Holding 6 Cylinder Records.....	1.75	" "
No. 12. Holding 12 Cylinder Records.....	2.50	" "

Linonoid RECORDING HORN



Size, 26x6; Retail Price, \$2.00.

The nature of the material makes this the best recording horn on the market. Commercially it is an attractive proposition—dealer's discount 50 per cent. Pushing the recording possibilities of the phonograph enhances the customer's interest and incidentally increases the demand for blank records and other recording accessories.

WRITE ANY ONE OF THESE JOBBERS:

- ALBANY
Finch & Hahn, 402 Broadway
- ASTORIA, N. Y.
John Rose, 99 Flushing Ave.
- BOSTON
Eastern Talking Machine Co., 177 Tremont St.
Iver Johnson Sporting Goods Co., 163 Washington St.
- BUFFALO
W. D. Andrews, Seneca and Wells Sts.
- CHICAGO
Babson Bros., 1419 19th St.
Lyon & Healy, Wabash Ave. and Adams St.
Kudolph Wurlitzer Co., 266 Wabash Ave.
- DETROIT
American Phono. Co., 106 Woodward Ave.
- DUBUQUE
Harger & Blish, 904 Main St.
- DES MOINES
Hopkins Bros. Co., 620 Locust St.
- EASTON, PA.
Wm. Werner, 432 Northampton St.
- FORT DODGE, IA.
Early Music House, 822 Central Ave.
- HARRISBURG
S. K. Hamburger, 12-14 N. Market Square
- HOBOKEN
Eclipse Phono. Co., 203 Washington St.
- HOUSTON, TEXAS
Texas Piano and Phono. Co., 1019 Capitol Ave.

- INDIANAPOLIS
Kipp-Link Phono. Co., 10-12 E. Washington St.
- KANSAS CITY
J. W. Jenkins' Sons Music Co.
- LINCOLN, NEB.
Ross P. Curtice Co., 1125 O St.
- LOUISVILLE
Montenegro-Riehm Music Co.
- MANCHESTER, N. H.
John B. Varick Co.
- MEMPHIS, TENN.
F. M. Atwood, 160 N. Main St.
- MILWAUKEE
Lawrence McGreal, 176 3d St.
- MINNEAPOLIS
Thomas C. Hough, 913 Nicollet Ave.
- NEW HAVEN, CONN.
The Pardee-Ellenberger Co.
- NEWARK, N. J.
A. O. Pettit, 57 Halsey St.
- NEW YORK CITY
Blackman Talking Mach. Co., 97 Chambers St.
I. Davega, Jr., Inc., 125 W. 125th St.
S. B. Davega Co., 32 E. 14th St.
Jacot Music Box Co., 39 Union Square
- OMAHA
Nebraska Cycle Co., 15th and Harney Sts.
Shultz Bros., 16th and Chicago Sts.

- PHILADELPHIA
Louis Buehn & Bro., 45 N. 9th St.
Musical Echo Co., 1217 Chestnut St.
Penn Phono. Co., 17 S. 9th St.
H. A. Weyman & Son, 1010 Chestnut St.
- PITTSBURG
Powers & Henry Co., 339 Second Ave.
Standard Talking Mach. Co., 435 Wood St.
- ROCHESTER
The Mackie Music Co., 100 State St.
The Talking Machine Co., 97 Main St., E
- RICHMOND
C. B. Haynes & Co.
- SIOUX CITY, IA.
Early Music House, 315 Court St.
- SPRINGFIELD, MASS.
Flint & Brickett Co., 439 Main St.
- ST. LOUIS
Koerber-Brenner Music Co., 1006 Olive St.
Silverstone Talking Mach. Co., 1010 Olive St.
- SYRACUSE
W. D. Andrews, 216 East Railroad St.
- TROY, N. Y.
Finch & Hahn, 3 3d St.
- UTICA, N. Y.
Arthur F. Ferriss, 89 Washington St.
- WASHINGTON, D. C.
E. F. Droop & Sons Co.

"Surprise
and
Delight"



It will please
you and
please your
friends

The Mello-Tone

Attachment is the most widely
used Modifier in the world for

Talking Machines or Phonographs

Produces tones natural.
Eliminates all metallic sounds and blasts.
Regulates and mellows the tone.
Can be adjusted while machine is playing.
Goes in the horn, opens and shuts.

\$1.00 Each

Discounts and samples to
dealers on application.

MELLO-TONE CO.

40 HARRISON AVE.

SPRINGFIELD, MASS.

and, yea, even at graphophones, be they ever so good, can hardly understand from the mere telling of it how much pleasure this graphophone has given the children in the lucky neighborhood that got it. One day it was played at the orphanage. The children from the public school marched over in a body and joined the orphans. The lawn was gay with little people on the grass, listening eagerly. Some were orphans crowded close to the instrument; they could hardly be persuaded away; they looked as if they wanted to get into the horn to find out what made the sounds that came forth. Every record of the large collection was played, and the children were not tired, but would gladly have had more. The collection was excellently chosen; it was bright music, good music, and these little mountaineers are like the Italians in their love for music.

"Again, in farm houses, the instrument was played; in little mountain shacks it was heard. Laboring people, their wives and children, gathered around to hear it. Men came in their shirt sleeves, barefoot. There would be a circle of men and women, everyone with a child in arms—the babies listening thus from the vantage of the parental lap until sleep came; large children—children of all sizes and ages—clung to their elders or clustered around. They would listen as long as a record was left, and would encore favorites. It may interest those who read this to know what were some of the favorites. "Mill in the Forest," "On the Brandywine," "Overture from William Tell," "Cocoanut Dance," "Carnival of Venice," "Pass Me Not, O Gentle Saviour" (quartet, Edison record), were specialized.

"The teachers of one village school suggested that the graphophone be used at the Easter exercises. The supply of sacred music was limited. The lady in charge of the instrument happened to mention this to friends in Atlanta. Promptly the need was met. Mr. Arnaud, of Arno Music Co., gave twelve Columbia records, which included some beautiful sacred music. Phillips & Crew presented a special Easter number, just out. It was "Christ Arose," rendered by a full city choir, with organ and harp accompaniment, and the sound of the church bell's breaking in, and it made a great impression.

"The clergyman who is seeking to build up the local Sunday school will, it is expected, make use of the graphophone. As long as the instrument lasts it will be made to contribute to the general pleasure of the school children all around and to entertain any one who may wish to hear it. It was sent on one occasion to cheer up a sick and aged man and on another—on several occasions—it cheered a sick child."

VICTOR NUMERICAL LIST.

With the issuance of their June numerical record catalog the Victor Talking Machine Co. announce that 156 records will be sent out in the next issue of the catalog to appear about September 1, 1908. The records are marked in the June catalog and dealers are advised to dispose of all in hand as soon as possible. The June numerical catalog is an impressive volume of 80 pages and lists, according to number, all records that have been or are now being made by the Victor Co., including the Red Seal and foreign records.

UP TO PRESIDENT ROOSEVELT.

New Yorker Who Was the Subject of a Practical Joker Deserves a Lecture from Our Executive by Reason of His Brutality to a Stuffed Bear.

There are very few men with reputations as hunters of big game who can resist boosting their own fame just a little by a recital of a few of their triumphs. In a disinterested way, of course, but with a keen watch on the effect produced on their hearers. Even our esteemed Executive does not deem it amiss to throw a few bouquets at himself as a mighty nimrod, even lapsing into print to achieve that end.

There is one man, however, well known in New York clubdom, who, while having his den filled with the skins of many animals, from tigers to rabbits, that fell beneath the unerring fire of his rifle, still blushes violently and seeks to change the subject when bear hunting is mentioned. And it's all on account of a practical joke played on him by a few kind friends.

For several years this man had maintained a camp in the Great North Woods, to which he repaired in the fall with a select party of friends for bear and deer shooting. His luck for a couple of seasons was phenomenal, far surpassing that of any of his guests, and he did not hesitate to brag of his exploits and to twit them about their failure to distinguish themselves. Hence the guests' desire for a fitting revenge.

One visitor heard of a man in the vicinity who had a tame bear cub of considerable size, and, knowing the beast's aversion for dogs, hit upon a brilliant scheme. Early the next fall he went up alone, carrying a dog and talking machine, to interview the owner of the bear. Negotiations being satisfactorily concluded, they proceeded to chain up the bear secretly so he had to maintain one position, and placed the talker within a foot of his muzzle. The machine was then started and the dog set on Bruin. The growls and snarls that issued from that bear at the dog's attack would have raised hair on a bald-headed man, and when the machine was stopped the joker had a record that would impress one as representing about six families of bears in an animated dispute over eatables.

A stuffed bear was then placed in a spot convenient to the shooting lodge, a horn concealed under his body, and ten yards of hose connected the horn with the talker, hidden behind a convenient boulder.

When the mighty hunter reached his camp he was not long in "hitting the trail" in search of new laurels, and in a short time discovered the stuffed bear. At the same time, with the assistance of the joker behind the boulder, Bruin set up a frightful growling. Bang! bang! bang! went the hunter's heavy Winchester until the magazine was empty. It did not stop the growls, and he drew his knife to withstand the charge of the wounded beast. Others of the party came up, and the mighty hunter emptied four more guns in Bruin's hide without apparent result, though the growls were a trifle weaker, as most of the horn had been blown away. Finally becoming so angry as to be incantious, the New Yorker decided to risk a knife fight at close quarters and rushed the bear, stabbing him where his heart ought to be. The result of the wound was a steady flow of sawdust, and a mighty light was shed on the mystery. A hurried examination of the bear was made and the hose discovered, which, being followed, led to the machine with a joker doubled up beside it convulsed with laughter.

Not a word was said as the party wended its way back to the camp, which was closed the next day for good. And that is why the mention of bear hunting makes certain persons uneasy.

THE SPIRIT OF THE "TALKER" MEN.

Ole Uncle Finn was a good ole chap.
But he never seemed to care a rap.

If the sun forgot
To rise some day,
Jist like as uot

Ole Finn would say—
"Oncommon dark, this here we're in,
But 'taint so bad as it might 'a' beeu!"

But a big cyclone came 'loug one day,
An' the town was wrecked and blowed away:

When the storm had passed
We stood around
And thought at last
Ole Finu had found
The state o' things he was buried in
About as bad as it could 'a' been.

So we dug 'im out of the twisted wreck
And lifted a rafter off his neck.

He was bruised an' cut,
And a sight to see:

He was ruined, but
He says, says he,
With a weak look 'round and a smashed-up grin,
"Tain't half so bad as it might 'a' been!"

So I up an' 'low that ole Finn's jist
What some folks call an optimist;

Who, if he went
Below, would say,
"Tall them that sent
Me down this way
I'm much obleeged! It's hot as sin—
But 'taint half so bad as it might 'a' been!"

But after all it's the likes o' Finu
Makes this world fit fer livin' in.

When days are drear
And skies are dark,
It's good to hear
Some old cuss bark.

"Now, see here, son!" with a cheerful grin,
"Tain't half so bad as it might 'a' been!"

When one is up against it, there is virtue in doing something. Inactivity—just plain, hopeless drifting—is the limit of imbecility. In trying something new one has a chance. However remote that chance may be, it is a long way better than passive death.

The
New
Music
Store

Milner

CINCINNATI
OHIO

NEW, CLEAN,
STOCK

ARE NEWLY SIGNED

Orders Filled
At Once

EDISON JOBBERS

Be sure and sign agreements with us

POST-CARDS—Every talking machine dealer should carry post-cards as a side line. We have a stock of over 50,000 Cards. This line nets you a Profit of 300%. Write for information. We made \$659.62 in one month; you can do the same.

THE MILNER MUSICAL CO., CINCINNATI, OHIO

TRADE HAPPENINGS IN MILWAUKEE

Trade Is Being Well Maintained—Edison Business Phonograph in Favor—Victor Victrolas May Replace Brass Bands in the Public Parks—Talking Machines for Lodges—McGreal Sells His Sheet Music Department to Goetting—Dancing to Music of the Talker—McGreal's Visit to Minnesota—Lightning Plays Havoc with Talking Machine—Groves Placing Orders.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 8, 1908.

Milwaukee talking machine dealers are enthusiastic over the manner in which city and State trade is being maintained and increasing in all of the leading lines of machines. It was feared that with the opening of the summer months that sales might decline, but indications at the present time are far from pointing to this. Prospects for summer trade are of the very best. Demand is increasing for the Victor Victrolas and all of the better class of machines. "The sale of more than \$100 worth of machines was what I experienced to-day," said one dealer, "and any number of my men have had some very fine sales also. Business has certainly come to stay."

Sales of June records in the Victor, Edison and Columbia field have been up to the usual standard, with a decided increase in the demand for the larger and more expensive records.

The Hoeffler Manufacturing Co. are having the best of success handling the Edison business phonograph. Many of the larger business houses of Milwaukee are adopting the machine and are finding that it is taking the place of stenographers and the lengthy documents connected with business and legal complications. As a result of the recent "Business Men's Show," held at the display rooms of the Northwestern Furniture Co., of Milwaukee, at which a remarkable exhibit of the Edison business phonograph was given by the Hoeffler people, interest has been aroused among the city business men, and sales of the new machine have been rapidly on the increase.

"It is a 'comer,' all right," said J. H. Becker, Jr., manager of the Hoeffler Manufacturing Co., in speaking of the business phonograph. "We are surprised at the manner in which business men and lawyers of the city are becoming interested in the machine. Times are a little dull for some business men, but many are investing in the machines just the same."

Brass bands will be a thing of the past in the Milwaukee city parks the present summer, and in their place the big Victor Victrolas will discourse classic and ragtime music to the strolling crowds that every evening fill the city's pleasure grounds. Sousa, Liberati and Ellery will cease to be attractions only as their music is dealt out in the "canned" style, if the efforts of E. B. Heberlein, representative of the Victor Talking Machine Co., are successful. Park commissioners in the city are beginning to be quite enthused over the matter, and besides the fact that the new arrangement would be much cheaper to the city, people would enjoy the great variety of music and entertainment that the Victrolas could furnish. It is reported that the experiment will soon be tried in one of the city parks, and if the results are successful, as Mr. Heberlein believes that they will be, the plan will be followed by universal adoption of talking machines at all of the leading parks.

Lodges and church organizations in Milwaukee are beginning to realize the true worth of the talking machine. Mr. Heberlein has recently been exhibiting some of the Victrolas before many of the leading church and lodge organizations in the city, with the result that several machines are to be purchased for weekly lodge meetings. It is believed that here is an important field for the talking machine, and already Mr. Heberlein has been amply rewarded for his enterprise. The talking machine has been making a record in some of the prominent churches about Wisconsin in the rendition of sacred and appropriate music, and officials of some of the large churches of Milwaukee are seriously considering the purchase of Victor Victrolas to be first used in church society organizations, with perhaps now and then a trial in the regular church services.

William P. Hope, representative of the National Phonograph Co., in Wisconsin and upper Michigan, has recently been in Milwaukee, much elated over excellent sales in his territory.

George W. Ornstein, sales manager of the Victor Talking Machine Co., recently called upon the Milwaukee trade.

M. Barto, of the Barto Music Co., of Boscobel, Wis., recently made varied talking machine purchases in Milwaukee for his excellent trade at Boscobel. Mr. Barto is enlarging his department and increasing his stock of machines to meet the demands of his business.

J. W. Groves, president of the Groves Music Co., and former Mayor of Madison, capital city of Wisconsin, was a recent Milwaukee visitor and ordered two new Victor Victrolas, several Edisons and a line of supplies for his establishment.

William Schmidt, manager of the wholesale department at Lawrence McGreal's, recently returned to Milwaukee from an extended trip around Wisconsin. Besides finding that trade is rapidly increasing, Mr. Schmidt established several new agencies about the State.

The new sheet music department established by Lawrence McGreal at his recent opening has been sold by Mr. McGreal to A. H. Goetting, 250 Wabash avenue, Chicago. The venture was a new one to Mr. McGreal, and was taken up more as an experiment. Although the department was proving to be profitable, it required hard work in the face of strenuous competition.

Lawrence McGreal will be one of the eighty-four representative business men of Milwaukee who will make up the annual excursion of the Merchants and Manufacturers' Association which will leave Milwaukee on June 7 for a week's tour of South Dakota and southern Minnesota. The trip will be made in a special train over the Chicago, Milwaukee & St. Paul Railway, and the object will be for the promotion of the business interests of Milwaukee. Mr. McGreal will make a personal investigation of talking machine conditions in all of the cities to be visited.

Lightning recently played havoc at Eau Claire, Wis., and among other things completely shattered a fine new talking machine in the home of John Gutsch. The bolt did little damage to the residence, and, fortunately, the occupants escaped, but the machine, recently purchased, was a total wreck. It is supposed that the metal attracted

the bolt which was seen to enter the house just above the door of the room and descend upon the machine in the manner of a ball of fire. Mr. Gutsch affirms that he will purchase another machine and risk the consequences.

Dancing to the music of the Victor talking machine has become the popular thing at Marinette, Wis. At a recent ball given by the Modern Brotherhood of America, which was attended by more than 100 couples, the Victor proved itself able to outshine any of the orchestras in the city. During the dinner courses served at intermissions the talking machine did excellent duty rendering songs and other selections. Lauerman Bros., music dealers at Marinette, furnished the machine from their large and varied stock. It is reported that one of the orchestra leaders of the city is contemplating the purchase of a talking machine to furnish to dancing parties in case this style of music should be preferred to the regular orchestra service.

ADVERTISING IN GERMANY.

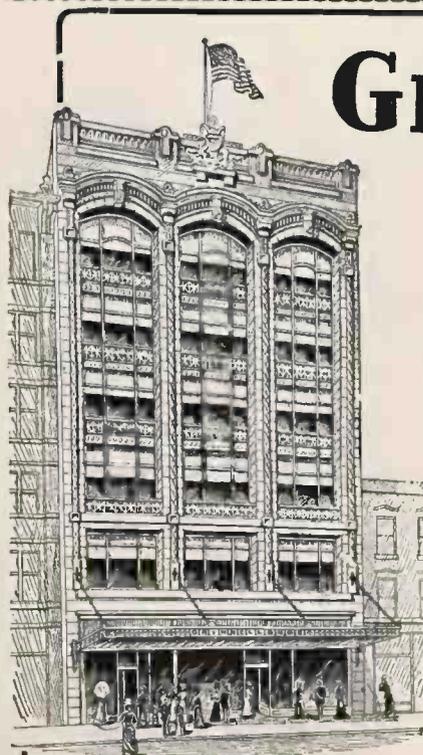
Some of our Teutonic friends have quaint conceptions of trade publicity. For instance, if you were unable to read the text in the accompanying illustration, you would imagine it was gotten up by the artist who writes "The Rarebit Fiend" department for the Evening Telegram. But it is actually a talking machine needle ad., and as we



fail to see the "point" or pertinence of the illustrative feature of the advertisement, we print it as a curiosity. It may be that the purpose is to attract notice by the extravagance of the design, and thus achieve the purpose in view. Anyway, we are helping our German friend along, at the same time showing American manufacturers how they do things in the land of the Kaiser.

No matter how good the quality of your goods may be, the people will never know it unless you tell them. Advertising is the soul of a successful business and the keystone of its prosperity.

Opportunity knocks every day, but we go to the door to admit it about once in a lifetime.



The New \$200,000
Grinnell Building

Conceded to be the most beautiful and best equipped Music House in the U. S.

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:—

GRINNELL BROS., Grinnell Building
DETROIT, MICH.

TRADE NEWS FROM INDIANAPOLIS.

Theatres in Competition With the Nickelodeons—Talking Machine Business Rather Quiet—Dealers Paying Considerable Attention to Camping and Picnic Parties Who Usually Buy Machines and Supplies.

(Special to The Talking Machine World.)
Indianapolis, Ind., June 6, 1908.

The seemingly never-ending troubles of the five-cent theaters in Indianapolis continue with distressing tenacity. Recently it was announced that moving picture shows would be put on in some of the large theaters and that this would offer dangerous competition for the five-cent shows, of which there are more than a score, as the big theaters would be equipped with electric fans and plush-covered chairs, and would therefore be much more inviting than the regular five-cent places.

This threat has been carried out in part, as talking pictures were installed last week in the Grand Opera House. This entertainment is advertised as something new in Indianapolis, and as the Grand is centrally located and is a popular place, the patronage has been encouraging. The Grand is situated only one block from the Mystic Theatre, a high-class five-cent show, and only a few blocks from a half dozen of the other leading five-cent shows of the city.

As a further trouble, the building inspector of the city has threatened to close up some of the five-cent houses that are putting on vaudeville turns. The building inspector declares that when vaudeville sketches are put on the five-cent shows in reality become theaters, and are therefore under his supervision, and must take all precaution against fire that the large houses take.

An ordinance was passed recently by the city council giving the building inspector supervision over the five-cent shows, and he declares now that they must either comply with all the regulations of the theater building ordinance or cut out the stages. It would be entirely impracticable for most of them to comply with the theater building ordinance.

But the five-cent theater men are not discouraged. The newest acquisition along this line is the Little-do, at Indiana avenue and St. Clair street. The theater is owned by a man named Dolittle. He simply erected a galvanized iron building, put in his moving pictures and began operations, and he is said to be doing a good business.

Other five-cent shows are putting on bills that are particularly attractive to the children. "Peck's Bad Boy" and "The Animated Dolls" have drawn good crowds to the Mystic. This has been a fairly good season so far, both for the penny arcades and five-cent shows, as many State conventions have been held in the city.

The talking machine business seems to be unusually quiet just now. Dealers report that there is little business, and most of them say they will be satisfied if they can get along until fall, when it is believed trade will liven up.

"I could hardly say that business is dull now," said Charles Craig, of the Indiana Phonograph Co., which handles Edison machines, "for there is no business. Of course, the jobbing business is affected greatly by the season with its rush of work among the country people. A number of my men have been in recently and they say they have plenty of prospects, but they cannot get their customers in to look at the machines. They are busy at their work, and this will likely continue until fall. Next fall I believe we will have a good business. I can see no reason why we should not. Good crops usually make good business, and there is every prospect now for a good yield of corn. All factories have about sold out their surplus by this time, and by fall, I predict, they will all be in operation again."

George W. Mays, who sells Edison machines on Virginia avenue, has not started his talking machine wagon through the country this year as usual. He believes there is not enough business to justify the venture this season.

The Columbia Phonograph Co. had an unusually attractive displayed window this week. All of the latest music was advertised, together with a number of the most attractive styles of machines.

Mr. Kipp, of the Kipp-Link Co., who handle Edison and Victor machines, reports with other dealers that business is quiet. If it continues until fall as good as it is now, however, he will be satisfied, and next fall he expects to see a decided increase in the trade.

Indianapolis talking machine dealers are getting ready to supply the camping parties and picnic parties during the summer. This has come to be a rather profitable source of business. It is hardly considered the proper thing now for a camping party to go out without a talking machine and a good selection of music. During the summer along White River, above Broad Ripple, there may be heard the mingled music of many machines. This is the popular camping place for city people.

SOME SELLING POINTERS.

A Commercial Graphophone Salesman Just Tells How and Why He Makes Sales—The Weak Kneed Should Read and Digest.

Among the contributions in the current issue of "Salesmanship" is one from a graphophone salesman who writes in a straight-from-the-shoulder fashion that is refreshing and stimulating. He says:

"Don't think your machine will do everything, for it will not. It's a machine. If it could accomplish everything, it would be human. In selling graphophones we frequently meet with a man who says, 'But what will I do if I make a mistake in dictating?' Of course we are loaded for bear, and we tell him exactly what to do, but then we disabuse his mind of the idea that he must make mistakes. We try to show him the reason why he makes mistakes, and this you must do in whatever you are attempting to sell. Recognize the limitations; frankly say to him, No, it will not do this, it will not do that, but recapitulate what it will do positively, and make this recapitulation so strong and in so telling a manner, and say it so positively that the man will be ashamed of himself for ever having raised an objection. Recognize the limitations of your machine, but do not be bound by them.

"This brings you logically to the second factor in salesmanship, and that is confidence. The first, of course, is knowledge—knowledge of yourself and of your machine. If you have these

two you will get the third, and that is confidence. What do I mean by confidence? It means simply the quality that enables me to stand up here and talk to you to-night. Why am I confident? Simply because I know positively that of this subject of commercial graphophone salesmanship I know more than any man in the United States. I say this without egotism, gentlemen, I know more about selling commercial graphophones than Andrew Carnegie, who, by the way, uses the graphophone daily, or Teddy Roosevelt. This knowledge gives me the confidence to stand up here and talk to you about it. Do you suppose if you had asked me to come down here and talk to you about logarithms or psychology that I could approach the subject with the same degree of confidence? Surely not, because I know comparatively nothing about either of these subjects.

"I can only say in passing, for my time is limited, that confidence is the one factor that gets more orders than any other quality of salesmanship. What is it that impresses you in a man who approaches you with a proposition? Suppose he comes into your office in a half-hearted manner, his whole attitude abject like 'Uriah Heep' of Dickens' creation? 'Does he impress you as a strong man? Will you listen to him? No, you will show him out of the office. But suppose he opens the door, comes in with a firm tread, with his head up and his chest out, looks you straight in the eye, sits down by your desk and you immediately feel the force of his personality. Don't you believe that the chances of such an approach, of such a demonstration are very much better for the man getting an order than they would be if he approached you in a manner which convinced you before he had said a word that he had no confidence, either in himself or in his proposition?

"It is a good plan at the present time for sales managers to give their men all the backing up they can. Inspirational letters should be written at frequent intervals of time. Circulars or booklets showing facts and figures as to the general hopefulness of the situation should be printed. Several large wholesale dry goods houses have adopted this latter plan to advantage.

"It must be remembered that the salesman will very likely have much pessimism to combat, and from frequently conversing with pessimistic people it is not unlikely that the talk may react on his own mind. Ample ammunition to fight despair and doubt should come from his home office."

Don't Cry Dull Times

But keep up your stock under all conditions to meet the demands which may be made upon you. In other words let your trade argument in the way of stock and environment be so attractive that it will draw you trade even when times are generally quiet. ¶ We make it our aim to carry the largest and best assortment of talking machines and supplies to be found in New England. We are jobbers and manufacturers. We have made a specialty of our work for years and if you desire to get the best in the quickest possible manner try our quick service plan. It will please you.

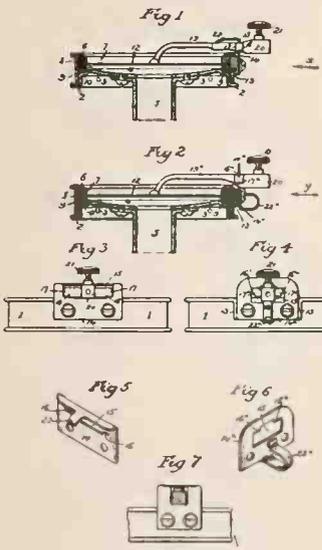
Boston Cycle and Sundry Co.
48 Hanover Street Boston, Mass.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., June 8, 1908.

SOUND BOX FOR TALKING MACHINES. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 887,657.

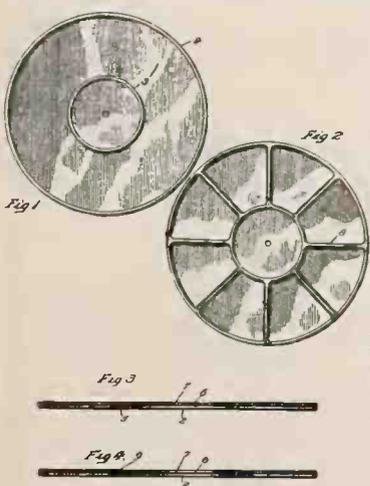
The object of this invention is to so construct a sound box for talking machines that it will comprise but few parts, each of simple and inexpensive construction. Figure 1 is a transverse



vertical section of one form of sound box constructed in accordance with the invention; Fig. 2 is a similar view of another form of sound box embodying the invention; Fig. 3 is a view of the sound box shown in Fig. 1, looking in the direction of the arrow x; Fig. 4 is a view of the sound box shown in Fig. 2, looking in the direction of the arrow y; Fig. 5 is a perspective view of one of the elements of the sound box shown in Fig. 1; Fig. 6 is a perspective view of the corresponding element of the sound box shown in Fig. 2, and Fig. 7 is a view illustrating a modification of the invention.

RECORD FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 888,089.

Heretofore in the manufacture of flat disc records for talking machines it has been the practice to stamp out the record discs from a suitable material by means of a die containing a matrix upon the surface of which has been engraved or otherwise placed the record grooves, which grooves in connection with the sound box are adapted to reproduce the sounds impressed upon the original record. The record discs formed by so impressing the matrices have usually been of some hard, durable material which softens under the influence of heat, but which is hard and firm under normal conditions of temperature.



The material usually employed for making these records has been in the form of flat sheets and have been of uniform thickness throughout the entire extent of the disc, with the possible exception of the central portion where the label has been impressed or countersunk into the

material during the pressing or forming of the record. This material, in many instances has been a substance called "duranoïd," which consists of shellac and certain other coloring pigments and strengthening ingredients. Other similar materials which have been used are hard rubber and celluloid. It will be realized that these compositions are expensive when used in large quantities, especially in view of the fact that talking machine records now employed in this art have been steadily increasing in size.

One object, therefore, of the invention is to produce a record which may have all the advantages of a flat disc record of uniform thickness, but which will at the same time be much lighter and, therefore, less expensive in original cost, and also will be easier to handle and less expensive in transportation either by mail or freight.

A further object is to provide a record disc which will be easily and accurately centered upon the talking machine turntable without the employment of unnecessary material at the center of the record, where the radius is too small for the efficient recording of the sound waves.

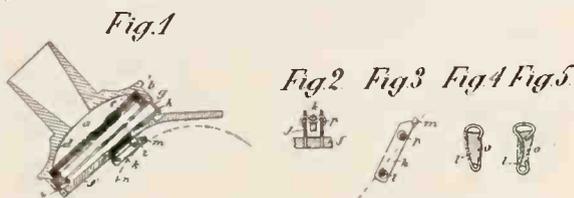
A further object is the production of a record which will have strengthening means of such form as to give a stiff and firm backing for the reproducing surface in connection with the central opening without the necessity of employing the amount of material required in a disc record having a smooth under surface.

Briefly, this invention comprises a disc record having the center which is free from the grooves containing the sound waves cut away or omitted forming an annular plate or surface, in the opening of which a card, label or centering plate may be carried for the purpose of fixing the record upon the turntable in the usual manner.

Figure 1 is a reverse plan view of a talking machine record having concentric strengthening ribs on its under surface and having the center of said record provided with a centering plate made in accordance with the invention; Fig. 2, a similar view of a record having both concentric and radial strengthening ribs; and Figs. 3 and 4 are transverse sectional views of the records shown in Figs. 1 and 2, and indicating two ways of attaching the designating label, which also serves in these instances as centering means.

PHONOGRAPH REPRODUCER. Jorgen Tvede Mygind, Copenhagen, Denmark. Patent No. 887,833.

The object of this invention is to make the connection between pin and sounding membrane of the reproducing part of Edison's and similar phonographs specially light and of easy move-



ment as well as free from secondary sounds, thereby obtaining a more delicate and purer reproduction than when using the usual reproducers of this kind.

The principal feature of the invention consists in the lever which carries the pin, and which is connected to the membrane through a link, being arranged in such a manner that its three

points of engagement, viz.: the point of contact between the pin and the cylinder, the point of action of the connecting link, and finally the fixed fulcrum of the lever, situated between these two movable points, lie as far as possible in a straight line.

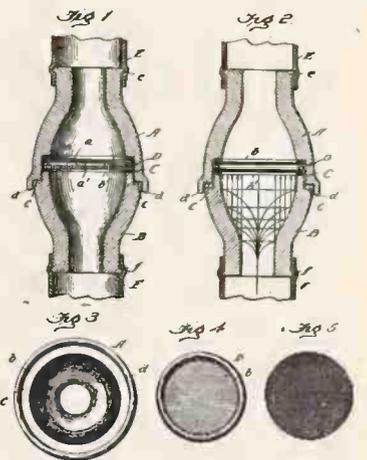
According to the well-known laws of the lever, the aforesaid arrangement affords the most favorable conditions for an easy movement, and consequently a more delicate reproduction may be obtained than by means of the usual form of the lever, in which the three points in question form the corners of a triangle. Besides this, the invention provides for a suitable suspension of the lever and a certain amount of damping of the connecting link, so that the formation of secondary sounds at these places is avoided.

Figure 1 shows a section through the reproducer, Fig. 2 a cross section of the lever through the suspension in the fulcrum, Fig. 3 the placing of the three points of engagement of the lever on a straight line, and Figs. 4 and 5 each a form of the connecting link.

DEVICE FOR REGULATING AND JUSTIFYING REPRODUCED SOUND. Azel Ford, Washington, D. C. Patent No. 888,986.

This invention relates to an improvement in devices to be attached to all kinds of talking machines, and has for its object the elimination of harsh, shrill, scraping, or other inharmonious sounds which have been so prolific in apparatus of the aforesaid character hitherto, whereby the confusion and dissonance of vocal and instrumental sound waves, as reproduced hitherto, are prevented, and harmony and consonance attained.

This invention, stated in general terms, consists of a device interposed in the passage of the produced and reproduced sound waves of such a character that the inharmonious produced sound waves are segregated or destroyed without interference with the reproduced sound waves whereby the reproduced sound waves are obtained with clearness and accuracy, and consists of a combination of elements and devices as hereinafter clearly set forth, reference being had to the accompanying drawing.



NEEDLES

We Have Them ALL STYLES for all Disc Machines

For Loud, Medium, Soft, Musical Tones.

"Gold" Needles, for use on Celluloid Discs.

"BELL TONE," for Concert use EXTRA LOUD.

MULTITONE. Three (3) Tones in one needle. Plays Loud, Soft and Medium without changing the needle. Plays 10 Records without hurt to the Record.

Needles for the Victrola Machine.

WE CARRY ALL IN STOCK. 100 to envelope. 300 in Tin Box.

Special orders—packed as required—own printing if desired.

Made of Best English Steel. Highest Quality, Lowest Prices, Prompt Deliveries.

C. H. CROWLEY, Maker of Needles

274 CHURCH STREET, NEW YORK

211 JACKSON BOULEVARD, CHICAGO

Figure 1 is a longitudinal transverse section of the device with tube connections, enlarged, showing porous flexible diaphragms having an intervening layer of granular carbon and separated by an air cushion and provided with means for bringing the diaphragms closer together by means of the screw coupling. Fig. 2 is a like view of the device provided with gauze diaphragms. Fig. 3 is an end view of one section of the device; and Fig. 4 is a view of a detached annular air cushion. Fig. 5 shows a gauze diaphragm.

SOUND-REPRODUCING MACHINE. Luther T. Haile, Philadelphia, Pa. Patent No. 888,084.

This invention relates to sound-reproducing machines of any of the known types, employing either a cylinder or a disc record with tubular means to convey sound waves from the reproducer to a horn or other sound-discharging

means; and the invented device, applicable to such machines has for its object to modulate the tone of the sounds so produced, from soft to loud or vice versa, producing diminuendo or crescendo at will, and while the instrument is playing, if desired and at the same

time to modify the quality—in respect of tone and timbre—of such sounds by causing all or a part of such sound waves, in motion through the conduit therefore, to be acted upon by a vibratable diaphragmatic valve, thus producing a clearer tone and with better definition, and also preserving the quality of the softer tones which, in sound-reproducing machines as commonly constructed, usually differ in timbre from louder ones, especially when sound-amplifying means are employed with the machine.

To these ends this invention consists in the combination with a conduit through which sound waves are conducted and discharged from a reproducer, in a sound-reproducing machine, of a vibratable diaphragmatic valve interposed in the path of movement of such sound waves; with actuating means to cause such valve to wholly or partly close the said sound conduit and cause the sound waves, discharged through the same from the reproducer, to be acted upon by the vibratable diaphragm of the valve; also in detail features of construction of the valve and its adjunctive parts.

In the accompanying drawings illustrating the invention:

Figure 1 is a sectional elevation of enough of one type of talking machine as is necessary to illustrate this invention.

Fig. 2 is a section on the line a—b of Fig. 1. Fig. 3 is a plan view of the valve detached, and Fig. 4 a section of the same on the line a—b of Fig. 3.

Fig. 5 is a sectional elevation of another form or type of sound-reproducing machine, showing the application of the invention thereto. Fig. 6 is a plan view of a detached part thereof. Fig. 7 an underside plan view of a specific form of the valve, and Fig. 8 a section thereof on the line a—b of Fig. 7.

APPARATUS FOR RECORDING AND REPRODUCING SOUND. Louis Rosenthal, Frankfort-on-the-Main, Germany. Patent No. 887,429.

It is a generally felt disadvantage in the known machines or apparatus for recording and reproducing sounds that the capacity of the record discs for recording the sounds is very limited in proportion to the size of the discs. This re-

sults from the fact that the length of the spiral path of the stylus on the rotating disc corresponding to one revolution of said disc increases with each revolution of the same, so that, since the speed of rotation of the disc remains the same, continuously increasing intervals must occur between the records of the separate sounds in the spiral grooves in order to maintain uniform sequence of the sounds in reproduction.

If this were not so, discs of the size at present in general use could easily receive up to three times the number of sounds heretofore possible. Recognizing this disadvantage, it has been proposed to drive the said disc carrier through a stationary friction disc and to move the disc carrier laterally by means of its support in proportion to the relative advance of the stylus, but this suggestion has not been carried out practically because the apparatus would

become too bulky on account of having to provide room for the two extreme positions of the disc carrier, an even more cogent reason being that the lateral motion of the disc carrier causes loosening in the bearings, which gives rise to vibrations detrimental to sound reproduction. This latter effect is enhanced by the direct driving of the disc carrier from the friction disc, which, since it exercises a one-sided pressure on the disc carrier, is liable to cause wobbling and jamming. By the solution found in the present invention these

disadvantages are obviated. The disc carrier is driven in such a manner as to completely remove the load therefrom, and its speed of rotation is decreased in proportion to the advance of the stylus.

The enclosed drawings show in Figure 1 a side view, Fig. 2 top view, Fig. 3 a detail.

ATTACHMENT FOR TALKING MACHINES. William A. Chazoman, Smithville, Ark. Patent No. 888,306.

This invention is of peculiar value in connection with sound reproducers employed upon disc talking machines. Among its purposes are general improvement of the tones, amelioration of the scratching and metallic harshness and the development of delicate sounds difficult of reproduction.

Figure 1 is a fragmentary side elevation of a disc talking machine equipped with the invention and ready for use; Fig. 2 is an enlarged rear elevation of the diaphragm box

provided with a needle and with connections for enabling the latter to transmit vibrations to the diaphragm; Fig. 3 is a central vertical section through Fig. 2 showing the adjusting screw for controlling the movement of the needle and also showing the means for transmitting vibrations from the needle to the diaphragm; Fig. 4 is a front elevation of the diaphragm box partly broken away; Fig. 5 is an edge view of the diaphragm showing means for adjusting the vibrator, which is pivotally mounted upon the diaphragm box; and Fig. 6 is a perspective of the vibrator and its accompanying mechanism for carrying the needle.

Fig. 1

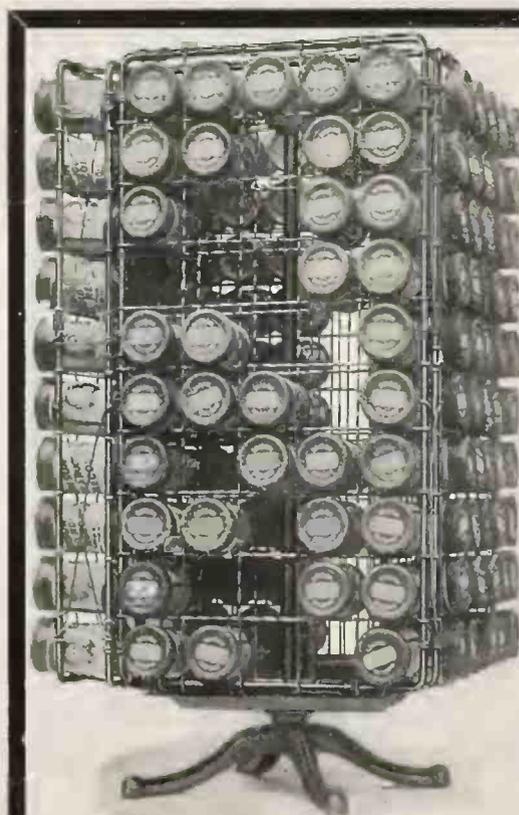
Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6



"Always Something New in the 'Heise' System"

THE MONARCH MIDGET

Is the Name of a New Revolving Rack

Here it is and it can speak for itself in appearance and convenience. Is but 37 inches high and 20 inches square, yet it holds 200 Cylinder Records. Can be set up on the counter adjacent to the machine, so that salesman may face the customer all the while; as the rack holds about an 8 months' assortment of records, it is sufficiently extensive for use when demonstrating. Is very popular in homes—you can sell numbers of them to those who own machines. The neat appearance of the rack on your counter will attract customers and its convenience will appeal to them at once.

PRICE TO DEALERS \$10.00

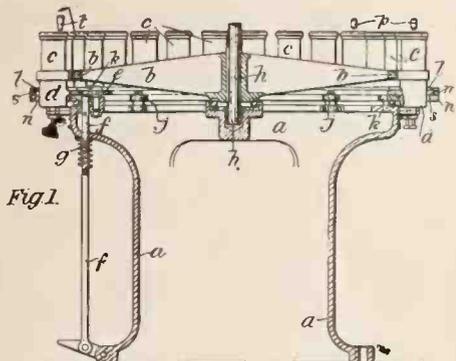
Order from your jobber—he has them

Syracuse Wire Works

SYRACUSE, NEW YORK

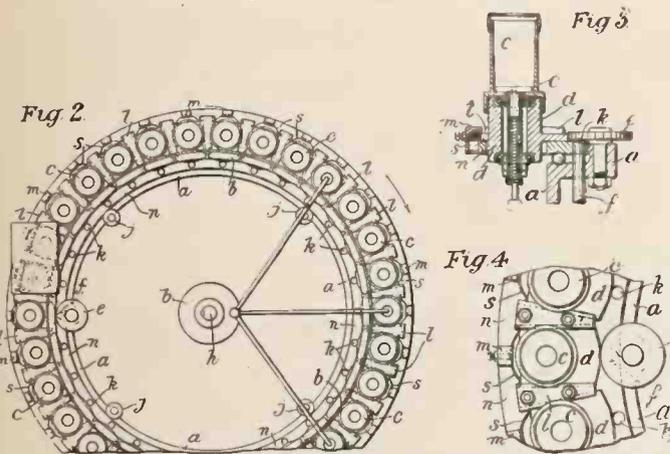
APPARATUS FOR MANUFACTURING CYLINDRICAL RECORDS AND BLANKS FOR PHONOGRAPHS, GRAPHOPHONES, AND THE LIKE. John Ames, London, Stephen Burgess and Edward Traynor, Leytonstone, Eng. Patent No. 888,682.

This invention relates to improved devices or



machines for revolving rotatable, cylindrical shells or other suitable holders, carrying molds, of the kind in which records or the blanks or cylinders for same for phonographs, graphophones and the like are made by pouring into them molten wax, or any other suitable material of which records or blanks may be made.

An object of this invention is to provide novel means for carrying a series of molds and simul-

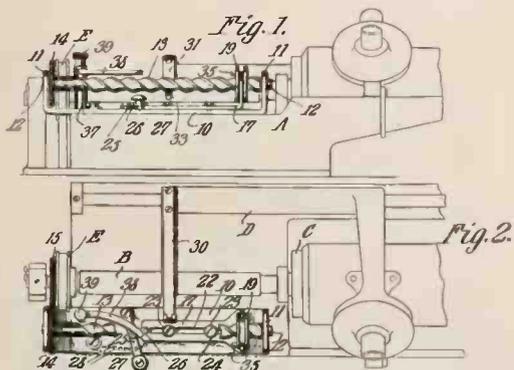


taneously rotating them, novel means being provided for successively moving the molds out of operative relation with the rotating means whereby the molds successively cease rotation in order that the product may be removed.

Figures 1 and 2 show, respectively, side sectional and plan views of a machine constructed according to our invention, and Figs. 3 and 4 show details connected with the shells.

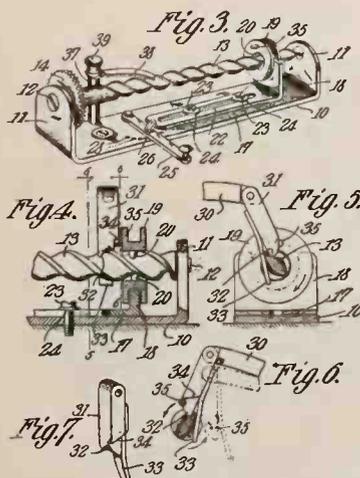
REPEATING ATTACHMENT FOR PHONOGRAPHS. James H. Stinson, Cooke, Mont. Patent No. 887,978.

This invention relates to repeating attachments



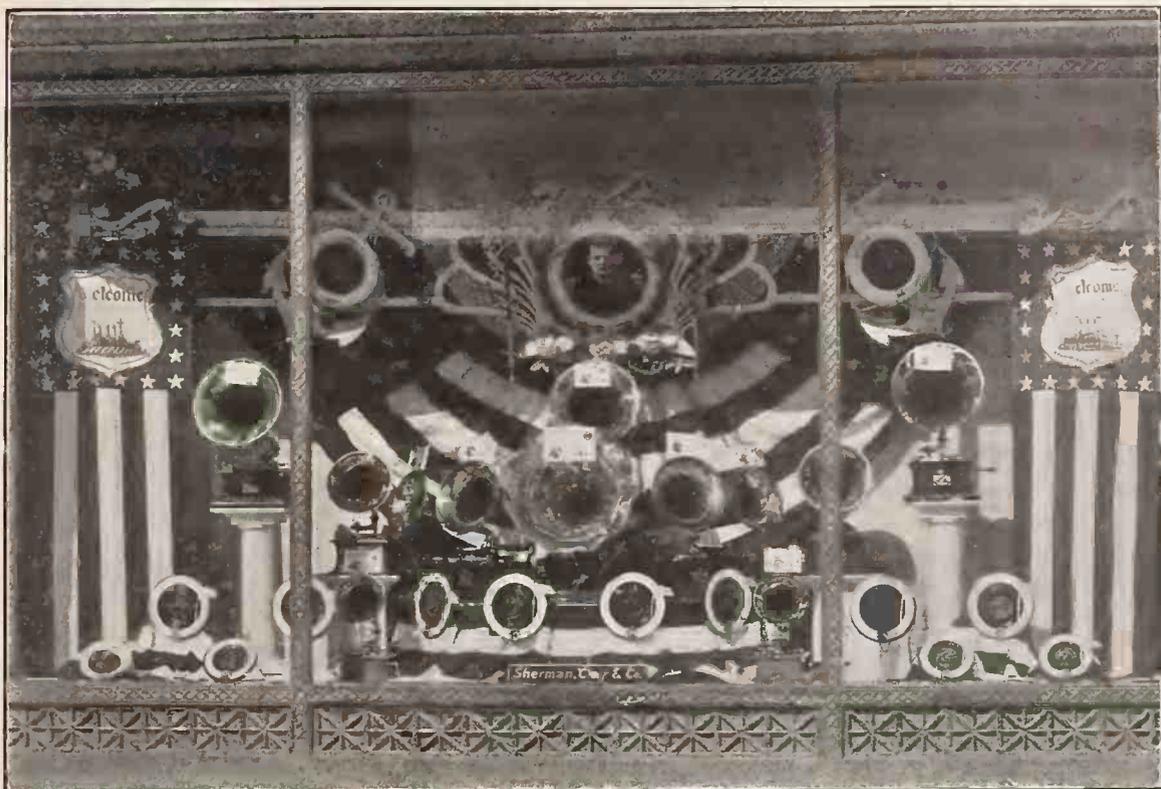
for phonographs, and its principal object is to provide a device of simple construction which may be readily attached to existing phonographs

and like sound-reproducing machines for the purpose of returning the sound box carriage to the starting point after the completion of each reproducing operation.



A further object of the invention is to provide a device of this type that may be quickly and accurately adjusted for the purpose of starting the return movement as soon as the reproduction

SHERMAN, CLAY & CO.'S WINDOW IN HONOR OF THE VISITING FLEET



The visit of the Atlantic fleet to the Pacific Coast afforded the piano and talking machine dealers splendid opportunities for making suitable window displays. At no point were such pains taken in this connection as in San Francisco, where dealers seemed to outdo each other in their desire to express their welcome, by means of artistic window displays. One of the most beautiful windows shown in the Golden Gate city was that arranged by Ellis Hansen for Sherman, Clay & Co. Mr. Hansen describes the arrangement as follows:

"The background consisted of two large American flags draped fan-like. The centerpiece was

retained from our "Pagliacci"-Easter display, only instead of Easter lilies, flaming torches were arranged on each side of Admiral Evans' picture. Anchors with life-buoys served as very effective frames for Red Seal records on each side of the centerpiece. Twelve records of appropriate music, such as 'Jack Tar,' 'American Airs,' 'The Stars and Stripes Forever,' and others on the same order, completed this inexpensive and effective display."

In conception, arrangement and execution, this window must take high rank. It is worthy of the great San Francisco house of Sherman, Clay & Co., and of the designer.

is completed, so that the reproducing stylus will not be compelled to travel over a blank portion of the record.

In the accompanying drawings: Figure 1 is a front elevation of a phonograph provided with a repeating attachment constructed in accordance with the invention. Fig. 2 is a plan view of the same. Fig. 3 is a detail perspective view of the attachment complete. Fig. 4 is a vertical sectional view of a portion of the same on an enlarged scale. Fig. 5 is a transverse section on the line 5-5 of Fig. 4. Fig. 6 is a detail trans-

verse section on the line 6-6 of Fig. 4. Fig. 7 is a detail perspective view of the carriage returning nut, detached.

A CANADIAN INCORPORATION.

The Western Talking Machine Co., of Winnipeg, Manitoba, has been incorporated under the provisions of the Manitoba Joint Stock Companies Act with a capital of \$5,000. The incorporators are: Robert Shaw, Frederick W. Sparling, John K. Sparling, Lillie T. Shaw and Samuel Campbell.

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Combination Music Box and Talking Machine



In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

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Are the largest Eastern Distributors of

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Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

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Our stock is complete. Orders filled the same day as received.

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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 34th St., NEW YORK CITY

HARGER & BLISH

Western Distributors for both the

VICTOR EDISON

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

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BABSON BROS.

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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.

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TRY A JOBBER WHO WILL FILL YOUR ORDERS COMPLETE AND SHIP THEM THE DAY RECEIVED.

PITTSBURG PHONOGRAPH CO.

VICTOR JOBBERS and EDISON JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

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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

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

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Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

EDISON VICTOR JOBBERS DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE McGREAL, Milwaukee, Wis.

F. M. ATWOOD

123 MONROE AVENUE

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EDISON JOBBER

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
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Can Guarantee Quickest Delivery From Largest Stock in New Jersey.

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WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

PERRY B. WHITSIT L. M. WELLER

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Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

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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 July list.

Leading Jobbers of Talking Machines in America

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THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
 Talking Machines and Records. The Biggest Assortment of Hebrew Records.
 1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
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Machines and Records
 300,000 Records
 Complete Stock Quick Service

D. K. MYERS
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 Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
 We Fill Orders Complete Give us a Trial!

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 ALL SUPPLIES
 603 East Main St., Richmond, Va.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



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THE REGINA Co.
 TRADE-MARK
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 Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago
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REGINA MUSIC BOXES REGINAPIANOS
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 DISTRIBUTORS IN NEW YORK FOR
 Victor Talking Machines and Edison Phonographs
 Complete Stock. Prompt Deliveries.

E. T. WILTON & COMPANY
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 Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
 We have everything you need, also
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PRICE PHONOGRAPH CO.
 54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
 Send us your Order, you get the Goods
 We don't retail. We take care of the Dealer.
 Large Stock - Quick Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

IMPORTANT GERMAN DECISION

Handed Down in the Suit of International Talking Machine Co., of Berlin, Against German Gramophone Co., Ltd., to Prevent Reproduction of Certain Copyrighted Music.

(Special to The Talking Machine World.)

Berlin, Germany, May 30, 1908.

In a suit brought by the International Talking Machine Co., of Berlin, against the German Gramophone Co., Ltd., of the same place, to restrain the defendants from reproducing certain copyright music controlled by the complainants, the court decided "that the action of the plaintiffs is non-suited, and that they are condemned to bear the costs of the process." The opinion was handed down by the Civil Chamber of the Royal District Court, No. 1, of Berlin, on February 25, 1908. It is a long and diffuse document, in which a parallel is drawn between the reproduction of music by talking machines and the piano player, the Pianola and Mignon being specifically cited as distinctive examples of the latter.

The complainants charge an infringement of the law of June 19, 1901, and demand that the defendants (1) be fined and enjoined from reproducing the following musical works on which they hold reproducing rights: "Die lustige Wittwe ("Merry Widow"), "Hansel and Gretel," "Meistersinger," "Rastebinder," "Landstreicher," "Obersteiger," "Schwalbennest duet," "Vogelhandler," "Rheingold," "Walkure," "Bruder Straudinger," and "Versailler Festmarsch"; (2) that a preliminary injunction be issued and

a suitable bond be required on the part of the defendants.

The court holds that the delivery of a musical composition by the Pianola cannot be distinguished from the original when performed by a technically expert player, excepting perhaps by connoisseurs of the greatest skill, and therefore the use of copyright music is an infringement. It is different with the talking machine records, as the sounds are reproduced in a purely mechanical manner, dependent onno human assistance or auxiliary musical knowledge as in the piano player, no matter how perfect the voice of the singer may be rendered by the record. Hence the talking machine is exempt from copyright limitations.

SARDOU AND BONCI.

The Great Dramatist Hears the Great Tenor and Enthuses Over Some of His Latest Records—"Simply Marvelous," He Says.

Victorien Sardou, the famous dramatist, is a great admirer of the talking machine, and as a result of a recent hearing of a record by the celebrated tenor, Alessandria Bonci, he wrote to the Societa da Fonotipia, whose records, by the way, are handled in this country by the Columbia Phonograph Co., as follows:

"I have just heard the disc sung by Bonci. It is simply marvelous! Theophilus Gautier once said, jokingly: 'One day or other we shall perhaps be able to pack speech in a bottle, and in order to hear it we shall only need to draw the cork.' This dream, which even he himself

did not take seriously, behold it realized by your Fonotipia. How deeply persons of my age regret that this fantastic invention is of such recent date, and that together with the artists of our times, I cannot evoke those who were the delight of my youth! What joy it would be for me if I could once again listen to Rubini, Lablache and Mario in 'Don Giovanni,' Stolz in the 'Favorita,' Frezzolini in 'Il Trovatore' and Mme. Georges, Rachel, Dowal, Frederic Lemaitre, etc., and the interpreters of my works, Dajazet in 'M. Gavol,' Dumoine in 'Patria' and so many others of whom nothing remains for me but the remembrance. Our great grandchildren one day, thanks to you, will be able to applaud Bonci as I do now, although long absent, and in this manner your records will suppress both time and distance." Very cordially yours, VICTORIEN SARDOU.

PATRICK A. POWERS A BENEDICT.

Finally the redoubtable Patrick A. Powers, of Buffalo, N. Y., has joined the rank of the benedicts. He was recently married to an accomplished and estimable lady of Dayton, O., and this last week was in New York City, stopping at the New Amsterdam Hotel with his bride. Pat sailed for Europe Thursday on his honeymoon, and will be gone a couple of months. The Review congratulates Mr. and Mrs. Powers and extends the compliments of the season, bon voyage and a safe return home.

The talking machine trade was well represented at the Leipzig Fair recently closed, over seventy concerns having displays.

THE TATSCH PERMANENT NEEDLE FOR ALL DISC TALKING MACHINES

PATENT APPLIED FOR

Never has to be changed nor adjusted. Does not wear the Record. Retail Price \$2.00. Sent to Jobbers and Dealers post paid for \$1.00. For further particulars and prices address:

TATSCH COMPANY, 331 S. Spring Street, LOS ANGELES, CALIFORNIA

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

It is the duty as well as the privilege of talking machine jobbers and dealers to broaden and extend their business by reaching out after new customers and pushing beyond circumscribed limits. One cannot sit down and wait for trade to come to him nowadays. He must seek it on every side and by every reasonable means. In every locality there are certain people that a dealer can rely on for continued patronage; others that by special inducements such as musicales, etc., can be drawn to the store. Then again, there are many who would never enter an exclusive talking machine store, as they do not, or think they do not, want such goods. Now comes the question, How can their trade be secured? The answer is plain—broaden out; sell what they do want, and after you have won their confidence or friendship try to convert them to your way of thinking on your regular line. It is as easy to manage a \$25,000 as a \$20,000 business, and others in proportion. The 25 per cent. increase in volume of trade does not add to the expense of storekeeping in the same proportion. As a rule, reductions come out of the profits, while increases augment them to a relatively large degree. Now, while there are innumerable lines that could be handled in connection with the "talker," there are some that lend themselves more easily than others—in fact, they have so many characteristics in common that circumstances all combine to help the dealer both ways. A good way of sizing up the situation is to look over your territory and find out what classes of stores handle the "talker" as a side line. It might be more to the point to say what class do not, for so ener-

getic has the manufacturer and jobber been that few trades have not been invaded. Therefore, in broadening out, the talking machine man is not doing anything original but simply reversing the situation. Of course, we do not mean to convey the impression that it is impossible for an enterprising firm to build up a highly profitable trade on talking machines exclusively, but it does seem to us that by branching out a dealer can not only increase his business by the additional profit to be derived from the sales of new lines, but by drawing new customers to his store he is enabled to increase materially his regular business. To bring this truth forcibly before the trade was our main object in opening this department—together with such suggestions as might prove of some benefit in aiding them to a choice. But, as we have said before, we must have support if we are to accomplish the most good, and earnestly solicit correspondence on the subject. Articles on the retailing of different lines are especially acceptable, while a brief paper giving the reasons that led to the policy of "branching out," from members of this trade, would, we are sure, be of benefit to many of our subscribers.

Sporting Goods.

Every week that passes brings home more forcibly to the jobber or dealer of sporting goods the prediction made by manufacturers and the press early in the year, that this business would be but little affected by the lull in other trades. In fact, instead of a falling off there is evidenced in many parts of the country a decided improvement even over 1907, which was considered by many as the high water mark reached by this industry

in the United States. This increase in many cases was directly due to the depression in other lines. For, if man cannot work, he will play. During the big coal strike in Pennsylvania more fishing tackle was sold there than ever before in the same length of time. To a man unemployed the going into the country for a day's outing appeals strongly, especially if there be a chance of bringing to his family something for the table. Nor is this only true in the case of the laboring classes, but to men of means who are in business and who are taking advantage of the lull to slip off on Friday nights and recuperate their energies and prepare for the coming fall when all are bound to work overtime to catch up.

In other words, this business depends on the spare time of the public for its support, whether this be voluntary or compulsory. Unlike almost any other trade, that of sporting and athletic goods is not restricted to any particular season comprised, as it is, of numerous lines specially adapted to any kind of weather. Baseball, tennis, cricket, golf, fishing, etc., are generally indulged in spring and summer; football, lacrosse, polo, hunting, etc., in the autumn, while skating, hockey, coasting and indoor sports win prominence after winter has settled in. Indeed, the man handling these goods should know no dull times, as no matter what the time of year, he always has something seasonable to push. If you have the slightest doubt as to whether or not the two lines—sporting goods and talking machines—go well together, look around your town or glance over the list of prominent talking machine jobbers and note such names as W. D. Andrews, Syracuse, N. Y.;

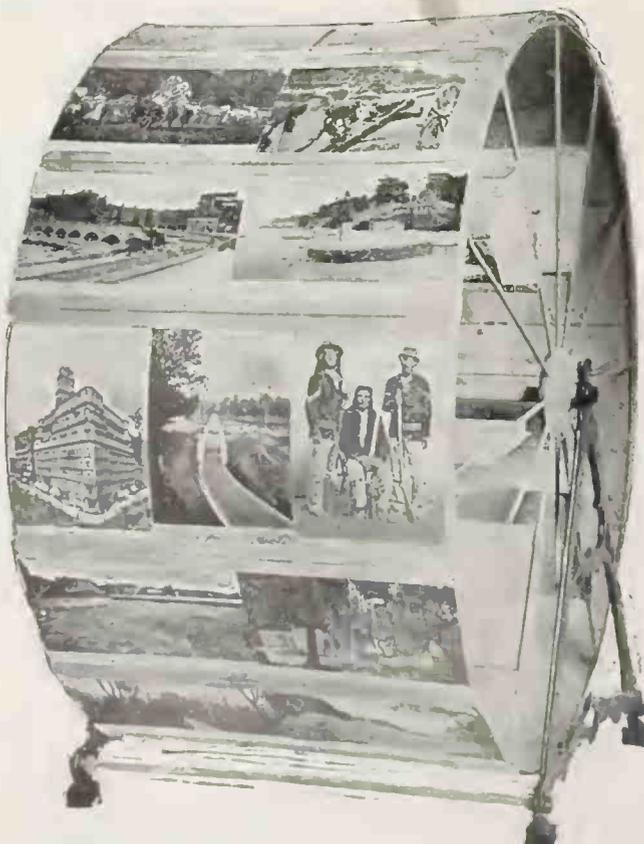
Enormous Profits in Post Cards

PROVIDED YOU

DISPLAY THEM WELL

The amount of space occupied in displaying an assortment of Post Cards will pay more profits than most dealers receive from a space twice as large with other lines of merchandise.

If your space is limited, discontinue a less profitable line. It will pay you to give your thought and space to Post Cards. Large profits are assured. The illustration herewith shows our



Ferris Wheel Post Card Stand

It is the latest and perhaps the most effective display stand on the market. It is made of Gun Metal Steel, stands 18 inches high, and is 12 inches wide. It displays 44 cards and holds 1000 cards, besides that it has shelves inside of wheel for surplus stock.

To introduce our High Grade Cards to all dealers, we offer the stand and the following special line:

50 Copies of Art Series,	Assorted.	25 Birthstone,	Assorted.
50 Embossed Flower Designs,	"	15 Animals at Play,	"
25 Birthday,	"	25 Famous Art Galleries,	"
25 Embossed Comic,	"	50 Views N. Y. City, Colored,	"
15 Country Life,	"	100 Black and White Views,	"
10 Hammock Series,	"	45 State Capitols,	"
25 Roller Skating,	"	5 Presidents' Faces,	"
25 Comic Cats,	"	25 Initial, on White Cardboard,	"
25 Embossed Lemon,	"	50 Roosevelt Teddy Bears,	"
200 New Colored Comics,	"	50 Slate, 24 Designs,	"
50 Lover,	"	10 Bathing, Silver Background,	"
50 Embossed Flower, Gold Backg'd "	"	50 Views Scotland,	"

1,000 Cards and FERRIS WHEEL only \$10.00

We are the LARGEST IMPORTERS of VIEW, BIRTHDAY, EASTER and FANCY POST CARDS, and confine ourselves to the HIGHEST GRADE only.

As a special inducement, we select views of your locality as near as possible if you so request.

We shall be pleased to answer your inquiries and to fill carefully all your orders

1000 High Grade Post Cards and Ferris Wheel Stand, only \$10, F. O. B. New York

THE AMERICAN NEWS COMPANY, (Post Card Department) New York City

“DO YOU SELL THE Gillette Safety Razor?”

No doubt you have been asked that question many times before, for there are thousands of men all over the country asking for and buying Gillette Razors almost as fast as we can make them.

The reason for this demand is because no other razor affords such a simple, quick, convenient and comfortable method of obtaining a satisfactory shave.

The “Gillette” saves its owner time, money, labor and endless inconvenience. That's why over two million men are to-day shaving the Gillette way.

No other razor offers you greater profit possibilities.

Gillette Razors not only mean rapid sales and large profits but every razor sold opens up an opportunity for further income from the sale of blades.

So when a customer comes into your store and asks the question, “Do you sell the Gillette Razor?” be in a position to say, “Sure”—and materially increase your profits instead of letting him go to some other dealer with his \$5 bill.

If you happen to be one of the few who do not carry the “Gillette” write to-day for full information and prices, and remember—when we come into your store with

our goods, we come in with every assistance possible to help you make sales.

Booklets, circulars, window cards, electros furnished free of charge upon request. Write to-day.

Gillette Sales Company

914 KIMBALL BUILDING
BOSTON

914 Times Building
NEW YORK CITY

914 Stock Exchange Building
CHICAGO



The Gillette Safety Razor Set consists of a triple silver plated holder and twelve double edged, thin, flexible wafer-like blades (24 keen edges) packed in a velvet lined leather case. Price \$5.00. Also made in Combination Sets in a variety of styles with toilet accessories retailing from \$6.50 to \$50.00 each.

NOTICE

The business of the National Cameraphone
Company, furnishing managers with the

"SHOW THAT TALKS,"

is now conducted by the

CAMERAPHONE COMPANY

(Capital \$10,000,000.)

and is removed to the

CAMERAPHONE BUILDING

11th Avenue and Forty-third St.,

NEW YORK CITY

Telephone 581 Bryant. Cable address, "Camaphone."

Clarke, Horrocks Co., Utica, N. Y.; S. B. Davega, New York City; Schmelzer Arms Co., Kansas City, Mo.; Iver Johnson Sporting Goods Co., Boston, Mass.; Elmira Arms Co., Elmira, N. Y., and an army of others who have won for themselves enviable reputations in both fields. Write and ask their advice. The reply we are sure will be to "get in now." But get in right. By that we mean that the more complete your stock is the better chance you have of rising rapidly in the trade. Investigation shows very plainly that the sporting public look to the dealers for about everything in the way of equipment for the various kinds of outdoor and indoor games—field and track sports and the like. It is but right that they should do so; and the more promptly, accurately and completely the widest range of these wants are supplied, the better and more profitable the business. Not only this, but one should carefully post himself on all matters pertaining to sports, particularly those of a local nature, as it is the surest way to win the friendship of customers and hold their patronage. Keep your name constantly before your townspeople by a judicious amount of advertising in the dailies. Get up athletic competitions and offer prizes, form clubs, raise Cain, but make your place of business the acknowledged headquarters for sport.

Illustrated Post Cards.

When the post card first appeared in the United States almost anything met with the approval of the trade. Many undesirable individuals drifted into the line and grafted upon the

dealers. Now, while many of these pirates have been stamped out, some have still survived, living on the money of credulous new dealers who are "worked" for all they are worth. One of the recent attempts has been that of taking old, out-of-date cards and putting them through a glazing process and selling them for new ones. Another scheme which has long been used is that of featuring one line away below value and then working off on the inexperienced others which are quoted at ridiculously high prices. "The leader" proposition is an expensive one for the beginner to take on unless he is sure of the reputation of the house with which he is doing business. A manufacturer or jobber cannot afford to sell at cost any more than can a dealer. He must make a profit in order to exist, and it is always safer to deal with reputable firms and pay a fair price for goods. A cheap article is seldom if ever a bargain—especially is this true in the post card business of to-day, where quality is the keynote of the public demand. One of the most essential things to the success of a post card department is that of properly displaying stock. For this purpose many ingenious devices in the way of racks, stands, etc., are to be had at a reasonable figure or are even given away by some of the large firms, they realizing their stimulating effect and counting on increased orders to cover their cost. The post card projecting machine has, more than anything else, aroused enthusiasm among collectors to a white heat, and no dealer can afford to overlook it as a valuable addition to his stock. Summer cards are now the rage—

such as local views, bathing girls and various other outdoor subjects. This year's supply is especially large and choice. The lithographed card is without doubt the most popular, as it most closely reproduces scenes in their natural coloring. The sale of patriotic cards around Decoration Day was unexpectedly large, and there is every indication that dealers will enjoy a big demand for Fourth of July subjects. Nearly every dealer sooner or later finds on his hands a collection of post cards that, as they now stand, are virtually dead stock. These can in most cases be disposed of if a little ingenuity is used. Many manufacturers make a point of getting up tinseling outfits at a small cost for dealers to use for just such purposes. These roughly consist of a glass instrument, one package each of silver, red, blue and green tinsel, jewels, stars, etc., and a prepared compound to make them stick to the card. The work does not demand experience of any kind, and a little trouble will revive and make salable almost any old stock as long as it has not become soiled or dog-eared from handling. Dealers will find also that by placing a placard in the window stating that "Cards will be tinseled to order" they can not only help sales materially, but can get higher prices for their cards.

Home Moving Picture Machines.

As we stated in last month's issue, the moving picture machine for the home has undergone radical changes. The first models placed on the market, while really marvelous when one stops to consider the youth of this industry, had a number of grave faults that could not be foreseen by the manufacturer and could only be found through actual test, namely, by having them on sale in all parts of the country and under all sorts of conditions. The light question was the hardest to solve—in both acetylene and electric, the former for safety, the latter for sufficient power, which at the same time would be practical for use in the home. These difficulties have gradually been overcome, however, so that from now on the steady growth of this industry is assured; whether or not it will rise rapidly depends on the push and ingenuity displayed by the dealers. The failure of the first machines to make good was, of course, partially due to these defects, but the lack of enthusiasm displayed by many dealers and the amateurish manner in which they were handled was also accountable. The blame for the latter, we believe, can justly be laid to the manufacturer, as in many cases time enough to break these firms into line was not given. No matter how commonplace a business may seem, there are always a lot of little things that will trip up the unsophisticated. Then, too, there are always certain points to be brought out and arguments to be met that require a knowledge of the line. But now that all the above trouble has been done away with there is no reason why the future should not be a bright one. In taking on the line a dealer should, first of all, allot a prominent location in his store for display purposes, and then either turn one of his soundproof rooms into a dark

If You Are Looking for Post Cards That Sell

THE FOLLOWING NEW NUMBERS WILL INTEREST YOU:

	Floral and Landscape, Thanksgiving Series	36 subjects	\$6.00	per thousand
	1918 Christmas	6-12	5.00	" "
	Floral Cards	72	5.00	" "
	" "	32	4.00	" "
	" "	32	5.00	" "
	" "	16	5.00	" "
	" "	32	5.00	" "
	Birds and Flowers	74	4.00	" "
	Red and Purple Air Brush Cards, 12 Subjects, with or without Text		5.00	" "



AS A SPECIAL INDUCEMENT TO TALKING MACHINE DEALERS
We will get up a General Assortment of 1,000 of the above Cards for \$5.00



THE KEYSTONE SPECIALTY COMPANY

111 South Eighth Street
PHILADELPHIA, PA.

room by hanging opaque shades on the windows, or else have one built especially for the purpose, which can be done at a moderate expense. Above all things, however, the show windows must be attractively arranged, so as to let the public know what you have. By this means, and that of a judicious amount of advertising space used in the local papers, you take advantage of the immense amount of publicity given motion pictures by the Nickelodeon. Everyone has been caught in the wave of popularity accorded the professional shows, and a little advertising ability showing the public what they are missing by not having their own private performances in their own homes, with subjects that appeal to them most, will bring the curious ones by the score. It is then only a matter of salesmanship and a knowledge of the subject to start the ball rolling and establish yourself on the ground floor of what is bound to be one of the largest and most prosperous entertainment and educational industries in the world.

INGERSOLL EXPANSION.

The Great Watch Manufacturers Buy the Plant of the Trenton Watch Case Co.—Will Employ 500 to 600 Hands.

Another example of the enterprise of Robt. H. Ingersoll & Bro., the manufacturers of the famous Ingersoll watches, whose headquarters are at 51 Maiden Lane, New York, is the purchase of the Trenton Watch Case factory at Trenton, N. J. The purchase includes the site, buildings and plant, complete with the patent and trade-mark rights of the Trenton company. The new owners will begin immediately to operate the factory, turning out the same general class of movements as have formerly been manufactured, but with certain improvements. The Trenton Watch Co. went into receivers' hands a year or so ago. The Ingersolls propose to reorganize the factory and conduct it hereafter on business-like lines, which they consider necessary, and also certain to bring success. Extensive improvements will

be made in the plant itself, bringing it thoroughly up to the minute in point of equipment. The plant will be started at once in a moderate way and gradually worked up to its full capacity, the present equipment providing employment for between 500 and 600 hands. Within two months the full complement of help is expected to be at work, and sufficient land has been purchased to provide for doubling the size of the factory, which, it is proposed, shall be begun within the next year. This new enterprise, it is stated, will in no way affect the present Ingersoll watch business or the operations at the Waterbury plant.

RULING ON FEATHERED POST CARDS.

On an application for review of a decision by the Board of the United States General Appraisers, the United States Circuit Court, Southern District of New York, on May 22 handed down the following interesting decision regarding feathered post cards in the suit of Ringk vs. the United States as follows:

"As to post cards printed with words and pictorial representations and ornamented with feathers, Held that the printing is not insignificant or subordinate in character, but the chief feature, without which the articles would be of no practical value, and that they are dutiable as 'printed matter' under paragraph 403, tariff act of 1897, rather than under paragraph 425 as articles composed in chief value of feathers. But this decision would not be precedent for the importation of valuable merchandise under the guise of 'printed matter.'"

PENNY-IN-THE-SLOT SAVINGS BANKS.

Penny-in-the-slot savings banks are the latest idea to promote thrift among Berlin school children. A manufacturer of candies recently applied to the municipal council for permission to place automatic sweetmeat machines in the communal schools. The town authorities refused to grant it, but the suggestion gave them an idea, which has been so successfully carried out

that it is to be adopted in all Berlin schools. Automatic savings banks were placed in a school house. The child who dropped in a coin received in return a numbered counter. When the child has collected ten of these cardboard counters they are taken to the schoolmaster, who presents him with a savings bank book in which the deposit is entered.

The machines have been in operation for two months at the Schoenberg schools. During the first month over \$250 was found in the form of ten pfennig pieces. The month just expired brought only half a dollar less.

TALKERS HAVE HELPED ALL LINES.

A prominent dealer speaking of the effect the talking machine and other automatic instruments have had upon the musical merchandise interests of the country says, according to the Canadian, Music Trades Journal: "I contend that the talking machine has helped the small goods business and has also helped singing. The natural conceit of young people has saved the day. They are conceited in this respect, that if there is any playing to be done they want to do it themselves. Talking machines have no doubt in a few cases taken the place of an orchestra, but these cases are so small in number, as compared with the effect these same machines have had upon the ambitions of young people who are musically inclined that the balance is strongly in favor of the talking machine as an educator."

WOULDN'T IT MAKE YOU MAD?

A small space is a whisper. Does it not make you mad when you go to a public meeting, banquet, or some other affair where there are speakers, to have a fellow get up and make his mouth go without emitting enough sound to make himself audible to any except those immediately in front of him?

That's the "one inch" man, says the Novelty News, who is on the subscription list of the paper in which he advertises and gets up in his feeble way and whispers his shrinking little message, winning the pity of those who cannot hear and the disgust of those who can.

What a relief it is after passing through such a painful experience to have some big-chested, clear-eyed, level-headed speaker get up and fill the hall with the resonance of his voice. That is the full page man with good copy and good cuts in his ad.

Nothing is more exasperating to a publisher of a paper than to see a fellow who can well afford to use adequate space, whose proposition is good and will win if properly presented, so blinded by the 10-cent piece which he holds against his eyeballs against his own interests that he uses one, two or three inches of space and tries to crowd a column's worth into that.

Ambitious managers of "moving picture" theatres will be interested in a suit for damages recently brought by the heirs of Gounod, Barbier and Carré against the Kinema Theatre in Paris for giving "Faust" with portions of Gounod's music. The plaintiffs allege that this amounted to a real "representation."

Your show window is your best salesman or your worst foe, as you make it. It is the only means passers-by have of judging your store.



WANTED--A RIDER AGENT IN EACH TOWN

sample Latest Model "Ranger" bicycle furnished by us. Our agents everywhere are making money fast. Write for full particulars and special offer at once. **NO MONEY REQUIRED** until you receive and approve of your bicycle. We ship to anyone, anywhere in the U. S. without a cent deposit in advance, *prepay freight*, and allow **TEN DAYS' FREE TRIAL** during which time you may ride the bicycle and put it to any test you wish. If you are then not perfectly satisfied or do not wish to keep the bicycle ship it back to us at our expense and you will not be out one cent. We furnish the highest grade bicycles it is possible to make at one small profit above actual factory cost. You save \$10 to \$25 middlemen's profits by buying direct of us and have the manufacturer's guarantee behind your bicycle. **DO NOT BUY** a bicycle or a pair of tires from anyone at any price until you receive our catalogues and learn our unheard of factory prices and remarkable special offers to rider agents.

YOU WILL BE ASTONISHED when you receive our beautiful catalogue and study our superb models at the wonderfully low prices we can make you this year. We sell the highest grade bicycles for less money than any other factory. We are satisfied with \$1.00 profit above factory cost. **BICYCLE DEALERS**, you can sell our bicycles under your own name plate at our prices. Orders filled the day received.

SECOND HAND BICYCLES. We do not regularly handle second hand bicycles, but usually have a number on hand taken in trade by our Chicago retail stores. These we clear out promptly at prices ranging from \$3 to \$8 or \$10. Descriptive bargain lists mailed free. **COASTER-BRAKES, single wheels, imported roller chains and pedals, parts, repairs and equipment of all kinds at half the usual retail prices.**

\$ 8.50 HEDGETHORN PUNCTURE-PROOF SELF-HEALING TIRES A SAMPLE PAIR TO INTRODUCE, ONLY \$ 4.80

The regular retail price of these tires is \$8.50 per pair, but to introduce we will sell you a sample pair for \$4.80 (cash with order \$4.55).

NO MORE TROUBLE FROM PUNCTURES

NAILS, Tacks or Glass will not let the air out. Sixty thousand pairs sold last year. Over two hundred thousand pairs now in use.

DESCRIPTION: Made in all sizes. It is lively and easy riding, very durable and lined inside with a special quality of rubber, which never becomes porous and which closes up small punctures without allowing the air to escape. We have hundreds of letters from satisfied customers stating that their tires have only been pumped up once or twice in a whole season. They weigh no more than an ordinary tire, the puncture resisting qualities being given by several layers of thin, specially prepared fabric on the tread. The regular price of these tires is \$8.50 per pair, but for advertising purposes we are making a special factory price to the rider of only \$4.80 per pair. All orders shipped same day letter is received. We ship C. O. D. on approval. You do not pay a cent until you have examined and found them strictly as represented. We will allow a cash discount of 5 per cent (thereby making the price \$4.55 per pair) if you send **FULL CASH WITH ORDER** and enclose this advertisement. We will also send one nickel plated brass hand pump. Tires to be returned at **OUR** expense if for any reason they are not satisfactory on examination. We are perfectly reliable and money sent to us is as safe as in a bank. If you order a pair of these tires, you will find that they will ride easier, run faster, wear better, last longer and look finer than any tire you have ever used or seen at any price. We know that you will be so well pleased that when you want a bicycle you will give us your order. We want you to send us a trial order at once, hence this remarkable tire offer.

IF YOU NEED TIRES don't buy any kind at any price until you send for a pair of Hedgethorn Puncture-Proof tires on approval and trial at the special introductory price quoted above; or write for our big Tire and Sundry Catalogue which describes and quotes all makes and kinds of tires at about half the usual prices.

DO NOT WAIT but write us a postal today. **DO NOT THINK OF BUYING** a bicycle or a pair of tires from anyone until you know the new and wonderful offers we are making. It only costs a postal to learn everything. Write it **NOW**.

J. L. MEAD CYCLE COMPANY, CHICAGO, ILL.



Notice the thick rubber tread "A" and puncture strips "B" and "D," also rim strip "H" to prevent rim cutting. This tire will outlast any other make—**SOFT, ELASTIC and EASY RIDING.**

Music Dealers, Attention!

Pay all your expenses and have a good margin left over by carrying **SIMPLICITY POST CARDS**—the kind that sell.

\$1.00 per 1000 and up

We are originators. We have published more "Hits" than any house in the business. Our motto is: "Cards that attract the public fancy." If you want a money-making sideline, write for our special proposition. We start you in the business.

THE SIMPLICITY CO., CHICAGO

Are You Wise

TO THE FACT THAT OUR

MYSTIC REFLECTORS

will increase your sale of Talking Machines? **A FACT**—with it you can **ILLUSTRATE THE SONGS AND BALLADS PLAYED ON YOUR MACHINES.** You wish to **INCREASE YOUR BUSINESS** then use the latest methods. Don't wait for some one else to get all the pie.

THE MYSTIC REFLECTOR

is the only perfect machine of its kind in the world.

You need no Glass Slides as with the old Magic Lantern.

YOU DO NOT VIOLATE ANY CITY ORDINANCE by using dangerous films as with Moving Picture Machines. With our machine you may reproduce any object or picture in all its natural colors, giving you a picture magnificently enlarged. Superb in detail, marvelous in effect.

The machine is built entirely of steel, neatly finished. Fitted with either electric light or our latest improved calcium carbide generator. Shipped to you complete securely packed.

Sells at retail for \$5.00. To dealers only we allow a discount of 40%. Order to-day.

CHURCH SUPPLY COMPANY

116 Nassau Street (A. M. SHIEBLER, Pres. and Mgr.) NEW YORK CITY
Suite 301



"ALAS, POOR YORICK!"

Talking Machine May Supplant You as Matinee Idol.

And now the actor passes. It was long ago that he began to fall under suspicion as a needless excrescence upon the true and the beautiful. Severe analysis of the dramatic art had its results. A process of elimination ruled out most of the factors that seemed essential to Aristotle and our grandparents. There was a period of rapid and violent theorizing in which philosophers said that nothing ought to remain except the scenery or the ballet or the ticket speculators. Charges were hurled against the actor. He was accused of being an unintelligent impostor, a phrase parrot and an emotional tank. He was called a machine that ground out words and gestures. Yet nobody could prove it. How could a machine draw a salary and get its face on the billboards? Many a scientific prevision has been set up against such a difficulty.

At last it is proved that the actor is a machine by the simple method of creating a machine that is an actor. Alas, poor Yorick! For thee no more the ghost may walk. Thy eyes in a fine frenzy rolling will not attract the matinee girl. The bloodless machine gets thy curtain calls and "mash" notes. Thou art most bitterly undone by an inanimate rival, and nothing remains except to try to get elected to Congress. Perhaps thou wilt find that machines are already installed there, too.

What is the trend of this twentieth century dramatic art that has no use for Salvini and Bernhardt? Who gets the \$1,000 a week that formerly went to great players? Will the machine travel on a special train and lose its diamonds? How will the machine behave when the woman writer approaches it for a newspaper interview? Can the public live without know-

ing the fads and divorces of its histrions? Will the Society for the Prevention of Cruelty to Animals grant licenses for baby machines to perform on the stage after midnight? Will not dramatic criticism become a branch of mechanical engineering and comment be confined to statements that the wheels were well greased last night, but the cylinder showed signs of wear?

We should not be too impatient or apprehensive in our questions. The machine is here. It will take a little time to get used to it. The reasonable curiosity of the great American public to go behind the scenes and see the wheels go round, as the said public formerly did with the living machines, will not be denied by the humane press agents of the new-fangled apparatus. Incidentally, these press agents are still sentient beings who draw salaries. Science hopes to box them up, too, in the next decade. The ticket seller has been already transformed into a slot machine. The mechanical usher is on the way, and the brass-lunged ticket speculator, looking like a cross between the chess automaton and a racetrack Senator at Albany, may be dimly descried in the distance.

The combination of moving picture and talking machine includes in its repertoire already three Shakespearean plays, three grand operas and our childhood's favorite, "Dr. Jekyll and Mr. Hyde." Imagination thrills and leaps at the possibilities. Hamlet says in his sonorous voice:

"Speak the speech, I pray you, trippingly on the tongue," and the machine replies: "I can't. I have an abrasion in my rubber diaphragm."

Or, after the conclusion of the third act, there are loud calls for speech and the gramophone unsteadily advances to the footlights and says:

"Ladies and gentlemen, I thank you from the bottom of my cogs for this whole-souled appreciation of a feeble endeavor. I know you love art or you wouldn't stand for this. The Bard

of Avon would be delighted if he saw us at this job. My maker wishes me to say that duplicates of myself may be purchased at any department store for \$68.79. Souvenirs to all ladies at the matinee to-morrow. Now let us attune ourselves to continue with Hamlet's grievous troubles."

It really seems imprudent for the machine actors and actresses to give themselves away at first and leave nothing for the future. Their private lives, unlike those of their living predecessors, are bound to be rather tame and monotonous. However, it is their risk and not ours in exposing their insides. In the first place, the talking machine and the cinematograph of the "theatorium" are of the best quality and so hitched together that they work in perfect unison. It would never do to have Dr. Jekyll emit a blood-curdling yell at the wrong moment or the dragon snort in the midst of a lyric passage in "Siegfried." A serious climax might be wrecked if the hero burst into words of love to the Chinese cook, anticipating the arrival of the heroine. Such mishaps, barring accident, will not occur.

A multitude of devices account for the fantastic moving pictures shown in the actorless theater, says the New York Tribune. The law of gravity is seemingly defied and heavy objects are made to rise in the air and enter windows. This is done by reversing the series of pictures showing the same objects normally falling to earth. The man who ascends a falling chimney on skees and travels through the clouds has no special difficulty. A series of pictures of a real falling chimney has been combined with a series exhibiting the skee operator on a level against a neutral or cloudy background. Substitution is a simple trick; a witch instantly changes into a lovely maiden by substituting the maiden series for the other at any point. Closing or opening the diaphragm of the moving film camera gives backgrounds for double exposures and graduates scenes towards clearness or obscurity.

The mermaid swimming in the depths of the ocean looks prosaic when you see her in the flesh wriggling horizontally on a painted canvas with the camera straight above and pointing downward. All she has to do is to wriggle; the moving slip of sensitized gelatine has been previously exposed to the corals, medusæ and fishes of an aquarium, and with the addition of the recumbent wriggling figure the effect is of a mermaid sporting through changeful ocean scenes.

It is the opinion of some theatergoers that the new art may be good enough for Shakespeare and Ibsen, but they still want to see Sam Bernard and the Rogers brothers in the flesh. No machine can talk back to the audience like these artists, drink beer with its friends and go to baseball games.

CHICAGO COPS CENSOR "MACBETH."

Moving Picture Film Loses Macduff and Dagger Scenes Before Presentation.

(Special to The Talking Machine World.)
Chicago, June 3, 1908.

Lieut. Joel A. Smith, head of the police squad recently detailed to censor moving picture

BURNT CORK POST CARDS

A new card that's a winner—130 designs.
\$15.00 a thousand.

Paper Cards. All the latest designs in fast selling novelties. Send for latest literature on our cards. We are agents for the New Perfection Post Card Displayer.

Leather Cards, post card pillows, pillow tops, banners, etc. As we are acknowledged leaders in LEATHER CARDS it will pay you to write for further information.

CLOVER SOUVENIR MFG. CO.
186 WILLIAM STREET, NEW YORK

Watch for the

VIASCOPE SPECIAL

Moving Picture Machine

Coming Out Soon

VIASCOPE MFG. CO.
112 East Randolph St., Chicago

SHEET MUSIC

☞ This should interest all Talking Machine Dealers as a side line. Write us, we have one of the best propositions to offer as a money-maker and free advertiser.

H. A. WEYMANN & SON
Publishers and Jobbers
1010 Chestnut Street, Philadelphia, Pa.

POPULAR SIDE LINE FOR Talking Machine Dealers
OUR BIG 3 NOVELTY OFFER

Consisting of three absolutely new novelties that have never been shown before.
 "IS JUST THE THING FOR YOU."

ONE HUNDRED PER CENT. PROFIT

Send for particulars. Costs you \$3.00 and Sells for \$6.00.

We have in preparation the greatest campaign novelty ever offered. Ask about it.
DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.

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.]

Niagara Falls is so well known and has been visited by so many people from all over the world, that views on post cards are sold in every city on this continent. To supply this demand a well-known manufacturer has issued a special set of 20 colored views, among which are: "Horseshoe Falls from Below," "Whirlpool Rapids," "The Great Whirlpool," "View of the Falls from the American Side," "Ice Mountain at Falls," etc., 100 assorted to dealers at \$1.

* * * *

A set of hand-colored panel post cards has just been placed on the market. The subjects in this new line are extremely high grade and have been selected carefully by expert artists; the

shows, to-day expurgated a film depicting scenes from Shakespeare's "Macbeth."

Lieutenant Smith declined to approve the scene depicting the duel between Macbeth and Macduff. Another feature cut out showed the stabbing of King Duncan. The police also ordered out a scene showing Macbeth wiping blood from a dagger.

The condemned scenes were clipped out and then the film got the approval of the police department.

POPULARITY OF THE MOTOR CYCLE.

Makes That Line a Profitable Side Line—Ideal for Pleasure and Business—Practical Service to Which Motor Cycles Have Been Put.

A hint worthy of consideration by talking machine men who are looking for something good is the following which is clipped from an exchange: "When a road vehicle weighing, approximately, 100 pounds, which requires only about two inches of road surface for its passage, which is controlled by a twist of the wrist, which is capable of almost unlimited speed, which can carry at great speed many times its own weight, which is marvelously economical, which levels hills as it climbs them—when a vehicle such as this becomes available its utilitarian side quickly must become apparent to the thoughtful man. This has proven the case with the motor bicycle. The forerunners of the machines of to-day were, of course, designed purely as pleasure vehicles, but so quickly was it apparent that the motor bicycle could be made to serve more useful purposes than the mere pursuit of pleasure that its quick adaptation to many lines of business followed as a matter of course.

"Probably the earliest persons to realize the utilitarian value of the motor bicycle were physicians—those of the outlying and country districts. The old-fashioned horse with its attendant expense of upkeep, care and worry connected with it, to say nothing of sometimes fatal loss of time, all influenced a decision in favor of the two-wheeled mechanically driven machine. Telephone linemen, whose work requires covering a great amount of territory, also quickly realized that the motor bicycle reduced the saving in time and expense to the tenth part of its former proportion, and from practically the same reasons has its use been embraced by hundreds of rural free delivery carriers.

"And the great possibilities of the motor bicycle are but beginning to be realized, but the time is surely coming when the fire, police and other departments of the country's municipalities, to say nothing of the soldiery, must find it a great aid in their respective fields of operation. Policemen, telephone linemen, mail carriers, physicians, collectors, mounted on motor bicycles have ceased to excite comment, and one manufacturer, realizing that fire departments must soon include motor bicycles as a part of their equipment is carrying on experiments along this line. To have a fireman at a conflagration long before the arrival of the engines, hose wagons and ladders, must many times obviate a conflagration that eventually might baffle an entire department. Already a complete motor bicycle signal corps is a part of the German army, and exhaustive experiments are being conducted in other countries.

"The future of the motor bicycle is being determined conclusively. As a vehicle to further the world's work, its utilitarian progress, to become a potent factor in economic conditions of to-day and of to-morrow, its wide range of uti-

mate possibilities cannot be measured. By its use is found the answer to many troublesome problems in the world of commerce, the motor-cycle van for light, quick delivery, supplementing the motor bicycle itself, in a manner that must appeal to tens of thousands of merchants, both great and small."

Far better is it to dare mighty things to win glorious triumphs, even though checkered by failure, than to take rank among those poor spirits who neither enjoy much nor suffer much.

Gabel's Automatic Entertainer



THIS instrument is equipped with twenty-four 10-inch flat records, from which a selection can be made, and both needle and record are changed automatically with one turn of the handle.

THE coin detector is constructed so that it does away with all iron slugs and washers. It also shows the last two coins played, thus preventing the use of "bogus" money.

THERE is a great demand for the "Entertainer" because of its many advantages over other instruments having a coin slot attachment.

IT is entirely automatic, and the movements of the mechanism are in full view, which is a great attraction.

THE records are easily changed, and as there is a variety, it will furnish any kind of music desired.

THE sound box is controlled and led horizontally over the record by a screw-feed attachment. Therefore, the record is reproduced more clearly than by any other *talking machine* on the market.

THIS automatic screw-feed machine entirely avoids the record-fed sound box patent and all other patents controlled by talking machine manufacturers.

IT is simple in construction, mechanically perfect in operation, interesting, instructive, entertaining, and profitable.

WRITE FOR PARTICULARS TO

The Automatic Machine and Tool Company

46-48-50 NORTH ANN STREET, CHICAGO

whole make-up of the cards is up-to-date and unique, and many will be sold as art pictures and purchased for framing.

* * * *

"Enormous profits in post cards provided you display them well," the headline of the American News Co.'s advertisement which appears in this issue, tells the main secret of success in this field. Realizing this, the company are making a special offer to dealers or jobbers in this trade who desire to add post cards as a side line. With the first order for 500—1,000 cards, assorted, they will give a choice of a standing counter rack, a wall display hanger, or their new Ferris wheel stand, a cut of which they show in this issue. In order to get a comprehensive idea of what they have to offer, however, dealers should send for their complete catalog No. 4, which, besides giving many helpful hints to beginners, shows their line of summer sellers. "Summer Girls" is the name of one of their best series. These represent our American beauties in fancy bathing costumes. The designs are catchy and full of life, and the cards are executed in rich colors. A series of yachting cards in colors, all representing boats in action, are also in demand, while rural views are always one of the mainstays of a dealer's stock at this time of year.



"Genuine Irish Wit and Humor." This line of twenty subjects, illustrating Irish wit, are now offered to the trade for the first time. Each card has a different picture, with a few words as spoken by the Irishman, appropriate to the picture. The combination is unique and will sell

everywhere. One picture represents an Irishman with his head all bandaged up, standing in a court room before the judge, accompanied by the following text: "Murphy bate me, yer honor, and when I asked him for compensation he told me to go to the divil, so I come to yer honor's worship." Another represents a doctor talking to a patient, the text being: "Did you take the box of pills I sent you?" "Och! doctor, dear, I did, but I misdoubt the lid hasn't come off yet." Still another shows an Irishman standing between an English tourist and another "somebody," the text reading: "English Tourist—Now, Paddy, can you tell us whether you are more knave or fool?" "'Deed, yer 'onnors, I'm just between the two."

* * * *

A series of thirty-two subjects, reproductions of the famous McCutcheon cartoons, are now meeting with a large demand wherever shown. They represent eight different subjects, under each of the following titles: "A Boy in Summer Time," "A Boy in Winter Time," "A Boy in Fall Time," and "A Boy in Spring Time." The cards are printed in colors on high-grade cardboard. The expressions on the boys' faces will sell the cards without considering the rare skill displayed in the dress and general make-up of the different subjects.

* * * *

There is a man in New York City to-day who needs watching. While this fact may seem startling at first glance, it is nevertheless the belief of everyone who has come in touch with Arthur M. Shiebler, the newly-made president of the Church Supply Co., that he will give his company the greatest boom in the history of sideline novelties. At the first of the year, after carefully studying the field, Mr. Shiebler took over the business of the Church Supply Co. for his own. The old company has always stood high in the field for its honest methods and high quality goods. Mr. Shiebler has, combined with these

qualities, the grit and foresight to push his business in the face of all hazards. For the past few months he has been working over his real novelties, and has at last perfected his talking machine and findoscope, together with his mystic reflector, the greatest machine of its kind in the world. He has so perfected his reflector as to make it of untold value as a side line for increasing sales to the talking machine trade. With this machine the trade is able to offer to its customers the opportunity to have illustrated songs. An advertisement appearing on another page of this publication will give details. In short, the reflector as a trade side line has thus far met with the greatest success. If this is new to you, write to Mr. Shiebler. He cordially invites an interview from all. He may be found in the new quarters of his company at 116 Nassau street, New York.

POST CARD INSTRUCTION.

Used to Good Effect in Schools—Museum at Breslau Forming a Collection of Cards.

Consul Frank S. Hannah, in the following report from Magdeburg, tells of the new educational use of pictorial post cards in Germany:

At the recent meeting of the German Geographical Society the idea was advanced for the first time to employ picture postal cards as a means of instruction in the schools. The post card industry has made enormous progress in the last few years, and in the last few months cards have been brought into the market illustrative of natural history, political history, and for use in instruction in the German language, which have met with the hearty approval of professors and teachers of reputation.

The school museum at Breslau has undertaken to form a collection of these cards, and for this purpose has requested the various publishers to forward them samples of their output, that it may be determined to what extent they may be used for purposes of instruction. Further, two teachers in Leipzig have established a central bureau for meritorious post cards of all sorts intended for purposes of instruction, collection and travel. They have also developed and offer for sale two practical systems for the display and filing of the cards.

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is averted by the dealer in Zon-o-phone goods through his knowledge that each month's issue of new records will consist of only twenty-five ten-inch selections. He has no uneasiness concerning either the funds necessary for the purchase nor the space required for their display, as in both cases, there is nothing left for conjecture.

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Baltimore Louis Mazor, 1423 E. Pratt St.

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

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St. Paul W. J. Dyer & Bro., 21-23 W. 8th St.

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

Springfield Morton Lines, 325 Boonville St.

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NEW JERSEY

Newark Edison Co., 57 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., 643 Main St.

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

Brooklyn B. G. Warner, 368 Livingston St.

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OHIO

Akron Geo. S. Dales Co., 129 S. Main St.

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

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