STAR TALKING MACHINES

are new—better—totally "different."

If you don't know them yet, watch out for them.

Refinement of workmanship is their distinction. Their exquisite tone quality, noiseless operation, and dependability make every hearer a purchaser, every owner an enthusiastic customer for Star records.

HAWTHORNE & SHEBLE MFG. CO.
Philadelphia, Penna.
Some dealers figure that business is affected by weather, particularly hot weather, to such an extent that they do not place the same energy on the selling end of the business which they should. Now, the dealers who listened to our little World “talk” recently profited thereby. They wrote us regarding Summer specialties and they found that we had something new to offer, and as a result July and August trade was materially strengthened. They have made money. All dealers do through a Douglas connection.

Make September and October record breakers. Fall is here and business will reach enormous proportions. The calamity howlers are retired and the prosperity shouters have the floor.

A concern like ours, carrying, as we do, the largest stock of talking machines and accessories which can be found in any one establishment in the world, must naturally be accumulating some bargains. There are always some goods which are a trifle shopworn. There are always some changes in styles. In fact, there is hardly a month in the year when we have not specialties in the way of bargains to offer the regular trade, and yet, while liberal discounts are made from our list price for these goods, the average person could not distinguish where the slightest damage existed, and as a result dealers have been making big money through us. We ransack the world for something new and novel in the talking machine line, and of course we have the old American standards with a lot of smaller specialties from Europe, which are thoroughly up-to-date and good sellers.

Be wise, Mr. Dealer, and continue this conversation with us. You will be the gainer and be in readiness for the Fall business.
The Talking Machine World
Vol. 3. No. 9. New York, September 15, 1907. Price 1 cen

IMPOR'TANCE OF INSURING.

Wide-Awake Talking Machine Men Should Never Overlook This Phase of Their Business—A Well Insured Firm is Better Rated by Credit Men—Some Reflections on This Timely Topic—A Credit Man Supplements It With Some Views Worth Noting.

Words are hardly strong enough to urge the retail merchant to a sense of his duty to insure his merchandise stock to the best advantage. In fact, we consider a merchant, without ample insurance, not duty bound to carry fire insurance as an essential to his credit.

IT IS WISE TO INSURE.

The merchant who insures his stock tells the agent from which he receives the policy that he would take all reasonable precaution to protect credit. Without giving any definite figures, it is safe to say that three-fifths of the retail merchants of large city are not paying attention to this very important feature of the credit desk.

The retailer who does not keep a record of his purchases and sales is not in a position to say that three-fourths of the retail merchants are not paying attention to this very important feature of the credit desk.

The merchant who does not keep a record of his purchases and sales may be his store, or adjoining property, a fire in his store night and day. If the fire bell rings, he may be his store, or adjoining property, a fire in his store night and day. If the fire bell rings, he

MRS. EDDY'S "ARTIFICIAL SINGER" Entertains Masters Who Recently Visited Her With Selections on the Talking Machine.

During the recent visit to the home of Mrs. Eddy, the Founder of Christian Science, of the three Apostles appointed by the Superior Court to decide upon Mrs. Eddy's mental condition, she entertained her guests with an unexpected but pleasing surprise. In conversation, the man who does not insure knew to what extent his credit was injured by his own neglect to subscribe his interests he would certainly change his tactics.

Words are hardly strong enough to urge the merchant, who does not keep a record of his purchases and sales, that the great success of a business nowadays.

WIRELESS TELEPHONY.

First Actual Application of This Principle Was Made at Put-in-Bay During the Week of July 15 to 20—Carried for Four Miles.

The first actual application of wireless telephony to practical work anywhere in the world, says the American Telephone Journal, was made in Put-in-Bay, on Lake Erie, during the week of July 15 to 20, in reporting the reports of the Interlake Association.

Wireless telephone outfit was installed on board the yacht Thelma while a steamer station was equipped in Put-in-Bay.

The distances which were attained even exceeded the hopes of those in charge of the apparatus. The Thelma followed the competing yachts or motor boats across the course through most of the races and accounts of occurrences during the races were transmitted to the shore station exactly as the events occurred.

Not only was speech transmitted but a number of interesting experiments were conducted; since whistling and talking machine music or dialogues were interpolated with the news reports. People on the yacht and ashore were surprised at the clarity and fidelity of the reports. Friends recognized one another's voices without difficulty.

The stretching of the talking machine needle over the disc after the record had been played through, even the tapping on the mouthpiece of the microphone transmitter with a pencil, was distinctly heard at a distance of three miles from shore. The greatest distance at which the report from the yachts were heard and recorded was four miles.

HOW SOUSA WAS CAUGHT.

Sousa was recently badly caught by a prominent singer in an argument regarding the application of the copyright law to phonograph records. The singer's view caught the band leader by surprise, and he could do nothing but stand up for breath, unable to reply. It was, in brief:

"That, as the record is canned music, its regulation falls properly under the Pure Food Law and the copyright bill has no business with it."

INCORPORATED IN ILLINOIS.

The Hawthorne & Shibiee Mfr., Co., of Philadelphia, Pa., was recently incorporated under the laws of Illinois, with a capital stock of $75,000, for the purpose of manufacturing talking machines and their supplies.
TRADE NOTES FROM INDIANAPOLIS.

Kipp-Link Co.'s Handsome New Quarters—Columbia Co.'s Novel Window Display—Chas. Craig on the Edison Move—Success of Nickel Arcades—Other Notes of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 7, 1907.

The Kipp-Link Co. have just about completed setting up their rooms on East Washington street between Meridian and Delaware. The rooms when completed will be about the most convenient for the talking machine business in the Central West. The location is excellent and the arrangement on the inside is superb. Special advantages are offered for showing goods to retail dealers. There are individual rooms with a window opening out into a hallway where are stored the records. The demonstrator stands in this hallway and the arrangement is such that he can show records to three customers at the same time. Meanwhile the many individual rooms offer seclusion for the customers. Then there are other general salesrooms and an office room. Farther down on West street is the wholesale department of the store, i.e., the rooms where the records are kept in quantities. There is room for more than 10,000 records and the floor space is 135,000 square feet.

The Kipp-Link Co. made the move from their old place on North Illinois street to the new place without losing one minute of their advertised "Can't-Be-Best Service." The company devote practically all of their attention to the wholesale business and advertise it as the "Can't-Be-Best Service." The company handle Edison machines and a number of other brands.

Thomas Devine, of the Columbia Co., showed a novel window advertisement last week. It was a light ball which rolled around in the reflector of a lamp turned upside down. Evidently there was no power to move the ball, and yet it kept rolling around constantly. The device was extremely simple, and yet it attracted a deal of attention. The power that moved the ball was furnished by two small electric fans concealed in the window.

Charles Craig, of the Indiana Phonograph Co., who handle Edison machines, fears that the new rule of the Edison Co. providing that horns be furnished will not prove highly satisfactory. The only thing Mr. Craig fears is that the black horn furnished will not always be satisfactory, and that it will be hard to sell. He counts on the future by his experience in the past. He has found that there has been a great demand for highly-colored horns, and he believes that it will continue. Mr. Craig has just given his order for fall stock. He ordered 1,500 machines and 20,000 records. He says that the retail business has been unusually good, and he believes that both the retail and wholesale business will improve within the next few months.

Thomas Devine, of the Columbia Co., made a business trip to Martinsville last week.

The reputation of a five-cent theatre is being demonstrated here by the Bijou and the Bijou Dream, both under the same management. The Bijou has been established for two or three years. Recently the Bijou Dream was established about three blocks away on the same street. The Bijou Dream has a much better location, being in the midst of the shopping district. Notwithstanding, the Bijou does the best business.

The Dreamland Arcade, on South Illinois street, has put in 70 new Edison machines and mutoscopes. The machines have been arranged in the front part of the building, and the office has been moved to the rear. The Dreamland has good crowds during the K. of P. encampment. Frank Zepk, of the Vaudeville, has just returned from a two weeks' vacation at Atlantic City and New York. He says his company has had unusually good business during the K. of P. Encampment, especially on the days when the parade was given on the principal streets of the city.

Fred Oeser has just come from Philadelphia to care for a number of automatic instruments kept in different pleasure resorts here by the R. Wor-
“Pulling even”

Mr. Victor Dealer, you are piling up Victor sales for 1907 to an immense figure. You are pulling a mighty strong oar on your side of the boat, and we want you to know that we are bending our backs to pull even with you at every stroke.

We are using every means that enterprise and money can command to make the Victor not only the best, but the best selling of all musical instruments.

We are securing the greatest artists; making perfect records; and doing the best kind of advertising—and plenty of it.

We have fourteen new Melba records; six fine concerted numbers by Caruso, Sembrich, Eames, Scotti, Homer, Plancon, Abbott and de Gorgorza; we have such new artists as Geraldine Farrar, Ancona, Alice Nielsen, and Constantino, three times as many names added to our Red Seal list as in any previous year. In the popular-record class we have enlisted May Irwin, the queen of fun-makers who could never before be induced to sing for any talking machine; Vesta Victoria, Alice Lloyd, and many others.

We are spending hundreds of thousands of dollars more than last year in advertising. Besides a large increase in our regular magazine advertising we are pushing three special new campaigns—in the newspapers; in the agricultural papers; and full pages every month in the Ladies’ Home Journal, with its five million monthly readers throughout America.

Keep up your splendid stroke, Mr. Dealer. We are pulling with you!

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

Here is your opportunity

Mr. DEALER: Our special newspaper advertising in the principal cities of the country has already immensely increased the demand for records.

Place a standing order with your distributor for all the new Victor records every month.

Then you are sure to have what your customers ask for.

Victor Talking Machine Company, Camden, N. J.

Full information can be obtained from the following Victor dealers:

Philadelphia, Pa. C. J. Hopp & Sons


Seabright, Ga. C. H. Gohs Co.

Syracuse, N. Y. C. B. H. & E. Co.

Toledo, O. C. F. H. H. & Co.


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Dear Mr. [Name],

We are pulling with you!

Victor Talking Machine Company
Camden, N. J., U. S. A.
RULES FOR SALES FORCE.

A List of "Don'ts" for Talking Machine Employees to Remember—Ideas Rather Gener-ally Adopted by Progressive Stores.

Every well-organized establishment finds it necessary to suggest or enforce certain store rules which usually cover specific points of department and relate to laws which employers must not violate. Many stores supplement these rules by suggesting to clerks how they can make them-selves more valuable to the business by extra at-tion to the finer points. The list of "don'ts" below is one of the methods of doing this, and although we have covered this subject pretty fully herebefore in The World, the topic is al-ways a "live" one:

Don't make a practice of coming late to busi-ness. It's more to your interest to come a few minutes early.

Don't dress dowdily, gaudily or dudishly; but cleanly, neatly and nicely.

Don't wait upon customers with your hands dirty or your finger nails in mourning.

Don't maneuvre your nails during business hours.

Don't forget; it doesn't cost a cent to be a man-nerly man or a womanly woman.

Don't address a customer as "lady"—madam is the proper term—or say "gentlemen.

Don't leave your department except in the in-terest of the business.

Don't allow dirt or disorder in your stock. Keep store as a good housekeeper would keep house.

Don't ask, after a customer is through making his purchases, "Is there anything else I can show you?"

Don't send a customer to any part of the store for goods called for unless you are sure they will be found in the place as directed.

Don't "humm" or "whistle" in a department or at a desk; it always customers and aggravates your business associates.

Don't say of goods asked for and not in stock "can't get." There is some one placing a high value on the real worth of a cus-tomer, says the Canadian Music Trades ad-

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New Victor Records for October

8-inch 35 cents
Victor Orchestra, Walter B. Rogers, No. 31626 Anvil Chorus from "Il Trovatore"—Verdi
Clarinet and Trumpets of Arthur Pryor's Band, No. 31628 Can All My Friends Tell Thee,
31629 Watermelon Club March—10-inch—Lampe
Clarinet and Flute Duet by Christie and Lyons
31630 Sweet Violets of Childhood—12-inch—Geier
31631 Bakery Waltz—10-inch—with orchestra.
31632 Soirée Solo by Helene Wald—accompanied by orchestra.
31633 Rock Me to Sleep, Mother—10-inch—Allen
Two New Records by Miss Lloyd with orchestra.
31634 Story of a Coffee Bean—12-inch—Take
Two New Records by Victor Orchestra with orchestra.
31635 Summer Blues—16-inch—Helbury
31636 Mann, Man, Man—16-inch—Helbury
(Voices, You're Thinking Too Much of the Men.)
"C'mon" Song by Miss Ada Jones
31637 If the Man in the Moon Were a Coon—10-inch—you
Vocal Solo by George P. Watson with orchestra.
31638 Hush, Don't Wake the Baby—10-inch.
Tenor Solo by John A. Finucane accompanied by orchestra.
31639 Stabat Mater—Cajus Adam—16-inch—Rameau
Tenor Solo by Harry Macdonough accompanied by orchestra.
31640 Moskau—Comfort Ye My People—12-inch—Handel
Tenor Solo by Byron G. Harlan with orchestra.
31641 "Neath the Old Cherry Tree, Sweet Mary—10-inch—Van Aalten
Songs by Harry Tally with orchestra.
31642 Ballooning—16-inch—Eckerd
31643 Broncho Buster—10-inch—Ballad
March Song by Billy Murray with orchestra.
31646 The Radiant Morn—12-inch—Van Tiller
31647 That's Got Courage—12-inch—Van Tiller
"C'mon" Songs by Arthur Collins with orchestra.
31648 If I'm Goin' to Die, I'm Goin' to Have Some Fun—10-inch—Collins
Clarinet Duet by Collins and Harlan with orchestra.
31649 What? Me—10-inch—Stapler
Lyric Quartet
31650 The Indian Moon—10-inch—Woodward
31651 The Kerry Dance (unaccompanied)—10-inch—Allen
Vocal Solo by Harry Tally with orchestra.
31652 Take Me Where There's a Big Brass Band—10-inch
Descriptive Solos by Miss Jones and Mr. Spencer with orchestra.
31653 Jemima and Maggie in Old Maid—18-inch.

New Red Seal Records
Four New Records by Maude Powell, the greatest of women violinists
10-inch size, 1$ each.
60776 Wore my Heart around the World
60775 I'm Goin' to see my Jack
60777 The Rose Leaves on the Tree
60775 I'm Goin' to see my Jack
34075 Menuett—Mozart
34076 Gypsy John—Beau
34073 Minuet—Mozart
34074 If the Man in the Moon Were a Coon—10-inch—Arthur Collins
34075 Hush, Don't Wake the Baby—10-inch.
Tenor Solo by John A. Finucane accompanied by orchestra.
34076 Stabat Mater—Cajus Adam—16-inch—Rameau
Tenor Solo by Harry Macdonough accompanied by orchestra.
34070 Moskau—Comfort Ye My People—12-inch—Handel
Tenor Solo by Byron G. Harlan with orchestra.
34071 "Neath the Old Cherry Tree, Sweet Mary—10-inch—Van Aalten
Songs by Harry Tally with orchestra.
34072 Ballooning—16-inch—Eckerd
34073 Broncho Buster—10-inch—Ballad
March Song by Billy Murray with orchestra.
34076 The Radiant Morn—12-inch—Van Tiller
34077 That's Got Courage—12-inch—Van Tiller
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34078 If I'm Goin' to Die, I'm Goin' to Have Some Fun—10-inch—Collins
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34080 The Indian Moon—10-inch—Woodward
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Vocal Solo by Harry Tally with orchestra.
34082 Take Me Where There's a Big Brass Band—10-inch
Descriptive Solos by Miss Jones and Mr. Spencer with orchestra.
34083 Jemima and Maggie in Old Maid—18-inch.

This list, with the regular Victor border design, will appear in space of 600 lines, in leading daily newspapers all over the country on September 28—the simultaneous opening day throughout America for the sale of October Victor Records.

This newspaper advertising reaches millions of people and benefits dealers everywhere. It's to your advantage to have the complete list so that you can take care of every customer.

You know every Victor Record is a perfect record; has the unequaled Victor tone quality. And every Victor Record you sell means a pleased customer, and helps you build a steady, profitable record business.

So make an effort to get all this desirable trade that's in your neighborhood.

VICTOR TALKING MACHINE COMPANY
Camden, N. J., U. S. A.
AN INDUSTRIAL LEADER

is Albert S. Marten, President of the Tea Tray Co.—Something of the Career of a Forceful, Energetic Business Man Who Has Developed an Important Industry.

Frequent comment has been made in these columns regarding the almost phenomenal development of the talking machine industry during the past few years. This trade has been indeed fortunate in having associated with it men of keen intelligence whose business judgment convinced them of the great future which lay in the talking machine and allied trades.

Prominent among these business leaders is Albert S. Marten, president of the Tea Tray Co., of Newark, N. J. The company of which Mr. Marten is head, manufacture the celebrated Art-Tone horns, and none who have not personally inspected the Tea Tray plant can have a fair conception of the magnitude of this business, which has been developed in a few years to the million dollar class.

The demand for the products of this concern comes from all parts of the world, and the recent large orders which have been taken on render imperative an increase of their already vast plant.

Inasmuch as this company is closely allied with the talking machine trade the personality of the man who has built it will be of interest to world readers.

Albert S. Marten, who came from good old English ancestry, first saw the light of day in New York in the month of June, 1845. He takes his boyancy from his native month, for Mr. Marten is always an optimist. He takes pleasure in his business, in his clubs, in his home and in meeting his friends. His years and his honors temper his disposition, but a man of his temperament could not long remain out of the harness.

After he had recuperated in 1892 his attention was called to the business possibilities of the Tea Tray Co., of Newark, and as a result he purchased the entire interests and formed a corporation, retaining the original name with himself as president and John H. B. Couger, son of the founder, as secretary. Since that time talking machine men are more or less familiar with the accomplishments of Mr. Marten.

Aside, however, from the manufacture of horns this company conduct a large business in fire extinguishers and hold patents controlling important inventions in this industry.

They also hold valuable working patents for a large line of electrical goods, known all over the world as “Marten Specialties.”

While Mr. Marten gives the closest attention to business he also finds time to participate in many outside affairs and lend his help and advice to many organizations.

He serves on the directorate of the East Orange Library, is secretary and trustee of the Board of Trustees of the Calvary M. E. Church, holds membership in the Archdale Golf Club, the East Orange Historical Society, Municipal Art League, Philadelphia Trades League, Board of Trade of Newark, National Association of Manufacturers of the United States, British Fire Prevention Committee of London, is a member of the National Board of Fire Underwriters of the Hardware Club of New York City, Golf and Forest Club of Newark, and a member of the Republican Club of East Orange. In politics he has always been a staunch Republican.

Mr. Marten is one of those men who believes in putting his whole heart into everything that he does, whether business, club or home life. He has a beautiful residence in East Orange, where with his charming wife and two daughters he enjoys the refining influence of an ideal home.

TO PLAY THE WEDDING MARCH.

So numerous have been the marriage ceremonies held in the office of the Recorder of Deeds in Kansas City, Mo., where the licenses are issued, that it has been suggested by the clerks that a talking machine be purchased together with records of the popular wedding marches, in order to lend enchantment to the scene.

DID YOU HEAR IT YET?

No! Well, Get Busy. It’s Worth Your While

FOR CYLINDER TALKING MACHINES

The Maestrophone Reproducer is the Limit. Deep, Vibrant Tone, Loud, Clear and Natural

Entire obliteration of that execrable, tin-panny effect. No rasping vibrations

NOTHING BUT A NATURAL, CLEAR, LOUD, RICH, FULL AND MELLOW TONE

Threee louder than any detachable reproducer on the market to-day

Through samples sent out last month we received orders for exactly nine times as many from all points of the compass. Here is an illustration from one of the largest jobbers in the North-west:

THE MAESTROPHONE PHONOGRAPH CO., Lincoln, Nebraska.

Gentlemen,—Your sample reproducer received. Included please find $ — — — —, for which send me one dozen MAESTROPHONE reproducers as good as sample, which we find to be very satisfactory and superior to any we have tried.

T. M. P. C. (Name and address upon request.)

This is one out of about fifty satisfied customers. Get in line and send in your order.

You will sell more records in a week than you do in two with the regular reproducer.

PRICE, $10.00 (TEN DOLLARS)

An allowance of $2.00 will be made on all Model C or Columbia Spring Contact Reproducers sent in combination with Model M.

All orders MUST be accompanied by full amount of remittance. Please do not waste your time and ours by asking to have Reproducers sent on consignment or approval. Money will be cheerfully refunded if you are not satisfied upon receipt of Reproducers.

REFERENCES | First National Bank; Columbia National Bank; National Bank of Commerce; First Trust and Savings Bank.

Regular discount to jobbers and dealers on initial order of six or three respectively, accompanied by remittance.

THE MAESTROPHONE PHONOGRAPH COMPANY BURLINGTON BLOCK LINCOLN, NEBRASKA
NEWS FROM THE GOLDEN GATE.

Trade Conditions Certainly Improving—Dealers Look for Splendid Fall Trade—New Needle Introduced—Marconi Records in Demand—Sherman-Clay Activity in Oakland—Columbia "Ginger Meetings."

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 4, 1907.

Among other changes which Kohler & Chase are making in their small-goods department the San Francisco jobbing business in talking machines has been put in charge of A. C. Neale, who has formerly managed only the local retail department in talking machines, band instruments, etc. The house will continue its wholesale trade in its lines of talking machines throughout the State, in about the usual manner.

Byron_Mausy is selling a good many small Edison machines, and is making a feature of them in his window display.

Clark Wise states that his trade in Victor machines has been above the average since the beginning of July, and there has been an especially strong demand for the improved Victor lines.

J. R. Smith, at 3216 Sutter street, is now carrying a full line of talking machines.

The Pacific Wholesale Co., who have located at 12 Commercial street, are introducing a new needle, called the "Exhibition," the use of which, it is claimed, will preserve a record three times as long as where ordinary needles are used.

The company have been sending out sample packages.

W. J. Reynard has been made manager of a talking machine store recently established by the Southern California Music Co., at Santa Barbara, Cal.

The Marconi records handled by the Columbia Phonograph Co., have been a great success through the State, in about the usual manner.

Fred Sherman, of Sherman, Clay & Co.'s Oakland branch, says that the talking machine business there is always good, and has come forward especially well since that department was fitted up, and the separate trying-out rooms were installed. The opening of a large popular theater in Oakland in the near future will, it is thought, cause a great improvement in the talking-machine business, and particularly in the sale of the latest records, as it will increase the value of new popular music.

The Columbia Phonograph Co. held one of their monthly "ginger meetings" last Thursday night, and practically every salesman in the neighborhood was present. Mr. Gray says that a great benefit is derived from these meetings, as the men get better acquainted and have the benefit of each other's experience. The greatest gain is from the practice sales, which enable the men to meet emergencies.

The store of Bacigalupi & Crucella, on Mission street, is now owned entirely by Emilio Crucella, P. Bacigalupi & Son having sold out their interest. This store has been selling a great many Edison machines lately, and the records are in great demand.

Mr. Beecroft has been very seriously ill, but is slowly recovering.

Beecroft has been a great help to the Allen papier mache horn, and numerous shipments are going forward. The sale of high-class Victor machines is increasing.

THE "TALKER" AIRS ITS VIEWS.

(Special to The Talking Machine World.)

Des Moines, Iowa, Sept. 5, 1907.

A clever practical joker fixed up a deal with a talking machine which threw into consternation the District Court in Des Moines, Iowa, the other day. Recently the talker was introduced in court procedure here. Anticipating that the voluminous testimony of an equity case would be needed in another trial Court Reporter William Jayne and his assistant, who are the emissaries of the devil," drawled Courts are the abomination of the earth and they say "Yes."..."Courts are the abomination of the earth and lawyers are the emissaries of the devil," drifted the talking machine, while Judge Howe, Court Reporter Jayne, officials and operator looked at each other in blank amazement. "With the courts abolished and all laws repealed America would be free indeed and liberty would come into her own." it continued. This by this time Reporter Jayne had grabbed the machine and the wanton desecration of the temple of justice ceased.

PATHE FRERES NEW WAREROOMS.

The American branch of Pathe Freres, the celebrated manufacturers of talking machines, records and moving pictures, under the capable management of J. A. Berst, at this end, had the evidence fixed into a record, and when court opened the other morning the machine was set in motion. "Courts are the abomination of the earth and lawyers are the emissaries of the devil," drifted the talking machine, while Judge Howe, Court Reporter Jayne, officials and operator looked at each other in blank amazement. "With the courts abolished and all laws repealed America would be free indeed and liberty would come into her own." it continued. By this time Reporter Jayne had grabbed the machine and the wanton desecration of the temple of justice ceased.

THE TALKING MACHINE WORLD.

SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York
The policy of the Government towards corporations has necessarily affected the stock market, and the business community is still closely watching the effect of the sentiments upon the people which Taft and Roosevelt uttered from the platform last month. They wish to know whether the pronouncements sent forth will be favorable or unfavorable to the country's trade.

It is difficult to tell whether this condition is to be taken to indicate that a new view of the executive prerogative has actually come into vogue or that a super-sensitiveness of executive influence has actually taken hold of business. At least, it is significant.

In the iron trade the plants are all running under higher pressure, and will do so the balance of this year in order to fill orders now on the books. Skilled labor in all trades is generally employed at splendidly remunerative wages, and the latest crop reports certainly should be encouraging to the business men in every section.

The parcels post question will be reopened at the coming session of Congress. The advocates of such an extension of Governmental conveyance to their business have too much to gain to discontinuance their efforts to persuade members of Congress that the establishment of a parcel post is one of the most trying needs of the times.

It was generally believed in days past when this subject was brought up for legislation, that the great catalogue houses were behind the move, simply because they could, with Government assistance, undersell the country merchants in remote localities. The change in this when they could deliver a parcel two thousand miles away at the same cost which they could deliver to a nearby town.

This proposed legislation would not affect the talking machine trade particularly, for Attorney General Moyer proposes placing a ten-pound limit on the parcels; that, however, would enable horns to be shipped by mail, but talking machines, save the smaller types and records, would be excluded.

Copyright legislation will come up again before Congress at the next session, and this industry will be represented by able advocates who will endeavor to convince legislators that the talking machine is an educator in the broadest sense, and that no legislation should be acted upon which will curtail the production of records by creating conditions whereby the retail purchasers will have to pay increased prices for records.

The hearing before the last committee would seem to prove conclusively that talking machines have been an aid to the composers in making their compositions known to thousands of people who otherwise would never have heard of them had it not been for the agency of the talking machine. In fact it has been clearly proven by documentary evidence that many of the music publishers were only too anxious to have their new compositions known to the world through the talking machine. They considered it the best kind of advertising they could have.

At the copyright hearings in Washington last December many of the conclusions were read from music publishers in which they showed the strongest kind of interest in having the talking machine men put new compositions on talking machine records so that they could get the advertising value from that source.

The quickest way to get a composition before the people is through the mediumship of the talking machine. Statistics show that it has stimulated the sale of sheet music rather than injured it.

The effect of the new copyright law in Italy is obvious. One or two of the great music publishers have absolutely control the situation.

It is not probable that Congress will pass an international musical copyright bill which will be detrimental to American manufacturers. The talking machine men have put vast sums in their manufacturing plants, and it is not very likely that they will be placed in a position where they will have to make terms with a few of the leading publishers of Europe, or else reduce their catalog list very materially; for it is noticed that since the passage of the new law in Italy companies outside have had to cut off many names from their monthly bulletins.

Two important court decisions rendered in Hungary and in Belgium on copyright appear in the news department of the World. These decisions serve to show that the European countries are taking a reasonable view of the true position of the talking machines in the people.

Dr. Lee de Forest, the eminent inventor of wireless telegraphy and telephony, writes The Talking Machine World that the United States are giving daily gramophone concerts between our two stations in Toledo by wireless so that any one who wishes can hear grand operas or rag time by the etheric route. The articulation is perfect. "What wonderful possibilities lie in the future for the transmission of sound! Dr. de Forest does not hesitate to say, that in five years we will be able to talk by telephone to South America, Europe, and Africa, and in ten or fifteen years' time across the Atlantic. Indeed in the language of the Virginia preacher, "the world do move."

The suggestions made in the last World state the formation of a National talking machine association have been widely and favorably commented on. The move is a popular one, and from present indications before the last form of the World shall have gone to press a National organization will have become an established fact, for at this time of writing indications now point to the formation of a National organization at Buffalo. The move is in the right direction, and when the talking machine organization is perfected, as it should be, along National lines, it will be helpful to the general interests of the trade.

The differential prices between cash and installment sales has been the subject of considerable trade discussion during the past month. The National Phonograph Co. have taken up this subject with their jobbers in response to a request made by a committee of the Eastern Jobbers' Association. They addressed a letter to all their jobbers, requesting that they get the opinion of as many dealers as soon as possible. At this time of writing we learn that after careful deliberation the National Phonograph Co., through President Gilmore, have notified the jobbers in convention at Buffalo, as well as the trade at large, that they were of the opinion that it was for the "best interest of all our jobbers and dealers that a discount for cash or otherwise should not be permitted on retail sales of Edison phonographs, parts, records, or blanks."
THE SEARCHLIGHT FOLDING HORN

THE ONLY PRACTICAL, COLLAPSIBLE HORN IN THE WORLD

Style—Gun Metal Finish—Gold Striped.
For all Edison and Victor Machines except Victor I.
Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.
"Your mill will never grind with the waters that have passed."

Mr. DEALER:

You have at least one hundred old customers who are looking for a horn that won't be in the way when not in use—that can be taken apart in ten seconds and put in a drawer or on a shelf—that can be carried in the pocket when visiting friends. *Be progressive.*

SEND TO YOUR JOBBER FOR SAMPLES

SOLD ONLY THROUGH JOBBERS

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

Howard Taylor Middleton writes an interesting letter regarding a trip to Northern New York and Canada, and was pleased to find talking machines practically at every point visited this summer.

Howard Taylor Middleton, whose name is familiar through his contributions to The World, recently spent his vacation in Canada with a friend. His letter to the managing editor recounting his experiences is so "newsworthy" that we have taken the liberty of quoting it in part:

"My dear Mr. Spillane—I had such a delightfully gay trip to Canada that I have decided to tell you a little about it. It was a revelation to me as far as talking machines are concerned too as you will learn later. Mr. Mountain and I left Prescott, Arizona, on July 25th, and arrived at Kingston, New York, at 11 o'clock that night when we boarded the steamer Kingston, at Charlotte, on Lake Ontario, and journeyed to Prescott through the Thousand Islands and the St. Lawrence River, and many other places.

"It was an amazing trip, and we marveled at the beauty of the country, and the variety of animal and plant life we saw. We heard the call of the loons and other waterfowl, and the chirping of the birds as we sailed down the river.

"When we reached Prescott, we found that the talking machine was in great demand, and we were amazed at the number of people who wanted to hear it. The machine was set up in the pilot house of a large steamboat, and the pilot's assistant gave us a demonstration.

"He told me most emphatically that the talking machine was a wonderful invention, and that it would revolutionize the way we listened to music. He gave me a demonstration of some of the world's most famous operatic arias, and I was completely amazed at the quality of the sound.

"We arrived at our destination, Fort Coulonge, on Saturday evening, and were met by friends of ours from Montreal, by the name of Scott, and from that time on during our stay of one week, we had a time never to be forgotten by either of us, for it was full of pleasure. We went fishing for catfish, and caught several, weighing eighteen pounds (this is a true fish story), and several other fish, including black bass, eels, pickerel and goldfish. The country around Fort Coulonge, by the way, is an old French and Indian village which was quite noted during the war in Canada. It is a place of great beauty, with trees, and flowers.

"In the morning, we went fishing for catfish, and I caught several, as you will learn later. As soon as I found this out, I determined to interview Mr. Lightner, of the Victor Talking Machine Co., and his wife left last week for New York.

"Just before leaving Mr. Lightner was presented with a magnificent photograph of Captain Press, leader of the Police Band, which he prizes highly.

"The Police Band played more than twenty selections which will become known all over the world, spreading the fame of this city's famous musical organization into remote corners where it has not been heard of.

"Experanzenaz, a well-known singer and comedienne of the Principal Co., sang some numbers on the talking machine. Other well-known Mexican voices gave their best efforts into the recorder.

"Mr. Lightner and wife have been to Mexico and Export Company, and have succeeded in getting the goods you ordered. They are pleased with the service you have rendered, and will write you soon.

"I have taken the liberty of quoting it in part:

"The police band, and other musical organizations of Mexico, as well as records of noted singers in the Land of the Montezumas.

"(Special to The Talking Machine World.)

"Mexico City, Mex., Sept. 1, 1907.

"After getting home from the police band and other musical organizations of Mexico which rank among the highest in the world, and also obtaining records from the famous singers of the city, Mr. Lightner, of the Victor Talking Machine Co., and his wife left last week for New York.

"Just before leaving Mr. Lightner was presented with a magnificent photograph of Capt. Press, leader of the Police Band, which he prizes highly.

"The Police Band played more than twenty selections which will become known all over the world, spreading the fame of this city's famous musical organization into remote corners where it has not been heard of.

"Experanzenaz, a well-known singer and comedienne of the Principal Co., sang some numbers on the talking machine. Other well-known Mexican voices gave their best efforts into the recorder.

"Mr. Lightner and wife have been to Mexico several times before and are well known in the city. They will have but a short stay in New York, leaving there Sept. 5 for Brazil and Argentina, the coming trip making their ninth into those countries. They will return to Mexico next year.

"THE POINT OF VIEW.

"My dear," marveled the sick man to his wife, "I am nearing the golden streets. I hear strata of sweetest music, unearthly in its beauty.

"Oh, " John, " said the wife, "what you hear is a phonograph in the next flat.

"So it is. Dara those people, anyhow. No consideration for their neighbors. Go and tell 'em to stop that infernal racket at once."
Something Out of the Ordinary

That's what adds a selling force to any kind of business.
Get out of the rut! Sell something different than every other dealer in the same line offers to the public.
We have the article. It's name is

The REGINAPHONE

Have you seen it? If not, lose no time in looking into its merits, for it makes easy dollars for the talking machine dealer.
In many families there are differences of opinion on the question of entertainment. One member of the family wants a music box. Another member wants a talking machine. To such a family you can easily sell a Reginaphone, which is a music box and a talking machine.
Getting right down to brass tacks, so to speak, can you not sell a beautiful music box and talking machine combined at a very small advance above the price of the regular Regina Music Box?
Of course you can, and you can sell a good many of them if you put them out in your store where they can be seen.
You don't want to hide them under the bushel of indifference and expect them to sell, but put forth such a novelty as The Reginaphone properly, and it will turn trade to your store; it will make your establishment talked about, and best of all, you will be selling a money-making product.
As far as the talking machine mechanism which accompanies The Reginaphone is concerned, it cannot be surpassed by any outfit on the market. And then we have special points of excellence found in no other product.

THE REGINA CO.

Main Office and Factory, Rahway, N. J.
BRANCHES:
Broadway & 17th Street, New York 259 Wabash Avenue, Chicago

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks and Regina Sublima Pianos.
Distributors of Victor Talking Machines and Edison Phonographs.
THE TALKING MACHINE WORLD.

THE HOUSE OF PATHE-FRERES.
The Big French House with Branches Covering the Globe.

The great French house of Pathe Freres maintains offices in the principal cities throughout the world. It is surprising, when we review the history of this marvelous institution, how wonderfully it has developed within the past ten years. The Pathe Freres talking machine products are known the world over.

M. Pathe, one of the celebrated brothers who visited America last year, was much impressed with what he saw on this side of the Atlantic. This concern now have made arrangements for a special representation in French Canada, and it is possible that further developments of Pathe Freres may render it necessary to erect factories with what he saw on this side of the Atlantic.

visited America last year, was much impressed with what he saw on this side of the Atlantic. This concern now have made arrangements for a special representation in French Canada, and it is possible that further developments of Pathe Freres may render it necessary to erect factories with what he saw on this side of the Atlantic.

Each of the brothers Pathe is a practical man, and their inventive skill and business ability is wonderfully illustrated in the world-wide business which they have developed during a very brief period. Aside from manufacturing and selling talking machines and discs, it should be understood that Pathe Freres have an immense business in moving pictures. In this country the business is under the direction of J. A. Berst, who has offices at 11 West 25th street, New York, and who is an able representative of the great international house.

CARUSO CALLED TO MUSICAL SLEUTH.
Hoagland, of the Keen Ears, Struck Song Trail and Found Stolen Photograph.

"Tis Caruso's voice, none other," whispered Detective Eimer Hoagland of the Brownsville Station, Saturday night. "You are not mistaken," said Detective Collins, joyfully. "Listen, I cannot be mistaken. It is the 'Siciliana' from Cavalieria Rustica--Caruso is singing.'"

Hoagland and Collins stood in front of the house at No. 1832 Dean street, Brooklyn. They were weary of a day's unsuccessful search for a burglar who had entered Mrs. Clara Young's ice cream parlor at No. 3005 Atlantic avenue. She reported later to Captain Reynolds, of the Brownsville Station, the loss of a phonograph and records valued at $300. "You've been haggling about your musical ear," said Captain Reynolds to Hoagland, "and you're just the man for this case."

Hoagland asked for Collins' assistance and started out to prove that a musical ear is an asset to a good sleuth. They visited pawn shops without result, and then made a tour of homes throughout the neighborhood. Windows were open and dozens of photographs were going. Hoagland listened to scores of musical samples and shook his head. The clue on which he pinned his hopes was furnished by Mrs. Young. She said three of the stolen records were of Caruso in his famous songs. Collins had listened to "Love Me and the World Is Mine," "My Dear and Other Popular Songs until he was sick of his job. Hoagland's enthusiasm was undimmed. He analyzed carefully everything that floated on the night air. Collins nearly jumped out of his shoes when Hoagland caught him by the shoulder in front of the Dean street house and announced: "That's it!"

They traced the music to Mrs. Mary Corcoran's apartment on the second floor, introduced themselves as building inspectors, and Hoagland entered the parlor where the phonograph was going. He saw the number was 4,721, the same as the stolen instrument. Mrs. Corcoran said her son, James Muivy, aged nineteen, brought the instrument home at 5 a.m., having purchased it at a nearby second-hand store. Collins went to the store and was told that no phonograph had been sold. The instrument was taken to the station, and Hoagland is looking for Muivy.

A VALUABLE COLLECTION OF RECORDS.

One of the most valuable and interesting collections of talking machine records in Great Britain is owned by a resident of London. In the collection are several records by the late Lord Tennyson, among them the "Charge of The Light Brigade," an address by W. E. Gladstone, and records by Henry Morton Stanley, the explorer, and P. T. Barnum, the famous showman. The collection is also included one in French by Prince Louis Napoleon, who met an untimely death in the Zulu war. One of the most highly prized records is by Florence Nightingale. It was made in 1839, at the time an exhibition was held for the survivors of the Balaklava, and contains the following words: "God bless my gallant comrades of Balaklava and bring them safe to shore."

-Florence Nightingale."

NEW CLEVELAND DEALERS.

Two new talking machine agencies were added to the already long list in Cleveland, Ohio, early this month. One is in the large furniture store of Brown Bros. and is in charge of J. E. Archer, while the other is in the furniture store of Nathan & Skeale, located quite near the Brown establishment. The former concern have installed the Columbia line, and the latter, the Victor. With fifteen important agencies already in the field and with about fifty smaller ones trying to get business: It would seem as though the two new agencies would find considerable to attend to this fall and winter.

A HELP TO RECORD PURCHASERS.

In order to enable talking machine owners to more readily pick out their favorite grand opera selections or the records of their favorite artists the Victor Talking Machine Co. recently issued a very convenient list of operatic records alphabetically arranged. The title of the opera is given, as well as the English translation of both it and the selection, the number and price are stated, and an index of the entire list of operas and singers is included in the catalog. The object of the catalog is to still further increase the sale of Red Seal by making the arrangement of those records readily accessible to the intending purchaser. As the Victor Co. say in a circular letter, "Red Seal records and operatic selections impress Victor 'Quality' on all who hear them.

The object of the catalog is to still further increase the sale of Red Seal by making the arrangement of those records readily accessible to the intending purchaser. As the Victor Co. say in a circular letter, "Red Seal records and operatic selections impress Victor 'Quality' on all who hear them.

INCREASE YOUR OUTPUT

Bargain Offer

Record Duplicating Machines

Each machine will duplicate 15 records per hour.

They can be fitted with individual electric motor or a number of them can be run from a shaft driven by a ½-horsepower motor.

WRITE FOR PRICES

Only a limited number of machines on hand.

For full description and particulars address W. W. ROSENFIELD

585 Hudson Street
NEW YORK CITY

ADDRESS

The Channell Studio for Photography,
30 Harrison Street,
EAST ORANGE, N. J.
I then interested another young man, and soon seven of them would be under no obligations to buy. I appointed to bring my machine to their homes believing. Of ten persons upon whom I sold, I started to work, my idea being "hearing is believing." I went first to my friends and made appointments to bring my machine to their homes some evening. Of course, I assured them that they would be under no obligations to buy. Out of ten persons upon whom I called I sold to seven. My plans worked better than I had anticipated. I then interested another young man, and soon had him doing the same kind of work. I paid him a regular salary. Later I had four young fellows working for me, and was doing a land-office business.

I did not stop there, but turned my thoughts to the country. Farmers living away from a city have very few amusements. I knew a talking machine would just please them. So I hired a man to drive out into the country and stop at the farmhouses. We did even better than we did in the cities, selling on the average to eight out of every ten upon whom he called. I was working for a firm in the daytime, and did all this work in the evening. Soon I was putting quite a good deal of money in the bank. There is a good field open to bright young men who have a little "bustle" in them, and who make themselves familiar with the improvements in the goods which they handle.

The children of Mr. Atwood were playing his dog one Sunday.

"I wish you would keep your poodle away from my children. I'm afraid it will bite them," said Mr. Atwood to Mr. Tuttle, his neighbor. "No well-bred dog ever bit anything," retorted Mr. Tuttle, tartly.

This answer nettled Mr. Atwood. One word led to another and Atwood, farcical, parted from Tuttle, exclaimed "I'll show you whether a well-bred dog ever bit anything!"

Hurrying home, he started his phonograph with the record of a dog fight which he happened to have. Yelps, growls, barks, snarls, squeals of dogs, and shouts of men, "Eat him up, Bucker!" "She him, Tige!" emerged from Edison Atwood's house in the direction of the Tuttle's residence, as a warning that dogs, in the past, have been known to bite. For hours the neighborhood sounded like a kennel, a dog-pit or Constitutional, with its horde of hungry mongrels. On one occasion a crowd of boys and young men, encouraged by the sleepless inhabitants, stoned Mr. Atwood's house. He chased them, but caught nobody.

Atwood thereupon bought four horse-pistols. Then he consulted a lawyer as to how to protect his children, his home and his phonograph. The lawyer told him he could carry the pistols if he did not conceal them. Mr. Atwood therefore promenaded the main street, four pistols in his belt, in Western style, as seen in melodrama and magazine pictures.

And the musical dog fight goes on.

THE PHONOMETER

(PATENT APPLIED FOR)
The Only Talking Machine Speed Meter


FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is absolutely accurate.

II. BECAUSE it indicates the speed of all disc machines instantly.

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) reproduced in the same musical key (or pitch) that the artists originally sang or played the selections.

VII. BECAUSE the Phonometer is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO.,
97 Chambers St., New York.

DOUGLAS PHONOGRAPH CO.,
59 Chambers St., New York.

S. B. DAVEGA,
32 East 14th St., New York.

JACOY MUSIC BOX CO.,
9 Union Square, New York.

LANDAY BROS.,
419 Fifth Ave., New York.

VICTOR H. RAPKE,
1611 Second Ave., New York.

REGINA CO.,
41 Union Square, New York.

STANLEY & PEARSELL,
311 Fifth Ave., New York.

ALFRED WEISS,
320 First Ave., New York.

C. KOEHRING & BRO.
625 Virginia Ave., Indianapolis, Ind.

POWERS & HENRY,
373 Sixth St., and Dipson Way, Pittsburgh, Pa.

METROPOLITAN TALKING MACHINE CO.,
Jacksonville, Fla.

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

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.,
39 South Ninth Street,
Brooklyn, N. Y.

THE TALKING MACHINE WORLD.
THE TALKING MACHINE WORLD.

VICTOR CO.'S GREAT PLANT.
The World Representative Visits the Splendidly Equipped Plant of the Victor Talking Machine Co. and Records His Impressions for the Benefit of Readers of This Publication—Structures That Tell of the Tremendous Progress of the Talking Machine Business.

(Special to The Talking Machine World.)

The manufacturer in any industry plays much the same part, to that industry, as is played by the human heart to the body as a whole. The first turning of its wheels means the creating of a new mercantile force, which grows and expands just so fast as this organ acquires perfection in its work; in other words the manufacturer is the creator; on his shoulders to a great extent rests the future of the business; on his resources depends its advancement.

Having for some years been connected in one way or another with the talking machine trade, principally as a representative of the World, and therefore vitally interested in all things pertaining to it, it was with great pleasure that I could accept the cordial invitation from H. C. Howard, advertising manager of the Victor Talking Machine Co., to inspect their factories at Camden, N. J., and it will be my effort as far as possible to convey to World readers at least a general idea of this enormous plant, the only or rather the most feasible way being to write of it as I saw it.

Arriving in Camden about 8.30 a. m. I went directly to the author of the invitation, but caught him over ears in work on the great daily paper advertising now being done by this company; however I was delivered into the hands of a worthy substitute, namely, Howard J. Shartle, who, much like the hotel clerk, gets paid to catch all the complaints that are coming in for inability to keep abreast of Victor orders.

RECENT ADDITION TO THE PLANT OF THE VICTOR TALKING MACHINE CO.

The first building that you enter and in which are now the executive offices, is what is called the office and record pressing building; this measures 70 by 225 feet, and is a four-story structure. The front section is devoted exclusively to the offices as follows: First floor, executive; second, export and patent departments and show rooms; third, bookkeeping, accounting and purchasing departments; fourth, drafting and experimental work.

The pressng plant, or to be more explicit (for the benefit of those who may not understand the trade vernacular) the record manufacturing plant, occupies the rear half of the building; on the first floor the raw material is brought in and put into large kettles where it is mixed, then rolled out into long strips and cut into squares in sizes necessary for the 12-inch, 10-inch or 7-inch records. These blocks or squares are then sent to the second or third floor where they are pressed, the rough edges trimmed, and the labels put on. The fourth floor is used for renickeling the matrices and the inspection of the finished records; each record passes through the hands of a number of experts who examine them for scratches or other imperfections, and one out of every 100 is played over, which insures the dealer and jobber a perfect stock.

Directly in back of this building lies the hydraulic engine room. The machines placed here use 3,000 gallons of water a minute in operating the hydraulic presses; the water is taken wholly...
THE TALKING MACHINE WORLD.

from artesian wells of which there are thirty right
on the place.

Passing through this plant we come to the factory build-
ing, probably the most interesting of all, to the
artist in mechanical turn. This measures 75 by 180, five stories in height. This structure is
built in two sections with a broad arcade between, long in regular enfilade, with external
porches at each floor. This, of course, insuresthe best of light and air to all the workmen. This
department is under the direct management of L. Lambert, who has been five years promi-

ately connected with the famous Brown & Sharpe Mfg. Co., of Providence, R. I., and therefore
peculiarly well adapted to take charge and push this end of the Victor business. One—on the
first floor, is what is called the punch press and annealing room. Here is where
many of the small parts are turned out; one part is intended for the musician and the
other for the dealer. This work is all done by
hydraulics expanding and bending machines. Thus
these elbes are made in one piece, which is a
marked improvement over the old method.

Floor one, section two, is devoted to the stock
room for rough product and small parts, such as
spindles, jigs, fixtures, reamers, taps, etc., for
the manufacture of the Victor are made here and keep
sixty men busy twelve hours in the day. The
art cutting and milling is done on the same
floor in section two. The third floor is devoted to
drilling and the making of screws, spindles, wind ing keys, washers, rivets, etc.; fourth floor,
sections two and three, to buffing and polishing, getting the
parts ready to be plated, oxidized and lacquered; section two, the assembly room, where all parts
are put together. To give you some idea of the
output it might be well to state here that there
has been an average of 1,000,000 Victrolas a
year, and that is nothing. The stock is kept up by
a card system which is a great labor saver,
and no matter how busy they may be there is not
enough time or waste material.
The dog is usually considered the most saga-

cious of animals, and not without reason. An
instance is related of a dog which apparently
recognized his master's portrait, not to mention
his 'master's voice.' The dog's owner was sitting
for his picture and not being satisfied with the
artist's work wanted certain alterations
made. The artist refused to make them, but
offered to let the dog act as arbitrator. 'You
bring your dog in, and if he doesn't prove it to be
a good portrait by licking it, I'll paint another
without charge.'

Accordingly the animal was called in, and on
seeing the portrait, at once ran up to it and licked it affectionately. This was proof so posi-
tive that the painter was paid his price without
further argument. It may be added that he had
previously rubbed bacon on the picture; but
it would be presumptuous to say that really
affected the result. THE TALKING MACHINE DOES HIS WORK.

A road builder in one of the county districts
of England, who was instrumental in having a
fine roadway built where none had been before,
but was at the same time badly needed, when
about to leave for America dictated into a talk-
ing machine all the details of the work for the
benefit of his enthusiastic fellow townsmen, even
so far as to name the exact number of tons of broken bottles and old shoes used in its
construction. How many road builders on this
side of the water would be honored by having their
farewell words or a description of their
work treasured on a talking machine for the
benefit of posterity. Yes, republics were ever
ungrateful.

EDWARD N. BURNS AT THE HELM.

Edward N. Burns, a vice-president of the
American Graphophone Co., and manager of the
Columbia Phonograph Co., who had been vacationing in the Thousand
Islands for two weeks, returned to New York
Wednesday, as brown as a berry and feeling
like a two-year-old. Mr. Burns is one of the
most popular men in the trade, his intimate
knowledge of the business being of vast assist-
ance to his company associates.

Recommended as Best
By those Who Know Best

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

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

EMILIO DE OJEDA.

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

I.C.S. LANGUAGE SYSTEM

EMILIO DE OJEDA.

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

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS,
SCRANTON, PA.
FROM ALL QUARTERS THE SAME NEWS

"YOU HAVE A WINNER"

"There is a great field for it"—"Nearer perfection than the first phonograph"

IKONOGRAPH

A PERFECT MOVING PICTURE MACHINE FOR THE HOME

If you handle Talking Machines, Musical Instruments, Photographic Supplies, Etc., THE IKONOGRAPH will make your line complete.

Others think so, why not you?

IKONOGRAPH DISTRIBUTORS

ALBANY, N. Y. .... P ich & Hahn.
BALTIMORE, MD. .... E. F. D e nor & So ns Co.
BOSTON, MASS. .... Ro y Johnson Sporting Goods Co.
BUFFALO, N. Y. .... The Talking Machine Co.
CANTON, O. ...... The Keen & H e fterman Co.
CHICAGO, ILL. .... The R u d c h l e W h eeler Co.
CLEVELAND, O. .... Fowler & Slater.
COLUMBUS, O. .... Perry Whitsitt Co.
DAYTON, O. ......... Neighbors & Dobie.
DUBUQUE, IOWA .... Hager & Bliss.
EASTON, PA. ......... William Werner.
HOBOKEN, N. J. ....... Eclipse Photophone Co.
MINNEAPOLIS, MINN. ....... Minnesota Photophone Co.
MILWAUKEE, WIS. .... McGeorge Bros.
NEWARK, N. J. ......... Edisonia Co.
NEW HAVEN, CONN. The Parke-Benham Co.
NEW YORK, N. Y. .... Douglas Photophone Co. H s t e t.
OMAHA, NEB. ......... A. H loe Co.
PHILADELPHIA, PA. .... L. S h e w & Bro.
PITTSBURG, PA. .... Powers & Henry Co.
PROVIDENCE, R. I. J. A. Foster Co.
ROCHESTER, N. Y. .... The Talking Machine Co.
SCHENECTADY, N. Y. Finch & Hahn.
SAN FRANCISCO, CAL. .... Clark, Wise & Co.
ST. PAUL, MINN. .... W. J. Press & Co., Inc.
SCHENECTADY, N. Y. Finch & Hahn.
TOLEDO, O. ......... W. L. Milner & Co.
TROY, N. Y. ......... Finch & Hahn.
UTICA, N. Y. ......... William Harrison.
WASHINGTON, D. C. .... J. F. D enor & Sons Co.

IKONOGRAPH COMMERCIAL CO., 36 East 23rd Street
NEW YORK
August business in "talkers" was very much of a pleasant surprise; in nearly every case it not only ran far ahead of July, but the books show an increase for last year's account for that period. The opening days of September, it is true, were not as good as was expected, but if indications do not lie this slump will be more than offset by the rush of orders we have calling for dealers' contract blanks, and while this in itself is not unusual the fast-increasing calls for dealers' contract blanks, and while indications do not lie this slump will be more that period.

Every one is looking forward to the meeting at Buffalo on the 9th and 10th, and all are unanimously in favor of the proposed national auditions. One jobber said: "There is no doubt but that the time is now ripe for such a movement. For a long while we have all felt the disheartening effect of competitive rates and make plans, and it was this feeling that gave birth to the present Eastern Association. But this business is growing. It has become one of the greatest of our business, and it is no longer possible to get the best results from a local body if we are not to protect ourselves and the industry. We must have some way of getting all the jobbers in the States together, so that when important matters come up we all will be able to move as one man to solve it. To me a national organization seems most necessary. Concerted action will be often necessary, and I for one will do my level best to forward the enterprise."

Charles Bobzin, the well-known talking machine man of Boston, was a recent visitor to this city. After the made things happened at the Ditson store, 1654 Chestnut street. A new manager, W. C. Holzbaur, has been put in charge and the whole building put in the hands of carpenters and decorators to be remodeled. A complete line of Victor machines and records has also been added which will be pushed to the limit. The Ditson store is between 14th and 15th streets, and as their patronage is wholly high class they ought to make a big Red Seal showing, as the expression goes. But this is not all. A new "A" arm has just arrived. Before leaving town he added the name of J. P. Drew, the well-known small goods man, on Tenth and Walnut streets, to the already long list of Ditson dealers. J. P. Drew will handle the Victor line extensively, and when called on by The World man was ears in ear in working for new baby.

If you happen down in the neighborhood of 45 North Ninth street, do not be surprised if you don't at first recognize the home of Louis Buethn & Bros., the well-known talking machine jobbers of this city. Since last month this company have devoted a good deal of their spare time to renovating and remodeling the place. Boston they have added a large dance hall, and the whole establishment shifted around. Nothing has been overdone, and we must congratulate them on their taste. The changes are most practical and sensible, and that's what a jobber should first of all consider. On account of their increased business a third floor has been added, which will be devoted exclusively to wholesale stock. This company is putting a large cabinet building and have just gotten in several carloads of new styles. New should be written in capitals, for this line of new styles is still growing in popularity, if such a thing can be conceived."

The failure of the Lewis Talking Machine Co., Columbia jewelers in this city (referred to elsewhere), has occasioned much regret, because through the closing of this establishment the trade loses, temporarily at least, one of its most genial and efficient men in the business, J. M. Lewis. He has connected himself in an important way with the Helas Electric Co., of this city. His many friends will wish him the best of success in his new field.

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MUSIC FOR THE SODA FOUNTAINS

According to a humorist in the New York World...
"THE IDEAL"

A SELF SUPPORTING HORN FOR ALL EDISON AND COLUMBIA MACHINES

20 INCH BELL
PERFECT TONE
HANDSOME FINISH

NO CRANE - NO STAND - NO SUPPORT
WEIGHS ONLY A FEW OUNCES
ALL ALUMINUM

PATENTED
~ 1907 ~

THE TALKING MACHINE WORLD
SEPTEMBER 15, 1907
TO THE TRADE

In answer to the extraordinarily large number of inquiries that we have received concerning our patented horn, we beg to inform all dealers that the “Ideal” is sold through jobbers exclusively and that such jobbers will, on request, provide dealers with copies of our “dealer’s agreement” which contains full information as to condition of sale, list price, discount, etc.

We shall publish in the next issue of the “World” a complete list of distributors of the “Ideal.”

Respectfully,

DEVINEAU MANUFACTURING COMPANY

36 East Twenty-third Street, New York
TRADE HAPPENINGS IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Sept. 10, 1907.

The talking machine business in Cleveland continues good and is sharply improving. There is an optimistic feeling prevailing among the trade generally that the good in the territory he has witnessed, in fact, it has already set in with many of the dealers. The difficulty heretofore experienced in procuring goods promptly from the manufacturers has been greatly lessened, the dealers are filling up and enlarging their stocks more extensively than ever before. A large per cent. of increase in sales over a year ago is noted by the dealers. The demand for records is constantly increasing, and is best for the higher-class goods in both machines and records. An evidence of prosperity in the talking machine trade is the enlargement and improvements now under way in a number of stores.

The Gaumont Chronophone Co. have moved their machines to a new and larger building on High street, where fine offices have been fitted up for a permanent home. The building is a five story brick and the upper stories will be utilized as the company's workshops. The premises are now prepared to transact business, and Mr. Faekkenhauer is now in the process of making arrangements to place the machines in the principal cities.

W. H. Hug, representative of the National Phonograph Co., 10 Fifth Avenue, New York, was a caller on the talking machine dealers recently. He stated that, considering the season, trade was excellent. Mr. Hug has spent the greater part of the summer in Cleveland and has been busy all the time. On one day we received orders for five Victorola, and already had fifteen orders booked.
YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On Zon-o-phones and Zon-o-phone Records

YOU BE THE JUDGE

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

Zon-o-phone Concert Band

521. Arion Carnival March. An inspiring record of this old time favorite dedicated to the Arion Singing Society of New York City.


523. Kings of Rags-Two-Step Oddity. A grotesque bundle of ragtime. The driver instrumentation of this number produces some odd ragtime effects.

524. Sunbeam Dancer-Schottische. A bright, sparkling dance number, with bells and claps.

525. Turkish Patrol. This renowned characteristic record is made ideal reality by the use of the Turkish drum and cymbal throughout the number.

Hagers' Orchestra


527. Jolly Widow-Waltz (Die Lustige Wittwe). A beautifully rendered waltz made up of the popular melodies from the immense European success, "The Jolly Widow.'

528. Spring Song (Mendelssohn). Undoubtedly the most artistic interpretation of this classic ever produced.


530. Yankee Tourist-Two-Step. The melodic strains of "The Glad Hand Girl" (Field Song), "Wouldn't You Like to Have Me for a Sweetheart?" (Irish Lads), and "Come and Have a Smile With Me," from this successful production, make a charming record.

Accordian Solo by J. J. Kimmel. In the admirers of this artist's solo, this will add another selection, as beautifully rendered as its predecessors.

Vocal Selections with Orchestra Accompaniment

532. All My Girls--Ed. M. Favor. Hymn-songs from the "Blue Moon," in which numerous Christian themes of the fair sex are cleverly arranged. Some with all the instruments, and others that Favor puts into songs of this character.

533. Ballroom-Harry Tilly. Pleasing and attractive song from the musical comedy, "Fascinating Flora," in which Adelle Ritchie has been starring.

534. Blest Be the Tie-Sacred-Mr. Frank G. Mantle. An excellent rendition of this beloved sentimental hymn of Christian fellowship sung to the tune "Demns," with organ accompaniment.

535. Herman and Minnie-Descriptive--Ada Jones and Len Spencer. Clever German character sketch illustrating the versatility of these genial entertainers. The selection opens with a verse of the song "Herman," by Mr. Jones, upon the conclusion of which, "Herman" (Mr. Spencer) arrives in his auto, concluding with clever repartee and singing.

536. I'm Tiring the Leaves So They Won't Come Down-Byron G. Harlan. A sentimental child song, words by E. S. S. Huntington, music by Fred. Holl. It tells in a pathetic manner the story of a little lad and his small girl playmate, who, being ill, the doctor says will pass away when the leaves come down, and the lad's endeavor to keep them from falling.

537. Irish Section Song-Descriptive--Peerless Quartette. Bright humorous selection of wit and melody. Opening with the sounds of the busy city, followed by singing and repartee, concluding with the "gents" departure on a trip of "quitting time," singing the chorus of "Drill, Ye Patriots, Drill." Their voices dying away in the distance as the train moves off.


539. On An Old Fashioned Hayride--Billy Murray. Late song by Williams and Van Alstyne, depicting the advantages of the old fashioned hayride or hay-wagon ride, with all the sounds of the subway or trolley, for larksmaking.

540. Many's the Time--Collins and Harlan. Bright descriptive song possessing a catchy refrain. Words by Ed. Rose, music by Fred. Fischer, written to "If the Man in the Moon Were a Gown," and other successes.

541. Rambler Minstrels No. 3. Another of these always welcome minstrel records. Open with the chorus of "It's Always the Same in Dixon," by entire company, followed by witty skits, concluding with "Happy 'Til I Die," by Mr. Collins, the quartette ending in the chorus.

542. Scene of a Dogfight--Len Spencer and Alf Holt. One of the most realistic descriptive records imaginable. Mr. Spencer as the announcer or "master of ceremonies," is all that could be desired, while the barking and whining of the dogs are cleverly imitated by Mr. Holt.

543. Take Me Back to New York Town--Harry Tilly. The universal desire of all native New Yorkers, when on a foreign shore, to return to their home city, is set to music by the suc- cessful composer, Harry Van Tilzer.

544. The Handsome Brave Life-Saves--Billy Murray. An excellent song from the pen of Albert Gumble, the rendition of which is clear, bright, and tuneful.

545. Yield Not to Temptation--Metropolitan Quartette. An old-time hymn, beloved and sung by Christian people in our churches today. This rendition is excellent, the voice blending perfectly.

List of Zon-o-phone Records for October:

546. Accordion Solo by J. J. Kimmel. In the admirers of this artist's solo, this will add another selection, as beautifully rendered as its predecessors.

547. Vocal Selections with Orchestra Accompaniment.

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Sometimes Money Talks
Sometimes Talking Machines Talk

Zonophone Tapering Arm Machines
Ranging in Price from $20.00 to $75.00

Our new complete line of instruments is considered the best that money and brains can furnish. If not perfectly satisfactory, you can return for full credit.

Zonophone Records
12-inch Records, $1.00 | 10-inch Records, 60 cents.

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

Dealers wanted in every city. Write for catalogues and discounts

365 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zonophone product

CALIFORNIA
San Francisco ....... Kohler & Chase, 1322 Sutter St.
San Francisco ...... Petritz Radiolip & Smits, 1021 Golden Gate Ave.
Oakland .......... Kohler & Chase, 917 Wood St.

IOWA
Des Moines ............ Robert H. Smallfield, 1513 3d St.
Davenport .......... Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS
Lawrence .......... The Dillard Music Co., 504-506 Delaware St.

LOUISIANA
New Orleans .......... Ashton Music Co., 141 Baronne St.
Lake Charles ...... J. & S. Smith, Tailor Theatre Arcade.

MAINE
Portland ............ W. H. Ross & Son, 107 Commercial St.

MARYLAND
Baltimore ............ C. S. Smith & Co., 669 W. Baltimore St.

OHIO (Continued)
Cincinnati .......... J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati .......... Salm Talking Machine Co., 639 Vine St.
Cincinnati .......... Rudolph Wurlitzer Co., 123 E. 46th St.
Cleveland .......... Rushan & Smith, 181 Onondaga St.
Cleveland .......... Bill Foster Co., 15 Canal St.
Akron .............. Geo. S. Bates Co., 135 S. Main St.
Columbus ........... Columbus Piano Co., North High St.

PA, PENNSYLVANIA
Allentown ........ H. A. Becker, 601 Ohio St.
Philadelphia ...... Oakley Talking Machine Co., 12 N. 7th St.

RHODE ISLAND
Providence .......... J. Samuel & Bros., Weybosset St.

SOUTH DAKOTA
Fargo ............... McArthur Piano Co.

TEXAS
Houston .......... Texas Phonograph Co., 1069 Capital Ave.

VIRGINIA
Richmond .......... Hopkins Turn. Co., 79 W. Broad St.

WISCONSIN
Kenosha .......... Alden Bidinger & Co.

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

CANADA
St. Johns, N.F............... Chelsey Wood.
Toronto .......... Whalcy, Royce & Co., 158 Yonge St.

Nouvelle ......... Yarmouth Cycle Co., Yarmouth.
THE TALKING MACHINE WORLD.

It is a far cry from the crude talking machine of years ago to the splendid product of 1907, but there were men even in those early days who saw with prophetic vision the wonderful possibilities of the developed graphophone as an entertainer, educator and aid as well to the business man. They did not hesitate to bend their energies to its development and to aid its commercial success in every consistent manner. As a result of concentrated energy we have today a splendid industry, the growth of which, within a brief period, has been without parallel in any other trade in modern times. Talking machines, to use the generic term which is now applied to all sound reproducers, have long outgrown the inconsequential position which they occupied in bygone days. They are now royally welcomed in the palaces of millionaires as well as in the humble homes of the common people throughout the land, and they play no unimportant part in our daily lives. They are used in scores of different ways so that they have become closely identified with many of the entertainment and educational forces of our day. We have had associated with the industry inventive talent and business ability of the highest order.

The marvelous growth of the talking machine business has surprised even those who have kept in close touch with its astounding progress. The development of the imperfect instrument of bygone days to the splendid creation of to-day, which is conceded to be a marvel, is almost as great a step as from the crude steamboat of Fulton to the superb floating palaces which now ply the Hudson during the summer months.

The talking machine industry is rich in inventive minds. It has in it men of splendid business ability. Its history shows that, and one of the greatest institutions which has always been to the forefront in inventive skill and progressive business methods in the Columbia Phonograph Co. It would be difficult to locate a man in any sphere of life who has given evidence of the possession of greater executive or financial ability than Edward D. Easton, the president of the Columbia Phonograph Co.

From time to time we have emphasized the special creations and improvements with which this progressive company, whose ramifications now encircle the globe, has been identified. Their latest triumph, the Marconi velvet-tone records, are announced officially in our advertising columns today. These records are truly wonderful, and as one well-known trade expert remarked recently after listening to them, commenting on their marvelous quality, "The Marconi record is not a mere invention; it is a revolution."

Extravagant words, apparently, and yet all the members of the trade will be specially interested in products for which seemingly large claims are made. They will analyze the merits of the product on these claims, and see on what basis they are founded. And the manufacturers of these new records invite such criticism.

In the first place, it must be conceded that the playing of the ordinary disc record is accompanied by a scratching sound, which at times is annoying, and with some records it becomes so dominant that it seriously interferes with the pleasure of listening to the melody which the machine may be playing.

The Marconi velvet-tone record is noiseless, or practically so, for the friction is reduced to such a point that it is hardly noticeable.

Another very important feature that the Marconi velvet-tone record possesses is that constant change of needles is unnecessary, for in using them a gold needle is applied which it is not necessary to change while using twelve or fifteen records.

Still another point which is strong in its favor is its feathery lightness. It might properly be called a feather-weight record. The term is fitting, for the record is much lighter than any now on the market. The extreme lightness, of course, adds to its desirable, and it costs less to send by mail.

It is also very flexible, therefore, when it is shipped by post there is no possibility that it will reach its destination in a broken condition, as frequently happens now in shipping records by mail.

This new Marconi velvet-tone record is one of the most remarkable creations of recent times in the talking machine business. The records are put up attractively, the label being specially artistic, and in the opinion of experts who have tested them they will occupy the center of the trade stage for some time to come.

As a compliment to Signor Marconi, of wire- less telegraph fame, they are named in his honor, being the first great advance in the art of recording sound since his connection with the Columbia Phonograph Co. as consulting physicist, and as has been aptly said, they are "wonderful as wireless."

The designation "Velvet-Tone" has been given them because of their velvety reproduction of sound, making it possible for the graphophone to reproduce the actual tones of the voice, instrument or orchestra in all their beauty, with every suggestion of mechanical reproduction removed. An appropriate name for truly a remarkable product.

When Marconi was last in America he made a personal tour of the great Columbia factories at Bridgeport, Conn., and expressed himself in enthusiastic terms regarding the perfect system which prevailed there. The Columbia organization is not only perfect in the business and commercial departments, but the directing heads realize that a product must be right in every respect in order to command the approval of the critics of our day, therefore a perfect system has been inaugurated and betterments constantly made wherever possible in the creative end of the Columbia business.

Through Marconi's clever inventions distances have been annihilated; the shores of the old world have been brought within speaking distance of our own and ships at sea can converse quite as easily as pedestrians on Broadway. The currents of air through Marconi's magic have been harnessed for the transmission of sound in such a way that new conditions have been created on land and sea, and now that this sound wizard has turned his attention toward sound development through the agency of the graphophone we may be prepared for many expansive moves, some of which may prove startling through their departure from established customs.
The Oliver Ditson Co.'s New Department Devoted to Talking Machines Much Admired—Eastern Company's Improvements—Manager Andrews Expects Big Fall Trade—Business Unusually Good—News of the Month.

(Special to The Talking Machine World.)


The chief feature of the talking machine trade here this month is the fine new department which the Oliver Ditson Co. have given to Manager Winkelmann for the Victor talking machines. It is now the finest department in the city. In place of the tiny little room heretofore used, on the back part of the sixth floor of the Ditson building, the entire second floor is now open to it. There is nothing new there, and it is unusually attractive. The fittings are in oak and there is plenty of room for all the display needed.

Four large exhibition rooms are fitted up on the Tremont street end of the building. There is a fine elevator service, and every conceivable thing that would be of value in such a department has been provided. The Victor machines are exclusively handled and the business done is enormous. General Manager Charles Bobzin is a firm believer in the worth of the Victor and is doing all he can to push its sale.

At the Universal Talking Machine Co. they are planning to increase their facilities for caring for the increased trade which has developed this year. An electric passenger elevator is being installed and the third floor of the building has been opened as an additional showroom. A large business on the Edison and Victor goods is reported. They are having a clearance sale of hornes. Wholesale Manager A. W. Chamberlain has been on a fishing trip to Bailey's Island, Me., with his bride.

At the Columbia Phonograph Co. the new $200 machine is on exhibition, and has attracted much attention. It has started a lively competition to match it from the firms handling the Victrola, and it is generally believed that it will create a good trade on the high grade machines. Manager Hakeshurgh reports an excellent business as a result of the establishment of smaller branch stores throughout this section.

Manager Andrews, of the Boston Cycle and Sundry Co., says: "I think this is going to be a record breaker for the talking machine business. I feel that jobbers throughout the country feel the same way. There is a good under-tone, the dealers feel more confident, and the public is anxious to buy higher grade machines, and the mid and higher priced records. We are having an unusually good trade on our tray systems and our carrying cases."

Since the change in retail managers, the business of the C. E. Osgood Co. has developed quite a little, and the new department, for handling the Columbia goods, is assuming very creditable proportions.

In my last letter, month reference was made to a special display of records "at slightly reduced prices" at the Columbia warerooms. It seems this was a misunderstanding in some way. There was merely placed on the counter and brought before the public with the object of moving slow moving records.

Business since the first of September, at all the jobbers and retailers, has been unusually good. In fact, there seems to be the beginning of a "boom" in sight, and the trade expects a very busy winter.

LEWIS TALKING MACHINE CO. AFFAIRS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 6, 1907.

The attorney for the assignee of the Lewis Talking Machine Co., under date of August 27, in requesting creditors to accept a composition of 50 per cent. in settlement in full for their claims, made the following statement:

"On behalf of George Hansel and Hert T. Lewis, trading as the Lewis Talking Machine Co., I make the following statement of affairs and offer of composition: Liabilities, $11,755.47; of which $7,755.47 is for merchandise and $4,000 for borrowed money. Assets, stock on hand, $5,500; accounts, $1,500; instalment accounts, $400. The stock was appraised to sell at $1,500, while the accounts would realize $1,400 more, making the total assets, $3,900. There is also a lease with a rental of $125 a month, which has eleven months yet to expire. The original capital was loaned through Mr. Hansel, one of the partners. For the past year the gross amount of business done was between $23,000 and $25,000, with expenses of $6,000. The books show, as well as the statements of the partners, that Mr. Hansel never has drawn anything from the business; while Mr. Lewis has drawn a salary of $7.50 a week for the last two years. All the capital was put back in the stock, as shown by the books and the amount of merchandise on hand.

"The Lewis Talking Machine Co. are compelled to discontinue business owing to the condition of facts above stated, and desire to offer their creditors a settlement of 50 per cent. cash payable immediately. It will be readily seen by the creditors that this offer is double what could be realized out of the assets through bankruptcy proceedings. The failure is due to lack of ready cash capital and to much expense. The matter has been carefully investigated by the largest creditors, among whom are the Columbia Phonograph Co., Penn Phonograph Co., and the Howthorn & Shable Co. They already agree that this is by far the best settlement that could be obtained and have expressed their willingness to accept it."

THE UNIVERSAL ADVERTISEMENT.

The omission of the full-page advertisement of the Universal Talking Machine Co. from The World of last month was not intentional but occurred through some unaccountable error in the makeup of the publication. The Universal concern believe in publicity and supplied copy as usual, and therefore the absence of their advertisement was not intended.
STORE WINDOW ADVERTISING

Is the Most Valuable of the Many Forms of Advertising. According to Geo. P. Metzger, the advertising manager of the Columbia Phonograph Co., was recently asked by a Talking Machine World reporter what he considered the best advertising medium—magazines, newspapers, billboards, or otherwise. Mr. Metzger thought a moment and said: "Well, that's a rather hard question. Each of the above mediums is a cog in the great wheel of publicity. All are valuable. There is one form of advertising, however, you have not mentioned, and for the talking machine dealer is probably more valuable than any of the above. I am referring to the dealer's own store-window. Although most dealers don't seem to realize it, probably his strongest business-getting asset is his store-window.

"A store window not worked for all it is worth is just like gold money stored away in an old sock instead of being made to earn interest. The largest part of a talking machine dealer's business is carried on by the window display idea. A good store window can be immediately cashed in. Any suggestion made can be instantly converted into sales. It not only presents exactly the same opportunity for printed argument as the billboard, but it can point to the open door. Through the window can be instantly acted upon—it will sink its competitors out of sight seven miles below the horizon. Window display salesmanship certainly fits the "talking machine" business. We surely have something to say, and it's rather a shame to waste our ability. A store window full of phonographs and records looks new and different every few days, but they can be made to look bright and clean and attractive and wanted. Any store manager's window matter can be made to do the rest.

"Talking machine dealers should take hold of the window display idea good and hard. Get the people inside the store and three-quarters of the work is done—a sale is almost made. The passerby who has been stopped and persuaded to step inside the store has taken the first deliberate step towards buying—and the first step is always the hardest."

PAYS TO USE FOREIGN RECORDS

When Giving Recitals, Owing to the Cosmopolitan Element Which So Largely Prevails in the Population of All Our Cities.

For some years now, enterprising dealers have discovered that one of the best ways to sell records is by giving phonograph concerts at which records of the new monthly lists are played over. In many towns this reunion is looked upon as one of the pleasantest evenings of the month, and sale of all Edison records on the usual monthly list are easily traced to it. In this connection the editor of The Edison Phonograph Monthly very pertinently says: "Dealers who adopt this plan should never fail to play one or two of our foreign records with the usual monthly list. People who hear them played are loud in their praises, and it would undoubtedly tend to popularize them if a few were played whenever an opportunity occurred. In a country like this, where so many races are blended, there should be a big market for foreign selections if they were pushed. These foreign records are all exceptionally good, being, indeed, the best-recorded and most popular in the countries from which they come. There is a great deal of variety among them. Some of the German and French and grand opera, and some in the lighter vein of the café chantant. They are made by artists well known in their respective countries and deserve recognition as such, not only by French, German or Swedes, as the case may be, but by all Edison phonograph owners who appreciate good vocal records."

The advance list of Edison grand opera records, supplement No. 8 for November, which will reach retailers October 28, is as follows: 55. Heubermanned ("The Heubermann Song"), "Der Fliegende Holländer," Wagner; 56. L'Ultima Pasta ("The Last Rose of Summer"), "Martha," Floot; 57. Quadro Pasquale ("When I Was a Page"), "Falstaff;" Verdi; 58. So Anno La Virtu Magica ("The Magic Virtue! Also Know") Don Pasquale," Donizetti; 50, Alto Lâ! ("Halt, there"). "Carmen," Bizet.

HOME TAPERING ARM ZONOPHONE.

In addition to the deservedly high reputation enjoyed by the Zonophone records of the Universal Talking Machine Mfg. Co., Camp and Mulberry streets, New York, N.Y., their machines are of equally good repute in the estimation of the trade. One of their latest products and an unusually quick seller is the home tapering arm Zonophone, which, with the morning glory horn, as herewith illustrated, sells for $21. This horn is 16 inches long, with a 16-inch bell, and is the sound box, instead of the "Universal," is the "Zonophone." This machine is the lowest price standard machine in the market, and considering its superior quality, is a line the trade will find most satisfactory to handle. The motor plays one large record with one winding, and it can be wound while running. The cabinet is 12% inches long, 13% inches wide, 7 inches high. The horn is 16 inches long, with a 16-inch bell, and with the Universal Talking Machine Mfg. Co. is notable in many ways. One of the happiest pictorial postals takes advantage of the prevailing popularity of the Teddy bear. As the accompanying sketch indicates, the bear before the Zonophone is "Delighted," and that tells the story. This is the first time this idea has been used in the talking machine trade, and is original with B. G. Royal, the president of this enterprising company.

The Montenegrino-Riehm Music Co., Louisville, Ky., who are doing a great business in Edison goods exclusively, have decorated their store in a very striking manner, a sort of an educational object scheme. The walls have been stenciled with figures showing the various parts of a piano from sounding-board to key. The colors are pink, green, silver and gold.

With the removal of the O. K. Houck Piano Co. from St. Louis, Mo., there will be one less Victor and Edison jobber in that city.

The Auxetophone shown at the last Leipzig Fair continues to attract much favorable attention by reason of its superb reproduction.

The Auxetophone Co., 106 Woodward Avenue, Detroit, Mich.

American Phonograph Co.
Do you realize just how much the Horn and Crane affects the sale of your Talking Machines?

You appreciate, of course, that these parts are the most conspicuous ones on a machine. It is natural, then, that your customers' eyes should center entirely upon them. Isn't it?

What is the result? If the Horn and Crane are cheaply constructed, they cheapen the looks of the whole Machine. By so doing, your machine sales are harder to make—your price is harder to get.

Isn't it wiser to show your customers a Horn or Crane that will give your Machines a handsome, high grade appearance? A machine so equipped will practically sell itself—and at your price.

Have you seen our "Art-Tone" Flower Horns? Something brand new. The best trade have conceded them to be the handsomest looking, clearest sounding and best wearing Flower Horns ever produced.

You'll like our new Horn Crane, too. Its action is as simple as the lift of your finger, with a hold as strong as a vise. Highly finished, too.

Ask your jobber to show you samples. If he can't, write to us. We'll see that you're given the best attention. Just depend on that.

Write for Handsome Booklets.

THE TEA TRAY COMPANY
OF NEWARK, N. J.

FOUNDED 1857.
WILL NOT GRANT RATE.

The National Phonograph Co. Refuse to Grant Differential Price Asked by the Jobbers’ Association—Formal Letter Issued on Monday.

The differential rate or price asked to be considered favorably on the part of the National Phonograph Co. by the Central States and the Eastern Talking Machine Jobbers’ Associations, has been refused. The following circular letter furnishes the reason why the company declines to make the concession:

Orange, N. J., Sept. 7, 1907.

To the Trade:—

With further reference to the matter of the proposed allowance of a 5 per cent. discount for cash on Edison machines sold at retail, we wish to state that this proposition has received our most careful consideration, and we are of the opinion that for the best interests of all our jobbers and dealers, a discount for cash, or otherwise, should not be permitted on retail sales of Edison phonographs, or parts, records or blanks.

The success of this company and the consequent success of the business of our jobbers and dealers as a whole, has been due to the establishment and maintenance of the one-price system, and it is our opinion that any deviation from, or variation of, the one-price system would be the end prove prejudicial to the interests, not only of this company, but equally so to the business of our jobbers and dealers.

We have, therefore, decided, without any equivocation whatever, that under no circumstances will we permit the allowance of a discount on retail sales of goods manufactured or sold by this company.

Yours very truly,

W. E. GILMORE, President.

EFFECT OF DIRT ON RECORDS.

It is known that a perfect reproduction cannot be obtained, unless there is nothing to interfere with the proper frictional contact between the needle or reproducer sapphire and the sound waves on a cylinder or disc record. Dirt in the record grooves prevents the needle or sapphire point from correctly following the engravings and in turn causes a defective vibration and reproduction.

The frictional contact also causes the dirt to cut and ruin the sound waves, reducing the life of the record, destroying the one-price system, and causing the record to become scratchy after a few reproductions.

The fractional contact also causes the dirt to cut and ruin the sound waves, reducing the life of the record, destroying the one-price system, and causing the record to become scratchy after a few reproductions.

J. N. Blackman, proprietor of the Blackman Talking Machine Co., is confident that the best way to guard against injury through dirt and dust on records is to use the “Place” record brushes, and as a proof of his confidence in their merit he is furnishing free samples to all dealers and jobbers upon request, and intends to send out samples in the near future to all dealers on his mailing list.

The advertisement of the Blackman Co. in this same sets forth their claims regarding their line of record brushes and should interest the trade.

A. P. PETIT TOURING THE TRADE.

Returning from a successful trip through New York State September 3, where he found business among the jobbers in fine shape, A. P. Petit, general manager of the Talking Machine Supply Co., 400 Fifth avenue, New York, started again on the 8th for a more protracted visit to the trade. He called on the Canadian jobbers first, then attended the Buffalo convention, and subsequently saw the representative houses throughout the Middle West. Later he expects to go to Mexico, and will sail from New Orleans for Cuba. Mr. Petit will not return before the middle of November. The company are doing an extensive needle business, and the manner of their packing in decorated small tin boxes, lithographed, is unique, attractive and original. They handle ten different styles. Samples invited for are submitted and jobbers upon request, and intend to make the trade in neat, bright cabinet and gold-plated parts, to correspond and harmonize with the neighboring articles in the beautiful music room. It is a straw that shows which way the wind blows, and it behooves manufacturers and dealers to take notice.

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 play-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.
A Tremendous Wave of Interest

in the Edison Phonograph is sweeping over the country. Its popularity is greater than that of any other talking machine. This is because the Edison provides the widest range of entertainment in the most satisfying way. Its improved Reproducer with its indestructible sapphire point, its clear, rich, musical tone, its convenient cylindrical Records, and its high-grade mechanical construction make it the choice of discriminating buyers everywhere. If you handle the Edison Phonograph put it to the front and let the people hear it. Use our display cards and other printed matter liberally and thus get the benefit of the advertising we are doing in the magazines and newspapers. If the Edison is not represented in your store do not waste your time, energy and money trying to compete with it—put in a stock and protect your own interests. We furnish full information on request, together with the name of a jobber who can supply you.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.
BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76
Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES
O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDROSS ST., LONDON, E.C.
In conversation, a large manufacturer of both
yet play an equal if not greater length of time.

in some cases discs are cheaper than cylinders, and
this claim.

certainly a tremendous in-

take of sales, and this must to some extent explain the
very busy condition of most disc record factories.

Edison Bell October Records.
Edison Bell's up-to-date dealers' parcel of Oc-
tober records will be ready about the 12th of Sep-
tember. The list contains some very fine selec-
tions, notably a 'cello solo of Van Biesen's "Broken
Melody" by Seuser Arnold Foldesy, also "Ave
Maria," by Mme. Jouretti, Madragal from "The
Nightingale," by the Meister Gieß Singers, and many
others of equal merit.

Pathé Frères Report.
Messrs. Pathé Frères state that the demand for
their new 81/4-inch, double-sided disc is excellent,
and as they become more widely known there is
not a doubt but that the sales will increase ac-
cordingly. The price is ls. 6d.; that covers two
splendid selections, well recorded, and which play
from two to three minutes each. Machine sales
are satisfactory, all things considered.

Living Pictures of Bird Life.
Messrs. Richard and Cherry Kearton have
eclipsed their natural history photographs by some
unique cinematograph films of bird life, which
were recently exhibited at the Institute of
Journalists, London. They included records of
the home life of such shy and wary birds as the
swallow-hawk and merlin and illustrations in-
umerable of chaffinches, whitethroats, skylarks
and pipits, who were shown on their nests feed-
ing and brooding their young. "We have," said
Mr. Kearton to The World's representative, "been
engaged for the last three or four years upon
these living picture studies. As you may imag-
ine, the difficulties have been enormous. In
many cases we have been obliged to bring the
birds within two or three feet of the nests without
frightening away the birds. Our chief trouble
has been the noise of the machine. We have
partly obviated this by placing it in a felt-lined
box. Before exposing a film we have had to ac-
custom the birds to our presence in this way; we
have a small test, painted green and covered
with twigs, in which the box is concealed.
The lens protrudes through a tiny hole. This dis-
guised tent we bring day by day, nearer the nest
until we obtain the right position. We are now
endeavoring to obtain phonographic records of
the singing of birds, placing machines for the
purpose in the boughs of trees. But so far, the
bird's mechanism has made the birds pause.
In their songs to listen to the strange sound.
We cannot work this as in the case of the cinemato-
graph, but in time we hope to obtain a move-
silent machine."

Edison Bell New Phographs.
There is a good deal of interest centered just
now around the Cheapside store of the Edison
Bell Photographic Co., where a most attractive
window display holds the attention of passersby.
It consists of an exhibition of the twelve new
photographs issued as prizes in connection with
the recent competition for naming these ma-
chines. A card attached to each prize announces
the winner's name. The idea will no doubt pro-
duce good results from a publicity point of view.
By the way, I am informed that the first comp-
False Report About Edison's Health.

A cable just to hand in London announces that Mr. Edison is suffering from nervous collapse, his condition being somewhat serious. The news has occasioned many expressions of sympathy from members of the English trade, which, without doubt, one and all will echo the wide world o'er. Our united wish is for his speedy recovery.

[We are pleased to say there is no foundation for this cable report. Mr. Edison is enjoying splendid health.—Editor Talking Machine World.]

An Edison Bell Announcement.

As a result of the reduction in price of Edison records to one shilling, Edison Bell have issued an important circular announcing a reduction in price in favor of their “up-to-date” dealers, to take place from the first week in September. At the same time a warning is issued as to the cutting of prices. Among other reasons against this practice, it is pointed out that records, for instance, by Lionel Brough, will probably never be requested, in consequence of the state of health of this grand old comedian, and as the public want the record that pleases them, there is not the slightest need for a salesman of any capacity losing the legitimate profit the public are ready and willing to pay. In future, prices will be strictly enforced, even to the point of legal action against all offenders brought to the notice of the Edison Bell Phonograph Co.

Sterling Record Wins Prize.

Intimation is just to hand that at an important competition in vocal records held at Bedlington last week, the Sterling Special Record, No. 877, "Ora Pro Nobis," by Alan Turner, won the first prize. The marvelous tone of the record, and the musically singing of Mr. Turner quite captivated all present. This is but one of their many successes under competition, and we must congratulate the Russell Hunting Co. on possessing such an excellent recording expert as Russell Hunting, to whom all credit is due.

Zonophone Factors in New Quarters.

Messrs. Lockwood, factors of the popular Zonophone record, announce that they have vacated 58 Chiswell street in favor of larger and more convenient quarters at 43 Moorfields, E. C.

Praise for Columbia Record.

The Columbia Record for August is to hand. It is brimful of interesting matter for Columbia dealers, who should see that they are on the list.

The New Australian Tariff.

The new Australian tariff gives an approximate average of 10 per cent. in favor of Great Britain. It is computed that the annual value of this preference will reach to a total of £1,500,000 at least.

Canadian Imports to Great Britain.

In the last twelve months Canadian imports from Great Britain increased by £4,000,000, while exports decreased by £1,000,000. Imports from the United States increased £8,000,000. The total trade of Canada was £125,000,000.

First and Final Dividend.

The first and final dividend of 2s. 10d. in the pound has been paid by the official receiver on behalf of the British Phonograph Industries, Ltd.

The New Klingsor Cabinet Disc Machine.

The new Klingsor cabinet disc machine, as advertised elsewhere in these columns, is a distinct novelty in many ways. It is not a hornless machine, but is fitted with a specially shaped funnel which extends from the tone arm upwards through the cabinet and is therefore not visible, excepting from the mouth when viewed with the doors open (see illustration). The particular feature of the machine, however, lies in an ingenious soundboard arrangement over which is fixed a steel frame carrying pianoforte strings which stretch across the mouth of the horn. The sound waves are thus thrown directly on the wires, with the result that the reproduction is "musically strengthened" and all metallic tone eliminated. There can be no doubt that the "Klingsor" instrument will be as great a commercial as it is a scientific success. H. Lange's successors, 51 Little Portland street, London, are the sole representatives for the United Kingdom and colonies. In conversation, Mr. Maurice, managing director, stated that they are experiencing a very satisfying demand for their invention, which he hopes to personally introduce to America shortly. He will visit New York either in October or November.

Charged With Forcible Entry.

George Wilson was charged at Bow street police court with forcibly entering the premises of Pastimes, Limited, Strand. Prisoner stated that he had nothing belonging to Pastimes. It was his intention to get into the jeweler's shop next door. He will now have to postpone his desire for a few weeks!

Stimulators to Lovers of Aquatics.

Quite a number of would-be Channel swimmers have made recent attempts to cross the twenty-one miles of water between Dover and Calais, and while these enthusiasts resemble one another in the intensity of their desire to get across, the means by which they hope to ease the monotony of the passage differs considerably. Wolfe, for instance, declares that he never swims better than when he has the shrill shouts of the bagpipes in his ears. Burgess, on the other hand, takes a gramophone with him to beguile the tedium of his swim. He finds that classical music goes well with his famous over-arm stroke. The four members of the city police force who intend to do their Channel swim on the relay system, will, it is rumored, be spurred on to further effort by short sharp blasts on cornet-bluenote whistles. Hollein takes no music with him but he likes to be talked to occasionally. Other swimmers like to be told funny stories when they are in the water, and it is suggested that a "cross channel Limerick competition" should be organized. Thinking out bright fifth

Edison Bell Phonographs

The New Phonographs are now ready and issued to the

BRITISH DEALERS

ACKNOWLEDGED TO BE A REVOLUTION AND A REVELATION

The E. B. Records are acknowledged to be the Best in the Market.

No Pinholes. No soft, bad wearing surfaces. Beautifully finished inside and out, and they have the Biggest Sale in Great Britain.

There is room in the United States of America for an important commercial house to take up these goods for the United States.

There is big business—profitable business to be done by such a house.

ADDRESS

EDISON BELL, 39 Charing Cross Road, London, England
lines would surely keep the swimmers from worry ing about their distance from the shore.

New Sovereign Factors.
Cooper Bros., of Goswell Road, are now factor ing the now well-known "Sovereign" record.

Simpson & Co. to Move to Larger Quarters.
No. 2, Simpson & Co., the Shorehit factors, will be moving to larger premises at No. 1 New Inn Yard, Gt. Eastern street, in the near future.

Sterling "Special" Records.
The seventeen list of Sterling "Special" rec ords, issued for the month of August, contains over forty selections of vocal, descriptive and hand pieces. Their high standard of reproduction is well maintained.

Leading Men Away on Vacation.
Many leading men in the talking machine in dustry were away on holiday during the last week in August, notably Mr. Sterling, of the Russell Hunting Co.; Mr. Frauk Dorian, Columbia Co., and Mr. John Nottingham, of the American Talking Machine Co.

General Phonograph Co.'s New Styles.
The General Phonograph Co. have issued a new machine styled the "White" Leader Phon ograph. It plays three records with one winding, and retails at three guineas, with liberal discount.

The British Sonogram Co.'s Repertoire.
The British Songogram Co. have now a fresh and up-to-date repertoire of selections recorded under their improved system. The lists will be forwarded with full particulars of machines and prices upon application.

Edison-Bell vs. National Co. Litigation.
The case of the Edison-Bell Consolidated Phonograph Co., Ltd., v. the National Phonograph Co., Ltd., tried some time back, on a point of alleged libel, resulted in a win for the E.-B. Co., plaintiffs, with an enquiry as to damages. When the matter came up before the official referee, defendants moved for the production of the plaintiffs' books and papers, or in the alternative for an affidavit of documents. The latter was ordered by Justice Neville, and it is this that the plaintiffs appealed against. The question revolved round the safeguarding of traders' books against rivals who it was alleged, could do irreparable damage by seeing the customers' names, etc. Lord Justice Kennedy said that as damages were claimed, defendants are entitled to find out what the damages are based upon, and that is these books. There was much argument between both counsels and the judge, which culminated in the appeal being dismissed. Lord Justice Kennedy said there ought not to be discovery which might be injurious except where the justice of the case required it. In this case there would be a right not to make a discovery of parts which the plaintiffs could honestly swear did not relate to matters in the action. Clearly it would be something like a denial of justice. If, because it might be inconvenient to the plaintiffs that the names of some customers and their addresses be exposed, the claim could not be tested by the defendants.

To Amend Patent Law.
The existing law relating to patents and designs is to be amended with a view specially to restraining the abuse of monopolies and to strengthening the provisions in regard to the revocation of British patents which are worked abroad, but which are not adequately worked in this country.

The Odeon Co.'s New Catalog.
The Odeon Co. have just issued a very handy size catalog covering the complete issue of all records up to August this year. A special fea ture is the index, under which any style of record can be instantly found. The Odeon Co. draw special attention to their ever-increasing list of well- known artists, many of whom have appeared at Covent Garden.

Muscian Flower Garden the Latest.
One of the many striking novelties secured for the Mammouth Fun City, which opens at Olym pia next Christmas Eve, is stated to be nothing less than a musical flower garden, with picturesque flowerbeds and rose bushes giving forth not only fragrance but sweet sounds.

The "KLINGSOR" Cabinet Disc Machine.
The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.

**PRICES**

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No. 105.

H. LANGE'S SUCCESSORS
21, LITTLE PORTLAND STREET
Telephone No.: 1230 CENTRAL
Established 1854
Telegraphic Address: "LANGE'S, LONDON"

OXFORD CIRCUS, W.
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 RÉPERTOIRE
CONTAINS OVER 20,000
SELECTIONS DRAWN FROM
ALL PARTS OF THE WORLD.

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)
A very large number of catalogs being undelivered ony, and mark the package "Duty paid to the
master-General in the capital town in each col-
ying it in Great Britain, and the best method to
there being no arrangements at present for pay-
enter free.

than eight ounces in weight, in which case they
be the greater, except when the packets are less
ad valorem, or 2d. per pound, whichever may
Colony, the Transvaal, and Southern Rhodesia,
ernments to adopt more convenient methods of
a view to inducing some of the colonial Gov-
that body are now making representations with

eral." As, however, English stamps will not be accepted in payment of duty,
a postal or money order must be remitted.
The Australian colonies have one common
tariff, under which catalogs, price lists, etc., are
charged with a duty at the rate of 5d. per
The duty is waived on all packages sent
through the post which do not exceed four
On packages heavier than
four pounds duty should be remitted by postal
or money order to the Deputy Postmaster-Gen-
eral of the State to which catalogs, etc., are
addressed, and each package marked as above men-
tioned. If this is not done, the duty will be col-
clected as a surcharge.
The duty on catalogs sent through the post to
Canada is 5d, per pound, and those requiring
to prepay the duty can do so at any district
post office in Great Britain.

there is no tariff duty on catalogs sent by
British firms (other than printers) to New Zea-
laud, excepting on leaflets and circulars sent out
in quantity for distribution.

Where a large number of catalogs are required to
be distributed in any particular colony, the
Manufacturers' Association recommend that cata-
logs should be forwarded in bulk to an agent on
the spot, who should be requested to pay the
duty and repeat them locally.

Series of Odeon Talking Machine Concerts.
The talking machine has always "played" an
important part in the cause of charity, but never
before to such an extent as that assured by the

WORTH A GUINEA A BOX
Registered in many countries

GREAT ADVERTISING LINE
Sapphires
Guaranteed
Genuine
Flexible Nickel End Connections

Record Albums

WRITE FOR SPECIALTIES
FR. RAUT, 9 Christopher St., London, E.C.
See my previous advertisements
10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!
"STERLING"

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.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

Sterling & Hunting Co. scheme of concerts, the
whole proceeds of which are to be devoted to-
wards the cost of building a country home where
the able, crippled, and destitute of London may find rest and
sympathy. Lord Mayor Treloar is doing a grand
work, but there is a good many thousands of
pounds sterling yet to be gotten before the reali-
sation of his scheme is assured. Messrs. Ster-
ling & Hunting, at great cost to themselves, have
very generously arranged and inaugurated these
concerts at some of the best of London halls, and
it only remains for men of the talking machine
trade to support the movement by publishing
the news far and wide, so that the talking ma-
chine user and others may be influenced to buy
tickets for such a praiseworthy cause. This is
the preliminary announcement:

The Right Hon. the Lord Mayor has given his
patronage to a series of twenty concerts to be
held in as many halls in the Metropolitan area,

THE TALKING MACHINE WORLD.
The programme of these concerts will be composed of Odeon and Fonotipia records of familiar English songs and music by popular artists. The first concert will be given at Holborn Town Hall, on Friday, September 6. The prices of admission will be 6d. and 1s. Blocks of ten tickets will shortly be on sale throughout London, and it is hoped that those who have not yet contributed to the Cripples' Fund will take this opportunity of doing so by purchasing tickets, either singly or in blocks.

Inquiries concerning these concerts, or for tickets should be addressed to the Hon. Sec., Concert Committee, 13, 15 and 17 City Road.

A special appeal will be made by the Lord Mayor through the medium of a Sterling cylinder and Odeon disc record, to make which necessary a special journey of the recording staff to Harrogate, where his Lordship was staying, and these two records will shortly be on sale to the public. With the object of still further increasing the amount which we shall hand to the Lord Mayor, said Mr. H. C. Ridout, the honorable secretary, we have determined that the whole of the proceeds from the sale of the "Sterling" appeal record, together with half that from the Odeon record, shall also go to the cripples, and, moreover, as a further aid, we shall distribute showcards printed in red and black and mounted for hanging in the same block of buildings.

Odeon Three-to-One Exchange.

Dealers are particularly requested to note that the "Odeon" Three-to-One Exchange offer definitely expires on September 15, 1907. This exchange only applies to new unscratched and unbruised records, which may have accumulated through over-ordering.

International Lingualophone Co.'s Exhibit.

Perceval Dennis, manager of the International Lingualophone Co., Ltd., 12 City Road, has written to the editor of this department under date of August 27, as follows: "Dear Sir—We notice in this month's issue of The Talking Machine World that a certain phonograph company is mentioned as being the only firm in the talking machine trade who had a stall at the recent Business Exhibition at Olympia. We beg to point out that our company also exhibited, and demonstrations were given before crowded audiences constantly during the whole run of the exhibition. The novel method of teaching languages by means of the phonograph seemed to appeal to most of the cosmopolitan people who visited the

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**THE TALKING MACHINE WORLD.**

FROM OUR LONDON HEADQUARTERS—(Continued.)

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"GOOD VALUE, DON'T YOU THINK?"

The "WHITE" DISC PHONOGRAPH.

PRICE £2:2:0 RETAIL.

Plays two 12-inch Records with one winding.

Complete with sound box for NEEDLE or SAPPHIRE RECORDS.

The "WHITE" LEADER PHONOGRAPH.

PRICE £3:3:0 RETAIL.

Ask for our terms and discounts to FACTORS and DEALERS.

We can deliver in time for this year's business. Liberal discount to FACTORS and DEALERS.

Plays three Records with one winding and is better value for the money than machines for which double the price is asked.

Will Be Two of the GREAT ATTRACTIONS in the PHONO WORLD this Season.

THE GENERAL PHONOGRAPH CO., Ltd., 1 Worship Street

London, E.C.

M. J. ANDERSON, Clarendon Street, South Melbourne, is our Sole Australian Selling Agent.
show; in fact it was stated by several to be one of the most interesting exhibits there. We shall be pleased indeed if you will give due attention in your next issue to this omission in your report. It is possible that the error occurred owing to the fact that our stand was not taken until after the official closing of the exhibition. You will remember the report of the exhibition in this month’s Organiser, under the heading of ‘An Automatic Tutor,’ they say: The Linguaphone is in brief that ‘the phonograph applied to the teaching of modern languages, and for those students working without an instructor it offers a good method of acquiring a correct pronunciation. The linguistic, as given by the instrument, are certainly most clear and distinct.’ It may interest your readers to learn that we are shortly issuing an outfit of English speaking records, to enable the French, German, Italian and Spanish public to learn English at home instead of being put to the heavy expense of journeying to this country in order to acquire a thorough knowledge of the language. The records will be made in the same manner as the present Linguaphone records, viz.: by the well-known ‘Sterling’ Gold Moulded process, which alone insures a continuance of the great success that has resulted since the company was formed, a little over a year ago.

Some Notes from Germany.
The German Cotonomach Co. Ltd., have been entered in the Darmstadt Commercial Register, The company propose to manufacture and sell music automatons, etc., and is privileged to acquire similar enterprises or patents, also those of the same character in like concerns or to act as agents for them. The capital is 40,000 marks, and the business managers are George Herwich and Heinrich Moeller, both of Darmstadt.

The ‘Merry Widow’ Waltz.
The entire Continent of Europe having become the victim of the strains of the ‘Merry Widow’ waltz, it is now pretty evident that Great Britain the victim of the strains of the ‘Merry Widow’ Waltz. Indeed, the critics of this gay music consider it as having ‘set the seal of unqualified approval’ upon the Waltz, it is now pretty evident that Great Britain was the victim of the strains of the ‘Merry Widow’ Waltz.

The International Neophone Co. Expert.
Dr. H. Waetzig, whose photo we produce hereewith, is well known in the phonograph trade, especially on the Continent. He is at home in nearly all the big capitals in Europe, where he has held important positions. He is a valuable man for the International Neophone Co., Ltd., not alone through his capacities, but also being an excellent linguist, speaking three or four continental languages fluently.

NORTH OF ENGLAND NOTES.
Central Conditions in the North of England interestingly Presented for the Benefit of Our Readers in That Section of Great Britain.

The German Bardeon Co., Ltd., a Berlin concern, have been incorporated and entered in the register of the Chamber of Commerce, with the purpose of manufacturing and selling phonographs. The business managers are Heinrich Author, of Magdeburg, and George Schoenwald, of Berlin.

FOR SALE
Seven hundred Lyra machines, will sell below manufacturer’s cost. All in original packages. Address X, ‘talking Machine World,’ 1 Madison avenue, New York.

RETAIL SALESMAN WANTED
The new SUN Records, embracing all latest popular selections, ready for shipment October 1st.

**BEST PROPOSITION FOR DEALERS**

**RECORD EXCHANGE**

ATTRACTIVE OFFER FOR THE EXCHANGE OF OLD RECORDS BEING ALLOWED TO ALL.

The consumer may buy three Sun Records, pay for two, return one old Disc Record (any make).

NO PRICE CUTTING WILL BE ALLOWED. MUST BE SOLD TO CONSUMERS AT 60c. EACH

As we sell only one Dealer in a Town, each Customer of ours has an Exclusive Proposition

Write for full particulars

**LEEDS & CATLIN CO.**

53 E. 11th ST., NEW YORK.
TALKING MACHINE JOBBERS' NATIONAL ASSOCIATION

Now an Established Fact—National Organization of Talking Machine Men Springs Into Life at Buffalo—The Eastern and Western Jobbers' Association Merge Into a National Body—James F. Bowers Chosen President—A Strong List of Officers—Members of the Executive Committee—Great Interest Manifested in the Association—Members Propose to Put Their Shoulder to the Wheel and Make the New Association a Power in the Trade—Some Interesting Speeches Made at the Banquet Which Was a Great Success in Every Way.

(Special to The Talking Machine World.)

Buffalo, N. Y., Sept. 9, 1907.

The talking machine men from various sections of the country began coming into this city Sunday, and by Monday morning in the lobby of the Iroquois Hotel could be seen a number of prominent jobbers from the East and West, who are identified with trade interests in a large way. The assembling of these gentlemen marks an epoch in the history of the talking machine business in this country.

Monday's Session.

At 10 o'clock the Eastern Talking Machine Jobbers' Association was called to order by President Andrews, and a number of matters were discussed and the usual business routine followed prescribed by the by-laws.

A number of trade matters in connection with the business of the association, at which time it was voted to merge into the national organization, so that to-day the talking machine men of the country control a national organization which is already well on its way toward great power, with a substantial membership and officers who are well fitted to carry on splendid work in the promotion of the Association's interests during the next year.

OFFICERS OF NATIONAL ASSOCIATION ELECTED.

At 10:30 James F. Bowers, who had been chosen temporary chairman, called the meeting to order and, after the report of the nominating committee, the election of officers of a National Association followed, the following gentlemen being chosen to fill official positions for the ensuing year: James F. Bowers, president; W. D. Andrews, vice-president; Perry B. Whitsett, secretary; Louis Buehn, treasurer.

The following executive committee was also elected: L. McGreal, C. V. Henkel, C. W. Hickok, W. E. Henry and E. H. Uhl.

The constitution and by-laws were then read, and each article taken up and considered carefully and finally adopted. Very slight changes were made in the original draft presented for the consideration of the association.

It was decided to hold the annual meeting in September, at which time the annual election of officers will take place.

It was concluded, after discussion, to place the annual dues at $15, payable semi-annually.

STATE ASSOCIATION'S MERGE.

At about 1:30 a recess was taken until 3 o'clock, when the first meeting of the new organization, designated as "The Talking Machine Jobbers' National Association," assembled. During the interim there had been a meeting of the Eastern Jobbers' Association and the Central States' Association, at which time it was voted to merge into the national organization, so that to-day the talking machine men of the country control a national organization which is already well on its way toward great power, with a substantial membership and officers who are well fitted to carry on splendid work in the promotion of the Association's interests during the next year.

THE ALLEN FIBER TALKING MACHINE HORN

The ALLEN FIBER HORNS are made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

THE ALLEN FIBER HORN CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY

Solo Distributor for the United States

Byron Mauzy Music Building, 1175 O'Farrell Street

SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY
The next meeting was in Indianapolis to take in as we went west the Indiana jobbers and to further thresh out the subject of supplies. The next meeting was in Chicago in February. We went there to get members and to furtherthresh out this subject of regulating prices if possible to the dealers on supplies. The next meeting was held in Chicago because we wanted to get members west of the Mississippi and to take up the subject of mail order business, and at that time the National Piano Association met in Chicago, and a greater number of the talking machine men would be there, and in order to save expenses we went back. This meeting was called for the selection and election of permanent officers.

In November, 1905, a meeting was called in Columbus, looking toward organizing an association. We started out to get nineteen members. We went also to get members and took up the subject of excessive freight on advanced records. The next meeting was held in Columbus, looking toward the organization of an association, and a meeting was called in Cincinnati to perfect a temporary organization and elect temporary officers. We started out to get nineteen members. The next meeting was called in Pittsburg, because we found that our members wouldn't come to us and we had to go to them. We had made up our minds that we were going to make a success of this association business. That meeting in Pittsburg also was called for the sake of taking up the subject of excessive freight on advance records. We were informed that it takes at least nine months to a year to accomplish what we asked, but we were assured that we would be given attention. It took thirty days. The next meeting was in Cleveland, in June of 1906, where we went also to get members and took up the subject of regulating prices if possible to the dealers on supplies. The next meeting was in Detroit for the selection and election of permanent officers.

Our Unequalled Line of Talking Machine Record Cabinets

Every dealer should be sure and see this new line before placing his order for fall deliveries. In dealer and interior design, in quality of workmanship and finish, in practical and everlasting utility, they surpass any other cabinets on the market.

Disc Cabinets

No. 190 holds 272 12-inch (each division holds 2 records back to back)-Oak and Mahogany.
No. 947—Sectional Cabinet—holds 288 12-inch, Golden Oak.

This has been a great success from the start, especially popular with those having a large library of records.

Don't Fail To Write Us About It

No. 191 holds 170 12-inch, Golden Oak.
No. 192 holds 186 12-inch, Oak and Mahogany.

Cylinder Cabinets

No. 199 holds 300 Records, Oak and Mahogany.
No. 194 holds 200 Records, Oak and Mahogany.
No. 193 150.
No. 195 holds 190.

Catalogues and Prices sent for the asking.

LOUIS BUEHN & BRO., 125 North 24th Street, PHILADELPHIA, PA.
the composite ideas comes close to the average. The manufacturer can have but one idea in mind, namely—the most advantageous way of marketing his product. It is up to you, gentles\_m. to assist him in the forming and carrying out of such plans. As individuals, your ideas and opinions undoubtedly differ, but as an association your composite ideas will have the rough edges worn off of them and their value be materially increased.

Let the jobbers and the manufacturers move hand in hand, each recognizing that every question has more than one side; that the manufacturer, as producer, must have the right to form the broad lines on which his product shall be marketed; that the jobber, as the selling factor, must have the right to suggest changes to such selling plans as his experience may show him are advisable. Suggestions which come to a manufacturer from individuals have much weight, as they are a single opinion, frequently with a selfish motive in view; but suggestions coming from your associations, which have been formulated after weighing from all standpoints, and contain some part of each individual's opinion, cannot help but leave their impression, and suggestions. All of these things help to make the jobber more liberal and not so narrow-minded. If we did not have these meetings occasionally we would become so narrow-minded that we would think there was no jobber on earth except ourselves; we wouldn't recognize a competitor; we wouldn't consider that they knew how to do business. But by meeting in this way and coming in contact with each other it broadens our views, it reduces our partiality, we are not jealous of our competitor, we are glad to come shoulder to shoulder with him and recognize the fact that he is capable of doing business and that he is doing business, and that we are doing business in the same territory and with the same people. Let us also work for the future of our association on very liberal lines. You will find that very few people like to be dictated to. Let us make all of our rules and by-laws optional so far as possible. Let us go to the manufacturers with suggestions, with requests and not with arbitrary demands. You will find that it is much easier to obtain what we wish from the manufacturers by suggestions and by plain arguments—that it is for their interest to grant our demands and our requests.

W. D. ANDREW'S SPEECH.

"The Future Aims of the Jobbers' Associations."

"Our Host and Mr. Toastmaster and Gentle\_men—In arranging the program this evening you have assigned me to speak of associations. I am thankful to say that the word 'associations' has passed into history, and we now have an association. (Applause.) Let us hope that there never will be cause or occasion to use the plural again. In union there is strength, and let us always be united as one with the manufacturer's association. By the amalgamation of the two associations it is possible now for every jobber in the United States to become one of us, and by so doing receive the benefit of our best thoughts, our best suggestions, and our best efforts as they are gradually worked out for the improvement of the business. At the same time he has an opportunity to give us his best thoughts and if you say to a manufacturer that he must do so and you will not get your request nearly as quick as though you offer him arguments that it is for his interest as well as our own that he grant us our request. The future aims of the association have been so thoroughly discussed in our meetings that I think further remarks in that line are unnecessary." (Applause.)

C. V. HENKEL'S REMARKS.

"The Advertising of Talking Machines."

"Mark Twain said," Mr. Toastmaster, "that a man can talk longer and argue more on a subject that he knows absolutely nothing about, and that is exactly my position. If there is one thing that I know less about than a great many others, it is advertising. I explained my plight to a friend who told me of a fellow down the street who would write me a beautiful speech, and I immediately made arrangements with that man but I made a mistake of a day, telling him to have it ready for me Wednesday morning and here it is Tuesday night. (Laughter.) However, I will try and not disappoint you. I will tell you as little as I know about advertising.

"Advertising, it seems to me, as far as it concerns the talking machine industry, is divided into three classes: the advertising done by the manufacturer, the advertising done by the jobber and the advertising done by the dealer. No one present can deny that the manufacturer is very
liberal in the matter of advertising but I don't think any of us will agree that he is any too liberal. We would like to see him spend all his income in advertising, because we would profit all the more by his doing so. This question is: What method of advertising the manufacturer can employ to best interest of the jobber and the dealer? The manufacturers are spending thousands of dollars in magazine advertising, they have commenced to spend a considerable amount of money in newspaper advertising, local advertising. That I take it is what we want.

Mr. Henkel thought that the practice of advertising on the same page or in the same paper on the day that the manufacturer advertised the list of monthly records should be discouraged, for the reason that the advertisement is placed there for the benefit of the trade at large and not for the prosperous individual who has the money to pay the newspapers the cost of such publicity. He stated that the advertising of talking machines from a jobber's standpoint is a very seri-
IMPORTANT ANNOUNCEMENT

This is the first announcement of the new talking-machine records that are sure to revolutionize the entire industry.

MARCONI VELVET-TONE RECORDS

"Wonderful as Wireless"

They Fit Any Disc Machine

They fit any disc machine and they double its value to the owner.

Made of a patented material, they have so velvety a surface that the annoyance of the usual scratching sound is entirely eliminated. Hear one played and you'll have the proof.

No Scratching Sound

They have double the life of any other record. They can be played hundreds of times without appreciable sign of wear or loss of tone.

Have Double the Life

Their surface is so fine that the same needle can be used over and over again with perfect results.

One Needle Without Changing

They will stand bending, dropping, knocking about and exposure to extremes of climate without suffering injury.

Flexible, Unbreakable

COLUMBIA PHONOGRAPH CO., G

COLUMBIA
ANNOUNCEMENT!

The marvelous melody of Marconi Velvet-Tone Records is scarcely less remarkable than their unique wear-resisting qualities.

Marconi Velvet-Tone Records realize for the first time what record makers have striven for years to attain—a perfect tone-image.

I'L, Tribune Building, New York
The talking machine has become, or should become, a vital, living and important factor in the life of every music house in the United States, a profit-bearing part of the business. It has created in many cases a capital entertainer in the house—has become, or should become, a vital, living and important factor in the business of our musical institutions.

There were many weighty questions to be considered, and I had hoped to lend my feeble assistance. It has been thoroughly gone over by you during the convention, the official part of which has just closed. I fear that my remarks may seem hollow and discordant and not ring in harmony with the already expressed consensus of opinion. In anticipation of such a condition I crave your indulgence accordingly.

From my viewpoint the instalment business is "bad for the best of us and worse for the rest of us," and the aim of our national, as well as individual, associations should be in the direction of minimizing it to the least possible degree. It is cancerous in its nature, and once it takes hold, unless its victim be blessed with a strong constitution and a stronger pocketbook, it is merely a matter of time when its deadly work will be apparent. With our weaker brother it runs him into debt; with our stronger brother it yields him no profit.

Our department store neighbor—the evil genius who enjoys jobbing discounts that he may ply his nefarious trade, whom we jobbers should be selling and enjoying our legitimate profit therefrom, whom we may charge, without fear of contradiction, with the making of twenty-nine millions. (God bless Judge Landis' and may the price of kerosene not be raised 2 cents a gallon!).

Gentlemen, ere this epistle verbally trickles from the lips of some kind reader—don't overlook to thank him for his generosity and to compliment him for his nerve in the undertaking thereof—may it be that a new organization has found being—a National Association of Talking Machine Jobbers! Hurrah for the National Association! May its life be long and its deeds be good! May it always produce a paranoid for the few ills which now exist, or may arise from time to time to afflict us in this our chosen pursuit!

Now, gentlemen, to my subject, for I realize that you have spent two strenuous days, and long-winded speeches, whether delivered personally or through an intermediary, such as this, will be more welcome for their absence. Yet I hesitate to embark upon a subject which I realize has been thoroughly gone over by you during the convention, the official part of which has just closed. I fear that my remarks may seem hollow and discordant and not ring in harmony with the already expressed consensus of opinion. In anticipation of such a condition I crave your indulgence accordingly.

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Our department store neighbor—the evil genius who enjoys jobbing discounts that he may ply his nefarious trade, whom we jobbers should be selling and enjoying our legitimate profit therefrom, whom we may charge, without fear of contradiction, with the making of this...
bad condition, the realization of which is re-
sponsible for the present agitation for something
to accentuate it—will tell you if you ask, and he
chooses, that his talking machine insta\nllation business is run at no profit, and perhaps a
loss, but that the greater number of customers
who are by this means drawn to his store, and
who might not otherwise come, spend so much more
profit, that this en-\nder compensates for the loss.

Let me illustrate. The man with credit can order
goods through the various avenues and on the instant
without a responsible dealer who has the money and
must deal with every-
body who comes from Missouri. There are
a few found in which I could improve
credit, but not the kind of credit that I
would not be able to attend the convention.

Having first decided that my credit must not
be impaired, I must examine the terms, the
combination of the elements that combined to make me think twice at all times,
also in the purchase of the goods, but also in
their sale later on.

On the latter I would like to say a few words:
Be your own judge as to the conduct of your
business, and after having decided as to your
policy, stick to it. If that policy be to sell only
to responsible dealers who pay their bills ac-
cording to your terms of settlement, stick to it.

Don't allow yourself to be swayed from that
policy by a desire to legitimate your accounts,
which would have been covered up, I think, if
I were to follow the same policy, but before closing
I cannot refrain from referring to my short experience in
charge of the credit department of a manufac-
\nturing company, and what struck me especially in this short experience is the fact
that I find that no jobber has strained his credit with us. I thank you for your kind indulgence.

B. J. PIERCE'S REMARKS.
Burton Jenkins Pierce, responding to the toast,
"The Growth of the Talking Machine Business
to the close of the latter. Why, according to the
together. The subject of credits
is one that
there is little about—\n
I accepted the bet, and the next
Inquire at the office.'
-.

Birds, Fish, and Fibre
B. E. C. SCHÖETTLE.

AGENCIES OPEN FOR ENGLAND

THE TALKING MACHINE WORLD.
45.

finis.

(Continued on page 47.)

Maspeth, Queens Co., N. Y.

E. A. & A. G. SCHÖETTLE.

BUILT ON THE PRINCIPLE OF THE SOUNDING BOARD.

If you have never tested the efficiency of the "Mega" do so now.

IT MEANS MONEY FOR YOU

IT MEANS MONEY FOR YOU

This coming season.

A product that never fails to appeal to a discriminating trade.

Boo\leter and colored plate set mailed for the asking.

A type, style and price for every re-

AGENCIES OPEN FOR ENGLAND

and the Colonies.

THE FIBRE OF THE "Mega."

The subject of credits is one that I think
should have been consigned to better hands than mine by me.

While I wilt refer briefly to my credit experi-
ence, since it has become my pleasure to become
associated in the manufacturing business, yet
I will first briefly, by your permission, refer to
my experience in the distribution of goods.

The merchant who has a good credit can buy
more satisfactorily to himself and his business
than the merchant who has no credit, but has
money in the bank.

I need not tell you
that this course.

The next night when I was in my room the man
coming in, he appeared to be a very shockingly
looked.

The growth of the talking machine business, and it is going to
continue so long as the American home is going to want something that will entertain it,
and what is there that is going to take its place?

Edward Lyman Bill was then introduced and
spoke in part as follows:

Speaking of the press, I recol-
lected when I was a young man I had charge of a
paper in an inland town and it was my boast that
ever any ad, that was written for that paper
was not discriminating enough and never.
Many of my friends wrote strange and curious advertisements
but my statement still
holds: your actions toward the press have beef
so broad, so fair, so genuine, so full of that
spirit of camaraderie that I need not tell you
to be in your treatment, because you have
already manifested that in every action. The
press all over this broad land, and all over
the civilized world exerts a power and it will grow
and increase in strength as long as it works for
the advancement, the upbuilding of those things

EDWARD LYMAN BILL ON "THE PRESS."
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and increase in strength as long as it works for
the advancement, the upbuilding of those things

E. A. & A. G. SCHÖETTLE,

Broad Street
Maspeth, Queens Co., N. Y.
Will Not Break

INDESTRUCTIBLE
RECORDS

TRADE-MARK

Will Not Wear Out

INDESTRUCTIBLE
RECORDS

TRADE-MARK

INDESTRUCTIBLE
RECORDS

TRADE-MARK

35c. each Will not scratch or become unmusical 35c. each

100 Per Cent. Value

INDESTRUCTIBLE
RECORDS

TRADE-MARK

100 Per Cent. Value

Catalogue Now Ready

Regular Discount to Trade

The Indestructible Phonographic Record Co.
226-236 Hamilton Street : Albany, N. Y., U. S. A.
which are high, noble, which are honest and which are true. I am much interested, gentleman, in the industrial press, my present work is designed to that particular branch of journalism. I cut out the daily press because I saw a future—I saw better opportunities in the trade press than are afforded in regular journalism, and I feel that young men who are growing up will do well to study the growth of the industrial press of this country and its influence upon the manufacturing interests of America.

"You have been listening to good speeches, to the eloquence of my friend, Mr. Bowers, whom you have so wisely selected as your president, a man who, like England's Iron Duke, stands square to all the winds that blow. I compliment you upon the selection of your officers and the selection of such men must mean the welfare and advancement of your organization.

"Look at this beautiful banquet table. This is a sight, gentlemen, unparalleled in the annals of the talking machine industry, and these men have been brought together here to enjoy the hospitality of our friends, to be at these business meetings for one purpose. If I am a student of events, of the trend of thought, there has been one dominating influence—to perfect a national organization; and I congratulate you upon the successful launching of that organization, and in your march as comrades you will have the benefit of the past mistakes, we have the benefit of the past successes. Now, are we going to follow the benefit of the past successes, we have the benefit of the past successes, we have the benefit of the past successes.

"I have requested that we introduce the talking machine as a language instructor in our schools, and I believe the time will come when the talking machine will be in common use as an educator in our institutions of learning, thus playing a dual part in our lives, not only of being an entertainer but of being an instructor and an educator as well. To all of this, gentlemen, the press—the press which represents the talking machine industry—is pledged for its advancement. We cannot advance unless you advance. I feel that our interests are identical; they are closely interwoven. Thread by thread and fibre by fibre until they are inseparable, and I promise that all of my efforts shall be bent towards the advancement of that industry which I love and which I honor, but in the organization of which I am proud and happy to say I am an honorary member. I consider there is no higher title that I could bear, gentlemen, than to say that I am an honorary member of the first National Talking Machine Association." (Applause.)

MR. WHITSIT ON "GOOD FELLOWSHIP."

Mr. Whitsit then referred to the general feeling of good fellowship which had existed, and proposed three cheers "For one of the best of good fellows, Mr. Hawthorne," which were lustily given. Mr. Bowers then read John Boyle O'Reilly's "I'd Rather Live in Bohemia Than Any Other Land."

J. N. BLACKMAN ON "ASSOCIATIONS."

"Our Host, Mr. Toastmaster, Fellow Jobbers, our Representatives who are with us—and they are all with us—This is a star occasion in more than one way. Someone said it was a star of the East. He didn't go far enough. It is a star of the West, star of the North, star of the South—practically it is a new star entirely.

"To get to the subject of the national association the toastmaster has probably known me from the time I started in the talking machine business, a very young man. I am still a young man. I remember the Hawthorne & Shibley Mfg. Co., when they were not manufacturers, and they have been through the time when jobbers were looked upon as an experiment. I started in business with another man. I have had considerable ups and downs, in fact I have been up and down all the time, and it is getting very monotonous, and yet it is a talking point. There is one point I want to bring out on that is that a nation's time is not premature, it is ripe. Do you know why the first talking machine jobbers' association was formed in 1902? For the very reason that this association would not have succeeded if we hadn't gone about it very cautiously. If we hadn't had all the precedents before us. We tried to cut out the daily press because I saw a future in it. I could bear, gentlemen, than to say that I am an honorary member of the first National Talking Machine Association."

THE KEEN Attachment

CAN BE USED ON ALL CYLINDER MACHINES

Improves the sound, softens the tone, increases the volume. The attachment enables the user to turn horn in any direction. Saves much annoyance and produces better results than the old way. Every talking machine man will see the advantages of this new invention. Don't delay investigation, you can increase your sales with it.

The Attachments are Nickel Plated and can be put on in a few seconds.

When ordering mention style of machine.
know, however, that you must realize with us that the forming of your association is but a very small part of the work before you. It would be very easy to fret away the time of the association on very small matters. It will also be very easy for this association to take up large matters and secure what they want from the manufacturers providing their wants are reasonable. As I sat here this evening I jotted down two or three matters that seemed to me would be naturally interesting to this association and to the manufacturers. One is, a suitable margin of profit in handling talking machines. That is certainly interesting to the jobber and is interesting to the manufacturer, because if a jobber has no profit in handling the line it is not to be presumed that he will handle the line for a very long time, putting his money into it. Another question that seems to me to be interesting would be the question of the amount of competition a jobber should have in his own given territory. That is, what service should the jobber have, what rights should he have in certain territory for handling the goods which he purchases and sells. Another is, some arrangement by right for the return of surplus stock which accumulates on a jobber's hands because of a monthly list of surplus stock which accumulates on a jobber's hands because of a monthly list of returns—how could that matter be disposed of?

"As representing one of the manufacturers I want to say—consider these matters, consider them fairly, come to us with your suggestions and see how near we can come to meeting your wishes. That is, I think, a fair statement of the feeling, speaking for one company."

"In a lighter vein I want to say that I was interested in Mr. Bower's statement in reference to the introduction of talking machines at Lyon & Healy's. I want to make one or two corrections, however, I want to state that Mr. Bowers did not go quite back to the start, as the question of consigning goods is a question that interested jobbers a good deal, and I suppose interested manufacturers. I want to say that at the time Lyon & Healy had a line of talking machines, I was fortunate enough to be the manager of the Columbia Phonograph Co.'s Chicago store, and I want Mr. Bowers to hear that there would never have been a talking machine in the house of Lyon & Healy if the goods had not been consigned—at least, I won't say never would have—although there would have been a line of machines. At that time I was in fortunate enough to be the manager of the Columbia Phonograph Co.'s Chicago store, and I want Mr. Bowers to bear that there would never have been a talking machine in the house of Lyon & Healy refusing to put them in until the goods had been consigned on six months' trial, Mr. Gregory stating to me that the talking machines belonged to saloons and other places of that description and not to musical houses. That was but nine years ago, and you know the growth of the business since then."

"I am on the subject of the growth of the business I thought it might be interesting to hear one comparison which we made inadvertently in our office the other day. We had closed the business for the month of August. In looking over the figures we found that the increased business of August, 1907, over August, 1906—which was the largest August we had had up to that time—was greater than the total first six years of the American Graphophone Co.'s entire manufacture and selling of goods. That is, the growth in one month was more than the six years' total business. Now I believe that the business is still in its infancy. We want to cooperate with this association in any reasonable requirements or suggestions, and I bring you the good will of the American Graphophone Co. for this new organization." (Applause.)

Hearty Thanks to Hosts.

Mr. Bowers: "I want to say to the members of this association, for fear it may be overlooked, and while the thought occurs to me, I would like to put it to you. I will ask the association to go on record in a matter of its appreciation of the hospitality shown us by you all the most of the evening and to thank them in the name of the association for their splendid hospitality and for their kindness and consideration in winding up the first session of this organization with such an highly enjoyable, highly interesting and highly creditable affair as this dinner. I am reminded of the beautiful lines of Yeats, who is a national poet of Ireland.

"And, gentlemen of the association, from the Revolution through that unutterable phrase of Yeats, 'Reilly and the Irish poets,' I doubt if perhaps you have discovered that. O'Reilly says:

"There are bonds of all sorts in this world of ours."

"Ties of friendship and fetters of flowers."

"And true lovers' knots, I ween."

"The boy and the girl are bound by a kiss, but we're a stronger bond, old friend, than this—"

"We've drunk from the same canteen."

"And, gentlemen of the association, from the same canteen which has passed around the festal board in the form of this beautiful crystal I beg to pledge on behalf of our national association the health, the wealth, and the future prosperity of the association to drink the toast standing." (The toast was drunk standing.)"

The Toastmaster: "In response to Mr. Bowers' toast I will ask the association to drink the toast standing, for this association is, still in its infancy. We want to co-operate with this association to drink the toast standing." (The toast was drunk standing.)"

The Toastmaster: "In response to Mr. Bowers' toast I will ask the association to drink the toast standing."

"And, gentlemen of the association, from the same canteen which has passed around the festal board in the form of this beautiful crystal I beg to pledge on behalf of our national association the health, the wealth, and the future prosperity of the association to drink the toast standing." (The toast was drunk standing.)"
Mr. Dealer!

Now is the proper time to order for your fall and winter trade.

**RAPKE’S SPECIALTIES**

are indispensable in any Talking Machine store.

**THE RAPKE COLLAPSIBLE HORN AND CRANE**

sells at sight.

**THE RAPKE TRAY AND LABEL SYSTEM**

for Disc and Cylinder Records is Standard. Order from your Jobber.

**VICTOR H. RAPKE CO., Mfrs.**

661 Second Avenue

NEW YORK CITY
TRADE NOTES FROM CINCINNATI.
(Special to The Talking Machine World.)
Cincinnati, O., Sept. 5, 1907.
While nothing phenomenal has transpired in the local field during the month of August, the month was a good one. Business has been steady and prosperous and greatly in excess of August, 1906.
Mr. Dittrich, of Wallitzer's, has had a very busy month. Advance orders from jobbers have been pouring in with the Edison Improved as a headliner. The wholesale department, with its recently added facilities, has been extremely busy and shows that their immense floor space, with up-to-date system in every detail, is their assurance of being able to fully cope with the exceptionally heavy fall business which is already felt.
The Milner Music Co. is an example of what can be done in the face of most adverse conditions. Several weeks ago they opened their store on West Sixth street, without waiting for their fixtures, which were nearly completed but would cause some delay and inactivity were they to wait for them. An elegant business from the start was the result; but they were necessarily handicapped in their service. The fixtures were at least ready and their installation begun, when, on the night of August 22, a great fire visited the part of the city which included the concern least ready and their installation begun, when, on his return from lunch on the day in question, he was called into the General Manager's office for a conference, and while there he was called to the long distance telephone in his own office on a specially urgent call.
He rushed down the corridor and bounced into his office, to find the blinds down and on the table in the middle of the room a huge birthday cake containing 41 candles all burning brilliantly.
Mr. Binder is pretty even in his disposition, and which is responsible largely for the magnifi-
cent strides which that concern is making in all branches. The affair was a very pleasant one, and illus-
trates the splendid esprit du corps which is so characteristic of the Columbia Phonograph Co., and which is responsible largely for the magnifi-
cent strides which that concern is making in all its branches.
Mr. Binder, by the way, delivered a lecture before the Society of Incorporated Accountants of New York, on Wednesday last, on the "Com-
mercial Graphophone in Business," which proved a revelation and an education to the members.

 Are You From Missouri on the Record Cabinet Question?

If so, we are ready to show you.
Our Fall Line is an Eye Opener.
It contains more practical and salable cabinets, than any line you ever had.
Our method of taking care of the Records is beyond argument.

We have not tried to see how cheap a line we could make (anyone can make cheap cabinets), but how and yet not make them too expensive for the average buyer; as a result we have nineteen styles of Disc and Cylinder Cabinets that have the largest number of talking points you have ever seen. Get some samples and look them over.  We prefer to have you order through your jobber, but if he isn't ready, send us your orders and we will fill direct from factory same day received.

BE SURE THAT YOU GET OUR NEW CATALOGUE, JUST OFF THE PRESS


NATIONAL PHONO. CO. CHANGES.

C. H. Wilson, formerly general manager of sales, has assumed the position of assistant gen-
eral manager of the National Phonograph Co., with offices located at Orange, N. J., and F. K. Dolbeer will assume the position of general man-
ager of sales, with offices at the new office build-
ing, 10 Fifth avenue, New York. For the present Mr. Dolbeer will also continue as manager of the credit department.

BINDER'S BIRTHDAY CELEBRATED.

J. W. Binder, manager of the Columbia Phono-
ograph Co.'s general commercial department, was forty-one years of age recently, and to be exact the event occurred on August 21; and he was the recipient of congratulations from all quarters, and on his return from lunch on the day in question, he was called into the General Mana-
ger's office for a conference, and while there he was called to the long distance telephone in his own office on a specially urgent call.

The report that the health of Thomas A. Ed-
ison, the world-famous character, who has been in Ohio for several weeks visiting family rela-
tives, is in jeopardy, is a canard pure and sim-
ple. Though sixty years of age, physically the eminent discoverer and inventor of the phono-
graph is as sound as a dollar, with many years before him of enjoyment and usefulness. To be sure, he is not giving so much of his time at the works in Orange, N. J., taking life less strenu-
ously than in former years; but he is nevertheless keenly interested in the vast interests with which his name is inseparably connected, an imperish-
able monument to his genius' and indefatigable industry. It is a pleasure to record these facts, and still more pleasing to know they are ab-
солutely true in every particular.

While speaking of Mr. Edison, it is gratifying to have the courts once more reiterate the opin-
ion that a man's name and picture, when used as a trademark, is his own exclusive property.

The Derlinen Mfg. Co., 36 East Twenty-third street, New York, are pushing very actively and successfully their new Ideal horn, some interest-
ing facts regarding which appear in a supple-
ment in another part of this publication. The great quantity of orders received daily have sur-
passed the most sanguine expectations of the manufacturers, thus confirming the individual merits and practical use of this ingenious inven-
tion.

A dispatch has just been received from the London office of the Columbia Phonograph Co. stating that Mr. Winston Churchill, Member of Parliament, and Under Secretary of the Colonies, has ordered a commercial graphophone outfit.

The concealed horn cabinet of the Herzog Art Furniture Co., Saginaw, Mich., known as the "De Luxe," has, for commercial reasons, been rechristened the "Teddy" cabinet, by which name it will be hereafter known.

THE TALKING MACHINE WORLD.
CENSUS FIGURES RELATING TO TALKING MACHINES AND SUPPLIES.

Government Report for 1905 Contains a Number of Facts Which Although Not Entirely Accurate Are Worth Recording Because of Their Source.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 7, 1907.

For the first time in the history of the talking machine industry the Bureau of the Census has embodied in its bulletin on musical instruments and materials just issued (census, 1905), figures relating to talking machines and supplies. In the census of 1900 reference was made to the industry in connection with the special report "on electrical apparatus and supplies," inasmuch, mark you, "as this apparatus was invented and largely perfected by electricians, or those particularly interested in electricity." As a matter of fact the only portion of the instrument that is electrical in operation is the motor which is sometimes arranged for attachment to the incandescent wire light for the purpose of running commercial machines. For the reason, therefore, that this class of instruments may not properly be considered as electrical apparatus and as it is now considerably used in reproducing music and its introduction to the public is largely through the medium of music dealers, the statistics are presented with the report on the manufacture of musical instruments and materials. The figures given are not included with the combined statistics on musical instrument manufacture, but are presented in separate form the census of 1905 reporting.

The editor of this census report then proceeds: "There was an increase of but three establishments in 1905 intervening between the two censuses, and, as these three establishments reported a very small product, the large increase in production has occurred without any corresponding increase in the number of establishments reporting. This concentration of manufacture in a few large companies is due to the possession of patents which enables them to retain the rights to sole production. "Table 21 shows that in 1900 the capital invested was 49.1 per cent, larger than the value of products reported, while in 1905 the value of products was considerably larger, being 17.1 per cent more than the capital. This result naturally from the fact that at the last census the industry was in its infancy, and costly experiments were constantly being made which required the expenditure of large sums of money, in some instances, comparatively little return. Experiments are still being made and expensive laboratories are maintained in the principal factories, where new materials are tested and other improvements are designed and worked out by experts; but in the main the production of phonographs and graphophones is past the experimental stage and their commercial position is assured. Thus at the census of 1905 the productive power of the capital invested was utilized much more completely than in 1900, and the alteration in the relation of capital to products at the two periods resulted.

The item of miscellaneous expense is apparently very important factor in the cost of production of phonographs and graphophones. At the census of 1905 the amount expended for this item nearly equaled the expenditure for labor. This is due to the cost of extensive advertising and the large amounts expended to secure records of famous bands and professional soloists, items which are included in the total of miscellaneous expense.

"The principal centers of the industry are Camden and Orange, N. J.; Bridgeport, Conn.; Toldeo, Ohio, and New York City. "Table 23 is a summary of products of establishments manufacturing phonographs, graphophones, disc or cylinder records and phonograph and graphophone supplies, as reported at the censuses of 1900 and 1905, showing the per cent. of each item is of the total for each census and also the per cent. of increase during the five-year period. The total value of phonographs and graphophones manufactured in 1905 was but 29 per cent of the total product reported for the industry in 1900, and the alteration in the relation of capital to products at the two periods resulted.

SUPERIOR SERVICE

and anticipating the needs of the dealer at all times, coupled with the desire to assist in every way possible, has brought to our establishment a long list of loyal clients, and in order to meet the increasing demands of our customers we have leased the four-story building located at 126 University Place, which adjoins our present establishment, 20 East 14th street, in the rear. Our new building will be devoted entirely to wholesale interests, where we will carry an immense stock of Edison Phonographs and Victor Talking Machines.

Edison Phonographs Victor Talking Machines
Edison Records Victor Records

Herzog Art Furniture Co.'s Complete Line of Cabinets, as well as innumerable quick-sellers and profit-making novelties of which we name a few of the prominent ones.

Pennants, College Flags, Yacht Pennants
(Manufactured on the Premises)

Transparent Window Display Signs
(In Colors)

Ingersoll Watches
Pocket and Flash Light Electrical Novelties

Edison Victor
Columbia

Gillette Razors and Blades
Roller and Ice Skates

Another feature that will appeal to you—all Victor Red Seal records are placed in envelopes as they are received, insuring perfect condition.

We have prepared a special list of the very best Edison records, which include domestic, vocal and instrumental, as well as a few foreign instrumental records. A word in behalf of the Edison foreign instrumental records: They are seldom asked for. You, Mr. Dealer, seldom give them a thought. Try them once, and with our assistance and a slight effort on your part to place them before critical patrons will result in excellent sales. We will be surprised at the amount of enthusiasm created by these records, which will prove as agreeable as it will profitable.

By all means join our list of satisfied customers.

S. B. DAVEGA,
32 East 14th Street, 126 University Place
TELEPHONE: 56 STUYVESANT
NEW YORK CITY
IMPROVED
PETMECKY
MULTI-TONE
TALKING MACHINE NEEDLES

For use on Victor, Columbia, Zonophone and all other makes of disc talking machines.
Each needle plays ten records—Loud, Soft, Intermediate tones.
The 3 Tones in 1 Needle
Large profits for distributors, commission merchants and dealers.
Upon request we will send any dealer FREE samples of the Improved Petmecky Multi-tone Needles, testimonials, etc., and quote prices on 5,000 to 1,000,000 needles.

PETMECKY
Patentee and Sole Manufacturer
New York Life Bldg., NEW YORK, U. S. A.
As the machines themselves become more widely distributed, the manufactured value of disc and cylinder records is sure to continue to increase at the same extraordinary rate. Every phonograph and graphophone requires a demand for phonograph records that results in sales; which ordinarily far exceed in value the initial cost of the machine itself.

The value reported for this industry includes in some instances a product which cannot be classed under either the finished instrument or disc and cylinder records. For instance, a large establishment in Philadelphia reports the exclusive manufacture of talking machine supplies, the value of which is included in Table 22 under the head of 'all other products,' and items of the value of which is included in Table 22 under the heading materials used, in value the initial cost of the machine itself.

In addition to phonographs and graphophones supplies there is also included in 'all other products,' a number of miscellaneous articles not related to the industry—for instance, billiard balls and game markers, composition novelties, electrical specialties, numbering machines, etc.—received by establishments whose principal product is phonographs, graphophones, records and supplies. This value, however, is of little consequence in comparison with the grand total.

"The history of the phonograph and graphophone can be found in the special report on electrical apparatus and supplies, and therefore manufacturing details will not be given in this report. Briefly stated, the principal features of the instrument are the motor, the recording and reproducing mechanism and the record, which is flat or cylindrical according to the type of machine.

"Electricity is sometimes used as motive power, especially for office dictation instruments, but the large majority of phonographs and graphophones manufactured are operated by clockwork with a tandem spring wind. The motor is arranged to turn the mandrel holding the record, and there is a delicately adjusted governor arranged to turn the mandrel holding the record, and there is a delicately adjusted governor arranged to regulate the speed, thus retarding or accelerating the action as required.

"In making a record the sound waves received in the horn of the instrument and transmitted through the sound passage agitate the sensitive wires or glass diaphragm, which is about one-fourth of an inch in thickness from an inch and one-fourth to two inches in diameter. A small cutting chisel or point is attached to the diaphragm for the purpose of recording the vibrations on a black wax record. This original or master record is then electrotyped for permanent use and duplicate records are made from an exact gold-plate copper negative.

"The reproduction of sound from records is practically a reversal of the process of making. The reproducer point for use on cylinder records is a sapphire ball, and the sound markings are renewed in the form of engravings about one-thousand of an inch in depth; whereas in a disc machine a metal reproduction needle is used and the markings are delicate minature lines about 180

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THE TALKING MACHINE WORLD.

CANADIAN NATIONAL EXHIBITION.
The Display of Talking Machines Not as Large as Expected—Edissons and Columbias in Evidence as Well as Supplies.

(Special to The Talking Machine World.)

Tero, general manager of the Columbia Co.'s in such a character and scope as to impress the other at $50.

Models were shown, one retailing at $25 and the others at $35. While A. W. Bennett, Canadian representative for that line, was showing this phonograph, the Berliner Gram-o-phone Co. could not make an extensive exhibit as they had planned, but nevertheless succeeded in making an excellent showing with their line, including the Victor talking machine and Auxetophone, the Berliner Co. having the Victor agency in Canada.

A comprehensive line of Edison machines was shown by the R. S. Williams & Sons Co., of Toronto and Winnipeg, who are Canadian distributors for the National Phonograph Co., and have an exhibit at the fair each year.

The Columbia Phonograph Co.'s booth was ideally located in the Process Building, being at the juncture of several passages, a great crowd continually passing the exhibit. A. H. Tero, general manager of the Columbia Co., having the interests of Canada, gave his personal attention to the exhibit, spending several hours each day at the fair.

One of the novelties of the fair was the "nee-dleless" disc phonograph, shown by A. W. Bennett, Canadian representative for that line. Two models were shown, one retailing at $25 and the other at $30.

On the whole, the exhibit of talking machines and accessories was very satisfactory and was of such a character and scope as to impress the visitor with the immense scope of the industry within the last half-century.

HANDSOME WINDOW DISPLAY.
Made by the G. S. Brown Music House of Santa Barbara on a Recent Patriotic Occasion.

In connection herewith we illustrate a very handsome window display arranged for the Guernsey S. Brown Music House, Santa Barbara, Calif., on the occasion of a recent national celebration. The fact that the Santa Barbara Ellis had charge of the affair made the decorating difficult, as out of courtesy to that fraternity, purple was used in connection with the national tri-color. However, the problem was neatly solved in this instance by using the national colors on the sides and striping the boat in purple.

The waves were made of cloth, with crumpled paper underneath, and tacked to the boat all along the bottom. The boat was hinged in the center and on front end back of the cloth was arranged an eccentric, which moved the boat up and down as if on the water.

The cloth and papers being tacked to the bottom made the moving waves which gave away when one end was down and lifted on the end which went up.

The name on the boat caused quite a bit of comment.

The picture was taken at night, with total of sixty-four candle power light, and gave the camera an exposure of thirty minutes.

The readers of The World might get something from the idea which is exceedingly clever in all its details.

MERVIN E. LYLE TO BALTIMORE.

Mervin E. Lyle, who since September, 1906, has been J. W. Binder's assistant in the General Commercial Department of the Columbia Phonograph Co., will soon be transferred to the Baltimore office. He will be assistant to Mr. Gustin, and it is expected that Mr. Lyle will be even more valuable in his new position than he has been in the past. Mr. Lyle has been with the Columbia Phonograph Co. for the past four years and has constantly advanced in the service of the company.

TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

These are a few styles only. Write for complete catalogue and price list.

A Few of Our Distributors:

M. STEINERT & SONS CO. Boston, Mass.
BLACKMAN TALKING MACHINE CO. New York City
R. A. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
J. W. JENKINS SONS CO. Kansas City, Mo.
McGREAL BROTHERS Cincinnati, Ohio.
H. J. DYER & BROS. St. Paul, Minn.
SHERMAN, CLAY & CO. San Francisco, Cal.
W. D. ANDREWS Syracuse, N. Y.
1855-1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM
WASHINGTON, D. C.

For 75 Records

For 25 Records

For 65 Records

Something New and Exclusive

For 45 Records

Made for Any Make and Number Machines

10 and 12 inch
NEWS OF THE MONTH FROM THE SAINTLY CITY.

Favorable Trade Reports for the Month—St. Louis Talking Machine Co.'s Handsome Quarters—Manager Clancy's Report—Conroy Business Opens With Rush—Meyers Jobbing Trade Excellent—May, Stern & Co. and the Val Reis Piano Co. to Open Talking Machine Department—Marks Silverstone's Pamphlet "Phonographic Advice" Has Made a Hit.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 6, 1907.

Trade reports from all the local jobbers for the month of August are all quite favorable and show a very good increase over July and for the same month last year. The retailers, while reporting their trade somewhat quiet, all state that trade is satisfactory for the season of the year. All are making preparations for a large fall and winter trade.

Manager C. W. Long, of the St. Louis Talking Machine Co., reports a very healthy increase in both their wholesale and retail departments. He returned recently from a week's business trip through a part of his territory, and was highly elated with the outlook for fall and winter business. He states that the country is in a very prosperous condition and the dealers all alive to the possibilities of a large trade coming to them. Some of the visitors to the St. Louis Talking Machine Co. during the past month were: J. Bersch, Waterloo, Ill.; J. T. Shumate, Searcy, Ark.; Mr. Ellison, Hickman, Ky.; Sam Bentley, Raymond, Ill.; K. Cowley, Amory, Miss., and W. Spath, St. Marys, Mo.

The St. Louis Talking Machine Co. are now fully settled in their magnificent wholesale location, occupying the entire sixth floor of the Mills Building, 6,000 square feet of floor space which they are devoting exclusively to the distribution of the Victor line. The pictures herewith will give some idea of the thoroughness with which they have equipped themselves to handle business.

Manager T. P. Clancy, of the Columbia Phonograph Co., reports trade very good, with every indication of a record-breaking fall and winter business. They have received a stock of Symphony Grand graphophones, which sell at $299 each, and they are making a pronounced hit. Mr. Clancy states that for the past two months they have been giving a series of twelve free concerts for the St. Louis Society for the Relief and Prevention of Tuberculosis, which were attended by very large audiences, one numbering 7,500 persons, and that they have given a number of other free concerts and that they are now beginning to reap the benefit of this free advertising by a nice increase in trade.

John Magner, manager of the Commercial department of this company, states that their trade on this line of equipment is very good. He sold...
a very fine commercial equipment to J. Robert Romm, a wealthy lumberman of Belfair, British Honduras, who wrote acknowledging its receipt and his great satisfaction with it.

The office of the Columbia Phonograph Co., on the balcony in their store, has been extended, giving them twice the space they formerly had, and an extra sound room has been made.

Manager Keettle, of the talking machine department of the Conroy Piano Co., states that their fall business has opened with quite a rush and that they expect it to exceed any previous year by a large margin. They are preparing to carry the largest stock of Edison phonographs and records in their history. They are adding more record bins, and when completed they will have a record capacity of 45,000.

H. M. Holleman, president of the Texas Piano & Phonograph Co., Houston, Tex., stopped here for a visit on his way to the Buffalo convention of the Middle States and Eastern Jobbers' Association.

D. K. Myers, the well-known Zonophone jobber, states that the fall jobbing trade is opening very nicely and that they are getting a large number of volunteer orders and are looking for an immense fall and winter trade. His record trade is very heavy. All his traveling men left on Sept. 1 to cover their territories through the better part of five states.

A. A. Knapp reports that his trade for August was quite active. He has been selling and renting a number of high-class outfits to summer out-of-town parties. His record business has been excellent, and he states that he filled a large order for Zonophone records for a party about to sail for Europe.

May, Stere & Co., one of our large time-payer furniture houses here, will open a talking machine department of quite large dimensions on their seventh floor annex about September 15. Miss Sadie Rosenblatt, formerly with the Marks Silverstone, president of the Silverstone Phonograph Co., reports trade moving along nicely, and that all indications point to a very large fall and winter trade.

Henry H. Myers, of the traveling staff of the Victor Talking Machine Co., spent several days here recently on his way West. The Thiebes-Sterling Music Co. recently had a very attractive window display of Regina phonograph and Victor goods.

The Grand Leader, probably our leading department store, has made arrangements to open a talking machine department. They will carry the Victor and Edison.

The Parks Music House, of St. Louis, Mo., have found it necessary to materially enlarge their talking machine department, and are reporting excellent results with the Victor Viscardia. They have also enlarged the same department at their Hannibal, Mo., branch.

The Olney Music Co., of St. Joseph, Mo., have just opened one of the handsomest piano and talking machine stores in the state at Hannibal, Mo.

Max Stein, who is now traveling for this concern, is now on a three weeks' trip through Illinois.

Marks Silverstone, president of the Silverstone Talking Machine Co., of this city, has gotten out a very clever pamphlet entitled "Phonographic Advice," which he is distributing to the trade free and will send to any dealer who will write his firm for one. It is full of good wholesale and jobber advice as to how a machine should be taken care of, how it can be kept in good order, and some very staple suggestions in general. The pamphlet has made a decided hit with the trade, and as Mr. Silverstone is quite a talking machine specialist it is of great value to the entire trade.

MAESTROPHONE CO.'S NEW REPRODUCER.

As we predicted in last month's World, the new reproducer manufacturer by the Maestrophone Phonograph Co., of Lincoln, Neb., is winning high praise wherever it has been heard. In fact, so vast are the orders pouring in for this new invention of A. C. Mestraud that they have been compelled to double their factory force. Speaking with a member of the trade regarding this device he said: "There is no question but that this reproducer will revolutionize many ideas heretofore held by inventors of these devices, and that it will have an enormous sale is a foregone conclusion. And why not, after all the important parts of a talking machine, as every one knows, are the reproducer and the record, and any one who improves on either is putting this business just so much nearer the mark of perfection." Jobbers and dealers should be ready for the full demand with these reproducers, and at the same time should get a line on some of the new things this company will shortly bring out.
THE TALKING MACHINE WORLD.

GREAT OPERATIC STARS SECURED BY COLUMBIA CO.

During the Recent Trip of Paul H. Cromelin to Europe He Consummated Arrangements Whereby the Columbia Co. Will Control Some of the Most Distinguished Stars in the Operatic Firmament—Special Deal Made With Fonotipia Co. of Milan—The Copyright Situation in Europe Interestsingly Analyzed by Mr. Cromelin—Some Decisions of Great Moment.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, went to Europe early in June it was for the express purpose of entering into arrangements whereby his company could enlarge and expand their operatic repertory and secure the great singers abroad to make records in the future for them, covering a period of years. He has been eminently successful in both quests, and in an interview with The World shortly after his arrival, he said:

"As you know, the Fonotipia Co., of Milan, Italy, with branches in London and elsewhere, control most of the great artists of the modern Italian school, and the Columbia Phonograph Co. have concluded arrangements whereby we will have the exclusive manufacturing and selling rights for the United States and Canada of their records. We have imported the Bonci records, as is well known, but with the heavy duty and the royalty charges we would be placed at a disadvantage. A great many of the singers whose services we will hereafter control have been paid tremendous sums, one of them commanding 70,000 francs ($14,000) for an exclusive contract. To be sure, all of the artists engaged are not known here, but not a few have been engaged for the coming operatic season either by Hamerstein or at the Metropolitan Opera House, New York. The entire contingent are famous in every European country, and their voices are marvels in point of range and beauty of culture.

I was simply astonished when I had the opportunity to hear them. They are the most beautiful voices I have ever heard. I think it was when I heard the baritones that I came to my senses. The baritones will be Mario Sammarco, Ramon Blanchart, Francesco Maria Bosini, Ferruccio Coraditti, Giuseppe De Luca, Eugenio Giraldi, Antonio Magini Coletti, Victor Mursi, Giuseppe Vacca, and Ricardo Stracciani. Basses—Adamo Dibui and Oreste Luppi. Soprano—Regina Festi, Maria Barrione, Giannina Ross, Regina Pinkert, Teresa Aziel, Eugenia Bursio. Emeo Corelli, Georgi Capril, Esperanza, Claretta, Maria de Macchi, Elena Petri and Amelia Taineo. Mezzo Soprano—Teremese Ferrari, Nina Trascani. Contralto, Armanda Parietti. Kubeltik, the great violinist, who stands second in the world, has also been engaged. These artists are "tied-up" with the Fonotipia Co., and as before said, the Columbia Co. will make the records here, and they will be put on sale during the coming season.

"Then we made a deal with the international Talking Machine Co. who are the manufacturers of the celebrated Odeon records," continued Mr. Cromelin, "whereby the Columbia Co. will manufacture the voice reproductions of the famous artists largely of the French and German schools, controlled by them. It is perhaps needless to repeat all their names, suffice it many of them have already been heard in opera here. For examples, Emolin Destin, Lilli Lehmann, Elise Elizza, Frieda Hempel and many others familiarly known all over Europe in the field of grand opera. In short, the Columbia Phonograph Co. will have not only the most extensive repertory in high-class music, but the best the world affords, and practically all that could be demanded by even the most exacting. These records will be made in discs only, principally in eleven-inch size.

DEVELOPMENTS IN THE COPYRIGHT SITUATION.

"The copyright situation? Oh, yes, I gave that matter considerable attention also," replied Mr. Cromelin to a direct inquiry. "And I am more firmly of the opinion than ever that we will win. Three important events have taken place in Europe in relation to the matter since Congress adjourned. "A.—The Gramophone & Typewriter Co., Ltd., of London, Eng., the defendant in the Italian litigation, has taken an appeal to the Supreme Court. You will recall that when Congress adjourned it was uncertain whether they would appeal from the decision which was given in favor of the publishers.

"B.—The Supreme Court (Court of Cassation) of Belgium has decided that mechanical reproductions do not come under the domain of copyright. The first decision, or the one in the lower court, was in favor of the manufacturers. This is the first case that has been finally passed upon by the highest court in any country, and as the plaintiffs were Italians, the defendants, a French concern, and the trial in Belgium the matter could be viewed broadly and the sweeping decision in favor of the talking machine manufacturers is both important and significant in view of pending legislation in our Congress.

"C.—The case in the lower court of Hungary resulted in favor of the music publishers, but it was taken up on appeal to what is equivalent to our United States Supreme Court—the court of final resort. In the opinion recently handed down the court of first instance is reversed, a retrial is ordered and additional expert testimony is instructed to be taken as to whether talking machine records should be included in the domain of copyright. The matter will be more carefully examined, as the court did not believe that the matter had been sufficiently considered in the first instance.

"The French case is still an appeal to the Court of Cassation and that case is still pending.
NOTICE

Our "Tulip" and "Morning Glory" Horn PROPOSITION the BEST you ever heard of. They fit any machine.

GET OUR PRICES AND SAMPLE ORDER

OUR PATENTED "TULIP."

Cable Address:
Tulip, New York

Telephone:
350 Conlantld

ALL COLORS AND DECORATIONS

Don't wait until you get rushed for business and then order. NOW is the time.

OUR PATENTED "TULIP."

THE NEW JERSEY HORN MFG. CO.

5S-45-47-49 Monmouth Street, Newark, N. J.

B. Schuyler Morris, GE AGENT.

EVERY HORN A WORK

The New Jersey Horn Mfg. Co.

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EVERY HORN A WORK
TRADE HAPPENINGS IN BALTIMORE.

Business Rather Slow the Past Month Owing to So Many People Being Out of Town—Look for an Unusually Active Winter Trade—Dealers Are All Preparing to This End and a Lively Campaign Will be Initiated.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1897.

Business in the talking machine line in this city has been rather slow during the last month. This has been attributed by the dealers to the fact that so many people have been away from the city to spend the warm weather at the seashore or in the mountains. The dealers are not worrying, however, for many of them have taken advantage of the quietness in trade and enjoyed trips of recreation and pleasure so as to be in good trim for the rush of trade which is expected within the next few weeks.

Baltimoreans are beginning to return to the city, and after resting for a little while the shopping season will soon be as lively as ever, which means that the talking machine handlers will get their share of business. All of the dealers express the opinion that this winter will be one of the most successful in the way of sales of talking machines that they have had since this particular style of musical instrument was placed on the market. Everybody seems to enjoy them, and the easy manner in which new records can be procured at such reasonable rates encourages a great many to adopt this style of music for amusement in preference to mandolins, which require so much practice before real music can be played by the performer.

Joseph Grottendick, manager for E. F. Droop & Sons, 231 North Howard street, says that while business was rather slow during the summer, the firm have sold many high-grade machines during the summer.

The firm of H. H. Kleinbrandt & Sons, who have the agency for the Victor talking machine, have had an excellent trade all during the summer and are jubilant over the prospects for a heavy fall trade. The Victorists have proved very popular in this city, much to the gratification of the local agents who have exerted untiring efforts to make them a success.

BROWN WITH LEEDS & CATLIN.

The Former General Manager of the Talk-O-Phone Co. in San Francisco Now Sales Manager of the Leeds & Catlin Co.—Some Changes in the Staff of the Peerless Talking Machine Co. of San Francisco—Mr. Brown Enthusiastic About the General Trade Outlook—Condemns Price Cutting.

Charles E. Brown, formerly general manager of the Talk-O-Phone Co., of San Francisco, also president of the Peerless Talking Machine Co., who are retailers of phonographs on the Pacific coast, has joined the ranks of the talking machine men in New York and is now sales manager for the Leeds & Catlin Co., manufacturers of Ben records. He is calling upon the trade personally and thoroughly familiarizing himself with the situation in the eastern states, and anticipates a very large and constantly increasing trade. As Mr. Brown has brought with him his western ideas of business, there will be a square deal for all and favoritism for none.

Charles E. Brown is very enthusiastic in regard to the talking machine situation. He believes that the phonographic business on the Pacific Coast is much ahead of that of the eastern states, as the competition is more keen and the dealers are more aggressive to secure business. In his opinion, the talking machine business has not even started, as its future will be so great that in a few years’ time, to look back to what we now have, we will realize that the business of to-day was just a feeler and that this industry is going to be one of the greatest and most lasting businesses ever established. He is a firm believer in the stopping of price cutting and unfair business tactics, and claims that the more amiable relations that are established among the dealers the greater the tendency will be to rapidly multiply the business.

The trade-mark of the General Phonograph Supply Co., New York, of which C. V. Henkel, of the Douglas Phonograph Co., is president, is a neat design illustrative of an old geometrical problem that has caused many a headache in its solving.

To You, Mr. Jobber

We will be ready complete line of Standard quality, standard and upheld, but improved that our product will the market. Our rep-horns is well known, to that by creating the located anywhere.

You will make no mistake by making a Standard alliance. Place your order now and you can be sure of prompt shipment. We make a specialty of filling orders. Be on the Standard side and you’ll be all right.

Standard Metal Mig. Co.

OFFICE AND SALESROOMS
10 Warren Street, NEW YORK, N. Y.

FACTORY
Jefferson and Chestnut Streets, NEWARK, N. J.
JOBBER VS. DEALER.

Where, Mr. Talking-Machine Dealer, does your Jobber stand?

Is he for you or against you?

Is he in reality a big dealer doing a big mail order business, or does he refer all retail inquiries coming from your town back to you to take care of?

Does he help you carry your installment paper?

Where does he stand in the fight for a uniform advance in prices on all installment sales?

We think we are right in our stand for the protection of the dealer in these important matters. What do you think?

You can get your full share of the fall trade by sending your orders to the jobber who is working for the protection of the small dealer first, last and all the time.

Get ready for fall business now.

We have the largest stock of Victor and Edison goods in the history of the trade. New Edison equipment now ready.

Help us in this fight for the small dealer.

CHICAGO.
From Our Chicago Headquarters
195-197 Wabash Avenue, E. P. Van Harlingen, Manager.


(Special to The Talking Machine World.)

World Office, 186 Wabash avenue, Chicago, Ill., Sept. 8, 1907.

While August is never expected to be unusually active in talking machine circles the past month has made a very satisfactory showing with both retailers and jobbers. Record sales have been good—machines comparatively slow, a natural summer condition. The latter part of the month trade began to show quite a distinct picking up. Jobbers generally report a moderate increase over the corresponding month last year. Everybody is anticipating a big fall and winter season's business, and made possible by the increased capacities of the factories. One of the big season's business, and made possible by the increased capacities of the factories.

John A. Wosecraft, a Chicago man, has invented a cylinder talking machine alarm clock, which, it is said, solves a multitude of problems which have bothered humanity. Standard cylinder records are used and the mechanism is so adjusted that all one has to do is to place a record on the machine, wind the clock, and at the indicated moment you will be awakened either by the strains of entrancing music, a good humorous selection, or by a special call on the home-made record. Other possibilities claimed for the device are the announcing of the time of day musically—hours, quarters or half hours—the calling of trains at railroad stations by setting the device to go off at the proper time, and by proper wire connection the inmates of a house will be awakened when the midnight marauder is fooling with door or window.

E. C. Barnes, Western manager of the mercantile department of the National Phonograph Co., was recently in Minneapolis, where he made arrangements for the establishment of an office from which the business phonograph wants of the Twin Cities will be looked after. He also visited Duluth, where C. E. Ellis, of Miller, Davis & Co., is getting the largest concerns in the city to adopt the Edison system.

W. C. Fuhri, district superintendent of the Columbia Phonograph Co., is snatching his vacation moments recently and spent a couple of days at Pike's Peak. In a few days he will go to Duluth and after looking after the Columbia interests there he will endeavor another few days' outing. The large territory under Mr. Fuhri's direction makes it almost impossible for him to isolate himself from business for any length of time. The talking machine has added to the city's considerate; a number of desirable new dealers have been started by him within the last two months.

J. Foster Davis, sales manager of the language outfit department of the International Correspondence Schools in the city, is visiting the wholesale trade. He is en route to the coast.

Theo. Bentel spent a few days in Chicago last week.

Loring Leeds, of the Leeds & Catlin Co., was a Chicago visitor last week.

L. C. Wissell, assistant manager of the talking machine department at Lyon & Healy's, spent the bulk of his vacation visiting the Jamtown Exposition and the Edison and Victor factories.

Trade during the summer seems to have been decidedly good with country dealers, especially those who sought trade earnestly. A dealer from an adjoining small Illinois city was in town the latter part of August. Business had never been better with him in August, he declared, and only the day before his arrival he had sold six Victors and a couple of Edisons.

The talking machine has added to its other triumphs that of connoisseur peacemaker. A D. Herriman, manager of the Columbia store at Davenport, Iowa, sends in a clipping describing an occurrence at Iowa City, Iowa, which he says actually took place while his crew was working in that vicinity. An aged couple separated seemingly forever as their friends could not heal the breach between them. The old gentleman sought solace in a graphophone. His wife, wandering near, heard the instrument and crossed the lawn to listen to it. Friends urged her to

Special Notice to Dealers

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

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

GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

Babson Brothers

"THE PEOPLE WITH THE GOODS"
G. M. Nisbet, Mgr. Wholesale

enter the house in order to hear the music more clearly. After much persuasion she consented, and a reconciliation was effected. Then, the story goes, the husband went downtown and bought a new record, "Home, Sweet Home." Mr. M. G. Horns, Chicago, who can either take personal notes or a verbatim report in dictation of policy considerations. The report states the results of his examination of the parties and the defendants. The Knickerbocker Company, who can either take personal notes or a verbatim report in dictation of policy considerations. The report states the results of his examination of the parties and the defendants. The Knickerbocker Company, who can either take personal notes or a verbatim report in dictation of policy considerations. The report states the results of his examination of the parties and the defendants. The Knickerbocker Company, who can either take personal notes or a verbatim report in dictation of policy considerations. The report states the results of his examination of the parties and the defendants. The Knickerbocker Company, who can either take personal notes or a verbatim report in dictation of policy considerations. The report states the results of his examination of the parties and the defendants. The Knickerbocker Company, who can either take personal notes or a verbatim report in dictation of policy considerations.
stautly adjusted to the machine without marring the case, and can be placed, removed and operated by any one. Through the application of the tapering arm principle and the absolute freedom of motion obtained the company claim evenness of reproduction is assured and unusual sweetness of tone secured. The price of the Phon-Arm is placed at a moderate figure, putting it within the reach of the owner of any of the three styles of machines for which it is adapted. A cut of the Phon-Arm as attached to an Edison machine is shown elsewhere in their advertisement in this issue.

JAMES I. LYONS JOBBER EDISON AND ZONOPHONE MACHINES AND RECORDS

CASH AND INSTALMENT PRICES.

An Interesting Chat with C. E. Goodwin, Manager of the Talking Machine Department of Lyon & Healy—The Situation Must Be Settled in a Manner Agreeable to All Concerned.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 6, 1907.

"I am not surprised that the question of establishing both a cash and an instalment price on talking machines should come up before the jobbers in their convention," remarked C. E. Goodwin, manager of the talking machine department of Lyon & Healy, in the course of a chat. "It is only a matter of time when this must be settled. The manufacturers should look at the situation squarely, and should aim to be consistent in all their arbitrary arrangements of price. They have absolute power in such matters, and we must look to them for an equitable schedule that will cover the points involved in this discussion of differential rates."

"It is perfectly natural that the jobbers should be divided in their opinions as to a proper readjustment. There is that class of people who have conducted their business on legitimate lines following a precedent of accepted custom, and there is that influential class, who, taking advantage of the fact that only listed prices are laid down for them, have snapped their fingers in the faces of those who proceed in the usual way, and have made their instalment prices without asking anything extra in the way of interest or a small advance for carrying the paper. The talking machine manufacturers never anticipated that a few jobbers, backed by unlimited capital, would take advantage of their competitors in this small way. They hoped that custom in such matters would prevail, and never thought that a departure from it would be an issue. This opening left to waive interest, or not ask a small advance, has been taken advantage of to such an extent that it has left a number of jobbers and dealers without a cash argument. They can't afford to charge more than the other fellow for doing an instalment business, and they are absolutely helpless when their customers ask, 'Well, how much for cash?' It does not argue that because some houses do not seem to want a cash business they should be allowed to upset the generally accepted policy on all instalment business the world over, and I hope the manufacturers who can control the situation will amend their contracts leaving their established prices as the cash price, and insist upon a moderate, usual, legitimate advance that will cover a part of the expense for making the sale of a talking machine on any instalment plan."

"You can't go much farther than to ask the

When this letterhead comes in your mail, remember it comes from the only Exclusive Victor Wholesaler in the country.
The Phon-Arm Attachment
(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

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

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

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

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

Handsome Profit to the dealers.

Retail Price $7.50

Ask Your Jobber to Send You A Sample

CHICAGO STAND CO.
CHICAGO
Some dealers would give longer time than others, universal instalment price everywhere.

about what the regular interest would be on the transactions of the city. But the police here are making five-cent vaudeville houses, and about a score of some of the large jobbers think they don't.

'Who is going to conduct an instalment business machine by the manufacturers, the dealers would be inclined to overdo this matter of extending time. The legitimate dealers who favor my plan are not the dealers.'

The whole situation is covered by simply making two prices—one for cash and another where 'sold on any instalment plan.'

Between these extremes are five-cent theatres of varying costs. The first thing to be considered by those who plan an amusement place of this nature is rent. Usually it is necessary to sign a lease for at least one year, and, as the business is considered objectionable by landlords, the rent is higher than for other enterprises. After the rent is paid it is necessary in many cases to make alterations in the building, and these have to be paid for by the owner of the theatre. Seats have to be bought, and no small amount of lumber is required for the stage. The largest item of expense is that of the moving pictures—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping.

The lantern with which to show its moving pictures. The lantern costs $100 at the least estimate, and the films, which are rented, come at $50 a week for each hundred. The films are prepared by firms which produce a specialty of that business, and, as their pictures are syndicated, they never are sold. Most of the pictures come from London and Paris, New York and other points.

For the illustrated songs there must be one or more singers, and these are not easily found for less than $10 a week each. Also there must be a piano and a man to play it. Two ticket sellers and one "barker" are necessary to look after the business of the front end, and one man is required to operate the lantern. Even in the cheapest of these theatres it is hard to get along without a salary roll of five or six men and women.

To offset this expense there must be a large patronage, and that this patronage is available has been proved by the theatre on State street, near Monroe. Sig Faller, its manager, said to a reporter of a local paper that the average attendance there is 1,000, with perhaps 6,000 on Saturday. In this establishment there are three floors, with a shooting gallery in the basement, a penny arcade on the first floor, and the theatre proper on the second floor. As a means of getting the people to visit the second floor Mr. Faller built a flight of steps with water running underneath them. The steps are of glass, and the water dashing below makes it appear to the visitors of the place that they are walking up over a waterfall. Thousands who would not waste the time to go up in an elevator or climb an ordinary flight of stairs willingly go up this novel waterfall stairway. "There's tricks in all

HOW PENNY ARCades PAY.

Can Be Started on a Fairly Small Capital and Results are Surprisingly Gratifying—Some of the Essential Points to Be Considered by Those Who Enter This Business.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 9, 1907.

A five-cent theatre can be started for $500. There is one on State street, near Thirty-first, that was put in operation for that sum; but there is another at State and Monroe, near Monroe and Thirty-first first, after paying out his last dollar for a lantern, was compelled to sign a mortgage on his fixtures before his landlord would give him a lease. The owners of the establishment near Monroe street have a dozen others, equally pretentious, in some of the largest cities of the country. At Coney Island, the birthplace of the five-cent theatre, they have a palace that was built especially for their business, at a cost of $50,000.

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B. & H. Fibre Needles

FOR DISC RECORDS

THE FIRST AND ONLY ONES EVER PLACED ON THE MARKET

Constructed on scientific principles—treated by secret chemical process.

Cannot injure the record.

Cannot scratch.

Cannot cut or rasp.

Tone quality—superb.

Tone effect—ideal.

The only logical needle adapted to the varied and delicate requirements of a disc record—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping.

Write for samples and full particulars

"B. & H." FIBRE NEEDLE CO.

208 East Kinzie Street

CHICAGO

We have patents pending covering talking machine needles made of fibre, wood, and other vegetable growths.
**THE SNEAR ANALYZED.**

Harry St. John Middleton is of the Opinion That Some of Our Talking Machine Experts Should Augment the Literature of the Language of Sleep and Suggests the Use of Talking Machine Records in This Connection.

Almost every one has experienced that condition of sleep when a person is partially awake, is conscious of all that is going on in the room, can tell the time and figure out the pattern on the wall paper, but at the same time it is powerless to move. In other words, the brain is only sufficiently asleep to hold us partially captive.

Harry St. John Middleton, of Providence, R. I., elaborates on this condition in a semi-humorous vein, presenting some suggestions worth noting. He adds: "In this sort of trance the hearing is intensified. A whisper swells into a roar and the dropping of a small object on the floor produces a sound to the super-sensitive ear like a clap of thunder. We were in this condition a few nights ago when we became aware of something similar to a tornado sweeping across the plain of our symphany. It was a fully developed and irresistible human snore. Our ear was so close to the snorer's lips that they almost touched it, and listening there to that human whirlwind was a revelation to us."

"We discovered three qualities in this particular combination of lung, nasal, throat and brain phenomenon. There was a rushing noise as of a mighty wind, the sound as of waves beating on distant shores (the sound of the circulation of a mighty wind, the sound as of waves beating on distant shores) to the ears of King Edward of England, says Tid-Bits, and he visits England in 1908 will be his possible son."

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Regarding Sound Boxes.

In the course of some remarks on sound boxes Die Spechmaschine gives the following rules for a good mechanism: "The diaphragm must be placed symmetrically between the India rubber couch; the needle-holder must be fastened exactly in the midst of the mica. The latter may not have too deep a tension; it ought to lie level after fastening of the needle-holder. A tension too great upward is as ruinous as no tension. Without sufficient tension the mica is inclined to creep to the inner site, in which situation it is unfit for reproducing, as the sound produced by the mica cannot be fixed, and consequently disagreeable secondary sounds are produced. All screws for tension and fastening must be so placed that they do not take up the vibration of the sound box and clatter. Those who will observe these rules will even by little knowledge of sound boxes find out how to improve a defective sound box and how to make it ready for sale."

Graphite for Phonograph Springs.

Since many dealers sell phonographs as a sideline, they do not become familiar with the mechanical construction of the machines and cannot furnish information frequently asked by their customers. One of the things not understood by such dealers is the method of putting graphite in the springs, and yet it is one that many phonograph owners want to know about, says the Edison Phonograph Monthly. The proper way to put graphite in the springs of the phonograph is to allow the machine to run down, remove it from the cabinet, stand it on end and sift dry powdered graphite into the spring barrel through the holes in the end of the same. About two to four teaspoonfuls will be enough, according to the type of machine. Then put plenty of oil on this spring; wind the machine up and allow it to run down two or three times so as to distribute the graphite through all the leaves of the spring. This applies to the Standard, Home and Triumph. The Gem has no spring barrel, and to graphite this spring it is only necessary to remove the base board by taking out the four screws at the bottom, turn the machine upside down and sift graphite directly on the leaves of the spring and then put in oil.

Handy Repair Tools.

The Victor Talking Machine Co. are offering to dealers and distributors at actual manufacturing cost a number of repair tools for Victor machines which, in the hands of any mechanic, will greatly facilitate the work in the repair of machines. You buy Screws, Studs, etc., for repair work. Why Not Try Us for Prices Remember, we make only to Specifications or Samples, which you must send in.

To All Talking Machine Dealers

THE WALLACE BARNES COMPANY
BRISTOL, CONN.
diaphragm piercer; response to numerous requests. The tools shown department. have taken this step in response to numerous requests. The tools shown in the illustration are as follows: Nos. 1, 2, 3, 4, 5, 6 inch turntable spindle socket wrench; 2, sound box diaphragm piercer; 3, 3-4 inch turntable spindle socket wrench; 4, 3-42 inch pin drift; 5, 6-33 inch pin drift; 6, turntable spindle worm wheel; spanner wrench. The Victor Co., moreover, state that numerous requests have reached them for some small device to be used in taking apart Victor concert sound boxes. As there is a very satisfactory device for this purpose on the market they have not listed a tool of this nature.

SIR J. G. T. SINCLAIR'S DISCOVERY.

Sir J. G. Tollemache Sinclair, the eminent philanthropist who, as noted in previous issues of The World, has donated a number of talking machines to public institutions in Great Britain, has recently announced the discovery made by a marble polisher which he with three assistants has verified. It is to place a thin slab of Sicilian marble under the Gramophone, about an inch wider than the instrument and about half an inch thick. He adds: "Mine was not squared or moulded and cost me 3 shillings. I have tabulated below the results of an experiment with this method alternately with a marble slab. with on a good cross belt, which can be made without injury. The repro- sound backward. I have my wishes gratified. For the benefit of your readers who would like to try the experiment I would sug- gest they take off the belt that runs the mandril and put on a good cross belt, which can be made of an ordinary string. They can then play any record backward without injury. The repro- ducer, to be sure, will have to be started at the close of the selection."

PLAYING RECORDS BACKWARD.

Scott Haynes, the well-known talking machine dealer of Owensboro, Ky., writes The World as follows: "I noticed an article in the August 15 issue of The Talking Machine World headed, 'Playing Records Backward.' I have an improvement to suggest. About two years ago I had a desire to know what the English language would sound like if literally spoken backward. Knowing that I could not sound the words backward I realized that if I could play a record backward I would have my wishes gratified. For the benefit of your readers who would like to try the experiment I would sug- gest they take off the belt that runs the mandril and put on a good cross belt, which can be made of an ordinary string. They can then play any record backward without injury. The repro- ducer, to be sure, will have to be started at the close of the selection."

SOFTENING TONES OF NOISY RECORDS.

Richard Welford, of Newcastle-on-Tyne, Eng., states that during the past five or six years he has tried various experiments to soften the spirited tones of noisy records, and adds: "I mean such tones as create a resonance or vibration through which one word runs into the next and articulation is lost in a humming noise. My latest experiment is a success, and I ask you to publish it for the bene- fit of my fellow readers. I made an inverted cone of foolscap by twisting it around the hand, as a grocer makes his tea and sugar papers, and pasted down the overlap. When it was dry I cut off the projecting tip at the broad end and the twist at the bottom. This was produced a hol- low cone 5 inches diameter at the one end and an inch at the other. Into the small end I put a lump of cotton wool about the size of a tennis ball, but pressed in no more than was necessary to make it stay. The weight of the whole is under one-quarter of an ounce. When a record is playing put this cone into the horn, but not pushed too tightly home, and the effect is excellent. I can now hear words that I never could catch before. My records, it should be added, are all cylinders."

ENLARGE THEIR QUARTERS.

The Nebraska Cycle Co., Omaha, Neb., jobbers of Edison and Victor, and one of the largest talking machine houses in the West, have enlarged their quarters by the addition of the store at 319 South Fifteenth street, next to their present location at 321 and 323 South Fifteenth street. The office space has been enlarged to accommodate an increased staff of stenographers and clergymen, and the basements of the three stores have been turned into a storage room for records and machines. This house now carry 15,000 Victor records and 75,000 Edison records.

In an effort to rid the premises of fleas which had been making life unbearable for the sales- men, the manager of the Columbia Photograph Co.'s store in the McVey Building, Wilmington, Del., recently was the means of having the local fire department answer a false alarm. The man-ager burned a quantity of tobacco stems in the basement of the store in order to suffocate the insects, and the dense smoke issuing from win- dows and ventilators in consequence caused a citizen to turn in an alarm.

The Auxetophone shown at the last Leipzig Fair continues to attract much favorable atten- tion by reason of its superb reproduction.

Something New

The "Rex" is the first and only practical screw feed machine

made to sell at a price that places it within the reach of every home. Stationary horn and reproducer, screw feed of 100 threads per inch insuring uniform playing and long life for records. One piece diaphragm and spider. Direct gear drive. Not an imported toy, but a low priced American Machine that cannot get out of order. Will last as long and play as well as standard makes.

Get it while it's new
Send for Particulars

Made By
Church Supply Company
10 Barclay Street NEW YORK
REPRODUCTION OF COMPOSITIONS.

The Two Sides of the Copyright Question Dis-
cussed by a London Paper.

Commenting on the action brought by Mr. Newman against the National Phonograph Co., Ltd., of London, for infringement of copyright, through the reproduction of a composition of his on talking machine records, and which, as reported by our London correspondent in this paper, was decided in favor of the defendants, because "sounds mechanically produced did not come within the copyright act," Music of Lon-
don, pertinently says: "The remedy which the talking machine firms would have in the event of a combined movement on the part of publish-
ers and singers to alter the law and make it obligatory for the former to pay the latter roy-
alties, would be to publish the music they pay their attachés to play or sing themselves. If they did this, we fancy they would prove rather formidable opponents of the publishers, some of whom look rather sulkily at their present immu-
nity from paying anything for the use of a composer's work, and which, as re-

cluded in a recent tariff of the Columbia Phonograph Co., was carried at the time a $50 cylinder record. The old fellow wanted to do 
something for a new machine, and was finding it 
difficult to canvass the old man who gave as his chief reason 
for not making the deal that the salesman did not have a certain cylinder record with him, which the old man had on the disc. 'No, sir,' he said, 'you can't play me anything like this; I have never found any method which even approaches in merit your beloved disc machine.'

TO TEACH TELEGRAPHY.

By Means of the Graphophone—The System as Tested Found Efficient.

Following closely upon the wonderful success of the commercial graphophone the Columbia Phonograph Co. have announced that they will shortly introduce a system of teaching telegrap-


Gentlemen—I have heard with pleasure and con-

firmation that the old fellow who gave as his chief reason for not making the deal that the salesman did not have a certain cylinder record with him, which the old man had on the disc. 'No, sir,' he said, 'you can't play me anything like this; I have never found any method which even approaches in merit your beloved disc machine.'
A SOMETHOW PERSONAL TALK

With Those Of Our Readers Who Find Fault With Their Town—The Value of Optimism
—Pay to be a "Discoverer."

What's your opinion of your town, Mr. Talking Machine Dealer? Live men make live towns. Not all the live men are to be found in those places. Sometimes a few are met with in the slow-going, sleepy places, but as a rule they try to escape and usually they succeed. Why did they not stay and infuse life into the sleepy spot, and make it the better by their presence? Maybe it's live towns that make live men.

Wherever you may be situated, don't "throw stones" at the place that provides you "all the comforts of home." Don't despise it because it does not happen to be metropolis. Others are contented, and it is therefore to be presumed are successful in their calling. Why not you? Does the fault rest entirely in the town, or nine-tenths of it in yourself?

Patriotism, like charity, should begin at home. Perhaps you are a country merchant ambitious for a big store in some "live" town. Some of your acquaintances are well-to-do merchants in such places. But you know that when they started, years ago, they had a pretty hard struggle, and the live, big town of to-day, where they do business, was not half the size or importance that yours is. They "grew up" with the place. Both prospered together. Why not do likewise?

Is there no snap to your town? What's the reason? Why was the place started? How are the people employed? What are their resources? What are its advantages? Perhaps you have never given the subject a thought. Your town may be like a multitude of other places that have jumped in one bound from obscurity to renown—just waiting for a discoverer: some one to say: "Just the spot the world has been waiting for!"

Every one knows it then, and the inhabitants wonder they never saw before what has been so obvious. Is there no need in your town of any talker? Why not make some use of all the "talkers" and bring them in, and have them "talk" of your town, and of course make a little use of the improvement that will go with it?

Business is an interesting thing. If it was, it is meritorious and a business man is wise. If it was not, it is inhuman and the business man is an impostor.

"A careless arranged window means a careless kept store. See what the valuable advertising eye-catcher—the window—is the best that you can make it. You can't afford to be careless with your window in the way. And perhaps the most liberal advertisers in the trade journals do excellent service. They class their goods as "good," and will not permit competition to obscure, by their own neglect of advertising, the merits of the goods they offer. To establish the sale of a new article, though aided by the intelligent recognition of novelty and improvement on the part of the retail merchant, surely calls for patience and liberality in. And as a class of publications, taught by their own interests, trade journals do excellent service to their advertisers by their fair and moderate presentation of information in their reading columns. In short, they are among the best friends that a merchant can make it. They afford excellent means of introducing an article. Every new article must and can be hero in a few minutes. "English," by means of a cylinder put into the machine, the visitor is then addressed in English, as follows: "Sirs (or Madame), the projector, who speaks English, will be telephoned for, and will be here in a few minutes. Please be seated!"

TALKING MACHINES ARE ABUSED

By Many Users With The Result That They Create A False Impression as To Their Merits Among Prospective Purchasers—Magistrate House's Severe Criticism.

Talking machines properly used are everywhere acknowledged to afford excellent means of entertainment, for poor and rich alike, the former enjoying the records at fifty cents or less quite as much as the wealthy enjoy the high priced grand opera records reproduced on machines costing a hundred dollars or more. But even the greatest pleasures indulged in too often and indiscriminately lose their charm. And others appreciate the music of a "talker" played at intervals, at proper hours, and with the records changed to avoid annoying monotony the thing has been frequently overcome with the result that the machine has become a nuisance and in some cases the courts have been called upon to stop or at least curb its performance.

As an example of how talking machines affect those who are compelled to be unwilling listeners we quote the rather extreme and drastic arraignment of the talker, by Magistrate House, of New York, while on the bench in a local police court recently: "It's too bad the Legislature isn't in session. If it was, I know a lot of influential citizens who would go to Albany to ask relief from what I consider the most insufferable nuisance and in some cases the courts have been called upon to step or at least curb its performance.

"Just the spot the world has been waiting for!"

"A careless arranged window means a careless kept store. See what the valuable advertising eye-catcher—the window—is the best that you can make it. You can't afford to be careless with your window in the way. And perhaps the most liberal advertisers in the trade journals do excellent service. They class their goods as "good," and will not permit competition to obscure, by their own neglect of advertising, the merits of the goods they offer. To establish the sale of a new article, though aided by the intelligent recognition of novelty and improvement on the part of the retail merchant, surely calls for patience and liberality in. And as a class of publications, taught by their own interests, trade journals do excellent service to their advertisers by their fair and moderate presentation of information in their reading columns. In short, they are among the best friends that a merchant can make it. They afford excellent means of introducing an article. Every new article must and can be hero in a few minutes. "English," by means of a cylinder put into the machine, the visitor is then addressed in English, as follows: "Sirs (or Madame), the projector, who speaks English, will be telephoned for, and will be here in a few minutes. Please be seated!"

THE CHEAPEST ADVERTISING

Is Provided by the Trade Journal Because It Reaches People Desired.

There is no exaggeration in the claim that the trade journal provides the cheapest and most effective means of introducing an article. Every new article must and can be hero in a few minutes. "English," by means of a cylinder put into the machine, the visitor is then addressed in English, as follows: "Sirs (or Madame), the projector, who speaks English, will be telephoned for, and will be here in a few minutes. Please be seated!"

THE MAN WHO DOES IT ALL.

And Wants to Do It All the Time Must Throw the Burden on Others in Time or He Will Ruin the Day—Make Your Employees Grow.

Many a man forms habits in the early years of a business which later prove fetters on his growth. In starting a small store the owner must do it all. His helpers are few and inefficient. He finds that only the things he does himself are well done.

Eager to make the store a success he works long hours, is everywhere and does everything, attends to buying, selling, window trimming, bookkeeping, advertising, bookkeeping. When the time comes that the business demands more help, the fact that he finds he can do each of these things better than any one he can hire seems proof that he must continue to do it all.

Up to a certain point this is all right, but beyond that point the head must learn to do things through others or he stops the growth of his own business.

Organization is simply using others to multiply one's own efforts—not that he may take it easier, but that he may accomplish more. In a proper organization the man at the center of things can, with moderate effort, achieve more than a do-it-all man can by straining himself to the utmost.

The penalty of taking all responsibility on your own shoulders—of requiring people to refer every petty detail to you—is that your employees remain business boys in place of becoming business men. They do not grow. When you want to put responsibility on them, you cannot because you have taught them to lean on you.

The responsible head of any business must, of course, keep in touch with all parts of that business, so nothing can go more than a little beyond that point the head must learn to do things by way of others or he stops the growth of his own business.

Train your people properly, accustom the young men to be independent, and you have laid the basis of your future success. The middle aged man who is neither independent nor self-reliant can never be the head of a success. He must have the qualities of the do-it-all habit.

COPYRIGHT QUESTION AGAIN.

Its Bearing on Music and Musical Reproduction Discussed at the International Conference in Berne—Puccini and Mascagni Greatly Irritated, According to Cable Reports.

Before the adjournment of the international conference of literary and artistic ownership last Saturday, which had been held at Berne, Switzerland, it voted that at the next convention, at Berlin, Germany, in 1906, they would recommend that record manufacturers should be required to pay the owners of copyright music a royalty for its use.

The conference was particularly anxious that publishers and composers should be protected against manufacturers of mechanical musical instruments, who avail themselves of an article in the convention of 1886, which allows manufacturers of street organs and musical boxes the free employment of the works of composers.

A publisher of Milan, Italy, said that the Victor Talking Machine Co., Camden, N. J., paid $15,000 to the tenor Tamagno (deceased) and $50,000 to Mme. Melba to sing. This company, according to the Milan man, pays its shareholders 25 per cent. dividends.

Another cable despatch says that Giacoma Puccini, the world-famous composer of "Cavalleria Rusticana," will not only be able to keep in touch, but will get very much more power out of the machine than if you had persisted in doing it all.

It is pitiful to see a big business, as one sometimes will, in charge of a really able man who has carried too long in the do-it-all stage, who has failed to broaden with the business and who still insists that not one step be taken without his personal O.K.

Such a concern can prosper only by the man at the head of it putting into the business an amount of nervous energy which would have carried it twice as far had he been supplemented himself by proper organization.

Some day the limit of his ability to stretch will be reached. Then disaster to the business or to him.

If you are ambitious to make your business really great, be careful you don't form the do-it-all habit.

M. G. Kreusch, J. W. Scott, a great success of selling Edison goods to furniture installation houses. "Scotty" proved his ability as an instructor and also further established his reputation as a raconteur.

TALKER USED INSTEAD OF CLERGYMAN.

Owing to the fact that there was no minister to be found to officiate at the funeral of J. O. Elgin, who died in Vergus Falls, Minn., the only parson in the vicinity being out of town, it was found necessary to fall back on a talking machine to take the place of the revered gentleman as far as possible.

In the town a number of records were found containing passages from the Scriptures and sermons of famous divines, and with the reproduction of sacred songs, both in harmony and by choruses, a most impressive service was conducted, according to the report of the local paper.
Leading Jobbers of Talking Machines in America

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

Peter Bacigalupi & Sons
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WHOLESALE
1021-23 Golden Gate Ave.
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In every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.

Be sure and have your firm in the October list.

BABBON BROS.
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Special attention given DEALERS only, by G. M. NIBBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONO-
GRAPHS AND RECORDS in the U. S.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
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Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Jacot Music Box Co.,
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Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

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Victor Talking Machines
and Slot Machines.
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
San Francisco Portland

KOHLER & CHASE
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We claim Largest Stock and Best
EDISON PHONOGRAPH
Service, and are willing to
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IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
JULIUS A. J. FRIEDRICH
30-32 Corval Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
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Chas. H. Ditson & Co.
Have the most completely
appointed and best equipped
VICTOR TALKING MACHINE
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IN NEW YORK CITY

to-day, and solicit orders from dealers, with the assurance
that they will be filled more promptly and delivered in
better condition than they can be from any other source.
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Milwaukee, Wis.
You Can Get Goods Here

EDISON VICTOR JOBBERS
DISTRIBUTORS
Our wholesale depot is a mile from our retail store.
Orders are filled more promptly, are packed better, are delivered in
better condition than they can be from any other source.

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EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street
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Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
VICTOR JOBBER
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.
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Largest and most complete stock of Talking Machines and
Records in Western Pennsylvania.

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Distributors
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Southern Representatives for
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WHOLESALE DISTRIBUTORS
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Place your name on our mailing list.
We can interest you.


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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.

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Keiser's Illuminated Signs for Edison, Victor and
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Jobbers of Edison, Columbia, Zonophone
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MACHINES, RECORDS AND SUPPLIES

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STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
San Francisco Portland

JACOT & SON
(Colin Hughes Co.)
177 Tremont Street
BOSTON, MASS.

You Can Get Goods Here

EDISON VICTOR JOBBERS
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Our wholesale depot is a mile from our retail store.
Orders are filled more promptly, are packed better, are delivered in
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It's worth while knowing, we never
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If it's in the catalog we've got it.

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Largest and most complete stock of Talking Machines and
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NEAL, CLARK & NEAL CO.,
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Jobbers of Edison, Columbia, Zonophone
and American machines and records.
Largest Talking Machine house between
New York and Chicago.
Leading Jobbers of Talking Machines in America

Baltimore, 6 pkgs., $300; Paramaribo, 2 pkgs., $110; £474; Glasgow, 33 pkgs., $177; Havana, 6 pkgs., five weeks from the port of New York:

Vera Cruz, 25, pkgs., $953.

Port de Paix, 4 pkgs., $117; Rio de Janeiro, 16 pkgs., $100; 1,065 pkgs., $9,112;

$140; La Paz, 2 pkgs., $426; Soe-

Rabaya, 10 pkgs., $120; Sheffield, 10 pkgs., $200; Colon, 12 pkgs., $1,413; 34 pkgs., $5,175; 100 pkgs., $5,560; Calcutta, 3 pkgs., $108; Callao, 23 pkgs., $1,500; 10 pkgs., $200; Colon, 12 pkgs., $640; 11 pkgs., $190; Campeche, 13 pkgs., $458; Calba, 2 pkgs., $224; Guayaquil, 6 pkgs., $190; 11 pkgs., $916; Havana, 4 pkgs., $409; 23 pkgs., $1,440; Ingripe, 9 pkgs., $150; Lima, 2 pkgs., $256; 6 pkgs., $141; London, 8 pkgs., $330; 1,053 pkgs., $10,650; Manchester, 3 pkgs., $118; Manchester, 3 pkgs., $117; Milan, 15 pkgs., $503; 10 pkgs., $291; Para, 7 pkgs., $416; Rio de Janeiro, 7 pkgs., $103; St. Petersburg, 4 pkgs., $165; Sao Domingo, 5 pkgs., $190; Shanghai, 1 pkg., $120; Sheffield, 37 pkgs., $216; Valparaiso, 8 pkgs., $905; 2 pkgs., $160; 11 pkgs., $316; Valparaiso, 37 pkgs., $3,175;

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Columbia Jobbers SUPPLIES OF EVERY DESCRIPTION

Give us a trial on your next month’s Record order.

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Have you a meritorious article you want “pushed” in your firm? We are Edison jobbers: twenty years’ experience in the country. Address

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Phonograph Record Cabinet

CYLINDER

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RECORDS

Most Useful and Practical

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SYRACUSE CABINET CO., Syracuse, N.Y.
The O. K. Crane.

Because—it fits all Cylinder Machines—is instantly adjusted, is light and rigid, highly finished.

The simplest Crane on the Market.

Wait for THE IDEAL FOLDING HORN the greatest novelty of the year.

The Ideal Fastener Co.
143 Liberty Street,
New York City.
the disc or discs will also revolve and at the same time travel lengthwise of the feeding screw, carrying the stylus arm and stylus with it in the well-understood manner.

In place of the disc or discs a roller having one or more grooves of a pitch corresponding to that of the groove in the record may be used, or other suitable attachment to the arm may be employed having a like purpose and effect.

In the accompanying drawings Fig. 1 is an end elevation of so much of a phonograph as is necessary to illustrate the present invention, and Fig. 2 is a detailed view of one form of revoluble device adapted to engage with the feeding screw.

In said drawings 1 is the plain shaft pivotally carrying the stylus arm 2, in which is the usual diaphragm 3, carrying the stylus, while 4 is the feeding screw carrying the arm and stylus with which is associated a pair of discs 5, rotatably mounted on arm 6, which is secured to arm 2. As seen in the drawings a pair of discs are employed, but it is obvious that a single or several discs may be employed or a roller having one or more grooves of a pitch corresponding to that of the feeding screw may be equally well employed.


This invention contemplates certain new and useful improvements in that type of talking machine or phono graph, in which the groove, instead of being arranged separately and detachably as the supporting casing of the sound record, is arranged in a permanent position within the casing so as to be more conveniently shipped with the casing, to require no adjustment and to avoid any damage to a record which is liable to occur with the megaphone detachably supported above it.

The object of this invention is to provide an improved construction of talking machine of this type, the horn or megaphone of which is provided with means designed to increase the clearness and mellowness of the reproduced sound which is composed of comparatively few and simple parts that are not liable to get out of order, but that will operate efficiently so as to allow the sound-box at the end of the tapering arm which carries it to follow easily the grooves or depressions in the sound disc or record while the megaphone is permanently mounted without movement. In a sound-box within the casing of the machine and is effectively connected to the tapering arm carrying the sound-box, in such a manner as to interfere in no wise with the free movement thereof in a lateral direction to reproduce the record and also to interfere in no wise with the proper limited movement of the said arm in a vertical direction for the purpose of removing one disc and replacing it by another.

Fig. 1 is a perspective view of the improved gramophone; Fig. 2 is a vertical longitudinal sectional view of the same upon a slightly larger scale; Fig. 3 is a detail transverse sectional view, the section being taken approximately on the line 3—3 of Fig. 2 and looking in the direction of the disc, and Fig. 4 is a detail vertical sectional view on the line 4—4 of Fig. 2, looking in the direction of the disc.


In an application for letters patent filed May 11, 1906, Serial No. 316,550, is described an improved process and apparatus for making duplicate phonograph records, in which a heated mold is rapidly rotated and a charge of molten material introduced therein in the solid state, preferably in the form of powder or small granules, whereby the fusible material will be uniformly distributed over the bore of the mold by the centrifugal force developed and will be melted by the heat of the mold, so as to become fluid and take a very perfect impression from the record surface, at the same time displacing any air or gas bubbles and forcing the same inwardly after which the mold will be cooled, so as to chill or set the material while the mold is being continuously rotated.

Figure 1, is a longitudinal sectional view of the preferred apparatus for carrying the method into effect, Fig. 2, a sectional view on the line 2—3 of Fig. 1, Fig. 3, a plan view, showing the heating and cooling mechanism, and Fig. 4, an elevation of the complete mold.


The object of the invention is to provide a new and improved phonograph arrangement carried to a large number of record rolls to enable the user to select any one of the record rolls desired to be played, to provide a simple mechanism for accurately bringing the selected record roll in playing position, to automatically start the machine, and to automatically stop the same at the end of the piece.

A practical embodiment of the invention is represented in the accompanying drawings, in which Fig. 1 is a front elevation of the improvement, parts being in section and the casing being removed; Fig. 3 is an enlarged transverse section of the improvement, the parts being in playing position; Fig. 4 is a sectional side elevation of the driving gear for the record rolls and the feed screw for the carriage carrying the reproducer mechanism; Fig. 5 is a rear section of the carriage carrying the reproducer mechanism, on the line 5—5 of Fig. 2; Fig. 6 is a cross section of the same, showing the parts at rest; Fig. 7 is a rear sectional side elevation of the same; Fig. 8 is an enlarged transverse section.

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Hohner Harmonica Display

SHOW CASE and HARMONICA ASSORTMENT

This offer consists of an excellent assortment of the best selling Hohner Harmonicas, to retail at prices ranging from 25c. to $1.00, and a first-class show case, made of the best material and stock for displaying Hohner Harmonicas, the same can be placed on each instrument to display its retail value.

SHAW CASE and HARMONICA ASSORTMENT

M. HOHNER

475 Broadway, NEW YORK

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This is what you receive:

- 4 dozen Assorted Harmonicas, to retail at 25c. each...$10.00
- 3 dozen Assorted Harmonicas, to retail at 35c. each...10.50
- 9 dozen Assorted Harmonicas, to retail at 45c. each...12.00
- 9 dozen Assorted Harmonicas, to retail at 55c. each...12.90
- Total retail value of Harmonicas...$54.00
- Value of Show Case, at least...12.00
- Total Value...$66.00

Your Gain 50 per cent. Cash Profit on your investment.

M. HOHNER

This is a show case which will last indefinitely!

Ask Your Jobber

50 per cent. Cash Profit on your investment.

Size of case: 20% inches wide, 24% inches long, 14 inches high.

CANADIAN OFFICE: 76 YORK ST., TORONTO

THE TALKING MACHINE WORLD.
of the improvement, on the line 8—8 of Fig. 1, showing more particularly the motor and a coin-controlled mechanism employed in connection with the improvement; Fig. 9 is an enlarged plan view of the stopping mechanism for the motor; Fig. 10 is an enlarged sectional plan view of the coin-controlled mechanism employed in connection with the improvement; Fig. 11 is an enlarged side view of the driving gear for the carriage feed of the reproducer mechanism and for actuating the magazine wheel, for returning the carriage from the feeding line 10-10 of Fig. 8; Fig. 12 is an enlarged sectional plan view of the reproducer mechanism employed with the improvement; Fig. 9 is an enlarged plan view of the improvement, on the line S-S of Fig. 1, with the tripping device for the starting and stopping of the machine. As follows:

For a long time Edison's success since the world began. Difficulties yield to enthusiasm.

THE TALKING MACHINE WORLD.

RETAIL PRICES FOR HORNS

Fixed by the Tea Tray Co. Who Issue Price List to Their Jobbers and Ask Their Support in This Important Move.

That eminent firm of horn manufacturers, the Tea Tray Co., of Newark, N. J., are using every possible means to perfect their product. Never content with what they have accomplished they are ever striving for improvement. They have appointed a corps of inspectors for every department of the factory. It is the duty of the men comprising this corps to give the closest scrutiny to every detail of manufacture. Every point is studied, and even down to the shipping department important improvements have been made, and evidence of the painstaking care in this particular department may be seen in the fact that letters are constantly being received from various leading jobbers throughout the country, commenting the Tea Tray Co. for the originality which they manifest in packing their goods for shipment, and the splendid condition in which they are received.

The Tea Tray Co. propose to establish retail prices at which their horns may be offered to the public. This concern say in a recent notice addressed to the jobbers:

"We have every reason to believe that the jobber will support a manufacturer who supplies goods of quality and sells under the protective policy, and we shall endeavor by every reasonable method to protect buyers, and hope the trade will do all they can to interest their purchasers, as we think, in the right direction. We therefore submit the following price list for your consideration.

"We believe the continued success of the talking machine business depends on maintaining fixed prices. We therefore believe all jobbers who cooperate with us in this respect will meet with merited success. If the jobbers will work in accord with us in maintaining prices against unfair competition who heretofore have been in the habit of handling anything regardless of price and quality, we will support them with a superior quality of goods and prices which will afford them a profit."

SOMETHING NEW.

There is an extremely lively interest in inexpensive phonographs just now, and a good article of this kind will sell without difficulty. The Rex talking machine, made by the Church Supply Co., New York, is designed to fill the enormous demand for a practical screw-feed machine that will play in a most satisfactory way and sell at a price that places it within the reach of every home. This machine is American made, entirely original and unique in design, and constructed in a most substantial manner. It is equipped with a most essential feature, namely, a screw feed of 100 threads per inch, assuring uniform playing and long life for records. No matter how uneven the surface upon which it rests, the Rex will play every note and the reproducer cannot skid. The diaphragm and spider of the reproducer are made of one piece, so that all trouble of detached spiders is obviated. Another most important feature is the fact that the horn and reproducer are stationary. The motor is strongly built and accurately assembled. Makers of the Rex have been building low-priced talking machines for a number of years, and experience has taught them the weak points, so in offering this new machine they have something which is very fine.

INVENTS MUSICAL AUTO HORN.

A young inventor in Washington, Ga., recently conceived the idea of a musical auto horn along the lines of a talking machine, using brass discs. On the rim of each disc was recorded a bar of some popular air and at the trial of the device there was an extremely lively interest in inexpensive phonographs just now, and a good article of this kind will sell without difficulty. The Rex talking machine, made by the Church Supply Co., New York, is designed to fill the enormous demand for a practical screw-feed machine that will play in a most satisfactory way and sell at a price that places it within the reach of every home. This machine is American made, entirely original and unique in design, and constructed in a most substantial manner. It is equipped with a most essential feature, namely, a screw feed of 100 threads per inch, assuring uniform playing and long life for records. No matter how uneven the surface upon which it rests, the Rex will play every note and the reproducer cannot skid. The diaphragm and spider of the reproducer are made of one piece, so that all trouble of detached spiders is obviated. Another most important feature is the fact that the horn and reproducer are stationary. The motor is strongly built and accurately assembled. Makers of the Rex have been building low-priced talking machines for a number of years, and experience has taught them the weak points, so in offering this new machine they have something which is very fine.

The Liberty Moving Picture & Manufacturing Co., New York, was recently incorporated with a capital stock of $15,000. Directors: C. E. Doll, H. M. Jones and B. T. O'Neill, all of New York.

Mr. Dealer:

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

STANLEY & PEARSELL

341 Fifth Avenue, N. Y.

DEALERS—Be Up to Date

Stop clinging to traditions and buying inferior records because they have a name.

Order the IMPERIAL and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY - - New York
NEW COLUMBIA 10-INCH DISC RECORDS.

4397 Father Time, With Orchestra.
3952 Under the Yellow Moon, With Orchestra.
4013 My Father, With Orchestra.
4054 Ten Days, With Orchestra.
4086 My Father, With Orchestra.
4102 In the Land of the King of Love, With Orchestra.
4108 The Queen of Spain, With Orchestra.
4116 Spanish Dance Number Two, With Orchestra.
4122 Only One, With Orchestra.
4142 If I'm Goin' to Die, I'm Goin' to Have Some Fun, With Orchestra.
4147 Feed the Roses, With Orchestra.
4152 The Thrilling Story of a Clothes Line, With Orchestra.
4153 Roll On, Columbia, With Orchestra.
4226 If I Were a Rich Man, With Orchestra.
4228 Stones in the Road, With Orchestra.
4252 The Consolidated Sheet Music Co.
4255 The Consolidated Sheet Music Co.
4256 The Consolidated Sheet Music Co.
4258 The Consolidated Sheet Music Co.
4259 The Consolidated Sheet Music Co.

NEW RED SEAL RECORDS.

8974 Daddy and His Dolls (Hurd-Dixon), Edison Concert Band
8975 When Summer Tells Autumn Good-bye
8976 Oh, Oh, Miss Lucy Ella (Collins and Harlan)
8977 Secret Love (Gatti-Casazza)
8978 The Yellow Rose of Texas
8979 My Mother's Bible-Sacred Songs (Columbia)
8980 My Creole Sainee-Solo by Lilly Murray
8984 The Blue Rhythm (Morse)....in the Old Cherry Tree, Sweet Marie
8986 Danny and His Dolls (Hurd-Dixon), Edison Concert Band
8990 The cabin that Wasn't
9001 The Radiant Morn
9005 My Creole Sainee-Solo by Lilly Murray
9010 Take Me Back to New York Town
9015 Let's All Join Hands
9022 Be My Little Teddy Bear (As sung by Anna Held)
9054 The Hymns of the O'd Church Choir (Lamb and Solman)
9057 The Hymns of the O'd Church Choir (Lamb and Solman)
9060 The Hymns of the O'd Church Choir (Lamb and Solman)
9069 Why Did They Sell Killarney?
9070 The Consolidated Sheet Music Co.
9072 I'm Goin' to Have Some Fun, With Orchestra.
9073 The Consolidated Sheet Music Co.
9074 The Consolidated Sheet Music Co.
9076 The Consolidated Sheet Music Co.
9078 The Consolidated Sheet Music Co.
9080 The Consolidated Sheet Music Co.
9082 The Consolidated Sheet Music Co.
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9094 The Consolidated Sheet Music Co.
Central States Edison Dealers

AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

I MOST RESPECTFULLY SOLICIT YOUR VALUED PATRONAGE :: WRITE FOR CONTRACTS

LAWRENCE McGREAL, Cincinnati, Ohio

29 East 5th Street
Buckle on your armor

And get busy for an Active Fall Trade—
Valuable pointers on how talking machine men may expand their interests—How the moving picture machine trade grows.

Nothing in the history of the moving picture business is quite so sure to strike the country, starting with the first cool weather. Are you prepared, Mr. Talking Machine man, to get some of this business? If not, where does the honest-to-God opportunity to step into these new possibilities in store for those who are in it? The field is as broad as you wish to make it. True, the five-cent theatres are becoming very numerous, a great many of the desirable locations having been taken up, but there will always be room for the man who is progressive—the man who will fit up a place in an attractive but sensible manner, not by any means a good, cheap, up-to-date show—in other words, a man who will cater to the honest, respectable class, and who will always endeavor to give a "square deal." There is a place for a five-cent picture theatre, as well as for the large one. The cost ranges from $500 to $60,000. Between these extremes are five-cent theatres of varying cost, from $50 to $260, though they can be built for less, if simply in a more modest way. The average rental, of course, is higher for other enterprises. After the rent is paid it is necessary to see to it that there is enough business to remove the rent, and only to this trade, namely, admission fees that are overlooked.

"Regulation of the five-cent theatre is rapidly becoming a moral necessity. Suppression would be a better word for it, as those who have the unspeakable powers of money invested in the nickelodeons and to that large portion of the public that seeks cheap entertainment. Regulation, however, would serve the ends of public morality and at the same time protect the rights of the proprietors and their patrons. But there are other influences as well as the nickel theatres that demand regulation. For instance, the comic supplements are a Sunday supplement menace. Some of the picture stories presented in these gaudy creations are as just demoralizing to the young as moving pictures of the old type and in many cases do more damage than the latter because they find their way into the home through the medium of papers which seek to prove their moral tone by pointing the finger of shocked righteousness at the five-cent theatre's offerings.

"Some of these funny supplement picture stories teach disrespect of elders by telling of the pranks of kids whose mischievousness contains a touch of viciousness, in which they get the better of those they should honor and venerate. Others make light of the dying, grafting, bragging, rowdy and thieving. Surely these comic supplements need regulation as much as do the moving pictures.

"We also receive many supplement's stories of grafters and thieves in which the cleverness of wrongdoers is exaggerated and their dishonesty and criminality are made to appear smart, intelligent suggestions under the cloak of moral standards by institutions that are supposed to be protectors of society are fully as degrading as the worst of the moving pictures."

But here we are devoting too much space to only one branch of this enormous business and there are many others of fully as vital interest connected with this trade. These are not so well adapted to the sale of machines and films among the public. There is still another field open to agents, however, and one that is scarcely as yet recognized, namely, public institutions such as schools, hospitals, colleges, churches, etc., or what might be called the "educational branch." Of course special films have to be made for these various subjects, such as geography, history, surgical science, methods and processes of manufacture, social conditions, etc., etc., but this work is now being pushed by manufacturers and talking machine men will find this a big thing for them. But it might be well to deal a little more fully with this subject, for the benefit of those who are ignorant of all but the amusement features of this business, which, after all, is not the only one, financially, is most interesting from a scientific standpoint. For it is not the former but the latter that will make the moving picture one of the greatest boons to humanity as a whole that has ever been conceived by the brain of man.

"How to effectively teach geography," to quote the Brooklyn "Times," has long been a problem which has been solved by various methods. These methods have been tried, but all admit that little can be done with the subject. At present a map sometimes spherical, generally flat, is set before the teacher, and the teacher is standing before a large white screen pointer in hand. He announces: "Today we will take a trip up the beautiful historic Hudson." The room is then darkened and a click is heard as the operator turns the machine on. We find ourselves down by the water's edge, with its great ships from and going to all parts of the globe. Up the bay the trip is taken, and soon we are off the Battery, flanked as it is by the towering walls of many skyscrapers. As we proceed we see the tops of the valuable real estate buildings, bridges, etc., then Riverside Drive and Grant's Tomb. Here the teacher deviates a moment to dwell on the man who fought so valiantly for the old flag. Continuing the trip we are soon entertained by the beautiful Palisades. Then follow Yonkers, Tarrytown, Stony Point, Irvington and West Point, all of which have historical incidents connected with them. This is a picture lesson.

The river now has grown narrow and on either side towering walls rise from the water's edge to heights of from 1,200 to 1,600 feet. At the base of the Palisades a castle is seen, and the teacher asks, "What is this?" This is an old fort, the scene of many conflicts. The teacher continues, "This was to stand the length of the Mississippi River and the magnitude of Mount Everest by looking at it." Ask these teachers what they think is the only way to get any accurate knowledge of the subject and they will naturally answer: "By traveling, of course." But every one can't afford a trip up the Hudson, even if the water is the only hindrance. The teacher is standing before a large white screen pointer in hand. He announces: "Today we will take a trip up the beautiful historic Hudson." The room is then darkened and a click is heard as the operator turns the machine on. We find ourselves down by the water's edge, with its great ships from and going to all parts of the globe. Up the bay the trip is taken, and soon we are off the Battery, flanked as it is by the towering walls of many skyscrapers. As we proceed we see the tops of the valuable real estate buildings, bridges, etc., then Riverside Drive and Grant's Tomb. Here the teacher deviates a moment to dwell on the man who fought so valiantly for the old flag. Continuing the trip we are soon entertained by the beautiful Palisades. Then follow Yonkers, Tarrytown, Stony Point, Irvington and West Point, all of which have historical incidents connected with them. This is a picture lesson.
If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and

your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for your success will mean our success.

Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the time to start and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!

The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make 257 Varieties, all of them "Caille Quality," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.

Eastern and Export Office: 32 Union Square, N. Y. City
Western Office: 902 Republic Bldg., Chicago
and derive a comprehensive knowledge of it, un-obtainable except by travel. History can be treated in much the same manner. With the ad-
dvancement of special electric light installations a knowledge of methods and processes of manufacture which were once a sealed book is now within reach of all. Likewise, the biological science is of no country, and pictures speak a universal language. One of the most important parts of the training of a doctor is the visit-
ing to and spending time in the operating rooms of our hospitals, and in the case of a rare operation there is no substitute for serious thought on the part of our readers. Enough to open their eyes to the possibilities ahead of them. Enough to rouse them to the point of grasping this opportunity which new-ly before them. For opportunity waits for no man, and he who would succeed must take heed.

TRADE NOTES FROM CHICAGO.

The Immense Growth of Arcades—National Piano Electric Co., 1201 W. Madison street, with high-grade Pianos—Name of the Piano Harp—Cremona Electric Coin Con-
trolled Piano Will Be Soon Ready.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 5, 1907.

A recent census taken of moving picture arcades in the city, that is, places where moving pictures were the principal attraction, and exclusive of summer hospitals, and in the case of a rare operation leisurely treated in much the same manner. With the as-

like the electric mechanism, including electric motor and music roll, is confined to the space between the plate and bottom frame. The sound of the roll on which the music roll is wound will carry a roll of 50 feet long, on which twelve different selections can be played. It would require half an hour to play the ten selections, a saving of over one hour on the socalled 'spool box.' The picture roll is inserted and removed in the same manner.

The Marquette Piano Co., manufacturers of Marquette pianola-ions and interior actions, have added a new department to their business. The pianola-ions and pianolas are made in two sizes, the coin-controlled piano, the invention of the company's experts. The instrument has some dis-
tinctive features of great merit. Aside from the fact that there is an insertion of the coin at the beginning of the roll, and the roll automatically rewinds and is in position to start running after the insertion of the coin. Or the roll can be re-
moved on its spindle and another inserted. The company have a number of Cremona electric pianolas in work on orders.

STOCK TRADING CAUGHT BY CAMERA.

Curb brokers in Broad street are making wagers on who will show up most strongly in a series of moving pictures that Arthur Hewitt, a photographer of 125 Fifth avenue, has taken of the north end of Broad street. The hundreds of cars that painted the season opened. We have the best shipping facilities in the coun-
try.

FROM HERE AND THERE.

"If the atmosphere is unbearable, "If the atmosphere is unbearable, "If the atmosphere is unbearable, "If the atmosphere is unbearable, "If the atmosphere is unbearable, "If the atmosphere is unbearable, "If the atmosphere is unbearable," Professor Starr was highly elated over the results, and will soon have their piano ready for the market. The company are incorporated according to present la-

test or stage settings and all. The new machine was given a trial recently by Mr. Hammerstein, whose in-est and helpful nature.

and exclusive of summer hospitals, and in the case of a rare operation leisurely treated in much the same manner. With the as-

like the electric mechanism, including electric motor and music roll, is confined to the space between the plate and bottom frame. The sound of the roll on which the music roll is wound will carry a roll of 50 feet long, on which twelve different selections can be played. It would require half an hour to play the ten selections, a saving of over one hour on the socalled 'spool box.' The picture roll is inserted and removed in the same manner.

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try.
THE TALKING MACHINE WORLD.

will quit my job," said one of the operators. "The heat from the arc lamp raises the temperature to an unbearable degree and the metal-lined walls reflect the heat. It is like being in a red-hot iron coffin without a breath of fresh air. During the busy days we have no opportunity to leave our booths for months. The shows are only ten or fifteen minutes apart and the intervals are spent in winding our films and preparing for the next show."

Were the proofs not forthcoming in every instance stories of the wonderful profit-winning properties of the Peerless coin-operated pianos would often be beyond belief. Still another testimonial as to the earning power of the Peerless has been received from the Peerless Piano Player Co. from the Unger Furniture Co. at Independence, Kan., and reads as follows:

"We note in one of the recent trade papers that you made particular note of a Peerless coin-operated piano having taken in over $1,000 in five months. We can beat this a mile. We sold one of the Peerless coin-operated pianos on the second of this month (August), and on the twentieth our customers told us that they had taken in $270. This is a period less than three weeks and shows an average of over $11.50 per day for every day of that time."

The fact that a piano can be played almost continuously for ten or twelve hours a day and still be in good condition at the end of the year certainly speaks well for the workmanship and materials entering into its construction.

"The Pathe Freres Co. have removed to larger quarters at 41 West Twenty-fifth street, this city.

NEWS ITEMS FROM CLEVELAND.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 6, 1907.

A recent order of the chief of police of this city prohibits the playing of talking machines, pianos or other musical instruments in the red light district. The chief evidently does not believe the old adage, "music hath charms to soothe the savage breast," applies to the modest pianos or other musical instruments in the red quarters at 41 West Twenty-fifth street, this city. This is a period less than three months. We can beat this a mile. We sold one of the Peerless coin-operated pianos on July 31, the protests of the importers were sustained, in which they claimed that so-called cinematographs classified as manufactures of metal under paragraph 193 of the tariff act, were claimed to be dutiable as toys under paragraph 291. Judge Fisher, in writing his decision, expressed himself as follows: "These articles are metal tubes about 3½ inches in length and one-half inch in diameter. They contain at one end a miniature picture to be seen through a magnifying glass therein mounted. The tube is to contain water with a plunger arrangement intended to be released by pressing a knob while the picture is shown. They were thus ejected is squirmed directly at the party handling the toy. It is used undoubtedly to create amusement among children."

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 F Mutoscope, besides being bound, is produced in a new line of design, possesses many improvements in mechanism over former models.

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.

Luminia Electric Theatre—Nilson, N. C.
"Happy Half Hour"—North Tonan street, Havannah, Ill.
The Crystal—Main street, Nicholsonville, Ky.
Lyceum Amusement Co.—604 Olive street, 315 North Sixth street, St. Louis, Mo.
The Keith Nickelodian—St. Catherine and Bleury streets, Montreal, Canada.

A SOURCE OF GOOD OR EVIL.

The moving picture shows can be either a source of much good or of great evil. Moving pictures with good moral reason can be made to interest and make nickels for the proprietor as well as vicious vile pictures. To place before audiences of men, women and children such scenes as that of a trump rubbing and mercilessly beating a young lady on a lonely road, followed up with the capture and dragging of the perpetrator by a rope around his neck is very repugnant to the finer sense of man, says the Capital, Guthrie, Ohio. In fact, it is revolting to that degree that it should be suppressed. Talk about the evil influence of the blood curdling novels of the day. They can reach out for them. The moving picture is seen by all classes; many of whom expect to see elementos in the moving pictures that are not beyond the depravity of the character here mentioned. If the moving picture shows would continue in favor they will not place on exhibition such brutal, blood-curdling pictures as here mentioned. They are not helpful to any business.

MINIATURE CINEMATOGRAPHS.

By a ruling of the Board of Appraisers on July 31, the protests of the importers were sustained, in which they claimed that so-called cinematographs classified as manufactures of metal under paragraph 193 of the tariff act, were claimed to be dutiable as toys under paragraph 291. Judge Fisher, in writing his decision, expressed himself as follows: "These articles are metal tubes about 3½ inches in length and one-half inch in diameter. They contain at one end a miniature picture to be seen through a magnifying glass therein mounted. The tube is to contain water with a plunger arrangement intended to be released by pressing a knob while the picture is shown. They were thus ejected is squirmed directly at the party handling the toy. It is used undoubtedly to create amusement among children."

Everything in New and S. H. Motion Picture Machines

PATENTS

TRADE MARKS

DESIGNS

Copyrighi Co. A. G.

The Nicholas Power Co. have just been incorporated with a capitalization of $250,000.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO.,
11 East 14th street
PACIFIC COAST BRANCH,
116 North Broadway, Los Angeles, Cal.

SECURE THE AGENCY NOW.
Peerless Coin Operated Piano with
Endless roll paper tune sheets are used
Everywhere where long and hard usage
Require high quality and perfect mechanical construction.
Lots of others are said to be just as good, but
Every time that argument is used it proves more
Surely that all other makes are
Striving for excellence obtained with the PEERLESS.

Climatic conditions which may affect
Other instruments do not apply to the PEERLESS—it is
Impervious to all adverse conditions, whether used
North, South, East or West.

Operatic or classic music produced equally as well as
Popular hits and dance music. The
Expression and tempo are automatically controlled in the
Roll of music, thus doing away with any
Assistance by the operator, otherwise
Than depositing a coin, the result of which is shown in our
Easy Money book, which contains a complete
Description of how "Easy Money" is turned your way.

Pending your decision on the matter,
Investigate further by writing us for particulars,
And we will show you how your business
Needs some PEERLESS PROGRESS and let us place the
Opportunity before you of increasing your
Sales and profit on the "quick returns plan."

ROTH & ENGELHARDT
(Propss. PEERLESS PIANO PLAYER CO.)
Offices: Windsor Arcade, Fifth Ave., NEW YORK CITY
Factories: ST. JOHNsville, N. Y.
"BQ"

The New Cylinder
Tone Arm Graphophone

A new Cylinder Machine with the famous Columbia Aluminum Tone Arm and a Flower Horn.

Compact and convenient. No rubber tubing, no horn crane, no horn stand. Retail at $30.

This is decidedly the greatest improvement in the market of cylinder "talking machines."

The musical world remembers the instant success that came to the Columbia Disc Graphophone when first equipped with our Aluminum Tone Arm.

We have now adapted it to the Columbia Cylinder Graphophone.

It is a scientific fact that aluminum metal has the remarkable quality, when used as a sound converyer, of wholly eliminating all false vibrations and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal. The Aluminum Tone Arm on this new model does away entirely with any of the hollow horn tone that is unavoidable in the ordinary construction.

This model BQ machine is very compact, and very similar in general appearance to the Columbia Disc Graphophones, the horn swinging over, rather than away from the cabinet, occupying hardly more space than the cabinet itself, and wholly dispensing with the awkward, unsightly horn crane, horn stand, and rubber tube connection.

The motors are noiseless in operation, and the cabinets are beautifully designed, made of the finest selected oak and hand polished.

Every machine is equipped with the Lyric Tone Reproducer.

COLUMBIA PHONOGRAPH CO., Gen'l
Tribune Building, New York
Dealers Wanted Wherever We Are Not Now Represented.

We shall continue to supply our regular cylinder machines to dealers (types BK, BE, BF and BG) as heretofore, prices unchanged. Dealers and retail customers are not required to purchase horn and crane equipment unless they so desire.

We have always believed that when a dealer is progressive enough to buy special equipment for Columbia Machines in order to secure for himself better profits, it is up to us to take hold and help.