

The TALKING MACHINE WORLD



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



10 Inch, 50 Cents

The STAR

Is the Popular Record
WHY?



10 Inch, 50 Cents



12 Inch, 80 Cents



Because It Sells at a Popular Price

AND IS THE BEST RECORD AT ANY PRICE

¶ Since the reduction in retail price of STAR records we have established many new dealers and jobbers. Why don't you fall in line and handle goods that have a large sale and sure profits?



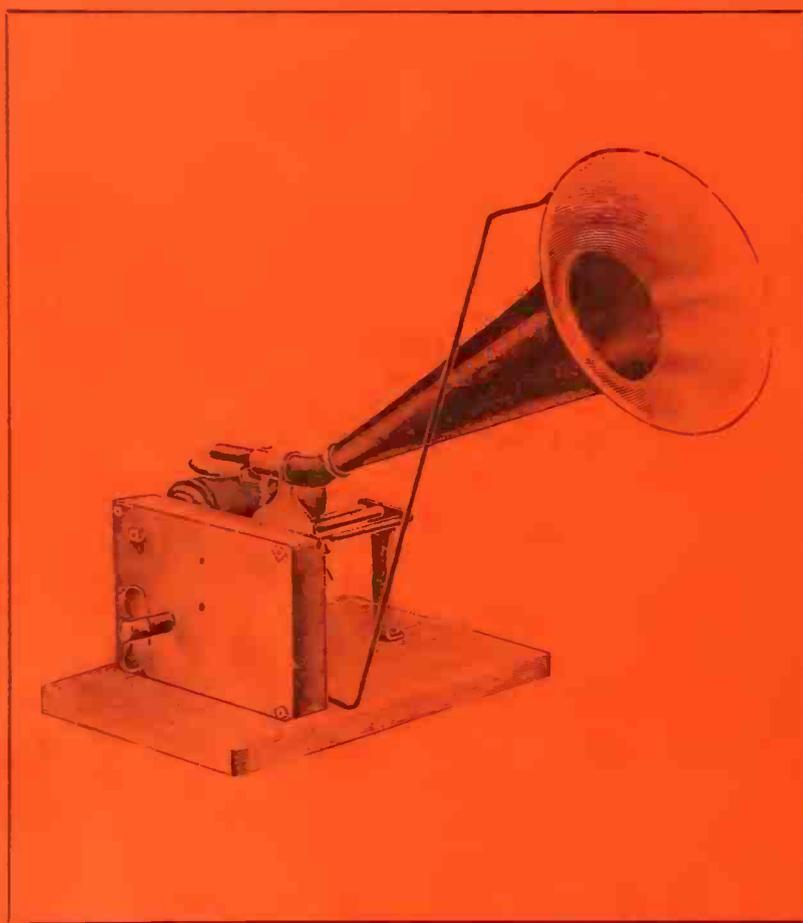
HAWTHORNE & SHEBLE MFG. CO.
Howard and Jefferson Sts. PHILADELPHIA, PA.

Bigger Business + Bigger Profits

IS WHAT

THE ECHO-PHONE

MEANS TO YOU



Since the infancy of the Talking Machine business there has been an enormous demand for an inexpensive machine whose **Tone** and **Wearing** qualities could be relied upon. Scarcely a Premium House, Jobber, or Dealer who hasn't, at some time or other, in desperation tried to supply this demand, only to find the machines unreliable, and either have them come back on him, or else lost customers by selling them what proved to be a "Gold Brick."

THE ECHO-PHONE ELIMINATES ALL THESE DIFFICULTIES

Its tone and wearing qualities can not be duplicated in the world for double the money.

THE ECHO-PHONE IS FULLY GUARANTEED FOR ONE YEAR

Write us now for further particulars. It will pay you.

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK

The Talking Machine World

Vol. 4. No. 10.

New York, October 15, 1908.

Price Ten Cents

THE IMPORTANCE OF FORMING A DEALERS' ASSOCIATION.

J. Newcomb Blackman Claims Jobbers and Manufacturers Need the Co-operation of a Dealers' Association—Plans for Formation.

In an interview with The Talking Machine World, J. Newcomb Blackman, president of the Blackman Talking Machine Co., discussing the importance of forming a dealers' association said: "The manufacturers selling their goods under price restrictions have an organization that shows system in every detail. Their product is sold through the jobber and the dealer and every move the manufacturer makes affects them. It is therefore important that the welfare of the jobber and dealer, from his point of view, should be considered. With this idea, and to insure co-operation as far as possible, the Jobbers' Association was formed and the recent convention of the National Association of Talking Machine Jobbers at Atlantic City brought forth suggestions which the manufacturers have acted upon.

"There are but a few manufacturers and at the most a few hundred jobbers, but dealers are numbered by the thousands. After all, it is the dealer who must be considered, for he supports both the jobber and the manufacturer. I, therefore, think that an association of talking machine dealers should be formed in order that the jobber and manufacturer can receive suggestions based on the experience of dealers, and I think several local associations should first be formed. Let some of the many bright and active talking machine dealers get together locally and form an association, for there is much that can be accomplished.

"Dealers often complain regarding price cutting and action by the manufacturer is sometimes delayed because the dealer does not furnish satisfactory evidence. With a dealers' association a grievance committee could handle all such complaints, securing evidence and presenting it in such form to the manufacturer that proper action would be insured. A bulletin could be issued giving the numbers of the stolen machines, or cases where instalment customers have disappeared, failing to leave their address or the balance due. The numbers of such machines would serve as a good clue and save the dealer considerable by recovery. An agreement could be reached regarding the methods to be employed in the sale of machines on the instalment plan, until the manufacturers regulate this by contract. An exchange on surplus stock among dealers could also be arranged and members could guard each other against the purchase of goods that have proven without merit.

"I am sure that the Jobbers' Association would be pleased to receive a committee representing the dealers' association at their annual convention, or the meetings of their executive committee, and when a resolution embodying the ideas of hundreds, or perhaps thousands, of dealers was presented to the manufacturer, with the indorsement of the Jobbers' Association, it would certainly insure most careful consideration. Many recent moves by manufacturers would have been better understood had the dealers been in a position to get together and act in unison. The Jobbers' Association has often been handicapped in asking the manufacturers for certain concessions, because they did not have the opinion of the dealers.

"The columns of The Talking Machine World are recognized as a valuable source of information by dealers who are subscribers, and there is no doubt that the editor of that paper would give dealers the same support with a dealers' association that he has in the case of the jobbers.

"I would suggest that monthly meetings be

held by local associations. At that time dealers could give their experience on various subjects that would help one another. This would also serve as a good opportunity for jobbers to address dealers. We don't know how much we can learn until we investigate the methods of others in the same business.

"Business at the present time shows a class of jobbers better equipped to take care of the requirements of the dealer and there is no reason why there should not be considerable improvement in the standing of the dealers. Let those who are a credit to the business and are using their capital and energy to elevate it, get together and support each other. This work will be supported by the jobbers and I would like to see a movement in New York city for the formation of a dealers' association, covering Greater New York. This could then be enlarged and other associations formed local to the large cities, until finally a national association would result.

"As a member of the executive committee and most of the special committees in the Jobbers' Association I would be glad to give whatever assistance I can and feel that all jobbers would take the same position. What we want in the talking machine business at the present time is co-operation between the dealer, jobber and manufacturer. If we have any complaints to make let us go about it in a businesslike way and in turn ask for what we think is just, with a spirit of fairness to all. We do not want good dealers to be discouraged by those who are a detriment to the business. Many a dealer, who at times is discouraged, would become enthusiastic if he could mingle with others whose methods are possibly a little more up-to-date.

"I, therefore, advocate that the dealers get together and adopt a constitution and by-laws, simple, yet broad, the essence of which shall call for a 'square deal' for the jobber, dealer and manufacturer. Such an association would be supported by all. But who will make the first move toward forming one? I will gladly take this matter up with any dealer, as I feel the movement should be started by a dealer, and I believe Mr. Edward Lyman Bill, editor of The Talking Machine World, will also give valuable help for the formation of a dealers' association. I will be pleased to have any dealer, who would like to start a movement for the formation of a dealers' association address me at 97 Chambers street, New York."

"TALKER" TAKES SINGERS PLACE.

Manager Ruggles Comes to Rescue of Local Theatrical Manager, and Supplies Grand Opera by Singers of World-Wide Fame.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 28, 1908.

Never was the ingenuity of a stage director put to a greater test than through the problem that confronted Director Wm. C. Masson of the Lewis S. Stone Co., when he came to figure out the opening of the first act of "The Pit." The book called for the presence on the stage of a quartet from "Rigoletto" in such a manner as to give the impression to the audience that a performance of grand opera was in progress on the stage of the Chicago Auditorium.

Singers aplenty responded to the call for help, but when it came to a question of their ability to sing the famous quartet without slipping in a few "barber shop" chords or lapsing into a bar or two of "Be Sweet to Me, Kid," that present favorite song of the populace, Masson realized he was up against a hard proposition.

The Marquis Ellis Quartet was given a trial and while they were all right in their own sphere in "The College Widow," when it came to simulating a performance of grand opera they were

found wanting. Fully a score of the best known singers in the city were tried and finally a quartet was secured that could interpret the music to Masson's satisfaction.

Then Manager Blackwood was called in and the singers informed him that they could not afford to provide the music for less than \$500 for the week. Inasmuch as the "Rigoletto" number occupies only a moment or so of the first act, this charge was wholly out of the question and for a brief period Masson had seriously considered the advisability of cutting out the music altogether.

Charles Ruggles, Sr., who represents Sherman, Clay & Co., the Pacific Coast distributors of the Victor Talking Machine Co., happened in the theatre at the time to buy some tickets and he quickly came to the rescue of the worried manager by offering to send to the theatre one of the big auxetophones, with records of the "Rigoletto" quartet, sung by Caruso, Scotti, Sembrich and Homer. The big machine was given a trial and for the time being the Stone Co. gave up all thoughts of rehearsals to enjoy the remarkable music.

The audience at the Auditorium were treated to a rendition of the "Rigoletto" quartet that was hard to distinguish from the real article, and Director Masson enjoys the distinction of being the first stage manager in the city to use a talking machine for such a purpose.

SUES IN AUSTRALIAN COURTS.

The National Phonograph Co. Sue Dealers for Price Cutting—Defendants Claim Contract Is in Restraint of Trade.

The judge of the Australian High Court has reserved decision in the damage suit of the National Phonograph Co., of Australia against five dealers, for price-cutting, stating that the matter should receive the attention of the full bench of the High Court before final decision was handed down. The National Phonograph Co. brought suit against the five dealers, namely, Menck, Kerrigan, Pearson, Beckett and Whiting, claiming that they sold Edison phonographs and records throughout the country at less than the fixed prices, and asking for only nominal damages to establish their position. The defendants declared that the price contract was in restraint of trade. The final decision is being awaited with interest.

THE WINDOW BACKGROUND.

"In dressing a store window," said a man who has been at it for years, "the first essential thing is your background. I regard that as the foundation of all else.

"It serves two purposes. It sets off the goods you wish to display, illy or properly as it fits into them or does not, and also to attract the attention of the passer-by. It should be something that will make him stop and look at it, and at the goods that go with it; and if it aids in doing that, it is the right thing in the right place, whether it happens to be a strip of cheap cheesecloth or an artistic arrangement of plush or hardwood.

"I use a great deal of cheesecloth with fine effects. It costs little. It can be put in any shape you want it. It makes a graceful draping, and it can be discarded with little loss when no longer needed or when it begins to show too much use. In cases that call for real elegance, of course, plush or other heavy material is called for."

All business men should remember that well directed individual energy may win out in spite of dull times. All that is needed is "keeping at it."

TALKERS IN THE HARRIGAN FLATS.

Unexpected Result of Mrs. Harrigan's Fondness for Talking Machine Music—Revenge That Worked Both Ways—A Story of the East Side That Is Plain and Unvarnished.

There was not a more peaceful row of tenements in the greater city, barring certain occasions, chiefly Saturday nights, than the Harrigan row of flats on East — street. Denis Harrigan, the owner of the flats, was the autocrat of the block and incidentally leader of his district, having stuck faithfully to Tammany in many a hot primary election fight. Needless to say, it was by having his palm frequently "crossed with silver" in politics that Harrigan saved enough to buy the flats referred to by his enemies as the "Flats of All Nations."

Harrigan's eldest daughter Nellie was the belle of the neighborhood, and in view of her position had become a rare pianiste, according to East Side ideals—meaning that she could play the latest popular music after about a week's rehearsing, and was noted for her playing of "Love Me and the World Is Mine" in ragtime. Mrs. Harrigan and the boy Michael, however, boasted no such accomplishments, and the music in their natures lay dormant until one day when they visited a new arcade on the avenue and heard the wonderful music of a talking machine. The next day Harrigan pere was forced to buy a machine and bountiful supply of records for home entertainment, and then the trouble started.

For a week or so the tenants of the flats rather enjoyed the musical addition to their community, which usually kept busy about eighteen hours a day. At the end of that period, however, the tones of the talker became monotonous, and after a fortnight the tenants "kicked" about the surplus of music. Their answer was, "Harrigan, That's Me" played for three days without any low tone attachment on the reproducer. A bitter revenge was the only satisfaction they could be able to obtain, and they obtained it to the taste of the gods.

Schmidt, the butcher, who lived in the next apartment to Harrigan, was the first to become active, and he purchased a machine similar to Harrigan's but with a much larger horn. The next evening and for the following week the denizens of the block were regaled with about half the selections in the German portion of the foreign catalog, blended with the favorite tunes of the Harrigan repertoire. Then the Harrigan machine started to grind out "It's the Dutch" for seventy-two hours with very short intermissions. It stopped the Schmidt machine, but still further aroused the ire of the neighbors. The Polish and Swedish families on the top floor then took a hand in the "talker" war and made the horn the mainstay of their equipment. When the music of Poland and Sweden began to float on the breeze with an increasing volume the Harrigan's thought the limit had been reached; but no, the Italians next door invested their profits from the fruit stand in a machine with a forty-luch horn and assailed the ears of the row with selections from "Il Trovatore" and other operas dear to the Italian's heart. If there was anything on earth that would irritate the Harrigans, excepting, of course, a toast to King Edward, it was grand opera music when the popular stuff was so convenient and steep. The climax was reached, however, when Ephraim Williams, a colored gentleman with cultivated tastes, got into the ring, with a talking machine with which to combat the other music makers and incidentally entertain his wife, Mandy, and the pickaninnies. He first tried out "I'm Bon-Bon Buddy the Chocolate Drop" and "I've Got to See the Minstrel Show." Harrigan then warned him that "St. Patrick's Day Is a Bad Day for Coons," while Schmidt filled the air with the tuneful message, "Keep on Smiling." Williams then played the wall, "Everybody's Pickin' on Me," after which even the Pole and the Swede started to "pick," while the Italian tried to soothe them with grand opera aria.

Things quickly came to a head with the six

machines thundering in competition at one time, and leaving the talkers in charge of their wives the five whites started out to annihilate the latest comer. When Williams saw them approaching he fled, taking time to inform them, however, that "When the Roll Is Called Up Yonder I'll Be There." With no victim, the belligerents began to pass uncomplimentary remarks among themselves and finally started to "mix" things.

After the police had pried Harrigan from the German, rescued the Swede and Pole from underneath the pile and taken a knife away from the Italian, they proceeded to take the crowd to court, where the magistrate, after listening to the whole story suggested that they divide the time for playing the talkers. Everyone wanted the same hours, however, and after much argument and not a little wild language Harrigan issued the ultimatum that either talking machines or tenants must go, agreeing to also dispense with his talking machine at the same time. It was a cold winter, so the "talkers" lost, and it was a mournful procession that carried them to the second-hand man. On the return trip, unfortunately Ephraim, who had not heard the ultimatum and was not aware of the approach of his enemies, put on the worst record he could have chosen under the circumstances, namely, "It's Better to Have Nothing All the Time and Something for a Little While." Only the interference of the police and the rapid exit of Ephraim and the machine prevented murder, and the avengers returned home to console them with the tones of the accordion, facetiously known as "the tenement house piano."

All the music in Harrigan's soul was crushed out by the experience, and now when anyone moves into the flats, with a musical instrument, whether piano or jewsharp, he says, "D'ye moind now, ye can only play for chu hours the noight, fr'm eight t' tin. Wan minnit over that an' out ye go; d'ye listen well now," and peace again reigns in the Harrigan row of flats, while two Nickelodeons in the neighborhood are turning away crowds at every performance, crowds who hunger for a little talker music.

TALKING MACHINE IN POLITICS.

That the dealers have the support of the newspapers in their efforts to introduce the records of the campaign orators is evidenced by the following which recently appeared in the Chattanooga (Tenn.) News:

"The Bryan rally last night at the O. K. Houck Piano Co. was an ovation to the absent Nebraskan. A large number were unable to gain ad-

mittance to the large room, and the whole affair was of a nature which made Manager Jordan, of the Houck Co., smile with delight. The interest manifested in the meeting, notwithstanding the extracts from Mr. Bryan's speeches were reproduced by the Victor records, showed they were enjoyed and applauded. The records were plain and distinct and all who have heard the great Commoner recognized his voice with absolutely no trouble. All efforts to discredit the meeting by referring to the speeches as being of the "canned" variety were futile. The enthusiasm and the crowd last night were far greater than at the Taft rally of last week.

ALL ON ACCOUNT OF _____*

Why doth the staid New Yorker cheer
And strain each tendon of his ear
When eagerly he goes to hear
_____*

And why doth he from morn till night
Articulate in sheer delight
To all who come "Say, he's all right,"
_____*

Explaining how "he beats the band
And causes ear-drums to expand
By simply raisin' up his hand,
_____*

And, when at length the curtain bell
Is heard to sound; it breaks the spell,
And all the audience rise and yell
_____*

While some the stage attempt to reach,
The others, frantic, fairly screech;
"Only pebble on the beach,"
_____*

*Name furnished on application.
†Author's name; no extra charge.

HE QUIT THINKING.

The new clerk stammered: "Well, sir, I thought——"

"You thought!" shouted the irate proprietor. "You are hired here to work, and not to think!"

The next day the boss said: "When you knew that order was wrong why did you obey it? Common sense and a moment's thought would have saved a lot of trouble."

"I have quit thinking," quietly responded the clerk.

A fine display of Victor and Edison goods is being made in the windows of the Regina Co., Broadway and 17th street, New York. The effective arrangement is the combined work of Manager Wilbur and his assistant, John J. Wood.

OUR VICTOR RECORDS Guaranteed Perfect

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

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

But—

Absolutely New Unplayed Records

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

RED SEAL RECORDS IN SEALED ENVELOPES

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

If You Want New Records, Send Us Your Orders

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

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



Mr. Dealer, the harder you hammer away at the Victor "quality" idea, the bigger your returns will be.

Impress your customers at every opportunity with the fact that the Victor is a high-class musical instrument—that Victor records are best—and that the greatest artists in the world make records exclusively for the Victor.

Too much emphasis cannot be placed on the importance of providing appropriate surroundings for the Victor; an attractive salesroom appeals to the better class of custom, and is the strongest argument you can use to back up the Victor's "quality" claims.

Don't for a single minute underestimate the value of the "quality" idea. Victor *quality* is responsible for the enormous and rapid growth of the Victor business. It has brought prestige and prosperity to hundreds of Victor dealers—and it will do the same for you if you will use it to the best advantage.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Full information can be obtained from the following Victor dealers:

- | | | |
|---|---|---|
| Albany, N. Y. Finch & Hahn. | El Paso, Tex. W. G. Walz Co. | Omaha, Neb A. Hospe Co. |
| Altoona, Pa. W. H. & L. C. Wolfe. | Escanaba, Mich. Grinnell Bros. | Nehraska Cycle Co. |
| Atlanta, Ga. Elyea-Austell Co. | Galveston, Tex. Thos. Goggan & Bro. | Piano Player Co. |
| Phillips & Crew Co. | Grand Rapids, Mich. J. A. J. Friedrich. | Peoria, Ill. Chas. C. Adams & Co. |
| Baltimore, Md. Cohen & Hughes. | Honolulu, T. H. Bergstrom Music Co. | Philadelphia, Pa. Sol Bloom. |
| E. F. Droop & Sons Co. | Indianapolis, Ind. Kipp-Link Phono. Co. | Louis Buehn & Brother. |
| H. R. Eisenbrandt Sons. | C. Koehring & Bro. | J. E. Ditson & Co. |
| Wm. McCallister. | Jacksonville, Fla. Alexander Seewald Co. | C. J. Heppe & Son. |
| Bangor, Me. M. H. Andrews. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | Musical Echo Company. |
| Birmingham, Ala. E. E. Forhes Piano Co. | Schmelzer Arms Co. | Penn Phonograph Co., Inc. |
| The Talking Machine Co. | Lincoln, Neb. Ross P. Curtice Co. | Western Talking Machine Co. |
| Boston, Mass. Oliver Ditson Co. | Little Rock, Ark. O. K. Houck Piano Co. | H. A. Weymann & Son. |
| Eastern Talking Machine Co. | Los Angeles, Cal. Sherman, Clay & Co. | Pittsburg, Pa. C. C. Mellor Co., Ltd. |
| M. Steinert & Sons Co. | Memphis, Tenn. E. E. Forhes Piano Co. | Pittsburgh Phonograph Co. |
| Brooklyn, N. Y. American Talking Machine Co. | O. K. Houck Piano Co. | Powers & Henry Co. |
| Buffalo, N. Y. W. D. Andrews. | Milwaukee, Wis. Lawrence McGreal. | 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. |
| Butte, Mont. Orton Brothers. | Montreal, Canada Berliner Gramophone Co., Ltd. | Portland, Ore. Sherman, Clay & Co. |
| Canton, O. The Klein & Heffelman Co. | Nashville, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Cable Co. |
| Charlotte, N. C. Stone & Barringer Co. | Newark, N. J. Price Phono. Co. | W. D. Moses & Co. |
| 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. Phillips & Crew Co. |
| 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. Koerber-Brenner Music Co. |
| Des Moines, Iowa. Jones Piano Co. | Landay Brothers, Inc. | St. Louis Talking Machine Co. |
| Harger & Blish. | The Regina Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Detroit, Mich. Grinnell Bros. | Stanley & Pearsall. | Koehler & Hinrichs. |
| Dubuque, Iowa. Harger & Blish. | Benj. Switky. | Syracuse, N. Y. W. D. Andrews. |
| Duluth, Minn. French & Bassett. | Victor Distributing & Exp't Co. | Toledo, O. The Hayes Music Co. |
| | | Whitney & Courier Co. |
| | | Washington, D. C. John F. Ellis & Co. |
| | | E. F. Droop & Sons Co. |

VICTOR DOUBLE DISC RECORDS.

Important Announcement Made to the Trade by General Manager Louis F. Geissler on Sept. 17—Several Important Matters Relating to the Retailing of These Discs Covered in This Communication.

The Victor Talking Machine Co. on September 17 announced that Victor double disc records would shortly be placed on the market. A communication under that date was issued from the Camden office of the Victor Co. to distributors and dealers, signed by General Manager Louis F. Geissler. In this letter a number of important points are covered, and below is the communication in its entirety:

"After most careful consideration and consultation with the trade as to the double-sided record question, the Victor Co. has decided to put out a limited number of such records as an experiment for the benefit of the trade and to cover any possible temporary demand that may be created on account of the novelty of the double-sided record on this market. The ten-inch to retail at 75 cents, the twelve-inch at \$1.25. Dealer's costs 50 cents and 83 1-3 cents respectively, and the new list to be ready in a few weeks.

"We, ourselves, are familiar with the trade value of the article, on account of our confidential relations with The Gramophone Co., Ltd., of London; the Deutsch Gramophone Co., of Berlin; the Cie. Francaise du Gramophone, of Paris, and The Gramophone Co. (Italy), of Milan, all of whom have had experience with the double-sided record for the past two years. We have been and still are anxious to keep such records from the American market, and our reasons will be appreciated after a short experience by the trade.

"We wish to emphasize the fact that the Columbia Company are responsible for their introduction here.

"We are confident that, under the proper management and by virtue of the policies, we, through information from the European trade, will be able to inaugurate, that the relative market value between the double-sided and the single-sided rec-

ord will be satisfactorily adjusted in a few months. It cannot result in entirely replacing the present single-sided record by double-sided records, and we have no intention of relaxing our efforts in the manufacture and selling of single-sided records at the regular price of 60 cents.

"You have all seen the failure of a 25-cent cylinder record to annihilate a well-managed cylinder record at 35 cents; this is a matter of very recent history. With the superior Victor quality the present Victor prices should be even more easily maintained.

"We ask the trade, in the light of such experience, to go calmly on, with confidence that a cut price cannot injure a just price where the goods are clearly worth the difference, where the merchant's profit will be assured and where the trade will be protected and assisted by our unparalleled policy of advertising and quite unusual improvements in the art.

"We will not embarrass the trade with any 'three-to-one' exchange proposition, as we know that this is no time to attempt to force the trade to put in large stocks. We fully understand the present difficulties of financing such matters. We are quite content with the present volume of our business under the circumstances and have every confidence that our trade will receive its proportionate increase as the country emerges from the present industrial depression, without the necessity of resorting to such stimulating methods.

"On account of the advent of the double-sided records, and also on account of the very great advance in the art of recording, which has enabled us to make it a decidedly superior record, we shall permit our distributors' and dealers' orders, up to January 1, upon all records issued up to that date, to apply on recent exchange proposition, charging only the differences in price between single and double-sided records, i.e., charging the difference in price where a ten-inch double-sided record is ordered for a ten-inch single, and where a twelve-inch double-sided record is ordered for a twelve-inch single returned. We believe that this will enable the trade to take

advantage of all unfilled orders, as per exchange, to a very much greater profit, and to a decided improvement in the quality of their stock."

CAN'T SELL TAFT'S SPEECHES.

National Phonograph Co. Enjoins Auction House.

Paterson, N. J., Oct. 4, 1908.

On an application from the National Phonograph Co., a Justice of the Supreme Court yesterday issued an order restraining the sale of 1,300 records of William H. Taft's election speeches at a price under the regular rate.

The records and several phonographs were taken in part payment for a house and lot in Rutherford. Mosley & Co., auctioneers of this place, had advertised the records for sale when the restraining order was served upon them.

The National Phonograph Co. have an agreement with all jobbers that none of their records shall be sold for less than 35 cents. The Mosley Co., it is understood, will return the records to the original owner.

IT PAYS TO ACT—NOW.

An excellent illustration of the necessity of acting at once when advertising ideas crop up is told by the Hardware Dealers' Magazine regarding a business man who was mentally contemplating the subject of publicity:

Suddenly he was struck with an Idea.

He looked at It.

He turned It over.

It seemed good, and he smiled at It.

He took three days, and thought about It.

He nursed It.

For two nights he dreamed about It.

The more he thought about It the better he liked It.

On Saturday he said: "By George! On Monday I'll try It!"

When Monday came he found that his competitor had sprung It on the public, and made a great hit.

Do it now!

Why Not Increase Your Profits by Selling THE MUNSON FOLDING HORN

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

The machines and records are all right, BUT—it is the inconvenience which a person is subject to by traveling with a large horn that causes all the trouble, and is gradually exterminating this beneficial custom unless you rectify it.

We Can Help You, if You Will Let Us



Oh, what a difference when you come to carry it!

THE MUNSON FOLDING HORN FOR DISC AND CYLINDER MACHINES is the only One-Piece Indestructible Folding Horn on the market. Made of the finest quality of Selected Leatherette—in plain solid colors or handsomely decorated by hand.

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

WHEN FOLDED AND CARTONED it occupies only a space of 28 inches long by 3 1/2 inches square—an ideal parcel for carrying or handling and impervious to damage.



FOR DISC

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

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

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

The popularity of the Victor-Victrola points the way to a greater business

Victor dealers everywhere are beginning to realize as never before the splendid opportunities the *Victor-Victrola* offers them.

The *Victor-Victrola* is the greatest and most popular of all musical instruments. Music-lovers the country over have greeted it with unbounded enthusiasm and approval—and its popularity is increasing every day.

It is one of the greatest successes we have ever had. There is absolutely no other instrument like it—nothing else to compare with it in any way.

From the one style which we originally made, we have gradually broadened out until at the present time we make four different styles—and we are advertising them in the November magazines.

VICTOR-VICTROLA XVI

Mahogany, \$200
Quartered oak, \$200
Circassian walnut, \$250

VICTOR-VICTROLA XX

Mahogany, embellished with gold, \$300

The demand has been far in excess of our ability to supply it, and though we are making every effort to catch up in our orders the indications are that it will be some time to come before we are able to do it.

Orders for the holiday trade

are already coming in and every dealer who wants *Victor-Victrolas* in time for Christmas

should place orders now to make sure of not being disappointed.

Victor-Victrola

A new style Victor

All the beautiful Victor music and entertainment, played in the richest, sweetest, most mellow tone ever heard—as pure and true as life itself.

The horn and all moving parts are entirely concealed in a handsome mahogany cabinet, and the music is made loud or soft by opening or closing the small doors.

The cabinet contains albums for 150 records and drawer for accessories. All metal parts heavily gold-plated.

The most complete of all musical instruments.



Victor-Victrola XVI, Mahogany, \$200
Quartered Oak, \$200
Circassian Walnut, \$250
Victor-Victrola XX, Mahogany, embellished with gold, \$300

Hear the Victor-Victrola at any music-house or talking-machine merchant's.

Write to us for descriptive catalogue.

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

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

Berliner Gramophone Company, Montreal, Canadian Distributors

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



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

NEW YORK, OCTOBER 15, 1908.

DEALERS and jobbers everywhere during the past month have been considerably exercised over the record situation. The double disc records have held the center of the trade stage during the past few weeks, for close upon the Columbia announcement appearing in the last issue of this publication that all Columbia disc records manufactured hereafter would be double-faced, came a statement from the Victor Talking Machine Co. that they would also supply the double disc records. This means that the double disc record proposition will be fully tried out in America during the next few months and the question will be settled as to whether or not two-sided records will in time supplant the single faced, for, when the big manufacturers of disc records have inaugurated a move of this kind, it means that the two-sided record will be thoroughly tested in every way by the trade. Whether the single-sided record will continue to occupy its former position, or whether the double disc has come as a permanent feature and not as a temporary novelty, will be decided shortly. Certainly there are many points which would seem to favor the double disc record, points which need no explanation from us, but which will appeal to business men.

BUT the record situation is not going to be materially changed without a struggle. A good many of the jobbers are opposed to the double-faced record and they argue that the dealers will have to force the public to purchase one record that is not wanted and cause the dealer an unnecessary lot of work in effecting a satisfactory combination of two records to suit the retail buyer. It should be understood in this connection that there is a vast stock of single-sided records which must be disposed of in some manner so that even the most sanguine double disc theorist should not expect that the record situation will be immediately changed by the sup-

planting of the single disc by its two-sided relation. There is, too, a good deal of uneasiness in talking machine circles as to the policies of the manufacturers, and there is no denying the fact that the talking machine trade at the present time is not entirely at ease. There is unrest and dissatisfaction in a number of quarters which have been more manifest during the past few weeks. The announcement that The Columbia Phonograph Co. had purchased the Indestructible Record Co.'s establishment, lock, stock and barrel, created widespread comment. Now the indestructible record, instead of passing out of the trade game, becomes a greater factor than ever, for it comes under the control of a great producing house, which is now in position to make more interesting propositions to jobbers and dealers than ever before. The Columbia people propose to push the Indestructible record, and this in addition to their regular line unquestionably strengthens their position with the entire trade and keeps the Indestructible record well to the forefront. Summed up briefly, the talking machine trade presents many interesting features. We do not believe, however, that the present situation will finally result in price-cutting. It is believed the great producing organizations would not favor a play of that nature, for just as soon as a move of that kind is inaugurated, the entire trade will be disrupted. It is to be devoutly hoped that such a regime will not be entered upon.

THE rumor factory, too, has been extremely busy and there never has been a time in the history of the talking machine trade when rumors have been flying about as thick and fast as during the past months, rumors which concern the policies of the great houses and which also allege the formation of new companies with ample backing. Hardly a day has passed when we have not received some intimation concerning a new combination and yet when the matter has been sifted down there has been very little to the report. The Edison move restricting dealers to one line of cylinder records, of course, gave rise to a fresh crop of rumors that other concerns would also adopt radical measures. In fact, there has been no end to reports which have been coming in upon us from every source. The name of W. E. Gilmore has been coupled with a number of alleged moves, but it may be said that since his return from Europe, Mr. Gilmore has given out nothing officially as to his future plans, except to The World, so all of these statements should be taken *cum grano salus*.

DAME Rumor insists that there will be at least two more new talking machines on the market at a very near date. The bewitching dame also says that a couple of new record factories will be getting busy shortly. In fact, hardly a week passes that this office is not "tipped off" about some rumors in which the name of some prominent member of the trade is closely identified. New dealers and new companies are being talked of, and if half of them ever came true we would indeed be "going some." We may explain the unusual activity prevailing at the rumor factories in two ways—First, the trade is somewhat restive and impatient under restraining conditions and it is watchful and hopeful that new forces will enter the arena so that conditions may be changed somewhat, for it cannot be truthfully said that talking machine men, as a whole, are entirely pleased with the existing en-

vironment. In the first place, all of the conditions imposed are not to their liking. The legitimate and representative dealers desire to have certain competition removed by requiring a larger initial talking machine purchase on the part of dealers to entitle them to enter the trade arena. They feel that irresponsible dealers are working a serious injury to the talking machine trade and they do not hesitate to say that manufacturers should insist upon a larger initial purchase of talking machines when a dealer is established. They feel too that the establishment of new dealers should be in accordance with regulations which will bring up the quality standard so that undesirable competition may be in a large degree cut out. They believe that if one dealer is working a limited territory fairly successfully and is showing enterprise in the conduct of his business, his profits should not be reduced by establishing another man in his territory. In this way it is claimed that the manufacturers do not increase their sales, but the volume of business is divided among retailers so that it is not profitable for each, because it is impossible to increase the trade beyond a certain point. In other words, the question of competition among talking machine men is being very seriously considered by leading jobbers and dealers.

BECAUSE the trade is somewhat restive has been one reason why the rumor factories have been busy and another is—trade has been dull and has given a number of men idle moments in which to discuss conditions in the industry and it is a fact that when legitimate business is idle, the hot-air exponents show surprising activity and trade during September was in many respects disappointing. There is no use of denying that. The dealers have held back somewhat on stocking up, because they were a little afraid of conditions. There has been unrest and agitation so that there has not been free buying and the sales at retail have been reduced on account of a general trade stagnation, for, talk as we will, business is affected during the Presidential campaign. It was stated at the outset of the present political contest that, inasmuch as the policies of the two great parties seemed more closely approximating than ever before there would be no alarm in business circles and yet, as the campaign has progressed, certain unlooked for elements have been introduced so that a large amount of spice and ginger has been added to the struggle for control of the National government which is going on between the two great parties now locked together for a final struggle for supremacy.

OUR own reports show during the past two weeks a material improvement in business conditions. Dealers throughout the Central West and Southwest, as well as the Pacific-Northwest, report a good demand for talking machines and accessories. The trade in New England and in the larger cities of the East has been quiet, but with more men being placed steadily back at work there is every reason to believe that conditions in the East will steadily improve while the West is practically assured of a good business. There will be a little holding back until the political contest is settled at the polls and then we will go ahead. This country will move on in spite of all the isms in the world. We have large crops which command in most cases good prices, and this fact alone furnishes a foundation for

prosperous conditions in the agricultural sections and from the agricultural sections money naturally percolates through the various channels of trade until all sections are benefited. Of course, there has been a tremendous shrinkage in business over last year, but conditions in all lines of trade are improving. The fact that there are no idle freight cars on the sidings and that orders have been placed for many thousands of additional cars demonstrates the fact that the railroads, the great arteries of trade, are again pulsing with normal life. While business has lacked snap and vim, it has been growing better. This is evidenced in the financial reports and, too, there have been few failures, which shows that the country is buttressed around by a greater financial strength than ever before. On the whole, the outlook is much better than it has been any time since the panic dropped rudely in upon us without proper notification last October.

WHAT a struggle we are having at all times over patent rights and after all the granting of a patent seems to be the open sesame for litigation. The amount of money which has been spent in the talking machine trade during the past ten years in litigation would approximate one million dollars.

This at the first blush might seem an extravagant statement, but a careful analysis of the litigation which has occurred in the talking machine trade by reason of the contest over patent rights and other matters has cost the litigants a sum approaching a cool million. Think of the amount of time, energy, money wasted in the struggle to defend a business situation!

It seems as if our government should afford a patentee better protection than is now given under our present patent law. The granting of a patent frequently is simply the beginning of a struggle and the profits of a valuable invention are gradually sifted into the pockets of lawyers who make a specialty of patent cases. Should there not be some better method devised whereby the rights of the patentee would be protected. Under the present conditions, it cannot be successfully argued that even fair protection is afforded. Better have protection or else abandon the Patent Office and if the next Congress would enact some legislation bearing directly upon the patent laws of the country, it would materially assist the

men whose inventive minds have given employment to millions of people, but who have not profited in many cases financially themselves. The product of a man's brain should be protected just as well as his real estate holdings and the government certainly owes it to inventors to safeguard their interests in every particular.

WHILE we do not believe in urging men to go beyond a reasonable limit, yet every business man must know that one of the first conditions necessary to the profitable handling of the talking machine trade is a complete stock. Now stocks in any industry to-day cannot be procured with the same promptness which they could a year ago. Manufacturers in most lines have not been piling up big reserves, and orders must be placed in order for them to determine their business policy for the months to come. It would seem to us that every business man is justified to-day in making reasonable plans for a good business in the fall, and long delays in preparation may prove costly in the end. A state of preparedness in business counts as much in winning a victory as preparedness in war times, because, after all, commercial battles are fought on as unrelenting lines as actual warfare. No quarter is given when rivals seek for trade.

JOHN HERZOG OPTIMISTIC

Over Business Conditions—Factory Will Soon be Running Full Capacity—Collections Good—Trade Shows a Falling Off of 25 Per Cent. as Compared With Last Year.

(Special to The Talking Machine World.)
Saginaw, Mich., Oct. 1, 1908.

John Herzog, treasurer and general manager of the Herzog Art Furniture Co., in the course of a chat the other day regarding trade, present and prospective, said:

"Business with us is very good now, and increasing steadily every day, so that the factory will run full capacity in a very short time. In fact, it is running now from the finishing room to the packing room, but with the machine room we are going rather slow as yet, and will do so until after the election."

When asked how trade compared with that of 1907, Mr. Herzog replied that it was about twenty-five per cent. less. He said, moreover, that collections had steadily improved, and as a whole had been very good with the Herzog Co. all this season. In closing, he added:

"The business outlook from our standpoint, and judging it from last month, is steadily growing better. Of course, now we are making goods for the fall and winter trade. It is usually the very busiest season of the year, as it is the time when everybody buys goods for the holiday trade. It is not improbable that business may fall off again after the first of the year; therefore, it is rather uncertain to figure upon conditions ahead to any extent. Employment is becoming more general in all branches of industry, and this must have its effect in bringing about not only an improved and healthy condition of trade in our industry, but in all other branches of trade."

CLEVER AUTOMATA.

Ingenious Mechanical Figures Which Closely Counterfeit Life Being Imported from Paris.

The newest automata, which not only counterfeit life in their actions, but also speak, will be seen before long in this country—imported from Paris, which is the manufacturing center for all such ingenious contrivances. It is safe to say, remarks The Technical World, that nothing in the world, exhibited in a shop window, attracts attention so quickly as a "show piece"—the name by which automata are known in trade. Thus it happens that many of them are used in this country for advertising purposes, invariably engaging the eager interest of crowds which gather to gaze upon them. Counterfeiting life with a cleverness that is often little short of marvelous, and actuated by mechanism artfully concealed, they appeal both to curiosity and to the appetite for the mysterious which is latent in every human breast.

To lend the automaton a voice, by the help of a phonograph, is a matter simple enough. The real marvel of these contrivances lies in the ingenuity employed to give them such lifelike movement; and the simplicity of the mechanism used does but add to the wonder of it. They might be regarded as representing an ultimate stage in the development of the mechanical toy, inasmuch as not a few toys nowadays are to all intents and purposes automata—as, for example, the walking doll—and the plaything which has become seemingly animate is raised to the highest power.

Well, Jack, what makes you look so weary and tired?

Jack—I bought one of those talking machines, and the two weeks that I have owned it it will play only the one record and not run down. Dang the luck anyhow.

Friend—Well, take it back and exchange it, or get your money back.

Jack—Can't now, I married it. It's my wife, you know.
H. C. FABER.

A Self-Selling Assortment of Harps, with over 75% in Profits

FR. HOTZ

Harmonica Assortment

THIS ASSORTMENT consists of a dozen Harmonicas made up of our best selling styles to retail for twenty-five cents each. In each dozen there will be found an assortment of keys and three different styles of Harmonicas. The Harmonicas are all furnished in neat hinged boxes and have ten single holes and twenty reeds. All the instruments have the finest nickel-plated covers, solid brass plates and are given the best tuning. The goods are offered in a handsome display case which can be used to advantage either on a show case or in a show window. An assortment of this kind combines a variety of instruments with attractive display which is bound to bring results,

The Entire Line of **FR. HOTZ HARMONICAS**

to retail from 10c. to \$1.00 offers the best value for your customers and big returns for you. These goods were originally produced 80 years ago, and have always been looked upon as the instruments, so that to-day the purchaser is assured of an excellence in Harmonica manufacture which time only can acquire.

Ask Your Jobber. Send for our Handsome Catalog giving all prices and descriptions

FR. HOTZ, 475 BROADWAY, NEW YORK

Canadian Office, 76 York Street, Toronto
Factory, Knittlingen, Germany



No. 015

Zon-o-phone Double Record Discs

65 Cents

Our first list of double record discs will contain 150 records or 300 selections. Records will be ready to ship October 15th. Shall be very glad to send you one of our new catalogues so you can examine same carefully. Note how we have paired up the records, giving you two different selections of about the same class.

10-inch single side records, new price

50

cents each.



12-inch single side records, new price

75

cents each.

Tapering Arm Zon-o-phones from \$20 to \$75

To Dealers: We can show you a big profit in handling the Zon-o-phone product in case you are not doing so now. Can we have the opportunity of sending you letter and catalogues to show you the new proposition we are offering with the double record disc and the new price of the single side record?

Universal Talking Machine Mfg. Co.

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

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds, 167 Dauphin St.

ARIZONA

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

CALIFORNIA

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

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

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

San Francisco... Kohler & Chasc, 1329 Sutter St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

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

Chicago James I. Lyons, 265 Fifth Ave.

MARYLAND

Annapolis Globe House Furn. Co.

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

Baltimore Louis Mazor, 1423 E. Pratt St.

MASSACHUSETTS

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

MINNESOTA

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

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

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

Kansas City... Wehh-Freyschlag Merc. Co., 7th and Delaware Sts.

Springfield Morton Lines, 325 Boonville St.

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

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

NEW JERSEY

Newark Edisona 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 F. W. Rous Co., 435 Fifth Ave.

Brooklyn B. G. Warner, 368 Livingston St.

NORTH DAKOTA

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

OHIO

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

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

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

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

OHIO

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

Columbus The Columbus Piano Co., North High St.

OREGON

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

PENNSYLVANIA

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

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

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

SOUTH DAKOTA

Aberdeen McArthur Piano Co.

TEXAS

Austin Petmecky Company, 411 Main St.

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

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

Houston Southwestern Talking Machine Co., 616 Main St.

CANADA

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

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

Yarmouth ... Yarmouth Cycle Co.

TRADE ON THE PACIFIC COAST.

Dealers Make Gratifying Reports. Anent Business—New Stores Being Started—Announcements of Double-Disc Records Create Sensation—Trade Welcome the Innovation—Byron Mauzy Busy—Wiley B. Allen Co.'s New Department Now Ready—Columbia Co. News—Sherman, Clay & Co.'s Good Victor Trade.

(Special to The Talking Machine World.)

San Francisco, Oct. 3, 1908.

Business in the various lines of talking machines on the Coast is good, and the whole month of September showed a very gratifying record. The fall season is now on in good earnest, and the wholesalers are having a rush which will go a long way toward making up for the dulness of the summer months. The leading dealers here consider the outlook for the remainder of the season decidedly favorable. There is hardly a trace of the "hard times" feeling, which was noticeable earlier in the year, even in the larger cities, and the financial condition is about normal in most parts of the Coast. In San Francisco, building is hardly as active as it was last year, as the business section is now fairly well built up, but other lines of industry show increased activity, giving steady employment to most of the working population. Business is very active in the other cities, both north and south. Los Angeles, after a very quiet summer, is coming ahead rapidly. Dealers in the fruit-growing country have shown some conservatism, as the low prices received for the California crops have been discouraging, but they now find that the talking machine business is not likely to suffer, and are sending in orders for larger quantities of stock. In fact, preparations are going on everywhere for a busy time from now till Christmas. Several new talking machine departments are being started in various places, and new stores, as well as the older ones, are getting plenty of business.

The announcement of the new double-sided records, at a slightly higher cost than the old ones,

made by three large companies almost simultaneously, has caused a decided sensation on the Coast, among both dealers and the public. The larger agencies and wholesale houses have been flooded with inquiries from the retailers, who, in turn, have been busy answering the questions of their customers, and setting forth the advantages of their particular lines of goods. A lively competition between the different makes is assured, especially if the double records from all three manufacturers come out about the same time. This style of record is an entirely new idea here, and very few outside the trade have heard of the device before. If the new records are up to present expectations, they will undoubtedly have an enormous sale, and will also help materially to increase the popularity of the machines. Since the announcements have been made, many large orders have been taken, and quite a number of dealers all over the Coast have become interested in talking machines. By the wholesalers, the device is welcomed as a good business-getter, and some of them believe that it will almost replace the present style, though others think that after a brief run, the volume of trade will settle back into former lines.

Byron Mauzy says that his talking machine department is looking up, in both wholesale and retail departments. He is now working on another publicity campaign, doing considerable advertising and making prize offers. Mr. Mauzy expects to get the new Zonophone record samples by the end of the week, and expects considerable new business as soon as he is able to supply the demand for the new style. He expects to get into his down-town store by the end of the month, and the talking machine department there will be finely equipped.

The Wiley B. Allen Co.'s Los Angeles house has been more or less upset for the last month, getting the new talking machine department into working order. The department was fully installed last week, and had a very successful opening Saturday night. While no formal announcement was made, a large crowd was attracted to the store. The stock and equipment are now

practically complete, and from the way things have started off, the company anticipates great popularity for the new department. Plans are gradually being developed for the talking machine side of the new store in San Francisco, but the only announcement so far made is that it will be given a prominent position. This is an entirely new departure for the Wiley B. Allen Co., in San Francisco, but from the great future which apparently belongs to the talking machine trade, it should prove highly profitable. As the new building has hardly progressed beyond the foundations, there is no especial rush about the final plans for this department.

The Columbia Phonograph Co.'s San Francisco branch now have samples of the new records, and expect to receive the first shipment of stock about Oct. 8. The outlook is for a great demand, heavy initial orders having been already received. Exclusive contracts have been made with many retailers, and a number who have handled only small lots in the past have ordered full stocks of Columbia goods. Mr. Beck, the wholesale manager, is making a visit to all the outside dealers in California, and gives a glowing account of the prospects for future business. He believes the new record is just the thing that is needed to give new life to the trade. W. S. Gray, the Coast manager, returned last week, after a visit to the branch stores in the cities of Oregon and Washington. He believes the business in the northwest this season will surpass all previous records.

Mr. McCarthy, treasurer of Sherman, Clay & Co., is anxiously waiting for the first samples of the new double Victor records. The company expect to make no change in the character of its stock on account of the new line, but will carry a full supply of the new goods in addition to the lines now carried. Mr. McCarthy says that the retail business in Victor machines is picking up in all parts of the State, and Victrola sales during the last month have been especially gratifying. The Victrola is widely advertised by this house, being featured in connection with the Steinway piano, which is found highly successful in bringing in a high class of trade. All the retailers of any importance now carry Victrolas, and business on the wholesale side has been picking up right along.

Peter Bacigalupi, of Peter Bacigalupi & Sons, the Edison dealers, is now in the east.

Chas. E. Brown, manager of Kohler & Chase's talking machine department, went north last week, and will be gone for some time.

The Southern California Music Co., of Los Angeles, have started their series of Victor concerts for the season.

McNeil & Co., of Stockton, Cal., are making a lively campaign for the Edison business of the smaller communities in that neighborhood.

IMPORTANT VICTOR OFFER.

The Victor Talking Machine Co. recently sent the following letter to all their distributors, which speaks for itself:

"We are just informed that one of our enterprising distributors has offered in a few instances to furnish gratis with each Auxetophone sold to hotels, roof gardens, etc., a set of orchestrations to be used by the orchestra accompanying vocal selections on the Auxetophone.

"This distributor, of course, has been stopped from offering this inducement to promote the sale of a Victor product. However, we realize the value of such an offer, and have arranged to publish, within a week or so, a set of such orchestrations, arranged by the leader of Victor Orchestra, Walter Rogers. These orchestrations will be distributed by us gratis to our distributors and dealers in connection with Auxetophone sales.

"By the use of these, the managers of every hotel of any consequence in the United States should be induced to purchase an Auxetophone for use in connection with his house orchestra. The Waldorf-Astoria, Cafe Martin and Cafe Beaux Arts in New York, and the Bellevue-Stratford in Philadelphia have set the example, and these can be profitably cited as precedents."

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.

DO YOU SEE THESE THREE LINES?



Wide Awake Dealers from Maine to California, This Advertisement is Addressed to You!

We have at least three separate and distinct lines of instruments with any one of which you can build up a profitable trade, or largely increase your present business.



FIRST:

REGINA MUSIC BOXES and REGINAPHONES

These instruments are so well known that any description is unnecessary. They are *always* in *great demand* during the holiday season.

This year our stock is unusually complete. We have thirty-one different styles in this line, fourteen of which are brand new models for 1908-9.

SECOND:

COIN-OPERATED INSTRUMENTS

This line is new to some of you but it will pay you to investigate its possibilities. Some of the most enterprising dealers in the country have been making good money with our coin-operated instruments for years. The Sublima Piano which we show herewith is undoubtedly the best paying nickel-in-the-slot proposition on the American market. It makes *real music* and is operated by *Electric Motor* or *Spring Motor* as desired.

We have ten other styles of coin-operated instruments if the Sublima does not suit your trade.



THIRD:

PIANOS AND PLAYER PIANOS

These instruments are as staple as wheat. Regina Pianos and Players are high grade and contain improvements and patented features which place them in a class by themselves.

Built by skilled mechanics—not thrown together. The workmanship and finish is of the finest, and the tone is beyond criticism. Plenty of styles to suit almost any demand.



Exclusive territory given to dealers who can "Get the Business."

Illustrated catalogues and prices on any or all of the above lines sent on request.

THE **REGINA** CO.

RAHWAY, N. J.

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

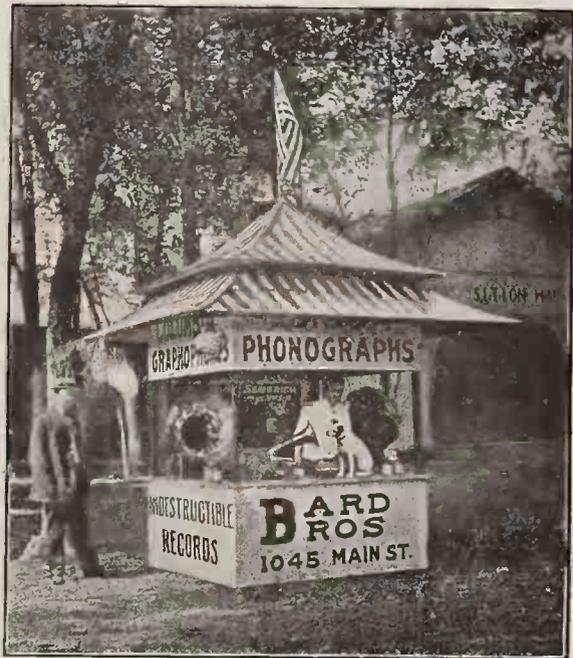
BENEFITS FROM FAIR EXHIBITS.

Many Talking Machine Men Have Utilized This Means of Attracting Trade Most Effectively.

Talking machine dealers all over the country have shown themselves thoroughly alive to the benefits derived from exhibits at the various State and county fairs and other public expositions, and frequent reports have reached this office of handsome prizes having been awarded to the "talker" men for their exhibits.

As an attraction for the crowds the talking machine is unexcelled, and no sooner do the first notes of a record issue from the horn than there is a general movement in the direction of the machine.

With the handsome machines, cabinets and



BARD BROS.' BOOTH AT WEST VIRGINIA STATE FAIR.

horns now on the market it is possible for the dealer to arrange a display that will rank with the best, and its music-producing powers will put it far in the lead.

As to what has been done by dealers we present herewith a view of the booth of Bard Bros., the talking machine dealers of Wheeling, W. Va., at the West Virginia State Fair, held in that city recently. While not elaborate, the booth is attractive, and goes to show what can be done in that line at minimum expense.

WHY SECOND BELL WAS USED.

An Auxetophone Equipped With Two Bells—One for the Audience, Another for the Orchestra.

The problem of having a Victor Auxetophone deliver its music in two directions at once was solved very cleverly recently by the Victor Distributing and Export Co. The Auxetophone, supplied with a large number of the leading Red Seal records, was placed in a prominent restaurant, it being the object of the proprietors to have their orchestra accompany the solos of the grand opera stars.

It was found, however, that if the horn was pointed toward the diners, as desired, the orchestra could not hear the music clearly enough to accompany it. The talking machine people, however, settled the matter by attaching a second horn, pointed toward the orchestra, just above the elbow of the main horn, and the sound issued from both horns without injuring the reproduction in the slightest.

UNSUPPORTED ADVERTISING WASTE.

The man who can't use some form of advertising in his business has no business to be in business, and generally isn't.

But—

The best oil of publicity won't help the engine of commerce if the valves leak and the governor is out of order.

In the harmony and mutual co-operation of

making, selling and advertising lies the flush of profit. No one of them will build business by itself alone.

Unsupported advertising is waste, says N. C. Fowler in *Printers' Ink*, and this condition is responsible for most of the failures in advertising.

YOU MUST CARRY THE STOCK

If You Want to Hold Your Trade—Mail Order Houses Are Watching for Dissatisfied "Prospects"—Must Get Ahead of Them.

Reports come from the West that owing to many dealers being caught with low stocks of small goods and talking machines, a large number of people have begun to patronize the mail order houses. Thus is shown the direful results of trying to conduct business with an insufficient stock.

The mail order houses want no better argument to offer than that they can supply goods not carried in stock by the home merchant, and once they have such an entering wedge it means a big fight for the dealer before they are ousted from his territory, and by that time he has lost many sales. Stocks being in good shape it is hard enough to fight the mail order people, but when a possible customer is turned away the strongest weapon is lost.

Of course, the mail order houses do not carry mammoth stocks, even though they advertise to that effect. The factories act as their warehouses, and with almost unlimited time to fill orders such an arrangement is effective, but the dealer must fill an order at once and must have the goods in his store. Therefore the dealers who are out to meet mail order competition would do well to watch their stocks. That's the weakest point.

HOW HE HEARS HIS OWN SERMON.

A new use has been found for the talking machine in aiding the clergyman, according to a daily paper. The young pastor of a suburban church has adopted a plan for revising his sermons, which he describes as follows: "I always write a sermon early in the week. Then I deliver it into my phonograph and let it rest till Saturday. On Saturday I turn on the phonograph and listen to myself preaching—as though listening to another's work. With pencil and pad I take notes as to where I think the sermon weak—or at least where it can be strengthened—

then make the revision in times for Sunday. I find this plan a great help to me. It's worth the added labor."

SHEBLE CLASSIFIES BUYERS.

Says There Are Three Classes, the Rich, the Poor and the Middle Class Is the Best of All as Purchasers of Talking Machines.

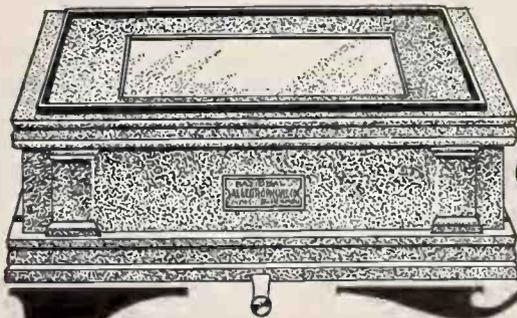
In an article published in the last issue of the *Phono Trader and Recorder*, of London, H. Sheble, of the Hawthorne & Sheble Manufacturing Co., of Philadelphia, classifies talking machine buyers as follows: "There are two classes of trade that are comparatively easy to sell. First, the very rich, who buy anything new that appeals to them, and, second, the very poor, who purchase the cheapest class of talking machines as their one possible form of amusement. All this business is very good, very profitable, and should be catered to, but there is another class which in its combined purchasing strength, when applied to talking machines, eclipses them all, namely, the middle class, and it is with this large purchasing power that the dealers in Great Britain have an exceptional opportunity to cater to.

"In America the methods employed in selling talking machines have directly appealed to the middle classes, and a very large percentage of the business done has been with such people. Especially has this been the case during the last few years, when competition among the dealers on account of their multiplying numbers has forced them to materially improve conditions surrounding their business."

NOW A GENTLEMAN FARMER.

F. C. MacLean, connected with the talking machine trade as a traveling salesman for a number of years, latterly graduating into the realms of "high finance" for a brief period, is reported as having finally received the legacy, of which he talked occasionally, and is now occupying the pleasant rôle of the gentleman farmer in New Jersey. "Mac," on receipt of the "masuma," from the estate of which he was residuary legatee, invested in a bunch of noble acres in a splendid farming country in the above State, and is now said to be leading a life of elegant leisure, with business schemes as a secondary consideration.

Good salesmanship and good manners are always identical. Young men, never forget that.



The Allegrophone

Dignifies and Beautifies the Talking Machine.

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

☞ Conceals the running parts and eliminates all the noise except that necessarily transmitted through the horn.

☞ Can be adjusted in a minute, remains permanently and loses its identity in that of the machine. Has plate glass in the sliding top through which the operator may watch the progress of the needle.

☞ Protects delicate mechanism and records.

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

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

NATIONAL ALLEGROPHONE COMPANY

178 DEVONSHIRE STREET, BOSTON, MASS.

Mahogany Listed at \$15.00

Quartered Oak Listed at \$12.50

Apply to your Jobber

Send for Booklet



EDISON AMBEROL RECORDS

A great thing for the Phonograph

The trade looks upon the Edison Amberol Records as the one big, important achievement in years in the development of talking machines.

Here are Records that play twice as long as any Edison Record heretofore brought out and longer than any Record of any kind for any sound-reproducing machine made.

They mean not only twice as much music without changing Records, but also a wider range, a higher grade and a better rendition of songs, instrumental pieces and operatic selections than has up to this time been possible.

Much of the world's best music has heretofore been beyond instruments of this character because of its length. Much that has been brought out has had to be cut down or hurried.

Now, everything in music is possible and will be offered in Amberol Records.

With the new Record-making possibilities due to Amberol Records, new talent has been added to the Edison staff with the result that each month will bring a repertoire of entertainment more varied, more carefully selected and more artistically rendered than ever before.

The tone of the new Amberol Records is matchless. The new composition of the Records which permits the placing of twice the number of threads to the inch is such that Amberol Records have a clearer, richer tone and more delicate interpretation than that of any other Edison Records, which means that they are superior to all Records.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.



A great thing for the Dealer

Whatever makes the Edison Phonograph a better thing for the consumer makes it a better thing for the dealer.

Amberol Records make the Phonograph doubly attractive and that means doubly salable. The wider range of high-grade music they afford makes the field wider and the demand greater.

Amberol Records add prestige to the Phonograph, put it in a class by itself and enable it to adequately express its wonderful powers.

It isn't the Records that sell the Phonograph—it is the Phonograph's rendition of the Records.

But it is the Phonograph that sells the Records and, with Amberol Records, costing the buyer but little more than regular Edison Records and netting you a considerably larger profit, a bigger and better-paying business is assured.

The minute you put Amberol Records on sale every Phonograph owner becomes first, a purchaser of the necessary attachments for his instrument and after that a continuous purchaser of Amberol Records.

You will sell more Phonographs, you will interest people whom you could not interest heretofore, you will sell the attachments at a profit, you will sell more Records at a better profit and you will have the one, conclusive, deciding feature for those who are debating as to which instrument to buy.

That is what Amberol Records mean to you.

Edison Phonographs and Records are sold to the trade in Great Britain by the National Phonograph Co., Ltd., Victoria Road, Willesden, London, N. W.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.

Mr. Jobber:

Get in
touch with
America's
Oldest
and
Largest
makers of
Talking
Machine
Needles.
All Styles.
One
Quality.
Lowest
Prices.

W. H. BAGSHAW

LOWELL, MASS.

Established 1870

TRADE NOTES FROM INDIANAPOLIS.

Jobbing Business in Indiana Shows Much Improvement—Columbia Co. Featuring "Waltz Dream" Records—Other Columbia News—Kipp-Link Co. Become Victor Distributors—Do Big Business—With the Moving Picture People.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1908.

The talking machine business in Indiana, especially in the jobbing line, has shown considerable improvement within the last few days. A good rain toward the close of September helped things considerably and dealers are expecting a good business during the next month. The new four-minute record put out by the Edison people has helped business with the Edison dealers.

The local store of the Columbia Co. is getting a good deal of valuable advertising out of a visit to Indianapolis by Miss Josie Sadler, who is appearing in the city in "A Waltz Dream." The store is featuring records by Miss Sadler and the fact that the popular comedienne is appearing here gives added interest to the records. The Columbia double disc records at 65 cents each are proving to be big sellers. Thomas Devine, manager of the Columbia store, says the only trouble he has experienced so far is that the demand is far in excess of the supply.

The force of the Columbia Co. store is busily engaged at odd times in devising ways and means for taking care of the new Columbia indestructible records. Mr. Devine has a high opinion of these records. He says that such of his patrons as he has spoken to in regard to them seem to think they will prove to be hot sellers.

H. H. Myers, road representative of the Chicago Columbia house visited in Indianapolis during the state fair. Mr. Myers was all smiles due to the fact that he had succeeded in tying up several large wholesale concerns to nice juicy contracts.

John J. Martindale & Co., real estate dealers, have found a new use for the Columbia Twentieth Century Graphophone. The Martindale people deal in Texas land, and work state fairs and other events. They had special records made calling the attention of the public to the Texas lands which they have for sale. They used these on the graphophone to great advantage during the Indiana state fair recently. They got excellent results.

The Kipp-Link Co. have become distributors for the Victor machine as well as the Edison. They are the only jobbers in the state now distributing both lines. This is a distinct advantage. Heretofore many small dealers who handled both lines have bought their goods from houses in other cities because they chose to buy where they could get all their supplies from the same jobbing concern. The Kipp-Link Co. will now be able to supply this class of dealers with great convenience.

Mr. Kipp, of the Kipp-Link Co., is well pleased with the new rule of the Edison people in which they set forth that they will not sell their goods to a new man in any town where there are already satisfactory representatives. Mr. Kipp believes this effort to protect the dealers is an admirable one.

The Kipp-Link Co. have been having an excellent jobbing business. One day last week five loaded wagons were lined up at the storage house of this company and these five wagons did not come near representing the day's shipping. The company have orders for \$5,000 or \$6,000 for this month which they have not been able to fill because they were unable to get sufficient goods from the factory. Mr. Kipp attributes this increase partly to the new four-minute record which the Edison people have just put on the market.

The Indiana Phonograph Co., who handle Edison machines, report a nice increase in the jobbing line. Most of this they believe is due to the Edison Amberol four-minute records, and the combination Edison machine which plays both

the four-minute records and the records which last only two minutes. This new record and the new machine the managers of the Indiana company say, are in great demand.

C. Koehring & Bro. on Virginia avenue are advertising their place as headquarters for the Victor talking machines and records, especially the Bryan and Taft records. They are also advertising, Calve, Eames, Nielsen and Lauder records.

The moving pictures that are being used to illustrate life in the navy are shown by the recruiting station officers at Michigan street and Tremont avenue. Other shows are being given in different parts of the city.

The first examination of operators of moving picture shows required by an ordinance passed recently by the city council was held recently in the office of the Board of Public Safety. The operators were examined on matters pertaining to the machines, the test consisting of questions submitted by Building Inspector Thomas Winterrowd, Fort H. Moore, electrical engineer, and William J. Neukom, president of the council. A license fee of \$5 a year will be collected in the future from all operators of picture machines.

The United States Amusement Co. have filed articles of incorporation at the office of the secretary of state. The capital stock is \$100,000 and it is organized to buy or rent buildings for operating theatres, nickelodeons, airdomes and similar amusements. The incorporators are Charles W. Woodmansee, Springfield, Ill.; William H. Forster, Columbus, O.; John A. Gertig, Cincinnati; H. H. Burnett, North Vernon, O.; and Thomas B. Foerster, Columbus, O.

The Family Theater which incorporated recently is doing a nice business. The company have a place on Kentucky avenue. It is capitalized at \$15,000. George F. Meyer, who is interested in one of the big coal companies here, is one of the incorporators.

Thomas P. Stokes, who represents the Victor Talking Machine Co., Camden, N. J., in New York City, is doing effective work.



HORTON'S Phonograph Attachment

(Patented)

Cut shows gage in position to drop lever so as to place the sapphire or point on the record in the proper place to get all the announcement to the record. There is thus saved any injury to the sapphire from dropping it over the end of the record, for as the point is dragged up on to the record by the turning of the machine, it is liable to catch on rough places and be spoiled, and repairs would cost three times the amount asked for one of these attachments.

Every owner of a cylinder machine will want one of these attachments—a good profit for jobbers and dealers, retail for 50c. each. For particulars address

W. G. HORTON

24 MAIN STREET, BRATTLEBORO, VT.

ADVERTISING A RETAIL BUSINESS.

By ROBERT N. WATKIN

Robt. N. Watkin, secretary of the Will A. Watkin Music Co., with stores at Dallas, Fort Worth, and Houston, Texas, has written out his views on "Advertising a Retail Business," applicable to the talking machine department as well as to the music branch of their business. The company handle a full line of talking machines. The paper follows:

"Advertising marks the difference between success and failure. In planning an advertising campaign, one to actually increase the number of

of the article is not alone sufficient, for a desire must be created.

"Merits Must be Clear.—And on the principle that you cannot sell goods personally if you do not put out the advantages, so you cannot sell by advertising unless you stress the strong points. Some advertisers think it is well to advertise only one quality of an article in each advertisement. But the advertiser who can describe an article so vividly that the reader in his imagination actually sees it, is generally conceded to have accomplished a desired end, for it is the eye that determines."

THE EDUCATIONAL POWER

Exercised by the Talking Machine Is Becoming More Recognized Every Day—Mme. Eames' Graceful Tribute Sums Up the Situation in a Most Effective Way.

Mme. Emma Eames, the distinguished operatic artist, who will be heard at the Metropolitan the coming season, when here last spring, wrote to the manager of the Victor laboratory that she was very much amused and pleased on the train nearing New York by a little incident, and added: "The baggage man taking our checks, on learning my name, said he had many of Caruso's discs and also many of mine, and that of all of those made by women, mine were the favorites at 'his house.'"

The manager of the Victor laboratory answered the above communication as follows: "I was very much pleased at the little incident to which you refer, as it impresses me so strongly as to what our work is really doing in educating the people in all fields to an appreciation of higher and better music. Can you imagine a few years ago a baggage man telling you that he was interested in your rendition of grand opera music?"

Mme. Eames' reply to this letter was: "Your observation as to the Victor talking machine being an 'educator' is a very apt one. I hope the opera managers notice that it is increasing the taste all over the country for opera, and also the curiosity to see the people they have already heard."

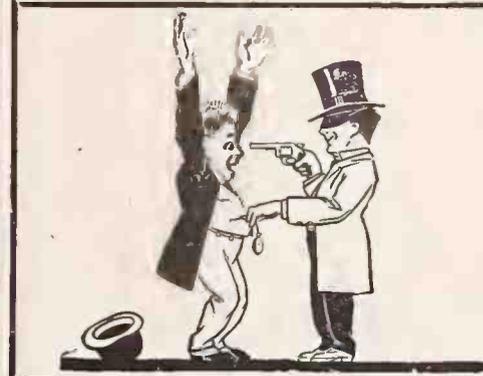
Mme. Eames strikes the keynote of the wonderful campaign of education which is being carried on through the medium of the talking machine, in this sentence. Opera managers, as well as all interested in the musical advancement of the nation, must soon "sit up and take notice" and pay due tribute to the splendid work being accomplished by the talking machine manufacturers of this country.

HEAR TAFT'S "CANNED" SPEECH.

Applause at Commercial Travelers' Meeting Frequently Drowns Voice from Horn.

By Auxetophone Judge William H. Taft the past week spoke to crowds at the noonday meeting of the Commercial Travelers' Sound Money League, at No. 37 Union Square. His words were intently listened to and applause frequently drowned the voice from the horn. October 1 was the first time that "canned speeches" had been publicly used in the present campaign in New York, but the eagerness with which the auditors listened to the distinct words of the phonograph and the applause which followed the address convinced President Shepherd, of the league that such speeches would be helpful. Consequently, Mr. Taft's voice has been heard every day at the beginning and the end of the meetings of the league.

Thomas Edens Osborne, the well known jobber of Belfast, Ireland, is making a feature these days of the genuine Edison phonographs and records. The Edison line is also handled by the Anglo-American Phono Co., in Belfast.



Ever been held up by your jobber?

Has your jobber ever promised to ship goods at specified times and then failed to make good?

Has this failure cost you dear in money and customers?

Did you decide to try another jobber and then relent when he vowed it never would occur again?

Don't allow yourself to be held up in this way and done out of trade and dollars. You have a right to demand prompt service from a jobber. That is only your due. Anything less means that the jobber is taking advantage of your good nature.

But our watchword is prompt service. We have an absolutely complete stock of Victors, Victor Records, record cabinets, horns, fibre cases, English needles, and all other Victor accessories. Our iron clad, unbreakable rule is to ship goods the same day we receive the order.

Does this kind of service appeal to you?

If you care to go further into the matter, send to us for our latest catalogue. Do it to-day.

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



ROBT. N. WATKIN.

your sales, put your arguments in a newspaper, one that sells subscriptions, and gives reliable news, for whether it be a trade paper, or a daily newspaper, it is undoubtedly the best medium. In newspaper advertising there are two methods: First—The 'direct sale' advertisement. Second—The 'prospect getter.' The former method is used successfully by the catalog houses. The latter, however, is popular with a large percentage of merchants, and is usually accomplished by the offering of something 'free'—as a booklet or souvenir. A great advantage in either case, however, is to give individuality to your goods—say something to distinguish them from all others.

"What the Buyer Wants.—When a customer buys, he looks for definite qualities or characteristics, and before buying, frequently has already determined the kind of article he wants, usually the article with a reputation exceeding others along some particular line. The advertiser must always have these two qualities in his advertising: First—Earnestness. Second—Sincerity. Naturally, these are necessary in all advertising. Quoting prices with slight details of construction

REPAIR YOUR OLD

Talk-O-Phones

All Repairs For Sale by

P. C. HAYES, TOLEDO, O.

Write for Price Lists and Discounts.

WILL NOT RE-ENTER BUSINESS.

Wm. E. Gilmore Puts an End to Rumors and Says That He Has no Intention Now or at Any Time of Entering the Talking Machine Business—This Should End Current Gossip.

As the name of Wm. E. Gilmore, former president of the National Phonograph Co., Orange, N. J., has been connected with various talking machine enterprises since his return from Europe, The World had an interview with this aggressive and picturesque personage a few days ago, when authoritative information on the subject was requested. In his most emphatic manner Mr. Gilmore said:

"I am not connected with any proposition of any nature whatever in that line, nor will I be in the future. You cannot make this too clear or too strong. I can say that since my retirement from the National Phonograph Co., I have had less worry and am in splendid health, with lots of other things to engage my attention and keep me busy. Of course, you know I am heavily interested in the newspaper publishing business in Orange, which will absorb a great deal of my time. But I have no thought of re-entering the talking machine trade, directly or indirectly, now or in the future. As I am remodeling my home in Orange, to which an addition will be made, the family and myself will remain at the Ansonia in New York until the alterations are completed, which will probably be in the spring."

POSTAL CARD RATES.

Some Facts Worth Knowing Regarding Postage to Great Britain Communicated Officially.

Edward M. Morgan, postmaster U. S. Post Office, New York, writes: "In published articles regarding the effect of the reduction in the rate of postage on letters to Great Britain and Ireland, is a statement reading: 'The reduction of the rate on postal cards from two cents to one cent is an item in the new scheme that alone will add vastly to the volume of the mails.' As

there has been no change in the rate on postal cards, and as the statement quoted will doubtless lead to the mailing of many cards with only one cent postage paid thereon instead of two cents, I trust that you will correct it by publishing the information necessary to a proper understanding of the postage rates applicable to cards.

"The Government postal card sold by the Post Office Department requires 2 cents postage, which is paid by the stamp printed thereon. Post cards or private mailing cards (which are frequently referred to as postals by the public) also require 2 cents postage if they bear a written communication. Printed post cards without any written communication thereon, or which bear no more writing than is authorized upon printed matter, may be mailed as printed matter for 1 cent, and under this rule cards bearing printed illustrations such as are referred to as 'picture postals' without unpermissible writing may be mailed for 1 cent. Such cards may have added in writing without increasing the postage rate thereon, the name and address of the sender and congratulations, thanks, etc., not exceeding five words. But anything of the nature of a personal communication will subject such cards to the 2-cent rate, and any deficiency will be rated up when the cards are despatched and double the amount collected from the addressee on delivery."

EXCHANGE PROPOSITION REVISED.

Victor Talking Machine Co. Materially Broaden Their Exchange Proposition in Order to Meet the Situation Caused by the Announcement of the Double Faced Records.

The Victor Talking Machine Co. last week issued the following letter to Victor distributors:

Gentlemen—In further explanation of that portion of our letter of September 17, 1908, referring to the Revision of our Exchange Proposition, which we have seen fit to broaden in order to meet the situation caused by the announcement of the double-faced records, kindly note the following:

1. None of the conditions or stipulations of our original Exchange Proposition mailed July 25 has been altered except as noted below.

2. The list of selections to be placed on Victor double-faced records will be ready for announcement to Dealers and Distributors on or about October 1.

3. These records will be ready for shipment to Distributors on or about October 15.

4. All records shipped to Distributors on or after September 17, 1908, will be applied, *class for class*, against the returns of Distributors and Dealers on the cut-out Exchange Proposition until shipments equal such returns, at which time credit will be issued.

5. To make it possible for Dealers and Distributors to carry double-faced records at a minimum investment, we have decided to rescind that part of Clause 5 in the Record Cut-out Exchange Proposition, which reads: "Records must be selected from the Numerical Catalog bearing date of June, 1908."

(Unfilled orders on file with us on September 17, 1908, and all orders received by us from Distributors and shipped between this date and January 1, 1909, will be applied, *class for class*, against Dealers' and Distributors' returns. This means: Records shipped after January 1, 1909, although ordered prior to this date, will not be applied against the Exchange Proposition.)

6. The Victor Co. cannot credit against this Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered from the June numerical catalog, as provided in the original Exchange Proposition.

7. Neither will Distributors be permitted to credit Dealers against this Exchange Proposition with any records shipped prior to the receipt of our announcement of September 17, 1908, except those records ordered from the June numerical catalog, as provided in the original Exchange Proposition.

8. Where Distributors have not shipped records to Dealers covering returns, the Dealers are privileged to revise or cancel orders in the hands of Distributors and place new orders for records appearing in any catalog of the Victor Talking Machine Co. up to and including January, 1909, Supplement. In other words, this permits Dealers to order for those records returned any records, *class for class*, appearing in July, August, September, October, December and January supplements, or from any special lists issued up to January 1, 1909, but it is distinctly understood that all such records must be shipped prior to January 1, 1909.

(This paragraph applies also to Distributors' orders placed with the Victor Talking Machine Co.)

9. If Distributors and Dealers so desire, and shipments against returns have not been completed, orders for double-faced records may apply on the Record Exchange Proposition in the following manner:

Although there has been no corresponding cut-out class, Dealers and Distributors will be permitted to order double-faced 10 and 12-inch records to apply against the 60-cent 10-inch and the \$1 12-inch single-faced records returned, but they will be charged the difference in price where a 10-inch double-faced record is ordered for a 10-inch single-faced record returned, and likewise where a 12-inch double-faced record is ordered for a 12-inch single-faced record returned.

In no case will the Distributor or Dealer be given a credit in dollars and cents for the return of the single-faced records and then allowed to order an equal amount in dollars and cents in double-faced stock.

To recapitulate—For every single-faced 60-cent record returned a double-faced 75-cent record must be ordered and a payment of 10 cents made. For every single-faced \$1 record returned a double-faced \$1.25 record must be ordered and a payment of 12½ cents made.

11. No sample sets of double-faced records will be sent out, as is customary with the regular monthly supplements.

12. No simultaneous opening day will govern the sale of these new double-faced records; however, we will arrange to make shipments from Camden to Distributors in the same city on the same day.

Very truly yours,

VICTOR TALKING MACHINE COMPANY.

GERMAN FRIENDS WORTH WATCHING

When It Comes to Developing Plans to Capture Foreign Markets.

American exporters could learn much regarding the proper methods of conducting a foreign selling campaign by watching our German friends. They do not send a man to a South American country who speaks only his native tongue, let him open a branch at once and expect business to pile in. Their method is illustrated in the case of a German machinery expert who has been traveling for months in Brazil. He is familiar with the language, has become acquainted with the customs and needs of the inhabitants, and is conducting a campaign of educational advertising throughout the inhabited portions of those States. He is about to open a branch office for the company in Bahia. This is a sample of the kind of competition that American manufacturers and exporters are beginning to meet with—something more effective than commission house efforts.

VICTROLA CABINETS IN MANY STYLES.

The Victor Talking Machine Co. are now putting through their factory an order for several thousand oak and circassian walnut Victrola cabinets. Owing to the general preference, weathered oak, dead flat finish, will be the regular stock finish of the quartered oak cabinets. They will, however, keep on hand a number of unfinished cabinets, which may be ordered in antique, golden and early English, these three to be a polished or a dull rubbed varnish finish. They may also be ordered in weathered, Flemish, fumed, driftwood and gun metal; these five to be either a dead flat or a wax finish.



Copyright App. For.
The Rudolph Wurlitzer Co.

If you have heard about Jobbers standing pat and waiting for stocks to get low before reordering, please do not connect *WURLITZER* with the rumor.

We have spent the past few weeks filling stocks and getting ready for fall business. Our stocks of Victor and Edison Records, Machines and Supplies are in magnificent shape, both in our Chicago and Cincinnati houses.

We believe Talking Machine Dealers are going to have a good Fall Trade, and have a feeling that we can outguess the pessimists and stand-patters.

At any rate *we have the goods*—Victor and Edison Machines, Records and Supplies, and as usual we can deliver at short notice.

May we have your valued orders?

The Rudolph Wurlitzer Company

CINCINNATI
117-121 E. 4th St.

CHICAGO
266-268 Wabash Ave.

Two points of supply, order from the nearer.

C. W. PAGE JOINS WURLITZER.

The Well-Known Advertising Specialist Takes Charge of Wurlitzer Publicity.

(Special to The Talking Machine World.)
Cincinnati, O., Oct. 10, 1908.

Charles W. Page, who was formerly with The National Phonograph Co., has joined The Rudolph Wurlitzer Co., as advertising manager. Mr. Page brings an intimate knowledge both of the music business and of advertising into his new connection, and has already gotten well started on the publicity end of the Wurlitzer interests. He will look after the advertising of both the Cincinnati and Chicago

houses, making his headquarters at Cincinnati. Mr. Page's knowledge of the music business was obtained largely during a three year connection as advertising writer for Lyon & Healy, Chicago.

Later, he was associate advertising manager of Collier's Weekly, New York. For the past five months he has been with The National Phonograph Co., as editor of the Edison Phonograph Monthly, and the Phonogram, and writer of wholesale and retail advertising matter. He left the last named firm to join Messrs. Wurlitzer.

Mr. Page stated to a representative of this paper that he has never seen a firm that was in better shape to push ahead than Wurlitzer. "This," he observed, "might be readily inferred from the fact that sales for the past six months have been just about as large as a year ago, before Mr. Hard Times came around. It shall be our ambition to perfect on wholesale talking machine service. We intend that talking machine dealers shall turn to Wurlitzer's as the one place where they can always get what they want when they want it. I am urging our dealers to write me personally for help on their advertising problems."

SECURE LARGER QUARTERS.

Columbia Phonograph Co. Move Their New York Laboratories to More Commodious Quarters.

The Columbia Phonograph Co. have secured for a term of years the entire ninth floor of the large building occupied by the Joseph W. Stern Publishing Co., on Thirty-eighth street. This building was rented for recording purposes after an exhaustive search and examination of hundreds of buildings in order to find a place where the acoustic and other conditions would meet the exacting requirements in the art of record making.

Victor T. Emerson, superintendent of the Columbia laboratory, is most enthusiastic over the results secured in tests already made. He claims that records made in the new laboratory will be notable for their increased brilliancy, distinctness and musical quality. Mr. Emerson is probably the best known and most popular record maker in the world. His enthusiasm in the results so far secured guarantee that more than unusual success has been attained.

MISS EDISON AN INVENTOR.

Daughter of Wizard Devises Road Map for Use at Night by Automobilists—Driver Can Locate Curves Ahead in Darkness.

Not Thomas A. Edison, but his beautiful young daughter, Miss Madeline Edison, is the latest one to add to the long list of Edison inventions. And Miss Edison's device is of the most practical sort, and is sure to be hailed with great satisfaction by all owners of automobiles.

It is an automobile road map, by which the

driver of a car is enabled to know the condition of the road for a certain distance ahead of him and regulate his speed accordingly.

Association with her father in his laboratories and her natural liking for electrical experiment which she pursued at college led to the invention of the automobile map by the beautiful girl, who is very prominent socially.

Her brother "Billy" also has a share in the invention, on which both have worked in secret for a month. They are familiar figures in Miss Edison's forty-five horse power car speeding along the smooth roads about the Oranges.

The road map, like the compass of a ship, goes on the steering column in a dust and rain-proof case, and is lighted by electricity at night.

When a car is speeding along the road laid out in the tour being taken a cyclometer attachment records the miles, and a tiny black steel bar indicates the location of the car at the time.

Miss Edison was graduated last year from Bryn Mawr College. There she underwent a thorough course in electricity, chemistry and the applied sciences. She was noted in college for her intellectual powers and took high honors in chemistry.

She has been much with her father in his experiments at Llewellyn park, in Orange. Persons admitted to the "Wizard's" laboratory have often been pleasantly surprised to find Miss Edison aiding her father in experiments that have worked wonders in the electrical world.

T. E. Ijro Kurosawa, of Tokio, Japan, was a caller upon Walter Stevens, chief of the National Phonograph Co.'s export department, at their New York offices recently. Mr. Kurosawa is a well known and prominent merchant in the Japanese Imperial Capitol.

NATIONAL ADVERTISING.

How It Aids the Dealer in Making Sales—A Tremendous Asset—The Retailer Should Go With the Current.

Talking machine dealers should remember that nationally advertised goods carry the least risk of becoming dead stock. Live energy is behind them. More than that, real demand is behind them, for the manufacturer has tested them in many markets to find out whether the public really wants them, and whether they will want them again, and again, and again—and yet again. Enormous national sales are necessary to pay advertising bills, because competition keeps the advertising expense down to an infinitesimal fraction on each sale. A good deal is heard from time to time of the commodity that is 10 cents value and 90 cents advertising. But who ever knew such a commodity to gain a national demand or hold it? Nationally advertised merchandise has behind it the elements of publicity that gives news value, tells the consumer what he is buying, and makes stability of quality imperative. The merchant who handles merchandise advertised in this way is going with a powerful current of distributive energy. Retail experience has demonstrated that it is to his best interest to paddle a little with the current himself.

RECENTLY INCORPORATED.

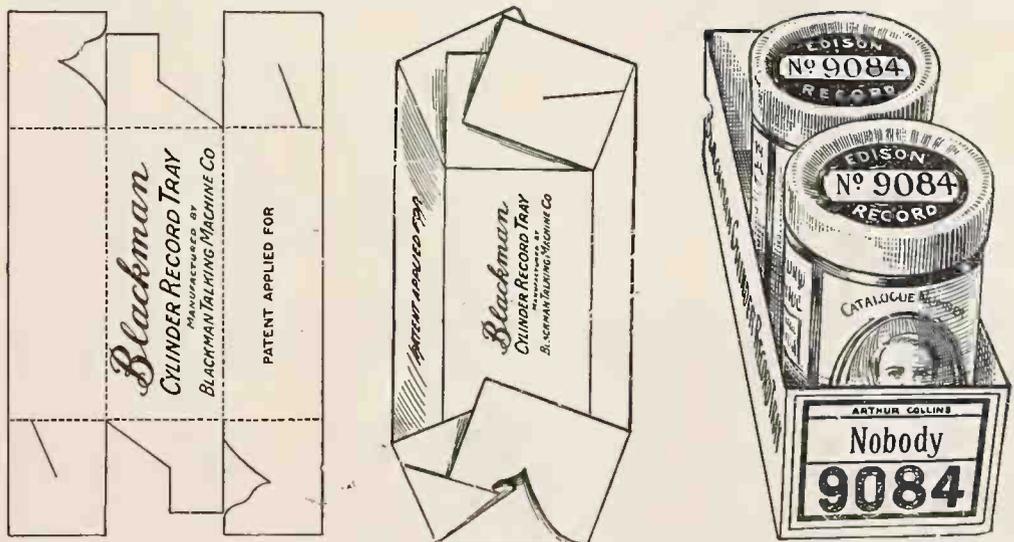
The Continental Record Co., New Baltimore, Md., have incorporated, with a capital stock of \$20,000, for the purpose of manufacturing and dealing in talking machine devices. Incorporators—B. I. Carhart, E. O. Goodell and J. C. Cady, all of New Baltimore.

INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



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

NET PRICES TRAYS ONLY

(Subject to Change.)

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

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

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

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1907.....\$3.50
Per month, thereafter (postpaid) payable in advance 12
Columbia Labels (Domestic), per set..... 3.50

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

NEWS FROM SOUTHERN CALIFORNIA.

Big Victor Orders for Sherman, Clay & Co.—Herzog Cabinets Admired—Birkel Co.'s Grand Opera Records—Columbia Double Discs in Demand—A. A. Jinesa to Start for Himself—Many Visitors Recently—Amberol Records in Demand—A Budget of News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 4, 1908.

There seems to be much that is perplexing in the fall outlook for talking machine men in this vicinity. The air seems full of wonderment as to what will happen next if the manufacturers continue to juggle matters as they have in the past few weeks.

Some dealers with a lot of experience back of them are trying to refrain from tumbling into pitfalls, while others are not so shy. All, however, are confident of a very large business during the holidays, and are very busy making preparations for the largest Christmas yet.

Sherman, Clay & Co. have been working to their full capacity and have received a great volume of business in the past thirty days. Charles Ruggles, manager, has taken some fine orders for Victrolas and Victors to supply the holiday demand. Among the recent orders taken by him was that for a complete line of Victor goods for the Wiley B. Allen Co., who have just opened their talking machine department, with H. A. Clubb at the head. Mr. Clubb is well known on the coast as a talking machine man, having come to this city from the north, where he was engaged in the same business. Messrs. Tucker and Merrill are responsible for the addition of the talking machine department to the Wiley B. Allen Co.'s establishment, and are pleased and proud of the fine new show rooms, which are among the best of the city. Allowances have been made for additional rooms which will be added in a short time.

The Southern California Music Co., Edison and Zonophone jobbers, are as busy as can be with orders for Amberol records and new style phonographs. From the amount of orders received it is very evident the dealers are greatly pleased with the new product. Their retail department has been doing a fine business both in disc and cylinder goods.

A large shipment of record cabinets has just been received from the Herzog Co., including several new styles and designs. E. Tessier, who recently joined forces with this company, has been appointed manager of export trade and expects to make a trip through parts of Mexico at an early date. He has been in business in

the southern republic for a number of years and is thoroughly familiar with the trade there. Victor recitals have been resumed and are held every Friday afternoon at 3 p. m. A novel plan has been introduced by them for selling talking machines and records for campaign purposes. Circulars have been mailed to the different committees in charge of the campaigns suggesting the use of the talking machine and quoting the price of a suitable style machine. Many persons have become interested and several outfits sold as a result.

The Angelus Talking Machine Co. ("The Exclusive Edison Store") has just been remodeled again and makes a better appearance than ever. Mr. Pfaff is always trying to do more business and is not satisfied unless he is making improvements. He says he is now ready for the new Edison line, having added considerable space for it.

The Geo. J. Birkel Co. have recently issued a special list of new grand opera records which they have mailed to their customers. Mr. Geissler in referring to the new double-sided disc says he has little faith in the move, regardless of what is being said for them. He feels they will be a novelty for a short while. The new Edison move is recognized by him to be the best move the National Co. have ever made. Geo. J. Birkel, head of the same firm, has been away on a trip north for a short while.

The "removal sale" of the Exton Music Co. has closed, and they are now in their new store at 216 West Third street. Sudden decision as to moving has found them without a suitable talking machine department, but Mr. Exton has men at work building what he says will be a first-class department and situated on the ground floor. He expects to devote three times the former space to talking machines in his new location.

W. F. Stidham, manager of the Columbia branch, reports a great improvement in trade, owing to the recently announced double-sided disc. He has received orders from many new dealers, who will handle Columbia goods exclusively, and finds all the trade interested in the new article. Lower California has been the point of considerable interest in the last month, having received visits from representatives of several dealers in this city. Early in the month Juan de la Fuente visited Ensenada in the interests of the Geo. J. Birkel Co., returning to them a number of orders for Victor goods, together with other orders. Later C. R. Rundel, of the Southern California Music Co., accompanied by Francisco Moreno, made a short stay in the same place featuring the new Zonophone

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.



Mexican records, for which they created a good demand. The recent grant of the Victor Co., whereby dealers are allowed to sell goods in this section and the improved steamship service, will doubtlessly help to open this field. The freight rates, which have been somewhat of a menace, are being adjusted to a much more satisfactory figure.

The Chandler Music Co., of Santa Ana, are making improvements in their store to accommodate the fall trade and have placed a very large order for new style Edison phonographs and Amberol records. Helene Huston, who has just recovered from a serious siege of typhoid pneumonia, is back to her store in Redondo Beach looking after her customers.

Mrs. Huston expects to move to her new store about November 1, and will then have the best location in this thriving seaport. H. W. Mosier, of Stockton, Cal., has returned from a vacation in Sacramento, and is now devoting his time to the new Edison goods.

Albert A. Jinesa is leaving the employment of Mr. Mosier to establish a business for himself. Although he has not decided on his future location the trade can be assured of another live Edison dealer, however. McNeil's Piano House, of Stockton, Cal., is just settling in its new store and will have the finest talking machine and piano sales rooms of any firm in the city of like size. Cary & Sons, of Stockton, Edison and Zonophone dealers, report a thriving business, especially with Mexican records. They are preparing for a heavy fall trade by stocking heavily on machines and records.

The Falkenstein Music Co., of Fresno, Cal., have completed remodeling their warerooms. They now have several sound-proof rooms for their talking machine department equipped with a special cooling apparatus for hot weather. The bicycle trade in Fresno—i. e., Homan's, Dougherty and Nisikian—are all at each other's heels for the talking machine business, and never a day but what several sales of machines and records are recorded among them.

Those of the San Joaquin Valley dealers who have recently returned from vacations are: N. L. A. Cody, Merced; A. Husband, of Husband & Turner, Modesto; Thos. Noel, Visalia; E. M. Kimberlin, Kingsbury; O. A. Brehler, Sanger, and N. C. Hauser, at Dinuba.

Henry Burr, alias Irving Gillette, is said to have been a recent caller at Mr. Hauser's store at Dinuba. He is spending a few months in the Sierras hunting jacksnipe and peewees. L. Ozuma, of Porterville, is contemplating moving his Edison department out of his drug store into a large store across the street. This branch of his business has grown to such tremendous proportions that he is unable to handle it in his present store.

A. E. Baranger, at San Jacinto, Cal., called on the Edison jobbers with an order last week.



Record Cabinet No. 696

MORE THAN FIFTY STYLES

As low in price as they can be made well for, and as high-priced as you care to go.

We guarantee our goods to be made right and finished right.

Don't you want to do business on this basis? We believe you do, and we want you to write for our cuts and prices to-day.

Rockford Cabinet Co., 1920-30 18th Avenue, Rockford, Ill.

The trade has received visits from the following callers: Arthur Geissler, Talking Machine Co.; A. G. McCarthy, Sherman, Clay & Co., San Francisco; J. M. Dvorak, Lyon & Healy, and W. F. Morton, for Peter Bacigalupi & Sons, San Francisco.

W. H. Stark, a Victor and Edison dealer from Dayton, O., stayed in this city for a few days, looking over the city and expressing admiration. He is on a tour of the country.

"TALKER" NEWS FROM THE HUB.

New Attachments, Records and Policies Interest Local Jobbers—Good for Nice Winter's Business—Double Discs Help Columbia Business—T. M. Mason Promoted—Featuring Lauder Records—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 7, 1908.

There are quite a number of other things besides the formation of the new Talking Machine Dealers' Association to interest the local jobbers and dealers in talking machines this month. One is the new cylinder record put out by the Edison people, which will play for four minutes; another is the new double record put out by the Columbia people giving, as the old circus "barkers" used to say, "two for the price of one"; and still another is the recent change made in the retail department at the Columbia store.

Wholesale manager Chamberlain, at the Eastern Talking Machine Co.'s store, is enthusiastic about the new Amberol cylinder records. "They will put the cylinder line right on its feet," he says. "We have needed something like that for a long time, to put some spirit into the market. A 50-cent record that will play four minutes is something the people have been clamoring for. It is just as easy to get 50 cents as to get 35 cents for a record, and with this new record, everyone feels that he is getting his money's worth. The probabilities are that we shall see a very nice winter on the Edison goods."

At the Columbia Phonograph Co. over 700 new names have been put on their books within ten days as the result of the opening up of the sale of the double records. T. M. Mason, the new retail manager here, said this week: "We have had people come into the store asking for other things and when they were shown the new double record they were greatly surprised. 'Will that play on the Victor also?' they asked, and when told that they certainly would do so, these people would generally buy several records. Business has taken a very gratifying jump since they came in, and we look forward to an unusually busy winter."

Mr. Mason has been promoted to fill the place left vacant by the transfer of H. W. Blakeborough to be the manager of the Columbia store at New Haven, Conn. Mr. Mason is a young man with a big lot of friends and is an unusually good executive.

R. A. Dinsmore, of the Columbia staff, has resigned and will soon open a retail store of his own in Dorchester.

Among the trade visitors to town this week was L. C. McChesney, the Edison advertising manager, who reported business as "scrump-tious."

Manager Winkelman, at the Oliver Ditson Co., said this week that he is having difficulty in getting all the goods he desires from the Victor factory. He is greatly pleased with a recent big shipment of Victrolas, and is arranging several programs of operatic music for the benefit of societies and family functions during the winter. The staff here has recently been increased, to take care of the growing business.

Now that Harry Lauder is booked for a local vaudeville engagement, the Edison people and dealers here are keeping his photographs, etc., in their windows and drawing in good business. The Columbia people did likewise with Bert Williams' pictures and records when Williams and Walker were here.

The presence of "The Red Mill" has caused a number of the dealers to build up tiny mills in their windows as an advertising feature. At the C. E. Osgood Co., the window display of late has been unusually good, and an increase in business as a result is reported.

COLUMBIAS AT DALLAS FAIR.

(Special to The Talking Machine World.)

Dallas, Tex., Oct. 7, 1908.

The local branch of the Columbia Phonograph Co., under Manager Souders, will have an elaborate exhibit at the Dallas County Fair, to be held in this city, including the regular line of machines and records, as well as the new double-disc and indestructible records. Music and speeches will be rendered by the graphophones almost continually during the fair period.

JOBBERS FORM STATE ASSOCIATION.

(Special to The Talking Machine World.)

Omaha, Neb., Oct. 5, 1908.

Feeling that their interests would be greatly benefited by the formation of a State association to co-operate with the National Talking Machine Jobbers' Association, a number of prominent jobbers of Nebraska met in this city recently and perfected such an organization, electing Ross P. Curtice, of the Ross P. Curtice Co., Lincoln, to the presidency. The jobbers ended their convention with a banquet at the Henshaw Hotel, and all were most enthusiastic regarding the future prospects of the new association.

EXHIBIT AT ELECTRICAL SHOW.

Landay Bros., of 400 Fifth avenue, New York, were among the exhibitors at the Electrical Show, held last week at Madison Square Garden. They displayed an Auxetophone in the magnificent booth of the United Electric and Power Co. demonstrating the efficiency of the alternating electric current. Roy A. Forbes was in charge of the exhibit, and he was favored with large audiences both afternoon and evening. Caruso, Tetrizzini and other leading records were used exclusively at the evening demonstrations, and Landay Bros.' both proved a magnet to music lovers.

M. S. ROGERS WITH NATIONAL CO.

M. S. Rogers is a new addition to the traveling staff of the National Phonograph Co., Orange, N. J. He will cover Utah and Nevada. Having received his final instructions from General Sales Manager Dolbeer he left New York for the Far West last week. This is the initial trip of Mr. Rogers; in fact, his first appearance in the trade, and it is also his first visit to that section of the country.

SEAL RECORDS UNTIL 2008.

At the annual Electrical Show, held in Madison Square Garden, the National Phonograph Co. had a large exhibit of political records which were sealed and placed in a vault by the National Co., and will not be heard again for a century, or in 2008, to be exact.



A LITTLE

"Easy Money"

The beauty of handling musical merchandise—the right kind—lies in the fact that no brain-racking, sleep-losing efforts are required to get the business.

Actually, it's like raking in the dollars. Just get our famous line of

MODERN MUSICAL MERCHANDISE

and customers will gravitate your way as naturally and as surely as ripe apples drop to earth.

Among instrumentalists there's magnetism to such names as Durro Violins, Bows and Strings; Lester Accordions, Victoria Guitars, Mandolins and Banjos, and Duss Band Harmonicas.

These goods are well-known and preferred wherever such instruments are played—they're the best sellers on the market—they're fully 30% lower in price than similar goods, hence you can enjoy the greatest margin of profit on *this merchandise*.

The opening of the fall and holiday seasons signals a tremendous demand for these goods. Don't miss an opportunity to add materially to your income.

First let us send you our fine illustrated catalogue with our compliments.

Buegeleisen & Jacobson

113-115 University Place
NEW YORK



THE 1010 SPECIAL

150-Peg Cylinder

RECORD CABINET

IS A TRADE-WINNER

Write for Special List. Positively the best value ever offered at special price to talking machine dealers

H. A. WEYMANN & SON, Inc.

Edison Phonograph Jobbers. Victor Distributors. Cabinets and Supplies. Manufacturers of the KEYSTONE STATE Musical Instruments. Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

THE INTERNATIONAL COPYRIGHT CONFERENCE

The Especial Duties Delegated to Thorvald Solberg, Register of Copyrights Defined—Memorial Signed by the Leading Talking Machine Concerns of the United States Emphasizes the Facts in Connection With Copyright Legislation—Solberg Has no Plenipotentiary Powers and Cannot Commit the United States to Any Action Taken by the Conference.

Manufacturers of talking machines and records, automatic musical instruments and player rolls are manifesting the keenest interest in the International Copyright Conference, which opened in Berlin, Germany, yesterday, October 14th.

As stated in our last issue, Thorvald Solberg, register of copyrights, is the delegate from the United States, and those interested have been much concerned anent the powers imparted to him by our Government. In this connection a memorial seeking information and signed by Frank L. Dyer, president of the National Phonograph Co.; Horace Pettit, of the Victor Talking Machine Co.; E. D. Easton, president of the Columbia Phonograph Co., and John J. O'Connell, counsel for the National Piano Manufacturers' Association was addressed to the Secretary of State at Washington, D. C. It read as follows:

The Secretary of State, Washington, D. C.:

Sir: We, the undersigned, the National Piano Manufacturers' Association of America, the National Phonograph Co. (Edison), the Columbia Phonograph Co. and the Victor Talking Machine Co., beg leave to petition regarding the attitude to be taken by the United States delegate to the International Copyright Conference, to be held at Berlin on October 14, 1908.

We have been informed that Mr. Thorvald Solberg, the Register of Copyrights, has been appointed delegate from this country, and while we do not know what his instructions are, we respectfully submit that the magnitude of our business interests and the far-reaching effect which new copyright legislation would have, not only on the capital invested in our respective industries, but also on everybody engaged in those industries, in this country, justify us in laying the matter before you to the end that any action taken may be with a full understanding of the situation.

While it may be that the action taken at Berlin, even though participated in by our government, may not be binding on the American Congress, there can be no doubt that the result arrived at in Berlin will have great weight when the matter is again taken up here.

As your department may not be entirely conversant with the details of the copyright situation to-day as regards the mechanical reproduction of music, we beg leave to present a brief outline of it.

In May, 1902, there existed an association known as the American Music Publishers' Association, comprising every large music publishing house in the United States, except two. Since then, one of those two has become a member. This association, then, controlled the output of sheet music in this country. The Æolian Co. of New York in that month made contracts with every member of that association, whereby it was to receive the exclusive right to cut perforated rolls from all copyrighted music owned or controlled by the publishers at any time during the term of the contracts,

viz.: thirty-five years. As the copyright term was then in effect forty-two years, the monopoly would be absolute for practically seventy-seven years. A suit was also instituted and carried to the United States Supreme Court, to obtain, if possible, a decision to the effect that a perforated roll for use in a player-piano is an infringement of the musical copyright under the existing United States statutes.

It finally reached the Supreme Court for argument in January, 1908. In February, 1908, a decision was handed down to the effect that mechanical reproducing devices are not infringements of the present musical copyright.

White-Smith Co. vs. Apollo Co., 209, U. S., 1.

During the progress of this litigation determined efforts were made to amend the copyright laws so as to specifically include such devices. It would be trespassing unwarrantably on your time and patience to give the history of this fight in detail. The fight was bitter and three separate sets of public hearings have been had before the Joint Patent Committees of the Senate and House of Representatives, viz.: June, 1906; December, 1906, and March, 1908. The arguments made at those hearings pro and con are contained in the printed records, which are respectfully called to your attention, particularly the printed proceedings of the hearings before the committees on patents of the Senate and House of Representatives, of March 26, 27, and 28, 1908.

Generally speaking, the results of those hearings were:

June, 1906—No report.

December, 1906—House committee reported against any change in existing laws as regards musical copyrights, while Senate committee, by a vote of four to three, voted for the change. Senators Mallory, Foster, and Smoot submitted a minority report agreeing with the House Committee.

No action was taken in either House up to the adjournment on March 4, 1907.

March, 1908—While neither committee has reported a bill, the consensus of opinion appears to be in favor of extension of the copyright to include mechanical reproduction, provided, everybody has the right, under certain conditions, of reproduction on a universal royalty basis—the amount of royalty not yet agreed upon.

Action is expected to be taken when Congress meets in December, and the bills now pending are as follows: Senator Smoot—Universal royalty on a percentage basis.

Senator Kittredge—Extension of copyright absolute and without condition.

Representative Currier—Universal royalty on a flat sliding scale.

Representative Sulzer—Universal royalty on a basis of two cents each on phonograph records and ten per cent. on retail price on perforated rolls.

Representative Washburn—Universal royalty on an unnamed basis, but with right to owner of copyright to withhold composition from mechanical reproduction.

Representative Barchfeld—Extension of copyright absolute and without condition.

Senator Smoot is chairman of the Senate committee and Mr. Currier of the House committee.

As we have stated above, the great weight of opinion in the Congressional committees appears to be against extending the copyright as an absolute right. We speak with knowledge, as we have participated in every step of the proceedings.

Of course, the extending of the right at all is one of expediency. Many arguments—some of them quite potent—have been made against any extension of the right.

Our position as manufacturers is this: The National Piano Manufacturers' Association is interested only in the perforated roll business. Within a few years from now every piano must have a player mechanism. In view of the ease with which the Æolian Co. obtained exclusive contracts in the past, it would be no difficult matter to obtain similar exclusive contracts in the future—although we contend that the old contracts would be operative under new legislation. Anybody having a monopoly of the rolls would unquestionably in time have a monopoly of the instruments. That the association seeks to prevent. If Congress should see fit to extend the copyright and give the composer a revenue, then not only would the composer be paid, but a monopoly of the player industry would be practically impossible if everybody had the right to manufacture upon payment of the stipulated royalty.

The phonograph companies signatory hereto are in exactly the same position—they want a square deal and nothing more.

Everything we have said in the foregoing is borne out by the public records, either in the Supreme Court or in Congress.

In the industries carried on by the undersigned there is invested directly about \$150,000,000. This does not take into consideration at all the amount invested by dealers and jobbers throughout the country.

The condition of the copyright laws in the various countries to-day is as follows:

United States—All mechanical reproduction free.

United Kingdom—All mechanical reproduction free, by decisions and special law of August, 1906.

Germany—Mechanical reproduction free, unless "expression" reproduced. This makes all phonographic records free.

Belgium—All mechanical reproduction free.

Switzerland—All mechanical reproduction free.

Austria—All mechanical reproduction free.

France—All mechanical reproduction free as regards sounds, but not as regards words.

Italy—Court of Intermediate Appeal, contrary to Berne Convention of 1886, which it signed, decided that such reproductions are forbidden. Court of last resort has not yet passed on question.

Wherefore, we respectfully petition your excellency that the American delegate be instructed to work and vote in the deliberations of the Berlin Conference, against the absolute and unconditional extension of copyright to mechanical reproducing devices, and to go no further than a protection conditioned upon a universal right of user, such universal right to be based upon a royalty or revenue fixed, not by the conference, but by the internal legislation of the respective powers taking part.

In reply to this petition, Acting-Secretary of State, Adee, stated that no instructions had been issued to Mr. Solberg in connection with his attendance at the International Copyright Conference. He was delegated by the State Department to represent the United States simply because of his knowledge of the copyright situation. He has no plenipotentiary powers, and in no way can commit the United States to any action taken by the Conference.

As a matter of fact Mr. Solberg is present at the convention as a matter of courtesy, as the United States is not a party to the Berne convention. He will, of course, supply information regarding the copyright situation in this country if requested, but cannot vote or take any official action on any of the questions that may come up for consideration.

An additional 25 feet is being added to the store floor of the Blackman Talking Machine Co., New York. The stock will have additional room, while the private offices of President Blackman and Vice-President Caldwell will be more spacious and comfortable. More room will also be afforded the general business office. New partitions and fixtures will beautify and adorn the expanded departments. Additional floor space has also been appropriated in the basement and sub-basement for storage. The company acquired the lease of the entire building, which extends through from Chambers to Reade street, some time ago.

Clarence H. Seavey has sold out his interest in the firm of Seavey Bros. to his brother, and will open a music and jewelry store at 44 Winter street, in the Nickel Theater Building, Haverhill, Mass., selling talking machines, pianos and jewelry.

One House—One Line

WE are the only Talking Machine House in Eastern Pennsylvania which has no branch stores, or that carries other lines.

For this reason we are better equipped to give prompt and efficient service than others. Give us a trial.

EDISON JOBBERS

VICTOR DISTRIBUTORS

PENN PHONOGRAPH CO., Inc.

17 South 9th Street

PHILADELPHIA

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Trade Quiet for the Month Both in London and Throughout the Provinces—Labor Troubles Have Interfered Seriously With Business as a Whole—Regarding Small Orders—Columbia Company's New Policy—Barnett, Samuels New Show Room—Excelsiorwerke News—Value of the Foreign Market—A New 4 1-2 Inch Record—The New Jumbo Records—A Budget of News from the Provinces Not Over Cheering Owing to Strikes—Great Strike in the Manchester District Disturbs Trade.

(Special to The Talking Machine World.)

London, Eng., Oct. 5, 1908.

Last month I was able to report a very steady increase of trade, which also gave promise of a continuance, but whatever the cause, sales have not held up to expectations. The situation was summed up very amusingly by a prominent manufacturer in the course of an interview. He said that "things were booming; a man came in last week and bought three records!" Anyway, trade may not be advancing, but it is certainly not going backward; the average is pretty well maintained, and while no doubt traders individually are not doing so well compared with even time last year, I think the explanation is found in the fact that since last season several records have been reduced in price, and what is perhaps the most pertinent reason of all, is the greater competition brought about by the introduction of newcomers in the record field. True, the demand has certainly increased; people are being won over every day, but as I have mentioned before in these columns, the supply is much ahead of sales. Over 300 new records are listed by the makers every month, the same selection often appearing in two or three different manufacturers' lists issued within a few days of each other. Such competition has the effect of producing a more even demand for the various records, as in quality and price the difference between them is infinitesimal.

Talking machine sales up north have been very conspicuous by their absence, owing to a great strike affecting thousands of men and women employed in the cotton industry; and while operatives are signing on for strike pay (about half their usual earnings), workers in the carrying trades are feeling the pinch, the collieries must suffer to an extent, small shopkeepers find their trade diminish, with their hopes of a good winter business suddenly quenched. Every center of population in Lancashire is troubled with the problem of thousands of men and women out of work.

The Small Order Man.

The question of the isolated small-order man

is continually before us. He usually writes on a soiled piece of paper requesting to be favored with the despatch of a screw, wheel, spring, or some other small article which is to be charged to his account. What a glorious way of doing business! Here is a 2d. or 3d. article to be booked, invoiced, card-indexed, order form, packing and postage, not to mention the labor and time expended. This sort of individual is usually a man that keeps no shop, but it is not unknown to have respectable dealers acting in the same way, while they send the bulk of their orders for records and machines to some other factor. You might say, why supply? It's like this: when he gets the order the factor says to himself, "Well, I'll fill the order, as it might lead to some good business, and I shouldn't like it to go elsewhere." A request for cash soon brings along an indignant reply. And so it goes on playing one factor up against another. How should this be counteracted? I would suggest that in their advertisements and other publicity literature a note should be inserted to the effect that cash and postage must accompany all orders under 2s. 6d. in value, and that all requests for catalogs must be on business note paper. I am sure that if in this matter one of the leading factors took the initiative, the others would soon fall in line, in their own interest.

All Enquiries Referred to Local Dealer.

The announcement of the "Wholesale Only" policy recently adopted by the Columbia Phonograph Co. has met with a chorus of approval from dealers in all parts of the country. The fact that the Columbia people are referring all inquiries to the local dealer, and doing everything in their power to have the trader do all the business there is going, is naturally pleasing the dealer very much and making him take a much more decided interest in Columbia goods.

Value of Foreign Markets.

According to a consular report, England and America do not pay sufficient attention to foreign markets in the East, with the result that a large proportion of the business goes to Germany by reason of cheapness. In China and Japan, for instance, trade is increasing all the time among the natives, as well as the Europeans, and if more attention was given to local requirements by English traders, there is no doubt but what we could export as cheaply as Germany, and thus regain the bulk of the trade which previously came to us.

No Duty on Travelers' Samples.

By reason of a commercial agreement between Great Britain and Italy, no duty is to be charged on travelers' samples in either country. As such samples are not for sale, the traveler must deposit the amount of duty ordinarily chargeable, or give ample security. On returning, the se-

curity is reclaimed and paid to the traveler without deduction.

Figures Regarding Talking Machines.

Included in the German returns of imports and exports of musical merchandise during 1907 are some interesting figures relating to their talking machine trade. Under the heading of automatic instruments and parts, imports are listed at a value of £12,000, while exports reached the good figure of £73,000. Records, etc., for the mechanical reproduction of music and parts were imported to the value of £16,000, and exports were £28,050. Automatic instruments without cases: imports, £9,000; exports, £650. Incomplete instruments were exported to the value of £4,250, but no details of the two latter items are given to show that they referred solely to talking machines.

Fine Line of Interior Horn Cabinets.

The American Talking Machine Co. have secured the sole London agency for one of the finest series of interior horn cabinet machines that I have seen. There are several models, each of a different shape and construction, made in walnut, mahogany (inlaid), and other woods of a light and dark nature. The interior horn is made of a hard wood, and gives very mellow results. The machines are most artistic in appearance, and in their construction only the best of materials are used, while the prices are exceedingly moderate. I have always advocated that the ordinary machine is a little too loud (in band selections especially) for use in an average-sized room of the suburban house, and in this regard these cabinet machines make a timely appearance; they reproduce records not too softly, but just sufficiently loud to be at their best in an ordinary drawing-room. A big future is predicted for these goods.

New Process of Producing Rubber.

A Burton-on-Trent report is that Dr. Docherty and Mr. Alsebrook, of that town, claim to have discovered a chemical process for making rubber which is equal to the best Para rubber. The new substance is said to answer all the usual tests of rubber. Leading men are keenly interested in the invention, and a great future is anticipated for it.

Two Resignations.

Jellings Blow, of Pathé Frères, and Mr. Le-moine, of the National Phonograph Co.

A Bad Showing.

Orders of administration in bankruptcy last year amounted to over 6,000.

Excelsiorwerke Activity.

One can always write very favorably of the Excelsiorwerke, because their machines and motors are generally recognized as the finest quality in materials and workmanship yet made. It is therefore nothing extraordinary to learn

FAVORITE RECORDS



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

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

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

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

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

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER



FROM OUR LONDON HEADQUARTERS—(Continued.)

that the demand for these goods is considerably ahead of supply, and when we consider that the large factories are going at it hard all day and often throughout the night, too, we may be sure that their trade is great indeed. A. Vischer describes things as exceptionally good, and states that he is refusing orders, and if he could get 20,000 motors delivered, they could all be placed under 48 hours. Truly, a splendid report, this!

Columbia's Blue Ribbon Record.

The Columbia Co. announce a new cylinder record. It will be over 4½ inches long and is to be called the "Blue Ribbon" record, a name selected because of the large number of highest awards secured in competition by Columbia records at the great international exhibition. The retail price will be 1s. A good profit margin is allowed for dealers. The record is jet black in color and has a surface as smooth as glass. The Columbia announcement continues: "We believe that the period of over-production in cylinder records is past. We notice an insistent demand for a better quality of cylinder records with a higher standard of musical merit, an indignant protest against an inclination to confine the cylinder business to vulgar songs and "music hall trash." The "Blue Ribbon" record will meet this demand for better-class cylinders, and while, of course, we shall cater for those who like comic songs and the lighter music, the list of selections will also contain titles of the very highest order by artists of culture and repute.

A Handsome Show Room.

Barnett Samuels' new show room and town counter is a model of what a factor's establishment should be. There is ample room for an effective display of machines and records, and of the former the Dulcephone series of machines is

given prominence. London dealers, especially, find the new town counter arrangement particularly convenient for obtaining at short notice almost any make of record or machines of the disc and cylinder variety. The export department, too, I am told, is given close attention in the essential point of good service and prompt dispatch of all orders to catch the first available outward boat. These are characteristic points which have gone a long way toward the making of a large and successful firm.

The Optimists Club Organized.

What the promoters think will have a far-reaching effect is the proposal to establish a home of cheerfulness in London. Its real name is the Optimists' Club, formed of members who make a point of looking on the bright side of everything, and from the promoters' idea we must assume that every member is to be a veritable Mark Tapley or be expelled. This is how it's to be done: The walls to blazon forth texts such as Why Worry? or It will all be the same in a hundred years, etc. Any member found expressing gloomy views on the decadence of England, or any other country for the matter of that, will be suitably fined. The penalty for expressing any doubt as to all being for the best in the best of all possible worlds is champagne all round on the spot. Cheerfulness is a duty, and unlike all other duties, you find it in champagne; not that you would raise any objection—if it's at the other fellow's expense! The idea of this club is good, but not so the means of carrying it out. We should suggest, however, that instead of wasting money in this club, prospective members should invest in a good talking machine, and then, should pessimism set in, it would be best counteracted by, say, a few of Harry Laurer's records, for example!

Graphophone for Prince of Siam.

A sale of a "Regal" Columbia disc graphophone is reported to H. R. H. Prince Chira of Siam. Some 80 records were ordered in addition, including several of the new 12-inch "Celebrita" series.

Records Heard Three Miles Away.

At a concert given at Sutton rectory grounds on a very calm evening recently the voice of Miss Ruth Vincent, who sang several songs, was distinctly heard more than three miles away. The songs were heard by some yachtsmen on the river, says The Mail. As this report does not come from America, we are inclined to think those yachtsmen had been drinking out of a damp glass.

John H. Dorian in China.

The world-wide interest in talking machines is well illustrated by the fact that the Columbia Co. have sent John H. Dorian, as noted in last month's World, to take up his residence in China to look after the interests of the company there. Mr. Dorian is a brother of Frank and Marion Dorian, who are at the head of the European service of the Columbia Phonograph Co.

"Jumbo" Records by Famous Artists.

I am informed by Barnett Samuels that in their new list of "Jumbo" records they have included artists of the first water, and no effort or cost is being spared to make these records even better with each succeeding issue, and this is saying a great deal, in view of the excellent quality and fare already provided. Among the artists who are figuring on "Jumbo" records are Victoria Monks, Ella Retford, Jack Lorimer, George Formby, and Sam Mayo. A powerful list this, and one that will certainly give a great fillip to the sale of "Jumbos."

KLINGSOR



THE "WAGNER"
Highly finished solid Oak Cabinet.

THE new season is here and a wise business man studies the market and selects the best and most profitable lines.

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

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

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

Catalogue Free On Application.



THE "SULLIVAN"
No. 90. Solid Oak Cabinet, with Silk Curtains.



THE "BIJOU"
Mahogany, Walnut or Oak Cabinet.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus,

:: LONDON, W., ENG.

In Bankruptcy.

The following are under bankruptcy proceedings: Cycledom, Ltd., Blackfriars Road, London; Francis Grecian, Craven street, Hulme, late of West Gorton, Manchester; T. Trevor Jones, Birmingham, and Tom Boothroyd, Warrington.

Gramophone Co. to Supply Music.

At the Ideal Home Exhibition, which is to be opened by the Lord Mayor of London in state, the principal music will be supplied by the Gramophone Co. In the magnificent Pillar Hall the concerts will go on throughout the day at intervals of half an hour. Programs will include songs by Mmes. Patti and Tetrizzini, Signor Caruso and other famous singers, while the best band records will also discourse sweet music to the people.

Cheaper Cable Rates to Canada.

The proposal for the introduction of ten words a shilling cablegrams between England and Canada has been mooted.

Mme. Tetrizzini's Tour.

Mme. Tetrizzini has commenced a long tour throughout the provinces, where she will visit the principal cities, starting at Brighton, on the south coast. Mme. Tetrizzini will be accompanied by a new American violiniste, Miss Mary Gluck, a pupil of the renowned Sevrík, of whom great things are prophesied. It is to be hoped that Gramophone dealers along the route will take advantage of Mme. Tetrizzini's visit to push her records.

Some Unique Window Cards.

Some unique and very attractive window cards for display purposes are being offered their dealers by the Columbia Co. They are entirely away from the conventional show card, and their very novelty adds to their value, even if they had no other virtues to commend them. But they are skilfully drawn, and the colors are bright and compel the attention of everyone who passes near them, while the idea is, in each case, clever and appropriate. Dealers ought to send at once for these "Business Promoters."

Cinematograph News.

During the King's stay at Marienbad he was greatly annoyed during his promenade on discovering that cinematograph pictures of his early walk had been taken by Herr Leo Levine, director of the Berlin Cinematograph Co. He was only induced to part with his valuable records or films after considerable trouble on the part of the police, detectives, and some members of His Majesty's entourage.

A cinematograph show lasting about thirty minutes is now given at a large London hotel. The diners now watch the realistic reproduction of topical events over their coffee and cigars, instead of listening to vocalists, as heretofore. The innovation has been a huge success.

There is a movement on foot here to introduce cinematograph displays of operations into the ordinary medical curriculum, and some London hospitals, it is said, will begin this new feature shortly, although in certain quarters the operating theater is regarded as sacred, and not a desirable place for photographic operators.

Count G. Chandon de Briailles writes that he is submitting to the Paris police a patent process by which cinematograph films are made absolutely non-explosive and non-flammable. Truly, a much needed consummation, in view of the great danger of fire with the ordinary film.

The Birmingham fire engine was out recently in order to allow of a cinematograph film being taken, when an unrehearsed scene was recorded by the engine colliding with a wall, throwing the firemen off, and causing considerable damage.

A report from Geneva states that while some cinematograph operators were going up the Jungfrau to take views, they were instrumental in rescuing a party on a similar excursion, who were found on the summit in an exhausted condition, frozen with the cold.

Blessings of Bankruptcy.

Having reference to some recent bankruptcy proceedings, Judge Eve caused considerable amusement by remarking that people appeared to have a great horror of bankruptcy, but that once they took the plunge they seemed perfectly content—eating, drinking, well clothed, comfortable and happy!

Latest Clarion Records.

The 16th parcel, or September list, of Clarion records is to hand, and includes the following: "Under the Double Eagle," a fine march by the Premier Military Band; "Mikado Selection" and "Grenadiers' Waltz," two faithfully recorded pieces by the Premier Concert Orchestra; while the Premier Bijou Orchestra, in the "Mayflower Intermezzo," is excellent. Under "instrumental" are three old favorites—"Ye Banks and Braes," clarinet solo by C. Draper; Mendelssohn's famous "Spring Song," by Albert Sammons, on the violin, and Schubert's "Serenade," cornet solo by W. J. Price. Joe Batty gives us two humorous songs, "John Willie, Come On," and "Cruise of the Ancient Lights"; and in "Let Me But Hope," G. Walker, is superb. Two other finely rendered songs are "When We Went to School Together" and "That's When You Find Out Your Friends," both by F. Miller. These twelve records comprise a really fine list, and I should say, one of the best issued by the Premier Mfg. Co.

A Bonus Recommended.

The directors of the Gramophone Co., Ltd., recommend a bonus of 10 per cent. on the ordinary shares for the year ended June 30, 1908, and to continue the payments of quarterly dividends for the current year at the rate of 15 per

cent. per annum, and 5 per cent. on the preferred shares.—From the Financial Times.

A Remarkable Catalog.

We have received a copy of the new catalog of Columbia disc records. It is a complete catalog of all Columbia disc titles current up to and including the September supplement. It makes a book of 120 pages, and there are over 1,400 titles listed, more than 400 of them being available on the 200-odd double-face discs. Records by General Booth, of the Salvation Army, find a place in the list. The array of selections from grand opera is particularly imposing, nearly fifty operas being represented, some of them by as many as eight and ten arias each.

The new models of disc Graphophones are illustrated and described in a separate section. Besides the general index of classifications there are numerical and alphabetical indexes to every title in the catalog. The introductory announcement calls attention to the fact that in addition to the 1,400 titles enumerated in the list, there are thousands of other selections appearing in the catalogs of the American, Continental, South American, or Asiatic branches and connections of the company, which may be obtained specially for customers who so desire.

All the records catalogued in the new list are, it is stated, manufactured under British patents on British soil by British workmen using British materials.

Death of G. W. Ogden.

The many friends of G. W. Ogden, of the Edison-Bell Co. will regret to learn of his death, which occurred recently, at the age of 36. He had been connected with this company for three and one-half years, giving his entire attention almost to the Edison-Bell disc department. He was a man of considerable experience in the talking machine business, and highly esteemed for his many admirable traits of character. The interment was at Oldham, where he was born.

Reduction of Postage Will Help Trade.

The reduction on letter postage from this country to the United States, which went into effect on Oct. 1st, must unquestionably benefit talking machine men on this side of the big pond. The high postage has prevented a greater number of inquiries and a larger trade from being transacted between Great Britain and America. The move is one that means much for both countries, and all concerned are to be congratulated in its inception. It may be well to emphasize that the reduction in postage rates will not affect post cards or trade catalogs. Meanwhile, manufacturers and factors can well afford to pay postage on these if they get more frequent orders, which is likely in view of a larger interest being manifested.



Odeon

A Complete

Catalogue (40 pp.)

of 10 3/4 inch

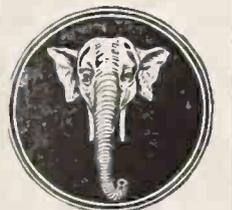
Odeon DOUBLE SIDED

Records

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

AN INVITATION

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



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

Jumbo Records

BARNETT SAMUEL & SONS, Ltd.

Wholesale Agency for Fonotopia, Odeon and Jumbo Records

32-6 Worship Street

LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, Oct. 5, 1908.

There is a great strike of the cotton operatives in the Manchester district, and all the large Lancashire towns, and the trade outlook is gloomy. Over-production, excessive capitalization, on the one side, with reduction of wages desired by the masters, large surplus stocks of goods unsold, have all contributed towards a serious disagreement between the operatives and the masters.

The employers' association, which practically all the masters belong to, have decided to close their mills for an indefinite period, because the operatives would not consent to a reduction of 5 per cent. in wages.

Without going into the details of the case, the following will give some idea of the colossal strike now on: There are about 540 mills already stopped, about 160 mills at work, but likely to stop within the course of the next fourteen days, while the number of operatives out of work is approximately 120,000 to 140,000.

The foregoing represents a capital, at present unremunerative, of £50,000,000 (\$250,000,000).

The approximate amount of wages lost per week at the present time is £140,000 to £150,000.

In case of no settlement being arrived at during the next few weeks we shall probably have the number of weavers added to the unemployed, about 200,000 persons, and the total number of operatives will be 320,000. The weekly wage, if this occurs, that will be lost entirely, will be approximately £330,000.

Both the masters and the operatives are strongly fortified, with large funds to draw upon, and at the present moment neither seem inclined to yield. In some quarters optimistic views prevail, but it is no good disguising the fact that it would be to the employers' advantage to clear off a lot of their existing surplus stocks previous to recommencing.

Lancashire, as is well known, depends upon the cotton industry for its existence, and not only Manchester, but all the large surrounding towns, such as Bury, Rochdale, Oldham, Bolton, Stockport, etc., etc., will feel the disastrous effects of this strike.

Referring, however, to Manchester, business has dropped off considerably in the retail trade. Not a single firm state that business is good. Orders are plentiful in a small way from the retailing agents, but money is very tight.

Messrs. Duwe, of High street, state that their new catalog will be issued in the course of a week, containing the very latest prices in everything connected with the talking machine trade. Messrs. Burrows, also of High street, say business is fairly brisk.

Messrs. Richardson & Co. report sales as good in Zonophone records and machines, especially the Gibson arm No. 1. They have recently taken up the sale of Star machines, and hope to do well with them. Edison and Twin records are also selling well in this house, in addition to which they have taken up the sales of "Klingsor" machines. An exceptionally good line of theirs, which they call the "Trutone," sells to the trade at £3 net. The recent Edison exchange scheme has been much appreciated by dealers, and has enabled them to effect a considerable quantity of business. In addition to the phonograph and disc departments, Messrs. Richardson have a very large wholesale cycle factoring business, both in Manchester and Liverpool. They will issue their new list in the course of a few days, and there is no doubt that, if the business does come along, Richardson's will get a fair share of it.

D. Fraser Watson, Cateaton street, have decided to carry a large stock of Pathé goods again this year, believing that there is an enormous future for the phono cut disc records.

SHEFFIELD NOTES.

Sheffield, Oct. 4, 1908.

In Sheffield things have been very quiet. Generally speaking, short time has been in operation for some time in the mills, and altogether the dealers do not report such a good season as anticipated. At Messrs. Duwe, 6 Dixon Lane, Mr. Ellis, the manager, informed us that although they were doing a large proportion of the trade in this district, they would have liked the results to have been better. They have recently been making extensive alterations, with a view of carrying a larger stock than hitherto, and Mr. Ellis said that if the operatives had a good winter, with full time, business would be good all round.

For the coming season C. Gilbert & Co., of 75 Arundel street, will handle Pathé, Clarion, Columbia and Edison-Bell discs, both the needle and phono cut. In machines, Mr. Gilbert believes that the cheaper ones will not sell so well as the better class article, and with this idea in view he has decided not to stock any machines in the future under £3 or £4 retail. Mr. Gilbert says it is no more trouble for the dealer to sell a better-class machine and make a more reasonable profit, besides giving satisfaction to the customer, than it is to sell a cheap, rubbishy article, which is more trouble than it is worth, and which neither gives the dealer a fair profit nor the customer satisfaction. Messrs. Gilbert & Co., doing an entirely wholesale business, handle nothing but talking machine goods. They are, in addition, large manufacturers of flower horns, which they export all over the world. They have recently patented an ingenious arrangement to enable a Gramophone sound-box to be turned round and used with a sapphire needle, to suit phono cut discs.

Regarding the future business, the outlook at present is very poor. Money is exceptionally tight in this district, and although there will no doubt be some trade about, it does not look rosy by any means.

At Messrs. Dewhurst's Gramophone Supply Co., the manager, Mr. Sherwood, reports that during the past few months they have sold five instruments at 50 guineas each, and a Gramophone Auxetophone at 100 guineas. Their trade is a good one, and the call principally is for the

highest class celebrity records. They have a special salon fitted up for Gramophone records and machines only, this being quite distinct from the cylinder department. They make a special study of keeping customers posted each month, and during the coming season they propose to concentrate upon Gramophone, Zonophone and Twins. They anticipate a fairly good season, principally with better class goods.

At P. Primrose & Co., 130 Barker's Pool, we had the pleasure of a chat with Mr. Lee, who was one of the pioneers of the talking machine trade. Commencing to use the phonograph as a scientific invention many years ago, the interest of this firm is not only in selling the very best goods, but in keeping up to date, with all the latest improvements that tend to give better and clearer reproducing effects than hitherto. Messrs. Primrose & Co. handle a good selection of both machines and records. In cylinder goods they will concentrate upon Edison's, principally. In discs, they are wholesale factors for Messrs. Pathé Frères, in both machines and records. They also have a comprehensive selection of "Apollo" cabinet machines, and they endeavor to be in the front with all the latest goods.

At Messrs. Watson's Gramophone stores, High street, business was reported somewhat quiet. They have a good display of Gramophone and other goods.

At "The Sheffield Phono Co.," Cambridge Arcade, they expect even better things next season than in the past. In cylinder goods this firm handle Edison, Edison-Bell and Columbia. In discs, their leading lines are Columbia, Zonophone, Twins and Discophone, with machines, of course, to suit. They have recently introduced a new form of needle, which is called the "Trois," for use on a Gramophone type of machine. Instead of altering the sound box to play a phono-cut pattern disc, it is only necessary to replace the steel needle with a "Trois." Working upon rather an acute angle, we are informed by users that good results are obtained. The price being a nominal one, it should result in large sales. This firm have also, during the past season, placed upon the market a new record reviver. In the form of a powder, it is practically a dry lubricant, and rubbed into the sound grooves of a record, either disc or cylinder, it eliminates to a large extent the frictional surface noise. We believe that it is known in the States under the title of "record food." It is worth a trial by all those who are interested in reproducing a non-scratching record.

"CLARION"

FULL LENGTH
CYLINDER RECORDS

10-in. DOUBLE SIDED
PHONO. CUT DISCS

MONEY=MAKERS

All Jobbers and Dealers should get into
touch with us. We can interest you.

The Premier Manufacturing Co., Ltd.

81 CITY ROAD

LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

LIVERPOOL NOTES.

Liverpool, Oct. 5, 1908.

Business in this particular locality has been varying a good deal of late. Messrs. Cramer & Co., of Church street, report exceptionally good sales and a large increase during September, as against the same period last year. Archer & Co. state that the sales are up to the average, but they expect a considerable increase within the next week or two. Johnson & Co., Whitechapel, report orders as very plentiful, and they anticipate a good season with their respective clients all over the country.

Messrs. Richardson's, of Paradise street, report business as improving considerably, Edison cylinder goods especially being in large demand. Thompson, Helsby & Co. report a considerable increase of orders during the past month, especially in Pathé goods. They are also wholesale factors for Favorite and Beka records, the sales in these being most satisfactory.

Messrs. Dibbs, Ltd., of Ranelagh Place, are closing down their establishment very shortly, but at present we do not know what their future policy will be. It is probable that they will open another depot in the vicinity, but this has so far not been definitely settled.

Jake Graham's were very busy when we were there, their establishment being full of prospective customers, indicating a good season in view.

We understand that Mr. Ellis, late manager of the Melograph Disc Record Co., has resigned his position with this firm.

Recent changes have occurred at the Gramophone Supply Stores, Lime street. The proprietorship has been taken over by Thomas W. Parr. We understand that there is a reorganization of this firm going on, and that every effort will be made to run the business on a more satisfactory basis than hitherto.

Van Gruissen & Co. report business as fairly moderate.

Generally speaking, the factors in Liverpool are looking forward to a very good season, and in nearly every case orders are more plentiful than they were last season at this date. Money, however, is very tight, and the recent stagnation of the shipping business has no doubt a good deal to do with this. We were glad to learn from one of the wholesale houses in the city that extra care is now being taken regarding credit transactions. In many cases the smaller dealers obtain plentiful supplies from wholesale houses and then fail to keep their financial engagements, thereby placing the wholesale dealer in a false position. As we have advocated in The World all along, we believe that short credit is the basis of success in the talking machine industry, and we believe that eventually, if the 30 days' credit as given is not met by prompt payments, that a great many of these accounts will be closed, the feeling of the larger houses being that (although willing to oblige in special cases) they are not in business for the

love of the thing, but to trade on business-like lines, to mutual advantage on both sides.

BRADFORD NOTES.

Bradford, Oct. 6, 1908.

In Bradford and district the wholesale dealers appear to have a fair amount of orders coming through from the retail agents. In each case the dispatching of small parcels is very heavy; nevertheless, it is associated with very cautious buying, no one knowing exactly how matters will stand during the next six months, as far as spending powers are concerned.

At Messrs. Dyson's, in Manchester Road, things were fairly busy. They are getting through an enormous quantity of Edison cylinders, and next year they will make a special push of the disc goods, both machines and records. Pathé models they will keep right through, besides two special lines of their own, the "Empress" and the "Elite," which are exceptionally good value. Messrs. Dyson have also been appointed the sole wholesale agents for Yorkshire and the northeast coast, by the Edison-Bell Co., and will handle their products right through for the above-named districts. They have also taken up the factorship of Beka records and consider them exceptionally good.

At the Parker Phone Co., Ltd., Queensgate, who are wholesale agents for Edison cylinders and Zonophone discs, they were exceptionally busy dispatching orders. During the next season they have decided to touch nothing except Edison cylinders and Zonophone discs, their opinion being that these lines are so well known that there are sure sales for both in large quantities.

Appleton & Co. inform us that trade is waking up and is very satisfactory.

Mr. Moore, of Manchester Road, also states that business is waking up considerably. Handling Favorite, Beka, Pathé and Zonophones on the disc side, and Edison and Sterling on the cylinder side, Mr. Moore is doing his best to push trade. Altogether, he anticipates a good season.

Taking into consideration the close proximity of the Yorkshire towns, being so near Lancashire, the cotton strike now proceeding will, if it lasts, have a serious effect upon the sales in this district. For some time the mills have been running only four days per week, and hopes were entertained up till recently that matters would improve. Until, however, the Lancashire cotton strike ceases business will continue on very cautious lines. It is hoped, however, in Yorkshire that it will not last long, and that business will soon resume its normal state again.

The Musical Echo Co., of Philadelphia, kept open house during "Founders' week," and entertained quite a large number of dealers. Their courtesy was keenly appreciated, and they booked a large number of orders for fall delivery.

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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.

NOTES FROM THE EMERALD ISLE.

Decided Improvement Noted in Talking Machine Trade—T. E. Osborne's Big Order—New Equipments Popular—Manufacturers Should Adopt Uniform Recording Speed—Disc Machines in Big Demand—Suggest "Mammoth" Edison Machine—Large Audience at Osborne Concert.

(Special to The Talking Machine World.)

Belfast, Ireland, Oct. 2, 1908.

Notwithstanding the abnormal depression of general trade in Belfast during the past twelve months, which specially affected one of our staple industries—the manufacture of linen—the output of "talkers" during September has been excellent and compares favorably with some month of 1907. This was an agreeable surprise to T. Edens Osborne, the Edison factor, who had ordered 155 Edison instruments, 69 of which were shipped from New York per the Cunarders "Campania" and "Lusitania," and delivered last month.

The equipments now supplied with "Gems," "Standards" and "Homes" are immensely popular, the new trumpets having greatly improved both tone and rendition of genuine Edison records. If all manufacturers of cylinders adhered to a uniform recording speed, say 160 revolutions

The "World's" Register of British Manufacturers and Factors

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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.

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

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

R. PRIEUR

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

FROM OUR LONDON HEADQUARTERS—(Continued).

per minute, the present motor of Edison phonographs would be beyond criticism. There being no such uniformity, however, the speed regulating screw of said motors is very awkwardly located, and the speed cannot accordingly be adjusted without removal of winding key and raising of the lid of cabinet. Besides, even if the user of an Edison instrument confined his purchases to genuine Edison records, he might naturally prefer to play some selections quicker or slower than others. This could not now be effected, however, without involving considerable trouble of a vexatious character, which could easily be obviated if the manufacturers reverted to the old type of speed-regulating screw, which was conveniently operated from outside of the cabinet.

Disc instruments seem to be growing in popularity, and customers are vying with each other as to who should purchase the best instrument; in fact, it is now easier to sell a "Monarch Senior Gramophone" at £11 than it was formerly to dispose of a "Junior Monarch" at £5 10s. Mr. Osborne reports that he recently sold a "Sheraton Grand" Gramophone at £52 10s. to Lady Clanmorris, Bangor Castle, Bangor, County Down. This instrument is identically similar to that now used by Her Majesty Queen Alexandra at Sandringham Palace, London, thus indicating the growing demand for high-class instruments among the "upper ten thousand." He has now a certain percentage of that number as customers, and says he won't be content until he absorbs the balance!

Mme. Melba will visit Belfast during the present month, hence Mr. Osborne, in anticipation of the subsequent demand for her records, ordered, and has just received, a large number of them; also of Tetrizzini's delightful discs.

The humble contributor of these jottings hopes Mr. Edison will ere long put on the market a "Mammoth phonograph" to operate gold-molded concert size of records (say 6 inches) for public

entertainment purposes, and capable of being heard loudly and with perfect enunciation in large halls. He hereby invokes the aid of your editor (Mr. Bill) in fetching this matter before the great "American Wizard," believing as he does that the phonograph has by no means reached finality, and furthermore that it has many latent potentialities which by the fertile brain of Mr. Edison will be yet brought to the surface, to the immense delight of a grateful public who are already under deep debts of gratitude to that distinguished "epoch man" for his wonderful inventions.

The largest audience ever witnessed at an al fresco concert in Ireland was at Botanic Gardens Park, Belfast, on August 5 last, the only attraction being Mr. Osborne's Auxetophone. The park was "literally packed," the fashionable crowd numbering about 20,000.

THE TALKER AS AN EDUCATOR.

Interesting Remarks on This Subject by T. S. Houston, Prominent English Educator.

T. S. Houston, M.A., M.P., and principal of the Academical Institution of Coleraine (County Londonderry), Ireland, made some very interesting remarks at the class day not long ago anent the value of talking machines in educational work. In the course of his remarks, Mr. Houston said:

"Speaking of modern languages, I may mention that we have lately made a new and very interesting departure in this branch of education. In all our French classes we teach dictation by means of the phonograph. The records are made by an eminent French Professor, and reproduce with clearness and fidelity the true pronunciation of an educated native of France. The training thus given to the ear, combined with the teaching of French grammar, composition and translation by a well-qualified native of our own country, makes an excellent combina-

tion for instruction in that very important department of study. We owe more than this to our phonograph. Until I procured an instrument for the teaching of French I knew little or nothing about the invention. In fact, I had rather a prejudice against it, associating it with vulgar songs and a host of squeaking abominations provided at seaside resorts and elsewhere for the entertainment of the masses. But when I tried a French song on my new purchase I found that there was something more in it than I had thought. I went on to purchase one or two well-known songs in English, and then some hymns. The upshot is that the phonograph has become a distinct feature in our school life. Besides secular entertainments, we have little concerts of sacred music, concerts which are not only enjoyable, but I hope something more; for some of the hymns touch the deepest chords in the human heart. One beautiful quartet, 'Tell mother I'll be there,' is a special favorite. Any one who knows the hymn can understand its appeal to the heart of a boy who has a good mother far away praying for him, and hoping that she may meet him at last in a world where there is no parting. Of course, our phonograph is not a very good one. I have been often asked by friends of the institution if there is any not very expensive article they could present to the school for the pleasure and profit of the boys. There is nothing that would form a more acceptable gift than a really good Gramophone, with a few of those beautiful records of our greatest singers which may now be had at a comparatively low price. I feel very strongly that the ever-increasing number of public examinations for which our pupils must be prepared are crushing out of their lives many things that they can ill afford to lose, among the rest music—which, to my mind, should form a very important part in the education of everyone, from the highest to the lowest. I think there are few influences more important than the frequent hearing of really good music.

EXCELSIOR MACHINES

THE QUALITY OF EXCELSIORS
cannot be excelled.

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

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IN HANDLING
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TRADE NOTES FROM GERMANY

Depression Continues Despite Optimistic Speeches—Leipzig Fair Quite Successful—Some of the New Things and Those Who Exhibited—Buying Conservative—Activity of Beka Record Co.—Columbia Co. Win Out in Patent Case—What Various Houses Are Doing—Record by Count Zeppelin—Copyright Congress Attracts Attention—Subjects for Discussion.

(Special to The Talking Machine World.)

Berlin, Germany, Oct. 4, 1908.

The depression in this country continues despite encouraging speeches by Kaiser Wilhelm and others, and while very likely the holiday season will tend to help business there is no bright prospect of a quick revival.

Excessive speculation during the past couple of years is the cause of the depression, and as business grows rather slowly in this country we cannot recover from a sudden recoil as rapidly as the Americans.

The Leipzig Fair, held last month, was quite a success in view of general conditions. Few radical novelties or actual improvements in talking machines were in evidence, though most of the exhibitors had new styles of machines and records on display. A new recording process attracted much attention and several new forms of loud toned reproducers and records were the chief features exploited this year. Considerable improvement was also noticeable in motors, numerous devices being shown for facilitating winding when in operation.

The various exhibitors, however, were very much disappointed at the decidedly conservative buying of the dealers who attended the fair, and are existing in hopes that rush orders will be in order later in the year.

Among the more prominent talking machine exhibits were those by the Dacapo Record Co. m. b. H., who showed a number of new Dacapo records in German and other languages; Carl Lindstrom, A. G., displaying a new slot machine, with glass case, allowing the works to be seen,

and other new devices, and Herr E. Dienst, manufacturer of the Dienst orchestrions, exhibiting a variety of talking machines of standard and coin operated types, as well as the popular Durro records.

A novelty seen at the fair was a record made by Count Zeppelin, the celebrated aeronaut, for the Schallplatten Fabrik Favorite. The record is entitled "Ein Wort an das Deutsches Volk" (A Word to the German People), and has enjoyed a large sale.

A new exhibitor at the fair was Carl Schwanemeyer, Iserlahn, who showed a line of Schwanen needles of excellent quality.

Fritz Puppel, G. m. b. H., will shortly put on the market a new combination of the cinematograph and talking machine, which it is aimed to sell at a moderate price and for which there should be a good demand if it is any way successful.

The Dacapo Record Co. gave a banquet to about 200 dealers at the Leipzig Crystal Palace during the Fair, a courtesy much appreciated by all present.

The Beka Record Co., Ltd., continue to enlarge and improve their record catalog and extend their operations in foreign fields. There are very few countries who have not contributed some records to the Beka list and the chief endeavor is now to get the various dialects recorded. Aside from the novelty and commercial side, the foreign Beka records hold a distinct value from an historical and scientific viewpoint. The list, for instance, contains eight distinct dialects in Hindustanee, six in Chinese and prac-

tically every Asiatic country is represented in two or more dialects. Meanwhile, the Beka Co. are not neglecting the German and European field in the slightest and continue to make new records in this country, the majority of which meet with instant success when put on the market.

The long standing suit of the National Phonograph Co. against the Columbia Phonograph Co. in this country over an alleged infringement of the Desbriere patent for moulding cylinder records, has been practically settled in favor of the Columbia Co. by a decision of the Supreme Court declaring the patent invalid and ordering it cancelled on appeal from a decision of the German Patent Office.

The Columbia Co. won the decision with costs in the original suit, but the Edison interests appealed the case, though the appeal has not yet been heard because of the Supreme Court's decision regarding the patent, which means that there cannot be any infringement of the patent, and that the plaintiff, the National Co., will have to stand the costs of the suit.

In their answer to the original suit the Columbia Co. claimed that their records were made by a different process and under patents entirely dissimilar to the Desbriere patent and controlled by them. The Deutsche Telephonwerke G. m. b. H. have issued a new catalog of their large and varied line of disc machine sound boxes and horns. One of their first products is the Coloss No. 1 machine, which is mounted on an elaborate cabinet and supplied with one of the latest serpentine horns.

Lunenburg & Co., G. m. b. H., are a new firm of dealers in Altona, with O. F. W. Lunenburg as manager, assisted by C. M. Wrede. The new firm will trade in talking machines, musical instruments and penny-in-the-slot machines.

The Symphonian A. G. are hard after the export trade and now publish catalogs and trade lists printed in four languages, German, English, French and Spanish.

Leo. B. Cohn, for some time sub-director of the Deutsche Gramophone, A. G., has been ap-

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in

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| German | Danish | Tamil |
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BEKA-RECORD.



SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINENSTR. 21



pointed to the position of sale director, following the retirement of Director Rodkinson.

The Excelsiorwerke have recently issued a handsome new catalog in which they call especial attention to the fact that their disc-machines may be fitted with tone-arms to use the Pathé sound-box, and at a small cost. The sound-boxes and motors made by the company are also treated of at length. The latter may be rewound while running, a clever device preventing over-winding.

The house of Fritz Puppel have also issued a very interesting catalog finely printed on heavy art paper and devoted chiefly to a description of their improved disc machines and details regarding the motors, sound-boxes, etc. This concern make the Puck, Sirena Puck, Lohengrin, Nixe, Arion and other styles of machines, each adopted to different requirements.

Count Zeppelin, of airship fame, expects to attain absolute perfection in conquering the air within the next two years. He has made this announcement through the medium of a gramophone record, in which he spoke recently, in order that his voice may be preserved for posterity. The text of the record is as follows:

"Expert scientific observation of every event in the lives of my various airships until the tragic end of No. 4 has vindicated the soundness of my theories in all important particulars. My airships will soon rank among the most safely operated of craft with which long trips may be made with the least danger to the occupants. With joyful confidence the German nation may, then, be assured that its magnificent generosity has paved the way for the actual conquest of the air, and that it will soon be in possession of airships which will increase our military power, thereby contributing to the maintenance of peace and facilitating traffic, exploration, and other human progress. If I am vouchsafed another two years of creative power I shall have the rare good fortune to witness the complete success of the important invention whereof I was chosen to be the tool."

The International Copyright Conference, which opens here on the 14th inst., is attracting considerable attention, and I may say that the

opinions that I have been able to glean thus far support the belief that the conference will recommend the granting of certain rights to composers. This to be either a stated sum or in the form of a royalty.

To begin with, the talking machine men have not as strong support as the music publishers, and they are not as well known, therefore are lacking in a certain influence which the publishers have. The memorial presented to the Secretary of State for the Interior is a remarkable document, but whether this will be supported by able argument is a question. I am rather inclined to think that the conference will recommend the passage of new laws which will affect the record industry.

I believe that the record manufacturers will no longer be privileged to use the works of composers without entering into a special agreement with them. Whether the arrangement will be fixed by the government or not is a question, but I do not believe this will affect in the slightest, compositions which are already on the market.

The claim will be made that the record manufacturers have put large sums of money into their plants and that they have put forth certain records at a considerable expense, and it would, therefore, be unjust to deprive them of property rights which they have won under the present law. However, in the future the composer can make his special arrangement with the record manufacturer before the latter will have the right to use his production.

Different countries in Europe, however, will demand a free use of compositions. In Austria, they figure that the records are great educators, and that this is one means to raise the people. In Russia, the same condition exists and nothing which will add to the cost of the records will be considered by the Russian government—that is the way the matter is viewed here by the people with whom I have talked.

THE NEW BRITISH PATENT LAW.

Many Foreign Manufacturing Firms Locate in Great Britain.

Consul Frank W. Mahin, of Nottingham, sends the following report on the effects of the new British patent law on foreign patentees: "The representative of a British firm making a specialty of securing factories and factory sites for applicants is quoted to the effect that many applications have been received from foreigners, induced thereto by the provision of the new law requiring articles patented in the United Kingdom to be manufactured here. An important feature of the applications already made is that the manufacturers demand works much larger than are necessary to make the patented article, giving as the reason that they can not run works in England on the patents alone, and therefore intend to make other goods which have hitherto been imported ready-made. Consequently, the volume of new manufacturing business brought to this country is expected vastly to exceed what is directly attributable to the influence of the new law.

"It is stated that nearly 2,000 patents are now within the scope of the law, and if these were all manufactured in this country, 30,000 to 40,000 people would be given employment.

"The law became operative August 28, 1908. Thirty foreign firms had then completed arrangements to open factories in Great Britain. Among them are a number of American firms. Many firms in the United States and in Germany have negotiations for factories or sites under way. The principle articles made by the American firms are

wire cloths, telephone implements, shoes, typewriters, and talking machine records."

As a matter of fact the new British patent law has had but little influence in getting American manufacturers of talking machine records to locate in England. They had operated plants long before the new law was considered, largely as a convenience. They desired to supply direct the demands and requirements of the purchasing public of Great Britain. [Ed. T. M. W.]

IMPORTANT EDISON MOVE.

New System for Establishing Dealers to be Inaugurated Dec. 1st—No New Dealer to be Established Where the Edison Goods Are Satisfactorily Represented.

Another important step has been taken by the National Phonograph Co., Orange, N. J., relative to the establishment of dealers in the future. The circular letter, dated September 21, over the signature of President Dyer, is appended:

"To all Edison Jobbers and Dealers:—In response to what appears to be a general sentiment in the trade, we beg to announce that commencing December 1, 1908, and before that date, if possible, we propose to institute a new system for establishing dealers in the future, and on the details of which we have been working for the past year. When the new arrangement goes into effect no new dealer will be established in any locality where our goods may already be satisfactorily represented. Before a new dealer is established at any point, a formal application must be presented, giving complete information from which, in connection with our own records, we may decide whether the applicant's territory is or is not properly represented; and, if not, whether the application should be granted.

"In this way we will be able to prevent the indiscriminate appointment of dealers in localities that may already be well represented, and in some instances over-represented. At the same time the arrangement will in no way interfere with the appointment of new dealers in localities where a satisfactory field exists for the exploitation of the Edison phonograph. Pending the final announcement of the proposed plan we hope that our jobbers will co-operate with us to the extent of not establishing new dealers in localities where our present dealers may now be handling our goods in a thoroughly satisfactory manner; but, in any event, we shall not hesitate to decline to recognize new dealers, who, in our opinion, may be unnecessary for the good of the trade."

MORE TROUBLE FOR MULTIPHONE CO.

Fresh Petition in Bankruptcy Filed Against the Company Only Two Days After a Previous Petition Had Been Dismissed.

A petition in bankruptcy was filed on October 7 against the Multiphone Co., manufacturers of slot machines, phonographs, etc., of No. 141 Broadway and No. 94 Vandam street, by H. & J. J. Lesser, attorneys for these creditors; George R. Cooper, \$500; Press Clipping Bureau, \$10, and Joseph Timble, \$3, on an assigned claim of the New York Stencil Works. It was alleged that the company is insolvent, made preferential payments \$2,000 and transferred merchandise and accounts \$2,000. Another petition in bankruptcy filed against the company on May 11 was dismissed only two days before by Judge Holt. Mr. Lesser said that the company had paid the creditors in that petition, but had not paid other creditors whom he represented. Application was made for the appointment of a receiver, but was not acted upon until the company had an opportunity to be heard in the matter. Mr. Lesser said he understood that the unsecured liabilities are \$40,000 over a mortgage of \$70,000 to the Carnegie Trust Co. and unencumbered assets \$10,000 to \$15,000. The company was incorporated May 4, 1906, with capital stock of \$1,000, which was increased in February, 1908, to \$200,000. It is said the machinery and plant cost \$200,000. Charles L. Cohn was appointed receiver for the company with a bond of \$2,500.

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Of Needles That Prove**

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

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TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

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

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

STRAIGHT TALK

MR. DEALER:

Was "the needle" ever responsible for the sale of a Talking Machine?

Did you ever find it necessary to exploit "the needle" in order to clinch the sale?

Was "the needle" ever the essence of a sale?

As a matter of fact, did you ever bring up the question of needles at all, as an incentive to purchase?

We think not—There was but one needle, hence no alternative.

Things have changed now and we will prove it:—

In the past few months, sixty-two high grade machines were purchased by as many different new customers, from local and other dealers, solely and squarely on account of the FIBRE NEEDLE.

Other purchases may have been made for the same reason, but we have proof of these sixty-two.

Mind you, we have evidence that not one of these machines would have been purchased had it not been for the FIBRE NEEDLE, and

Furthermore, each and every one of these new customers will not hesitate to admit that the FIBRE NEEDLE was the very essence of their purchase.

WHAT DOES THIS MEAN? It simply means that this new needle has become a factor—a big factor—in the Talking Machine business.

It means that customers are getting weary of listening to the grind-stone accompaniment.

It means that they are awakening to the fact that they cannot afford to have their expensive records torn to pieces.

It means a new era of pleasure and delight to all lovers of good music, and

It means that **YOU** cannot afford to be without **FIBRE NEEDLES**.

Try these needles—if you don't understand how to use them, write to us and state exactly what trouble you experience, we will then set you aright.

Your Jobber will furnish the goods.

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

208 E. KINZIE STREET

CHICAGO, ILL.

PHILADELPHIA'S BUDGET OF NEWS.

Trade Now on a Firm Footing—Jobbers Find Orders Plentiful and Stock Scarce—The Double-Disc Record Discussed—L. Buehn & Bro. Open Branch in Harrisburg—Heppe's Fine Display—New Herzog Cabinet.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 8, 1908.

Conditions in the talking machine circles in this city have continued to improve for the last month until to-day the trade stands on a firmer footing and with better prospects than for over a year past. At this writing, of course retail business here is almost nil, on account of this being "Founders' week," when the people are spending nearly all their spare time enjoying the sights, and what money is being spent goes into the hands of the hotels, theaters, grand stand operators and fakirs. This temporary lapse, however, will not be without its effect for it is doing wonders in stimulating fellowship and arousing enthusiastic love for the old Quaker city.

Not a jobber here but who has orders stacked up on all sides, the main difficulty being their inability to get the goods. Every move of the National Co. has been loudly applauded, especially that having to do with the new Amberol records and attachments, but complaints are made of delay in making shipments.

The matter of double-disc records continues a matter of discussion. Columbia dealers and jobbers seem well pleased and speak of the big improvement in their business. On the other hand Victor distributors and trade claim that the public is now only too glad to pay the regular prices for single records and that it is best to leave well enough alone.

One of the leading jobbers in talking of the matter said: "At the present time and under existing conditions the sale of records requires a good deal of floor work in order to please customers. With the double-disc it will be multiplied a hundred-fold, for it will be next to impossible to suit a purchaser on both sides, and that argument about one record free, while true in theory, when it comes to putting it to practical demonstration won't hold water, for, say what you will, if the record sells for 75 cents the public will immediately figure that it is paying 37½ cents per selection, and talk all you are a mind to, you can't drive the idea out of their mind. But then what's the use of talking; all one has to do is to study the European market. The answer is emphatic enough."

Louis Buehn & Bro., of this city, have just opened a new wholesale branch at Harrisburg, Pa. This move is certainly an enterprising one and demonstrates their policy of doing everything in their power to help dealers. Through the new branch they will be able to ensure dealers in that locality better and quicker service than hitherto when all goods had to be shipped from the Philadelphia headquarters, not to mention the saving in transportation charges. This firm are now carrying on an energetic campaign, the result being that every day they are adding new names to their lists and broadening their influence and field.

One of the most attractive displays made on Chestnut street, or in fact, in the city, during "Founders' week," were the handsome windows of C. J. Heppe & Co. This company are pushing their talking machine department as never before and are displaying their stock on the ground floor, making it much more convenient than hitherto, and a prominent feature in their business. J. H. Minges, who has charge, was formerly connected with the Musical Echo Co. and also John Wanamaker's, of this city, and his knowledge of the business, together with his hustling ability, should do much toward raising the monthly reports of his company. The Heppe people have just started an extensive advertising campaign, locally, which is already netting them big results.

One of the most gratifying reports which it has been the pleasure of The World to receive

for many a day, was that given out by the Penn Phonograph Co., 17 South Ninth street, and proven by orders now on file and those already filled. In speaking of business conditions, Mr. Miller said: "Never before have we felt so sure of ourselves or so confident of the future ahead of us. August business, as you notice," and here he turned to the books, "was the largest of any month but one we have enjoyed since starting up in business. September proved equally as good, and if it were not for the fact that we cannot get the goods, October's business, just counting the orders we now have, would smash all past records. Nor do we think we are the only ones that are feeling this increase, for from what I hear, other jobbers and dealers are in the same boat. If there is anyone who doubts what I have said or is pessimistic as to the future of the business, he only has to take a run through this State and use his eyes."

H. A. Weymann & Son report a marked increase of business in all their lines, especially in talking machines. This company have just brought out a very useful little article, which every dealer should get in touch with. It is called "The Dust-Proof Display Cover," and is built for the Edison Standard, Home or Triumph machines. Constructed of polished oak and transparent celluloid, it fits neatly over the top, keeping out all dirt and other foreign matter, but displays all parts perfectly and lends a finished tone to the whole.

Chas. W. Miller, the oldest employe in point of service in the firm of Louis Buehn & Bro. has been justly rewarded for his fidelity and proven ability by being appointed manager of this company's new wholesale branch at Harrisburg, Pa. Mr. Miller has many friends in this trade, and we feel certain that the choice will prove a most wise one.

Louis Jay Gerson, in speaking for the Musical Echo Co., was very optimistic over the outlook and expressed the view that taken all in all this trade was never on a firmer footing than at the present time and all that was needed now was proper support from the factories in the matter of prompt shipments, and a little extra ginger added to the selling force.

Manager Goldrup, of the Columbia Phonograph Co.'s Philadelphia branch, expressed himself as highly delighted with the manner in which orders are coming in for the new double-discs. In regard to their new indestructible records, and the liberal proposition they are making the trade, he reports more new exclusive business than has been known in this office for two years.

A HERZOG ANNOUNCEMENT.

The Herzog Art Furniture Co., of Saginaw, Mich., whose record cabinets are so well known and liked throughout the trade are desirous of making the following announcement:

"On account of the new Amberol record just brought out by the National Phonograph Co., and which is bound to have an enormous sale, they have just perfected a most convenient device to hold the boxes in which the records come and in which for best preservation they should be kept. This device can also be bought separately at a very small cost and installed in all the old-style cabinets. A new improved system for keeping disc records so that they cannot possibly be damaged by rubbing has also been perfected and can also be purchased for the old style cabinets now in use. These improvements will be incorporated in all this company's products hereafter, but while they let the trade know of the change, they do not want to blazon the fact too broadly in an advertisement and thereby run the risk of temporarily hurting the demand for those styles now possessed by the trade, and therefore make the announcement in a quiet way. Further information should be obtained direct."

The Continental Record Co., New Baltimore, N. Y., have incorporated with a capital of \$20,000, to manufacture talking machines and records. Directors: Benjamin I. Carhart, E. O. Goodell and J. C. Cady, Jr., all of New York.

TWO NEW SALTER GRAND CABINETS

Now Ready for Delivery to the Trade—Ideal Cabinets for Disc Records—What the Manufacturers Say of the Salter Grand Cabinets.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1908.

Talking machine dealers will be interested to learn that the Salter Mfg. Co., of this city, have now ready for delivery two styles of Salter grand cabinets, cuts of which are here shown. It is claimed that the "Salter Grand" is a profitable



line to carry, for the reason that the moment the dealer places one of these beautiful cabinets on display in his store and advises his active customers regarding them he will experience an increased sale of disc machines. It should be



understood distinctly that any make or size of disc machines can be placed in these cabinets by simply using a smaller horn.

In a heart-to-heart talk with the many customers of the Salter Mfg. Co., the inventors of the "Salter Grand" say:

"Every one of your disc customers ought to have a cabinet of this kind, for the reason that it obviates the necessity of setting the disc machines on table or stand when they wish to give an entertainment to a party of friends, and after the evening is over, place the machine in some obscure closet or corner. This is not so where a 'Salter Grand Cabinet' is used. The talking machine, being placed inside of the cabinet, is kept free from dust, and it always has a place. Secondly—The 'Salter Cabinet' is handsomely finished and has the appearance of a beautiful music cabinet, and by simply opening the door on the front of the cabinet and starting the machine going, the instrumental or vocal music is reproduced with all the volume your customer may desire, at the same time any foreign sounds are entirely eliminated by the clever arrangement of the almost invisible wire screen in the front of the cabinet. It all leads up to the result that your customer is proud of having something unique and different from his neighbor. Last but not least, in addition to being a receptacle for the talking machine, it has the combination of space for 100 disc records. This is a particularly strong selling point with these cabinets. The two vital points that will appeal to your prospect customer are:

"First—That they have an enclosed receptacle for the talking machines. Second—An enclosed compartment for the records."

The Salter Mfg. Co. are decidedly strong on new things this fall. Their latest is a handsome line of disc and cylinder cabinets, illustrated in this issue and which possess unique features. The disc cabinets present a radical departure from the conventional in that the records are placed flat in the cabinet. The shelves are covered with soft felt to prevent scratching, and there is a shelf for each disc. This cabinet was devised by the Salter Co. on account of the demand by many dealers who declared their records warped when standing on edge. The one record in a compartment idea is, of course, particularly desirable in view of the introduction in a large way of the double-faced record. Their new cylinder cabinets also possess non-scratchable and non-breakable features, in that the records are placed on the shelves in cartons, and each carton has a little compartment for itself.

HANDY FOR FILING AND CATALOGING.

Now that the double-disc record is realized, the Eureka Library Cabinet, one of the specialties of the Douglas Phonograph Co., Inc., New York, recommends itself for filing and cataloging. It is a most practical cabinet, combining accessibility and protection. With the Eureka Library Cabinet there is a place for each record and each record in its place. The possibility of readily locating any desired record and returning such record to its proper place without error, are the features of importance. It provides a separate and definite place for each record, and every record filed is protected against damage or dust, prolonging the life of the record and its perfection of reproduction.

"STARS" THAT SHINE AND SING.

The Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., are putting forth a line of machines and records which are meeting with lively demand. Their latest models in Star machines have greatly interested dealers and, as a result, increased orders are reaching the big Philadelphia concern.

The Star records are also steadily growing in popularity with the dealers. The Hawthorne & Sheble line, which includes talking machine, records and supplies, is a comprehensive one, and it is playing an important part in the talking machine distribution for 1908.

TIMELY TALKS ON TIMELY TOPICS

As a test of salesmanship the territory of Long Island, N. Y., is given the palm for being the "toughest" in the country, bar none. The gentlemanly trade ambassadors whose professional duties take them to that section tell some rueful stories of their experiences. Being so close to New York, of course, Long Island is literally overrun, not only by representatives of the manufacturing companies, but from the jobbing houses also. They follow in each other's footsteps so closely that one is almost in sight of the other ahead, and it is a clear case of superior generalship to get an order. Even automobiles are brought into use, and the latest from that "seat of war" is that the auto man somehow beat the rest of the travelers in coming behind them and picking up the most desirable orders. The machine must have impressed the Long Island dealers, for they "coughed up" easy. Perhaps this may turn out to be a suggestion worth adopting.

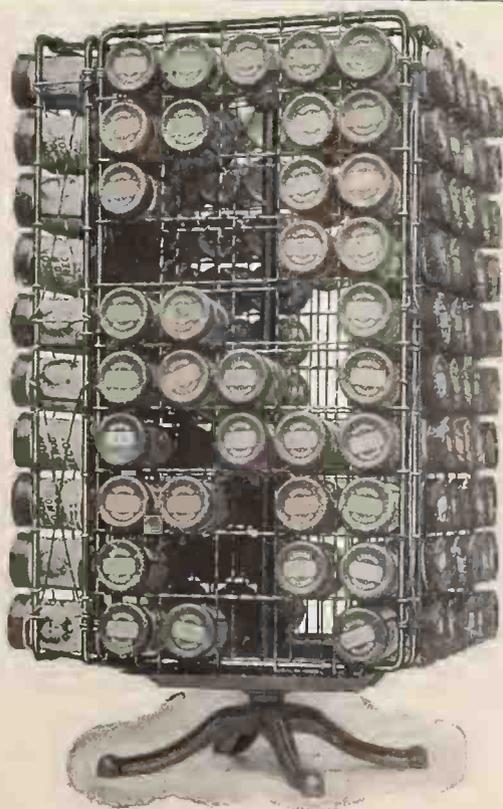
Elsewhere appears the emphatic denial of W. E. Gilmore, former president of the National Phonograph Co., Orange, N. J., that he intends re-entering the talking machine trade as the head of a disc record manufacturing concern. He apparently makes himself clear on this point, and a close friend of his contributed further details to the subject when he said to *The World*: "Mr. Gilmore has been approached by a number of persons since getting back from Europe with projects of a talking machine nature, but he has turned them all down in the most peremptory manner. I have known his views on this matter before he went abroad and I was satisfied his future would not be in this business again. Of course, Mr. Gilmore has said in connection with these rumors that should anybody hand him a real soft thing in the line he would take it up. Otherwise, not." No one questions Mr. Gilmore's word, but sometimes strange events have occurred at the most unexpected times.

Last month a lot of Victor and Edison machines were auctioned off in New York city in the nature of a "fire sale." They were advertised openly, but doubtless the quantity of goods was too small to call for any action on the part of the manufacturers to enjoin the sale. Another "auction" case occurred recently in Paterson, N. J., in which Taft and Bryan records were about to be disposed of, though no one but the auctioneers seemed to know where they came

from. That, however, was immaterial, but the National Phonograph Co. immediately secured a temporary enjoining order on September 3, on which argument to make it permanent was heard by Judge Crass, of the United States Circuit Court of New Jersey. An officer of the company, in discussing the suit, said that "licensed auctioneers believe they can sell anything at any old price, but they will be brought to a realizing sense of their true position by the application of the rule covering the sale of patented articles, to which the entire trade have bowed under its enforcement by the United States courts. These Taft and Bryan records of ours are in active sale, and unless we have the auctioneers permanently enjoined it will be detrimental to every dealer in the land."

In one of the mechanical feed machines that will soon be placed on the market the turntable and record thereon follow the reproducing point or needle. The contrivance is claimed to evade the Berliner patent, which provides for the sound wave line absolutely controlling the movement of the needle. This is a reminder of what one of the United States judges recently laid down as a rule in one of the talking machine cases argued before him, namely: That if an appliance was devised to get around a patent and had accomplished its elusive purpose, it was no less an infringement. That is a broad interpretation, but is conceded to be just.

Not long since Mrs. Thomas A. Edison called at Chas. H. Ditson & Co.'s, the leading retailers of musical merchandise in New York, to buy a 'cello for a young friend of hers connected with the church she attended in Orange, N. J. H. L. Hunt, the manager of the department, waited upon the wife of the distinguished inventor of the phonograph, and the lady was an extremely interesting customer. She asked all sorts of questions, and many of them about the various instruments, and in being shown through the several floors occupied by the firm she came to the section devoted to talking machines. At once she noticed that only the Victor line was handled, and asked Mr. Hunt why the Edison goods were not sold, when she said: "So you do not handle the Edison phonograph! Now, I came in to buy a 'cello for a young friend of mine, but as you have the Victor machines and records only, I should not even come into your store." Mrs. Edison, however, ordered the 'cello sent to Orange.



Canadian Representatives
The R. S. WILLIAMS & SONS CO.
TORONTO and WINNIPEG

A GIANT!

Our Smallest Revolving Rack

THE MONARCH MIDGET IS OUR GIANT SELLER

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 salesmen may face the customer all the while; as the rack holds about an eight 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

First, Columbia Double-Disc Indestructible Cylinder



*Music on
both sides!*



*Two records at
a single price!*

Another message to dealers, especially those who handle Edison, Columbia and Indestructible Cylinder Records.

Our Fall campaign is now complete, and we hereby notify you that you will never see a better time to sit up and take extra notice!

We have taken over the **Indestructible Cylinder Record.**

Hereafter it is the **Columbia Indestructible Cylinder Record!**

Our new holdings comprise the Indestructible Record Company's entire business—plant, patents, good-will, franchises and laboratories—and with these laboratories are included all the progressiveness and skill that have built up and met the fast increasing demand for a cylinder record purer, clearer and more brilliant in tone, and at the same time indestructible. Supplementing the years of experience behind the work of the Columbia laboratories, the future of the Columbia Indestructible Record is full of promise.

These Columbia Indestructible Cylinder Records will be manufactured in our new plant at Albany, N. Y.—the regular Columbia Double Disc XP and BC Records being manufactured at Bridgeport, Conn., as heretofore. The present repertoire consists wholly of the gems of talking-machine selections—a splendid list of the most desirable, carefully chosen and attractive numbers. New numbers, at least 24 selections, will be added to the Columbia Indestructible Record Repertoire monthly. Dealers who have been handling the Indestructible line can count on being taken care of better than ever.

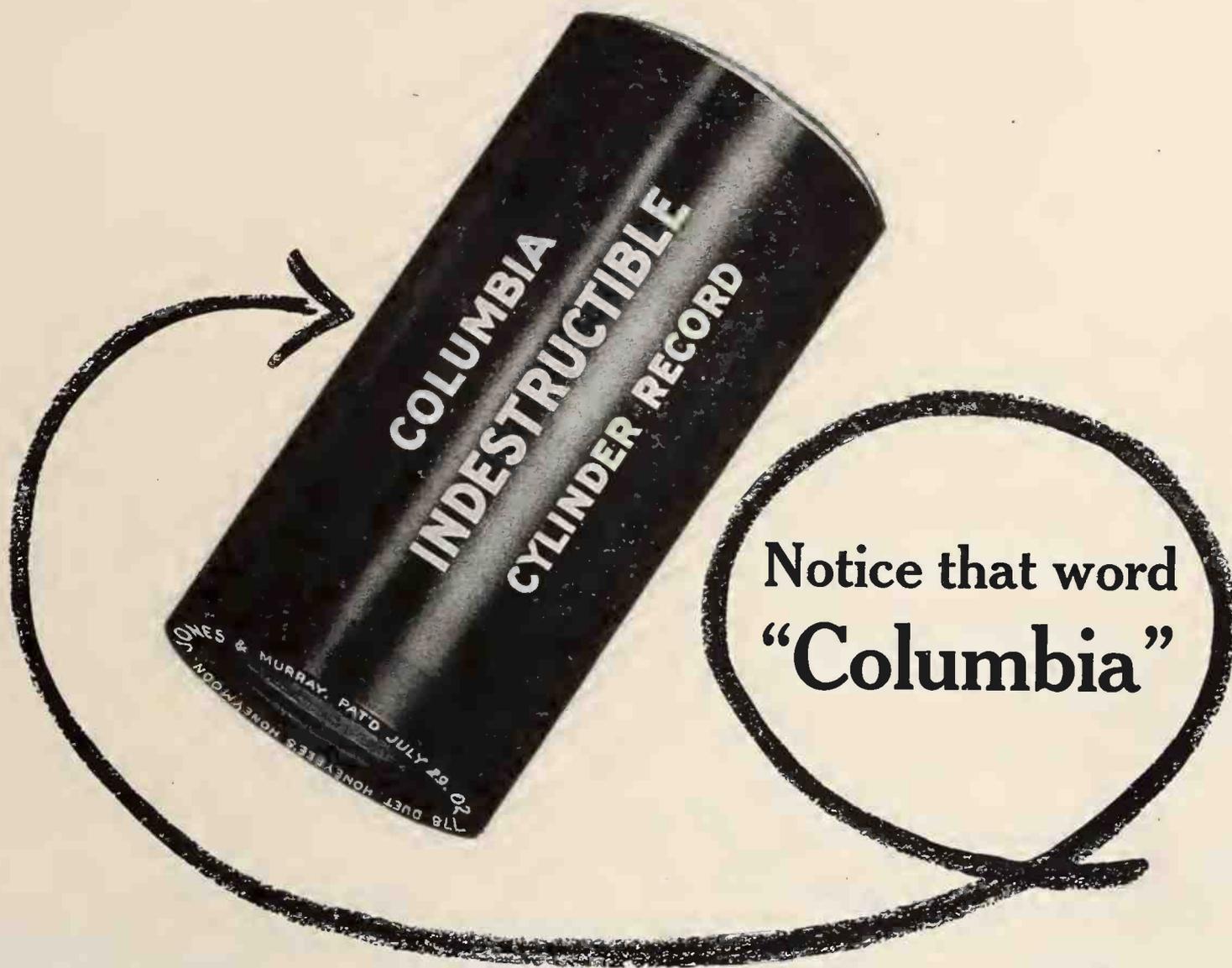
DEALERS WHO MAY HAVE BEEN JUDGING THE INDESTRUCTIBLE RECORDS WITHOUT INVESTIGATION SHOULD TAKE THE VERY FIRST AVAILABLE OPPORTUNITY TO HEAR ONE OF THEM PLAYED ON A MACHINE EQUIPPED WITH THE INDESTRUCTIBLE EXTRA-TENSION REPRODUCER. When you have gone that far, there's no room for argument—they are simply beyond comparison among cylinder records.

The Columbia Indestructible Cylinder Record means as much to owners of cylinder machines as the Columbia Double-Disc Record means to owners of disc machines.

Indestructible is a true word—although this feature is entirely secondary to tone quality. They won't break, no matter how roughly they are used; they won't wear out, no matter how long they are played. The three-thousandth reproduction is as full, clear and perfect as

Columbia Phonograph Company,

Records—and Now, Columbia Indestructible Cylinder Records!



the first. One indestructible Record has been played every day for a solid year, and at the end of that time it showed no evidence of wear, no deterioration of tone. They can be mailed as readily as a letter and climatic conditions do not affect them—wet or dry, hot or cold.

All this would be reason enough for their sensational popularity. On any machine, with any reproducer, their tone is equal to that of any cylinder record—but with the special Extra-Tension reproducer, which we provide to fit any make of cylinder machine, their tone is incomparably fuller, purer, clearer and more brilliant than any other cylinder record made. The Columbia Indestructible reproducer brings out every detail of the record, and sends it through the horn of the instrument in a superb volume of sound never before heard on a cylinder machine of any make.

The Extra-Tension reproducer will be supplied for attachment to Columbia and Edison machines as before, and at the same price—\$3.00.

Heavy advertising will at once begin—and the already healthy and strong Indestructible Record business will be sure to double up in no time.

We told you a little while ago to keep your eye on Columbia announcements—and we hope you are doing it. Certainly we would recommend to all dealers that they be in no haste to bind themselves hand and foot by meeting the arbitrary demands of another company until they have thoroughly investigated the unprecedented advantages we are now prepared to offer in the exclusive handling of Columbia products, with exclusive selling rights. We have now placed before you and your customers a complete line that makes you independent of any manufacturer on earth; Columbia Disc and Cylinder Graphophones, Columbia Double-Disc Records and Columbia Indestructible Cylinder Records.

PRICE—Columbia Indestructible Cylinder Records, 35c.
Regular Columbia Discounts Apply

Notice that word
"Columbia"

This ought to be news enough for one day—coming on top of our sensational and already immensely successful announcement of Columbia Double-Disc Records.

It ought to be plain to you by this time that our plan of exclusive handling of Columbia Graphophones and Records means something.

It ought to be clear to you now, that the exclusive selling rights for Columbia product in your locality are just about ripe enough for somebody to pick—and that it can't do any harm to make inquiries at least.

n'l, Tribune Building, New York

A LIVELY "TALKER" DEBATE.

Two Spokane Men With Opposite Political Affiliations Make Things Lively for Awhile by Reproducing Records of the Two Leading Candidates Interspersed With Pertinent Musical Selections—Neighbors Butt in and Break Up the Debate.

(Special to The Talking Machine World.)

Spokane, Wash., Sept. 30, 1908.

Political oratory, consisting of extracts from campaign speeches on various national issues by William Howard Taft and William Jennings Bryan, uncanned in phonographs, instrumental selections and topical songs, also of the "canned" variety, were the weapons employed in a daylight duel fought in Spokane, Wash., recently. The participants were Frank L. Graham, who learned the first lessons in democracy back in Missouri late in the '80s, and George W. Leonard, formerly of upper New York, where he served an apprenticeship in the Republican ranks during Roosevelt's regime as governor.

The affair, probably the most unique and novel in the history of politics in the Pacific northwest, was pulled off in the residence district on the north side of the town, and was witnessed by several hundred persons, attracted to the scene when the machines started to grind out the two candidates' comments upon the questions of the hour.

There was no official referee, no seconds nor bottle-holders at the outset, but as the personal views of the standard-bearers slid out of the horns and hit the atmosphere, the lines of partisanship were quickly drawn and it required only a count of noses to take the straw ballot.

The forces were pretty evenly divided and though no decision was reached, the followers of Bryan declare their man got under the Ohioan's fifth rib on the railroad and trust questions, while the Taft men claim the honors because of their leader's direct appeal to the farmers, and his plea for postal savings banks as governmental institutions.

Bryan also scored with his remarks on the popular election of senators. This was tried in this State at the direct primary election, Sept. 8, and proved satisfactory. Taft evened matters when he pictured in words the conditions which necessitated certain reforms advocated by the President, speaking also of the functions of the next government.

Graham and Leonard, who are recent arrivals in Spokane, met in the Spokane theater several weeks ago, when J. G. Phelps Stokes, of New

York, talked two hours on "The Adaptability and Reasonableness of Socialism." They occupied adjoining seats and struck up an acquaintance, learning that they occupied apartments almost opposite each other. They were in the audience in Masonic Temple a week later, when Eugene W. Chafin, of Chicago, prohibition candidate for the presidency, told of cleaning up the city of Washington in the event the national water wagon route is established.

They also heard Eugene V. Debs in the State armory the night of Sept. 17. That was the beginning of the trouble. Every time Debs upper cut the Republican party Graham was liberal with his applause and blistered his hands by energetic clapping, and when the Terre Haute man swung right and left on the Democrats, Leonard rose in his chair and cheered till he was almost black in the face. The climax was reached when the chieftain of the Red Special hooked both candidates and figuratively bumped their heads together.

Bing! And then some more bings. Hot words were passed and the two men used unparliamentary language until they reached the street, where they were literally swept off their feet by the surging throng waiting to get a near view of Debs.

The following day Graham laid in a half dozen records by Bryan, and on seeing Leonard in his room across the street, he switched the horn of the phonograph out of the open window and turned loose the boss Democrat's views on the tariff question.

Leonard took down his E-flat cornet and blew "Throw Out the Life Line." Graham retaliated with Bryan's argument for publicity on campaign contributions, and his erstwhile friend over the way whistled, "Every Little Bit, Added to What You've Got, Makes Just a Little Bit More."

This seemingly angered Graham and he adjourned the session by slamming down the window and drawing the blinds. When he saw this move Leonard slipped down the back stairs, and going to town he bought a phonograph and a supply of Taft records and songs, which were carted to his rooms the same afternoon. This move did not escape Graham's eagle eye. Scenting an argument, he lost no time in hunting up more Bryan cylinders.

While on the way to the store Graham met Leonard, who was carrying home an extra horn and a bundle of discs.

"I'll get even, old boy," Leonard said, in a tone bordering on the melodramatic.

"That's a challenge! I accept; phonographs as weapons," was Graham's quick reply.

"When?"

"Now!"

"Nothing barred?"

"Suits me."

Challenged and challenger parted without further parleying and 10 minutes later Leonard began hostilities with a series of bugle calls, which was followed by the opening bars of "Somebody's Waiting for You." Graham came back with "I've Got My Fingers Crossed; You Can't Touch Me," switching quickly to "Just Before the Battle, Mother."

Leonard's first lunge after the preliminary fiddling was in Taft's position on the rights and progress of the negro, in which the judge says he stands squarely upon that plank of the platform which declares in favor of justice to all men, without regard to race or color.

Graham sent over a hot one in the shape of the chorus of a coon song, beginning, "Somebody Lied."

Leonard's thrust was also a song number, entitled, "Who? Me?"

"You Ain't the Man I Thought You Was," were the words sung out full and strong by Graham's machine.

Then Leonard slipped in a cylinder marked, "I'm Old but I'm Awfully Tough."

This bit of repartee was heartily enjoyed by the crowd which had gathered in the meantime, and the two combatants went at it hammer and tongs.

When the wheels in Graham's machine resumed their whirring, the voice of the sage of

Lincoln was heard with all its sarcasm at the expense of the defenders of the protective tariff. After reviewing events leading to the raising of the tariff following the war and declaring that the party demanded reduction, as the "infant industries" were not only able to stand upon their feet, but also walk all over everybody else's feet, Bryan continued:

"This tariff plank of the Denver convention not only demands —"

But the voice never finished the sentence, as Leonard started full blast with the "Merry Ha Ha" song, which scored, and he followed this up with Taft's declaration that the democratic policy presents the restoration of prosperity, adding:

"Such a course as taking the tariff off on all articles coming into competition with the so-called trusts would not only destroy the trusts, but all of their smaller competitors."

Graham responded with the chorus of Murry K. Hill's droll song, "Oh, Glory!" in which the Bryanites joined with vigor.

The Leonard cylinder was well into the judge's review of the progress of the peoples of our foreign dependencies, when the din ceased, and before another interruption came the phonograph had spouted these words:

"It would be cowardly to lay down the burden of bringing education and happiness to the millions of people until our purpose is achieved."

"Imperialism!" cried an excited man, as Graham reached for a fresh record, adding: "Let's hear what Bill Bryan says about that."

Short, though full of meat, were the sentences that issued from the Democrat's horn. Bryan's voice declared that the Republican party has never dared to admit its imperialistic purpose, "and yet," it was added, "it is administering a colonial policy upon a theory utterly opposed to that of self-government."

Leonard's retort was a song, the chorus of which announced that "Mother Hasn't Spoke to Father Since."

At this point a score or more phonographs in the neighborhood were turned loose and a clash was threatened, when one machine, louder than the rest, broke in with "For the Red, White and Blue." Then someone started "You're a Grand Old Flag." The strains were taken up by the crowd and the unique duel was at an end.

SIDE LINES THAT PAY.

Now Is the Time When Talking Machine Dealers Are Apt to Consider Profitable Additions to Their Business—Why Small Musical Instruments Should be the Logical Selection—An Interesting Chat Upon This Subject With Mr. S. Buegeleisen.

This is about the season of the year when talking machine dealers give some thought to the selection of a line to sell in conjunction with talking machines. The problem, if it may be called such, solves itself in the fact that nearly every live musical instrument dealer sells talking machines, and therefore it holds good that every talking machine man should sell musical instruments. No extra effort is required to establish a paying trade. Every other customer for talkers and records is also an instrumentalist, and it's like turning customers away not to have in front of them the goods they use.

One would have to look far and long to unearth a more appropriate line for talking machine dealers to handle than musical merchandise, *i. e.*, violins, bows, strings and trimmings, accordeons, guitars, mandolins, and the ever popular and irrepressible harmonica. Those who want these instruments just as naturally turn to a talking machine dealer for supplies as to a department store when wearing apparel is wanted. Furthermore, and from the viewpoint of the dealer, musical instruments is the ideal line. For obvious reasons they will bring to the store the finer class of trade, something which every merchant aspires to control.

Now let us look into the question of demand. A trade authority, none other than S. Buege-

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.		

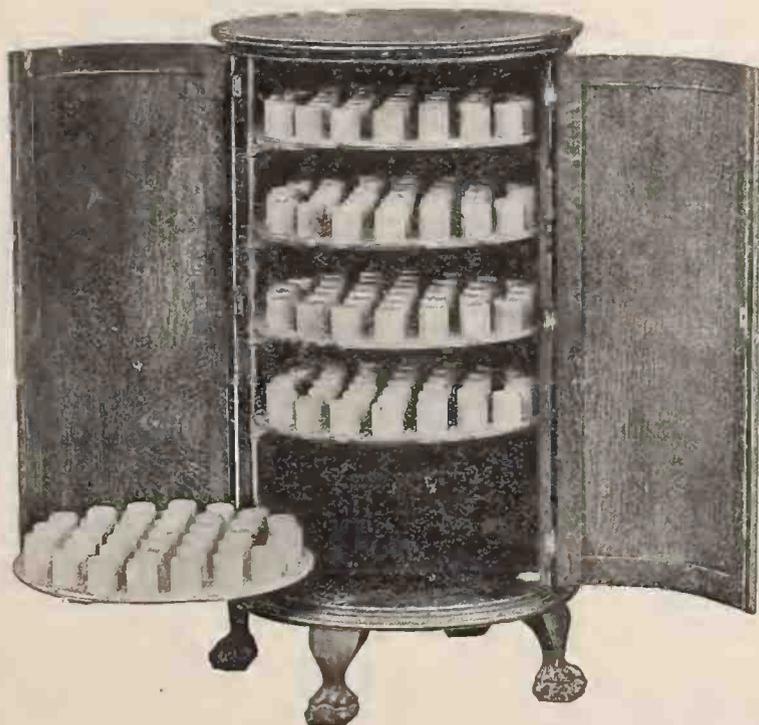
leisen, principal of the firm of Buegeleisen & Jacobson, the prominent importers of musical merchandise, at 113-115 University place, New York, observes—and his statement is strongly supported by the facts in the case—that every day is the season for musical instruments; that there is never any great diminution in the demand, even during the summer months, for if violins don't "go" fast enough in this period, there are strings, accordions, harmonicas, etc., that fill up the gap to overflowing, almost. However, during the long span that begins with September and ends with April, the stay-at-home period when one looks largely to himself or those about him for entertainment and amusement, the call is most pronounced for good violins, bows and strings, with a dash of all other instruments to boot. So it may be seen that a healthy trade can be built up providing, always, that the right line of merchandise is handled.

"The chief thing after all," says Mr. Buegeleisen, "is the price. Money talks, no matter where you are or who your man is. Those who know, beside wanting something good, want that something good cheaply. The 'get ahead' merchant in any branch is the one who can consistently deliver the goods along these lines. This fact was strongly impressed upon all concerned recently when a talking machine dealer way down East, who followed the advice contained in our World advertising and put in a full line from Durro violins to Duss band harmonicas without a break. He soon attracted the attention of the local talent, who immediately recognized the artistic excellence of the goods and were not slow to appreciate the lowness of the prices he was selling them at, at the same time with immensely fine profits to himself."

Mr. Buegeleisen insists he is not talking disparagingly of novelties and knick-knacks in suggesting the featuring of musical instruments; the more novelties the merrier, he says, but the logical addition to the main line should not be neglected.

A POPULAR STYLE OF CABINET.

One of the leading styles of talking machine record cabinets made by the Rockford Cabinet



Co., of Rockford, Ill., is their most recent production, a cabinet with circular shelves, hung on a pivot at the left of the door. The shelves are supported on individual pivots and any one may be swung out separately, thus permitting easy access to the records. The cabinet contains five shelves each capable of holding thirty-seven records, and is beautifully finished throughout. For those who prefer to keep their records in their original cartons the shelves are supplied with supporting strips around the edges and each will then accommodate forty records.

Siegfried Aal has resigned as manager of the Zed Co., New York.

ENDORSES THE WORLD.

Leading Talking Machine Man Endorses This Publication—Says It Is Worthy of Support.

One of the directing heads of a large talking machine manufacturing enterprise remarked the other day: "I have been much interested in the growth of the Talking Machine World and to my mind this industry is especially favored in having a journal conducted on such broad lines, which is evidently doing so much for the trade itself. It only shows what concentration will do and the Talking Machine World ranks favorably with any trade publication in the world.

"I have been looking over some of the music trade papers and I find that the World surpasses nearly every paper in that particular field, and still it is published in a limited industry. When the World first appeared, my associates and myself were somewhat skeptical as to its success, but it has demonstrated a power that has surprised us and I believe that so long as the interests of this industry are served in such a fair and straightforward manner the trade profits by concentration upon one publication, rather than to have two and three nondescript sheets.

"It is such a publication which impresses people with the importance of the industry and it must be encouraging to dealers as well as jobbers and manufacturers. The World for me every time, and what money we spend in trade publications I feel is infinitely better concentrated in such a paper as the Talking Machine World than divided among several publications."

GEO. W. LYLE'S GREAT TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., having brought to completion the company's program for the coming season, left New York, October 7, for a business trip of several weeks, during which he will cover the entire country from coast to coast. Mr. Lyle intends to secure a first-hand "line" on trade conditions in every section.

Immediate results from the company's recent announcements to the trade, Mr. Lyle states, have been astonishingly satisfactory and promising. His desk has been piled high every morning with mail from dealers already established and for prospective talking machine dealers who have evinced the greatest enthusiasm regarding the prospects for large—and what is more important—profitable business in Columbia double-disc records and in Columbia Indestructible cylinder records.

Mr. Lyle says he is keenly satisfied with the quick endorsements, received from dealers in every state, of the Columbia Phonograph Co.'s plan of arranging for the exclusive handling of Columbia goods by dealers who are in return granted exclusive selling privileges.

Paul H. Cromelin, of New York, spent the past week in Berlin conferring with the

American Association of Commerce and Trade, which has appointed him its official representative on the newly formed National Council of Commerce at Washington.

Conrad Gradner, father-in-law of John Herzog, of the Herzog Furniture Co., Saginaw, Mich., died recently in that city. He was highly esteemed in both business and social circles, and his death was lamented by a host of friends.

Geo. N. Ornstein, manager of the Victor Talking Machine Co.'s selling staff, was in New York recently calling on the distributors. His opinion of the fall trade was most optimistic.

THE RECORD SITUATION.

New York Jobbers Meet and Discuss the Double-Faced Record—Write the Victor Co. Who Refuse to Make the Changes Suggested by the Jobbers—Matter Now Considered Closed.

Pursuant to the call issued by J. Newcomb Blackman, a member of the executive committee of the Talking Machine Jobbers' Association, a meeting of the New York jobbers was held September 26 to consider the record situation. The following concerns were represented at the meeting: The Blackman Talking Machine Co.; Landay Bros., Inc.; the American Talking Machine Co.; Stanley & Pearsall; Benjamin Switky; Jacot Music Box Co.; S. B. Davega Co., and the Victor Distributing & Export Co.

The members lunched at Kalil's Park Place restaurant, while they discussed the present record situation, the New Yorkers expressing themselves as opposed to the double-faced record. It was argued that the life of the double-faced record would be short in this country, and a letter was sent to the Victor Company, suggesting that a higher retail price be placed on the double-disc record.

Responding to this letter, the Victor Talking Machine Co. politely but firmly declined to take such action. A brief letter received on October 5 by Chairman Blackman, the local member of the executive committee of the National Association of Talking Machine Jobbers, stated that after due and careful consideration, and looking at the matter from all sides, they saw no reason to change their policy, and thought the course they had pursued regarding the price of the Victor double-disc record was the proper one and therefore it would remain unaltered and as originally announced.

MANAGER WANTED

For the retail talking machine department of a large southern piano house, Victor and Edison represented. Must have good ability as a salesman and must come well recommended. Address Box 400, care of Talking Machine World, 1 Madison avenue, New York.

EXPERT WANTS POSITION

A mechanical expert of 10 years' experience in the manufacture and recording of disc records is now open for an engagement; no objection to going abroad. Address Box 302, Talking Machine World, 1 Madison avenue, New York.

POSITION WANTED

Experienced traveler, familiar with all cylinder, disc machines and records. Factory, general office, wholesale and retail experience. Capable of holding any position where expert demonstrating and salesmanship are required. Salary moderate. R. E. C., care of Talking Machine World, 1 Madison avenue, New York.

SALESMAN OPEN

Man with wide European experience in talking machine trade, also with thorough knowledge of American conditions, wants position as salesman for factory of jobber. Full of ideas and has power of initiative. Address B, care of Talking Machine World, Room 806, 156 Wabash avenue, Chicago.

SALESMEN WANTED

A thoroughly experienced man in the Edison and Victor lines, one who can show results of a satisfactory nature in previous work. State references and salary expected. Address Confidential, care of Talking Machine World.

BUSINESS OPPORTUNITY

On account of leaving city, we will sell our jobbing business, wholesale and retail, of Columbia goods, inventory about \$4,000. Will sell right. Splendid opportunity for a good man. Population, 100,000. Address Box 48, The Talking Machine World, New York City.

A WORD WITH YOU

MR. TALKING MACHINE DEALER

¶ No doubt in these times you are looking for profitable side lines—lines which will pay you liberal profits and be quick sellers! The “Moco” line is “it” in the truest sense.

¶ We have spent years in catering to the needs of the talking machine people, and therefore know just what may be handled in a satisfactory way in conjunction with talking machines.

¶ Take our **CREMONA ELECTRIC COIN OPERATED PIANO**. There is nothing so satisfactory on the market. There are ten pieces of music in every roll instead of five, which is usually the case with other players. The Cremona player will help you to coin dollars. It will make money while you sleep. Do not overlook this, because if your competitor gets it, he has at once an advantage over you in money-making products.

¶ Here is another side line that is a wonder—take our **ELECTRIC PEERLESS VACUUM CLEANERS**. Do you know that you can make your place a rendezvous for the ladies of the household when they know that you have these cleaners in stock? They are the latest and the best. We have them either operated by electric power or hand power, alternating or direct currents, and with the Peerless Cleaner you can help out your talking machine trade and make good money out of the cleaner as well.

¶ Then, for other lines, we have the **PEERLESS TALKING MACHINES**—splendid products they are. **PEERLESS MISSION LAMPS**—good sellers. The **VITAK HOME MOVING PICTURE MACHINES** delight and enthuse many a family. **SCAREAWAY BURGLAR ALARMS**, without batteries or wires, will sell and show a good profit.

¶ Now, if you will take up any of these propositions with us, we can show you quickly how you can increase your profits, and that is what most dealers are in trade for. Recollect, we are not speaking over-enthusiastically. We know the situation, and we know the talking machine men can carry any and all of these lines without increasing their expenses, and they will find them mighty convenient to help to cover overhead charges. The longer you delay in investigating our claims the longer you are deprived of good profits that await you.

MANUFACTURERS OUTLET CO.

WALTER L. ECKHARDT, President
J. B. FURBER, Secretary-Treasurer

271 Broadway, New York City

FROM OUR CHICAGO HEADQUARTERS

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

New Attachments, New Records, New Policies, Etc., Keep Talking Machine Salesmen in Throes of Brainstorms—New Features Believed to Mark a Decided Advance in Trade Methods—Many Dealers in Town—New Burson Automatic Brake for Disc Machines—How Dealers Regard Business—Wurlitzer Co. Publish New House Organ—Geo. E. Griswold Retires from Lyon & Healy Employ—National Democratic Committee Endorses Columbia Bryan Records—Edison Amberol Records Create Furore in Trade—From Milwaukee—Fine Department at Rothschilds—Other News of the "Talker" Trade in the Windy City Carefully Chronicled.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1908.

The Chicago talking machine trade is in the throes of a veritable brainstorm. If a vivisectionist could operate on the gray matter of the average manager or salesman he would find it stuck through with strange-looking objects, variously labeled the "double-face record problem," "exclusive territory policy," "modified territorial policy," "the four-minute record that didn't arrive on time," etc., etc. Moreover, several of the bright minds of the trade are said to be busy on profound essays on "the deluge"—of new talking machine cabinets.

Seriously, this multiplicity of new ideas, new plans and new inventions is likely to prove a vast benefit to the talking machine trade this fall and winter, as they stir up the trade waters and excite new interest on the part of dealers, merchants who are likely to become dealers and the general public in the talking machine proposition. Certain it is that wholesale business is picking up, and that quite materially. It

is prone to come in spurts, but it's coming, and everybody looks for a big increase in volume as soon as we experience anything like settled cold weather.

A pertinent illustration of the effect of weather on the trade has been given the past few weeks. Trade has fluctuated with varying temperatures to a remarkable degree. We had a few days of really cold weather and sales shot right up, then a cold day was succeeded by a warm one and business fell off simultaneously. Everybody feels confident of a good trade locally, beginning about the time that storm windows make their appearance.

Among the visiting dealers the past month were A. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Ia.; M. M. Marrin, Grand Rapids, Mich., and Col. F. B. T. Hollenberg, Little Rock, Ark.

Burson & Co. will soon be on the market with a new model of the Burson automatic brake for disc machines. It clamps on the arm of the machine, only two thumb-screws used in applying it to the talker, and there are no close adjustments to make. The one design will work perfectly on the Victor, Columbia and Zonophone machines, including all types of each make.

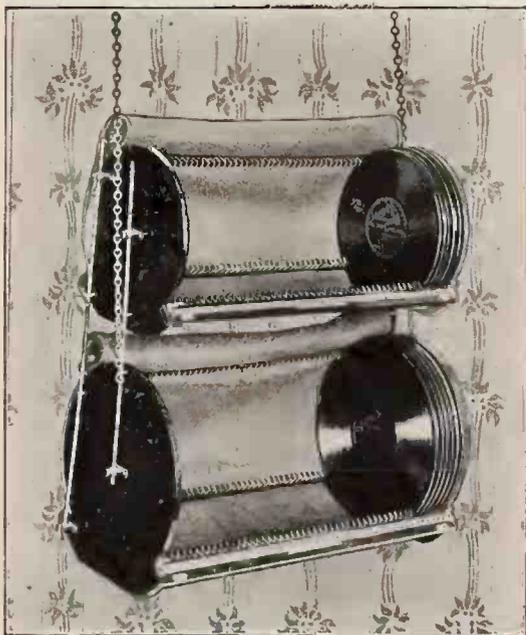
Arthur D. Geissler, general manager of the Talking Machine Co., is greatly pleased with the way in which business is developing this fall. He is greatly surprised at the large proportion of Victor-Victrolas and of the higher-priced types of the Victor machines that are being ordered. He anticipates great things from the new line of cabinets "that match," which is described elsewhere in this issue.

Amberol V. Chandler is very enthusiastic regarding the future for the new Edison four-minute record which bears his name.

L. S. Sherman, of Sherman, Clay & Co., San Francisco, again visited Chicago a couple of weeks ago, this time on his return from the East. One of his business acquaintances took Mr. Sherman on an automobile trip, and the San Franciscoan left for the coast very enthusiastic regarding Chicago's magnificent park and boulevard system.

The Chicago branch of the Rudolph Wurlitzer Co. is out with a bright little house organ, with the caption "Wurlitzer's Victor News," No. 1 of Vol. 1 bears date of September 28, and the perusal of its pages reveals the fact that its mission is to the retail customers of the Chicago store. It starts off with a graceful salutatory. This is followed by a thrilling editorial on William H. Taft and his attitude on the subject of a window display in the Cincinnati store. The news columns contain a double-headed news item concerning William Jennings Bryan, and there are other sensational specials. The musical critic reviews the October records to the extent of a column and a half. There is only one criticism to be made on the new aspirant for journalistic honors, and that concerns the absolute lack of poetry. There are plenty of poets in disguise around the Chicago house of Wurlitzer, and it is to be hoped that they will get busy before the next issue of the News goes to press.

George E. Griswold, who has traveled from here to the coast for Lyon & Healy for the past forty years, has retired from that great house. Mr. Griswold has made no plans for the future. At any rate he intends to take a much-deserved rest for the next five months and intends to take his family on a visit to the Pacific coast on November 1, spending some time at San Francisco, Los Angeles and other points. Naturally,



No handling of several records to get the one you wish.

The index number leads you direct to the record you want.

The characteristics are neatness, cleanliness, portability and great utility.

RETAIL PRICES

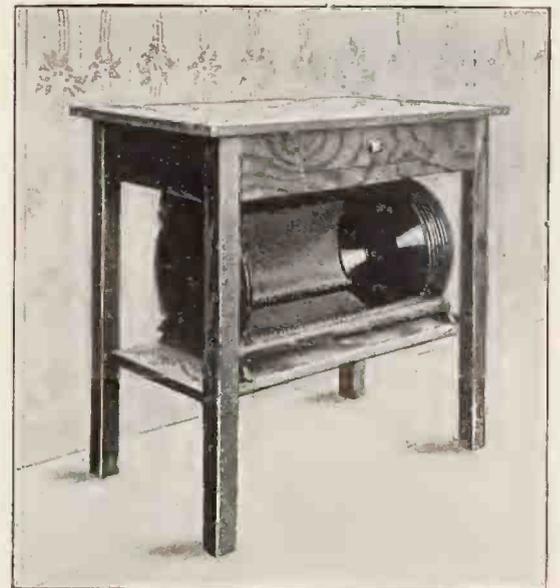
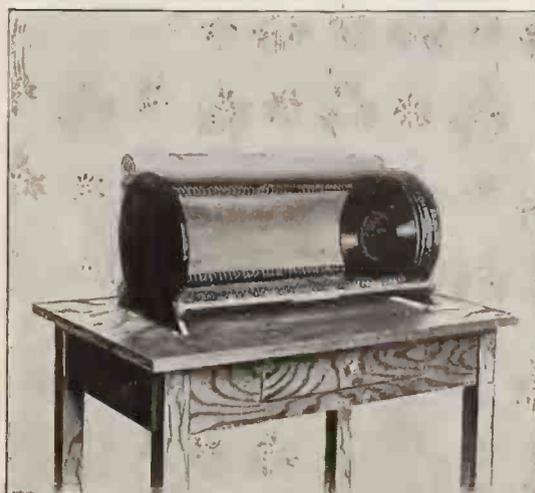
Rack for 10-inch Records . . \$3.50
 Rack for 12-inch Records . . 3.75
 Rack for Insertion in Cabinet . 1.50

THE ECONOMY RECORD RACK

FOR HOME USE
 A Radical Departure

*Marks a Revolution in Home
 Record Storage*

Especially Adapted for the Double Face Discs



Can be either placed on under shelf of table or suspended from picture moulding; or is adapted by special fixtures for insertion in existing cabinets.

The **Perfection** is a rack similar to the **Economy** but less ornamental and therefore cheaper. Price \$1.50, for rack holding 10-in. records, \$1.75 for 12-in. rack.

R. H. JONES

Patentee and Sole
 Manufacturer

1-17 Bryan Place, CHICAGO, ILL.

"The Cabinet That Matches"

ANNOUNCEMENT EXTRAORDINARY *What we have all waited for and what you, Mr. Dealer, have needed. No excuse now to sell just a machine and records. Sell an outfit—a "Victor Outfit." We make these cabinets, you will recognize our guarantee. Order one, open it up. If you don't agree with us in our claim of superiority, return it at our expense.*

A cabinet for each Victor machine, and each machine absolutely fits. Oak cabinets, quarter sawed, finished inside and outside and all four sides. An ornament in the middle of the room as well as up against the wall. Top slides for holding records. Mahogany cabinets, veneered and piano finished. Your regular discount applies and you don't pay a middleman's profit.



I. CABINET

Golden Oak only, finished on all four sides.
Capacity—160 Victor Records.

PRICE \$11.00



II. OUTFIT

Including Victor II. Machine.
Golden Oak only, finished on all four sides. Slide at top for holding records.
Capacity—180 Victor Records.

CABINET \$15.00 OUTFIT \$46.00



III. CABINET

Golden Oak only, Quarter Sawed Oak throughout, finished on all four sides. Slide at top for holding records.
Capacity—200 Victor Records.

PRICE \$20



IV. OUTFIT

Including Victor IV. Machine with Mahogany Horn.
Mahogany only, veneered on all four sides, double front doors. Top slide for holding records, drawer in bottom for accessories.
Capacity—200 Victor Records.

CABINET \$25.00 OUTFIT \$85.00



V. CABINET

Golden Oak only, Quarter Sawed Oak throughout, double front doors. Top slide for holding records, drawer in bottom for accessories.
Capacity—230 Victor Records.

PRICE \$30.00



VI. OUTFIT

Including Victor VI. Machine with Mahogany Horn.
Mahogany only, veneered on all four sides. Fourteen karat gold-plated caps on bases and tops of columns to match Victor VI. Machine. Double front doors, top slide for holding records, drawer in bottom for accessories.
Capacity—220 Records.

CABINET \$40.00 OUTFIT \$140.00

MANUFACTURERS AND
EXCLUSIVE WHOLESALERS

The Talking Machine Co.

72-74 WABASH AVENUE
CHICAGO, ILL.

he will not omit calling on his old-time friends in the music and talking machine trade.

George N. Nisbett, wholesale manager for Babson Bros., recently returned from a trip through Iowa, Missouri and Illinois. He says that conditions are very encouraging, and that only one of the many Edison dealers he called on had the slightest criticism of the National Phonograph Co.'s new policy, by which dealers handling Edison goods must confine their attention to the Edison line.

The department of reproduction of the National Democratic headquarters, located in Chicago, is sending out thousands of circulars to Democratic workers, such as members of county committees, etc., the introduction to which is as follows: "Mr. Bryan has made twelve new and excellent disc records through the Columbia Phonograph Co. on the graphophone, recorded at his home, Lincoln, Neb., Sept. 4, 1908. Each subject was revised and brought up to date by him before he made the record. The twelve 10-inch disc records and a Standard Graphophone may be secured through the department of reproductions, National Democratic Committee, for \$14.50. If any Democratic club or campaign worker desires to take advantage of this liberal offer arranged for and recommended by the speakers' bureau, send order direct to the department of reproductions, National Democratic headquarters, Chicago, Ill., and graphophone and records will be sent C. O. D." After giving a complete list of the Columbia Bryan records the circular says: "The speakers' bureau advised the addition of this talking machine feature to our campaign work as a means of drawing out the crowd."

The new Amberol four-minute Edison records are creating something like a furore in the trade. The orders received by jobbers for these records and for the attachment necessary to accommodate them are of great volume, and everybody is impatient at the probably necessary delay in shipping the goods from the factory.

A. G. Kundy has opened his new exclusive Columbia store at 1316 Fond du Lac avenue, Milwaukee, Wis.

The Chicago headquarters of the Columbia are more than satisfied with the demand for the new double-face records. Not only have the local retail customers welcomed the innovation with open arms, but the orders from dealers in this territory speedily exhausted the initial stock at this point, while the orders for larger quantities to be shipped from the factory have been large in number and ample in size.

C. E. Goodwin, of Lyon & Healy, says that while their new retail quarters, described elsewhere in this issue, have only been opened a week, their effect in stimulating trade has been very noticeable. On one day everyone of the twelve private record rooms was entertaining customers at the same time.

The Chicago Film Exchange are now the western distributors for the Ikonograph, home-moving picture machine, and are meeting with great success.

Emil Berr, talking machine dealer of Pekin, Ill., was in Chicago this week attending the waterways convention.

A visitor to the Milwaukee office of the Columbia Phonograph Co. last week found things humming with quite a merry hum. Bob White, formerly with Manager Herriman when he had charge of the Des Moines store, after a brief sojourn with the Columbia forces in New York City, is now in Milwaukee, and with Henry Saak is hustling for local trade. The twain make the rounds in Mr. Saak's automobile which he bought with commission earned from the sale of graphophones.

A very excellent feature of the talking machine department of Rothschilds is the entertainment of visitors. The exhibition room contains a full line of Victor and Edison machines, record cabinets and musical instruments. Not only are constant concerts given, but the illustrated song feature which Mr. Phillips is working very effectively this season is proving in itself a very big trade-puller. Sound-proof record

rooms, four in number, have been constructed just back of the exhibition rooms on the State street side and a number of other improvements and alterations have been made.

George W. Lyle, general manager of the Columbia Phonograph Co., arrived Saturday on a short visit to the Chicago office.

WITH THE TRADE IN DETROIT.

Renewed Activity Noted and Dealers Look for Normal Winter Business—Day of the Cheap Machine Has Passed—Trade Revolutionized—New Offerings in Records and Attachments Stimulate Sales—Bryan Records Lead—What Various Houses Have to Report Anent Conditions.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 9, 1908.

The talking machine trade, which in the spring and early summer was to a greater or less extent lethargic here in Detroit, has taken on a renewed activity and most of the local dealers are looking forward not only to a normal fall trade but to more than a normal trade in the very near future.

One thing the dealers seem to express almost unanimously and that is that in this dull period and for some time previous, in fact, the basis of trade, in the talking machine business, has been undergoing a change. The result is that the talking machine has taken a new hold on the public and in a way that predicts a greater future for the instruments. One thing is clear, the day of the cheap and imperfect machine has gone. The day of the cheap machine is still here and it still goes with a very little flagging of demand into the more humble homes, but the demand which is doing so much for the trade is an increased demand on the part of the more discriminating public.

The result is that the sale of the high priced talking machines is very materially increased. The people who want to hear the sweet singers of the world; those who like the very best in orchestral productions; those who enjoy music of the very highest order, are now won over to the talking machine, for in its perfected state it is able to give them the best without the detraction of a mechanical effect.

Besides this general effect upon trade there have been several minor things which have drawn the public's attention anew to the possibilities of the invention and have given it a new and more extensive vogue. The new Amberol record of the Edison people, with its possibilities for a longer selection, and the new two-selection discs of the Columbia and Victor people, have had their effect. Another thing is the business phonograph, which is growing in use in Detroit recently with remarkable rapidity.

Max Strassburg, manager of Grinnell Bros. "talker" department, says: "The business phonograph has taken a great deal of our time here lately. We have been pushing it with great success. and the Edison make is now in use in many of the largest manufacturing plants in Detroit, where it is cutting down expense and facilitating work for the office force. Among those who recently have been giving us large orders for the Edison business phonograph are Morgan & Wright, the big rubber manufacturers; Parke, Davis & Co., the biggest drug manufacturing plant in the world; the Ideal Manufacturing Co., the Gray Motor Co., and Clayton & Lambert Manufacturing Co."

Mr. Strassburg discussed a peculiar thing in connection with the sale of the campaign records. "It is an odd thing; something which I am unable to account for here in Detroit," said Mr. Strassburg, "that of the Bryan records and the Taft records now on sale, there is fifty per cent. more call for the Bryan records than those of Taft. Of course, the sale of neither of these records is what could be called large; however, many people come in here and want to hear the campaign records. Many more want to hear

the speeches of the Democratic presidential nominee than those of Taft. The sale of these records runs just about the same."

K. M. Johns, manager of the Columbia Phonograph store, says: "The announcement of the new double-record discs is helping a great deal," said Mr. Johns. "I look forward to a great increase in sales. When people can get two records for five cents more than they previously paid for one record they are going to jump at the chance, and I believe that we are going to get a big bunch of new business. We have secured many orders for indestructible records and have secured many new representatives."

E. P. Ashton, manager of the American Phonograph Co.'s store is equally buoyed up by the recent tendency toward improvement in the phonograph trade. Business here and out in the State has shown improvement, particularly as it affects the higher priced goods.

Everywhere in Detroit the talking machine business is showing a revival. Many places are now handling these instruments. Many furniture stores and specialty houses are showing phonographs.

At the Cable Co., on Woodward avenue, where the phonograph business formerly conducted by Willard Bryant in connection with his small instrument business was taken over, there is a good report.

There is an equally good outlook at the Kimball Co., store, where B. F. Seelig took over the "talker" business and is conducting it for himself in specially appointed quarters in the Kimball building.

GEORGE BLACKMAN A BENEDICT.

September 16th, George G. Blackman, secretary of the Blackman Talking Machine Co., was married to Miss Irene Wetherill, of New York. The ceremony was strictly a family affair and only relatives were present. J. Newcomb Blackman, a brother, and president of the company, with Mrs. Blackman, was among the guests. After a trip to Niagara Falls, N. Y., and other places of interest, on which the happy couple departed at once, for their honeymoon, they will make their permanent home on 157th street, New York.

TWO MISSING LINKS



This is SUPPOSED to be the Missing Link between Man and Monkey.



IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn. "There's **MORE** than a reason."

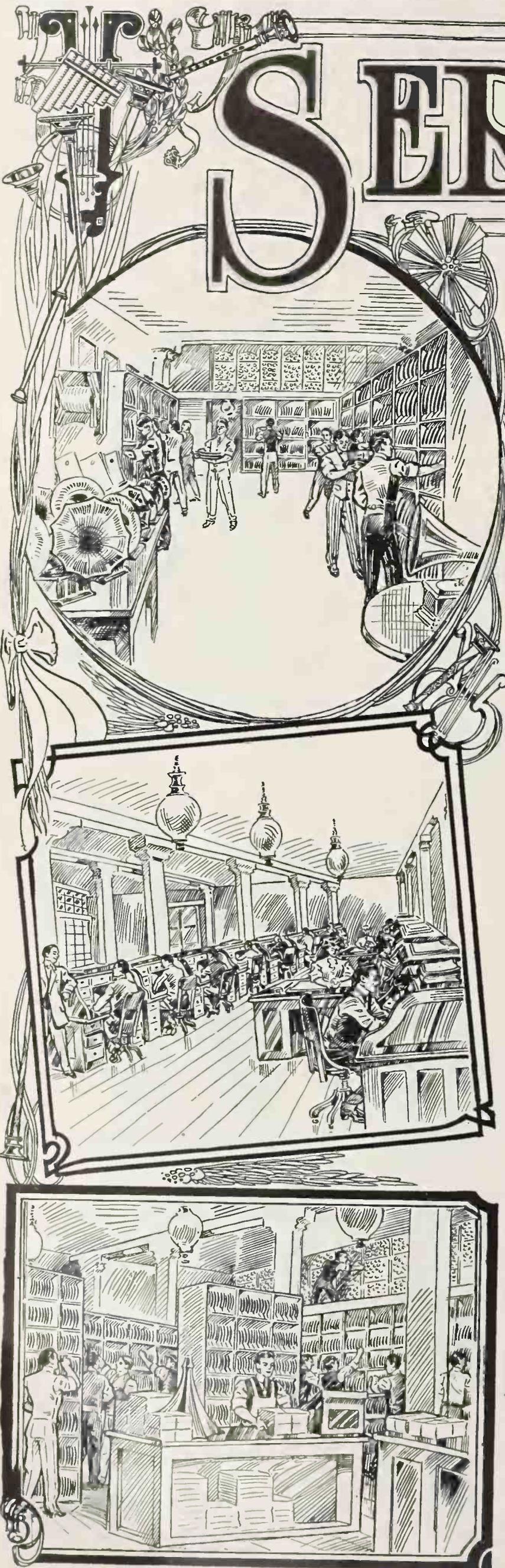
To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

SERVICE



We offer the Finest Service in America for Dealers in Victor and Edison Goods.

EVERYTHING NEW

Our department has been entirely rebuilt and

Doubled in Size

Here are some of the reasons that you can benefit by sending your orders to us:

- 1—Exclusive Wholesale Department**
All records are guaranteed absolutely fresh
- 2—All On One Floor**
The time needed to fill orders is reduced to the minimum.
- 3—Exclusive Packing Force**
We employ special packers for this department who pack nothing but these goods.
- 4—Trained Clerks**
Our corps of order-fillers has been with us for years. These men understand and correctly interpret a dealer's wants where ordinary men would fail.
- 5—Immense Stock**
Victor and Edison goods of all kinds, in vast quantities are constantly on hand. No order too large and none too small.

SEND US AN ORDER TO-DAY and we'll put you on our dealer's mailing list. Then you will hear from us regularly about everything of genuine interest to the trade.

Lyons & Healy

CHICAGO

LYON & HEALY'S TALKING MACHINE DEPARTMENT.

Their New Quarters, Embracing the Entire Fifth Floor at Wabash Avenue and Adams Street, One of the Best Equipped in the Country—An Idea of the System Employed as Well as Its Scope May be Gleaned from the Illustrations on This Page.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1908.

After months of hard work on the part of Manager C. E. Goodwin and his associates in the talking machine department of Lyon & Healy, that important branch of the business of the great house now occupies magnificent quarters embracing the entire fifth floor of the L. & H. building at Wabash avenue and Adams street. The result is all and more than anybody has

foot but, in the record rooms, softens the echo of the vibrant voices of Caruso and the entire Red Seal and sixty cent galaxies. The ceiling lights are the new Tungsten electric lamps, which take less current and give more light, and they are encased in the Holophane globes, which diffuse the light in a most effective manner. The front and back partitions of the record rooms are of plate glass, thus allowing the light from the windows to pass through to the room where the stock is kept. The partitions between the record rooms are of lath and plaster, covered by heavy felt and lastly by the green tapestry. All the record cases are finished in mahogany.

The top of the customers' counter (C) is divided into double glass panels, under which special record bulletins and other literature can be exhibited. They have the additional advantage of cleanliness. This glass top counter is a feature which has been frequently and

most favorably commented upon. It should be remembered that this big room which he have been describing, is devoted solely to the sale of records. The machine salesrooms remain as formerly, on the ground floor adjoining Victor Hall, where the courteous and capable Joe Vasey sells the customer his original outfit. Then he

L. C. Wiswell, and wholesale traveler Harry Hopkins. He can also gaze with awe upon Tom Gray, who can tell you offhand the number of every record in the Victor and Edison catalog, and the number you have in stock.

The entire wholesale stock is now all in one room, with convenient elevator service. A new method of shipping has just been adopted. Customers' orders are packed right in the department and shipped direct instead of going to a general shipping room as before. Therefore, they are not delayed and only one handling is necessitated instead of two as formerly.

It should be stated that Lyon & Healy are well pleased with the policy they adopted two years ago of referring all inquiries from a town where dealers are located, to that dealer. The move has proven a wise one and dealers appreciate it. The house has been buying very heavily in order to have as large and complete a stock as it is possible for a jobber to handle.

Mr. Goodwin called attention to the big and well filled record bins to prove the faith that is in him—namely, that we are going to have a fine big trade this fall and winter.

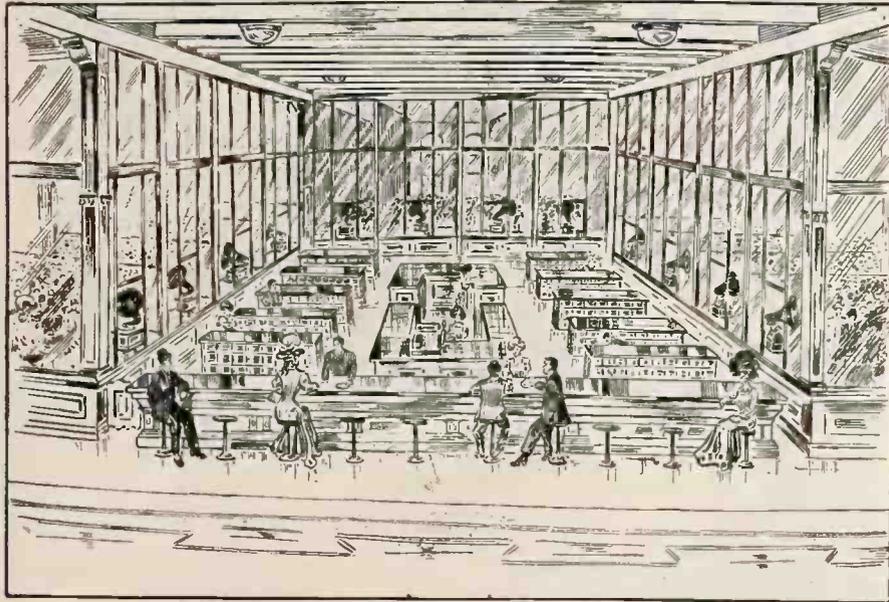
EVOLUTION OF THE FIBRE NEEDLE.

Interesting Facts Brought to Light in a Chat Anent the Needle Made by the B. & H. Fibre Mfg. Co.—How Mr. Hall Invented and Brought Its Merits to Notice.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1908.

"Do you mean to tell me that this company, with its ample capital and this factory with its interesting machinery and intelligent workmen and workwomen, is simply for the purpose of producing a little thing like this?" The above question was propounded in the presence of the writer. The scene was the factory of the B. & H. Fibre Mfg. Co., Chicago; the inquirer was a casual visitor to the plant; the subject of the inquiry was a fiber needle held in the hand of the questioner, and the man interrogated was F. D. Hall, president of the company.



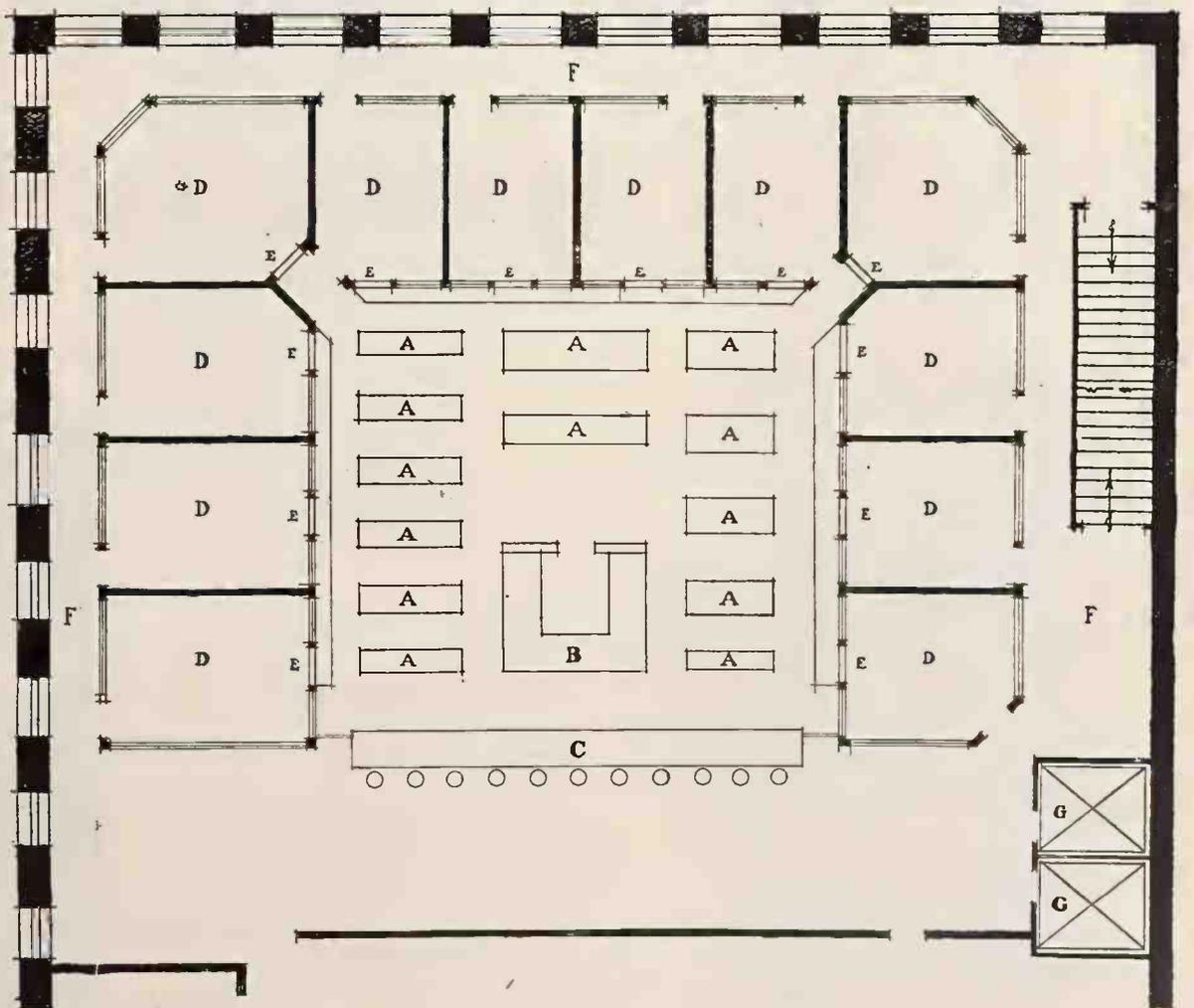
VIEW OF LYON & HEALY'S TALKING MACHINE DEPARTMENT.

been led to expect. The department covers 80 x 160 feet in size, equal to 13,000 square feet of floor space. The retail record department takes up a full third of the floor, with frontage on Wabash avenue and Adams street, while the wholesale has the balance. The two departments are separated by a partition reaching to the ceiling and this wall indicates the division existing in the minds of Mr. Goodwin and his collaborators between the two branches of the business. This article is devoted largely to the retail department for the reason that with its elaborate and expensive fixtures, beautiful color schemes and superb arrangement, requiring infinite time in conceiving and infinite labor in working out, it clearly demonstrates the fact that the talking machine business is not showing the slightest signs of retrogression as some of its purblind detractors claim. It certainly shows that Lyon & Healy, who have spent approximately \$7,500 on this beautiful beam-ceiling, mahogany finished record department, with its round dozen private record rooms, have an undying faith in the stability of the line.

With the aid of the accompanying illustration and ground plan, the dealer who is open and eager for ideas will find sufficient in this article to hold him until he can come to Chicago and indulge in a personal inspection. The twelve record rooms (D) average about 10 x 15 feet in size. The quadrangle in which the record cases (A) stand, is so arranged that one clerk can wait upon at least three rooms at once. Furthermore, the stock is so condensed that each clerk can accomplish about double as much work in the same time as in the old quarters on the fourth floor.

In each record room is a push button which is at the disposal of the customer. When he operates it a buzzer is sounded and at the same time a red incandescent light blazes forth, indicating the particular record room that needs attention and enabling Manager M. M. Blackman of the record department immediately to despatch a salesman to the rescue. All of the record cases (D) are lighted up by means of an "inverted trough" reflector, located at the top front of the cabinet. Each record is protected by a heavy envelope and is placed flat in the shelf.

The color scheme is mahogany, with tapestry of a soft green. The entire floor is covered with a cork carpet, which is not only pleasant to the



GROUND PLAN OF LYON & HEALY'S RECORD DEPARTMENT.

A—Record bins. B—Cashier's desk. C—Customers' counter. D—Record room. E—Window in which machine is playing into room. F—Hallway. G—Elevators.

is taken upstairs and the sale completed by a selection of records. Mr. Prestonary and the phonographic language department also remain on the ground floor. After the visiting dealer has inspected the record department he will, of course, stroll through a convenient door into the wholesale. Here, should Mr. Goodwin happen to be out, he will find ready to show him around,

Mr. Hall's answer was a decided affirmative, and it may prove interesting to relate some of the facts which enabled him to make just the reply that he did.

Six years ago the president of the B. & H. was, during business hours, an enthusiastic and successful real estate man. In his evenings at home he was found to be an enthusiastic but not



No. 780. Disc Cabinet

SALTER'S IMPROVED CABINETS



**ENTIRELY
NEW GOODS**



No. 780, Door Open

Records lay flat to keep them from warping. Shelves lined on both sides with green felt to prevent scratching. Compartments are made to hold one disc only, so same may be found instantly.

We are the **ORIGINATORS** and **ONLY MANUFACTURERS** of this style of Cabinets.

SALTER MANUFACTURING CO.

102 to 108 N. Oakley Avenue

CHICAGO, ILL.



No. 783. Cylinder Cabinet



**OUR LATEST
CATALOGUE
SHOULD BE IN
YOUR HANDS.
SEND FOR IT
TO-DAY.**



No. 783. Door Open

A FINE LINE OF CABINETS.

Talking Machine Co., of Chicago, Show a Large Number of Styles Made Up to Match Every Type of Victor Machine—A Feature Dealers Should Appreciate.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1908.

New talking machine record cabinet stands, etc., have been simply raining in the West the past month. The Talking Machine Co. of Chicago, always in the front ranks of western progress, are out with the "cabinet that matches" and which is one of the most artistic things in the cabinet line that has made its appearance in a long time. The new line includes a cabinet to match every type of Victor machine. Some idea of the beauty of design can be obtained from the cuts shown elsewhere in this issue, but the cabinets will have to be seen themselves to realize the fine piano finish, the artistic carving and the symmetry of line. A distinctive feature of the "cabinets that match" is the fact that they are finished on all four sides and therefore they are as artistic a piece of furniture, placed in the center of a room, as backed against the wall. With the introduction of the "cabinet that matches," the Talking Machine Co. have entered the field as a manufacturer and certainly Manager Arthur D. Geissler's latest scoop is deserv-



ONE OF THE TALKING MACHINE CO.'S LATEST.

ing of earnest consideration by all talking machine dealers.

In chatting on the relation of record cabinets to the talking machine trade, Mr. Geissler said: "I have always believed that the talking machine cabinet is just as essential to an outfit as a horn. Many people have lost interest in their talking machines owing to the fact that they have never been able to put their hands on the record they immediately desired to play. Many heartaches have been caused because of a scratched parlor table, or the breaking of a record of an opera gem. With the 'cabinet that matches,' the dealer is furnished with a potent argument in selling a cabinet at the same time with the machine. The customer buys a \$60 outfit with some records. He has added a piece of furniture to his parlor which is in harmony—an outfit complete within itself. Each record is in its place, and the index easily denotes that place. Under these conditions is it not human nature for the customer to want to fill the cabinet?"

"There is no doubt that many talking machine dealers have neglected the cabinet business and therefore a powerful means for increasing profits.



F. D. HALL.

very successful operator of a high-grade talking machine. This statement reflects no discredit on the machine or on Mr. Hall's ability to do a very simple thing, but rather expresses his mental attitude, as he was not satisfied at the results obtained. He was enthusiastic regarding the potentiality of the records he played, but discontented with the effects produced from the records by the steel needle. With no thought of producing a marketable commodity, but simply for his own benefit, he commenced experimenting with a view of finding some material which, when shaped in the form of a needle and placed in the needle arm, would play a record without the scratching, hissing, rasping sound to which he objected. The story of the various stages of progress from this starting point to the fiber needle as it exists to-day is too long a story to relate here. But it is an interesting story in all its phases. The detailed narrative of his investigations to find the correct needle material would, if told in detail, remind one of the well-known facts concerning Mr. Edison's researches in quest of a suitable material for the diaphragm of his phonograph. Suffice it to say that when Mr. Hall finally hit on bamboo, conquered the tendencies of the material to bend by making the needle triangular in shape so as to give the necessary support to the point, he found that he not only had conquered the deficiencies he imputed to the steel needle, but had a "pin" which, instead of wearing a record, would tend to preserve it indefinitely, thus enabling the music lover whose enthusiasm enabled him to pay from \$2 to \$7 for a record of a master composer, sung or played by a master artist, to feel that he had made a permanent investment. The expressions of interest by visitors to the Hall home soon suggested the idea of marketing his invention. A patent, and a remarkably comprehensive one, was soon obtained. In the marketing of the needle prejudices had to be met and overcome, as is ever true of a radical departure from the conventional. The present sale of the fiber needle proves that this is rapidly being accomplished. Shipments of fiber needles are not only being made daily to all parts of this country, but to all parts of the world. A visitor to the factory is impressed with the apparently complicated processes necessary to produce a simple article. On one side of the large floor are stacks of imported bamboo poles which constitute the raw material. These poles first go to the circular saw, where they are sawed into blocks, then to the splitting machine, next to the polishing machine, thence the chemical baths, of which there are three. The first counteracts the oil in the fiber, the second imparts the quality of stiffness, and the final volatile bath thoroughly dries it. The next journey is to the pointing machine, and last of all the smoothing machine. Then the finished product goes to the packer.

Why not cabinets for records as well as bookcases for books? The former is just as essential as the latter, and I feel that the day is not far distant when a talking machine sale will not be considered complete without a cabinet."

EDISON BUSINESS PHONOGRAPH.

Chicago Interests Placed in the Hands of the Business Phonograph Co. of Which Edwin C. Barnes Is Manager—Now on Wabash Ave.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1908.

The Edison Business Phonograph Co., of Orange, N. J., announced last month that in accordance with their broader policy of establish-



EDWIN C. BARNES.

ing dealers to extend the use of the Edison business phonograph in every part of the world they have appointed the Business Phonograph Co., of Chicago, as their Chicago dealers. The announcement continues as follows: "Our Chicago branch will be discontinued, but in this transfer of our interests we have carefully arranged for the same service as formerly through our dealers.

"We are pleased to state that Edwin C. Barnes,

**Edison Jobber
Zonophone Distributor**



New Design
Wooden
Disc Record
Racks

Wire
Record
Racks

**RECORD CABINETS
SPRINGS**

for all makes and size machines

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

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

QUICK SALES !!
BIG PROFITS !!

Write to-day for Discounts.



SOMETHING NEW FOR VICTOR MACHINES

The Tone Controller

Controls the tone of the record-reproduction and requires only a movement of the horn from right to left to obtain all the expression so much appreciated by lovers of music.

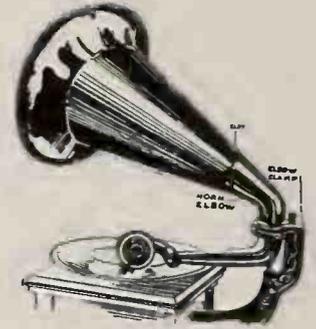
Modifies the tone, eliminates the scratch, subdues the harshness, expresses the reproduction. Prevents mechanical noise. Entirely obscure from sight. Easy to adjust. Practical.

The Tone Controller Company

H. N. McMENIMEN
Gen. Sales Agent



PROVIDENCE, R. I.



RETAILS AT 75c.

formerly our western manager, will conduct the Business Phonograph Co., of Chicago."

Since the above announcement was made Mr. Barnes has moved the office of the Business Phonograph Co. from 304 Wabash avenue, where he formerly represented the Edison business phonograph for several years, to suite 936 First National Bank building. He is certainly to be congratulated on the result of his energetic and successful work.

EDISON TO VISIT PACIFIC COAST.

About the middle of September, Thomas A. Edison, who had taken a trip to the Pacific Coast with his family, returned to his home in Orange, N. J., delighted with his journey. Mr. Edison had been in San Francisco, but had never been in Oregon or Washington, and the cities of Seattle and Spokane made a great impression upon him as marvels of American enterprise and progress. Mr. Edison is in splendid health.

DEALERS ORGANIZE IN BOSTON.

American Talking Machine Dealers' Association a Reality After Several Years Hard Work on the Part of the Originators—Officers Elected—Objects of the Association Set Forth in a Self-Explanatory Circular.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 7, 1908.

After several weeks of strenuous labor on the part of its originators, the American Talking Machine Dealers' Association is now well under way, with a full set of officers, a headquarters at 43 Tremont street and a distinct idea of just what it is desired to accomplish.

While at present the heads of the new organization are of necessity Eastern men, it is intended at a later date to secure a wider representation. William A. Pike has been chosen as president, Maurice J. Harrison as treasurer, George W. Lord as vice-president and Joseph W. Foley, secretary and counsel.

The originators of this organization have already sent out two self-explanatory circulars to the members of the talking machine trade, and to-day another was issued which, while considerably more conservative than the others, gives a clearer conception of the needs for such an organization. This circular reads as follows:

Boston, October 7, 1908.

Dear Sir: The object of this circular is to tell you of the origin and purposes of the American Talking Machine Dealers' Association, and to invite you to become a member. You are earnestly urged to carefully read the following paragraphs, for the association is solely for your benefit and protection; and whether you sell one or one hundred machines a month, it is equally important that you should take part in this movement which we believe marks the beginning of a new and prosperous epoch in the talking machine trade.

In response to a widely distributed circular sent out on September 3, by Joseph W. Foley, attorney for several Boston retail talking machine dealers, asking the sentiment of dealers with reference to forming a retailers' association, a surprisingly large number of replies were received, cordially welcoming the suggestion and volunteering support. Dealers from as far distant points as Palm Beach, Fla., and Seattle Wash., were heard from. The Talking Machine World, and a number of other trade papers, as well as the daily press, commented favorably on the movement. In short, the encouraging reception accorded the circular on all sides conclusively showed that there was need for just such an organization and that the dealers had long felt this need and were only too eager to get together if only some one would take the lead.

Accordingly, another circular was sent out calling a meeting of all interested at the Revere House, Boston, September 29. The meeting was largely attended, and the views expressed in the original circular were heartily endorsed. A significant feature of this meeting was the attendance and enthusiasm of dealers who are also members of the Retail Furniture Dealers' Association. They told of the great improvement in retail conditions in the furniture trade, increased profits, better treatment from the manufacturers, less competition, etc., brought about by their association and they prophesied even greater things for our organization.

The above-named temporary officers were elected. Mr. Pike and Mr. Harrison are the two largest exclusively retail talking machine dealers in Boston. Mr. Pike has been in the business eleven years and is widely known among the trade as a vigorous champion of dealers' rights. Mr. Harrison is a conservative and successful business man whose judgment has been much relied upon in inaugurating this movement. Mr. Lord is in the first rank of Lynn's business men and a conservative adviser. Mr. Foley is a Boston attorney who has

given special attention to the legal aspect of the talking machine trade, with reference to patent and contract law.

Among the objects sought by the association, as outlined in the original circular, are the following:

1. A voice in determining how the business shall be conducted.
2. Some agreement or guarantee from the manufacturers binding them. At present dealers are bound to everything and they to nothing.
3. More reasonable restrictions in the number of selling agents. Many people having no established place of business now get the dealers' discounts.
4. More favorable terms for the return of old goods, especially when the sale of them is prevented by the manufacturers bringing out improvements.
5. Two prices for outfits—one for cash and one for instalment—as is the case in all other kinds of instalment business.
6. An outlet for stock in case a dealer wishes to go out of business. This is the only business in which there is no such outlet.
7. Free legal advice regarding contracts, etc., and the making of test cases, when necessary.
8. Mutual assistance in tracing stolen goods.

We expect to attain the above objects by means of friendly and diplomatic suggestions and conferences with the manufacturers. Through meetings and correspondence we will learn the sentiment of the trade and the secretary, or a committee, will personally urge these views upon the heads of the various concerns. The manufacturers, recognizing that we are the real business producers, and usually the court of last resort in deciding what make of machine a purchaser will take, will, we believe, vie with each other in making all reasonable concessions to the retailer. Perhaps the greatest value of the association will be in deterring manufacturers from encroaching upon us in the future: ten thousand dealers banded together in a common cause are ten thousand times as strong as the same number in our present unorganized condition.

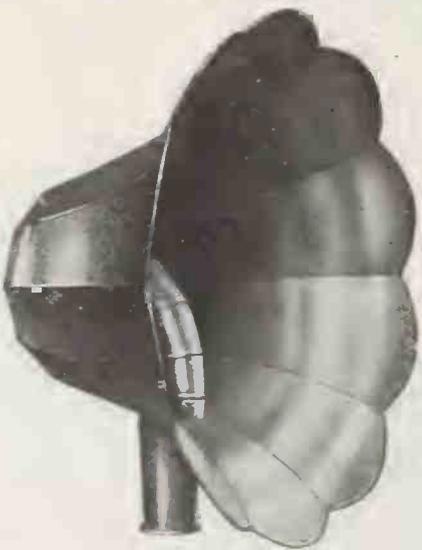
All of the officers of the association are enthusiastic over the prospects of the association. The jobbers are not expected to join this association, the initiation fee into which is \$2, with annual dues of \$3. A further meeting will be held in the near future.

THE MEXICAN POLICE BAND

Makes a Great Hit in New York and Boston—
National Phonograph Co. Have a Large Number of Records of This Band.

The Mexican Police Band, which rates in Mexico the same as the Marine Band, Washington, D. C., does in this country, arrived in New York October 2. This is the first time this great musical organization has been permitted to leave Mexican soil, special permission being given by President Diaz, as a compliment to the United States. The following day they played for an hour on the steps of the Sub-Treasury in Wall street, going by boat Monday evening to Boston, Mass., where they have been playing at the New England Exposition. On returning to the metropolis and before going home, Velino M. Preza, the leader, and a composer of note, will visit Orange, N. J., to call upon Thomas A. Edison. Walter Stevens, manager of the National Phonograph Co.'s export department, will accompany Senor Preza to the works. The recording department of the National Co. have a large number of the Mexican Police Band's best selections, taken in the City of Mexico, including over a dozen of Leader Preza's own compositions.

ECHO-TONE



ONE MODEL

(Interchangeable attachments for all leading machines.)

This picture attracts YOU

How much MORE will the ACTUAL HORN attract YOUR PATRONS?

Ask us to explain the novel plan by which we are interesting dealers everywhere.

THE ECHO-TONE HORN CO.

Sole Patentees and Manufacturers

118-120 Park Ave. BROOKLYN, N.Y.

NEWS OF THE CINCINNATI TRADE.

Cool Weather Helps Business—Expensive Machines in Demand—The Victrola on Installments—New Victor Records Stimulate Sales—New Edison Records and Attachments Favorably Received—Taft Pleased at Wurlitzer Display—Columbia Co. News—Geo. Islen Music Co. in Hands of Receiver.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 9, 1908.

The cool weather that we had in the latter part of September, improved the talking machine business very materially, making the people look for indoor amusements, and reminding them of the talking machine, which had been neglected during the warm weather. It also caused quite a revival in the instalment business, but contrary to expectations the demand was not for the new style Victor "O" machine, but ran largely into the more expensive types.

A new market has been created for the Victrola. In the past the purchases were largely by people who were in a position to write out a check for the goods as soon as purchased, but now they are being bought on the instalment plan, the same as pianos. This opens a large field, which has hitherto been given little attention by the dealer.

The splendid list of records which the Victor Co. put out for October, have had a big demand, aiding very materially in bringing in Victor owners who have been neglecting their machines during the summer months. The double-faced records are being awaited with much interest. The salability of these records, however, is still in great question, and as soon as they arrive the dealers will undoubtedly give all of their energy to the sale of the double-sided records, as the demand will undoubtedly be exceptional.

The feature of the month, however, was the new Amberol records, and the new style Edison machines and attachments, which was very unfortunate that the factory could not supply these records and attachments at the proper date. Each dealer had practically only samples of these goods, and was only in a position to take orders, and not in a position to make any deliveries or sales. As a consequence, quite a number of sales aggregating large amounts will be carried over into October, and should have been credited to September business.

The writer finds that most of the dealers in this section of the country are of the opinion that the new records and new machines have come to stay, as the new four minute records and attachments will undoubtedly boom the business to large proportions, and assist very materially in making a success of the holiday season. The trade in this part of the country is making solid but slow progress, and undoubtedly in a few months, will be in the same condition it was before the panic came on. Every dealer's stock is of the lowest possible size, and the jobbers can confidently look forward to a steadily increasing business in all lines.

Dealers also are in good shape on account of the fact that they have gotten rid of all dead stock, and they will discriminate very carefully when purchasing supplies in the future. The Taft and Bryan records are being exploited very extensively by the Rudolph Wurlitzer Co., and a feature of the trade is a splendid window display of the Taft records.

During his stay in Cincinnati, Mr. Taft passed the Rudolph Wurlitzer Co. every morning, on his way to the Sinton hotel. He invariably paused when he passed their display windows, and seemed to be very much pleased with same. He undoubtedly was familiar with every detail of this window before many days, but it always seemed to have the same attraction for him.

S. H. Nichols, manager of the Columbia Phonograph Co.'s local store, spent a very pleasant vacation during September, at Atlantic City and other eastern points. He announces that the Columbia Indestructible cylinder record, with special reproducer to play same, has every indication of being as large a seller as the double disc record. These new records are expected by

the 15th of this month, when they will be ready for delivery. Inquiries received so far indicate a very large demand. Mr. Nichols said further: "Local business is showing a steady improvement and we are very much encouraged with the showing made during September, which actually shows an increase over a year ago. Our business on the large double-faced disc records, which we received this month both in 10 and 12-inch sizes, has been a surprise to us. These records are simply taking the market. Our trade in records has been exceptional. We are already 100 per cent. ahead of any month last year. The dealers are sending in larger orders and the fall trade is going forward in a very satisfactory way. Our talking machine business has been doing nicely. We consider the outlook very good."

The George Islen Music Co. will soon be a thing of the past. As the trade knows, this company have been in the hand of a receiver for some time, and a strenuous effort has been made to close out the stock on hand, which Mr. Islen states amounts to about \$30,000. The company are now in the hands of Scott Bonham, receiver. Geo. Islen leaves for Hickory Nut Gap, N. C., within the next two weeks, where he will enjoy a much needed rest from business cares. Mr. Islen and wife will have quarters at the Esmeralde Inn where they will spend at least six months. Mr. Islen is well known to the talking machine and record trade and is one of the few honorary members of the National Dealers' Association.

The Milner Music Co. reports fine September business, showing slight improvement over August. The present month is doing nicely and holds prospects of being a very busy month. In the talking machine trade the Edison machines and records are in good demand. Manager Strief says there is quite a demand for attachments to old machines whereby the new four minute records may be adjusted. These attachments are apparently in larger demand than the new machines. The campaign records are poor sellers.

COLUMBIA DOUBLE-DISC CATALOG.

The Columbia Phonograph Co. have just issued their catalog of double-disc records. It is a most imposing publication of over seventy pages, conveniently classified and arranged alphabetically. It also contains a list of the Fonotopia double-disc grand opera records. The catalog is neatly gotten up, carefully edited and reflects the greatest credit on the gentlemen concerned in its compilation.

A VICTOR ENTHUSIAST

Is John Van De Walle, Who Boasts That the Victor Trade-Mark Is Part and Parcel of Him—Shows His Hand in Good Faith.

Speaking of Victor enthusiasts, it is safe to say there are few in the country to compare with John Van De Walle, proprietor of the Van De



NOVEL DISPLAY OF VICTOR TRADE-MARK.

Walle Music Co., of Seymour, Ind., whose "strong left arm" we reproduce herewith, showing the famous trade-mark of the Victor, "His Master's Voice," which was tattooed on his arm about seven years ago. It is something so novel that we take the liberty of reproducing it, as we feel sure it will interest the entire trade. It is certainly effective and original advertising.

The Victor Distributing & Export Co., New York, speak of their September business as being far ahead of expectations. The work of Messrs. Williams, Moody and Moffat is of the gilt-edge order, and results follow.

WURLITZER

UP-TO-DATE

AUTOMATIC
MUSICAL
INSTRUMENTS
WITH SLOT
ATTACHMENT

WURLITZER MILITARY BAND ORGAN

LARGEST LINE IN THE WORLD

SUITABLE
FOR ALL
PUBLIC
PLACES

OUR PERFORATED PAPER ROLL

Military Band Organs

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

Catalog upon request

Exclusive Agency to Dealers in Unoccupied Territory

The Rudolph Wurlitzer Co.

CINCINNATI CHICAGO

OUR
LARGE CATALOG
SHOWING
COMPLETE
LINE

MAILED
UPON REQUEST

OPERATED BY PERFORATED PAPER ROLLS

TRADE IN THE MONUMENTAL CITY.

September Business Close to Normal—Columbia Double Disc Records Well Received—New Columbia Dealer in Towson, Md.—Good Report from Sanders & Stayman—What Other Houses Are Doing—A Good Winter Trade Expected.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 7, 1908.

The statements of the various talking machine dealers in this city clearly indicate that the hard times of last spring and summer have entirely disappeared, in so far as this city is concerned, and that the coming winter will find the business equal to that of any previous year. Everywhere that the representative of the Talking Machine World visited to-day he was told that the September business in the way of sales of machines and records was excellent, and that the dealers are happy over the prospects.

Manager Lyle, of the Columbia Phonograph Co., announced that the company's double records have been in great demand ever since the public became aware of their existence, and that the calls for them have been extremely heavy. The dealers have taken hold of these records and find a readier sale for them than was anticipated. Several of the dealers, in fact, have purchased all of those catalogued. The local store, says Manager Lyle, is meeting with great success with the cylinder records of the Indestructible Record Co., the entire catalog of which have also been taken over by several of the dealers.

W. A. Cooper, the traveling representative of the local store, is lining up the dealers in Virginia on the Columbia goods exclusively.

Louis Hergenrather, Jr., of Towson, Md., has become the exclusive representative of the Columbia disc machine and records, the Columbia cylinder machines and records, and the new Columbia indestructible records in that town, which is the county seat of Baltimore County. He reports that business the past month has been remarkably good in his territory.

President G. Wright Nicols, of Sanders & Stay-

man, who handle the Victor and Columbia machines, reports that he has had an excellent business all during the month of September. The demand for the political records has been extremely heavy. Mr. Nicols also reports that he has had many visits from the officers and men of the Italian Cruiser Ettore Fleramosca, who have purchased a number of the machines to take along with them when they leave this port the present week. This cruiser has been in the Baltimore harbor for three weeks, and previous to its arrival here, had been on a three years' cruise. The men have not only been contented with the purchase of the machines, but have also well supplied themselves with a great number of records so that the music on board the ship while at sea will not become monotonous. Their favorite records, however, have been those of the Italian operas.

Manager Grottendick, of E. F. Droop & Sons Co., agents for the Victor and Edison machines and records, announces that the September business has been away above the average of that of several months previously. He states that he anticipates an immense sale of the new Edison attachment to play the four minute Amberol records in consequence of the number of advance orders now on hand at the local store. The factory hands at Orange, N. J., have been working day and night to get ahead on the advance orders.

Fred Scheller, who is looking after the local interests of the Star talking machines and records, says that he has every reason to predict one of the most successful winters in the local trade that the dealers have known. The sales during the month of September were away above those of the several months before and are increasing each week. He is having a good run on the sentimental records, while the others are also holding up their end.

The Douglas Phonograph Co., Inc., New York, have signed the dealers' contract with the Victor Talking Machine Co., Camden, N. J., and have been placed on the list. Their branch in Newark, N. J., has followed suit.

DOUBLE ZONOPHONE RECORDS.

Announced to be Ready Early This Month.

A line of double disc Zonophone records, to be ready early in October, was announced by the Universal Talking Machine Mfg. Co., Newark, N. J., in the subjoined circular, under date of September 24, in part as follows:

"To the Trade—We have decided to put on the market double record discs. Enclosed you will find copy of the first list of 150 records (300 selections). We would like to have you examine the catalog carefully and note how we have paired up the records, giving you two different selections of about the same class. The selections are the very best that can be had, and we will continue to catalog only the best. We will advertise the Zonophone product more than we have done heretofore. We will get out double side records each month.

"The retail price of the double record discs will be 65 cents. We expect to be able to make shipment of the first list of double side records about October 1.

"We have also decided on an exchange proposition as follows:

"To allow you to return one Zonophone single side 10-inch record providing you order three double side Zonophone records and pay for two double side Zonophone records. No broken records or records of other make will be accepted, and you must order three times the amount of double side records that you are returning of the single side, in order to be entitled to credit as per above.

"The single side records must be returned at once and the order for the double side records received at our office on the exchange proposition as per above not later than November 1. Dealers and jobbers must not offer this exchange proposition to consumers.

"On and after October 1, the list price of the 10-inch single side records will be 50 cents. On and after October 1, 12-inch single side records will list at 75 cents."

LOUIS BUEHN & BROTHER

45 NORTH NINTH STREET, PHILADELPHIA



SPECIAL—The illustration shows our No. 123 Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.

Announce the opening of their new branch house at

**14 N. Market Square
HARRISBURG, PA.**

The same high-class service that has been the rule at our Philadelphia house will prevail. Edison dealers in Central Pennsylvania cannot afford to overlook this opportunity for a saving both in time and cost of transportation. If you have not signed with us we solicit correspondence.

LOUIS BUEHN & BROTHER
PHILADELPHIA Everything for
 Talking Machine **HARRISBURG**

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., Oct. 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.

SEPT. 14.

Belfast, 59 pkgs., \$261; Berlin, 6 pkgs., \$146; Bombay, 15 pkgs., \$335; 17 pkgs., \$717; 7 pkgs., \$500; Bradford, 25 pkgs., \$119; Hamburg, 3 pkgs., \$130; Hong Kong, 9 pkgs., \$183; Liverpool, 84 pkgs., \$377; 109 pkgs., \$466; London, 29 pkgs., \$758; 111 pkgs., \$2,638; 12 pkgs., \$318; Manchester, 155 pkgs., \$691; 125 pkgs., \$531; Puerto Barrios, 4 pkgs., \$125; Rio de Janeiro, 21 pkgs., \$812; Sanchez, 9 pkgs., \$692; Sheffield, 50 pkgs., \$188; Sydney, 59 pkgs., \$8,970; Yokohama, 4 pkgs., \$198.

SEPT. 21.

Acajutla, 3 pkgs., \$136; Bangkok, 3 pkgs., \$125; 6 pkgs., \$300; Guayaquil, 3 pkgs., \$334; Havana, 3 pkgs., \$125; Havre, 1 pkg., \$228; Liverpool, 140 pkgs., \$850; Loudon, 14 pkgs., \$600; 60 pkgs., \$1,419; Manila, 16 pkgs., \$1,243; Maracaibo, 2 pkgs., \$250; Newcastle, 70 pkgs., \$273; Rio de Janeiro, 14 pkgs., \$1,384; 31 pkgs., \$1,951; Rome, 1 pkg., \$120; Singapore, 16 pkgs., \$635; Trinidad, 10 pkgs., \$271; Vera Cruz, 48 pkgs., \$858.

SEPT. 28.

Berlin, 4 pkgs., \$167; Glasgow, 56 pkgs., \$281; Havana, 5 pkgs., \$200; London, 20 pkgs., \$503; 653 pkgs., \$4,069; Madras, 27 pkgs., \$632; Milan, 19 pkgs., \$324; Nassau, 116 pkgs., \$624.

OCT. 3.

Bradford—25 pkgs., \$106; Buenos Ayres, 94 pkgs., \$3,251; 18 pkgs., \$580; Cardiff, 35 pkgs., \$168; Curacao, 4 pkgs., \$200; Glasgow, 105 pkgs., \$406; Havana, 23 pkgs., \$1,196; 6 pkgs., \$160; Halifax, 6 pkgs., \$110; Liverpool, 116 pkgs., \$350; London, 182 pkgs., \$4,496; 74 pkgs., \$1,941; 506 pkgs., \$5,480; 791 pkgs., \$9,757; Madras, 1 pkg., \$88; Montevideo, 1,407 pkgs., \$26,236; Rio de Janeiro, 5 pkgs., \$199; 3 pkgs., \$238; Vera Cruz, 129 pkgs., \$1,775.

E. G. EVANS BEGINS TRAVELS.

Monday E. G. Evans, formerly with the Universal Talking Machine Mfg. Co., Newark, N. J., commenced to call on the trade for the Victor Distributing & Export Co., New York, for the first time.

COLUMBIA CO.'S OPEN LETTER.

Policy for the Coming Season Has Been Determined and Is Being Acted Upon—Just What the Columbia Program Is.

Gentlemen—When the National Talking Machine Jobbers' Association issued the following statement, we have reason to feel pretty sure they did not have the Columbia Phonograph Co. in mind: "The jobbers hope that the factories will very soon determine their policy for the coming season and remove the uneasy feeling that is now apparent among the trade." Because, as far as the Columbia Phonograph Co. is concerned, our policy is not only determined for the coming season but it is already doing business and a lot of it.

This company has been working more closely with the dealer all through the past season of depression than ever before in its history. Before we made one of the several moves that have been so significant this fall, we took into fullest consideration the problem that has faced the dealer from the first day he went into the business—and more especially lately—and our whole aim has been, and now is, to remove once and for all, all the unsettling, not to say impossible, conditions that the dealer has had to meet, and to dissolve completely that same feeling of uneasiness that has been so much aggravated by various arbitrary, ill-advised, and half-considered proclamations and ultimatums from other manufacturers.

As far as our influence could be made to reach, we have been settling conditions while others have been attempting most recklessly to unsettle them. Our program has been pretty simple. We have never had a minute's doubt as to the exact details of that program, and we have now carried it through to completion. We and our dealers have already buckled down to order-filling.

It's something of a program, too—simple as it is—now you see it all mapped out:

1. Columbia double discs, 65 cents. Here is the dealer's one biggest and most vexatious problem solved in a minute. Instead of forcing the dealer by every means in our power to carry an impossible stock of records we offer him an absolutely complete assortment at an investment of about \$200—covering the full catalog of about 500 10-inch records—1,000 selections. That's bound to look, under any circumstances, and especially under present circumstances, very different from the unhealthy scheme of putting up to the dealer the necessity of carrying several thousands of records, and then taking on an additional line

of double-sided records "just to meet the present demand."

2. Columbia indestructible cylinder records, 35 cents. Thus we enable the dealer to carry not only a complete line of disc records but indestructible cylinder records also. Moreover, these cylinder records fit any machine on the market; the dealer can sell them to any man who owns a cylinder machine of any make. And this with no necessity of further complicating his stock by adding a special line of machines with an extra-fine-thread feed. "Indestructible" is a word of extraordinary significance to the dealer; his records reach him without the slightest chance of breakage, and stay with him until sold, with absolutely no loss and no deterioration in any shape or manner from any cause.

3. Exclusive selling rights for exclusive Columbia dealers. No "uneasiness" in that—except for the dealer who stands in his own light!

4. Exclusive jobbing rights for exclusive Columbia jobbers. No "unsettling" in that program—except for the jobber who waits too long to make connections!

The biggest talking machine program ever outlined—*offered just at the time when the trade most needed it!* And there you are!

COLUMBIA PHONOGRAPH CO., GEN'L.

Geo. W. Lyle, General Manager.

REVOLUTION IN PHOTOGRAPHY.

A new process in photography has just been invented by a young Englishman—a process that seems certain to revolutionize all methods of printing from negatives and that suggests a simple solution of the difficult problem of color photography. Frank W. Donisthorpe, of Bath, is the inventor. The Donisthorpe process does away entirely with light in printing and substitutes for it a dye, which is applied to the negative and then transferred by mere contact to a piece of white paper coated with a film of gelatine.

Photography, a leading British magazine, describes the process briefly as follows:

"The negative to be printed is immersed in what is practically a vanadium toning both for five minutes. This bath is called the 'hardening bath.' It is then rinsed for two minutes and placed in a strong dye solution, also for five minutes. A piece of gelatinized paper is soaked in water for two minutes, and then the negative, being taken out of the dye solution and rinsed, is laid face downward on it, and the two are squeezed into contact. After remaining in contact for a few minutes the paper is gently pulled off, dipped for a moment in methylated spirit, blotted off and is a finished print, which in five minutes is dry. The negative, after the paper is stripped from it, is put back into the dye for half a minute or so, and is then ready to have a fresh piece of paper squeezed to it, and so on. A single treatment in the 'hardening' bath fits it for an indefinitely large number of prints to be made from it in this very simple and direct method."

It will be noticed that this process is not unlike that of mimeographing. The whole process can be performed in any light; the printing paper, not being sensitized, can be exposed to any light, and the negative, once hardened, can be used any number of times, the dyes being washed out of it and new ones applied whenever a new color is desired.

By making three negatives through colored glass, one for each of the three primary colors, dyeing one blue, one red and one yellow and printing these one over the other, just as three color half-tones are printed, it seems as if a good photograph in colors could be printed direct from the negative.

CHANGE NAME AND LOCATION.

The Standard Graphophone Co., of Los Angeles, Calif., have discontinued their business in that city and will shortly open in Oakland, Calif., under the name of the Oakland Graphophone Co.

DO YOU MEET THE DEMAND

FOR

VERNIS MARTIN
IMT. ROOKWOOD
DECORATED AND
INLAID DESIGN

CABINETS ?

They help sell expensive machines

BUY THEM FROM

Cadillac Cabinet Co.
DETROIT, MICH.

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

MILWAUKEE'S BUDGET OF NEWS.

Supplying Heavy Demand for New Styles of Machines, Records and Attachments Keep Trade Busy—New Columbia Style Creates Interest—Association Formed by Dealers—Those Interested—A. D. Herriman's Clever Sign—Victor Entertains Crowds at State Fair—George Huseby Closes Branch—Other Interesting Trade News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 8, 1908.

The question of securing the trade is not so important to Milwaukee dealers just at this time as the matter of being able to supply the demands of the trade. Wholesalers in practically all lines are experiencing the greatest difficulty in securing stocks, especially in the new machines and equipment, from their factories, and this fact is proving to be a serious obstacle just at the time when retailers all over the State are hustling to restock in preparation for the fall trade, which is already under way. It seems to be the natural thing that both retailers and trade are interested in the latest in the talking machine field, and wholesalers say that the factories are taxed to the utmost. Demand for the new Edison attachments and new four-minute Amberol records is exceeding all expectations of wholesalers and retailers, and the greatest trouble in securing stocks seems to be experienced in this line. The new styles of the Victor and the Columbia, together with the new double records, are creating no end of interest, and demand is greater than the supply.

General business is very satisfactory. The wholesale trade is still in excess of retail, owing to the fact that dealers are still ordering heavily in anticipation of heavy sales this fall and early winter. The retail trade is showing decidedly more life and great things are being looked for, not only in the Milwaukee field, but all over Wisconsin. Dealers are contrasting the bright prospects now in view compared with the dark outlook of a year ago. Money is especially plentiful in Wisconsin, owing to the abundant crops and the excellent prices which are being received. General manufacturing is now estimated to be at about 80 per cent. of the normal, confidence is being fast restored, and little fear is being held concerning the outcome of the fall elections. Dealers say that they were never better pleased with the outlook than at the present time.

The new B. Y. style Columbia has just arrived in Milwaukee and is creating considerable interest in the talking machine field. The machine comes in a mahogany cabinet, with an extra heavy spring and a 12-inch turntable, all of which are factors in its future success, say some of the dealers. The machine is listed at \$65, a half-way price between the \$50 and the \$100 Columbia, and indications are that this will be a popular inducement to the buyer.

Milwaukee talking machine dealers have formed an association for the purpose of mutual protection and regulation of sales and prices. The need of such an organization has been felt

for some time, and it is expected that it will be successful from the start. The organization was perfected recently by a gathering of some of the dealers at the establishment of Lawrence McGreal, 174-176 Third street, preceded by a dinner at the Plankington House. Officers of the new association elected are as follows: President, E. B. Gennerich; secretary, Harry W. Kriemitz; treasurer, C. C. Warner. Others present were George Huseby, Charles H. Iddings, Simon Goerke, George H. Eichholz, E. F. Piasecki, F. C. Struebing, and A. B. Mallott. Present plans are for the holding of business meetings fortnightly during the coming winter. Arrangements are also being completed for the formation of a State association among Wisconsin dealers, and it is expected that the new organization will be completed by Christmas.

A. D. Herriman, Milwaukee manager of the Columbia lines, is well known for his hustling ideas of advertising and business push, and his latest innovation is proving to be a winner as a business-getter. The well-known manager has constructed a large portable sign which relates the Columbia plan of \$1 weekly payment for machines, and each day this is taken by a couple of salesmen in a rig down into the factory districts. A Columbia machine and a line of records are stored away in the rig, which is always on hand as the factory force of some of the big plants emerge at the dinner hour. The Columbia machine "gets busy," the salesmen talk, and the sign speaks for itself, and the result is that the plan is daily selling machines to the working classes of Milwaukee. Industrial conditions in the city are fast returning to the normal basis, money is becoming more plentiful with the workingman now that he has plenty of work, and he is feeling more inclined to become interested in "talkers."

One of the most popular places at the recent Wisconsin State Fair, held in Milwaukee, was the headquarters of the Milwaukee Daily News, where a Victor machine from the establishment of Lawrence McGreal, 174-176 Third street, entertained the busy crowds with extracts from the speeches of William Jennings Bryan. The voice of the orator could be plainly heard across the street, and there were some interesting scenes about the tent. "Why, I don't see Mr. Bryan," said one woman who had met the Democratic leader during one of his Wisconsin visits. The multitude laughed while the woman crowded her way into the tent expecting to see Mr. Bryan.

The new Columbia double records have made a decided hit in Milwaukee, and the only thing that is troubling dealers is the fact that they are unable to secure the new records fast enough to satisfy the demand.

"The new double records are bound to be a big thing," said A. D. Herriman, Milwaukee manager for the Columbia Co. "Any number of the dealers are interested in the records, and all are most enthusiastic over the future of the records. The 100 samples that we received went in one day, and now we are waiting for more. The Columbia Taft records have been selling and inquiries are arriving for the new Bryan records. Business

has been tip-top for the past month, and the prospects are that the month of October will be a winner for the Columbia in Wisconsin territory."

C. H. Wilson, general manager of the National Phonograph Co., recently spent a day with his friend, Lawrence McGreal, the genial Milwaukee jobber and retailer.

George Huseby, well known retailer of the Victor and Edison lines, has discontinued his Grand avenue establishment and has removed part of his stock to the main store at 454 Grove street. Mr. Huseby has opened a new establishment on the fourth floor of the Enterprise building, where an exclusive talking machine line will be handled.

A new Auxetophone, recently sold to the Plankington Hotel, in Milwaukee, by Lawrence McGreal, is arousing considerable interest among the patrons of the well-known hostelry. The Auxetophone is being used in connection with Bach's Symphony Orchestra, and is proving to be a most valuable adjunct. Only the Red Seal records are being used.

The senior member of Paulus Bros., well-known talking machine dealers of Manitowoc, Wis., in company with his wife, were recent Milwaukee visitors.

Sales of the new October records on all machines are proving to be very satisfactory. Demand is good for both the Taft and Bryan records as the campaign advances, and the recent visit of both candidates to Milwaukee has aroused more interest in the line than formerly. Dealers all over the State are most optimistic over the future of the new Edison Amberol records, and the trade in general seems to be enthusiastic over these records. The new double records of the other companies promise to be winners also, judging from present sales and inquiries.

Lawrence Lucker, head of the Minnesota Phonograph Co., of Minneapolis, recently stopped over in Milwaukee while on his way home from an eastern trip.

The first two machines of the new Victor O. style to be sold in Milwaukee were recently disposed of by the Hoeffler Mfg. Co. through J. H. Becker, Jr., manager of the talking machine department. Mr. Becker is enthusiastic over the prospects of the new machine and believes that sales in the line are to be heavy. Mr. Becker is now personally superintending the Edison business phonograph line because of his close intimacy with the trade and his intricate knowledge of the machine. Some very flattering sales to some of the leading manufacturing companies of Milwaukee have been made, among them the Cutler-Hammer Co., where two machines were placed. Mr. Becker has placed a machine on trial at the offices of the Northwestern Mutual Life Insurance Co., of Milwaukee, and present indications are that several machines will be disposed of here and an entry made into a most profitable and valuable field.

Lawrence McGreal, jobber and retailer at 174-176 Third street, recently made an over-Sunday visit at the home of his father-in-law, at Dixon, Ill. Mr. McGreal was accompanied by Hughie,



A Tip:

Live Issues for Season 1908-1909!

**Victor Machines and Double Discs
Columbia Indestructible Cylinders**

☞ Dealers will find these the money makers for the coming season.

☞ It always pays to keep in touch with—

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

VICTOR AND INDESTRUCTIBLE JOBBER

one of his little sons, well known to the Wisconsin talking machine trade.

E. C. Milner, talking machine dealer of Waukesha, Wis., recently spent a day in Milwaukee, restocking and calling upon the local trade.

The largest floor space devoted to talking machine exhibits in Wisconsin is possessed by the Hoeffler Mfg. Co. A remarkable display of Victrolas, Reginas and machines of both the Edison and Victor lines is now on exhibit on the floor, and together with the big automatic Pian Orchestrel, is attracting hundreds of visitors each week.

YOUR BANK—AND YOU.

Why is a bank so commonly the most prosperous business institution in town? On his "goods" your banker makes but, say, 6 per cent.; and on your goods you make, say, 25 per cent. Why ought not the difference in prosperity to be in your favor? The bank keeps its dollars moving—tries at any time to have on hand no more "surplus stock" than will safely avoid being out of the "goods" when called for by the customer.

Applying that same principle in your own business, what might results not be—considering your larger margin of profit? But this is so simple and sure that too many merchants will go on ignoring it. It is strange but true that the easier and simpler the remedy, the more we doubt its worth. Human nature seems to demand something complicated and mysterious—something always in the distance and never right close at hand waiting to be improved to-day. But you can't get away from the fact that the policy which makes the bank successful applied to your own "goods" would make you proportionately successful.

AUXETOPHONES FOR GAUMONT CO.

The Victor Distributing & Export Co., New York, recently negotiated a very profitable deal with the Gaumont Co., manufacturers of moving picture appliances, of the same city, in which a number of Auxetophones figured. V. W. Moody, the clever assistant of Manager Williams, captured the prize.

One firm in Shanghai which has a general agency for the American talking machines, is selling large quantities of machines and discs. They establish agencies in all ports.

Only the steady and persistent fisherman catches the net profits.

SOMETHING TO TELL YOUR CUSTOMERS

A Talking Machine Without A Cabinet

to keep the records in is like a parade without a band.

What an advantage to have a handsome, well finished Cabinet to put the machine on and to take care of the records. Without a Cabinet you set the machine just any old place and as for the records they are all over the house getting broken, lost and dirty, and even if you have them all together you have to go through them all to find a record.

At a very modest cost all this is eliminated and you have a piece of furniture that does credit to any surroundings.

WRITE FOR CATALOG AND PRICES

RECORD BULLETINS FOR NOVEMBER, 1908

NEW EDISON RECORDS.

- 9972 The Love Kiss—Intermezzo... N. Y. Military Band
9973 Are You Sincere... Byron G. Harlan
9974 It's the Pretty Things You Say... Amy Butler
9975 Popular Straight Jigs... John Kimmble
9976 When Highland Mary Danced the Highland Fling... Edward M. Favor
9977 I'm Starving for One Sight of You... M. Romain
9978 I Think I See My Brother Coming Now... A. Collins
9979 Golden Blonde... American Symphony Orchestra
9980 When You and I Were Young, Maggie... W. Oakland
9981 Just As I Am... Anthony and Harrison
9982 Evening Star... Thomas Chalmers
9983 After Sunset—Intermezzo... Edison Concert Band
9984 I'm a Yiddish Cowboy... Edward Meeker
9985 It Looks Like a Big Night, To-night... Collins and Harlan
9986 Love Me Like I Like to be Loved... Ada Jones
9987 Handel's Largo... Hans Kronold
9988 A Morning in Mrs. Reilly's Kitchen... Steve Porter
9989 Take a Little Ride with Me... Dorothy Kingsley and Edward Meeker
9990 My Dream of the U. S. A... Frederic Rose
9991 Dancing Spirits... Albert Benzle
9992 Faded Roses... James F. Harrison
9993 Jim Jackson's Affinity... Ada Jones & Len Spencer
9994 Come Where My Love Lies Dreaming... Knickerbocker Quartette
9995 The Crater March... Edison Military Band

COLUMBIA INDESTRUCTIBLE RECORDS.

- 882 2d Regiment, Conn. N. G. March... Military Band
883 You Have Always Been the Same Old Pal... H. Rurr
884 Everyone's in Love with Someone... Dorothy Kingsley
885 A Coon Wedding in Southern Georgia (Original)... Quartette
886 Playing Hookey... Ada Jones
887 Minerva Intermezzo... Orchestra
888 Take Me 'Round in a Taxicab... Ed. M. Favor
889 Don't Take Me Home... Rob Roberts
890 Southern Fantasie (Mandolin solo) (Original)... S. Siegel
891 Cheer Up! Cherries Will Soon Be Ripe... Byron G. Harlan
892 Jim Jackson's Affinity (Original sketch)... Spencer and Jones
893 Amoureuse, Waltz... Military Band
894 All Hail the Power... James F. Harrison
895 Medley of Schottisches (Accordion solo) (Original)... John J. Kimmel
896 My Brudda Sylvest' (Sung in the "Merry-go-round")... Collins and Harlan
897 It's the Pretty Things You Say... Amy Butler
898 Come on Down Town—Waltz (Geo. M. Cohan)... Military Band
899 Whey Highland Mary did the Highland Fling... Billy Murray
900 When the Summer Days are Gone... Quartette
901 Life in Vienna—Waltz... Orchestra
902 The Dance of Sing Ling Foo... Arthur Collins
903 The First Rehearsal for the Huskin' Bee (Original sketch)... Stanley and Porter
904 In the Morning... Steve Porter
905 Sunbeam Dance (Barn Dance)... Military Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A409 Jolly Good Fellows (Stein Songs). Herbert Johnson. Baritone solo, by Mr. F. Wheeler, orch. accomp.
Every Mother's Son There Sang "The Wearing of the Green." Joe Hallander. Sung by the Columbia Quartette, orch. accomp.
A590 The Soldier's Song, from "Serenna." Hermann Lohr. Orch. accomp.
Jack and Jill. Stephen Jarvis. Trio.
A591 You Have Always Been the Same Old Pal. Ernest R. Ball. Tenor solo, orch. accomp.
Don't Be Cross with Me. Jos. Howard. Soprano solo, orch. accomp.
A592 Honeymooning. E. A. Paulton. Tenor solo, orch. accomp.
Pat O'Brien's Automobile. Steve Porter.

- A593 On Calvary's Brow. Tenor and baritone duet, organ accomp.
Throw Out the Life Line. Rev. E. S. Ufford. Tenor and baritone duet, organ accomp.
A594 Wishes. Benj. Jerome. Comic duet. Baritone and tenor, orch. accomp.
When You First Kiss the Last Girl You Love, from "A Stubborn Cinderella." Tenor solo, orch. accomp.
A595 "Where Are You Going, My Pretty Maid?" A. J. Caldicott. Mixed quartette.
Sing Me to Sleep. Edwin Greene. Contralto solo, piano accomp.
A596 It's Up to You to Do the Rest. Karl L. Hoschna. Soprano and baritone duet, orch. accomp.
A Little German Trouble. Sadler Monologue. Orch. accomp.
A597 Gounod's Serenade, "La Berceuse." Cornet solo. Morceau D'Elevation. Victor Buot. Saxophone solo.
A598 Mi Amor (Polka). Band. Frou-Frou (Valse). Band.
A599 Waltz Melodies from the operetta, "The Man with Three Wives," Franz Lehar. Orch. Medley March. Band. Introducing popular successes.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5071 Martha Overture. Flotow. Played by Banda Espanola.
Humorous Paraphrase on "I'm Afraid to Come Home in the Dark." J. B. Lampe. Descriptive band.
A5072 Down in Georgia on Camp-Meeting Day. Nathan Bivins. Comic, orch. accomp.
Peerless Minstrels. Orch. accomp.
A5073 Operatic Fantasie. Violoncello solo, piano accomp. Salut D'Amour (Love's Greeting). Edward Elgar; arr. by Alfred Roth. Violin solo.

SYMPHONY SERIES.

- A5074 Am Meer. Schubert. Baritone solo in German by Anton Van Rooy.
Der Asra. Rubinstein. Sung in German by Anton Van Rooy.
A5075 "Otello," Il Credo. Verdi. Baritone solo in Italian by Taurino Parvis, orch. accomp.
"Rigoletto," Pari Siam. Verdi. Baritone solo in Italian by Taurino Parvis, orch. accomp.
A5076 "Zaza." Zaza, Piccola Zingara. Leoncavallo. Sung in Italian by Virgilio Bellatti. Baritone solo.
"Rolando di Berlino." Preghiera di Giovanni. Leoncavallo. Sung in Italian by Virgilio Bellatti.
A5077 Lo! Hear the Gentle Lark. Sir Henry R. Bishop. Sung by Ruth Vincent, with flute obligato by Albert Fransella.
"La Perle du Bresil." David. Sung in French by Ruth Vincent, with flute obligato by Albert Fransella.
A5078 "Il Barbiere di Siviglia." Cavatina Una Voce Poco Fa. Rossini. Sung in Italian by Lillian Blauvelt. Soprano solo, orch. accomp.
Madrigal. Gaston Lemaire. Sung in French by Chas. Gilibert. Baritone solo.

RESTRAINED FROM PRICE-CUTTING.

Woonsocket Pawnbrokers Were Selling Edison Records to Edison Agents Below Price.

(Special to The Talking Machine World.)
Providence, R. I., Sept. 30, 1908.

Judge Arthur L. Brown last week granted in the Federal Court the prayer of the New Jersey Patent Co. and the National Phonograph Co., joint plaintiffs, for a restraining order to issue against James Donnelly and Lawrence Fahey, pawnbrokers, of Woonsocket, prohibiting them from disposing of certain phonographic records involved in a suit at law.

According to the declaration, the contracts entered into between the plaintiffs and dealers in the records bind the latter not to dispose of the records at less than 35 cents apiece. The cartons containing the records have a printed notice reciting the conditions prohibiting this, and providing that the use of the records is forfeited whenever they are purchased at less than the regular price.

William Quimby, attorney for the plaintiffs, said that the defendants had sold to certain agents of the plaintiffs certain records at cut prices.

TOM F. MURRAY A VISITOR.

Tom F. Murray, general manager of the Wooden Phonograph Horn Co., Syracuse, N. Y., was in New York recently looking after his financial investments and arranging to increase the output of his company. They have a large contract with the Columbia Phonograph Co., General, and other business of large proportions is being figured upon.

A Pittsburg (Pa.) music house reports the sale of three Victor Victrolas recently through playing a selection from "Cavalleria Rusticana," sung by Caruso; certainly music is hard to resist.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Oct. 7, 1908.

TALKING MACHINE. Montagu Samuel, New York. Patent No. 895,046

The object of this invention is to provide improved means whereby the delicate mechanism of sound production, particularly in disc record machines, is protected and in which this protection shall serve to deaden or destroy the sound produced by physical contact between the disc and stylus.

Figure 1 shows a side-view of a talking machine provided with improved cover, the latter being shown in section; Fig. 2 is a top view of the device when removed from the talking machine; Fig. 3 is a bottom view thereof, and Fig. 4 a rear view from which the attachments adapted to inclose the horn support are omitted.

SOUND-BOX FOR MACHINES FOR RECORDING AND REPRODUCING SOUND. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 898,201.

This invention relates to the sound-box for use in machines for recording and reproducing sound and particularly to the diaphragm of such sound boxes and to the means for positioning or adjusting, and for securing the same within the sound-box.

The object of this invention is to provide a diaphragm for a sound box in which no special care or skill is required to accurately position or adjust the diaphragm in its proper position within the sound-box and to secure the diaphragm in such adjusted position without the use of gaskets or elastic rings or similar means.

A further object of this invention is to construct a diaphragm of such a shape that the same is not liable to become distorted and subjected to unevenly distributed strains when placed within the sound-box, but to stiffen the same both at the edges or periphery and also at the center thereof in order to more accurately and faithfully transmit the vibrations of sound or speech, and to improve the quality and quantity of the sound or speech reproduced from a recording surface.

In the drawings accompanying this specification and forming a part thereof, Figure 1 is an end view of a sound-box provided with the improved diaphragm; Fig. 2 is a transverse longitudinal section thereof on the line 2-2 of Fig. 1; Fig. 3 is a similar sectional view of modified form of diaphragm and Fig. 4 is also a longitudinal sectional view of a modified form of the diaphragm and of the manner of securing the same within the sound-box.

PHONOGRAPH. Edward F. Leeds and George Rumpf, New York, said Rumpf assignor to said Leeds. Patent No. 897,836.

This invention relates to phonographs for recording and reproducing sound wherein the tablet of material suitable for recording sound, or the tablet having a sound-record made there-

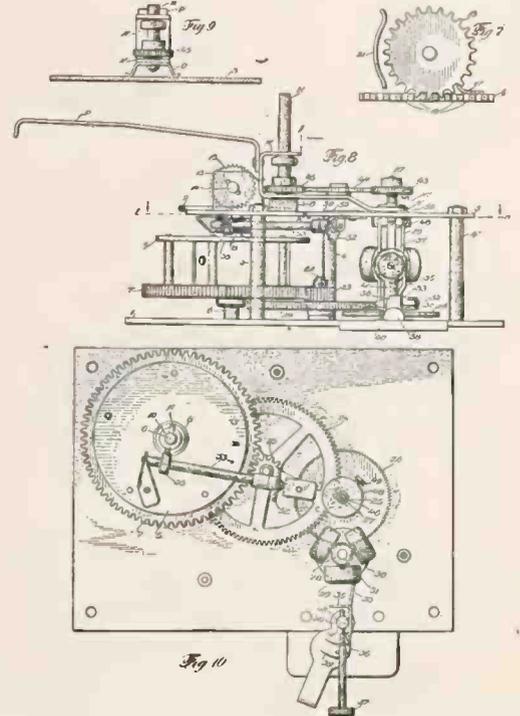
on, revolves and, at the same time, passes across and is fed to the point of the sound-recording or of the sound reproducing stylus by virtue of suitable mechanism, and has for its object the construction, in a cheap and practical manner, of a phonograph of the kind referred to in the drawings which form part of this specification.

Referring to the drawings, Figure 1 is a plan view, and Fig. 2 is an elevation, partly in vertical section, of a phonograph made in accordance with this invention. Fig. 3 is a plan view, partly in horizontal sec-

tion along the line *ab*, of a detail of the phonograph shown in Fig. 2. Fig. 4 is a plan view of the mechanism within the box of the phonograph shown in Figs. 1 and 2. Fig. 5 is an elevation, partly in vertical section along the line *ed*, of mechanism shown in Fig. 4. Fig. 6 is an elevation, partly in vertical section along the line *ez*, of mech-

anism shown in Fig. 4. Fig. 7 is an elevation, partly in developing section along the line *gz*, of a detail of the mechanism shown in Fig. 4. Fig. 8 is an elevation of the mechanism shown in Fig. 4, viewed from the right side thereof. Fig. 9 is an elevation, partly in vertical section along the line *iz*, of a detail of the mechanism shown in Fig. 8. Fig. 10 is a plan view of that part of the mechanism shown in Fig. 8 which is below the line *lz*.

anism shown in Fig. 4. Fig. 7 is an elevation, partly in developing section along the line *gz*, of a detail of the mechanism



shown in Fig. 4. Fig. 8 is an elevation of the mechanism shown in Fig. 4, viewed from the right side thereof. Fig. 9 is an elevation, partly in vertical section along the line *iz*, of a detail of the mechanism shown in Fig. 8. Fig. 10 is a plan view of that part of the mechanism shown in Fig. 8 which is below the line *lz*.

SOUND-BOX FOR TALKING MACHINES. William J. Patterson, Colorado Springs, Colo. Patent No. 897,774.

This invention relates to improvements in sound-boxes for talking machines, and particularly to improved means for pivotally mounting the stylus-carrying bar or lever upon the box, the object of the invention being to provide a novel means for mounting the bar by which a free and easy vibratory action thereof under the pressure of the stylus is permitted and a delicate and sensitive transmission of the movements of the needle to the diaphragm insured.

A further object is to provide a construction of

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mounting for the bar or lever by which the ready application and removal of the bar is permitted, and by which the pivot bearing may be quickly and conveniently adjusted to compensate for wear.

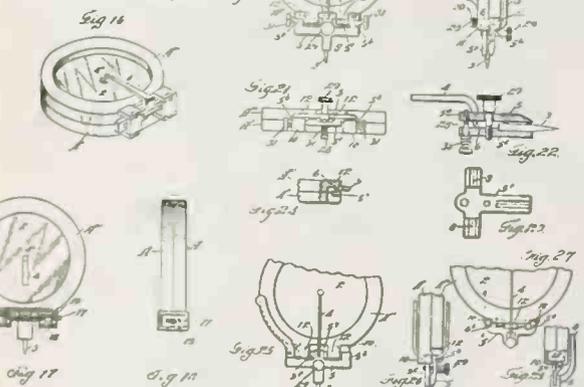
Figure 1 is a front or face view of a sound-box embodying the invention. Fig. 2 is a side elevation of the same. Fig. 3 is a sectional elevation of line 3—3 of Fig. 1.

SOUND REPRODUCER AND RECORDER. Andre Junod, Fruitvale, Cal. Patent No. 894,956.

This invention relates to a sound reproducing apparatus, and is especially designed to be employed in connection with the stylus-bar of the gramophone, or kindred instrument, for producing an oscillating anti-friction bearing for said bar, and in

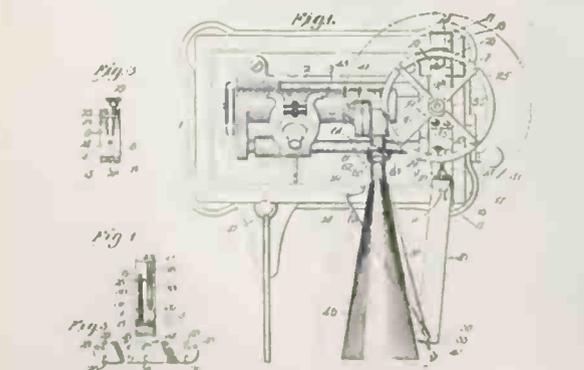
which other undesirable movements are entirely obliterated.

Figure 1 is a sectional view on line A—A of Fig. 2, which is a plan view of the apparatus. Figs. 3 and 5 are perspective views of the members of the stylus-bar. Fig. 4 is a side view. Fig. 6 shows the hook attachment. Fig. 7 is a section on line B—B of Fig. 2. Figs. 8—8a are plan and side view of a modified form. Fig. 9 shows section on lines C—C and D of Fig. 8. Figs. 10—10a are detail views. Figs. 11—11a show another form; as also do Figs. 12—13—14 and 15. Figs. 16—17—18 show the knife edged bearings in a plane parallel with the stylus-bar. Figs. 19—20—21 are a plan and two edge views of the bearing and the stylus



point clamp. Figs. 22 to 28, inclusive, are sections and details of the same.

DISC-RECORD ATTACHMENT FOR SOUND-REPRODUC-

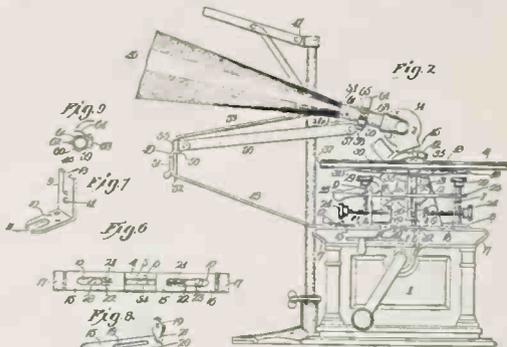


ING MACHINES. Chas. W. Schwank, Kansas City, Mo. Patent No. 898,792.

This invention relates to sound reproducing in-

struments and more particularly to disc attachments for cylinder graphophones or phonographs, and the object is to produce an efficient and reliable attachment of this character capable of quick and easy attachment to or removal from any of the approved sound reproducing instruments.

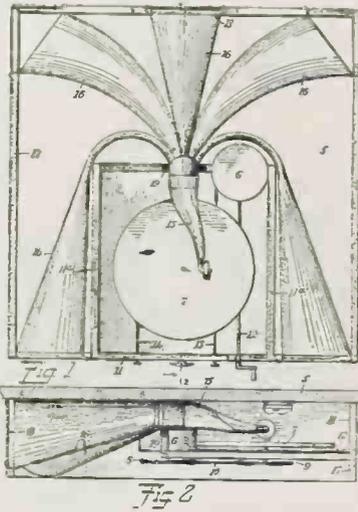
Figure 1, is a top plan view of a graphophone of well known type, equipped with an attachment embodying this invention, the attachment being shown in section in the plane of the underside of the disc-record-carrying plate. Fig. 2 is an end view of the same. Fig. 3, is a vertical



section taken on the line III—III of Fig. 2. Fig. 4 is a vertical section on the dotted line IV of Fig. 2. Fig. 5 is a top view of the vertically adjustable bridge bar. Fig. 6 is an inverted plan view of the attachment for the disc-record-carrying plate and track. Fig. 7 is a detail perspective view of one of the standards supporting and guiding the bridge bar. Fig. 8 is a detail perspective view of one of the clamp hooks of the attachment. Fig. 9 is a section of a part of the horn to illustrate the construction of the clamp forming part of the attachment.

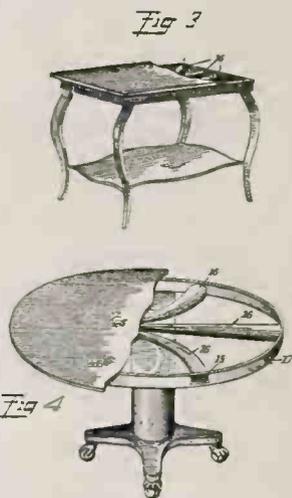
SOUND-REPRODUCING MACHINE. Julius Schwan, New York. Patent No. 898,791.

This invention is an improvement in sound reproducing machines, relating more especially to the arrangement of such devices whereby they will at all times occupy a concealed and removed position. With this in view the machine is constructed as a permanent part of a support having a flat



top and in the nature of a table, and movably support the machine casing below the top. The support is provided with a number of horns radiating to its border and connecting with the horn of the machine, which serve to uniformly distribute the sound waves throughout the room. By this arrangement it is apparent that the ordinary use of the support as a table is not impaired, and the machine, which is to many an unsightly object, is concealed and protected from the dust.

Figure 1 is a plan of a support in the form of a library table with the top removed, having one embodiment of the improvement applied thereto; Fig. 2 is a cross-section of the same on the line 2—2 of Fig. 1; Fig. 3 is a perspective view of the support shown in Fig. 1, with the top partly broken away, showing the position of the radiating horns; and Fig. 4 is a like view of the invention applied to a round-top support in the form of a dining table.



TALKING MACHINE. Heinrich Klenk, Hanau, Germany, assignor of one-half to Hermann Krebs, same place. Patent No. 899,491.

This invention relates to a talking machine which is inclosed in a casing and has for its object to effect an increase in the fulness of the sound and enrichment of the tone in such instruments. To this end the casing is provided with a series of strings which are directly or indirectly caused to vibrate by the sound waves produced by the talking machine. They vibrate directly when arranged in front of the trumpet mouth of the said machine and are therefore struck by the sound waves. It suffices, however, to attach the strings to the casing preferably by interposing one or more resonance boards without having the trumpet open exactly behind the sound orifice. In this case the strings are caused to vibrate by the sounding trumpet setting the surrounding air and the casing itself and attached resonance boards into vibration, which vibration is transmitted to the strings. With such an arrangement it suffices to provide groups of strings so that each group corresponds to a definite tone, in order to strengthen the clear tones, for instance those of the piano and violin, whereby the reproduction of the tones is enriched. A further increase of the fulness of

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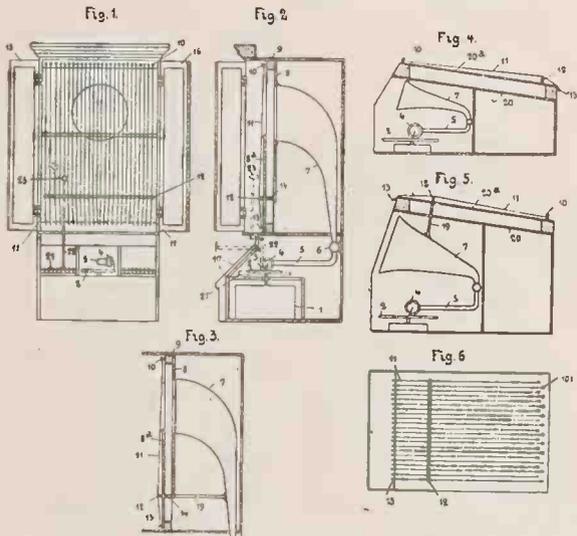
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AMERICAN PHONOGRAPH COMPANY

DETROIT, MICH.

sound and enrichment of the tone is effected by the arrangement of attuned strings so that for each note of the talking machine at least one string is caused to vibrate: while this takes place with the arrangement of suitable strings or of groups of like strings or with some of these.

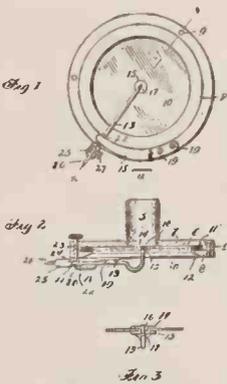
Preferably the invention is so devised that the casing forms at the same time the resonance board of an attuned stringed instrument, the effect being further increased by interposing a sound post or "voice" between the trumpet of the talking machine and the bridge of the strings. Besides the enrichment of the tones in the reproduction of a tune by means of a talking machine connected with an attuned stringed instrument there is also obtained the possibility of



being able to strike the same tune on the instrument or at least to play some accompaniments to the same.

In the accompanying drawing which illustrates several embodiments of the invention Figure 1 is a front elevation of a talking machine inclosed in a casing, the strings being stretched on the front wall of the casing provided with the sound orifice. Fig. 2 is a longitudinal section of the construction shown in Fig. 1. Fig. 3 is a part longitudinal section showing a modification. Figs. 4 to 6 show two further modifications of a talking apparatus inclosed in a casing combined with a zither.

GRAPHOPHONE SOUND BOX. Harry Nies, Baltimore, Md., assignor of one-half to James H. Corrigan, same place. Patent No. 899,464.



This invention relates to sound boxes of graphophones and particularly to means for controlling the degree of vibration of the stylus-bar, whereby the pitch of the composition being played may be varied at will. By

the use of this invention, a graphophone record is given a widely increased range. It is a well known fact that the key of a piece played upon a graphophone varies with the speed of the record. A further object of the invention is to so construct the parts that the weight of the sound-box will be decreased and a neat and ornamental structure provided.

A further object of the invention is the provision of improved means for securing the inner end of the stylus bar to the diaphragm without the use of glue or wax.

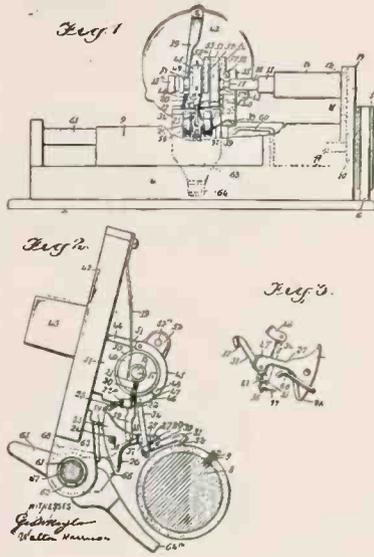
In the accompanying drawing Figure 1 is a side elevation of a graphophone sound box constructed in accordance with the invention. Fig. 2 is a sectional view upon line *xx* of Fig. 1 and looking in the direction indicated by the arrows and Fig. 3 is a detail view of the connection between the stylus bar and the diaphragm.

ATTACHMENT FOR TALKING MACHINES. Charles Martelock, Oroville, Cal. Patent No. 899,880.

This invention relates to talking machines, the more particular object being to provide an attachment for a machine known commercially as the "B. C." graphophone, for the purpose of increasing the delicacy of adjustment between the record and the stylus needle, and also increasing the general efficiency of the apparatus.

Figure 1 is a rear elevation of the graphophone

provided with the attachment, this view showing the stylus needle, the weighted lever supporting the same means for tensioning the lever, and also showing the pawl for raising the stylus out of engagement with the sound record; and Fig. 2 is an enlarged side elevation of the graphophone, parts being in section, and showing the drag shoe for actuating the diaphragm, the friction wheel engaging the drag shoe, the stylus needle and accompanying parts for tensioning the drag shoe relating to the friction wheel, and also showing the pivotally mounted weight for supporting the stylus needle and its accompanying parts. Fig. 3 is a fragmentary perspective showing how, at a predetermined point in the travel of the carriage, the stylus is raised out of engagement with the record.



TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 899,874.

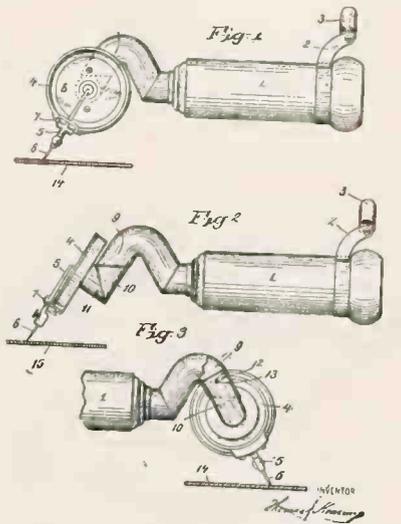
This invention has reference particularly to the manner in which the sound-boxes of talking machines are connected to the sound-conveying and amplifying devices thereof. As is well known, record tablets for the mechanical reproduction of recorded sounds, whether of cylinder, disc or other form, are of two types depending on the character of the undulations of the record-groove, these being termed the vertically undulating and the laterally undulating types. For reproducing sounds from these two types of record-tablets, machines differing in construction have heretofore been required, so that a person having but one machine could use only records of one of these two types.

The object of this invention is to provide a talking-machine so constructed that it may be used to reproduce sounds from either of these two types of records differing in the character of the sound-undulations of the record-groove. This is accomplished by providing a sound-box which is arranged to assume either of two operative positions, in one of which the stylus of the sound-

box will co-operate with a record of the vertically undulating type to reproduce the recorded sounds and in the other of which it will co-operate with a record of laterally undulating type. Thus, the sound-conveying device of the talking machine, consisting of either an amplifying horn alone or a combined horn and tone-arm may have a joint permitting movement of the sound-box to either of its two positions.

In the preferred embodiment of the invention, a tone-arm is employed and a joint is provided near the free end thereof such that the sound-box may be moved from one operative position to a second operative position in which its diaphragm is disposed at a right angle to the plane of the diaphragm when the box is in the first position.

Figures 1 and 2 are views in elevation of the tone-arm and sound-box showing the two positions of the latter, and Fig. 3 is a sectional elevation of the sound-box and a portion of the tone-arm.



50,000,000 PEOPLE WILL HEAR

The Voices of Bryan and Taft Through the Medium of the Talking Machine During the Political Campaign Now on.

Commenting upon the talking machine as a factor in the national campaign now under way, Frederic J. Haskin, the well-known writer, says: "If figures did not sometimes lie it would be easy to prove that at least 50,000,000 people will hear the voices of Bryan and Taft between now and election day. Mr. Taft has talked for twelve records, and Mr. Bryan for ten. Big sellers in the record trade often reach the hundred thousand mark. Did each of these records reach that mark it would mean a sale of 2,200,000 records. If only twenty-five people heard each of these records it would mean that more than half the people of the United States could say that they had heard the voice of one or the other of the leading Presidential candidates."

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When a monument was erected to the memory of John A. Mackay, president of the Commercial Cable Co., and a well-known capitalist, at Reno, Nev., Col. George Harvey, editor of Harper's Weekly, and other publications, delivered the dedicatory address. Clarence Mackay, a son, replied to the eulogium, and to preserve this speech in its natural force and vigor, he repeated the address in the laboratory of the Columbia Phonograph Co., New York, recently, the recording being done by Victor H. Emerson, the manager. The records are for private circulation only, and chiefly among the family and intimate friends of the elder Mackay.

NEW VICTOR CO. POWER PLANT.

One of the Best Equipped in South Jersey Say
Engineers.

(Special to The Talking Machine World.)
Camden, N. J., Sept. 30, 1908.

The \$25,000 stack of the Victor Talking Machine Co., near Second and Cooper streets, is completed, and is 265 feet in height, being the highest in South Jersey. All the machinery to furnish power for the entire plant will be located some distance below the street level in the new store at the corner of Second and Cooper streets, and the new power plant is declared by engineers who have inspected it to be one of the best in point of construction and equipment in the State.

VICTOR BRYAN RECORDS APPROVED

By Democratic National Committee—Copies of
Letters Sent to the County Committees Published by Victor Co.—An Important Move.

The Victor Talking Machine Co. have sent a letter to the trade stating that the Democratic National Committee have indorsed and adopted Mr. Bryan's Victor records, and have practically commanded their precinct committeemen to obtain a Victor and Victor records by Mr. Bryan, and to add them to the program of their meetings held in Mr. Bryan's behalf. They also enclose photographic reproductions of letters indorsing the Victor Bryan records sent out by the Democratic National Committee to every Democratic committee in the country.

UNIFORM BILL OF LADING.

New Document Will Go Into Effect Throughout
the Country on Nov. 1.

(Special to The Talking Machine World.)

Chicago, Oct. 5, 1908.

Upon the recommendation of the Interstate Commerce Commission, which was made after public hearing upon the matter, at which all interests were afforded an opportunity to be heard, the carriers will, on November 1, 1908, adopt a new uniform bill of lading combined with a new shipping order. This combined bill of lading and shipping order was prepared by a representative committee of shippers and carriers after many conferences with banking and other interests.

On and after November 1 the shipper may have the option of shipping property either subject to the terms and conditions of the uniform

bill of lading or under the liability imposed upon common carriers by the common law and the Federal and State statutes applicable thereto.

If the shipper elects to ship under the terms and conditions of the uniform bill of lading and shipping orders, the rate provided in the official classification and tariffs will apply. If the shipper elects not to accept the conditions of the new uniform bill of lading and shipping order, the property so carried will be at carrier's liability, limited only as provided by common law and by the laws of the United States and of the several States in so far as they apply, but subject to the terms and conditions of the uniform bill of lading in so far as they are not inconsistent with such common carriers' liability, and the charge therefor will be 10 per cent. higher (subject to a minimum increase of 1 per cent. per 100 lbs. than the rate charged for property shipped) to all the terms and conditions of the uniform bill of lading and shipping order.

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Our *Advertisement* in last month's World, regarding our complete line of

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SIDE LINES FOR THE TALKING MACHINE TRADE

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On the banks of a notable New England river with his family, lived a plain-going, commonplace New Englander. He was well versed in the rudiments of farming and could also turn his hand to mechanics with a degree of success, and as a handy man could always find remunerative employment at all seasons of the year.

Shad fishing on the river was very remunerative in its season at this time and had greater attractions for this individual than the more regular industries, consequently one year, just prior to the shad fishing season, he borrowed some money for the purchase of a net and boat, and hired an assistant to help him. The shad fishing season was not longer than about 60 days at the most and deducting the freshet season and bad tides possibly would not exceed 45 days; however, at the end of this time, the hero of our story found himself in possession of \$1,000 to his credit, he paid for the money borrowed and his assistant which left him with a capital for next season's business with a second hand net and boat and several hundreds of dollars to the good. It was more money than he ever dreamed of having at one time before. He swelled out his chest and said "from this time on I am a fisherman by occupation." He bought a low-priced piano for his home and a horse and buggy, and prepared to enjoy the comforts of life. There were many things during the balance of the year to which he could have turned his attention with profit, but he simply looked wise and independent and said "no, that is not my business, I am a fisherman and will wait till the fishing season opens up again," which he did.

His ready cash, however, had been depleted and he was owing the groceryman and butcher a bill which was making them feel a little uncomfortable before the fishing season arrived, but he assured them he would be able to make good as soon as the season opened up, which he did.

However, the season was not quite as good as the year before, but owing to the fact that he did not have to purchase a net and boat this year he had about as much money at the end of the season as the previous. He made more improvements in his home and lived the life of leisure as before. He knew he had to buy a new net for next season's fishing, but this did not bother him much because he had a whole year to consider that. When his season of leisure was about half spent, he had sickness in the family and the money intended to buy the net with became absorbed; however his credit was good and he borrowed more money for a new net.

This season the catch was poor, barely paying expenses and with a note coming due for the purchase money of the net, he had but little left to live on the balance of the coming year, but still he stuck to his old argument, that one thing is enough for any man and it owes him a living.

At the beginning of the fourth season he was in pretty bad shape financially, but still had net and boat which would be good for one season more; if he made a "killing" this year, he would be all right, but he did not. The fourth season was, as far as profit went, a little worse than the third. After the season was over he squared up his accounts with the world or nearly so, but had nothing left. His wife asked "What are we to do?" He reflected a moment and replied: "There is nothing to do but get a job and go to work at something else," which he did, at the same time keeping in mind the fishing season for the next year, never allowing himself to engage in any occupation that would debar him from that.

When the fifth season opened he found he had supported his family to the close fishing season and had accumulated sufficient money to purchase a new net and boat, which he was obliged to have.

The fifth season was a little better than the third and fourth, so that when this season closed he found himself in pretty good shape. He then said to his wife "Henceforth I am a fisherman in the fishing season, but between seasons I am open for anything that has a profit in it."

Although the shad fishing industry has never since been as prosperous as in its former days, this particular individual has never been up against it again, but on the contrary has a good bank account and still keeps his horse and buggy and piano.

The Talking Machine World relates this story for two reasons, first, concerning the individual fisherman it is a true one, secondly because there are so many talking machine dealers whose circumstances seem to be parallel with the fisherman in the story. We cannot see any reason why simply because a talking machine dealer can make good profits in the talking machine business during its season, he should decline to handle any other merchandise which might fit in between seasons, which would not be any detriment to his talking machine business during its season.

There are many side lines which are being advertised in The Talking Machine World; many other side lines which a dealer could find which never have been advertised. What line the dealer should adopt is for him to decide, not us; this depends entirely upon your locality and the class of trade you have. For one dealer a good side line might be fire arms or sporting goods; or another dealer watches and jewelry, still another might use optical goods, or put in a more complete line of music and musical instruments. The dealer who knows his trade and locality can hardly make a mistake in choosing a side line; he should be governed by two rules only. First, will it fit in with my regular business? Second, is there money in the side line? If these ques-

tions can be answered in the affirmative you can rest assured the side line is all right.

You see dealers engaged in other lines making a success of phonographs as a side line. If this is true, and we know of cases where it is true, why can it not be reversed and the talking machine dealer make a success of something else for a side line.

This is food for thought, Mr. Dealer, but remember that thought without action availeth nothing.

Sporting and Athletic Goods.

Among the various lines referred to in these columns, few offer so wide a field of choice as that which bears the name of "sporting goods." Under this heading appears athletic goods, such as everything used in football, baseball, basket ball, handball, lacrosse, tennis, golf, gymnasium and track outfits, pennants, banners, etc. The gun and fishing tackle section covers rifles, shot-guns, revolvers, ammunition, reels, poles, lines, bait, special clothing, kennel supplies, and a hundred and one other articles to tempt the fancy of the sportsman. Bicycles, motor cycles with a full line of accessories and parts, easily come under this line, many of the larger firms even going so far as to add automobiles to the list. We therefore have something to suit almost everyone from the small dealer whose capital is limited to the largest houses in the country. In going into this line, however, the talking machine man must not try to deceive himself by thinking that all he has to do is to order a few things, place them in his window and pocket the profits. If such is his intention he is in a fair way to be grievously disappointed. Season of the year and location are the first thing to be considered. If you only intend adding a small line, confine yourself to such things as are most in demand at the time in your city; for example, it now being the fall of the year, if you are in the neighborhood of good hunting, put in a comprehensive line of guns, traps, ammunition, clothing, etc. If you are located near a school or college, football, basket ball, gymnasium outfits, etc., are more appropriate, and if you are in the locality of water, skates, etc., will be found an addition. It is, however, to the man with a fair amount of capital that the biggest chance for success lies open, inasmuch as it is but natural that the larger and more complete the line the greater are the opportunities. The best recommendation that can be given for handling sporting goods is that prices in all the well-known brands are restricted, which does away with unfair competition, which gives the smaller man or beginner a good fighting chance. The prospective dealer, therefore, if he is wise will confine himself to lines that have won for themselves a name, as in no other field have trademarks a more potent selling force, and the beginner in no matter what branch of commercialism should take advantage of every opportunity which comes his way, as he must needs compete with others in the same line who have already trade established. Now is the time Mr. Talking Machine Man to get into this field, if you would derive the bulk of the fall business, which comes between the 30th of September and the 30th of November. Don't put the matter off, but act now, as a little later the factories will be unable to deliver your goods with anything like promptness and you can't afford delays at this late date.

Illustrated Post Cards.

There is no use denying the fact that a large proportion of the dealers in post cards now find themselves heavily overstocked with (for the most part) cheap, shoddy, unsalable cards, which they have in the past been induced to purchase by unprincipled salesmen, whose main

The VIASCOPE SPECIAL NOW READY

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO

Department A, 112 East Randolph Street



“New Process” GILLETTE Blades

Have You Got Them In Stock?

“New Process” Gillette blades have proved an instantaneous success.

They differ in price, quality, appearance and style of package from the previous kind, and the public is being notified of the change by full page advertisements in all the leading magazines.

More than two million GILLETTE users will now accept only “New Process” GILLETTE blades. If you have them in stock before other dealers in your locality you will get the business, and at the new price your profit is a very liberal one.



“New Process” blades are manufactured by newly-invented machines and processes, making them superior in appearance, operation and endurance to any blades ever produced by anyone.

These machines are automatically regulated, and grind, hone and sharpen each blade individually with the utmost precision.

Every cutting edge is perfect, and possesses a degree of keenness not produced by any other process.

“New Process” blades are finished with a high polish that renders them

easy to clean. Since dust and moisture do not cling readily to a polished surface, these blades are practically immune from rust.

“New Process” blades are packed in a handsome nickel-plated box which seals itself hermetically every time it is closed. This shuts out all dampness and effectively protects the blades from rust in any climate, land or sea. When empty, the box forms an attractive waterproof match safe.

The set now contains 12 blades.

The Retail Price is \$1.00 per set.
Twelve sets are packed in a carton.



To those who are not handling the GILLETTE, we suggest “Get Busy.” Get the sales resulting from our huge advertising campaign—the increased business and profits that the co-operation of our Sales Department will bring you.

YOUR customers are continually seeing GILLETTE advertisements and they want the razor. Eventually they buy it somewhere.

WHY NOT OF YOU?



Write us for catalog and liberal discounts to dealers.

GILLETTE SALES COMPANY

BOSTON
702 Kimball Building

NEW YORK
702 Times Building

CHICAGO
702 Stock Exchange Building

idea was to unload as much as possible regardless of the customer's ability to dispose of the goods. These cards, in the first place, were gotten up in a slipshod manner and then sold direct by the manufacturer at almost cost, so as to get rid of them. The salesman's argument, of course, was specious, the dealer was to get all the profit (anywhere from 300 to 1,000 per cent., according to the credulity of the victim). The public being crazy over this or that subject would pay any price, and all the dealer had to do was to sit tight and take in the coin. The outcome of the whole foolish business is the demoralization of the entire trade. At last manufacturers and jobbers have begun to realize that their own carelessness, plus greediness, was killing the goose that laid the golden eggs. They have now gotten together and formed associations to protect the dealer and maintain a standard scale of prices and quality. This movement will be a godsend to the trade, and there is no doubt but that the good old days of prosperity will return for all concerned. But what about the cards that the dealer now has, and which it seems impossible to rid himself of? There are only two ways that these can be disposed of, for disposed of they must be, if the retailer would revive his business, and that quickly. Choose those that are clean and in good condition and send them to your printer and have some advertising matter printed on them and then distribute them throughout the town. In this way one can obtain a good deal of publicity at little or no expense. The other alternative is the bon-fire—and after all perhaps the best, for such old stuff only takes up valuable room, and if constantly kept before the eyes of one's customers it gives them either the impression that you are way behind the times or else that the post card is a thing of the past. Either of which is just what one should fight against. The post card business is here to stay, and the large profits that have, and will be made in it, justify any measure that will insure its future. The people have now become educated and are for the most part mighty discriminating buyers.

The retailer, therefore, who would obtain the best results from his department must be very careful in his buying. Buy rather too few of a subject, than too many, for the secret of successful merchandising of post cards is "constant change," and remember, it is seldom the card which offers you the greatest margin of profit that proves the biggest seller. Quality is what counts nowadays, and the dealer who remembers this and suppresses all other ideas will find himself well rewarded.

GILLETTE SAFETY RAZORS

The Ideal Side Line for Christmas Trade—and Why.

Taken all in all there is no Christmas gift that will be received with greater pleasure by any man than the Gillette safety razor. People who at any other time might hesitate to "plank down a five-spot," saying, "oh, well, my old one will do," will get one now for a friend and thank their stars that they are able to get so acceptable an article at so small a cost. The Gillette Co. from their inception have had but two ideas in view—to make their razor without any possibility of a doubt the best in the world—to create a demand for it by enormous expenditure of money and protect and back their dealers to the last ditch. Their restricted price policy enables everyone to make a good large profit, without fear of that nightmare of all merchants, "cut prices."

What the record and sound-box is to the talking machine the blade is to the razor. The Gillette quality has long been subjected to competition and though successful this enterprising firm were not satisfied but must need keep at it in order to improve that which already was the best. As seen in their announcement elsewhere in this paper, this has been accomplished, but only at increased expense. They might perhaps have cut down on their agents' profits and still have retailed them at the old price (50c.), but no, they stood by their guns, spent an addi-

tional amount of money to tell the world of the vast improvement and labeled the blades 12 for one dollar—which simply means increased satisfaction to the public and additional profit for dealers. If there is a man in this trade who doesn't handle this razor, but who is anxious to make some additional money out of Christmas trade, we earnestly advise him to set right down and investigate this line. Not only is the initial sale a profitable one, but each razor sold means a steady customer on blades and steady and satisfied customers on the Gillette mean customers on your other lines.

MOVING PICTURE FILMS OF "CELLIT."

The latest application of "cellit," a newly discovered substitute for cellulose, which has the decided advantage of being non-combustible, is in making films for cinematographs. A cellit film exposed for ten minutes to the concentrated light of an arc lamp does not exhibit the slightest alteration. A celluloid film, under the same conditions, bursts into flame after the lapse of only three seconds. The cinematograph has now entered so extensively into the category of popular entertainments that a film material will be most welcome which will obviate the serious danger thus far attendant upon the employment of the current mechanism and already productive of several tragic catastrophes.

CINEMATOGRAPH IN OPERA.

M. Andre Messenger, one of the new directors of the Paris Opera, intends to give the full series of Wagner operas in Paris the coming season. "Die Gotterdammerung" will be given actually without cuts. The scenery has been designed and painted in Paris, and a novelty will be attempted in the last act, which, by the way, has always presented unsurmountable difficulties. M. Messenger has decided to use the cinematograph to represent the destruction of the gods, and he expects much more realistic results from the scene than have been obtained before.

Thanksgiving Day Post Cards

Richly Embossed with Life-like Colors



There are 25 Designs in
this new line of 1908
Thanksgiving Day Cards



OUR OWN ARTISTS have delivered to us this year the most exquisite designs and the widest possible variety of subjects ever shown in

THANKSGIVING DAY POST CARDS

Our stock is entirely new, as we did not have enough cards to fill orders last year. The sale will be larger this year because our designs and variety are better than ever before, besides that the day cannot be celebrated rightly by our people without freely distributing these cards. Special trade price for this quality of Cards.

25 Designs—\$1.00 per 100 Assorted—25 Designs

By Mail 8 cents extra.

Shall we mail you our new Fall Post Card Catalog?

THE AMERICAN NEWS COMPANY, Post Card Department, Desk R
NEW YORK CITY

Try Our Competitors Too



Retail Price

\$8.00

Dealers' Price

\$4.00

when somebody says "our talking machines are as good, or better than Pease's" — buy them — test them — then compare them with ours, — place both before your customers and let them decide, they may not know a great deal about mechanics, but they have eyes and ears. We are willing to leave it to them.

We have devoted years to perfecting our models and are satisfied to let

CROWN TALKING MACHINES STAND ON THEIR OWN MERITS

As a premium, they are invincible — and for a scheme proposition there is nothing to compare with them.

We want a live firm in every city — a firm who is looking for a chance to make money — and is willing to work for it. Does this hit you? If so, write us now for catalogues and full particulars.

IS IT NOT TRUE

that the man who handles but one line is a slave, and must dance to any tune his manufacturer chooses to whistle? *Why not, therefore, be independent? Branch Out,* start by investigating Pease's Side Lines.

Our dealers are making from *100 per cent. to 300 per cent. Profit. Enough Said.*



CLOSED

E . S . P E A S E C O .

Suites, 1653-1655 Hudson Terminal Building

NEW YORK

GUNS, REVOLVERS, OPTICAL GOODS, ETC.

Are Good Side Lines for Phonograph Dealers

We here illustrate, describe and price a few specialties that will put some go into your business. The goods are all right and prices 20 to 25 per cent. lower than others. **Write for confidential wholesale prices.**

AUTOMATIC REVOLVERS WITH HAMMER

Retail Price, \$5.00

Improved Model American-made Automatic Revolvers, High Finish, Perfect Model.

HAMMERLESS AUTOMATIC REVOLVERS

32 and 38 Cal. Retail Price, \$5.50



"UNDERBUY AND UNDERSELL"

is the vital principle of success in trade. Here is your opportunity. National Arms Co. Single Guns, Automatic Shell Ejectors, Retail Price, \$5.00.

Don't pay the gun trust \$4.25 for their guns when you can get a



WHOLESALE PRICE, \$3.50.

NATIONAL ARMS CO. GUN FOR ONLY \$3.50

NEW LINE

Double Action Revolvers

RETAIL PRICE, \$2.50

Write for Wholesale Prices



NEW LINE SMOKELESS POWDER SHOTGUN SHELLS

20 per cent. under the Association Dealer's prices. **WRITE** for our Confidential Wholesale Price List

KIRTLAND BROS. & CO., Distributing Agents, **90 Chambers St., New York**

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

One of the most promising lines that The World has had the pleasure of inspecting for some time is the Peerless Vacuum Cleaner for the home, sold and controlled by the Manufacturers' Outlet Co., of this city. This device is a complete plant all in itself and needs but very little demonstrating to prove its vast superiority over all the other appliances hitherto used, such as carpet sweepers, brooms, dusters, etc. Unlike its predecessors, it does not stir up dirt only to have it settle elsewhere, but by suction takes up and holds all foreign substances, such as dirt, paper, hair, etc., even going so far as to remove bugs and germs from cracks and other hitherto inaccessible places. Retailing at \$20 it is easily within the reach of at least the better class trade and the margin of profit offered the dealer makes it a most profitable line to handle.

Jobbers or dealers everywhere who are interested in illustrated post cards, or even contemplate adding this most profitable line, should write at once to the American News Co., 39-41 Chambers street, this city, for a copy of their new fall and winter catalog No. 5, which

shows all the cream of all the post cards manufactured, whether in this country or Europe. This is a most complete work on the subject, its 68 pages being brim full of helpful advice. We especially call the attention of new dealers to it, as we are sure that they will find it a most valuable guide in ordering.

The line of post cards is very extensive for this fall and winter season and surpasses all others for genuine quality. A few of the live ones are as follows: "Old Coaching Inns of England." This series contains twelve different views. The cards being imported from England. Each card shows a good picture of an inn with a four or six-horse coach drawn up in front, exactly as in the olden times. A brief description of each inn accompanies each set, the historic points brought out making these cards a valuable addition to any collection.

"Real Winter Time Scenery Post Cards" consist of 54 assorted views. Thirty of these views are real winter scenery, all taken by expert photographers, the remaining 24 showing sleighing parties, skating, etc. Lithographed in 12 colors these cards are real works of art and should have a ready sale.

"Capital Buildings of All States" is a line which is selling fast wherever shown: A large amount of time and expense has been necessary to complete the set. The views are the best, the result being an exceedingly handsome assortment.

"A Girl for Every Month." This line of cards is imported from Germany. The designs, however, are domestic and should appeal.

"Lord's Prayer." This series is a valuable addition to the religious cards now on the market and dealers should not fail to have them in their stock.

"Old Home Week" is the title of one of the best new series. There are eight designs in this assortment, each illustrating a phase of that old New England custom, which has now spread to all parts of the United States. The line is handsomely gotten out and is in great demand.

"Famous Boileau Productions" mark a pronounced advance in the art of lithographing. There are 12 designs in this set of women's heads, the artist's fame creating a large demand for the subjects long before they made their appearance. The assortment of high class Thanksgiving, Christmas and New Year's cards is too numerous to attempt to treat in this brief manner and all we can do is to earnestly impress on all the fact that they offer big opportunities to dealers handling them. If you do not know where to go take advantage of the "World's" offer and write the editor of the Side Line Department. He can "put you next."

Robt. H. Ingersoll & Bro., makers of the Ingersoll watch, have just opened a branch office in Montreal, Canada, at 200 Magill street, through which all business in the Dominion will be conducted hereafter.

From reports which reach this office the Reflectoscope has done wonders in reviving the interest of post card collectors, and dealers everywhere, who have taken on this line, are meeting with pronounced success. The Alco Gas Appliance Department, the manufacturers, are making an exceptionally liberal offer for fall and holiday trade, and their extensive advertising in the magazines will stimulate buying all over the country.

Kirtland Bros. & Co., of this city, are offering the trade some remarkable values in sporting goods. Buying as they do, in enormous quantities, they are enabled by their perfect system to give the dealer unusually large margins of profit. It now being October the hunting season is almost with us and their quotations on rifles, shotguns, revolvers, ammunition and accessories, should prove of interest to all. This company is well known in the sporting and athletic field and they always carry a complete stock of everything. Send for their complete catalog and confidential price list.

We told you that the E. S. Pease Co. were having their hands full handling the orders which have poured into them from firms all over the country, who were on the lookout for live side lines. In fact, so fast has their business grown that notwithstanding the fact that they have only occupied their present quarters a few months, they are compelled to broaden out

300 POST CARDS FREE



We will send 300 samples of Post Cards, no two alike, FREE, to any merchant of good standing, who will write on his own letterhead.

We are obliged to make a nominal charge of \$1.00 for these cards in the first instance, but if we receive orders for \$25 worth of goods from the same party, we will rebate the \$1 paid for the samples. We do not ask anyone who is rated in Dun's Agency to send cash in advance, but those who are not rated we will have to ask them to send cash in advance.

Our line consists of about 1,000 subjects, including Christmas, Birthday, Easter, Valentine, Santa Claus, Floral, Fruit, Imitation Burnt Wood, Comics, Quotation, Embossed, Gold and Silver Backgrounds, etc. We have a great many specialties, such as Astrological, Language of Flowers and others.

WE ARE NOT JOBBERS, WE ARE PUBLISHERS

When you buy from us you get rock-bottom prices. We will send our entire set of nearly 1,000 cards for \$2.50. If you do not care to order so many samples, we will send you 100 selected samples for 35 cents, if there is any chance of our doing business with you.



TERMS LIBERAL
Satisfaction Guaranteed

James Lee Company

5-17 W. Madison St.
Chicago

again. Their friends will now find them settled in two handsome suites (1653, 1655) at the same address, 50 Church street, where with their increased facilities, they will be better able to make all shipments on time. The Pease Co. have just got control of a couple of new lines which should interest all members of the talking machine trade.

HURTING THEATRICAL BUSINESS.

The Talking Machine, Player Piano and Moving Pictures, Through the Medium of the Arcade, Are Taking Money from the Theaters.

Frederic J. Haskin in chatting about the talking machine says this wonderful creation, combined with the automatic piano-player and moving pictures have made a union of forces in the nickelodian and the penny arcade which is doing great damage to the theater business. It is a theatrical axiom that the profits of the theater are in the gallery, and there can be no doubt that the nickelodian has cut down the attendance in this portion of the house. A number of companies have been called off the road because of the desertion of the "gallery gods." It is said that there is more profit in the business of handling the machines that furnish "canned music" than in the piano business itself. One maker of these machines recently issued a circular to the music trade giving facts and figures to prove this statement.

FIGHT MOVING PICTURE RATE.

Photographic Supply Trust Said to be Harrying Rivals on Customs Duties.

Importers of moving pictures have begun a fight against the Treasury Department ruling fixing the amount of duty, and have filed appeals on test cases from the decision of the collector of this port, which will be heard by the Board of General Appraisers. When the tariff laws were enacted there was no provision made to cover

moving pictures, the tariff schedule covering only the regular photographic plates. Most of these pictures are used in vaudeville theaters.

Since the moving picture industry became so large at this port, amounting to more than \$100,000 annually, the Treasury Department assessed duty at the rate of 65 cents per pound and 25 per cent. ad valorem as manufactures of celluloid. The importers assert that duty should be assessed at 25 per cent. only as photographic dry plates.

It is reported that the so-called trust in control of the American manufacture of photographic goods, solio, and printing papers was trying to make trouble for the importers of goods made by independent foreign houses by having their goods held up in the appraiser's warehouse of the customs. At least, persons who have sought to purchase recently these independent goods were told by dealers that the trust was preventing them from getting supplies quickly through the Custom House. Deputy Appraiser Michael Nathan denied, however, that such was the case. He said there was no delay in the appraiser's office in releasing the goods.

HOLIDAY TRADE POSSIBILITIES.

The Many Side Lines That May be Handled With Profit by the Talking Machine Dealer During That Period—Electrical Novelties for the Christmas Tree Rapidly Gaining in Favor—Articles for the Grown-Ups.

Have you ever stopped to consider, Mr. Talking Machine Man, the possibilities that Christmas trade offers you in the way of extra profits—of the hundred and one odds and ends that can be sold with big profit and little trouble at this time of the year. Take, for instance, electric novelties. What a field this is for the energetic dealer. How easy it is with this line to decorate your store and windows and make them fairly scintillate with welcome and good cheer. In catering to Yuletide buyers one's trump card is the little folks and no effort, no matter how

great, is wasted if you can arouse interest or, better yet, enthusiasm in their hearts. Though as old as history, Santa Claus seems to hold first place and the method which has proven the most successful of any in drawing trade is to have this gentleman on the ground, and devote his whole attention to amusing the younger generation; an added stimulant may be added by advertising in the local dailies that all children who accompany a parent will be presented with a gift. This is an admirable publicity plan and will cost but a trifle, toys, etc., being purchasable for such purposes at very low prices. The merchant is wise, however, who gives good substantial presents such as balls, tops, jacks, small dolls, etc. Cheap premiums only too often hurt the giver more than they do him good. Now as to lines to sell. Inasmuch as we have mentioned electrical novelties we might as well kill that bird first. The novelty end of this business is strictly aimed at children from the age of seven or upwards, and consists of innumerable articles. Christmas trees are almost universally in vogue, but every year the papers record accidents which arise from trees catching fire from the old-fashioned candles. This offers the dealer a mighty strong argument in introducing electric decorative outfits. These come equipped with either dry-cell batteries, or where customers have current in their homes, plugs for direct connection. Outfits consist of one or more festoons of silk-covered flexible wire, each festoon having eight pendant porcelain sockets wired thereto, the color or shape of the bulbs being left to the choice of the purchaser. These outfits range in price from \$8 to \$25, giving the dealer a handsome profit. Electric railroad outfits are extremely popular, consisting of engines or motors; oil, coal and freight cars, tracks, switches, bumpers, signals, bridges, tunnels, terminals, etc. Dealers will find by operating one of these outfits in their windows they will draw crowds and boom things generally. Flash-lights, telephone and telegraph outfits, miniature motors, dynamos, batteries, etc., also sell well and help

Six-Foot Post Cards

In Brilliant Colors

WHEN reflected by the Reflectoscope a 6-inch Post Card becomes in effect a 6-foot Post Card with its magnified detail showing brilliantly in all the colors of the original. With a Reflectoscope and a collection of Post Cards received from friends, newspaper clippings, photographs, etc., one may view from one's easy chair the events of the world, or its famous buildings or great battles or humorous happenings in brilliant 6-foot pictures.

The Reflectoscope

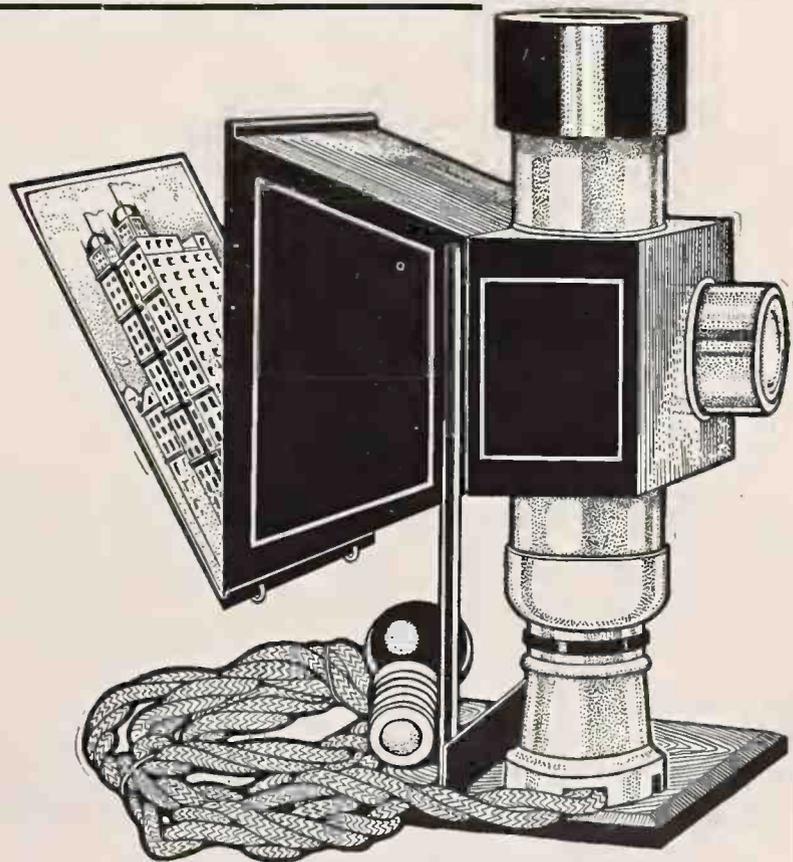
THE POST CARD MAGIC LANTERN

has arrived. Dealers report it one of the best lines ever handled, needing only to be displayed to arouse immediate interest. The Reflectoscope was designed by one of the best photographic experts in the world. It is the only machine that is built on scientific lines—that, being largely constructed of aluminum, is light in weight and of highest efficiency—that has 5 reflecting surfaces—that is equipped with double lenses—the only one which shows the full card from edge to edge—that attracts attention by its design and finish—the only machine, in short, which is a trade getter in both looks and results. It costs twice as much as others to make; sells at the same price. Retail Price for Gas, Electricity or Denatured Alcohol, mounted ready for use and beautifully japanned in black and red, \$5.00 complete. WRITE FOR DETAILS.

ALCO-GAS APPLIANCES DEPARTMENT

159-161 West 24th Street, New York

SELLING AGENTS: { GEO. BORGFELDT & CO., 48-50 West Fourth Street, New York City.
THE STROBEL & WILKEN CO., 591 Broadway, New York City.



make the department a huge success. Other toys and games may easily be added and make a good side line all the year round. So much for the children. In regard to grown-ups their tastes are more diversified and are governed by station and environment. Jewelry, furniture, confections, tobacco, photographic supplies, sporting goods, notions, such as leather goods, etc., novelties and knick-knacks all offer good opportunities. To be specific and state just what you, Tom, Dick, or Harry should handle, and what you should not is impossible. All we can hope to do is to start you thinking along progressive lines and you must work out your own salvation. This we can and will say however: If you would succeed you must keep your eyes open and not let the slightest chance for business escape you. Do this and at the end of the year you will be surprised at the gain you have made over your old records. It's up to you.

GRAFT IN SECURING LICENSE.

The moving picture man certainly has his troubles that astonish the layman when aired. In the case of Gaetano D'Amato, a deputy in the bureau of licenses, who was charged with "grafting" in his department, charging double fees, withholding money, etc. Michaele Christophero of 542 East Fourteenth street, testified that he was in the moving picture business and applied for a license last December, a friend, Ben Yosko, going with him. The friend talked to D'Amato and then said the license would cost \$75. The regular fee is \$25. Witness said he gave his friend \$50 on deposit and returned in a day or two with \$25. D'Amato then told him that his friend had only paid him \$35, and that \$40 was still due. Two days later he paid the \$40.

When he got home he said he found his moving picture machine broken and complained to the police. He was told that he had broken the law in failing to register the number of the machine, and was sent to a Mr. Brown in the Park Row building, who took his license and said it was no good.

Friends told the witness that he would have to go to D'Amato again, and he did. The deputy

told him, he said, that \$150 would fix the matter. He could only raise \$130 and with this he and his partners went to Brown's office, and later found D'Amato in a cafe. After Brown and D'Amato had conferred D'Amato and the witness walked through City Hall park and at the fountain Christophero paid over \$110 and received a license which he found to be the license for which he had previously paid \$90, making \$200 that he paid in all.

Another case in which D'Amato figured was disclosed when Alfred Weiss, a dealer in moving picture machines and talking machines at 219 Sixth avenue, admitted giving Policeman Reed \$15 "as a loan" last August, and said he had not yet got it back. He denied that it was paid to Reed for commissions in bringing customers to him.

Weiss said that at one time, when he went to D'Amato to get a license for a show, he was held up several days. He said he finally got his license through the efforts of Tammany Leader Maurice Featherson. He said that D'Amato had never asked him for more than the \$25 license.

ANENT POST CARD BOOM.

Overproduction Has Hit the German Postcard Industry Hard—What Mr. Burrell Says.

Overproduction, combined with the fact that there is a boom in the business in this country and England, has brought about a crisis in the manufacture and sale of the German picture postcards.

In spite of the growth of the picture postcard business, there is a serious depression in the German industry. To those who read "Made in Germany," on most of the postcards offered for sale in many of the large cities, this will come as a surprise. This depression is the subject of a report by United States Vice-Consul James L. A. Burrell, at Magdeburg.

In ascribing this depression to the "boom" in this business in America and England, he says that this led to heavy speculation on the part of the dealers, who piled up enormous stock. "This," he wrote, "kept busy the presses not only in the United States, but also those in England and on the Continent, particularly in Germany.

"In the latter part of 1907, however, although a falling off in the demand on the part of the American public was not noticeable, came a catastrophe; the dealers, who could not afford to hold their large supplies, were obliged to get rid of them at any price. The European postcard industry lost heavily, sometimes as much as \$20,000 to \$25,000 on a single customer. Part of the supply which was unsalable in America, as well as the Continental overproduction, came into the English market, and to this cause a well-known English firm attributes the decrease in their sales."

MOTION PICTURES FOR ITALY.

The People Like the American Kind, Consul Michelson Says.

A motion picture craze has struck Italy. The great demand, according to United States Consul Albert H. Michelson of Turin, is for pictures showing American scenes or adventure in the West. Nearly every Italian family of the lower class has either a relative or friend here, and all expect that some day they will visit us. So they want to see things showing life in this country, or perhaps giving scenes in the part of the country where friends or relatives are living. In writing on this subject Consul Michelson says:

"There would seem to be a very good field for American-made motion pictures in Italy. The number of exhibitors of such pictures is very large, and is constantly growing.

"Foreign films are bought by Italian exhibitors in one or two ways, either through agents having their offices in Italy or in another European country, or from Italian manufacturers. The reason that foreign films are to be bought in large numbers from Italian manufacturers is that these manufacturers have a system of exchange with manufacturers of foreign countries. At the present time only one Italian maker is known to have such an understanding with an American house. It would seem important that American makers of motion pictures who are not already represented in Europe, and even that those who are so represented, should give this system of international exchange careful attention.

"It is believed that an American house would find it to its advantage to sell pictures direct to an Italian agent rather than intrust the sale of its pictures upon such a large market to an agent residing outside Italy."

THE MOVING PICTURE IN POLITICS.

During his recent visit to Chicago, William Jennings Bryan did some posing in order that his admirers all over the country might have an opportunity to catch a glimpse of him in action. His ride was arranged by a moving picture concern, and he made gestures and moved about for the benefit of the camera in an auto ahead of the one in which he rode.

Thus is the modern Presidential campaign conducted. All modern means of publicity is eagerly utilized, and the talking and moving picture machines are playing their parts for the candidates on both sides of the fence.

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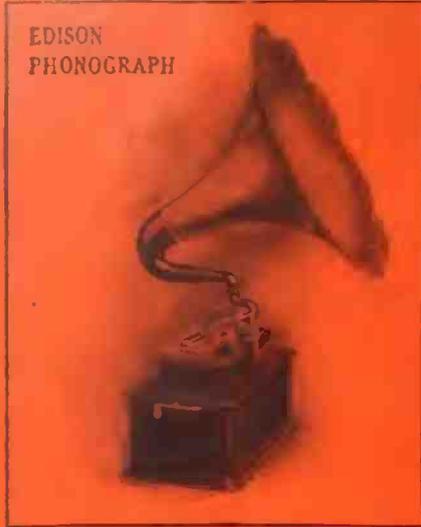
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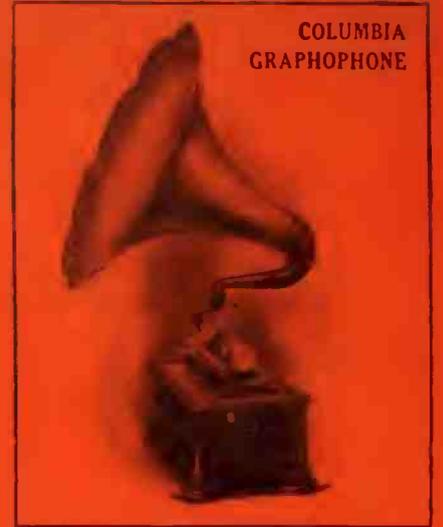
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