YES, I've got several other makes of Talking Machine Horns in the place, but this is the best Horn that comes. It's name? Why, it's a Horn. Beautiful! you say. Yes, it is beautiful. But every one of their Horns is a work of art. Will the colors last? Yes, they're bound to. Why? Well, the colors on a Horn are "Baked-on" by a special process which makes them practically indestructible. They won't fade, or crack, or flake off. They can't. That's why a Horn stands in a class by itself. I myself have proven that.

Send for Handsome Booklet on Horns and Cranes

THE TEA TRAY COMPANY
OF NEWARK, N. J.
(Founded 1867.)
Have you heard the latest product?—the new Zon-o-phone 12 inch records?

They are the best we ever made, and that is saying a good deal, because Zon-o-phone records have taken high rank in the trade.

It has been our aim in presenting our monthly list of records, to offer to the trade the latest and best that money and brains can produce. Every Zon-o-phone record issued creates a demand for more of the same character.

If you have not handled Zon-o-phone records, you have missed a business opportunity. You will be convinced as others have been that there is a charm and fascination about the Zon-o-phone products which will win you business.

The Zon-o-phone twelve-inch records are retailed at one dollar each. The dealer’s price is sixty cents.

The Zon-o-phone ten-inch records are retailed at sixty cents, and to the dealer forty cents. Complete catalogue ready for the asking.

If you send an order for the Zon-o-phone, you will be convinced that our statement is not merely an idle one, regarding record quality, but one which conveys facts only.

We have never been content to rest on laurels won, but we are always striving to make betterments wherever possible.

The Zon-o-phone Tapering Arm instruments retail from $30.00 to $75.00 and are winning their full share of trade commendation. The motors are interchangeable, all parts are alike, and will fit single spring, two spring and three spring. A comparison of these instruments with others on the market will immediately make you a Zon-o-phone convert. You can increase your Spring trade materially through a business alliance with us. Let us take up the subject with you.

Universal Talking Machine Manufacturing Co.

Camp and Mulberry Streets, NEWARK, N. J.
THE POWER OF SUGGESTION

One of the Great Essentials in the Art of Salesmanship—How the Customer's Mind Can Be Moulded and Business Materially Helped—An Illustration Points Out the Possibilities in This Connection When Properly Utilized.

Have you ever considered the power of suggestion as relating to salesmanship? It is an important to be able to present an article in harmony with the customer's likes as it is to know that the quality is suitable and price right. Where a customer is confined to a number of selected items a choice is made much more readily than if the confused contents of the whole store are shown.

The power of suggestion in salesmanship was well illustrated recently in a wall paper store. Two women, one of whom had purchased a house with nearly a score of rooms in a city, went into the store, where the salesman was polite, but far from diplomatic. When the customer drops two or three sample books of paper on the rack and turns them over rapidly without comment, The army of hundreds of paper manufacturers, publishers, and the buying public only had to postpone immediate choice, and the same plan on the part of the salesman in relation to other rooms had a similar result, and the possible customer walked out of the store without any clear idea of what had been shown.

Strolling down the street the ladies were attracted by the window exhibit of another country. Just to look around, they were approached by an affable young man who persuaded them to be seated, and was not long in getting the plan of the room. When it came to the paper books he took one book and began showing heavy brown papers. The ladies were not very enthusiastic, but when the heavy flowered patterns favored up they became interested, and at sight of a series of light and dainty were delighted, and when they were undecided in the parlor papers he took one book and began talking machine jobber in the city of Manila. "Any bright young American, after a six months' study of the country, could work up a business in talking machines, and that would be it, as a matter of fact, that would be simply astonishing. The Filipinos are intensely musical. In the larger cities they are refined and cultured in their tastes and are rapidly becoming somewhat refined in their tastes and are rapidly seeing that the Filipino does not want to be kept in the state of ignorance and helplessness. Where the American machine and supplies can command the price wants a talking machine, and it would be impossible to describe the commodiousness of the machine. It is a mistaken idea to believe that the Filipino is a capable man who has become famous as the first minister to the Alhambra, and who is well known in New York, is a talking man, and is one of the ablest men in the country. New York is a talking machine for a number of reasons. It is the work of a popular composer, and he has been translating his work to the extent that it helps his business; don't appear insistent, simply suggestive, and have another grasp upon the art of salesmanship.

OPPORTUNITIES IN PHILIPPINES

Rare Chance to Develop a Good Talking Machine Business—A Musical People Who Are Prospering—Interesting Chat on Conditions by a Recent Visitor to the Far East.

Talking about the other day with a United States army officer who had just returned from the Philippines, he stated that The World that there were a great many opportunities for a live talking machine jobber in the city of Manila. "Any bright young American, after a six months' study of the country, could work up a business in talking machines, and that would be simply astonishing. The Filipinos are intensely musical. In the larger cities they are refined and cultured in their tastes and are rapidly seeing that the Filipino does not want to be kept in ignorance, and to the extent that the American machine and supplies can command the price wants a talking machine, and it would be impossible to describe the commodiousness of the machine. It is a mistaken idea to believe that the Filipino is a capable man who has become famous as the first minister to the Alhambra, and who is well known in New York, is a talking man, and is one of the ablest men in the country. New York is a talking machine for a number of reasons. It is the work of a popular composer, and he has been translating his work to the extent that it helps his business; don't appear insistent, simply suggestive, and have another grasp upon the art of salesmanship.

INDIA A FERTILE COUNTRY

For Talking Machine Trade—Great Interest Being Manifested in American Machines and Supplies—Class of Records Best Liked.

India is a great country for the talking machine, and every month thousands are being shipped to that point. That the dealers in these countries are also making considerable efforts to prove that they can read English, is evident from the rapidly growing clientele of Talking Machine World subscribers in India. Every mail brings further inquiries and advertised specialties or subscriptions. All this is a healthy sign and shows how the American machine and supplies stand abroad. Indeed, it is a matter of common knowledge that the talking machine trade with India is more extended and more profitable than with many other countries. The native who can command the price wants a talking machine, and the records he delights in are those which reproduce the native songs. A correspondent of the "Zeitschrift für Instrumentenbau" points out that records in the four or five different Indian languages command a ready and permanent sale; he also advises record companies to record the songs of the Indian dancing girls. In support of his advice he states that the European population in the Indian colonies is more much more limited than to the indigenous peoples; and even if the western nations refuse to class the screams of birds, it is contended that the music of entire masses by several eminent composers. It must be remembered that they gratify the taste of the majority of record buyers in India.

MUSIC IN THE CHURCH.

Talking Machine Rapidly Taking the Place of Choirs in Churches—Moving Pictures Next.

The Rev. L. G. Leggett, pastor of the First Presbyterian Church, in Nebraska City, Neb., who has become famous as the first minster to substitute the talking machine for a live choir, has had hundreds of communications from churches all over the country, asking particulars regarding this move. It is not improbable that in the next year or two, in particular those in the smaller towns, will enjoy first-class singing through the medium of their talking machine. The Baptist, Methodists, Presbyterians, and American churches, and it looks as if the Filipinos are in for a good long period of prosperity.

There is meat in this for the talking machine manufacturer and dealer. Are we covering the talking machine market in that country as we should? If not, the matter is worth remedying.

HOW HE HEARS FROM HIS FAMILY.

New York Traveling Man Is Up-to-Date and Receives Records from Home.

A man went into a music store in Kansas City recently with a phonograph record, which he asked the clerk to place in a machine and reproduce it for him. When the machine was started the sound of a baby's voice became him from the horn.

"Heinie, you're a fine boy, and I'm going to come home next week.

"Yes, you are, and I'm going to be home next week.

"And I'm going to be home next week.

For a full minute the baby's voice talked. Then came a few words in a woman's voice.

"That's my wife and baby talking.

He was a traveling salesman. His home was in New York.

"I wouldn't have missed that for a twenty dollar bill," he said to the clerk. "I've been away from home six weeks now, and every Saturday evening I have received a record from home. I tell you, there's nothing so good as the sound of your voice. It means more to me than any eighty sixty-six city blocks. And that's going some."
THE TALKER AND DIVORCE.


The employment of the phonograph in the taking of depositions, in divorce and other law suits, suggests an idea which might, perhaps, be adopted by the widower or the widow, the divorcer or the divorcée, who marries again.

It has happened so often that it has begun to assume the dignity of an established rule, so it is said, that a man or a woman who has been previously married can hardly help telling his second wife or her second husband how good his first wife or her first husband was about a great many things.

There is nothing particularly harmful in this in itself. Harm comes out of it, however, when the second wife or the second husband, who has heard it a great many times—perhaps too many times—declares that she or he does not believe it. From this moment there must necessarily be strained relations in the once happy home.

When the wife, who up to this time has been willing to believe almost everything; after being informed by her husband, who was a widower, that his first wife was always ready for church on the minute. Says:

"William, I don't believe a word of it, so there!"

Or the husband, who has married a woman who was a widow, or who had, at least, a former husband, after being told by her that her first husband never thought of giving her less than $40 to buy an Easter hat, declares, impulsively:

"Mary Ann, don't tell me that; Tom Wilson never thought of giving her less than $40 to buy an Easter hat, declares, impulsively:

Then is the time that there is need of some thing which will serve to heal the wounds that have been started and which, if allowed to fester, will serve to heal the wounds that she or he becomes trustful, reasonable, and reconciled.

So far as we are able to see at present, the matrimonial phonograph record thought is one that deserves serious consideration, particularly in Pittsburg.

WHAT COURAGE MEANS.

Mr. Talking Machine Man, to make your business a thing of throbbing life, a slave to your will, who shall do your bidding faithfully and well, you must infuse into the heart of that slave the most sought-after of accomplishments among tradesmen, namely: Courage.

This is what Courage means, Mr. Dealer, and to have it, and the success that accompanies it, you must be Constant in your efforts to please, Obedient to the will of your business, Unblemished in reputation, Right there with the goods, After more trade, Gallant toward the ladies, and Enveloped with new ideas.

HOMA TAYLOR MIDDLETON.


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HOMA TAYLOR MIDDLETON.

Every month all the purchasing people of the United States see a full-page advertisement of the Victor in the leading magazines.

Victor Talking Machines and Records

These customers are looking to you to supply their wants. It doesn't matter where you are located, you can't get away from this demand. There is just one way to meet it, if you are wide-awake and business-like in any sense of the word.

Show every Victor, from the Junior Gramophone up to Victor VI. Show the Victrola and the Aux-e-to-phone—they attract great attention and help sell the whole line while they sell themselves.

Keep all the Records, especially all the New Records, every month, and play them freely for any person who comes near your store.

Above all, keep everybody talking about you and the Victor; advertise in your local paper; give your window display close attention, and go out after trade with good circulars and free concerts.—Then Watch Your Sales Grow.

Victor Talking Machine Company
Camden, N. J.

Better try this method, if you haven't begun already.—Place your standing monthly orders for the new records with your distributor, and push this feature. (It keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Albany, N. Y..... Price Phonograph Co., Inc.
Atlantic, Ga............. Jackson & Lewis, Kashiing & Bros.
Baltimore, Md............. Dumont & Co.
Birmingham, Ala............. M. E. Dobbs & Sons Co.
Cincinnati, O............. Philo & Son, H. A. Weymann & Son.
Cleveland, O............. H. B. Singer & Sons, E. E. Forbes Piano Co.
Detroit, Mich............. M. E. Dobbs & Sons Co.
Charleston, S. C............. I. J. Shaver, Jr.
Birmingham, Ala............. R. T. Hawkins, Mr. & Mrs.
Bridgeport, Conn............. F. A. Seabury & Co.
Chicago, Ill............. H. A. Weymann & Son.
Cincinnati, O............. Wm. McCallister.
Cleveland, O............. F. W. McCallister.
Columbus, OH............. D. A. Seabury & Co.
Dallas, Tex............. R. T. Hawkins, Jr.
Dayton, O............. F. A. Seabury & Co.
Dayton, O............. F. A. Seabury & Co.
Dayton, O............. J. D. White.
Dayton, O............. G. F. White.
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IT WILL BE "SOUNDERs"


Joseph M. Tees, of Winnipeg, recently took exception to the name "talking machine," claiming that nine out of ten people wanted those instruments for the music they reproduced so well, and not for their talking proclivities. He suggested as a substitute the word "Lyraphone." To this a correspondent of the Canadian Music Trades Journal takes exception and writes as follows concerning Mr. Tees' suggestion:

"Taken literally, the word 'lyraphone' would about mean 'a harp which gives sound,' and in this sense is not suggestive, as the machines are by no means harps. The 'lyre' is an obsolete instrument, but the 'liar' we always have with us, and in the latter sense the name is probably suggestive enough, for we in the musical business (especially the salesman) are noted for our strict adherence to the truth—when it pays."

"We've been told that 'all men are liars,' but one does not wish to be continually reminded of this (as might be the case if this suggested title were to come into general use), for we most certainly believe that the truth is not always palatable."

"The English language contains idiosyncrasies enough without inflicting any more upon us, and the following words for future use in 'English as she is spoke' we should endeavor to make fit. "Talking machine 'is a long name; 'Lyraphone' is nearly as long, and in the general tendency of the age toward economy in business transactions we (or rather a good many of us) endeavor to save breath. The machines cannot well be described in one syllable, but may be, perhaps, in two. Let us see:

"The machines are 'sound reproducers,' and this name covers all the requirements, but is, of course, too long. Now, on the principle of Bret Harte's 'Sevenoaks,' and then 'Senoaks, and lastly Snook,' let us cut out the intervening syllables and we arrive at the word 'Sounnder,' an appropriate enough title—odd, perhaps, until one gets accustomed to it, but both convenient and suggestive."

"3-IN-ONE" MOVES.


The sales of that famous oil, "3-In-One" have moved up at such a lively rate that the manufacturers, G. W. Cole Co., have found it necessary to move to more commodious quarters. Hence the New York offices have been changed from the Washington Life Building to the new 42 Broadway Building.

The new offices occupy the major part of the third floor of a wing of the building. Here they have large, light, commodious offices for the transaction of business and for the officers of the company.

The history of "3 in One" oil has been one of expansion. Starting with a one-room factory in Ashbury Park eleven years ago the business rapidly outgrew the manufacturing facilities at that location, and the factory was moved to Rahway, N. J., into a fine new building of their own construction. Within the past year the factory capacities have been doubled by brick building additions. The executive offices in New York expanded from one office to a suite of offices, and now to almost the entire floor of a wing of the 42 Broadway Building. The expansion of the offices and the factory is significant only in that it is a substantial evidence of the greatly increased sale of '3-In-One' in every corner of the United States and in many foreign countries.

In a chat with a member of the company the other day, he said: "'3-In-One' is which is the original and only oil compound for lubricating, cleaning, polishing and preventing rust, was first discovered in a semi-accidental way by the G. W. Cole Co., who are and have been the sole manufacturers of the same since it was first put on the market."

An English paper tells of a young lady in Australia, who, desiring to compete for a scholarship in vocal instruction, sang into a talking machine and sent the record to a well-known teacher, with a request that he offer his judgment upon the quality of it. The opinion of the teacher was favorable, the young lady entered the contest, and was successful in winning one of the scholarships.
THE
"KNOCK DOWN"
SEARCHLIGHT HORN

THE CROWNING ACHIEVEMENT OF AMERICAN INGenuity

Style—Blue Gold Striped.
For all Edison and Victor Machines except Victor 1st.
The MARVELOUS REPRODUCTIVE POWER OF THE
Searchlight Horn

IS PRODUCED BY THE PARABOLIC SHAPE WHICH REFLECTS THE SOUND IN PARALLEL DIRECTION

THE SEARCHLIGHT HORN IS THE ONLY HORN CONSTRUCTED ON SCIENTIFIC PRINCIPLES AS SHOWN IN ABOVE DIAGRAM.

REPRODUCES THE FULL STRENGTH OF THE RECORD
Sold only through Jobbers Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY
753-755 Lexington Avenue Borough of Brooklyn, New York

DISTRIBUTED BY
Every Recognized Edison and Victor Jobber in the United States
The value of accuracy.

In no business is it so important and necessary as in that devoted to talking machines. Accuracy is synonymous with success, because without it a talking machine dealer cannot achieve greatness in the world of trade. The talker is a dandy who by careful bookkeeping will always show exactly how the business stands as to profits and loss, etc., and it also means the ability on the part of the "talker" man to satisfy his customers, because if he makes accuracy his hobby lie will be able to tell them off-hand just what they want to know. If they ask for a record, he can give it to them at once, or if it is not in stock, he can inform them to that effect, thus avoiding a long and perhaps fruitless search.

Accuracy is a time-saver, because it embraces the careful and systematic distribution of records upon the shelves, a complete and alphabetical list of the names of customers, and a general state of affairs that is very refreshing on the account of the absence of confusion and disorder.

Accuracy is a word that every dealer who is climbing toward the rosy heights of glory and hopes to some day arrive at the summit, should have printed in big, glaring black letters upon a white card and hung upon the wall or on his desk, where it will stare him in the face at every turn, for—

Accuracy is something that will help him to succeed;
Something he should strive for;
A friend when in distress.
If taken as a motto, it will boost him up to fame.
You try it, Mr. Dealer;
It may help you do the same.

Howard Taylor Middleton.

C. B. HAYNES & CO. EXPANSION.

W. V. Youmans, son of G. E. Youmans, connected with the National Phonograph Co., at Orange, has purchased an interest in the talking machine business of C. B. Haynes, 602 East Main street, Richmond, Va., and the firm title will hereafter be C. B. Haynes & Co. The store adjoining the present quarters has been leased by the company, which will enlarge the floor space, and when alterations are completed they will carry one of the largest talking machine stocks in the South.

ATTENTION! NEW ENGLAND DEALERS

If you handle both Edison and Victor, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both Edison Phonographs and Victor Machines.

Edison Phonographs and Victor Machines.

One shipment—one expressage.

There's an advantage try the Eastern Policy of Service.

The Eastern Talking Machine Co.

177 Tremont St., Boston, Mass.

Distributors of Edison and Victor Machines, Records and all Supplies

Eastern Agents for Herzog Disk and Cylinder Record Cabinets.
The Biggest Return from the Smallest Investment

Your profits depend upon the number of talking machines you sell and the time it takes to sell them. Machines that find no takers tie up money and money tied up is a losing proposition.

It's business, therefore, to devote your energies to an instrument that commands the approval of all who hear it:

THE EDISON PHONOGRAPH

The Edison sells without argument and always brings its price. Its superior construction and wonderful reproducing powers—its clear records, produced by the country's best artists and the powerful advertising in its behalf—make it the best proposition in the talking machine field. A small investment secures a representative stock. A little well directed energy means big returns.

Write us for the Edison proposition and the name of a nearby Edison jobber.

National Phonograph Co.
59 Lakeside Ave., Orange, N. J.
New York Office, 31 Union Square.
Tons of Catalogues Destroyed

By the Australian Authorities Through Failure of Exporters to Pay the Required Duty on Them—Shippers Should Note This Point.

Tons of American catalogues are destroyed every year by the customs authorities of Australia for the reason that business men to whom they are addressed by manufacturers and exporters of the United States decline to pay the duty of 3d., or 5 cents in American money, per pound assessed on them as advertising material imported for distribution. This is a loss which cannot be estimated in dollars and cents. Because of negligence or unfamiliarity with the tariff regulations of Australia, these descriptive circulars, catalogues and price lists generally fail to reach their destination, and consequently all opportunity for trade which might be obtainable is lost.

This condition of affairs can be prevented if the following suggestions are followed: If the American exporter has his Australian mailing list in the home office he should carefully address the catalogues, and then by the same mail he should send to the comptroller-general of customs the postage in general, or of the comptroller of customs at Sydney, Melbourne, Brisbane, Adelaide, Fremantle, or Hobart (Tasmania), as the case may be, a notification to the effect that he is sending catalogue mail at the clip rate for such mail.

The official receiving this communication, with preferably an international money order enclosed, will immediately notify the postoffice authorities, and the catalogues will be forwarded to their destination without delay. The printed matter should be carefully weighed before it leaves the home office, and the money order, drawn to the New South Wales government post office official should amount to 6 cents a pound full weight. This is the English method, and it has given uniform satisfaction.

MUSIC WITH EVERY SHAVE.

Brooklyn Barber Discovers Way to Win Customers.

Shaving men to music is the latest novelty in Brooklyn. An Italian barber, who recently opened a shop in upper Broadway, in the Bush- wick district, is attracting customers to his place by playing music during the lathering and shaving process. The official receiving this communication, with preferably an international money order enclosed, will immediately notify the postoffice authorities, and the catalogues will be forwarded to their destination without delay. The printed matter should be carefully weighed before it leaves the home office, and the money order, drawn to the New South Wales government post office official should amount to 6 cents a pound full weight. This is the English method, and it has given uniform satisfaction.

The barber, pleased, played the air again. Then he shaved the customer.

"I'm very fond of music," said the man as he was leaving, "and if I could hear some more like that I'd come here oftener."

Such an argument is hard to resist from a barber. The next time he comes in for a long interval, he'll pay for him, too. That man, like the first, seemed to enjoy his visit to the shop immensely and became a regular patron. More and more customers were waiting for the music. Now the other barbers in the neighborhood, learning the secret of the new comer's success, are installing automatic music-making instruments.

Ben Reynolds Co. Organized.

Ben Reynolds, a music dealer of Washington, Pa., has formed a company under the firm name of Ben Reynolds & Co., to take over his business. Charles Kochendarfer is president of the new company, John B. Reynolds, treasurer and secretary, and Ben Reynolds, general manager. The company have leased the old quarters for a period of ten years and are having the building entirely remodeled. One of the leading departmen ts of the business is that devoted to talking machines, which is located in the rear of the main floor. A complete line of both machines and records is carried in stock, and the depart ment is experiencing a rapid and steady growth.

T. EDENS OSBORNE'S "OUTING."

Edens Osborne, the enterprising talking machine factor of Belfast, Ireland, writes The Talking Machine World from Spalato (Dalmatia): "I have been enjoying my trip around the eastern seaboard of the Adriatic. On my way here I spent some time in Paris, Lucerne (Switzerland), Verona and Venice (Italy). We have now left Abhazia, Piumo, and are proceeding to Gravosa and Ragusa and Cattaro in this wonderfully interesting country. Then on to one of the most beautiful, and, I think, one of the best places on earth.

Afterward we visited Syracuse, Messina and Palermo in Sicily; then for Naples, Genoa, Milan and the Italian and Swiss Lakes. Expect to reach home about the 4th of April. Kindest regards."

Mr. Osborne is one of the wise men of his generation, who recognizes that all work and no play makes Jack a dull boy. He adopts the plan annually of livening up his trips as the above to meet all demands made upon his physique.

USED HORN AS FIRE TRUMPET.

A prominent New York railroad magnate is chief of a fire department in one of the suburban villages, and it was recently awakened by hearing the midnight alarm sound ed out on a locomotive tire that did duty as a fire horn. Actually entitled, he looked about for his silver-mounted trumpet, but it could not be found. In a fit of desperation he seized the horn from the talking machine, and hurrying to the scene of the conflagration, believed his orders through it, to the satisfaction of the department and the amusement of the spectators.

STANDARD MUSIC CO. EXPANSION.

The Standard Music Co. of Chattanooga, Tenn., have been carrying on a lively advertising campaign in the interests of the Victor line which they handle. They used half-page space in the local dailies and made a feature of the dollar down and dollar a week proposition. They also put out a list of fifty Chattanoogaans to whom they had sold Victor outfits and who had expressed themselves as well pleased with their purchases. Such an argument is hard to beat.

D. W. Wile, Ashland, O., has purchased the stock of talking machines of Charles Smith, that is located in the rear of the main floor. A complete line of both machines and records is carried in stock, and the department is experiencing a rapid and steady growth.

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The barbers' secret.

The following suggestions are followed:

1. Never mind the shaving; just play that over again.

2. Play on, man; play on," he urged, addressing the barber.

3. He was beginning to get discouraged at the end of the week, when there was scarcely any business to be picked up.

4. An international money order is addressed to manufacturers and exporters of talking machines which is located in the rear of the main floor. A complete line of both machines and records is carried in stock, and the department is experiencing a rapid and steady growth.

5. The PETMECKY Multi-tone Self Sharpening needles are the only truly scientific needles on the market. They are sold with the absolute guarantee that every needle will produce a perfectly true sound. They are used in the largest and finest sound works (with less than half the ordinary needle or less than the smallest of the least) to dealers in America write: "We send you to exhibiting records, especially our best claim for them. Most normally they are here to stay, and that is saying a lamp in these days of rapid new inventions and innovations.

6. It is a well-known fact that when you play talking machine music by such machines, the needle is more than the more valuable record should fit in its needle's place.

7. Tell us, if you please, good sir, the difference between using one ordinary needle unit and 400-1,000 ordinary needles 100 or 1,000 different times. Especially when the ordinary needle is so constructed that the extreme sharp point cuts out the sound waves, good. That the PETMECKY is so made to sharpen itself just enough to smooth the tiniest wound where the normal and standard needles leave it until eventually all the PETMECKY needles, were barely any wear noticed at the point of the needle, and the needles are as good as new.

8. The PETMECKY Multi-tone Self Sharpening needles guarantee to beat.

9. When the next order comes in for one million PETMECKY needles, we are sure that no other company will ever make for them.

10. In placing an order for One Million PETMECKY needles, you may be sure we would not use anything except the absolute guarantee that the needle is so made to sharpen itself just enough to smooth the tiniest wound where the normal and standard needles leave it until eventually all the PETMECKY needles, were barely any wear noticed at the point of the needle, and the needles are as good as new.

Coined With The Goods.

Let us all be fair—let us all be just—but let us all be honest. On your word of honor, Mr. Dealer, in the name of the ordinary needle, are you not giving short measure to the trade? We are not aware that the extreme sharp point cuts out the sound waves, good. That the PETMECKY is made so as to sharpen itself just enough to smooth the tiniest wound where the normal and standard needles leave it until eventually all the PETMECKY needles, were barely any wear noticed at the point of the needle, and the needles are as good as new.

In Conclusion.

If necessary, the PETMECKY COMPANY offers here with a handsome apology for keeping a "great many of speeches and experts" to hear just what it is talking about. There was but one scientist ever with this company; viz., Mr. Petmecky, the eleven inventor of the marvelous PETMEEKY Multi-tone Self Sharpening Needle, as well as a few other practical and useful articles which have had a worldwide sale for a generation. The PETMECKY Multi-tone Self Sharpening Needle is guaranteed to be the most universally endorsed needle today. It is so much better than the best, as ever: the time does come when some clever genius perfected a better needle, this good of Petmecky.

PETMECKY—The Needle of Quality

The ONE and ONLY Dealer Can SAFELY Guarantee.

Samples of PETMECKY needles, interesting needle booklets, testimonials and plans on request.

PETMECKY COMPANY

506a New York Life Bldg.
KANSAS CITY, MO., U. S. A.
Mr. Dealer

How 1c. May Realize $100.00

Invest _______ in a Postal Card address it to the

Douglas Phonograph Company
89 Chambers Street, New York City

put your name and address on the other side, and we will mail you as issued our Snap List. It only costs you .01c.

Realize _______ that we are the

Largest Exclusive Talking Machine Concern in the World

and continually have to offer New and Original Accessories that stimulate business.

Also every once in awhile we offer something at Bargain Prices. These offerings are new, fresh goods, and are mainly articles we discontinue to catalogue.

You can make _______ or more by keeping in touch with us.

We carry the largest stock of EDISON PHONOGRAPHS and RECORDS in the U. S.

Ask for samples of our Imported German Disc Machine Needles. Compare our quality and prices and we will get your orders.
TRADE HAPPENINGS IN CLEVELAND.

Steady Betterment in Trade the Past Month—High Priced Machines in Favor—Bailey Co. Handling the Victor and Edison Lines—Harry Markle's Latest Invention—The National Phonograph Co. Open Commercial Department—Commercial Gauges Discussed by H. E. Jones—Leasing Chronophones—The Arcades and the Church—Other Items

(Special to The Talking Machine World.)

Cleveland, April 10, 1907.

Conditions generally during the past month have been favorable to the talking machine trade and there is a good showing for the business. There has been a regular steady demand for machines, while the call for records and supplies is constantly increasing, which is evidenced by the number of new gauges presented to the dealers, who, however ample the initiative arrangements, soon find themselves cramped for room in which to make a proper display and for demonstrating purposes.

Throughout this section of the State the talking machine business is flourishing, and the music is growing in popularity to an extent hardly appreciated by the dealers.

The Columbia Phonograph Co. are busy as usual. Mr. Probecke, manager, says: "Considering the season of the year, business is very satisfactory. The March business was very brisk, and was keeping up in the average about March. April will prove to be better than March. It promises to be a busy month, if without, it will be a busy summer. Business is growing in popularity to an extent hardly appreciated by the dealers. Business is really on the increase. Dealers and others who have witnessed its operation declare it is constructed on correct principles, and are profuse in expressions of ad- miration. Dealers say it will probably be six months before it would be placed on the market."

The National Phonograph Co. have opened a commercial department in the Schofield Building, this city, with J. O. Hanna in charge. Their system, it is claimed, is considered perfect and the company will not doubt prove a keen competitor in this field.

Harry Markle of, H. E. & Harry Markle, dealers in Edison phonographs, No. 403 Public square, Nashville, Tenn., left for home April 1. Mr. Markle is the inventor of a multiplex phonograph intended for cylinder records, and was in the city for the past two months perfecting one commercial talking machine of his own making. Dealers and others who have witnessed its operation, declare it is constructed on correct principles, and are profuse in expressions of admiration. Dealers say it will probably be six months before it would be placed on the market.

The Talking Machine World.

"The March business was excellent," said Mr. H. O. Gilliatt, No. 924 Prospect avenue, when engaged with the Ohio Phonograph Co., supervising the various electrical machines then in use. He remained with the above company during their existence, and with their successors until August, 1905, when the present company was organized. They handle the Victor and Edison machines and records, and are doing a very successful and vigorous business.

All the evidences of prosperity prevail at the store of W. H. Buescher & Son. Mr. Buescher stated that throughout March business with them was very good, and was keeping up in the most satisfactory manner, and that from the present outlook it means a busy summer.

The Baily Co., department store, have opened a new talking machine department at No. 1261 N. 5th street, where they will give exhibitions. The interior is being fitted up in chaste style and will have a seating capacity of 500, furnished with up-to-date opera chairs. It will be an ideal moving picture theater.

The Catholic bishop of Cleveland, endeavoring a crusade against Sunday dancing, in a public manifeste, takes occasion to also condemn the moving picture shows and says: "Our stage shows are not vicious as they are vile." He concludes: "I am in favor of Sunday baseball. God almighty never intended that the Sabbath should be a Puritanical one." The bishop may have reached his conclusions by reason of the fact that baseball is prohibited by statute, while the moving picture business is not.

Notwithstanding the large number of moving picture shows in town, most of them are doing well. "We aren't doing so badly here," said the proprietor of one of the best theaters. "We are charging on the average of 30 cents a mouth, and I expect to do considerably better than that before the business wears out." "I didn't suppose you made that much in a year out there," says an establishment at the west end. "Yes," said the man on the high tide of this cabinet.

can be used for any make Talking Machine with or without head. If used with head the sound can be brought through mouth, if without, and can be brought through column; records can be kept in column when head is used.

Write for price and information.

CABINET

CHAS. RUPEL, Mfr.
2611 N. 5th Street
PHILADELPHIA, PA.
The KOMPAKT HORN
A Practical Sheet-Metal Collapsible Flower Horn which anybody can put into use inside of one minute

A new feature on the Kompakt Horn is the Screw Nozzle, which does away with Thumb Screws.

Screw Tube

A new feature on the Kompakt Horn is the Screw Nozzle, which does away with Thumb Screws.

Worth Handling—Pays Large Profits

We manufacture a complete line of Brass and Sheet Steel Nickel-Plated Flower Horns finished in artistic designs and decorations. For catalogue and prices, address

The New Jersey Sheet Metal Company
9-11 Crawford Street, Newark, N. J., U. S. A.
GOOD REPORTS FROM ST. LOUIS.


(Special to The Talking Machine World.)

St. Louis, Mo., April 10, 1907.

The talking machine business still continues to boom, and trade for the month of March and the opening week of April is reported to be about 30 per cent over that for the same month a year ago. For the first quarter of the year business has maintained about this average, and the demand is for the best of goods. The record business is very heavy, and dealers are still suffering from a shortage of goods, and inability to get them as fast as needed.

E. W. Walthall, formerly manager of the talking machine department of the O. K. Hoke Piano Co., left on April 1 to accept the position of manager of the retail sales department of the Columbia Phonograph Co. in Chicago. He left many friends here who wish him the greatest of success in his new field.

C. W. Long, formerly manager of the wholesale and retail talking machine department of the Cable Company, Chicago, has succeeded D. S. Ramsdell, formerly manager of the St. Louis Talking Machine Co., who has resigned to enter other business in Chicago. The departure of Mr. Ramsdell will be greatly regretted by all who know him, as a very kind and considerate employer.

The opening of the St. Louis Talking Machine Co., was called to Roanoke, Va., on March 21. Mr. Ramsdell, formerly manager of the whole department of the Stiebel-Stierlin Music Co., retired, and everything is booming with them.

Mr. Ramsdell will be succeeded by L. A. Cummins, formerly connected with the talking machine department of the O. K. Hoke Piano Co., and E. P. Conrey, president of the Hoke Piano Co., in speaking of their talking machine business, states: "I have been in the talking machine business twelve years, and the trade that we have had the first quarter of this year beats all records by a very large margin. Our trade throughout Kansas, Oklahoma and Texas, as well as other tributary States, has shown a phenomenal increase, and it is constantly growing. The demand is for the best line of goods we carry." He added, "I consider this a remarkable showing in view of the fact that we are exclusively Edison dealers." Mr. Conrey will call for a three months' tour of Europe in July, joining his wife and son, who are now in Berlin.

T. P. Clancy, manager of the Columbia Phonograph Co., reports a very fine trade for the month of March, and that their trade for the first quarter of the year will show nearly 30 per cent. increase over that of a year ago. The highest priced instruments are the best sellers, and the outlook is of the best. May Irwin, the actress, who recently played here, sang for some Columbia records, which will soon be on the market.

Mark Silverstone, president of the Silverstone Talking Machine Co., was called to Roanoke, Va., on March 26, by the death of his father. The funeral took place at Baltimore, Md., two days later. Mr. Silverstone returned the first week in April.

The Koerner-Brenner Music Co., report a fine talking machine trade for the month of April, and that everything is booming with them. A. Haas, one of their travelers, has left on a two months' Western trip.

The Balmer & Weber Music House Co. report a nice trade in their new talking machine department.

Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports an excellent business for the month of March, and that they sold a number of their highest priced instruments.

J. P. George Gunter, formerly with the St. Louis Talking Machine Co., has accepted a position as assistant to Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co.

TO MAKE ELECTRIC SOUND DEVICES.

(Special to The Talking Machine World.)

Marion, Ga., April 8, 1907.

Citizens of the city of New York and of Macon made application in the Superior Court of Bibb last week for a charter for the American Calliphone Co. The application for charter recites that the capital stock is a million dollars and that half the amount has been paid in. The principal places of business will be Macon and New York. The applicants desire the privilege of increasing their capital to ten millions. The incorporators are A. G. Kaufman, L. J. Lipman and L. J. Waxlebaum, of New York City, and J. J. Waxlebaum and T. J. Carling, of Macon. The concern wished the right to manufacture and sell everything musical that reproduces sound by electricity or mechanical devices.

CRESSEY & ALLEN'S SHOW WINDOW.

(Special to The Talking Machine World.)

Portland, Me., April 9, 1907.

Cressey & Allen, the music dealers, recently had a window that attracted much attention. In the window was a turntable, seven feet across, and devoted exclusively to the display of Victor talking machines and appliances, the whole arranged in an artistic manner and making a very attractive display. The turntable was operated by electricity, and as it revolved, showing the many different machines, records, horns, etc., it gave the public a good idea of the class of goods to be found in the Victor parlors of this well-known concern.

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

THE TALKING MACHINE WORLD.

15

THE AJAX—The Strongest Horn

Constructed in seventeen pieces of carefully selected, rust-proof sheet steel, thus giving the AJAX surprising strength, and eliminates all danger in shipping and handling.

ARTISTICALLY FINISHED HORN

Finished in light Enamel and Japan Colors. Baked in ovens built for the purpose. A positive proof against fading.

ATTRACTION HORN

THE AJAX is a horn of a very decided artistic appearance. A horn which you will sell, not keep.

We manufacture a complete line of Brass and Sheet Steel, Nickel Plated Flower Horns. Send for our new catalogue and prices—they will interest you. For further particulars, address

The New Jersey Sheet Metal Company

9-11 Crawford Street, Newark, N. J., U. S. A.
MUSIC OF THE JUNGLE

Reproduced by Prof. Starr Through the Medium of the Phonograph and Moving Picture Machine at His Interesting Lectures.

Prof. Frederick Starr, who returned some time ago from an extensive visit to the African jungles, has been delivering a course of lectures at several of the leading universities on the lives and habits of the African cannibals, which have been interspersed with a number of love and war songs. Professor Starr did not want the strains to the audience, but presented them by means of a talking machine, which he carried with him to the savage tribes on his $5,000 mile trip. He has recorded, he declares, all of the latest melodies of the pigmies, cannibals and barbarians of the Congo Free State. As he assures them, thrives among certain tribes—or at least something on the order of grand opera. Many of the cannibals were musical to the last. On one of his performances—on certain festivities he was able to record the musical ceremonies.

The professor carried with him also a moving phonograph, and is therefore able to present a double bill to his classes. While the phonograph is reflecting off the music the anthropologist throws the singer on a screen and sends him picture machine, and is therefore able to present musical ceremonies. Some with Caruso voices—and on certain festivities he was able to record the musical ceremonies.

PETITIONING GERMAN GOVERNMENT

The talking machine and record manufacturers of Germany are petitioning their government to prevent the revision of the Berne Convention so far as the free use of published music goes. They maintain that the compulsory payment of royalties to composers, or publishers would cripple their industry, which, after many losses and unexampled hard effort, is only just beginning to show returns.

BURKE. CO. MAKE ASSIGNMENT.

On March 11 the Burke Talking Machine & Novelty Co. received a court order to turn over all business to Burke & Rous, 55 Fifth avenue, Brooklyn, N. Y., made an assignment to Leo Greeninger. Their assets, face value, are placed at $6,500, with liabilities of $2,500. The business is being continued by the assignee, and it is probable the financial embarrassment is temporary; at least this is what the four leading creditors, whose claims aggregate over $3,000, are hoping. About the same time Thomas Burke, who was supposed to be the head and front of the company, went into voluntary bankruptcy on his individual account. It is claimed Mr. Burke had no financial interest in the company. The creditors are perplexed over the mixed situation.

LOVED WHAT HE ONCE DISLIKED.

Prof. Alfredo Barili, the well known Atlanta, Ga., musician, is the owner of a talking machine which he greatly prizes and regarding which there is quite a story. For a number of years, in fact, ever since talking machines were put on the market, they were Professor Barili's pet aversion. He registered an oath that he would never have one, and it only took the sound of a talking machine to set his teeth on edge. Last summer, however, fate conspired to make him possessor of one, and, worse than all in his aversion, he actually played into one.

Professor Barili, as is well known, is a nephew of Adelina Patti, the famous singer. While visiting last summer the agents of a talking machine company had made certain improvements which he greatly liked, and as a result of his interest in the talking machine parlors on the second floor of the building at Seventh and Main streets, Little Rock, Ark., the Hollenberg Music Co. held a sale of "used" machines.

At the close of the day, when business is over, I gladly escape from the cares of the store; At the close of the day, when business is over, I gladly escape from the cares of the store; At the close of the day, when business is over, I gladly escape from the cares of the store; At the close of the day, when business is over, I gladly escape from the cares of the store; At the close of the day, when business is over, I gladly escape from the cares of the store; And as I celebrate the victory I recently won, And as I celebrate the victory I recently won, And as I celebrate the victory I recently won, And as I celebrate the victory I recently won, And as I celebrate the victory I recently won, pompous and pretentious.

The new prices on horn cranes manufactured by the Hawkes & Sibley Manufacturing Co. have made such a hit that this company now have nearly one hundred hands working on cranes alone, and still they find it difficult to keep pace with the demand for them. It is the old story—a good article sold at a popular price.

LOUIS BUEHN & BROTHER
FORMERLY WELLS PHONOGRAPH COMPANY

Sung to the dealers within several hundred miles of Philadelphia the largest stock of Madison and Victor goods for their selection. Also a complete line of supplies and all the leading lines of

Horns, Cranes and Cabinets.

We make a specialty of supplying the needs of the dealer and promise the best possible service. If not already dealing with us it will pay you to get in touch with us. Prices on Horns, Cranes, Cabinets and all supplies for the asking.

Write for Catalogue.

45 North 9th Street, Philadelphia.
HARMFUL LEGISLATION.

Proposed Changes in the Conditional Bill of Sale in the Connecticut Legislature Have Been Brought to the Attention of the Talking Machine Trade in a Forceful Manner by the Pardee-Ellenberger Co. of New Haven.

(Special to The Talking Machine World.)

New Haven, Conn., April 4, 1907.

The various legislatures, including that of Connecticut, have been giving much attention this year to changes in the conditional bill of sale, used so generally in the musical instrument business. The bill recently introduced in the Legislature of this State, and which later was transferred to the judiciary committee, has been the subject of much concern to talking machine dealers. It was at first to require how unfavorably this measure would act on the talking machine interests were the Pardee-Ellenberger Co., the enterprise jobbers of Edison phonographs and records, in this city, who at once seized the following illuminative circular to the trade:

"A matter of vital interest to every phonograph dealer in the State of Connecticut is the presentation of a bill before the present session of the Legislature relative to goods sold on conditional bill of sale, or lease, as it is more generally called. The law on this subject is thus quoted from Chapter 113, Public Acts of 1905, as amended by inserting after the word "instruments" in Section 4654 of the General Statutes in favorably this measure would act on the talking machine interests were the Pardee-Ellenberger Co., the enterprise jobbers of Edison phonographs and records, in this city, who at once seized the following illuminative circular to the trade:

"The bill as presented at this time was to eliminate the words 'musical instruments' from the present statutes, and at the hearing before the Judiciary Committee, the author of the bill gave notice that he intended to introduce a substitute bill which would omit the words 'phonographs and phonograph supplies' as well.

"Relieved of all its legal verbiage it would mean that if this was enacted, the sale of every phonograph or phonograph accessory sold on lease would have to be acknowledged before a notary or other magistrate, and would then have to be recorded in the office of the town clerk in the town where the vendee, or customer, resides; otherwise the protection afforded the vendor, or dealer, by the conditional bill of sale or lease would be legally forfeited in case of an attachment by a third party. The inconvenience and expense of such a course, to say nothing of the objections of purchasers to have the details of such sales made public, is so apparent that no comment by us is necessary.

"We were represented by counsel at the hearing and vigorously opposed any change in the law and also claimed the right for a hearing for the phonograph dealers at some later date should the substitute bill be presented.

"Should the author of the bill persist in his purpose to present a substitute bill or should any other attempt be made at any time to take away the present rights of phonograph dealers through changes in the conditional bill of sale, or lease, in the State will request his Senator and Representatives to oppose such substitute bill. We, on our part, shall follow this matter, and by every means at our disposal, to the extent of our powers, our dealers from annoying, expensive and useless legal requirements.

"It may not be generally known that it was due to our initiative and efforts that in 1905 the words phonographs and phonograph supplies were inserted in this statute, relieving the dealer beyond any question, from the necessity of recording conditional sales of these articles.

"The welfare and interest of our dealers is ours as well, and they can rest assured that, as in the past, we shall look after their interests and aid them in every way possible in the safe, secure and profitable carrying on of their business.

"Thanks to the immediate action taken by the Pardee-Ellenberger Co. the dealers throughout the State have been petitioning their representatives in the Legislature at Hartford to fight hard against the passage of this measure and the probabilities are that it will not be reported favorably by the Judiciary Committee.

THAT MYSTERIOUS MACHINE."

Are tampered with the correspondence talking machine? Is a question just now agitating many minds, and a still hunt is in progress for the mischievous person responsible for the unaccountable antics of a hitherto staid and sober talking machine, says the Washington (D. C.) Times. It had never behaved that way before, but the clerks in the bookkeeping division were treated to a rather spicy and entertaining vaudeville performance the other day before the thing was squealed. The enunciation of the talking machine is particularly loud and distinct, and when it said, "Oh, fudge! I'm tired of this," everybody in the room, including several ladies, immediately whirled about in their seats and gazed with astonishment at the spectacle of a talking machine going on a rampage. Any a rampage it surely was. The voice was rich and melodious. After it relieved its mind of the way things should be run at the printery, it charged tactics and whipped a bar from "His watch." Then the mournful strains of "Wait Till the Moon Shines," Nellie" were beginning to fade away, and when one of the clerks recovered her presence of mind sufficiently to turn the stop lever and choke it off.

Mrs. Whitson, proprietor of the Whitson Music Co., Albuquerque, N. M., is one of the women music dealers who have made a success of selling talking machines. She handles the Victor and Edison lines.

THE TALKING MACHINE WORLD.

Promptness

That's a word to conjure with! To build up a larger business, get your old customers closer to you; to make a good impression on new customers; to add a pile of dollars to your bank account.

How are you fixed to take care of your customers' wants? Is there anything in the talking-machine line that you haven't in stock? If the customer is liable to ask for and catch you napping? Would you be able to tell him or her exactly when you would have it? Could you be sure of keeping your promise?

That's when promptness counts—and it's largely up to your jobber. He must be prompt or you can't be. How does he size up when a similar line of questions is pointed at him? Reason out for yourself what his answers would be, and what they would mean to your business.

Our service is always right and particularly valuable when you get in a pinch. That is the time when you are sure to appreciate our promptness—the fact that we ship all goods the same day the orders are received.

Try us on anything you want in Victor talking machines and records, English needles, fibre cases, trumpet horns and other accessories.

Write today for our latest catalogue and see what a complete line of goods we handle.

The Victor Distributing and Export Company

77 Chambers Street New York
Artistic Flower Horns=
Beauty + Quality + Satisfied Customers

Imitations=
Gaudy — Quality — Repeat Orders

Which will you handle?

ARTISTIC FLOWER HORNS
are now recognized as the best and most salable product on the market.

HAWTHORNE & SHEBLE MFG. CO.
PHILADELPHIA, PENNA.
THE MONTHLY RECORD
OF THE
"STAR"

No. 1—First Seen by the Talking Machine World in March
No. 2—First Order Received in March
No. 3—First Shipment in March
No. 4—Sales Are Doubling Every Five Days

CHALLENGE
We challenge any Talking Machine or Record Company to show
the same amount of initial business in the same length of time.
We have received orders in the past forty-five days for more than
300,000 records.

The "STAR" is Growing into a PLANET

HAWTHORNE @ SHEBLE MFG. CO.
Howard and Jefferson Sts., PHILADELPHIA, PA.
CONCERT HALL TRANSFORMATION.

In talking with a Western dealer the other day he stated that in the several stores which he controls he has been able to increase the average daily business by advertising, thus raising the general metal background. While on the other side the capacity is about 1,400 and doubles up right under the floor. At the rear is a handsome little stage arrangement raised on jack struts, in front of which the wires are hung. The whole is perfectly shaped and hardened.

HOW NEEDLES ARE MADE.

And this brings to mind that our readers will doubtless be interested in how needles for high-grade talking machines are made. In making them a carbon steel rod about 1/16 inch in diameter is generally used. The first process consists in reducing the rod to wire about 1/16 inch in diameter, that of the finished needle. The operations are as follows: The rods are first heated in an annealing oven, and then slowly cooled in order to soften them. In this heating and cooling process they become oxidized or coated with scales. To remove these they are handled over the fire and finally in a furnace. They are then given a rinsing in clear water, and another turn in the sawdust barrel, after which they are for the last time packed into sawdust, and woven and felted over again. A handbook consists of 100 or more, and in no case is a needle handled singly as a unit.

Noises in operation.

J. H. Wilson, of Salt Lake City, Utah, writes to The World that some customers to whom he recently sold machines complain that when they put on a record there is a grinding noise like a buzz-saw in the machine, and ask for a remedy. With such a lack of detail it is almost impossible to answer fully; but the reason for this grinding noise is generally found in the guiding shaft. If the noise is so great as to be noticeable when the machine is playing, it would be best to give the instrument a thorough overhauling. It may be well also to get new motor suspension springs, which, if properly adjusted, make the machine practically noiseless.

HANDY OUTFIT FOR REPAIRING.

The same correspondent inquires where he may be numbering several thousand is mixed with a paste for making the compound, and the mass is wrapped into a cylindrical canvas pocket about 5 inches in diameter and 2 feet in length. The shell of the pocket, tightly bound around with strong rope, are placed in a machine called a "mangler," in which they are rolled back and forth between two slats as one would make a roll of butter. After this careful rolling or manipulation is repeated for some time, the needles, by rubbing against each other in the scouring compound, are thoroughly cleaned and smoothly surfaced, and are taken from the packet. They are then given a rinsing in clear water, and another turn in the sawdust barrel, after which they are for the last time packed into sawdust, and woven and felted over again. These, by rubbing against each other in the scouring compound, are thoroughly cleaned and smoothly surfaced, and are taken from the packets.
one of the best we know of is Kaiser's Handy Pack. It contains thirty small bottles, which are labeled blank for contents. They hold all necessary parts for the repair of the phonograph, encoder and recorder, and will be found invaluable to dealers or repairers. The pack occupies a comparatively small space, being 12 by 14 inches, and when sent through the mail by Kaiser, the inventor, 22 East 4th street, New York.

TROUBLES WITH SOUND BOXES.

"Many customers come in with their sound boxes and claim they are imperfect," said the dealer to The Talking Machine World. "When I take them in hand I almost invariably discover that the screws that act as the tension on the moving diaphragm have become loosened or that a thin coating of dust has become attached to the edges of the diaphragm. The result of the former is a distorted sound, and the latter is an almost complete lack of tone. The problem is to make sure that they have been properly tightened up or have not become loose in use in the warerooms. If the dealers would instruct the users of talking machines to cover up sound boxes when not in use, and to dust them occasionally with a fine camel's hair brush, they will find their patrons receiving much greater satisfaction from their purchases. Accumulation of dust prevents the proper vibration of the diaphragm, and in consequence the tone is lacking in resonance, the same as that of a violin when a mute is placed on the bridge."

THE RUSTING OF NEEDLES.

"I have recently discovered that much of the wear on disc records comes from the fact that the fine points on the needles now in use are extremely liable to rust," said a dealer to The World, "and I am now treating all of the needles used by me so as to prevent that difficulty, and am appealing to other firms to do the same. An accumulation of dust prevents the proper vibration of the diaphragm, and in consequence the tone is lacking in resonance, the same as that of a violin when a mute is placed on the bridge."

"The rusting of needles," said a dealer, "has always been a problem to me. I have recently discovered that much of the wear on disc records comes from the fact that the fine points on the needles now in use are extremely liable to rust," said a dealer to The World. "When I take them in hand I almost invariably discover that the screws that act as the tension on the moving diaphragm have become loosened or that a thin coating of dust has become attached to the edges of the diaphragm. The result of the former is a distorted sound, and the latter is an almost complete lack of tone. The problem is to make sure that they have been properly tightened up or have not become loose in use in the warerooms. If the dealers would instruct the users of talking machines to cover up sound boxes when not in use, and to dust them occasionally with a fine camel's hair brush, they will find their patrons receiving much greater satisfaction from their purchases. Accumulation of dust prevents the proper vibration of the diaphragm, and in consequence the tone is lacking in resonance, the same as that of a violin when a mute is placed on the bridge."
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The largest and most Comprehensive Repertoire which has ever been compiled, in

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(See description in pages 23 and 24 this issue)

UP-TO-DATE ADVERTISING

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SOLE AGENT FOR GREAT BRITAIN AND COLONIES
O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.
TRADE HAPPENINGS IN ENGLAND.

Review of the Trade Situation—Cycle Dealers Not Doing Their Duty. The cycle industry in general is in an excellent condition, and the majority of dealers and factors are reporting business as quiet during March. This is apparently not attributable to anything in particular, yet be it recognized it is not due to the cycle dealer knowing more about the business than any one. He will tell you that there is no demand for records, the season is over and so forth. It must be so—it is so, he has spoken! And all we can do is to take up the pen in corroboration—more or less. I prefer the "less."

Unfortunately the talking machine trade cannot at present be independent of cycle dealers collectively, but there will come a time—and in the not far distant future, too—when this class of shopeekeeper shall be cut off, the books as unfit to handle musical goods. "Unfit" in more senses than one. They are in the first place bad pay-ers, cause a lot of trouble to the factors, while, as a rule, they are not too well educated, and in the majority of cases lack the essential musical knowledge to sell records, however good a salesman they may be of cycles. And is it to be supposed that the record enthusiast would tolerate being served by such tradesmen who often wait upon a customer in their dirty greasy overalls straight from the workshop? No, who often serve the customer in their dirty greasy overalls straight from the workshop? No, who often wait upon a customer in their dirty greasy overalls straight from the workshop? No, who often wait upon a customer in their dirty greasy overalls straight from the workshop? No, who often wait upon a customer in their dirty greasy overalls straight from the workshop? No.

It must be so—it is so, he has spoken!

A New Double-Sided Disc.

The British Zonophone Co., Ltd., are the pioneers of yet another disc double-sided record, priced at 2 shillings. It is flexible and unbreakable, and can be sent through the post in just an ordinary envelope without any risk whatever. A good and varied repertoire by the best talent obtainable will be provided. The directors of this company include many well-known men, among whom may be mentioned Paul Mellerio as managing director, late of the British Zonophone and Gramophone companies; Mr. Hans Knudsen, of liquid air fame, will act as consulting engineer, while G. H. Hurl will manage the works. The latter gentleman is perhaps better known in America, where he founded the Hurl Co. some years ago. Others associated are D. J. Rees; secretary, Mr. J. Dempsey; sales manager, Mr. Sidney Smith; musical director, whose reputation as a composer and conductor is well known. The company have a fully equipped and up-to-date factory at Stockport, and it is their intention to secure London offices in City Road.

Edison-Bell Co. Latest Production.

The Edison-Bell Co. announce that they will shortly have ready two new types of phonograph, which will be manufactured in their own premises. No. 1 will run two records, No. 2 four, No. 3 six and No. 4 ten records at one winding. The retail prices are £1 15s., £2 10s., £3 15s. and £4 15s., respectively. The "Gem" and "Standard" makes will be continued.

Novel Development of the Recording Art.

There is an action pending affecting a large motor bus company who have refused to accept a number of new buses from the manufacturers on the ground that they would not be licensed to run on the streets, owing to the very excessive noise made in running. In order to judge of the noise difference between these and other buses, Mr. C. R. Johnstone, chief of the Edison-Bell recording staff, recently took records both in and outside of a number of buses at midnight on the high road not ten miles from London. The results were eminently successful, and the records will be put in as evidence at the trial.

The "White" Record for Canadian Dealers.

In conversation recently with James H. White, of the General Phonograph Co., he said: "In the last issue of The Talking Machine World you gave currency to the fact that we are receiving large orders from Australia for the 'White' record, I may say the extent of the order was far in excess of the number mentioned, which is significant of the fact that our special bid for the foreign and colonial trade has brought us much business. It may interest your readers to know that we have closed a contract with a large German firm to supply us with one million records at the rate of 20,000 per week. This agreement will entitle the firm in question to supply the demand in both Germany and Austria. We shall ourselves supply direct to all other countries, and we especially invite application from Canadian dealers who do not handle the 'White' record. The preferential tariff allows of export, and we can supply to any extent. I am confident there is a good field in Canada for cylinder record trade, and if necessary we shall send a representative to break ground in all the provinces, as the 'White' record provides a fair margin of profit to the trade."

Apart from the cylinder record, the General Phonograph Co. will shortly have their "Phone Disc" ready, and have also started manufacturing a disc machine, which, from personal test, proved itself most reliable. The motor is well made, and will run two 7-inch or one 15-inch record at one winding.

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.
Once you have heard Pathé's discs you will never buy others.

Pathé's discs are played without a needle, hence their great superiority.

The time for fancy prices for discs is past. We give you the greatest star artistes at one uniform price, 3/- per disc.

The great superiority of the Pathé disc is obtained by using a sapphire point. There is no changing the needle, gives the natural voice.

Pathé's repertoire contains over 20,000 selections drawn from all parts of the world.
The case is round and made of metal, the soundbox, fitted with a permanent sapphire pointed needle, reproduces a full and rich tone, and a special attachment is provided to play gramophone and other needle cut records, while the tone arm is surmounted by a prettily shaped flower horn of an exciting pattern. The whole outfit retails at the extraordinary low price of £2, and shows a good profit for the dealer.

Russians Enjoy the Gramophone.

A Russian gramophone recently paid a two days' visit to these shores. At the invitation of the King a select party of sailors journeyed to London sightseeing. In the afternoon a visit was paid to the Hippodrome, and what most interested the sons of the sea was the animated pictures and gramophone, so said a sailor visitor in conversation with a Daily Mail representative.


Fr. Raath's announcement (elsewhere) contains particulars of some fine talking machine novelties and accessories. He is also advertising cheap disc machines for export and genuine recording and reproducing supplies. The lyra-phone double-sided disc record, which Mr. Raath is handling in this country, is well supported by up-to-date dealers, who appreciate the advantages of these full-toned records, which provide a repertoire of an international character.

Russell Hunting Co.'s New Building.

By the style in which the Russell Hunting Record Co. will be housed in their new building at 13, 15 and 17 City Road, some particulars of which I shall give in our next issue. For the present the company announced a very special Welsh list of records, which are considered the largest order received from the English factors. There are also Welsh airs by Hunting's concert, and the Imperial Infantry bands.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Three elastic.
issue of the said circular. Several of the plaint-
iffs' factors also gave evidence to the effect that
they understood and fully believed that the cir-
cular referred to, and was aimed at, the Edison
Bell Co. and their products, and indeed referred
to them and no other. A number of witnesses
who were called stated that they had been in-
duced by the circular to withhold orders from the
plaintiff company, but admitted that the real
Edison goods were sold by the defendants.
For the defense Mr. Croxton Marks, who is a
director of the defendant company, and the at-
torney in Great Britain of Mr. T. A. Edison, al-
leged that the circular was not intended to, and
did not, in fact, refer to the Edison-Bell Co., but
was intended to be applied to various wrong-
deers who duplicated records, and who used the
name "Edison" as applied to their commodities,
electric rings, bicycles and the like.
Mr. Marks also stated that the circular was
drawn by himself in conjunction with Mr. White,
then managing director of the company, but
was issued by Mr. White during his, the wit-
nesses' absence from London; in fact, three or
four days after he had left England for America.

Our 72-Page Catalogue
(sent free on receipt of trade card)
is conceded to be a complete cyclo-
pedia of the trade.

We have-
taken this space to tell you that
we are specialists in all and every-
thing appertaining to the TALKING
MACHINE INDUSTRY, from a
complete outfit to the smallest ac-

American Talking Machine Co.
31 Tabernacle Street, LONDON, ENGLAND

an interesting firm in each coun-
try to carry samples and represent
us on commission. Applications
should cover references. We are the
largest and oldest exclusive talking
machine house in Europe.

No Fakes
SAPPHIRES
Guaranteed Genuine
Recording and Reproducing
Shaving Knives, etc.
Edison and Columbia Types
Needles
All Accessories Made to Order

CHEAP DISC MACHINES
FOR EXPORT
Lyrophone Disc Record, only
double-sided International
Repertoire
Speciality: Hebrew Records

Apply to
FR. RAUTHER, 9 Christopher St., LONDON, E. C.
MANUFACTURER OF DISC RECORD ALBUMS
erment, which is called a Muster Lager, in which is to be found the manufacturing products of that particular town, and it occurred to J. Lewis Young that as there is not among the trade such confidence in the business as the capital invested in it should command, such an exhibition as he proposes would go far to impress all concerned with the wide scope and importance of the industry.

He says that very frequently when he meets a man whom he has not seen for some years, and he is asked what he is doing, and he replies, "Still doing something in talking machines," he generally hears a remark to this effect, "Oh, I thought that had all petered out long ago." This is not as it should be.

Further, the exhibition will be for the trade only, and it will be of an international character. Lewis Young, who will shortly be able to take the matter up, will act as curator or president, and will afford to inquirers every information necessary.

The exhibition will be controlled by a council of manufacturers and factors, and others interested in the trade, and it is intended that only firms who are actual manufacturers will be able to exhibit as such, and any firm who is found duplicating or stealing other firms' records will not be permitted to exhibit or to have a location in the building.

Information of interest to the industry will be sent to all manufacturers, factors, dealers, shipping houses, etc., and efforts will be made to interest a better class of dealers than now exists in this country, and it is also intended to pay more attention to his stock and provide himself with goods in a business-like way, and not as is now done by thousands of dealers who just stock a few records and procure goods to order only. Nothing will be sold at the exhibition, and it will be the aim of the council to make the exhibition of such a benefit to the trade that any manufacturer producing a new article will only be too anxious to have it exhibited in the council exhibition.

Lewis Young rightly says that London is the Mecca of the world, that the talking machine is an international article, and derives its charm from the fact that it is not confined to any particular language or music; therefore, there cannot possibly be any sentimental objection to an exhibition of the character he proposes. He says he has devoted 20 years of his life to free trade in talking machines, and it was not until such free trade came about that the business became anything worth talking about.

He also says that, like a great many other men who are pioneers, he has been in the past, greatly misunderstood, because when he says "free trade" in talkers he does not mean that an inventor shall not have the benefit of his invention, but he says that he objects most strongly to an inventor getting the monopoly of an article and then refusing to supply it to the public or to act in a reasonable and business-like way in connection with his invention.

Twenty-one years ago he dedicated his life and his money to the talking machine, as he believed in it, and he does believe in it now, but he has had a very hard road to travel and has several times fallen, as it were, by the way, but he is optimistic, and all he has strives for has come about, and he further believes that this exhibition idea is the best scheme for his life, as it will benefit the manufacturer, the factor, the dealer, and the buying public.

In fact, he says, that having regard to the support he has already received, that if he opened the exhibition to-morrow there would be such an immense press boom that it alone would be worth all the money that has been expended in promoting the affair. As before stated, it is understood that nothing will be sold at the exhibition, and no orders taken. It is to be purely a standing advertisement of the industry, and is intended to create a great impression and introduce the goods.

The building is being prepared and unless some unforeseen circumstances occur it will be fitted into shape in the course of a few months, and as the talking machine business here is a season's one, he hopes to have everything prepared by September next, and then to work the press for the season and make the running for the talking machine trade for the season.

Mr. Young's address is 69 Fore street, London, E. C., where any communications on this subject will find him. He rightly says that the affair cannot be organized without trouble and expense, and provided the latter is not too great there is every prospect of the success of the scheme.

A Pathetic Communication.

There are many homes where the talking machine is in peculiarly tender regard because of its ability "to reproduce the sound of a voice that is still," just as the photograph recalls the vanished face and form. An affecting instance is furnished in a letter recently received from a Welsh miner by the manager of the Columbia Phonograph Co.'s Cardiff branch. The communication proceeds: "I suppose you read about the disaster that occurred here, in which six men were killed. My stepson was one of them, and a fortnight ago my brother-in-law died. I wish to have a cylinder machine because my son and brother-in-law have sung on records, and I can hear their voices again at home by having your Columbia Jewel graphophone in my home."

To Use for Lectures.

An office graphophone has recently been sold by the Columbia Co. to a Birmingham gentleman for use for lecturing purposes in conjunction with a limelight lantern.

Gramophone Progress.

Signor Battistini, the famous baritone, is the latest gramophone recruit. His records have proved a great success, and are said to be only equaled by Caruso. The marvelous range of voice and dramatic power displayed by this wonderful singer were greatly applauded at Covent Garden recently. The recording is all that one could wish, and the series of thirteen records gives public an opportunity of hearing Signor Battistini in some of his finest moments. We will print later a portrait of the great singer in his picturesque native costume. The whole thirteen records are 13 inch, and price at fifteen shillings each.

Reminder of Hook of Holland Disaster.

The sad disaster by the Hook of Holland has been reflected in several communications received by the Columbia Phonograph Co. in this city. Some few of the passengers and crew of the ill-fated "Berlin" apparently were users of the graphophone or interested inquirers, and letters addressed to them have been returned indorsed with the brief yet pregnant phrase, "Lost at sea," or notes have been received from other members of the victims' families, conveying the somber news at greater length.

Russians Afraid of the Columbia Record.

The talking machine is the latest suspect of the Russian Government. Newspaper reports have familiarized us with the arbitrariness of police methods in the Czar's dominions—the forcible entry into private premises in search of incriminating evidence against political progressives and similar bellicose graphophone. The Russian Government. Newspaper reports have familiarized us with the arbitrariness of police methods in the Czar's dominions—the forcible entry into private premises in search of incriminating evidence against political progressives and similar bellicose graphophone. The Russian Government.
PRICE CUTTING DISCUSSED.

Some Important Contributions on This Subject
From Mr. Manson of the Russell Hunting Co. and
Lewis Young—Both Advocated Interest
Gaining More Important than Prices
(Special to The Talking Machine World)
World Office, 69 Basinghall Street,

The crusade against price cutting started in
our last issue has attracted widespread interest
throughout the trade. Leading members of the
trade expressed some very pertinent opinions, and—hereunder we present some more. If the
stability of this industry is to be preserved, fixed
prices must be adhered to. All are agreed upon
this vital matter, and it but remains for two or
three of the prominent manufacturers to take
the initiative in the formation of a better means
of protecting trade than now existing, to put the
industry on a firmer basis to the benefit of all.

Mr. Manson’s Views.

W. Manson, the genial assistant manager of the
Russell Hunting Record Co., writes as follows
concerning the very prevalent practice of
cutting fixed prices:

"The attitude of my company toward price cut-
ters is most conclusively shown by the legal ac-
ctions which we have so successfully taken
against many of these pests. I see that some of
the other manufacturing companies are also tak-
ing steps to stamp out a practice, which, if al-
lowed to continue, would make it impossible for
the honest dealer to get a living. In view of the
success which individual companies have had
with in their endeavor to insure dealers getting
a good working profit out of talking machine rec-
ords. I should be glad to see a combination of
manufacturers doing something which is against
the best interests of the Englishman’s word as his
bond, and this is no more strongly exemplified
than the conduct of the British in India, where the confidence in the Englishman
is so great that there was instituted a system of
"chits," which is a great convenience to every-
body. The system of checks again exemplifies
the confidence which one business man has in
the other business man.

"I remember when I was in business in Am-
sterdam some years ago not one firm in fifty that
I did business with had a check book, where in
England the smallest firm would never dream
of paying actual specie when they could do so
with a check. I mention these facts to show the
inherent love of the Englishman for what they
rightly or wrongly call freedom.

"The Englishman’s idea of business is this: ‘If
I buy, say, a record for 16 cents I have got a per-
fet right to sell it for 17 cents, and if I am never
enough to run my business so that one cent profit is sufficient to cover my expenses,
I think the obligation is on the part
of the seller and in all our ordinary business
transactions is this so.

"The British shopkeeper, be he ever so big
and ever so wealthy, will be found frequently
serving customers in his own store, and he does
not think it beneath his dignity. He does not
also forget to offer his thanks to his customers
for their kind patronage. On the other hand
the Americans, when they come to London, do
not at all care for the manner in which we con-
duct our shops.

"I am the "Broom walker" and obsequious salesman is all the same to us. They have time
enough to roam through their department stores at
their own free will, and to practically serve them-
sele. This latter system largely prevails on the
continent. Certain very efficient judge during the trial of a talking machine case
the other day called the labeling practice "all stuff
and nonsense."

"But I am quite sure that if the dealer were
made to realize all the harm he does to the trade
when he cuts prices he will generally be willing
to act in a reasonable way, but unfortunately
the manufacturers have not in general ap-
proached the dealer with a smile and a big stick,
but they have generally gone with two big sticks
and a few bulldogs, and this to an Englishman
and probably to any other man of any nation-
ality, means fight.

"Take the case of one very large sports-house
here which for years stuck out, and is-day by
day a series of many articles which I feel sure
if they were reasoned why they would not do.
I feel that the policy of write and litigation in
trade is not a good one. You may succeed with
an amount of immediate gain some one else, out of sheer
devotion, comes up.

"Another point is this: The lack of harmony
between the manufacturers themselves. This is
the more probable, because it is perfectly con-
formed price cutter is for all the manufacturers
to notify their factors not to supply any price
cutter with any goods whatsoever. Of course,
the price cutter will try to get the goods through
his friends, but he will soon get tired of this,
and will either go out of the business or come into
line.

"Further, if we examine the list of price cut-
ers we shall find that they are, as a rule, small
people possessed of the peculiar characteristics
of the narrow-minded, and who are of the class
that we could very well dispense with in our
trade, or they are those who make a capital ad-
vertisement out of it. I believe that as time
passes there will come into this class a number
of intelligent people with more capital at command, and
who will take a keen interest in the talker from a
dilatant as well as the profit point of view, and
these will disturb us all the more.

"I have but very rarely heard of price cutting
in gramophone goods, and this comes about by
the fact that the Gramophone Co. pick and choose
their dealers, and if they find any of those deal-
ers doing something which is against the best
interest of all concerned they, to my own knowl-
edge, send a representative to talk the matter
over and try to arrive at a modus vivendi.
In my opinion, price cutting can only be stopped by
the co-operation of the manufacturers and the
co-operation of factors, and by introducing into
the business a better class of dealer altogether.

"It is, I suppose, generally known that in
January, 1901, I introduced here the Edison
goods, and spent a great deal of time and money
in their development. Some time since I was a man
connected with the business informed me that he
thought I was greatly to blame in the matter of
the undesirable handlers—the cycle trade—be-
cause he had assisted at the commencement, or,
rather, at the reafforestation of the business,
to bring them into it. My reply was one which can
be confirmed by every case in the trade here,
that when I first started in the business, there
was not a single firm in Great Britain who bought
200 records at a time. There were no factors or

THE BRITISH BOOM OF THE YEAR!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the
British Market. Every record made under the supervision of Mr.
Russell Hunting, the original "Michael Casey." Every record a master-
piece of its kind. Send for our list. It is full of novelties.

PRICE 1s. Liberal Discount for Export 25 CENTS
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THE RUSSELL HUNTING RECORD CO., Ltd.
13, 15, 17 City Road
LONDON, E. C., ENGLAND

Australian Representative: H. A. PARKER, 19 Hunter Street, SYDNEY

PHILIP NEALE,
PHONIO, EXPERT,
5 Chalk Farm Rd., LONDON, N. W.

Talking Machines of every description repaired. Special list on receipt of postal. No job too small—no job too large.
dealers in phonographs. The Edison-Bell Co., which had the monopoly of the business here, supplied, as a rule, direct to the public, and the music trade which ought to have been the natural channel of distribution would not look for phonographs, and I call to mind the many times that even a firm like George Murdock & Co., who now devote a whole building to talking machines, showed Mr. Randalt, who was then my partner, and myself the door.

"It was at that time heart-breaking work, and when at last we hit upon the idea of selling the goods to the cycle factors we thought we had done the best thing that human beings would do. But what has happened is this, the Gramophone Co. have gone on improving their products, they have been able to show to the music trade that the bicycle man has been doing good business in talkers, and that they have lost the sale of small goods such as dutes and violins through it, and further the music trade, after taking up gramophones, have found out that they can also sell cylinder records, and so to-day there is slowly but surely coming into the business a more reliable, gentlemanly and adaptable man than the cycle dealer. It will be seen at the same time that if the cycle dealer had not taken up the talker the music dealer would not have done so, for the reason that I have before given.

"Perhaps I am getting away from the question of price cutting, but I believe that these remarks taken as a whole have a good bearing upon the subject, and I hope that the day will not be long before manufacturers, both American and Continental, will meet in all friendliness, and make common cause against any one trying to take advantage of us. The talking machine industry has, in my opinion, not commenced, it is only in its infancy. Both the records and machines we have to-day, in my opinion, have not advanced very much, we have the same old wax records that we had early days, except that the manufacturers have learned that by moulding it becomes case hardenable, and gives a better result.

"The same people are making the same discs as they did 10 years ago. It is all old, and that being the case, there must be some room for invention, for improvement, for perfection, and when these attributes of the talker comes about a new era will dawn and machines that we have thought best to-day will be scrapped as were the old 'Bone Shakers' high bicycles and early motor cars. I myself am very pleased to think that we have not perfected them, because if they were so the business might soon come to an end. But I think it is good enough to go along with as you, Mr. Burdick, say you are going to send me your remarks to your ever interesting paper, permit me to wish to my old friends in what they proudly call God's own country, my hearty good wishes."

Mr. Tobin on Price Maintenance.

"On the question of price maintenance," said Mr. Tobin, "what is wanted is a protective association, formed mainly to look after the interest of legitimate dealers. As it is, the cattle are having a good time at our expense. It will be remembered that last year Mr. Tobin made a determined effort to secure co-operation in forming a retail protective association, but, unfortunately, his trouble met with little response from those best able to help. Nothing daunted he will, in the near future, make a personal canvass of prominent London dealers, from whom he will secure such a demand for redress as will compel manufacturers and factors to provide whole-hearted protection of their interests; and, why not? They can do it in the cycle industry, and, if a little more complicated, the same facilities for protection are offered in the talking machine trade."

TEXAS PHONOGRAPH CO.'S REPORT.

(Special to The Talking Machine World.)

Houston, Tex., April 9, 1907.

At a stockholders' meeting of the Texas Phonograph Co., held last week, a dividend of 3 per cent. was declared for last quarter, payable April 15. A March report of Treasurer Parrish showed an increase of $4,000 over business of February, over that of the corresponding month of last year, 300 per cent. increase in volume of business. This company has declared quarterly dividends of 3 per cent. for the past three years. It will be

EDISON'S FISHING EXPERIENCE.

While Thomas A. Edison and his wife were fishing in Florida recently Mrs. Edison hooked a shark nearly six feet long. At the first bite the shark nearly pulled Mrs. Edison out of the boat, but upon Mr. Edison coming to her assistance the shark ran with the tackle, towing the boat, but upon Mr. Edison coming to her assistance the shark ran with the tackle, towing the boat after him, for some distance until exhausted, when it was dragged into shallow water, where Mrs. Edison's brother killed it with a harpoon.
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, - Editor and Proprietor
J. B. SPILLANE, Managing Editor.

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

Our reports for the month past indicate a very satisfactory condition existing in the talking machine industry, and it is believed that if it be taken into consideration the general business of the country that this particular trade would not suffer as much as many of the others which we could enumerate. Talking machine men may feel that they rest on about as secure a business platform as any of the trades.

SALESMEN who read and who keep posted on conditions in their own industry are the men who succeed in all business lines to represent it in a more intelligent manner and increase its influence with each issue.

SNIFFERS have experienced considerable delay in the delivery of freight, and the result is not a little inconvenience to manufacturers primarily, and to the distributors and public ultimately. Notwithstanding efforts to overcome this troublesome condition of things, the delays in delivering materials to the factories and goods to the merchant is perhaps as serious as at any time, as the roads seem unable to cope with the great volume of business which is forced upon them.

The disposition to control, not always along reasonable lines, and with grave danger of checking their enterprise, together with the intimate relation they bear to financial matters, have united in developing a condition of things which, notwithstanding the existing prosperity, is regarded as a possible menace to the continued commercial and industrial well-being of the country. A hope, however, is entertained that these disturbing influences may not go far, and the confidence may not be unreasonably shaken.

Fortunately the crops of the country are excellent and the agricultural prospects are more than brilliant. The divestment between the great West and Wall street has been clearly established, and business outside of those districts directly affected by the financial fluctuations is sure to enjoy good commercial conditions. The consumption of goods of all kinds goes on apace, and the complaint among merchants of all lines, including talking machine men, is still of the difficulty of keeping their stocks full. While in some lines there is unquestionably more promptness in supplying goods, the many back orders placed long ago evidence the inability of talking machine men to get their goods out, and the talking machine industry is in a hopelessly behindhand condition. Shrugfulness in collections is reported in some sections, but there is little serious danger experienced on this account.

A WESTERN dealer writing to The World says: "I am amazed to see the position of the talking machine industry, as evidenced by your splendid publication. To my mind, no talking machine dealer can afford to be without your journal, which gives so much of interest and value to those whose interests lie along talking machine lines. The development of the industry has been phenomenal, and I believe that it must have been aided very materially by your publication, to which the trade certainly are under deep obligations." We have received a number of communications along similar lines, and it is surprising to those unacquainted with the actual developments of this industry how it has thrived and prospered during the past few years.

IT is of the most vital importance that every man who is to any extent, whether in the wholesale or retail trade should keep himself thoroughly posted on all changes and improvements that are constantly being brought out by the manufacturers in these lines. There are brainy, intelligent men, hard at work, developing the talking machine to higher and better things, and that they have accomplished much is evidenced when we contrast the splendid product of today with the crude production of years ago. Then again, there are so many by-products and improvements, that is, talking machine accessories, which are indispensable to those retailing the product.

EVERY talking machine man should have the latest and best devices which are put forth always in his store. He should be ready to give the customer at any time information along lines which are interesting to his caller, and the only way to do this is to keep in constant touch with trade developments. As one prominent manufacturer remarked: "There is no better way, nor can one gain greater knowledge from any one source, than from The World. It is the only paper in America devoted to the interests of the talking machine men, and it is broadening and increasing its influence with each issue.

THE men who succeed in all business lines today are those who keep in the closest possible touch with improvements and inventions in their line, and if there is a special field which is more productive than the talking machine industry in patented inventions just at the present time, we do not know where to locate it. Look over our record of patents and inventions each month. There is no other special industry outside of the electrical lines that can compare with it. Of course, there are a lot of inventions which are impracticable, which have not been developed up to the correct standpoint, but it is well to know of the bad inventions as well as the good, in other words, to know what everyone is doing in the talking machine industry. Keep in touch with it: keep posted. It will pay.

I was only recently on a Western trip that a well-known jobber, while looking around for a copy of The World, asked his manager where it had been placed. He replied by saying: "I am never able to keep that paper for more than an hour: some of the boys will always pounce upon it, and when I wish to see it I am never able to locate it." The proprietor remarked: "That condition is a decided compliment to the paper, and if it is so useful to us I think we had better subscribe for half a dozen more copies." So this particular jobber has a number of copies coming to his establishment each month, and the educational force among his salesmen amounts to considerably more than the annual cost to him.

SALESMEN who read and who keep posted on conditions in their own industry are the ones who invariably increase their own income. It is the bright, up-to-date salesman who will win out, and the talking machine industry is aided considerably by the spread of information among, bright fellows who are engaged in selling talking machines. Most of them know that it pays to watch developments, and to make themselves more valuable to their employers, learn more about the talking machine so that they can represent it in a more intelligent manner and interest their customers in a greater degree. There is no point too small to be overlooked in modern business, because it is a number of these small points when properly presented that make an unassailable argument. 'It is the little things in life that accumulate into the larger ones, and it is the small things in the life of a salesman which, if overlooked, will send him down the hill instead of up to greater prosperity.
NEWS FROM HERE AND THERE.

The Douglas Phonograph Co., 89 Chambers street, New York, have repainted the front of their store and all the signs a brilliant red, picked out in gold, making it one of the most conspicuous places on the street. Prismatic glass has displaced the former plate in the upper part of the display window, throwing a flood of bright light into the interior, and rendering the use of the electric incandescents entirely unnecessary. The company have recently acquired the sole agency in the Greater New York territory for the "Many-Use" oil.

M. B. Romaine, who recently returned from a two weeks’ trip West on special business for the National Phonograph Co., calling upon the jobbing trade, will visit the New England States on the same errand at an early date. Subsequently he will probably go South.

As musical director for the International Record Co., Auburn, N. Y., G. Peluso has recorded E. H. McFall, president and general manager of the firm, from St. Joe, Mo., had to be shown the machine. The reproduction was so perfect that the majority of the lodge, being a large number of fine instrumentalists at their trade, will visit the New England States on the same errand at an early date. Subsequently he will probably go South.

At a session of the Grand Consistory of Scottish Rite Masons, recently held in the Scottish Rite Cathedral, New Orleans, La., the National Automatic Fire Alarm Co., of that city, loaned a Victor Auxetophone for the three days’ convention. The machine was used during the musical ceremonies, and one of the old members of the order, who had never listened to anything of the kind, made a strong protest when he heard the Auxetophone singing one of Miss C. Morison’s sacred selections, believing there was a machine invented by Thomas A. Edison, namely, the Unipol record device. In short, Mr. Kelsey is one of the "old guard," though still reckoned as a man considerably on the sunny side of forty.

A. P. Petit, general manager of the Talking Machine Supply Co., after calling on the trade in the Pacific Coast territory, has started East, and will probably be in New York by the end of the month. He has touched all the principal intermediate points on his way West, and booked a splendid line of orders, goods to go forward immediately. Mr. Petit is greatly enamored with the manner in which the Western talking machine houses do business. Mayhap "A. P." will deliver a course of lectures on this interesting subject some day.

The New Jersey Sheet Metal Co., Newark, N. J., have just issued a handsomely printed 500-page catalogue containing illustrations and descriptions of the various styles of horns which they manufacture, as well as other specialties. The volume is destined to interest the trade. THE NEW JERSEY SHEET METAL CO. are having a big call for their sheet metal collapsible horn, which embodies many recent improvements. They report export trade good.

R. H. Morris, secretary and general manager of the American Talking Machine Co., Brooklyn, N. Y., who has been on the sick list for several months, returned to business a fortnight ago. His absence was keenly felt by his associates who cordially welcomed him back to his post of duty, and warmly congratulated him on his recovery, in which The World heartily joins.

The Victor H. Rapke Co., with the redoubtable Victor H., president, has equipped a new factory at 89-91 East 72d street, New York City, for the manufacture of the Rapke collapsible horn, crane and other specialties. They will also have installed a repair department, complete in every detail, for the "diagnosis and cure of sick talking machines." Mr. Rapke has purchased an automobile to gather up his patients in and about New York, guaranteeing to return them in sound condition. John Born, for thirty-two years superintendent of the Western Co., will occupy the same position with the V. H. R. & Co. The main office will remain at 225 East 86th street, the wholesale and retail departments at 1061 Second avenue.

F. M. Prescott, who recently retired from the International Talking Machine Co., Berlin, arrives on April 10 to reside permanently in this country.

At a meeting of the creditors of Sol Bloom held on Wednesday last, a settlement of his affairs was agreed upon. Payment of all indebtedness in full is to be made within twelve months in quarterly payments. As soon as possible the receiver will vacate and Mr. Bloom again assume management of the business.

A taper tone arm and horn has been brought out by a Cleveland, O., inventor for the Edison machines. An effort is being made to have the National Phonograph Co. adopt it officially.

You will find it Profitable

To handle our line of Musical Instruments and Musical Merchandise in connection with your Talking Machine business. Our large 500-page catalogue is free for the asking—send for it at once and get in touch with us. A small investment will put in a good stock. At any rate write, it will prove profitable to both.
Concerning Perfect Records

MR. DEALER:—

A customer may ask you, "What make of record is the best?"
If you are a "Columbia man" you can reply with the incontestable fact that the best records are the COLUMBIA RECORDS.

The reasons are these:

EXPERIENCE in manufacture is as indispensable as genius in invention. The Columbia Company are the originators of the record industry, and consequently LEAD in experience.

The GREATEST and MOST ENTERPRISING INVENTORS in the field are Columbia men, whose genius has produced exclusively for the Columbia, ALL THAT IS NEW AND UP-TO-DATE.

OUR FACILITIES ARE GREATEST: the largest talking machine and record factory in existence, and we are the only company operating laboratories in all the great musical centres of the world, resulting in the BEST and GREATEST VARIETY OF MUSIC.

Through our superior knowledge of the best record material, as well as the art of recording, the SMOOTH and STAY PERFECT QUALITY of Columbia Records is supreme.

As Columbia Records always receive HIGHEST AWARDS when exhibited in competition with all other makes, the superiority of Columbia Records is beyond question.

These arguments are convincing because based on indisputable facts, such as the recent U. S. Circuit Court decision as to the superiority of the Columbia Record-making process.

You can lead the Record business when you deal in Columbia Records.

COLUMBIA PHONOGRAPH COMPANY, Gen'l
Tribune Building, New York

GRAND PRIX, PARIS, 1900
DOUBLE GRAND PRIZE, ST. LOUIS, 1904
GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE
IMMENSE STOCK FOR BABSON BROS. HANDSOME NEW BUILDING.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,
Chicago, Ill., April 10, 1907.

We present herewith a photograph of the fine new building which Babson Bros. are just com-

pleting at the corner of 19th street and Marshall Boulevard, on the west side, and which is a monument to the enterprise and remarkable prog-

ress of the firm who have built and will occupy it. The structure is five stories, pressed brick and stone, 150 by 80 feet in size. In the base-

ment is the shipping room. The offices will be on the first floor, and the second, third and fourth floors will be given up entirely to stock rooms. The wholesale record stock will occupy the entire fifth floor. This floor has been de-

signed especially for records, and has immense skylights running the entire length of the build-

ing. The firm has unobstructed light on all four sides of the building. They also own 400 feet of additional frontage on 19th street, and thus have plenty of room for expansion. The rear of the building is right on the C., H. & Q. tracks, and the firm have their own private switches in their own yard. The building was put up in less than sixty days by the employment of an immense force of mechanics working overtime. It is of the best and most durable construction through-

out, and is one of the largest buildings in the world devoted exclusively to the sale of Edison phonographs and records, something which speaks volumes for the popularity of these goods and for the progressiveness and aggressiveness of Babson Bros., who, in the short period of eighteen months, have built up a business of over a million dollars per annum. The new building will be occupied by the time this paper goes to press, and within one week will be stocked with what they assure me will be the largest stock of Edison phonographs and records ever assembled under one roof.

A special train of twenty cars will leave the Edison factories at Orange, N. J., to-day, April 15, loaded exclusively with over 8,000 phonographs and over a quarter of a million records, in addition to several carloads of horns and cranes, duly placarded with legends describing the character of the cargo, its origin and des-

tination, and will arrive in Chicago the following Friday, going through to Babson Bros. direct. These goods will be placed in stock in the new building before they move in, and thus delay will be prevented in the filling of orders. When all the stock is in place they will carry more than a half million records. The bins for the wholesale stock will be on the fifth floor, and con-

structed after special designs of G. M. Nisbett, wholesale manager. The bins will have a total capacity of 2,000,000 records. In our next issue we hope to present interior views of this won-

derful establishment together with portraits of its proprietors.

The Columbia Phonograph Co. have opened a new store at 421 South Front street, Mankato, Minn., where a large and complete stock of both machines and records will be kept in stock.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We wholesale exclusively—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The Lynn Record Cases and Peg Boxes are another of our products.
We also manufacture the Wentworth and No. 10 Horn Stands.

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,
J. M. Linscott, Manager
48 Hanover Street, Boston, Mass.
TRADE NOTES FROM CINCINNATI.

Business Satisfactory—Smith & Nixon Growth
—Rudolph Wurlitzer Co. Doing a Magnifi-
cent Victor Business—Their Methods of
Holding Trade—Automatic Department Has
Becomes One of the Most Important in Their
Vast Business—Columbia Co. Well pleased.

(Special to The Talking Machine World.)
Cincinnati, O., April 8, 1907.

The talking machine business in this section is
reported as being most satisfactory. Getting
stock seems to be a harder problem than dispos-
ing of it, and higher priced outfits have the cell.
The Smith & Nixon Co. report that although
somewhat hampered by weather conditions early
in the year, the March and early April business
bids fair to make a good showing.

The talking machine department of the Ru-
dolph Wurlitzer Co., in charge of Mr. Stetef, is
having a record breaking trade especially in
jobbing the Victor line. Joseph Dittrich, special
representative of that department, who covers a
broad territory in a thorough manner, is mak-
ing a splendid record. The plan of the Wur-
litzer Co. in placing each Victor record in a sepa-
rate envelope, thus minimizing the danger of the
records being scratched or otherwise damaged.
has met with the hearty endorsement of both
dealers and customers, especially the former.
When a dealer can offer an enveloped record to
a customer, the latter feels sure it has not been
wise abused, and is likely to confuse his pur-
chases to the store offering such assurance.
also means that the dealer will have a smaller
accumulation of damaged or unsalable stock.

The automatic coin-operated musical instru-
ment department of the Rudolph Wurlitzer Co.
also shares in the general prosperity of the
house. The several styles of electric pianos rang-
ing from forty-four notes to eighty-three, the
Wurlitzer harp, mandolin quartet, the monster
military band organ, as well as a smaller style,
and the pianorchestra offer an assortment of
money-making devices that should appeal to pro-
prietors of hotels, cafes, stores, roller rinks and
resorts of all kinds. The increasing demand for
all the above styles well illustrates the growing
appreciation of their money-making qualities.

The Columbia Phonograph Co.'s store always
presents a busy scene. The popularity of the
Columbia line never wanes, and so often do the
owners of machines call for new records that
almost every customer is known personally to
the staff. The heavy selling is in medium and
high-priced outfits. The various window dec-
orations and stock arrangements at this store
call forth unstinted praise.

HAPPENINGS IN WHEELING, W. VA.
(Special to The Talking Machine World.)
Wheeling, W. Va., April 8, 1907.

The past month is one that will be long re-
membered by the inhabitants of this valley. We
had a flood, not of the proportions we read of in
connection with old Brother Noah, but had
enough, thank you. It did demonstrate, how-
ever, how highly valued are talking machines,
as many families lost all their personal property,
excepting these entertainers.
Your correspondent visited many parts of the
flooded district, and on several occasions was at-
ttracted by machines being played from second-
story windows. The people were using this
method of keeping up their own spirits and those
around them. And well they might, for in sev-
eral instances you could see their pianos float-
ing around in what had been their parlors.
Of course, a visitation of this kind put a de-
cided crimp in business, and collections are
particularly slow. The first two weeks of
March was marked by particularly good business,
so the total business for the month was quite
satisfactory.

Bard Bros. have recently closed their Market
street store. Since getting their Main street
building completely remodeled they found that
the trade could be handled there to a better ad-
antage than to have two stores so close together.
The P. W. Blumer Co. were in the flooded dis-
trict, but their loss amounted to nothing. They
had ample warning, and removed their stock to
the upper floors. The Peak-Friedel Piano Co.
have moved to South Market street, where they
have much more room. They are making many
improvements, with a view to enlarging their
talking machine department. The Columbia
Phonograph Co.'s store has been enlarged to ac-
commodate their growing business. Mr. Shor-
tell, the local manager, is well pleased with the
growth of same.

VICTOR VS. LEEDS & CATLIN CO. SUIT.
In the case of the Victor Talking Machine Co.,
Camden, N. J., against the Leeds & Catlin Co.,
New York, argument was heard in the United
States Circuit Court of Appeals, second district,
April 8. This is an appeal from the opinion of
Judge Lacombe, Circuit Court, rendered January
5. Decision was reserved.

A marked increase in the business of the Co-
lumbia Phonograph Co.'s Holyoke, Mass., branch
is noticed since they have been in the new quar-
ters on High street. It is much better located
for business than was the old store. H. E. Dema-
crest is the local manager.

The Hawthorne & Skebie Manufacturing Co.
report their sales of artistic flower horns in
March have exceeded any former record. Popu-
lar fancy has certainly been captured by this
attractive line.

The Douglas Photograph Co. recently shipped
a full line of Perfection talking machine cabinets
for South America, all of them being intended for
one style of American machine.

Eugene Reed, of Reed & Reed, Boston, Mass.,
was in New York Thursday to see Manager Mac-
naib, general manager of the Universal Talking
Machine Manufacturing Co.
THE TALKING MACHINE WORLD.

JOBBERS MEET IN PHILADELPHIA.

Sixth Quarterly Meeting Well Attended—Many Matters of Importance Transacted—Local Dealers as Well as the Victor Talking Machine Co. Entertain Visitors in Handsome Fashion—The Proceedings in Detail.

Special to The Talking Machine World.

Philadelphia, Pa., April 11, 1907.

The sixth quarterly meeting of the Eastern Talking Machine Jobbers' Association—and the first to be held in Philadelphia—convened this afternoon at the committee rooms of the Bellevue-Stratford Hotel. There was a large attendance of members and a number of important trade matters came up for discussion and action. Among them were the following subjects: Opinions as to the number of records catalogs should contain and the proportion of different priced records; where listed; the question as to the number of new records advisable to be issued each month; the question as to how many records it is advisable to cut from the catalog each year and upon what basis; how often an exchange proposition is desirable and upon what basis. These subjects were discussed, it should be stated, by the jobbers, with the object of effecting amicable arrangements with the manufacturers to the end that both parties would be mutually benefited. Other subjects up for discussion were: The advisability of setting aside one day in the month as discount day, or no news as to the action taken at the business session, and was ably assisted as usual by Secretary Jacot. The business session was strictly executive, and the affairs of the association generally are in satisfactory shape.


Oliver Jones, as representative of the Victor Talking Machine Co., Camden, N. J., assisted the Philadelphia jobbers in looking after the comfort of the visitors and carrying out the program of entertainment.

The business session was strictly executive, only members being permitted to attend. Little or no news as to the action taken at the business session was given out, it being the impression that as the matters concerned the parties interested and not the trade generally, it was best to say nothing at present. From various sources it was gleaned that the jobbers decided the matters named as follows, although it should be understood this account is not official and may be subject to correction: On the exchange the number of records manufacturers' catalogs should contain opinions varied, although the general belief was expressed that manufacturers and jobbers would be benefited by having many less records issued, at least for a while. New records issued each month should be less hereafter than has been the rule, in order to "catch up," so to speak, with the amount of business already being called for. On the exchange of records question it was generally agreed that two or more exchanges per year would be desirable; but this question, as well as the others, depends upon an amicable arrangement with the manufacturers. The manufacturers are naturally desirous of learning what the jobbers, from experience, believe to be the best plan to pursue. For all hands interested, and at future conferences most likely a settled plan will be adopted and put into effect. It was deemed advisable to set aside one day in the month as discount day, when dealers settling accounts would be given the usual discount allowed in general commercial circles. Goods sold on the installment plan should be charged more for, to the end that cash customers would be benefited and cash purchases encouraged. What per cent. additional the "deferred payment" customers will pay is a "trade matter" for obvious reasons, but the percentage will be the same with all jobbers.

The committee which will have conferences with the manufacturers to determine the plan to be followed regarding the points, etc., named, consists, it is stated, of Messrs. Blackman, Marschalck and Taft. It is probable the next quarterly meeting—In July—and which is also the first annual meeting (at which officers will be elected for the ensuing year) will be held in New York City.

President W. D. Andrews occupied the chair at the business session and was ably assisted as usual by Secretary Jacot. The treasury is reported in good condition, and the affairs of the association generally are in satisfactory shape.

We are Jobbers

In Edison Phonographs
Victor Talking Machines
Records and Supplies.

Our big stock is complete
Covers everything. Machines, records, horns, cabinet repair parts and sundries.

Quick Shipment

I want what I want when I want it! Don't You?

If so, order from

MUSICAL ECHO COMPANY
1217 Chestnut St., Philadelphia Pa.
of the city, the itinerary including brief visits of the Down Town Club in the Bullitt Building. Forma luncheon was given at the cosy quarters extensive premises. Machine Co. for hospitality received. passed due resolutions of thanks to the City of Eastern jobbers keenly enjoyed themselves and evening one long to be remembered. general flow of wit and wisdom made Thursday the Red Room of the hotel, and this pleasant ner was served the jobbers and invited guests in they did. And it should be noted right here that the Eastern jobbers keenly enjoyed themselves and passed due resolutions of thanks to the City of Brootherly Love jobbers and the Victor Talking Machine Co. for hospitality received. Later—Friday's Program. Friday was devoted entirely to pleasure. The MYSTIC REFLECTOR

36 THE TALKING MACHINE WORLD.

MARKS A PROGRESSIVE STEP

In Amplifying Devices—The Rapke Collapsible Horn Wins High Praise from Experts.

After being critically tested a well-known ex- pert in the art of sound reproduction has freely and frankly expressed the opinion that the Rapke collapsible horn is a distinct improvement and marks a progressive step in amplifying de- vice. It is agreed that the less interference of vibrating sounds with the quality of the record tone is the sine qua non or indispensable condi- tion of a horn. In this respect the Rapke col- lapsible horn is held to be unique; the manner of its construction being such that foreign vibra- tions are eliminated, and the sound lassens forth in true, natural tones, from which nothing and rattle are conspicuous by their absence. The horn is made in segments, or rings, and as the sound enters at the small end and proceeds to- ward the bell or enlarged part, the foreign vibra- tions are not carried forward, but become a negligible factor, and the tendency to "blast" on the high notes is obviated.

As Victor H. Rapke, the inventor, himself says of it: "I have now overcome all obstacles and can reproduce the human voice correctly. My new horn carries the quality, gives the re- production perfectly clear and without any vibra- tory influence. The natural sound enters the narrow end, is conducted there through and emitted in magnifying voice, the large end un- changed in quality. The secret of the success of this horn lies in the fact that it is built upon scientifically correct acoustical principles."

The Rapke horn is impossible to get out of order. Any person can set it up, and it can be put together or taken apart in a minute. It can be packed in small compass, and sent through the mails. Locked or unlocked, the horn will sustain the weight of any man standing upon it, and it can be used on any known make of ma- chine.

The MYSTIC REFLECTOR

A POST CARD PROJECTOR

NEW YORK, March 30, 1907.

E. S. TITTEL, Pres.

NORTH AMERICAN EXPORT CO., INC.

33-35 Broadway, New York, March 30, 1907.

CHURCH SUPPLY CO., 10 Berkeley Street, City.

Gentlemen:—In answer to your valued communication of March 29th, relative to the merits of the Mystic Reflector, we can only say that when some of the machine was recently demonstrated we were greatly surprised at the results attained. It gives us pleasure to endorse same and from the opinion that we have had in the premises, we cannot but appreciate and agree that it is a machine that will meet with great sale, and we are in hopes to place further orders with you in the near future. Writing you everysuccess, we beg to remain.

Yours very truly,

W. IRVING DAVIS, 32 Waverly Place.

This wonderful machine projects upon a sheet SOUVENIR POST CARDS, PHOTOGRAPHS, MAGAZINE PICTURES, Etc., Etc., in Original Colors. No glass slides required. Can be used for ILLUSTRATING SONGS in connection with a PHONOGRAPH. A QUICK-SELLING SIDE LINE for the TALKING MACHINE TRADE. Dealers must order through their jobber.

LIBERAL DISCOUNT
MAKE INDESTRUCTIBLE RECORDS.

The Indestructible Phonographic Record Co. Equip Laboratory in Brooklyn and Manufacturing Plant in Albany, N. Y.—Will be Ready for Market in August.

The Indestructible Phonographic Record Co., which, as reported in The World some time ago, have been incorporated in the State of Maine, with a capital of $1,000,000, expect to have their first catalog and sample card on the market early in August. They have secured a spacious factory at Albany, N. Y., which is splendidly equipped, with a capacity for turning out more than three million records a year. Their laboratory, which is in charge of a staff of competent men, is located at 352 Livingston street, Brooklyn, N. Y. Here all the "Master" records will be made and tested. They will make only cylinder records which will be sold at standard prices.

Professor Starr, who returned some time ago from the African jungles, where he secured a number of valuable records of the various races which will be sold at standard prices. Here all the "Master" records will be made and tested. They will make only cylinder records which will be sold at standard prices.

LEASE NEW QUARTERS.

The St. Louis Talking Machine Co., St. Louis, Mo., recently closed a lease for the ninth floor of the new Mills building at Seventh and Catherine streets, one of the most modern loft buildings in the city.

NYOIL FOR PHONOGRAPHCS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chromometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

Mr. Dealer!

To laugh and grow fat, "is an old saying" but to laugh and grow prosperous is a version made possible only by the possessor of a Victory Cash Register.

Our own success and those of our representatives is our best argument. Not being able to cope with the ever-increasing demand on our product, we keep pace with orders received, we have secured the greatly enlarged and handsome quarters of 411 Broadway where with a fourfold enlarged stock, we shall be able to fill orders promptly.

Bookeet as application. Few more representatives wanted.

VICTORY, $65.00 VICTORY, Jr., $40.00
H. C. MEHLEN 'Phone 3455 Columbus New York

McGREAL BROS. OPEN IN CINCINNATI.

Secure Central Quarters for Their Wholesale and Retail Business in That City.

(Special to The Talking Machine World.)
Cincinnati, O., April 10, 1907.

L. E. McGreal, of McGreal Bros, Edison jobbers and Victor distributors, Milwaukee, Wis., spent several days here recently arranging for the opening of Cincinnati wholesale and retail offices. McGreal lease of store new occupied by Florshiem & Co, 29 East Fifth street, for retail business, and large left, Sixth and Main streets, for wholesale department. McGreal Bros will carry a big line of Edison and Victor goods, and, it is presumed, try to equal, if not exceed, their great success as talking machine merchants in Milwaukee, where they now are located and have been among the largest wholesale and retail concerns in the West. It is understood that they will job the Edison goods only here, but carry both Edison and Victor goods complete at their retail place. They will open on or about May 15.

"THE MYSTIC MIRROR"

Certain to be a Big Winner as Side Line With Talking Machine Dealers.

There is a new novelty on the market which will prove a great seller in the talking machine trade. It is called the "Mystic Mirror," and is an illustrated post card projector which throws any picture, or, in fact, any article on a sheet in all of its original colors. When one stops to consider the countless thousands who have the post card craze, all of whom will be interested in this wonderful little machine, it is not hard to see that its possibilities are enormous. The Church Supply Co., who control the "Mystic Mirror," are offering them to this trade in the right way—namely, selling only through legitimate jobbers and giving both jobber and dealer a good margin of profit. For further particulars, see their advertisement which appears in this issue.

SOME BRIGHT THINGS IN "CHAT."

That always interesting little volume, "Chat," published by the Tea Tray Co., of Newark, N. J., is full of bright sentiments for April. We quote just a few to show the spirit of the text, and to what the reader's appetite:

"There's something wrong with the man who slips down twice on the same banana peel."

"It's a sad mistake to puzzle the public like a cross cousin. The customer is examining Into things on his own hook while you're sitting inside a glass case at a desk."

"Don't expect any man to have faith in your judgment if you call him a fool."

"Don't make the mistake of grumbling about your customers. Make a note of who you're buying from."

"There's a good market for every good thing—but you must have the good thing. We make a number of 'good things' every day, but one of them is a big selling success."

"It may look black on your side of the fence, but the sun may be shining on the other side may see a white fence. It all depends on the side you're on. Get on the white side. Good business men see good and then let the people know you've got 'em. You'll be gratified at the results."

If all prayers were answered there would be no room in the streets for the automobiles and the wheel-barrow factories would have to close up.

BURKE TALKING MACHINE CO. AFFAIRS.

Leo Greenberger, assignee of the Burke Talking Machine & Novelty Co. (bankrupt), advise us that by virtue of assignments, dated, respectively, March 11, 1907, and April 6, 1907, all the outstanding accounts of the Burke Talking Machine & Novelty Co. have been assigned to the Mechanic Bank, of Brooklyn, the name to collect all the accounts due and apply it, after reimbursing itself for all the outlays made, toward the payment of their claim, as well as all other creditors. This terminates the assigneeship.

THE NEEDLE QUESTION DISCUSSED.

Some very interesting facts are to be found in the advertisement of the Petmecky Co., which appears elsewhere in this issue of The World. Some misleading ideas about the functions of the needle which they manufacture are set before the public in a correct and important light. This needle question is an all-important one, and no dealer can afford to overlook it, because a good needle is as valuable as a good record. In this connection the special merits of the Petmecky needle must enter into consideration.

The True Sound box, manufactured by the American Talking Machine Co., Brooklyn, N. Y., for all types of horns and tone arms, in spoken of as giving the most perfect reproductions. This box is the result of long and careful experiments, and is the invention of one of the best-known experts in the country in this line of development, and the Petmecky Needle shall be able to fill orders promptly.

NEW IMPERIAL PHOTOGRAPHS OF THE TALKING MACHINE ARTISTS

Wide-awake dealers are now supplying the demand for these photographs. They are attractively finished, each bearing the facsimile signature of the artist. The demand for these is very large among the users of the talking machine. It remains for you or your competitor to supply this. All orders must be placed through your regular Jobber.

THE CHANNELL STUDIO FOR PHOTOGRAPHY
383-385 Main Street ORANGE, N. J.
TIMELY TALKS ON TIMELY TOPICS.

The complaint that inferior parts are being used and substituted for the original articles, when machines are under repair, is not only a serious charge but has a foundation in fact. In this indictment is included the practices of jobbers whose methods are far from honorable. For example, no matter whose make of machine may suffer in consequence, the ultimate result is bound to injure the guilty parties also. If a machine fails to give satisfaction after being overhauled simply because some conscienceless concern, instead of using genuine goods, employs “something just as good,” when, in fact, the substituted parts are known to be inferior, the owner soon despair of ever again enjoying records as they should be rendered, and finally throws it aside more in sorrow than in anger.

At the same time a customer may be irretrievably lost, and one less source of business cut off.

Perhaps the short-sighted dealer may be act- ing in good faith in buying springs, belts, handles, sapphires, needles, balls, feed nuts, etc., from jobbers or concerns who have imposed upon him. As a fact also a great many—too many, unfortunately—dealers regard price as the controlling consideration in buying goods, and when spurious articles are put in place of the goods that were sellers, and not load him with the embarrassment and annoyance of being “all bailed up” during the exchange period will be entirely eliminated.

Among the inventions in course of development for commercial or practical purposes is that of the Telegraphone. From time to time reports of progress have been made, and its evolution from a scientific wonder to a place where its marvelous properties can be converted to the everyday uses of the work-a-day world is being closely watched. The latest advice regarding the Telegraphone is that the new model disc machine will be on the market inside of ninety days, and then startling progress will be shown in the mystic art of sound reproduction. The discs first used will be twelve inch, duplex or a continuous record, if need be, on both sides, but it is not necessary to stop the machine to turn the disc, the reverse record being operated by simply pressing a button when the obverse or face has finished. Larger records—15, 20 and 30 inch—may follow, the enthusiastic advocates of the Telegraphone say, and as for duplicating, it is claimed, by a magnetised strip of metal as a connecting link, 10,000 records may be made at once.

If these dazzling promises are actually realized in practice the acme of perfection would seem to have been reached.

In a recent informal chat with The World, B. G. Royal, president of the Universal Talking Machine Manufacturing Co., who has had years of experience here and in Europe, said that the small dealer was the actual distributor or backbone of the trade. Therefore manufacturers should aim to put out only the best possible records, goods that were sellers, and not load him with dead stock. To attain this object the best talent, the most improved processes and the highest art should be exercised in maintaining the best standard of excellence reachable. Mr. Royal was also of the belief that twenty-five records monthly were enough, and more than sufficient to meet every demand for variety and quantity. In comparing the trade abroad with the United States, he claims that the American manufacturer is behind by at least two years, and in some instances four years, to the British.

To illustrate the compactness of the horn when collapsed or nested, 100 can be shipped in same size box used for sending an ordinary single horn.

BEST SELLERS OF THE YEAR! ALWAYS IN FRONT!

RAPKE’S COLLAPSIBLE HORN IMPROVED CRANE

We do not sell to dealers direct. Orders processed through jobbers. Orders filled strictly in rotation. Ask your jobber about Rapke Specialties. They will increase your business.
American conditions, he was inclined to favor an opinion of the former's greater advancement for more reasons than one. As the gentleman is regarded in the inner circles as one of the best equipped men in the business, on broad grounds, he is likely to be heard from in no uncertain way.

The sale of the commercial or business talking—rather, writing—machine is increasing at a rate simply astonishing. Both the Edison business phonograph and the Columbia commercial graphophone are making great strides in the esteem of the mercantile world, and the very energy, versatility and resourcefulness displayed by the management of this special department in the respective companies is of a high order of merit. It is believed this branch of the business is destined to assume great proportions, and the machines come into general use the world over. As with the entertainment sound-reproducing devices, foreign countries are again indebted to American inventive genius for this system.

On account of its high notes, all Edison horns are said to be tested by record No. 5000, "Love and the Bird." If a horn does not "blast" under these severe orders it will pass muster.

A sapphire reproducing point is used on the Pathe Phonos disc records, and instead of using the lateral or zig-zag sound line, the vertical or undulating wave is employed. The results attained are a revelation, according to experienced talking machine men who have had the privilege of hearing these records.

An organization has been formed in Germany under the appallingly high name of "Bund der Sprachmaschinenhändler Deutschland," or, as interpreted, Talking Machine Dealers Association of Germany. Its success is assured, as it is organized for mutual benefit and protection.

Now, a business which does not show a profit is not worth securing. No business man should fool himself with the belief that it pays to replace one dollar with another. It does not, for he is wasting his time and his energy, and with the talking machine industry in a healthy buoyant state there is no reason why every line of goods should not be sold at profitable rates. The additional cost would not be thought of by the retail purchaser as being any impediment to the sale.

Talking machines and accessories are not like staples bought by the same parties daily and therefore should return a fair percentage of profit.

**BOSTONIANS IN GOOD HUMOR.**

The Talking Machine Fraternity in the City of Culture Have No Complaints to Make—They Are All Doing Well With an Increasing Demand for the Better Grade of Goods.

(Boston Talking Machine World.) Boston, Mass., April 9, 1907.

The advent of spring finds the dealers in talking machines feeling in very good humor. Trade is much better than it has been for some time. A fine demand for the better grade of goods is noted here, especially on the higher priced Victors. The Eastern Talking Machine Co. are making a strong headway with the 1, 2, 3 lesson idea, and already one or two of the Boston public schools are using the series for the teaching of German. The wholesale department here, under the management of Mr. Chamberlin, has been rushed with orders for several months.

At the Columbia Phonograph Co. the recently enlarged record rooms have been taxed to their utmost this spring. A fine demand for the better grade of goods is noted here, especially on the Columbia phonographs. The window display is relieved a great deal.

The Talking Machine Manufacturers, in regulating their contracts with their agents, have inaugurated a plan which could be followed with pleasure and profit by the members of the auxiliary trade, who supply various talking machine accessories.

**WHY CUT PRICES?**

The Attitude Assumed by Some Talking Machine People Contrary to Good Business Rules—Prices Should be Maintained and Fair Profits Returned.

The talking machine manufacturers, in regulating their contracts with their agents, have inaugurated a plan which could be followed with pleasure and profit by the members of the auxiliary trade, who supply various talking machine accessories.

The system under which talking machines are sold prevents the cutting and slashing of prices, thus securing to a dealer a fair margin of profit and saving the reputation of the instrument which he handles from slaughter. Why should not this same plan apply equally as well to talking machine accessories? Every business should pay a legitimate profit, and from some of the prices which we have learned have been quoted recently by some of the talking machine supply manufacturers, we are convinced that the profit is something which they have cut out entirely from their business. In fact, there are some horns sold at prices which afford no profits to the makers.

You Want What You Want When You Want It

That is just what we are prepared to furnish—Try us.

**THE PARDEE-ELLENBERGER COMPANY**

NEW HAVEN, CONN.

**Syracuse Wire Works**

East Water Street SYRACUSE, N. Y.

**Racks for Homes and Cafes**

ARE YOU SELLING YOUR SHARE OF THIS TRADE?

There's a demand for Racks in homes where many records are kept; the proper storing of records after the number reaches fifty becomes a problem which is quickly solved by

**SYRACUSE WIRE RECORD RACKS**

Mr. Jobber and Mr. Dealer are you getting all the business you should along these lines? If you sell these Wire Record Racks you provide room which will speedily be filled with records—to your advantage.

You need our No. 123 Rack for this trade. Read descriptions of 100 and 200 Space Racks, Catalog page 2. If you have no Catalog, write for one to-day. Liberal discount to jobbers.

**Want It When You Want It**
is changed here several times a week, which adds to the attractiveness of the store.

Business at the Boston Cycle & Supply Co. is reported as "better than ever, and growing bet-
ter every day." Manager Andrews is pushing the sales of his new tray system which has "caught on" in the trade immensely. This company does a wholesale business that is enorm-
ous, and it covers every branch of the talking machine business. The new style carrying case which is made by this company is one of the best things ever invented for the comfort and convenience of users of the talking machine. The new rooms given over to the talking ma-
chine department at Houghton & Dor^ton's de-
partment store are proving their worth every day. Business here is reported remarkably good and rapidly increasing.

THE OUTLOOK IN CUBA

For Talking Machines and Supplies Has Steadily Improved—An Interesting Chat on This Subject With J. H. Dorian Who Has Just Returned from a Trip to That Island— Columbia Branch Opened in Havana.

John H. Dorian, manager of the department of New York of the Columbia Phonograph Co., arrived home in this city last Saturday after a very pleasant trip to Cuba. While rest and pleas-
ure were the chief objects in view, at the same time he could not resist the temptation to make a study of the conditions of that island with a view to future business. In regard to them, he said to The World: "With the improved condi-
tions in Cuba, the scope for the talking machine has developed in a simply wonderful manner, and the cultivation of the field has not as yet commenced. While on the Island I was one of a party that took a ride inland of 250 miles on an automobile, and everywhere we found talking machines or traces of them. They have become extremely popular with the native population, and to meet the demand for records in their na-
tive tongue, we will have a large list made spe-
cially for the Spanish-American trade, and to that end have arranged for some of the best Spanish singers to come to this country and make records at the Columbia laboratory. While in Havana we established a Columbia store and headquarters in that city, and have secured a manager that is thoroughly wideawake, and who will make the same "Columbia" known through-
out the island. The Columbia graphophones at the present time have a large following among the Cubans, and they are daily growing more partial to the disc machines, although the de-
mand for the cylinder variety is excellent. Civic conditions on the island have tended to bring business down to a much better basis, and under the present rule there is no reason why it should not become one of the most prosperous of the Spanish-American countries."

PITTSBURG'S RECORD BREAKING FLOOD.

(Special to The Talking Machine World.)

Pittsburg, Pa., April 3, 1907.

The scene herewith shows Penn avenue, from Seventh street to Water street, covered with six feet of water at the deepest part. In the square in the foreground are the stores of the Columbia Phonograph Co., and the Penn avenue store of Messrs. Powers & Henry. These stores were in the very heart of the flood. The boat to the left of the picture made a voyage on the first floor of the Columbia store. On this floor there was nearly four feet of water. The enterprising as-

Manager Andrews, A. W. Ross, had painted and displayed a neat sign which read: "Flood your homes with good music." "Flood sales" have been conducted by all of the talking machine stores whose stocks were damaged by the unprecedented high waters.

MACHINES & SUPPLIES

"Flood your homes with good music." "Flood sales" have been conducted by all of the talking machine stores whose stocks were damaged by the unprecedented high waters.

WE'VE MOVED

Outgrowth of the former premises compelled us to seek more spacious quarters.

Our rapidly growing business demanded space; now we're prepared to handle any amount of business with disregard to size. This change is simply the result of strenuous efforts in the direction of turning out goods that appealed to the trade.

Proper dealing—with proper goods at proper prices and deliveries at the proper time are the four essentials with which we built up a magnificent enterprise.

Our remarkable wood color horns, together with the famous morning glory and decorated horns are the products which won for us the distinction we're so justly proud of, and every possible means will be employed to fur-

Here are the new leaders—More than 50 x 55 are our present leaders. They've proved very popular and we sold many—many more to be had. Get interested.

WRITE US—PHONE US—OR CALL ON US. However, let us know your wants.

THE TALKING MACHINE WORLD.

EFFECTIVE ADVERTISING.

It is very difficult to introduce a good article to-day without distributing samples. The public seem to class all articles alike until they can put the goods to the test. It is very easy to sell goods of known value, and the distributing of free sam-

Pittsburg's Record Breaking Flood.

Pittsburg, Pa., April 3, 1907.
VALUE OF WINDOW DRESSING.

One of the Most Important Departments of Publicity With the Pushing Talking Machine Man is the Well Dressed Window.

Window dressing has come to be regarded as one of the essential features of store advertising, and at the present time the man who can arrange an attractive display is an almost indispensable factor in any place of business. It is only recently that the talking machine trade have recognized the fact that their store windows can be so arranged that they prove a magnet to every passerby. A jumble of machines, boxes and records cannot be said to constitute a display; in fact, many of the windows seen would be greatly improved by being vacant.

Across the door and window card of the store an attractive cabinet is an almost indispensable factor in any place of business. One of the essential features of store advertising, however, is a perfect display, which is the privilege of seeing their latest production, or to the repertoire of the firm making them. It was the tone of richness, but attracted the attention of thousands. Another window on a side street was a mass of small machines, without a single feature to attract the eye, and it was passed by without a glance from the pedestrians that thronged the thoroughfare. The proprietor of the store told The World that he did not have the time to fix his windows, and furthermore that he did not believe that it made any difference, anyway. But one thing was certain, he had few callers compared to his competitors who were progressive.

THE ILLUSTRAPHONE

A Combination Talking and Picture Machine Which Is Destined to Become a Big Winner.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1907.

When the Talking Machine World representative called at the factory of the Hawthorne & Sheble Manufacturing Co. the other day he had the privilege of seeing their latest production, which is called the Illustrophone. As its name implies, it is a combination talking and picture, coin slot machine. The pictures are simply wonderful and the way they come into view and harmonize with the sentiment of the song shows great care and artistic taste in getting them up. The cabinet is solid mahogany with beveled glass mirrors in the front and is mounted on nickel-plated legs. All details conceivable to make a perfect machine are covered. As soon as a person drops a coin in the slot, there is a little Pilot lamp lights up to indicate the machine is running O. K. The hearing tubes are super- seeded by their new Auditrumpets. The first machines placed in public locations average over $10 per week. The illustration of the machine is presented herewith.

THE TALKING MACHINE WORLD.

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes. To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder. These binders are full cloth, with the title of the publication on the front in gold. These will be supplied to subscribers, delivered to any part of the country for $1.25.

BUSINESS DEPARTMENT

The Talking Machine World

1 Madison Avenue

NEW YORK
KEEP YOUR CUSTOMERS PLEASED

It is the Secret of Commercial Success
It Makes Good Business

THEY COME BACK.

60% of all persons who own PHONOGRAPHS, hardly use them at all. Their enthusiasm soon dies after they have bought a machine. Why? Because their RECORDS soon become scratchy and unmusical. Most people are not wealthy enough to keep constantly buying new records, and so they shove their PHONOGRAPHS aside. This is the worst thing that can occur, for the DEALER. It means the shutting off the purchase of many thousands records annually. The common cry is heard everywhere “I’ve got a PHONOGRAPH, but I never use it.” This is caused simply by worn records and it is the purpose of RECORDOL to prevent this. By its use CYLINDER RECORDS are kept in perfect playing condition, which of course makes the owner use them, and that’s WHAT YOU WANT. It keeps his interest up. He keeps using his PHONOGRAPH. He doesn’t lay it aside and forget its existence. RESULT, he is anxious to hear new and more good music, and where under regular circumstances he may spontaneously buy 25 or 30 records a year, he will, when his interest is always up, steadily keep adding, which will average 100% more for the dealer in the long run.

RECORDOL, is a DRY POWDER. It comes put up in fine boxes which RETAIL for $1.00 each. We want you to try it, and be satisfied before you put it in stock. If you will fill out the attached coupon, inclose it with a 2-cent stamp and one of your cards, to show you are a dealer, we will mail you prepaid a sample of “RECORDOL.” Write to-day. WE WANT AGENTS EVERYWHERE.

RECORDOL COMPANY
108-110 East 125th Street
NEW YORK CITY
THE STANDARD TALKING MACHINE CO.


(Special to The Talking Machine World.)

Scranton, Pa., April 6, 1907.

The Standard Talking Machine Co., who recently took over the business and secured the good will of the Theodore F. Bentel Co., incorporated, are now in a position to take care of the trade in the same prompt and satisfactory manner that was the policy of the Bentel concern.

The Standard Talking Machine Co., incorporated the past two years were handled by manufacturer or sold by the company, is a violation of such conditions and which directly or indirectly involves the company; the sale of goods manufactured and sold by this company, is considered a part payment, and which article sold in exchange in whole or part payment for paper or magazine advertising schemes, as follows:

To all jobbers and dealers regarding the exchange or sale of goods manufactured and sold by this company, is warned that after this date, all goods manufactured or sold by this company, is a violation of such conditions and which directly or indirectly involves the company; the sale of goods manufactured and sold by this company, is considered a part payment, and which article

Theodore F. Bente

n that city, owned one of the first Edison phonographs and was one of the first to sell them successfully. He is suspended from the advantages and privileges of any jobber that was the policy of the Bentel concern.

The personnel of the Standard Talking Machine Co. is as follows: George E. Grotengood, president; M. S. Rocce, vice-president; J. C. Roush, treasurer and manager, and D. O. Jones, secretary. The company, which was incorporated under the laws of Pennsylvania, has a capital of $25,000.

INVITES EDISON TO GERMANY.

Representative of Exhibition of Inventions Comes to America.

A cable to The New York Times from Berlin says: "A notable exhibition will be opened here in June under the patronage of the Emperor and the auspices of the Technical Society. It will consist of the newest inventions, and among the exhibits will be Lilienthal's airship, the latest inventions in wireless telephony, and Kern's photo-telegam. A representative of the management is now in the United States for the purpose of trying to induce Thomas A. Edison to come here for the opening of the exhibition."

SELLING OF SCHEME GOODS.

National Phonograph Co. Issue Warning to the Trade on This Subject.

The National Phonograph Co. have notified their jobbers and dealers regarding the exchange of premium goods of whatever origin for Edison machines and records in connection with newspaper or magazine advertising schemes, as follows:

"All schemes involving the giving away or the disposal at less than correct prices of any article whatever, or, for which advertising is considered a part payment, and which article is taken in exchange in whole or part payment for goods manufactured or sold by this company, is a violation of the conditions of sale governing the sale of goods manufactured and sold by this company, and any advertising or premium schemes which directly or indirectly involves the exchange or sale of goods manufactured and sold by this company, is a violation of such conditions of sale. All jobbers and dealers are hereby warned that after this date, all goods manufactured and sold by this company, must not in any way be coupled with advertising or premium schemes, or exchanged for goods of other make or nature involved in such schemes. Jobbers or dealers who hereafter dispose of goods of our manufacture in this way, will be immediately suspended from the advantages and privileges of our jobbers' and dealers' agreements."

Policeman Charles A. Jones, of Portland, Me., one of the oldest officers in point of service in that city, owned one of the first Edison phonographs in that city and at one time owned one thousand records, although he has since disposed of many of them.

Emend F. Sause has been appointed assistant manager of the export department of the Columbia Phonograph Co., in recognition of his efficient services while connected with the company in other capacities.

MME. NELLIE MELBA.


Some important additions to the beautiful records made by Mme. Melba for the Victor Talking Machine Co. will doubtless soon make their appearance owing to the fact that the great prima donna was prevailed upon to postpone her departure for Europe and spend a week making records exclusively for this company. This made the third time Mme. Melba delayed her sailing for home. Of course, the offer was extremely tempting to persuade one of the world's greatest opera stars to extend her season, but—well, this is America.

Mme. Melba was booked to sail on the "Kron Prinz Wilhelm" on March 26, immediately after the ending of her season at the Manhattan Opera House, but the Victor contract caused her to wait until April 2, spending the entire week in making a series of records. In consideration of the immense advance payment and a liberal royalty on every one of her records sold, Mme. Melba binds herself not to sing for the purpose of making records of her voice for any person or party other than the Victor Co. and an associated corporation.

No record is to be placed on the market without her approval, and orchestral or piano accompaniment as desired by the prima donna, and all other facilities are to be placed at her disposal by the Victor Talking Machine Co.

In connection with the making of her records, Mme. Melba paid a handsome compliment to Walter B. Rogers, conductor of the Victor Orchestra. She had originally intended to bring her own personal orchestra leader over from Europe, had, in fact, cabled for him, but on watching the grave manner in which Mr. Rogers handled the baton, cancelled her orders to her own conductor and placed herself under his direction entirely while making the records.

DUPLEX PHONOGRAPH CO.'S PLANT CLOSED.

The plant of the Duplex Phonograph Co., Kala maoo, Mich., was closed on April 2, and all employees laid off in obedience to the injunction issued in favor of the Victor Co. by the Federal Court forbidding the former concern to manufacture machines pending the decision of the court in the suit of the Victor Co. for alleged infringement of patent.

Colonel F. D. Elmer, manager of the Duplex Phonograph Co., informed the employees that while the shutdown would be of indefinite duration, the suit in favor of the Duplex Company operations would be resumed upon a much larger scale than heretofore.

In the Words of Others

"Sell I.C.S. Language Outfits"

To the dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co.

Gentlemen:

This record for the ending of her season at the Manhattan Opera House, but the Victor contract caused her to wait until April 2, spending the entire week in making a series of records. In consideration of the immense advance payment and a liberal royalty on every one of her records sold, Mme. Melba binds herself not to sing for the purpose of making records of her voice for any person or party other than the Victor Co. and an associated corporation.

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The plant of the Duplex Phonograph Co., Kalamazoo, Mich., was closed on April 2, and all employees laid off in obedience to the injunction issued in favor of the Victor Co. by the Federal Court forbidding the former concern to manufacture machines pending the decision of the court in the suit of the Victor Co. for alleged infringement of patent.

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Cressy & Allen, the talking machine dealers of Portland, Me., recently received a ton of Victor records in one shipment. Looks like business.

In the Words of Others

"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I.C.S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co.

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Cressy & Allen, the talking machine dealers of Portland, Me., recently received a ton of Victor records in one shipment. Looks like business.
The Western trade is in a decidedly healthy condition, thank you. Jobbers, as a rule, state that business during the first quarter of 1907 has shown a most gratifying increase over the same period of 1906. Collections are good and the trade generally is in a very contented frame of mind. Local retail trade is of very fair proportions.

That new building of Babson Bros., on the West side, is under roof. It has been put up in a remarkably short space of time, but nothing has been slighted. It is a splendid building in every way, and constructed to stay. That such a building should be erected for a concern in this business for distributive purposes alone is a magnificent sentiment. It is a mighty Nimrod and expert disciple of Isaak Walton. New building of Babson Bros., on the West side, is under roof. It has been put up in a remarkably short space of time, but nothing has been slighted. It is a splendid building in every way, and constructed to stay. That such a building should be erected for a concern in this business for distributive purposes alone is a magnificent sentiment. It is a mighty Nimrod and expert disciple of Isaak Walton.

The Talking Machine Co. are making another developing along. "Away ahead of last year," was his brief but comprehensive report. In the retail department Manager John Otto has secured a valued head assistant in Lewis Kean Cameron, one of the best-known salesmen in the city, for some years with Lyon & Healy, and later with the Cable Company. An aggressive and systematic advertising campaign has been started by the retail department.

The Cable Company are down to a retail basis now, but superficial indications would go to indicate that their department will speedily become one of the most important in the city. At the head, under Manager Joseph T. Leimert, who has general supervision of all the local retail interests of the Cable Company, is a most capable man, C. M. Le Roux, who has around him a competent force of assistants. They are going to cater to the very best trade handling the Victor line, and as soon as they are out the Columbia Marconi records. The department is going after things in the way that wins, and will have the distinction of being the only large retail concern in town outside of the Columbia Co.'s office devoting itself entirely to the disc product. Manager Le Roux says they are going after the fated Seal and Victor Victrola trade, and go after it hard. The Talking Machine Co. are making another milestone in its progress by removing to larger and more centrally located quarters so far as the talking machine trade is concerned. The new quarters occupy an entire floor of the big building at 72-74 Wabash avenue. They will have more room than formerly, and will have the additional advantage of having everything on the one floor—a big advantage in the case of an immense jobbing business of this kind.

Manager Arthur D. Geissler deserves the congratulations of the trade for the remarkable progress made by the company since his incumbency of the managerial chair.

The Western Talking Machine & Supply Co. are certainly a concern which must be reckoned with in a large way in the future. Messrs. Dillbahner and Feinberg are two young men, hustlers both of them, who are the kind of men who do things. As previously announced in these columns they are prepared to make shipments of horns, O. K. cranes and "Standard" needles, f. o. b. Chicago at factory prices, and are now in a position to ship goods from Chicago the day ordered, a big advantage to the Western jobbing trade. While Mr. Feinberg was away Mr. Dillbahner found things swinging in a manner which gave him something suspiciously like a case of nervous prostration, and he is now in his native State, Michigan, exercising his prowess as a mighty Nimrod and expert disciple of Isaac Walton.

The Salter Manufacturing Co.'s big factory on the West Side is busy taking care of the steadily growing demand for Salter cabinets. Some of the recent 12-inch dollar record issues of the Columbia records are of the character calculated to increase and strengthen the Columbia prestige. Among them may be mentioned notably "I'll Sing the Songs of Araby," by Henry Burr; "Calm Breathes the Night," from one of the Victor and Edison factories. He reports business as excellent.

Mr. Blumberg, Western manager for the Regina Co., says that his only trouble is to get goods enough to supply the demand. His business so far this year has been nearly double what it was in the same period of 1906.

At the Rudolph Wurlitzer Co., Manager Uhl was highly elated over the way business is swinging along. "Away ahead of last year," was his brief but comprehensive report. In the retail department Manager John Otto has secured a valued head assistant in Lewis Kean Cameron, one of the best-known salesmen in the city, for some years with Lyon & Healy, and later with the Cable Company. An aggressive and systematic advertising campaign has been started by the retail department.

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the Verdi operas, sung in magnificent fashion by the robust Italian tenor, Romeo Berti; "In a Chimney Corner," by Collins and Harlin, a couple of stirring military patrols and a delightfully sung duet, the famous serenade by Schubert.

Exhibit in charge of Nelson C. Durand, general manager of the company's business phonograph department, assisted by C. L. Hibbard, manager of the Western commercial department; E. C. Barnes, local representative; J. O. Hanna and others. Miss Rose Fritz, who carried off the

Decidedly interesting exhibits of commercial dictation machines were made at the National Business Show held recently at the Coliseum. The National Phonograph Co. had a fine large typewriting exhibit at the New York show, demonstrated for the National. An interesting feature of the exhibit and carefully protected in a glass case is the first crude model brought out.

EXHIBIT OF COMMERCIAL ORAFOPHONES MADE BY COLUMBIA CO. AT BUSINESS SHOW.

THE TALKING MACHINE CO.
Exclusive Wholesalers

HAVE MOVED TO NEW AND LARGER QUARTERS

72-74 Wabash Avenue - CHICAGO, ILL.

THE CRESSENT TONE REGULATOR

List $1.00

The Most Successful Tone Regulator ever placed on the market. We have taken the factory output.

No Need to Place Large Initial Order. Order a Sample.

We will send you free samples of Exhibition Needles and the famous Petmecky Needles.

Our Line of Cabinets are the greatest values in the country to-day.

Our Expert Repair Department is amply equipped to handle both dealers' and jobbers' work in the most up-to-date and prompt manner.

REMEMBER WE WHOLESALE EXCLUSIVELY
by Mr. Edison. Numerous samples of the company's latest improved direct current and alternating current machines were also exhibited. In connection with this exhibit was that of the Bates Manufacturing Co., another Edison institution, showing the Bates numbering machine. It was in charge of Frederick A. Burnham, of New York, manager of sales.

The Columbia Phonograph Co. had a fine exhibit to the right of the entrance as you pass into the building. They displayed the new model 1897 commercial dictation graphophone, of which the recording device is an especial feature. The type C. A. alternating current machine attracted much attention as it is available by concern in comparatively small places, who have heretofore been compelled to use the spring motor graphophone. W. W. Parsons, who is the manager of the commercial dictation department of the Chicago office, was in charge, assisted by Paul M. Wood, C. A. Burgsten and Miss M. Rockenbach and C. P. McDonald, a champion typewritist, as demonstrators. The exhibit proved to be a very big success, and Mr. Parsons has already had the pleasure of demonstrating to representatives of big local companies who have not yet come into the fold, but who give strong indications of warming up.

A set of the Besou records has been received by E. C. Plume, wholesale manager for the Columbia Co., in this neck of the woods. He treated your representative to a recital. The records are superb.

J. A. Warren, formerly head of the collection department at the Chicago office of the Columbia Phonograph Co., has gone to Peoria to take charge of the Columbia office at that point. He is a young man who, while with the Columbia Co. only a few months, has had several important promotions. The Columbia Co. are quick to appreciate ability on the part of their employees. Mr. Warren is just the kind of a man to make a superexcellent branch office manager. Watch him climb.

C. W. Noyes, secretary of the Hawthorne & Sheble Manufacturing Co., is now on his way back from the Coast. He has with him an imposing outfit, consisting of three of the company's excellent new talking machines, together with samples of the new Star records. He is meeting with splendid success, and if reports are true, has taken enough orders to keep the factories running for quite some time.

The demand for Victor Victrolas continues unabated. It is still purely a question of supply. Some of the best song stores in the outlying districts, not all by any manner of means, are doing some wonderfully effective window trimming. Topical windows and windows illustrative of specific conceptions are occasionally seen which do distinct credit to the creators thereof.

Shibbon Bros., it is reported, have some surprises to spring on the trade in the very near future.

E. C. Plume, Western wholesale manager of the Columbia Co., is on a trip to the Twin Cities. Another case of the talking machine occupying an important place in a funeral service comes from Muskegon, Mich. At a funeral in Pentwater, a nearby town, after the last rites had been conducted by the preacher, a talking machine was placed on the casket and the mourners heard the voice of the dead man singing his favorite hymn.

Looks like a busy spring and summer in all sections of the West.

Western Jobbers!

MORNING GLORY HORNS
Plain and Decorated
O. K. Cranes, Standard Needles, etc.

Shipped f. o. b. Chicago at factory prices, and shipped from Chicago the day order received.

Western Talking Machine and Supply Co.
DILLBAHNER & FEINBERG, Props.
6 E. Madison Street
CHICAGO

OLD STYLE SOFT RUBBER CONNECTION

TIZ NOT IT

PAT. PENDING

TIZ IT

THE NEW ALL METAL

HORN CONNECTION
KREILING & COMPANY
INVENTORS AND MANUFACTURERS OF ALL METAL HORNS

RECORD DISC and CYLINDER
Complete Line
Attractive Designs
Write for Catalog "by return mail"
O. D. WEAVER & CO.
Cor. Adams and Wabash Aves.
CHICAGO

SEND FOR DESCRIPTIVE CIRCULATIONS AND DISCOUNTS TO THE TRADE

IT'S ALL IN THE BALL

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulations and Discounts to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day
Brunnhilde could never have made her voice carry to the gods if she had not used the Twentieth Century. The small, still voice which Elijah heard in the mountain cave was undoubtedly from a type AU. He also has it on direct authority that the factories are now working on an order for a special machine for Gabriel, to be used in delivering the final trumpet toots.

Well, to go back. After the very bountiful repast had been discussed to the accompaniment of a magnificent type BD on one of the tables, Eckland started the flow of soul going by introducing W. C. Pulri, district manager, who acquitted himself nobly.

Right here I would like to say that it is impossible to follow the law of proportions in referring to these speakers, as many of them, while very interesting and greeted with the greatest enthusiasm by the guests, yet treated the private business affairs of the company, and therefore only passing mention can in justice be made of them. Mr. Pulri devoted himself largely to explaining the congestion in the company's factory and the reason why there has been delays in getting deliveries on certain types of machines. He said, however, that the company was getting in shape to fill all demands promptly, and went considerably into details. He thanked the men for the hearty co-operation and encouraged them heartily in their labor. A telegram of regret at not being present was received from A. D. Herriman, manager of the Davenport branch.

C. F. Baer, manager of the Chicago office, made a fine little talk, having to do mostly with the company's business. He was applauded to the echo.

E. C. Plume, western wholesale manager, made a talk which, unlike many of the others, it would be proper to report almost in full. Mr. Plume spoke in substance as follows:

"Mr. Chairman and Gentlemen—It is with a great deal of pleasure that I look around me and see the many enthusiastic and intelligent faces of the many Chicago office employees present here this evening, and I want to say that I have never before so much regretted the severance of my nominal connection with such a force of men. Many of you have worked for me and with me, during my regime in charge of the retail departments of the Chicago office, and since that time many of you have become managers of the various stores under Chicago's jurisdiction. I want to say that there is room for all of you in responsible positions with this great concern, and that almost every man now in a position of responsibility and trust in our service has risen from the ranks. Some of you perhaps know something of my start in the service, but for those who do not know I want to say that I started with the Columbia Phonograph Co. in San Francisco quite a few years ago at a salary of $10 per week. Since that time I have filled positions in every branch of the service, and while the end of the business now represented by me in this territory (that of the wholesale department) naturally makes us work along different lines, I want to assure you of my hearty co-operation at all times, and desire to thank you for the co-operation which I have received from the various employees of the Chicago office and its branches. You have at your head a man who has also risen from the ranks, as has been the case with such men as your former chief, John H. Dorian. I might add before closing that Mr. Dorian also started in the company's service at $10 per week, and I hope to see every man who is present here this evening, and who is worthy of the trust in a responsible position. You can do it, gentlemen; all it needs is sticktoitiveness and strict attention to business and the interests of the company. It is needless to say that I believe one and all of you will give Mr. Pulri, Mr. Baer, and the department heads the cooperation which they will need to keep Chicago in its present position among the offices—that of first—and I think you are all with them in attaining this end; aren't you? (Cries of yes.) I thank you one and all for your forbearance.
in listening to one who is essentially not a speaker, but I assure you that I am with you, heart and soul.

About this time the Columbia Junior Quartet, made up of members of the Ashland avenue branch, began to get in their innings. The quartet consisted of Messrs. Libben, Allen, Brown and Levy, with Prof. Chas. W. Hawley at the piano. Mr. Levy sang several solos, accompanied by the quartet, and one or two alone. He has a rich basso cantate voice. His upper tones are beautiful: he sings with great dramatic feeling. Mr. Levy also sang a couple of ringing baritone solos. Mr. Shatz gave us some very clever German impersonations. One of the most enjoyable events of the evening was Mr. Libben's original song, "Having to do with Columbia Personalities." with the chorus sung by the quartet. Mr. Levy wrote the words himself.

Mr. Libben, manager of the Ashland branch, urged the necessity of co-operation in every branch, and showed why, in his opinion, the graphophone instalment creditor should have a lead pipe cinch as compared with salesmen in other lines. Mr. Shatz, manager of the Detroit office, was greatly interested and spoke gracefully.

E. A. Parsons, who has again joined his brother, W. W. Parsons, in the commercial department, after an absence of two and a half years, brought the speech-making to an end in a strong and helpful address.

Among those who attended the banquet, to whom invitations were sent, were the following:

G. Able, Mr. Allen, Benj. Arnold, W. A. Ashle-
dan, Mr. Alber, W. J. Alber, F. H. Brown, May-
wood, Ill.; H. Bravenman, Oak Park, Ill.; Wm. M.
Breckenridge, Rockford, Ill; Oscar Baer, G. Brown,
L. Block, A. Busch, Chas. A. Bergen, Edw. Bimle,
E. E. Brogan, F. A. Cass, E. L. House, Tony
Bertucchi, R. Bowen, T. J. Blight, San Francisco,
Cal.; J. Cents, South Bend, Ind.; H. J. Bolling,
J. F. Borgen, C. Babish, Mr. Blake, Davenport,
Ia.; Mathew Conrad, F. L. Corcoran, Marwood,
III.; C. C. Cassidy, Mr. Carlton, F. J. Connolly,
Frank Coleman, Frank Cavanaugh, Geo. C. Cass,
W. A. Clare, Harry A. Carlson, W. A. Conant,
Morgan Park, Ill.; L. Core, F. J. Conway, Isa. H.
Corday, Oak Park, Ill.; F. W. Chamberlain, Rock-
ford, Ill.; E. Comoloy, Mr. Cook, J. C. Cook, M.
Connoly, F. A. Cass, A. Colson, A. L. Cordova,
Milwaukee, Wis.; J. F. Dyer, F. W. Davis, Crystal
Lake, Minn.; J. H. Dorian, W. L. Eckhardt, R.
D. Easton, New York, N. Y.; A. J. Eckland,
Walter E. Ernst, Rockford, Ill.; W. A. Ewery,
Otto F. Engel, A. F. Forest, Wm. Forest,
Mr. Feckley, W. F. Fuehr, C. W. Fuller, Wm. H.
Finley, Edw. Frederickson, St. Paul, Minn.; W.
Geo. E. Flynt, Wm. H. Flynt, Wm. H. Fromer,
Wm. W. Gardner, A. Gschmidt, Milwaukee,
Wis.; H. J. Goul, S. Kerst, J. Griffin, Harlem,
Ili.; G. P. Green, Highland Park, Il.;
E. J. Haskill, D. W. Handlin, Rockford, Ill.;
L. D. Heatre, Spokane, Wash.; Chas. Hermann,
Wm. Hambly, Palos Park, Ill.; Chas. Hughes,
J. Herton, W. H. Hammond, J. C. Hamilton,
Riverdale, Ill.; David Halperin, Rockford, Ill.; A.
Henderson, Cincin."nati, O.; T. Herbst, Mr. Hamilton, G. H. Ingalls,
W. Jones, Davenport, la.; Louis S. Johnson, Chas.
W. Johnson. Oscar Jolli, E. T. Jackson, H. M.
Kane, M. J. Kirkpatrick, A. H. Karsten, Oak
Park, Ill.; F. Kirsch, Oscar Kless, J. Krieger,
Alex. Kroen, Indiana Harbor, Ind.; A. Libben,
Geo. W. Lyle, New York; Red Law, J. H. Lott,
Jas. Lawson, J. M. Little, E. Lipke, O. Lowry,
J. A. Morrison, New York; A. Miller, Jos. Matejka,
M. Myers, H. H. Moses, John M. Means, Louis M.
Miller, Alex. Milne, Thomas J. Murray, E. T.
Nutting, A. L. O’Keefe, F. A. Pfeiffer, F. Myer,
William Moylan, A. Morrettos, E. Marvill, T. F.
McCarthy, R. Naughton, J. E. Naughton, A. C.
Norkin, C. A. Nester, J. H. Parker, R. F.
Proctor, Evanston, Ill.; J. W. Paulson, Ed. D.
Pugh, A. L. Petersen, John J. Palmgren, Indiana
Harbor, Ind.; W. W. Parsons, E. A. Parsons, E. C.
Perkins, Geo. Reineikeschneider, G. Radia, C. O.
Rathey, E. C. Humble, L. S. Rausnitz, W. E.
Remont, J. Rant, Ralph Rose, A. W. Schults,
Rockford, Ill.; Geo. Sagar, South Bend, Ind.;
J. H. Seemann, St. Paul, Minn.; F. J. Steinbeck,
Wm. Strand, A. G. Schults, Sturgeon Bay, Wis.;
Sidman, Ishidaw, Ill.; Frank Shannah, Aug.
Sims, Rockford, Ill.; N. Scheuben, Chas. Stone,
Jas. H. Skelly, R. Sailer, Philip Serido, W. E.
Secord, W. R. Summers, Edw. Siebert, Edw. Selb-
am, A. Swann, J. Schantz, H. Schmitz, Chas.
Schatts, A. Schatz, Westmont, Ill.; D. F. St. Jean,
A. W. Stewart, J. C. Tisdale, A. E. Thomas,
Mund, Milwaukee, Wis.; J. R. Templeton, F. J. Thomp-
son, Pullman, Ill.; J. E. Tahl, John Uhlir, Mr.
Vincent, Davenport, la.; E. V. Van De Mark,
T. D. Wailes, J. R. Welson, D. E. Warwick, Oak
Park, Ill.; Wm. Werner, W. A. Weinberg, Daven-
port, la.; W. E. Whiteman, T. H. Williams, E. A.
Wassener, Mr. Wiser, C. M. Wedge, R. Wurst,
White, St. Paul, Minn.; E. H. Wheeler, St. Paul,
Minn.; J. P. Whiteham, P. M. Wood, Leo Wor-
tering, J. G. Zoller, John Palmer, E. P. Van
Harlingen, Richard Sanders, A. Miller, Chas.
Wurst, W. T. Schubend, Leonard Pfanz, David
Dooley, C. C. Cook, G. J. Waring, Peoria, Ill.
Chas. Murphy, J. Gewoth, M. Kahn, A. Snyder,
C. Smith, Mr. Kaplitzki, O. W. Eckland, T. H.
Williams, E. C. Plume, J. McDonald, E. Levy,
L. Grant, J. O'Donnell, F. Severa, A. Kane, W. E.
Green, M. Skelly, K. Kalman, D. A. Halperin,
J. Hausworth, E. F. Crafton, W. B. Clark, G. Bach.

Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive
Victor Jobbers.

STANLEY & PEARSELL
541 Fifth Avenue, N. Y.

DEALERS - Be Up to Date

Stop clanging to records and buying inferior records because they have a name.
Order the IMPERIAL and get the latest and best on the market at the most
advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY
- New York

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

goods in a way that makes other jobbers wonder how he does it.

TAKE NOTE, MR. DEALER
Satisfaction at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our New Price List

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


(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1907.

Cheerful news as to good trade conditions in Philadelphia talking machine circles is heard on all sides. The wholesale department is especially good, and while Easter buying of new hats and frocks tended to make retail sales a little quiet, the depression was only temporary and intense excitement good future business in retail selling.

Much interest has been taken in jobbing circles, the past month in the first meeting in this city of the Eastern Talking Machine Jobbers' Association—an account of which appears in another page. Credit is due H. R. Marschalik, of the Musical Echo Co., chairman of the local committee of the meeting and of the Victor Talking Machine Co. of Camden, N. J., for the thorough success of the "meet" and the pleasure given the large number of visiting jobbers and their fricres, who said the Philadelphia jobbers should share to make the gathering a happy success.

"Always busy" is a fit description of affairs at the ever-growing plant of the Victor Talking Machine Co. across the river. In all departments orders are being turned out as rapidly as facilities will allow and care and good workmanship will permit. As to demand: it is for everything the company makes from modest-priced talkers to the really remarkable machine, the aquarephone. On April 4 the Victor Co. took the boiler-house of the company. It is a new improvement.

Edward B. Bostwick, manager of the Philadelphia district, has enlarged his office staff of employes in the office, stock, shipping and retail sales departments and that is outside of our Columbia Co.'s headquarters, stopped over here three days on his way South. He reports excellent business and is still turning up lively.

Mr. Gerson, of the Musical Echo Co., 1217 Chestnut street, expressed decidedly optimistic views of the future of his business. He believes that it is merely the aftermath, out it is very good in jobbing lines.

"Of our own business," said Mr. Gerson, "I can say that we are extremely busy in all departments. We have increased our force of employes to forty persons—in office, stock, shipping and retail sales departments—and that is outside of employees we retain in other ways. Our wholesale business is increasing very much and it is because we have the goods and can fill orders promptly—two things which count. We put in an order early for two hundred Victor Victrolas and we have been putting them out as fast as we can get them. We ascribe much of the success we have had in our retail department to the grand opera season. We had twenty grand opera nights in Philadelphia—from Covent Garden, if we have Hammerstein and Corried out both next season our business will be doubled. We sent circulars to patrons of the opera—setting forth the merits of our opera records, and then, using a follow-up system, secured most successful results. The 'Rigoletto' quartette and the special red seal records of the Victor Co. have been extremely well and in them we ascribe the new life to our business. We have been putting our opera records in the sales of our Edison records, and we are selling Edisons twenty-five per cent better than we were a year ago. I ascribe brisk trade to good business conditions and the fact that our Columbia employes have been hustling—activity and calls have much to do with securing business, you know. Personally, I favor the proposed plan of the manufacturers to not issue so many new records every month. Matters have been at

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber, could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHOTOGRAPH CO.
203 Washington Street.
HOBOKEN, N. J.
Said Manager H. T. Lewis, of the Lewis Talking Machine Co., 15 S. Ninth street.  "New millinery and Easter suits had an adverse effect upon retail talking machine trade—but a temporary depression only, and I look to see business pick up again soon. In wholesale lines trade is very good and the outlook is bright. We are putting out a large quantity of records and supplies.

Trade being so good in the player piano department of James Bellak's Sons, 1125-1131 Chestnut street, H. B. Rouillet has been appointed exclusive manager of that department, relinquishing the talking machine department to James Egan. Mr. Egan was formerly with the North-Eastern Phonograph Co. and has both experience and vim. The Bellak firm have removed the phonograph department to the fourth floor of its large establishment and there Mr. Egan is putting in some excellent sales' work. It has been pointed out that the Bellak Co., with such a large and complete stock, seemed to be hiding its phonograph light under a bushel measure—but that plan now seems to be a thing of the past.

At the office of the Disk Talking Machine Co., 13 N. Ninth street, The World was informed that Howard H. Gibson was again with the company as retail office salesman and is having excellent success in pushing sales of Zonophones. He said of trade: "Easter festivities had some effect on sales, but it won't be quiet long and business is very satisfactory." William L. Ziegler is visiting state points and pushing sales with vim. Robert Gibson and family are in Florida. Mr. Gibson has perfected a new taper arm and sound box which will greatly facilitate the handling of the many customers. In connection herewith is shown a view of the interior of the main store on Halley street, with the handsome gold-plated Edison phonograph photograph presented by Mr. Edison to A. O. Petit, president of the Edisonia Co., placed in the center of the floor, and which he greatly prizes. The Edisonia Co. are among the representative talking machine houses, not only in Jersey, but in the whole United States, and the future is full of promise for their further success.

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Mr. Egan was formerly with the North-Eastern Phonograph Co. and has both experience and vim. The Bellak firm have removed the phonograph department to the fourth floor of its large establishment and there Mr. Egan is putting in some excellent sales' work. It has been pointed out that the Bellak Co., with such a large and complete stock, seemed to be hiding its phonograph light under a bushel measure—but that plan now seems to be a thing of the past.

At the office of the Disk Talking Machine Co., 13 N. Ninth street, the World was informed that Howard H. Gibson was again with the company as retail office salesman and is having excellent success in pushing sales of Zonophones. He said of trade: "Easter festivities had some effect on sales, but it won't be quiet long and business is very satisfactory." William L. Ziegler is visiting state points and pushing sales with vim.

Robert Gibson and family are in Florida. Mr. Gibson has perfected a new taper arm and sound box which will greatly facilitate the handling of the many customers. In connection herewith is shown a view of the interior of the main store on Halley street, with the handsome gold-plated Edison phonograph photograph presented by Mr. Edison to A. O. Petit, president of the Edisonia Co., placed in the center of the floor, and which he greatly prizes. The Edisonia Co. are among the representative talking machine houses, not only in Jersey, but in the whole United States, and the future is full of promise for their further success.

Said Manager H. T. Lewis, of the Lewis Talking Machine Co., of trade being so good in the player piano department of James Bellak's Sons, 1125-1131 Chestnut street.  "New millinery and Easter suits had an adverse effect upon retail talking machine trade—but a temporary depression only, and I look to see business pick up again soon. In wholesale lines trade is very good and the outlook is bright. We are putting out a large quantity of records and supplies.

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More Kicks From the Kicker.

Five New "Kicks" Covering a Variety of Subjects Which Cannot Fail to Interest the Many Kickers in the Trade.

Hilson, Miss., March 23, 1907.
Editor The Talking Machine World:

Thank you for publishing my "kicks," and yet, while that which you have published has "afforded considerable relief to my mind," I feel as if there were some more kicks coming, and that, may my reputation as a kicker will not be fully established
I have, in the meantime, received an order from the manufacturer, who tells me that the kick is successful.
Kicker 1: Why do not dealers organize so they can kick to some purpose?
Kicker 2: Why do record manufacturers, when they get a good singer, work them to death, and on songs whose voices are unfitted for?
Kicker 3: Why only once in a long time are we allowed to exchange records with the manufacturer, who gives us 10 days, and is five days getting the news to us, and unless we can make them in an organized way.

ENTREPRENISBUFFALO HOUSE.

The Buffalo Talking Machine Co., Buffalo, N. Y., is certainly "all there" with up-to-date ideas when it comes to advertising their business, especially locally. Not long ago they hired the well-known Hawaiian orchestra to render selections for recording, while seated in the show window in full view of the street. The recording was placed in front of the orchestra and customers desiring a certain selection could have the orchestra play it and take the master record away immediately. The scheme proved highly successful in every way and attracted record breaking crowds.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

orders than we will. If you are getting entire satisfaction where you now trade—stick! If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PENN.
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., April 5, 1907.

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

MARCH 11.

Alexandria, 4 pkgs., $722; Antwerp, 7 pkgs., $350; Berlin, 113 pkgs., $3,160; Bombay, 9 pkgs., $212; Buenos Ayres, 20 pkgs., $3,439; Calcutta, 4 pkgs., $100; Corinto, 1 pkg., $110; Hamburg, 3 pkgs., $100; Havanna, 7 pkgs., $266; Havre, 15 pkgs., $320; London, 26 pkgs., $1,767; Montevideo, 15 pkgs., $1,799; Neuwittas, 21 pkgs., $140; Para, 4 pkgs., $242; St. Petersburg, 44 pkgs., $1,729; Sydney, 163 pkgs., $6,656; 141 pkgs., $3,000; Vienna, 7 pkgs., $235.

MARCH 12.

Berlin, 125 pkgs., $1,908; Calcutta, 50 pkgs., $555; Cardiff, 20 pkgs., $1,175; Genoa, 27 pkgs., $1,119; Georgetown, 6 pkgs., $121; Hamburg, 3 pkgs., $230; Havanna, 6 pkgs., $506; 6 pkgs., $234; Havre, 58 pkgs., $1,126; London, 291 pkgs., $3,485; 2 pkgs., $132; Manchester, 20 pkgs., $1,075; Melbourne, 25 pkgs., $560; Natal, 4 pkgs., $197; Stavistique, 16 pkgs., $425; Santiago, 13 pkgs., $375; St. Petersburg, 8 pkgs., $349; 4 pkgs., $117; Vienna, 14 pkgs., $390; 11 pkgs., $487; Warszaw, 15 pkgs., $433; 9 pkgs., $184; Yokohama, 28 pkgs., $320.

MARCH 13.

Buenos Ayres, 156 pkgs., $10,747; 22 pkgs., $456; Cardiff, 4 pkgs., $300; Corinto, 5 pkgs., $110; 3 pkgs., $240; Hamburg, 1 pkg., $160; 30 pkgs., $6,000; Havanna, 22 pkgs., $735; Havre, 3 pkgs., $160; London, 276 pkgs., $7,491; Para, 13 pkgs., $648; Rio, 28 pkgs., $1,472; Vera Cruz, 8 pkgs., $1,125.

MARCH 14.

Berlin, 27 pkgs., $834; Brussels, 136 pkgs., $236; Buenos Ayres, 56 pkgs., $2,401; Calcutta, 4 pkgs., $150; Colon, 8 pkgs., $255; Glasgow, 6 pkgs., $102; Lodz, 9 pkgs., $335; London, 82 pkgs., $3,408; St. Petersburg, 11 pkgs., $292; Vienna, 11 pkgs., $394; Warszaw, 14 pkgs., $483.

S. R. Leland & Son have opened a large talking machine department in their store in Worcester, Mass., and will devote much effort to it in order to make it the leading department of their business. A full line of Victor machines and records is carried in stock.

EDISON MEN PLEASED.


The Edison Mutual Savings and Loan Association, composed of the heads of departments and employees of the various Edison companies at their New York offices, 31 Union Square, declared its regular semi-annual dividend, the twelfth of the series of twenty-five weeks, March 26, and everybody was happy. The net sum of $3,724 was handed out, with a smiling countenance, by Frank K. Dolbeer, the secretary-treasurer. In speaking of the association, Mr. Dolbeer said: "This is one of the most profitable and successful associations of its kind I have ever been connected with. For six years—since its organization—have been treasurer, and handled $9,652, and every 35 weeks we divide up the proceeds, the result of loans among ourselves. As you see, we have the regulation constitution and by-laws, and the affairs of the association are looked after by a board of directors. None of the officers are paid for their services." The officers, besides Mr. Dolbeer, are: President, C. H. Wilson, sales manager; Walter Stevens, manager of the export department, vice-president.

PRELIMINARY INJUNCTION REFUSED.

Judge Lacombe Hands Down His Long Expected Decision: March 25, in Favor of the Leeds & Catlin Co.

The long-looked-for decision in the suit of the American Graphophone Co. against the Leeds & Catlin Co., New York, involving the duplicating process of the Jones patent, was handed down by Judge Lacombe, United States Circuit Court, southern district of New York, March 25. It is brief, as follows:

"Irrespective of any other point presented on this motion, there is too much dispute as to the process by which defendants' discs were produced to warrant the granting of a preliminary injunction on affidavits. Motion denied."

A NEW DIAPHRAGM.

A. C. Mestraud, formerly of this city, and one of the best-known inventors in this field, has just perfected a new diaphragm, which is spoken of very highly by all who have heard it in use. For some time past his friends have been trying to induce him to place it on the market, therefore many will be glad to know he has taken the step and it is being introduced in an advertisement of the Acme Supply Co., Lincoln, Neb., which appears in another part of this paper.

BOON TO OVERWORKED FATHERS.

According to a New Jersey paper, a new and practical use has been found for the talking machine by a busy housewife of that busy state: "Mrs. Franklin, living in the east part of Atlantic City, N. J., has discovered a new use for the talking machine. She uses it to lull the baby to sleep while she goes about her housework as usual. She simply puts a lullaby song on the machine and starts it going and the baby drops off to sleep. The little one has developed a talent for music and objects seriously when the wrong kind of music is played for it."

GROWTH OF DUGAIS CO.'S BUSINESS.

Since John Kaiser has become sales manager of the Dugais Phonograph Co., New York, its business has greatly increased. President Henkel and John are practically invisible when it comes to laying out a selling campaign and adding new and irresistible lines.

J. W. Bender, manager of the Columbia Commercial graphophone department, made an interesting address upon salesmanship recently at a dinner given to their employes by Koening & Roberts, wholesale grocers and importers. Mr. Bender spoke from wide experience and made some excellent points.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $1.00 Hundreded;

"Every One Is In Slaughter But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jasmines Is Blooming, Far Away"

Instrumental—Paula Valse Cuprce

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Increase Your Income!

YOU CAN DO IT EASILY WITH THE

 YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

W. Y. YORK & SONS
GRAND RAPIDS, MICH.

Buy Them The Best Oil—It Pays

The best oil that's made (that's "3-in-One") is none too good for your talking machines. No other oil is good enough. Any less-than-best oil is liable to make trouble between you and your customers. Why take chances? Why not take the good easy profit (50 and 100 per cent.) you would make by using only the best oil? It Pays to keep in touch with us.

G. W. COLE COMPANY
Sole Makers of "3-in-One"
42 Broadway, New York City.
Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of Edison and Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are deliverred in better condition, and filled more completely by this house than any other in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

SAINT LOUIS TALKING MACHINE CO.
Southwestern Headquarters for the Edison and Victor Machines and Records
We are Specialists of long experience and guarantee satisfaction.
SAINT LOUIS, MO.

KNIGHT MERCANTILE CO.
211 North 12th St., ST. LOUIS, MO.
ZON-O-PHONE JOBBERS
And you get every record same day: also NEEDLES, HORNS, CRANES, CABINETS, CASES.

HARGER & BLISH
Western Distributors for the Victor Company.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

PITTSBURG PHONOGRAPH CO.
Victor Jobbers and Edison Jobbers
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Minnesota Phonograph Co.
37 E. 7th Street	
St. Paul	
MINNEAPOLIS

THE ECLIPSE MUSICAL COMPANY
Jobbers of Edison Phonographs, Victor Talking Machines, Records and Supplies.
LARGEST STOCK, QUICKEST SERVICE.
714 Prospect Ave., Cleveland, O.

E. F. DROOP & SONS CO.
925 Pa. Avenue
WASHINGTON, D. C.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for Topham's Carrying Cases, Heron's Record Cabinets, Pianettes, Victrolas, and Standard Metal Co.'s Horns and Supplies.

WEYMANN & SONS
Wholesale Distributors
Edison Talking Machines, Records & Supplies
Place your name on our mailing list. We can interest you.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May List.
the talking machine?

Mr. Skeptic after reading the many advertisements landing of the human quality he had expected to find in the machine demonstrated, he claimed there was a lack of significance, although he admitted the mechanical ac-
tics and Acting on Accordingly.

THE "TALKER'S" SENTIMENTAL SIDE.

THE OLEST TALKING MACHINE HOUSE
IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.,

EIDSON and VICTOR
A Stock that is Always Complete.

May list.

Be sure and have your firm be represented in this department. The following leading jobbers of talking machines in America.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison Phonographs and Records.

100,000 Complete Sets.
Quick Service.

THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
1423-25 E. Pratt Street, BALTIMORE, MD.

THE OLDEST TALKING MACHINE HOUSE
IN PENNSYLVANIA.


Every Joher in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May list.

THE "TALKER'S" SENTIMENTAL SIDE.

Will! Appeal to Patrons When the More Prac-
tical Side Will Fail Utterly-A Fast Worth Noting and Acting on Accordingly.

Did you ever lose a customer, Mr. Dealer, be-
cause, although he admitted the mechanical ac-
tics and even the musical merit of the ma-
chine demonstrated, he claimed there was a lack of the human quality he had expected to find after reading the many advertisements landing the talking machine? Of course, you have, and in such a case it is "up to you" to prove to this gentleman's satisfaction that he is all wrong, and that the human or sentimental side of the "talker" is very much in evidence. In order to do this well you must turn sentimentalist yourself, and be able to paint an arousing or pathetic picture of every vocal record on your shelves which deals with the subject of affection or tears. In other words, you must back up the assertion set forth in the back pages of the magazines that the talking machine is an instrument with a soul capable of producing thoughts of love or sorrow at the will of the operator. This is a strong assertion to make, but it is true, and, therefore, the proving is an easy matter.

When Mr. Doleful, or Mr. Sentimentalist, or even Mr. Skeptic calls and admits with the hesi-
tacy which, by the way, usually means no sale, that the "graph" or "phone" in question is no doubt a very nice machine, but that it does not have the certain something needed to stir one's thoughts to the higher things of life, to remind one of neglected duties, etc., that is, the sentimental influence felt only when listening to instruments played by human hands, it is time for you to paint a picture, Mr. Dealer, and in as bright colors as possible. Such pessimistic critics who call at your store, and there are a great many of them, I am sure, must be confronted with a weapon powerful enough to shatter their argu-
ments against the "talker" with stinging dis-
patch. One way to do this is to have an artist draw for you an attractive cartoon which should be reproduced in an appropriate size to harmonize nicely with the printed matter already on your table. This sketch should tell in a striking man-
er the story of the sentimental side of the talk-
ing machine. That one good cartoon will express more than columns of type is demonstrated in our daily newspapers every day, and I see no reason why the same rule should not apply to the "talker" trade.

The following is suggested for such a car-
toon. As you will notice, it depicts a young girl listening to the strains of a talking machine, and as it pours out in sweet melody a song of the country, it paints a picture of her native vil-
lage in such a realistic manner that she can see the snow-covered church wrapped in the pale moonlight, the little garden once so dear to her—the place her childhood knew as home—and even the white waste of the fields. There are two old people out yonder in that little village who are waiting and praying that their only daugh-
ter may return to them. They have sent her many a quarterly worded appeal without effect, but at last, through the medium of the talking machine (through its sentimental side) she hears their call and realizes for the very first time its true significance. Yes, she will go home to-
morrow.

When you hand Mr. Doleful or Mr. Sentiment-
alist or even Mr. Skeptic a copy of the above illustration, or one drawn along the same lines, and have an appropriate selection played for him as a sequel, "Ain't You Coming Back to Old New Hampshire, Molly?" for instance, you will see his pessimistic, critical or skeptical notions against the "talker" trade. Yes, Mr. Dealer, and in as bright colors as possible. Make a Musical Instrument of a Talking Machine.

The following is suggested for such a car-
toon. As you will notice, it depicts a young girl listening to the strains of a talking machine, and as it pours out in sweet melody a song of the country, it paints a picture of her native vil-
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orate as the morning mist before the sun, and his respect and patronage will both be yours.

HOWARD TAYLOR MIDDLETON.

SPALDING & CO.
109-113 W. Jefferson St., BATUSSU, N. Y.
JOBBERS
COLUMBIA MACHINES AND RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

MELLO-TONE CO., - Springfield, Mass.
NEW COLUMBIA X. P. (CYL.) RECORDS.

1914 Love's Serenade (F. V. How).... Tenor Solo, Orchestra.
1916 Stand Up for Jesus (J. H. S.) Edison Mixed Quartette.
1921 Ask Me Down at the Corner (Original).... Tenor Solo, Orchestra.
1936 Our Sweetest Moment (Brown).... Edison Military Band.

NEW COLUMBIA 10-INCH DISC RECORDS.

3064 Poor John (Hepworth and Palmer).... Collin and Harrison.
3069 Police King March ([F. S. B.]).... Edison Military Band.
3070 The Homey...(Ellis Stewart).... Victoria Spence.
3071 Dance California (C. W. Gregory).... Tenor Solo, Orchestra.
3077 Juba 62 (Spencer and Steve Porter)....Tenor Solo, Orchestra.
3087 You'll Remember Me (from "The Boys of the Bar"").... Tenor Solo, Orchestra.
3091 Arizona Rose (Jerome and Schwartzes).... Baritone Solo, Orchestra.
3094 If You Want To Pick A Fuss, Wait Till the Moon Shines Bright (Kluck and Hopkins).... Tenor Solo, Orchestra.
3095 When You Know You're Not Forgotten by the Girl You Can't Forget (Cal Stewart).... Tenor Solo, Orchestra.
3096 Crazy Horse March (A. Strauss).... "The Destroyer" March (El Pala Marcha).... Tenor Solo, Orchestra.
3097 Capitol Roy O. Harlan and Steve Porter (Drislane).... Columbia Quartette.
3098 My Kickapoo Queen-Solo by Arthur Collins.... Columbia Military Band.
3099 The Rosary (Ethelbert Nevin).... Victor Sorlin.

NEW COLUMBIA 12-INCH DISC RECORDS.

3062 My Kentucky Home (S. A. and J. Edward Campbell).... Tenor Solo, Orchestra.
3066 In Time of Trouble He Shall Hold Me Sacred (Ralph R. Emory).... Frank C. Stanley.

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3062 My Kentucky Home (S. A. and J. Edward Campbell).... Tenor Solo, Orchestra.
3066 In Time of Trouble He Shall Hold Me Sacred (Ralph R. Emory).... Frank C. Stanley.

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only by Stanford Gold Moulded and Eddy and will be ordered from this list. Order by number, not title. If a wrong number is given, we will return in sight.

3930 The Hill in the Forest (Ellis Stewart).
3951 Poor John (Petho).... The Redgum Concert Band.
3952 When the Few Are Left Behind (Irving Gill.).... "The Destroyer" March (El Pala Marcha).... Tenor Solo, Orchestra.
3953 Good-Bye John-Medley (Original).... Tenor Solo, Orchestra.
3954 I've Told His Mainless About Him (Fiske)
3955 You Can't Keep a Good Man Down (Moore).... The Easy English Club.
3956 Something for Jesus (Lilly).... A Sacred Selection.
3957 The Thunderer March (Samuel).... The Redgum Concert Band.
3958 No Wind at Belts For Me (Firth).... Edison Military Band.
3959 Police King March (Lokken).... Edison Mixed Quartette.
3960 Francis on a Farm (Original).... Steve Porter.
3961 Our Sweetest Moment (Brown).... Edison Military Band.
3962 In Time of Trouble He Shall Hold Me Sacred (Ralph R. Emory).... Frank C. Stanley.
3963 Last Rose of Summer (Fidler)
3964 San Amor (Van Alstyne).... The Redgum Concert Band.
3965 Let Me Hear the Band Play "The Girls"
3966 Left Behind (Curtis).... Frederick M. Lott.

NEW EDISON GOLDBOUND RECORDS.

Edison Goldbound Records are made only by Stanford Gold Moulded and Eddy and will be ordered from this list. Order by number, not title. If a wrong number is given, we will return as sight.

3930 The Hill in the Forest (Ellis Stewart).
3951 Poor John (Petho).... The Redgum Concert Band.
3952 When the Few Are Left Behind (Irving Gill.).... "The Destroyer" March (El Pala Marcha).... Tenor Solo, Orchestra.
3953 Good-Bye John-Medley (Original).... Tenor Solo, Orchestra.
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3955 You Can't Keep a Good Man Down (Moore).... The Easy English Club.
3956 Something for Jesus (Lilly).... A Sacred Selection.
3957 The Thunderer March (Samuel).... The Redgum Concert Band.
3958 No Wind at Belts For Me (Firth).... Edison Military Band.
3959 Police King March (Lokken).... Edison Mixed Quartette.
3960 Francis on a Farm (Original).... Steve Porter.
3961 Our Sweetest Moment (Brown).... Edison Military Band.
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3963 Last Rose of Summer (Fidler)
3964 San Amor (Van Alstyne).... The Redgum Concert Band.
3965 Let Me Hear the Band Play "The Girls"
3966 Left Behind (Curtis).... Frederick M. Lott.

NEW EDISON GOLD MEDALLION RECORDS.

Edison Gold Medallion Records are made only by Stanford Gold Moulded and Eddy and will be ordered from this list. Order by number, not title. If a wrong number is given, we will return as sight.

3930 The Hill in the Forest (Ellis Stewart).
3951 Poor John (Petho).... The Redgum Concert Band.
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3964 San Amor (Van Alstyne).... The Redgum Concert Band.
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NEW EDISON GOLD MOUNTED RECORDS.

Edison Gold Mounted Records are made only by Stanford Gold Moulded and Eddy and will be ordered from this list. Order by number, not title. If a wrong number is given, we will return as sight.

3930 The Hill in the Forest (Ellis Stewart).
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3952 When the Few Are Left Behind (Irving Gill.).... "The Destroyer" March (El Pala Marcha).... Tenor Solo, Orchestra.
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3958 No Wind at Belts For Me (Firth).... Edison Military Band.
Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

THEMERICABLE ELECTRIC LIGHTING CO.

106 PARK STREET, NEW HAVEN, CONN.

A Sure Trade Puller at Night

The glass panel is remarkable, and one with different lettering may be inserted as often as desired. The cost of making is about one cent each.

The Most Inexpensive Automatic Flasher on the Market

The illustration shows a single face inside sign 10 x 25 inches, outside measurement with (6) feet of extension cord, 12 inches. The cheapest made, yet the highest grade metal, and is guaranteed for outside use, substantially the same as described, with square ornament. Iron brass, all ready to connect. Price complete, $1.50. Extra glass panels for either sign (any wording), 50c each. Colored glass panels for either sign (any wording), $1.00 each. The sign is a unique instrument.

RELATIVE TO THIS DECISION THE NATIONAL PHONOGRAPH CO.

DOUGLAS & CO.'S NEW SOUND MODIFIER.

In the near future the Douglas Phonograph Co., S9 Chambers street, New York, will place on the market a new and refined device that is claimed to outrank any similar device known. The modifier in question is so designed that no "leaks" occur and the sound is modified by a series of sympathetic and either a low, high or intermediate tone is secured; in short, the quality of tone that appeals to the ear of the critical and which is most desired to developers of the finest musical effects of the record are certain.
THE TALKING MACHINE WORLD.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Specially prepared for The Talking Machine World.
Washington, D. C., April 7, 1907.


The object of this invention is to provide the style lever of a talking machine sound-box with an elastic connection or mounting whereby a certain amount of tension will always be imparted to the diaphragm and better results in reproduction will be attained than when such elastic connection or mounting is not provided.

The accompanying drawing, Figure 1 is a sectional view of a talking machine sound-box constructed in accordance with this invention. Figures 2 and 3 are similar views illustrating other embodiments of the invention; and Figures 4, 5 and 6 are front views of the sound-boxes shown in Figures 1, 2 and 3, respectively.

APPARATUS FOR DUPLICATING PHOTOGRAPH RECORDS. Varian M. Harris, Chicago, Ill., assignor of one-sixth to Robert Burns, same place. Patent No. 856,411.

This invention relates to the manufacture of duplicate phonograph records of celluloid or other like material, in which a mold is used having a negative matrix formed in its interior surface or bore, and into which negative matrix surface the duplicate phonograph record in the form of a thin-walled cylinder is pressed to impart to the periphery of such cylinder a positive impression from such negative matrix surface; and the object of the present invention is to provide a simple and efficient apparatus for use in the described process, and with which the production of the duplicate records can be effected in a rapid, certain and positive manner, all as will hereinafter more fully appear and be more particularly pointed out in the claims.

In the accompanying drawings, illustrative of the present invention, Figure 1 is a longitudinal section of a primitive form of apparatus embodying the present invention, the section being taken on line x'x', Figure 2; Figure 2, a transverse section of the same at line x'x', Figure 1.


This invention relates to mechanisms for making sound records of the disc type for use with talking machines by pressing a plastic composition upon a suitable matrix to form a disc having a spiral sound record groove in one or both of its faces corresponding to the spiral projection on the matrix.

The object of the invention is to effect certain improvements in the construction of the mechanism for performing the pressing operation, by means of which improved apparatus the records may be manufactured more rapidly and at a materially reduced cost.

Sound records of the disc type are now commonly constructed having the record groove formed on one or both faces adjacent the periphery, and the central portion of the disc is of less thickness than the portion having the groove therein. This central portion need not be of the greater thickness in order to give the requisite strength, and a saving of material is thus effected, and the shallow depression at the center of the disc may receive a label suitably marked with the name of the recorded sound and such other matter as is desired. This improved pressing mechanism is adapted for forming this depression at the center of the disc during the operation of forming the disc record therein without the provision and manipulation of additional parts, and hence without consuming additional time. To this end a matrix of annular form is employed. Either it is originally made of this form or a circular opening is cut in its center of a diameter but little less than that of the inner convolution of the spiral ridge for forming the record groove. Either one or each of the pressing members is provided with an annular depression in which the annular matrix fits snugly. To form this annular depression, the pressing member is provided with a flange bounding the outer edge of the depression and a central circular raised portion or projection, and this central projection is made of a height slightly greater than the thickness of the matrix. The matrix thus formed is placed in the annular depression in the pressing member with the projection extending through its central opening and beyond its surface, and the plastic composition is pressed down upon it and the top of the projection and between the outer wall or flange and a central stud. The second pressing member may have a plane surface or both members may be somewhat similarly formed when it is desired to make a disc having a record groove in both faces. A depression is thus formed in one or each of the faces of the record corresponding in size and depth to the portion of the projection extending beyond the surface of the matrix.

It is sometimes desired to provide sound records with an opening in or through the central portion in addition to the central opening to receive a stud on the turntable of the talking machine. In accordance with this invention means are provided for positioning a stud upon one of the pressing members in any one of a plurality of positions varying in distance from the center. Studs of varying shapes may be employed to give the desired shape of opening in the disc, and the openings for receiving the securing means for the studs may be closed when not in use, so that the material will not enter therein. An embodiment of the invention is illustrated in the accompanying drawings, in which Figure 1 is a central section of the pressing mechanism, Figure 2 is a top view of the same, broken away in part, and Figures 3 and 4 are detail views showing modifications.


This invention relates to the manufacture of flat records or disc records for talking machines, and has for its object to provide means for making a plurality of such records at one operation. Reference is to be had to the accompanying drawings, in which Figure 1 is a plan view of an apparatus suitable for the purposes of the invention.

Fig. 2 is a sectional elevation thereof on line 2 2 of Figure 1. Figures 3 and 4 are partial sectional elevations showing two other ways of carrying out this invention.


This invention relates to pudding apparatus of the type wherein a rotating friction wheel is made of a height slightly greater than the thickness of the matrix. The matrix thus formed is placed in the annular depression in the pressing member with the projection extending through its central opening and beyond its surface, and the plastic composition is pressed down upon it and the top of the projection and between the outer wall or flange and a central stud. The second pressing member may have a plane surface or both members may be somewhat similarly formed when it is desired to make a disc having a record groove in both faces. A depression is thus formed in one or each of the faces of the record corresponding in size and depth to the portion of the projection extending beyond the surface of the matrix.

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We are not Jobbers of "HOT AIR," but

EDISON JOBBERS

Give us the order and you get the goods. No delay if your credit is good.
As to SUPPLIES! Well, give us a trial.

The Edisonia Co. is still under the management of Mr. A. O. Petit, who has been in the Talking business for 20 years. Satisfaction guaranteed—money refunded.

THE EDISONIA CO., NEWARK, N. J.
The invention relates more particularly to devices for reproducing sounds through the instrumentalitv of a phonographic record, the phonographic stylus being connected with said friction wheel and operating to vary the amount of friction. This invention has for its object the provision of a mechanism of the character referred to and more particularly its application to a phonograph of ordinary construction, so that the mechanism may be interchangeable with an ordinary phonographic reproducer without the addition of any parts whatsoever to the ordinary phonograph. This object has been carried out by the mounting of a complete frictional reproducing apparatus upon a base which is adapted to fit within the ordinary carrier arm of a phonograph or other talking machine, the friction wheel being driven by a motor carried upon a suitable frame secured to or integral with the frame upon which the various operating parts of the reproducing mechanism are carried, whereby the friction wheel may be continuously driven during the progressive movement of the carrier arm without the disadvantages resulting from the use of a stationary motor, and without the necessity of increasing the strength or power of the usual phonograph motor to enable it to drive the friction wheel in addition to the work of driving the mandrel and feed screw.

Reference is hereby made to the accompanying drawing, in which Fig. 1 is a plan showing in dotted lines a phonograph of ordinary construction and in full lines an embodiment of the invention applied thereto. Fig. 2 is a side elevation of the improved reproducer looking from the left of Fig. 1, and Fig. 3 is a similar view, partly in section, looking from the right of Fig. 1.


This invention relates to phonographs, and more particularly to phonographs of the type shown in United States patent No. 772,485, granted October 18, 1904, to Weber and Hibbard, and which in some cases cannot be used with an ordinary phonographic speaker.

The following are some of the dealers handling the "Mira" Music Boxes:

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Francisco, Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
JOHN WARRAMAKER, New York.
JOHN W. BIERMAN, Chicago, Ill.
RACKIE PIANO & ORGAN COMPANY, Chicago, Ill.
BENTON, COTTER & DRISCOLL, Rochester, N. Y.
SBEEL PIANO CO., Cincinnati, O.
COCHRAN & LEHR, Indianapolis, Ind.
FISHER & HANDEL, New York.
D. A. MASON, Lexington, Ky.
A. F. MULHOLLAND, St. Louis, Mo.
M. ROSSE, Jr., Omaha, Neb.
S. S. HANNSON & CO., Washington, D. C.

Write for Catalogue and Prices

JACOT
Music Box Co.
39 Union Sq., New York
With the Makers and Sellers of Automatic Specialties

THE PROGRESS OF THE TRADE.

Arcade and Nickel Theatres Now in Full Swing

—Importance of Holding Public Support—

Slot-Controlled Devices in Department Stores

—The Latest Thing in the South

The Progress of the "Small Fellows"—Trade

Stimulators Interest the Public and Talking

Machine Men Find a Profit in Handling Them—"Parties" in the South.

The arcade and the 5-cent theatre business is now in full swing. The factories are running full blast, with overtime shifts, yet the interested
call is "rush." A number of new machines, which the arcade men have been anxiously wait-
ing, have been held up almost indefinitely on account of the congested condition of the metal
market. Orders placed six months ago at the foundries still remain unfilled, and manufactur-
ers are in a rush making excuses for delays in shipments. One of the largest manufacturers
while discussing trade conditions with The World, recently predicted an unprecedentedly
busy spring and summer. "Next year," said the gentleman, "has this business been on so
firm a basis, as at the present day. Of course, there have been a number of failures in the
'arcade' end of it, but in nearly every case these men had given the business little thought, but
had opened up their parlors on the impulse of
the moment.

"They interest and gratify that ele-
ment in him at small cost to himself, and they
did not stop to consider that it takes
the public want, and that it is no easy task to
give him a fair show and "a good ruu for his
money coming to you until all bills are settled.

The experience of number of manufacturers, of at least the
better class of slot controlled devices, is that the
average monthly collections are in the neighbor-
hood of $50, so it is easy to see where all
parties concerned come out on the deal.

"Theater managers along Broadway are getting
highly perturbed over the growing popularity of
the 5-cent theaters and slot machine arcades.
They look down with scorn on what they call these "catch-penny attractions." That is, out-
side attractions, they are pulling wires at headquarters, in consequence of
which the police are continually making them-
selves obnoxious. One provision of the law which
demands only $5 per annum, the showman's
license, from the parlors and moving picture
shows, while theater permits cost $500, especial-
ly arouses the ire of our stage friends. Now, the
only charge that can be made against the arcade
or 5-cent theaters is that some of them put on pieces of the "blood-and-thunder" type, depicting
murders, hold-ups, train robberies and other
crimes.

"Why is this," the manager asked "if you are
'Arcades and Nickel Theatres Now in Full Swing'.

482 EDDY STREET

AMERICAN PROJECTOGRAPH

THE ONLY MACHINE THAT WILL NOT FLICKER

EARNED FROM $1,000 TO $2,000 PER YEAR

SEND FOR FULL PARTICULARS

MANUFACTURERED BY

THE CARD PRINTER CO.
79 East 130th St
NEW YORK

Proposed in a Bill Introduced in the Pennsylvania Legislature and to be Levied on Buildings Used for Talking Machine and Moving Picture Exhibitions.

Proprietors of arcades in Pennsylvania cities and towns have banded together to oppose the bill proposed recently by Representative Moyer, of Lebanon, levying a tax on all buildings used for talking machine and moving picture ex-
hibitions. The rate proposed is $1,000 in cities of the first class, $500 in those in the second class, $200 for those in the third class and $50 in bor-
oughts and townships.

Proprietors of arcades containing penny-in-the-slot devices say rightly that the tax is pro-
hibitive, and have raised a substantial fund to fight the measure in Harrisburg.

PICTURE SHOWS THREATENED.

Commissioner Bingham, Dr. Darlington, of the Board of Health, and Deputy Fire Chief Binns
held a conference at Police Headquarters two weeks ago, and decided to adopt measures to put
out of business many of the moving picture shows
in this city. The Police Department, the Board of Health and the Fire Department have been re-
cieving hundreds of complaints about the picture per-
formances. Signs have not yet been taken to
revolve the licenses of the nickel vaudeville
playhouses.

DEVICE REJECTS SPURIOUS COINS.

(Special to The Talking Machine World.)

Chicago, Ill., April 6, 1907.

H. C. Kidbey, the well-known dealer in au-

tomatic specialties in this city, has secured patent
drawings of a device which it is said will reject
false and spurious coins.

The Card Printer

EARN FROM $1,000 TO $2,000 PER YEAR

SEND FOR FULL PARTICULARS

5c. or le.

MACHINES FURNISHED

Orders must be placed early for spring and summer delivery.
MILLS NOVELTY COMPANY
LARGEST MANUFACTURERS IN THE WORLD
OF ALL KINDS OF
COIN-OPERATED MACHINES

MILLS BUILDING
Jackson Boulevard and Green Street
CHICAGO, U. S. A.

To The Trade:

NOTICE.

March 27, 1907.

The attention of amusement parlor owners and other dealers in or users of coin-operated phonograph machines and combined phonograph and picture machines is directed to the fact that the machines manufactured by Mills Novelty Co. are broadly protected by letters patent No. 846439 granted to Herbert S. Mills, March 5, 1907.

The Rosenfield Mfg. Co. has placed upon the market a machine which constitutes a direct infringement of several claims of said patent. We hereby notify all concerned that it is our intention to prosecute infringers of said patent where necessary. The patent secures to us the exclusive right to manufacture, use and sell the patented machine, and friendly notice is hereby given that we shall insist upon a recognition of our patent rights.

Suit upon the above mentioned patent for an injunction and accounting has been brought against Harry Davis, who operates an amusement parlor in Pittsburgh, in which he is making use of coin-operated phonograph machines of the manufacture of the Rosenfield Mfg. Co. Similar action will be brought against other users as the infringement is brought to our notice, unless satisfactory settlement is made.

We are prepared to supply machines of our own manufacture to all users at a reasonable price, so that it is unnecessary for any dealer or user to purchase an infringing machine. We assume that the public will not knowingly infringe patent rights which have been secured to us, but deem it proper to give public notice to all.

Respectfully,

Mills Novelty Co.
A few years ago many were patronised liberally by the tougher element of the city. All this has changed.

"Our crowds, even on the biggest days, are always orderly," said F. L. Meier, manager of "the Exhibit" on South Illinois street, owned by H. Wagner. "We have many women and children, and we seldom have need for a policeman."

All of the arcades have had good business within the last month. The Sunday trade has been up to a higher mark than it was at the same time last year. This is due largely to the pleasant weather and the many interurban facilities. The interurban traffic on pleasant Sundays during the summer is something enormous, on some Sundays as many as ten or fifteen thousand coming over. All the traction companies are all the time improving facilities, and it is believed that the arcade business from this source will be better this season than ever before.

"The Exhibit" on South Illinois street has just installed a new Peerless self-playing piano to attract crowds to its plate. The instrument was bought at the Carlin & Lenox store.

One of the noticeable features in the arcades of Indianapolis is the change in the class of trade to which they cater. Women and children are admitted in some of the arcades, and this is the case in the "Exhibit," by a decision announced that the rates on Sunday excursions for the week to effect that Sunday excursions are not to be abandoned, but that instead they are to be abandoned, and will be installed in the new amuse-ment plant.

Manager Sutherland, who runs the Bijou 5-cent theater on East Washington street, has met with such success that he has started another similar place on West Washington street, in the heart of the business district of the city. He has rented a large building, and has been re-modeled so that it has a most imposing entrance.

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Counting Pennies
By Machines

Special machines have become necessary to save time in counting them?

This being a fact, you will readily understand how such establishments can afford to pay such enormous rents in larger cities.

Their receipts are simply beyond realization, and proprietors of Arcades are always ready to pay almost any price for good locations.

Still the Penny Arcade business is yet in its infancy, and plenty of opportunities are open right now for starting such establishments with every assurance of success.

Large capital is not necessary to start a successful arcade, in fact the largest ones are the outcome of an early start with a modest investment.

Properly started, arcades are always successes in towns with populations from 5,000 upward.

We are ready to help you to start a Penny Arcade, and will give you the benefit of our 20 years' experience both as manufacturers and operators.

A postal card will bring you full details and our Handsome Illustrated Catalog for 1907.

Write us to-day, and don't allow an opportunity for securing a big income pass by you and be taken up by others.

Remember that none but Caille Machines possess "Caille Quality."

The Caille Brothers Co.
DETOIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago
made with one or more phosphor-bronze brushes and an electric current; flows to finger magnets resting over the finger board. Each of these magnets attracts an armature connected with a finger operating rod acting upon the violin strings. The same current which controls the finger operating rods also acts simultaneously upon one or more of these magnets. Another magnet produces the staccato effect, the bow speed variator in the lower section of the cabinet, controlling the speed and pressure of the bows on the strings and the bow action magnet, producing the extraordinary hard actions of the bow, gives the effects of a bow operated by the human hand. The strings are of silvered steel, as the ordinary gut strings do not stand the hard wear nor changes in temperature.

One interesting feature of the Virtuosa is an ingenious device by which it can be tuned by operating a series of buttons. A child can easily be taught to tune the instrument, the work being practically automatic. A romance could be written about the trials and tribulations incidental to every great invention. The inventor gets to a certain point where it seems that all the labor that he has expended has gone for naught, because of an unsurmountable obstacle which presents itself. Several of these crises occurred when the Virtuosa was being invented. One was at the time when the	question of arranging a bow for the strings was considered. A bow was found impossible for a number of reasons, and to produce a satisfactory substitute was a long and hard problem. Finally the idea occurred to use celluloid discs instead of a bow; in other words, instead of bowing the string to have a separate wheel revolve upon each string. In order to obviate the wear on the string, which would result, the inventor placed a strip of rosin over the celluloid discs, which they constantly played against, the rosin only coming in immediate contact with the string, thus obviating any wear.

Of course, the important feature about the Virtuosa outside of its marvelous musical ability and its ingenious invention is the fact that it will earn a big income for its owner as a coin-operated musical novelty. Yet there is still another fact in regard to the Virtuosa making it unique in the field of automatic instruments, which is, curiously enough, that it increases rather than decreases in value the more it is used. This fact is patent, of course, to any musician who uses a violin, as he knows the more you use a violin the sweeter it grows in tone and the more valuable it becomes.

H. S. Mills, president of the Mills Novelty Co., was particularly interested in securing a high-class violin for the Virtuosa, and he was not satisfied until he had hired the best violin maker to be had and set him to work in a corner of the big Mills building. This violin maker insisted on having the very best materials to work with, which finally resulted in the Mills Novelty Co. sending to Germany for a special kind of wood from twenty-five to thirty years old, which is used there in making rare violins. It is these splendid instruments which when used improve in tone and sweetness, and which are of such an unusual quality of workmanship that they give every composition played on the Virtuosa the character and effect of its being played by a celebrated artist. So rare an achievement in producing a mechanically perfect instrument so nearly human seldom occurs, and the Mills Novelty Co. have good cause to be proud of their new musical wonder.

AN OPTICAL PHONOGRAPH

As Well as Arc Lamp Grand Opera Revealed at the Recent Lecture of Mr. Duddell at the Royal Institution.

(Special to The Talking Machine World.)


Among other wonders that rejoiced the hearts and stirred the imagination of the audience at the recent lecture of Mr. Duddell at the Royal Institution was an exhibition of what may be called an optical phonograph. Mr. Duddell produced a long gelatine film—the width of that of the smallest pocket Kodak—in which was “developed” the electrical record of that entertaining song, “A Little Bit of String.”

The record showed in the form of a continuous series of vertical lines of varying length and inter-space, and Mr. Duddell explained what its practical value might be. “We could take the record of a song sung by Patti, say, and regarding that as the pattern of perfection, compare it with the optical record of the same song sung by an inferior voice, and see in what way and at what points the inferior voice fell short of the standard.”

Mr. Duddell showed “the pattern of his voice” on a screen by making weird vocal noises into a transmitter. The pattern appeared in the fluctuations of streaks of light on the screen and illustrated the “distortion and attenuation” of the voice in long-distance telephony, a difficult subject, and one which I do not expect you fully to understand,” said Mr. Duddell, but the juvenile auditory clapped vigorously to affirm its power of comprehension.

Mr. Duddell’s lecture embraced practically the whole development of modern telephony from the earliest “furbings” after electrical transmission of sound down to the most up-to-date switchboard in a modern exchange. His audi-
er was most impressed by an arc lamp which acted as a telephone. "We have here," said Mr. Duddeel, "an arc lamp such as you will see in Oxford street or Piccadilly when you go home from here this evening. That arc lamp can be made to act as a telephone, and I will show you how it is done."

"Mr. Turbini will go into another part of the building and sing, talk or whistle, and you will hear it on the arc lamp." Mr. Turbini left the room, taking with him a microphone—an ordinary transmitter—attached to the arc lamp by an ordinary cord. And very melodiously Mr. Turbini whistled into his microphone—at any rate, a melodious whistle (a selection from grand opera was the morceau chosen) emerged from the arc lamp and distributed itself over the theater.

Mr. Duddeel then went on to explain that the possibility of telephoning along a beam of light—which he had himself discovered independently, though anticipated by a German scientist—was more than a picturesque experiment; for by the use of aluminium, which has the peculiar property that its resistance to electricity varies with the amount of light directed upon it, wireless telephonic messages have actually been sent seven miles.

THE CASE WAS DISMISSED.

Moving-Picture Show Man Wins a Victory in Court.

The graphophone with the big megaphone in front of a moving picture show at No. 243 Washington street, Brooklyn, continues to attract the attention of passersby, and the lawyers for Mrs. Elizabeth B. Estes, occupant of the only mansion left on Washington street, have admitted that they made a base start in their efforts to find power in the law to limit the volume of sound which may be legally spread broadcast in the atmosphere by a talking machine.

William Eppry, proprietor of the moving picture show, had been summoned to the Adams Street Court on complaint of Mrs. Estes, his next-door neighbor. Mr. Camp, for the defendants, argued that the instrument was used only within the legal hours, and the case was dismissed.

NEWS FROM ALL POINTS.

The Fort Pitt Film Exchange have taken permanent quarters in the Home Office Building, Pittsburgh.

The Five-cent theater in the McCullough Building, Davenport, la., is doing a rushing business. A new kinetoscope theater will shortly be opened in the Wilkenson Building, Wheeling, W. Va.

The Colonial Moving Picture Theatre, 220 East Houston, San Antonio, Tex., recently gave an entertainment for the benefit of the orphan asylums, for which they were lauded by the citizens, and, more to the point, increased their business.

The Orpheum in Utica, N. Y., is making a hit with its new Sunday program.

The Southwest Amusement Co., of Los Angeles, Cal., will open a new motion picture show at the Empire Theatre in San Diego, W. B. Erwin, of Kansas City, will open a 5-cent theater at 236 Pine avenue, Long Beach, Cal.

Geo. Carnes is to open a nickel theater on North Main street, Bowling Green, O.

Chester Whipple will start another in North Baltimore, O.

Brice Bernard will break the ice at Napoleon, D. Charles D. Sileo, Jr., will open a new theater at 3661 Richmond street, Philadelphia.

A moving picture show will be started on Virginia avenue, near Shelby, in Indianapolis, Ind.

Still another is to be added to the already large list in Waukegan, Ill., to be known as the Tichnor of Congress avenue, near Shelby, in Indianapolis, Ind.

A moving picture show will be started on Virginia avenue, near Shelby, in Indianapolis, Ind.

A high-class Nickelodeon will shortly be opened at the Union Block, Ottawa, Ill.

S. L. Costley and C. G. Hurnan are putting in two new moving picture shows, one on each side of Congress avenue, Austin, Tex.

Still another is to be added to the already large list in Waukegan, Ill., to be known as the Tichnor Crosby Amusement Co.

George E. McKee will open in Granite City, Mo.

INCORPORATED.

The Garden Amusement Co., New York, capital $100,000. Incorporators—Sigmond B. Heine, Maurice Reinhardt and Edward E. Benedict.

The Twin City Amusement Co., Menasha, capital stock, $5,000.

Coin Operated Talking Machines

Coin Operated Illustrated Song Machines

Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO., 591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.

THE TALKING MACHINE WORLD.

THE Mutoscope

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

THE PIANOVA COMPANY,
Manufacturers of
44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment
SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.
Talking Machine Dealers!!

If you have not considered selling Coin Operated Pianos heretofore, we venture to suggest your doing so, as many of the largest talking machine dealers in the country have found this one of the most profitable features in their talking machine departments, mainly because the instruments when offered to the buyer have many of the elements of a something for nothing proposition. The margin is large, the installments are large and should be large, because the instrument takes in cash and consequently the buyer does not have to pay out his own cash. The dealer gets his profits quickly. Did you ever stop to consider this?

The largest and most successful dealers in the country handle the PEERLESS COIN-OPERATED PIANO—there’s a reason.

Let us show you how it is done. A postal will bring you our handsome brochure entitled “Easy Money.”

HIGHEST AWARD—GOLD MEDALS
Buffalo 1901 St. Louis 1904 Portland 1905

Roth & Engelhardt
(Props. PEERLESS PIANO PLAYER CO.)
Windsor Arcade, Fifth Ave., New York. Factories: St. Johnsville, N.Y.
DO YOU FOLLOW UP

the leads we make for you in our advertising campaign?
If you don't you are losing many golden opportunities for big profits.
We have started the business your way. With but little extra effort on your part, you
should reap the benefits in greatly increased sales.
Are you doing it?

COLUMBIA RECORDS

are household words throughout America to-day, in consequence of their universally
admitted superior quality.
Our extensive advertising reaches every nook and corner of the land continually.
It reaches all the people in your neighborhood. They have learned, through personal
experience, in repeatedly hearing Columbia Records under test conditions, to appreciate them
at their true value.
These people are ready now to be turned into permanent and profitable customers.
It's up to you to let them know you sell Columbia Records.
There are many ways you can do this, we mention two:
You should use your local newspapers to advantage.
You should give frequent concerts, playing all the newest hits, attracting the music-loving people and make them your customers.
If you pull with us, we'll pull with you, and with a strong pull all together you'll
pull off the biggest record sales this year since you started in business.

N. B.—You can always count on the recognized superior merits of Columbia Records to
make good every time.

Pull for the Columbia Record business in your town. It's the pull that pays.

COLUMBIA PHONOGRAPH COMPANY, Gen'l
Tribune Building, New York
GRAND PRIX, PARIS, 1900
GOLD MEDAL, PARIS, 1900
GRAND PRIZE, MILAN, 1906
STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE