The Star Talking Machine

Sound box has only six parts—and those parts without complications. One piece—a simple lever—between the needle and the diaphragm.

Its diaphragm and air chamber are designed in the relative proportion to give the fullest resonance.

Its workmanship makes it exquisitely sensitive to adjustment.

Simplicity, design, and workmanship produce its notable tone quality and freedom from breakage and repairs.

The Star is the coming talking machine.

HAWTHORNE & SHEBLE MANUFACTURING CO.
PHILADELPHIA
Mr. Dealer:—

Compliments of the Season.

As usual we have seasonable goods for the trade. Too many to enumerate and detail in this limited space.

Truetone Amplifying Horns
"Made entirely of wood." List Price, $6.00, $7.50 and $15.00.

Eureka Carton Cabinets
For Cylinder Records. A new and practical idea. List Price, $15.00 to $25.00.

Searchlight Folding Horns
The Best of the kind. Just the thing to carry around. List Price, $6.25.

Alltones Sound Modifier For Victor Taper Arm
Practical and Perfect. Adds no weight to speaker and retails for only 50c.

Eureka Alphabetical Index
For Cataloging Records so they can be found. Stimulates Record Sales. Price 25c.

For the Wise and Progressive Dealer we have Bargains that will find a ready sale right now. All new—regular goods that we have either decided to discontinue or have too large a stock, viz.:—

Horns of Every Description at Unusually Low Prices
Fiber Carry Cases for Disc Machines and Disc Records
Cabinets for Disc and Cylinder Records to suit any purse

Every Dealer in our territory should have his name on our mailing list. It will pay you to keep in touch with us.

The House of Original Ideas and Progressive Methods

N. B.—Read Douglas Items, published monthly. We mail it for the asking.
A WORLD JOKE DEPARTMENT?

What do you Say About the Scheme—Read Early in the Morning—Send in Some Contribution and Inaugurate the Department.

The following communication received from Earl Godwin of the Columbus staff is well worth reading. It is chatty and full of humor. Mr. Godwin suggests that we form an association for the suppression of the talking machine. If it isn't better to form an association for the encouragement of really good jokes? Why not have a Joke Department in the World to which even the most casual observer is very apt to conclude that the public is buying somewhere else, and results merely in the transfer of so much traffic from Peter to Paul. Advertising that makes businesses educate the buying public to new commodities and new methods of purchasing. In the long run it is the most remunerative sort of advertising, for it increases the buying capacity of the public.

It is suggested that the program be operated with the following statement: Copyright Litigation in France. An interesting light was thrown upon the copyright situation in France at a recent meeting of the Gramophone & Typewriter, Ltd., in which the following statement: Copyright litigation in France has been going on for the last two years. To-day the position is practically unchanged.

A BUSINESS REFLECTOR

Show Windows Reveal Lines Upon Which a Store Is Conducted—Must be Up-to-Date in Appearance—Merchants Should Accord Importance to Appearance. Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearance—Merchants Should Accord Importance to Appearanc

IMPORTANCE OF THE PROGRAM.

Dealers Called upon to Furnish Entertainments at Private or Public Functions Should Be Most Particular as to the Make-Up of the Program for These Purposes.

There are many times when the talking machine is called upon to furnish the musical portion of the entertainment at either private or public functions and the choice of a suitable program is a matter that should receive most careful attention. A true appreciation of the program should be in perfect harmony with all the rest if the proper impression is to be created. It is hoped that none of our readers will emulate the example of a talking machine salesman who had charge of a machine and records at a special meeting of the local literary society and who followed a magnificent Caruso number and an aria or Melba with one of the popular coon songs of the day. Needless to say the last number was received with audible exhalations of disapproat from the majority of those present. If the program is to be a popular one, occasional coon songs are right, but a sudden jump from grand opera to ragtime is hardly according to an indoor taste. Natural talking is never the guilt of such a contretemps, and the talking machine has not to be used with exactly the same discretion. Giving a program does not mean simply sending the phonograph colicction of records, at least it should not any more than a singer might be expected to go on a concert, and take along the first things that came handy. The following statements should benefit the trade.

It is a matter of much practical interest whether the store is conducted upon progressive lines or whether it has come to a rut. The show window is the mirror which reflects the condition and class of the business where there was but one is good for the advertiser, the buyer and the world in general. The show window is the mirror which reflects the condition and class of the business where there was but one is good for the advertiser, the buyer and the world in general. The show window is the mirror which reflects the condition and class of the business where there was but one is good for the advertiser, the buyer and the world in general. The show window is the mirror which reflects the condition and class of the business where there was but one is good for the advertiser, the buyer and the world in general.
"TALKER" AMONG SAVAGES.

Dr. Pöch's Studies of the Natives of New Guinea—With the Camera, the Phonograph and the Cinematograph He Has Brought Home Accurate Records of the Songs, Dances and Customs of Primitive Tribes.

This picture shows a group of New Guinea natives singing into a phonograph for the benefit of science. The record which the machine made has been filed with hundreds of others in the Academy of Natural Sciences, Vienna. They were secured by Dr. Rudolf Pöch during his ethnological researches in the second largest island in the world in 1905 and 1906.

While these twelve men were singing Dr. Pöch was standing at one side with his camera, and he caught this photograph. The natives belong to the Balsa tribe and live in British New Guinea.

Dr. Pöch spent about two years wandering from one tribe to another. He lived with a dozen or so tribes in the German, British and Dutch possessions. No ethnological expedition to New Guinea has returned with richer results, and Dr. Pöch attributes his success largely to the fact that he made almost daily use of the camera, the phonograph and the cinematograph.

His records of the native songs are all the more important because many of them are religious or ceremonial songs and are the accompaniment of ceremonial dances; and both dances and songs have been handed down for generations. Many of the songs are not at all melodious, while others are not pleasing.

It was difficult to record all of some very important songs. Those of the Yanak-Yanak people, for example, have the peculiarity of growing softer and softer toward the end until they die away entirely.

It was found best to pose the singers in a group before the machine rather than to record the songs during the dances. In many songs, for instance, boys have an important part, but their position in the dance is at a distance from the other singers and their notes are not so clearly recorded, so boys and men are grouped for making the record. All the dances, whether purely social or having a deeper meaning, are accompanied by singing.

The phonograph served many other purposes. Fine records were made of many words, phrases and songs in the various languages. Some of these tongues have gutturals and other peculiarities which are very difficult for a foreigner to reproduce, but usually they come out very clearly in the phonographic record.

Then many records were secured of the sounds evoked from musical instruments. By no other methods could these sounds be exactly reproduced.

It was not very long ago that the note book and pencil and a few measuring instruments were about the only artificial equipment of the anthropologist. To-day he is bringing home with him striking representation of many forms of native life recorded by ingenious instruments.

Dr. Pöch returned to Austria with a remarkable collection of cinematographic pictures. He is showing the dances to European audiences, which at the same time hear the songs accompanying the native dances.

Some of the moving pictures are complicated affairs. One of them begins in the forest in semi-darkness, where it was impossible to secure good clear views on the film. The dancers passed out of the forest to the plain and Dr. Pöch could not secure all phases of this ceremony.

Many of the sets of moving pictures, however, are entirely successful. He shows a lot of girls bearing on their shoulders large earthen pots which they have filled with water at the brook and are carrying home. He shows a social group of women seated on the grass and puffing away which they have filled with water at the brook.

The Barber, whose razor is a splinter of obsidian, is shaving the cheeks of a customer, whose grimaces plainly betoken that the razor needs honing; and the natives are seen sailing their boats, engaging in farming operations, making weapons and doing many other things. Perhaps the most entertaining of these moving pictures are those which show the games of the children. Thus the cinematograph is contributing living documents that throw clear light upon many phases of primitive human culture.

ADVERTISING NOT AN EXPENSE.

Judicious advertising is not an expense but an investment. There are millions of demonstrations that it pays good dividends. Most successful business concerns consider their annual appropriations for advertising as necessary as their appropriations for executive management, rent, insurance, etc. The only problem is how to utilize the advertising appropriation most judiciously.

The Christmas gift that is most appreciated is the one that is useful; likewise the advertisement that is most effective is the one that is not merely glanced at and thrown away.

A useful article like a pocketbook, card case, memorandum book, diary or something of that kind bearing an advertisement is carefully preserved because of its usefulness and intrinsic value, and it is a perpetual reminder and business puller for the concern whose name it bears. It works year in and year out and every day in the year. It works morning, noon and night and all day long. It is always at work, pulling for business. Isn't that better than a one-time advertisement? Certainly it is. Advertising novelties that are kept for daily usage are the cheapest always.

The man who only half tries doesn't even half make good.
Vital facts in the Victor business.

The Victor is a perfect musical instrument. Only on the Victor can the world’s greatest artists and the most popular entertainers be heard. These two facts are the backbone of Victor supremacy and Victor success. And the dealer who constantly emphasizes them is the dealer who puts his business on a higher level, and makes the most money selling the VICTOR and Victor Records.

Are you taking full advantage of these vital facts to increase your prestige and your profit?

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

Berliner Gramophone Company of Montreal, Canadian Distributors.

BE READY FOR YOUR CUSTOMERS.

Mr. Dealer: Our special advertising campaign in leading newspapers throughout the country has everywhere increased the demand for Victor Records. By placing a standing monthly order with your distributor for all the new Victor Records you will be in a position to meet the every want of every customer.

Full information can be obtained from the following Victor dealers:

Atlanta, Ga——E. S. Ross. Austin, Tex——J. W. Jenkins.
HAPPENINGS AT THE CAPITAL.


(Special to The Talking Machine World.)

WASHINGTON, D.C., Dec. 4, 1907.

The talking machine trade fluctuated during November and early December, though the month as a whole was better than October. The middle of the month was very dull, but within the past week or two business has picked up wonderfully and the dealers are more ready to talk. That is a sure sign when trade is good. Some of the large establishments felt the financial flurry of New York, but it did not last long.

Christmas trade has already begun in most of the establishments. This is particularly true of the Columbia Phonograph Co., where business has taken a lively turn, in both instruments and records. H. C. Grove, the local manager, is much pleased. He has just completed the dismantling of the Jamestown exhibit and will now be able to give more time to Washington affairs. He states that while the Exposition was a failure financially itself, the Columbia Phonograph Co. did some excellent business. It took a number of orders for instruments of all grades, and especially did it make progress with the introduction of the commercial graphophone, in many business houses. This has come to be quite a feature in Washington in the Government Departments, all of them using these machines in one or more of their branches. The local firm just closed a big deal whereby several commercial graphophones will be used by the Law Department.

Since the opening of the new talking machine department at B. F. Droop & Sons’ Co., this establishment has perhaps the most commodious quarters in the city. The several demonstrating rooms give opportunity for the hearing of more than one record at the same time without conflict. In the extreme rear of the department is a small room for the demonstration of the Victoria and such high class instruments.

JOBBERS AND DISTRIBUTORS
EXCLUSIVELY OF
EDISON VICTOR Phonographs
Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.
There will be a demand for these new January Victor Records

8-inch 35 cents
Arthur Pryor’s Band
3273 Victorious Eagle March.............Rosen
3291 Way home in Violin Tone from “The Kings Brothers in Panama”........Hoffman
Comic Song by Arthur Collins
3292 Blue Bird (from “The Gay White Way”).............Fourth
Descriptive Specialty by Miss Jones and Mr. Spencer
3286 Romeo Bob and his Little Cheyennes.
Lee Spencer, With Invitations by Gilbert Gish
3294 Roger and I (The Vagabonds)......Treasurewood
Hymn by Hayward Quartet
5211 Happy Day

10-inch 60 cents; 12-inch $1.00
Arthur Pryor’s Band
3296 “Gwendolyn” Waltz (To Your Health)......Field
3290 Medley March—10-inch.................Stauber
3198 Impassioned Dream Waltz (Emperor Napoleon)..............Jones
3194 Jubel Overture—12-inch.................Wise
Police Band of Mexico City, Velton M. Presa, Director
3118 Fabio Mazzacane—10-inch............Martines
3103 Moraleas—Caprice—15-inch........Españos
Victor Orchestra, Walter B. Rogers, Conductor
3294 Autumn—Intermezzo—10-inch.............Moor
Flute Solo by Darius Lyons
3103 Band—10-inch.........................Dunjan
Arena Cavalloni Solo by John J. Kimmel
3107 Moods of Popular Songs (Including Duet and Wing Dance)—10-inch
Flute and Oboe Duet by Lyons and Trepo
3298 Happy Four—10-inch.....................Stevens
Trumpet Solo by Arthur Pryor
3595 Lead Me to the World in June—10 inch

Soprano Solo by Helen Ladd
3108 Vita Song (from “Mary Wilson”)...........10-inch
Vocal Solo by A. R. (Mets) Wilson
3122 Whispering Roses—10-inch........Wilson
13-inch
10-inch

Duet by Stanley and Maenasdon
3107 You Me, O Thou Great Jehovah—10-inch.............Floret

Rose Solo by Frank C. Stanley
3233 Dream On, Dear Heart, Dream On—10-inch............Moore

Harry Maenasdon and Joseph Belmont
3141 Rubin Deborah—10-inch.............De Kreus

Tenor Solo by Bryan G. Harilan
3130 Two Blue Eyes—10-inch.............Moore

Harry Maenasdon and Hayward Quartet
3125 North the Old Acorn Tree, Street—Estelle—10-inch.............Field

Comic Song by Billy Murray
3151 So What’s the Use—10-inch............Montagn

Duet by Miss Jones and Mr. Murray
3147 Make Believe—10-inch............More

Duet by Collins and Harilan
3212 Come On and Kiss Ye’ Baby—10-inch.............Clarke
Billy Murray and Hayward Quartet
3130 Budweiser’s Friend of Mine—10-inch............Field

Flute Solo by Darius Lyons
3103 Band—10-inch.........................Dunjan

Arena Cavalloni Solo by John J. Kimmel
3107 Moods of Popular Songs (Including Duet and Wing Dance)—10-inch

Flute and Oboe Duet by Lyons and Trepo
3298 Happy Four—10-inch.....................Stevens

Trumpet Solo by Arthur Pryor
3595 Lead Me to the World in June—10 inch

We’ve got the people into the habit of looking for the list of new Victor Records which we publish each month in leading daily newspapers of America. They not only look for the list—they buy the records!

Get these people into the habit of coming to your store for their records. Have the records they want, play any they want to hear, cultivate their trade, and you’ll soon have them as regular customers.

There is always a demand for Victor Records, for on no other records can people get that full, clear, musical tone-quality. It pays to have such records. It pays best to have the complete list.

Now is the time to place your order so that you’ll be ready on December 28th—the simultaneous opening day for the sale of January Victor Records.

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

Berliner Gramophone Company, of Montreal, Canadian Distributors.
HOLIDAY TRADE IN BALTIMORE.

Activity Is Fair in Volume Although Trade Is Not as Active as a Year Ago—Victors and Reginaphones Sell Well at Cohen & Hughes—Groop & Son Doing Well With the Edison—Reports from Other Trade Authorities.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 2, 1907.

The talking machine dealers in this city are busy now with their Christmas trade. The popularity of these music machines is demonstrated daily by the increasing demand for them as holiday presents. While, on the other hand, the sale of records is ever on the increase in consequence of the fact that a many new and up-to-date ones can be obtained each month. Special sales are the order of the day with many dealers. Another feature of the business is the fact that many new retail stores have been opened up in this city the past month, according to the statement of the jobbers.

H. R. Eisenbrandt, of H. R. Eisenbrandt & Sons, states that retail business has fallen off somewhat, but that their jobbing department is exceedingly busy in furnishing several new retailers, which the firm has installed, with talking machines and records.

Messrs. Cohen & Hughes, who handle the Victor machine, are, also, the local agents for the combined music box and talking machine, the Reginaphone. The firm report that the sales of both machines have been rather good during the past month and that the indications are for a good trade during the days preceding the holidays. The firm are, also, conducting a special sale of Victor cabinets as desirable Christmas offerings to those who have not the ready cash to be owners of Victor machines. Messrs. Cohen & Hughes have arranged a nothing-down payment plan, which is to pay for what records the purchasers take with them and begin paying for the machine later on.

The Hollingshead Co., 220 West Fayette street, report having a great success with the sale of Victor machines and records.

Similar reports are made by G. Wright Nichols, manager for Sanders & Stayman, who are handling the Victor and Columbia machines. As a master of inducing and encouraging prospective buyers they are holding daily concerts at their warerooms, Charles and Fayette streets.

Messrs. E. F. Groop & Sons, agents for the Edison machines, have been doing a nice business during the past month and, like the other dealers, look for a great improvement from now on until the holidays are over.

MELBA'S VOICE IN HIGH BLUE.

Purple Splashes in It—Englishwoman Connects Tints With Tones.

The translation of sounds into colors is no new idea, but Mrs. Northesk Wilson, lecturing in London on the relation of colors to music has made some interesting additions to the familiar comparisons. She described Mme. Melba's voice as high blue, splashed occasionally with purple. Alice Gomez's vocalization, she said, suggested orange. Forbes Robertson had a violent voice speckled with green, which is the color of the depressed.

Mrs. Wilson contended that every sound conveyed an idea of color to those who were in a proper state of vibration. Blind people were particularly sensitive in this respect to both agreeable and disagreeable sounds. A raucous voice, according to Mrs. Wilson, gave a blind man a dirty green feeling.

UNIQUE SECTIONAL DISC RECORD CASE.

We are informed by Benj. Swifty, sole sales agent for the ‘Unique’ sectional disc record case, that in the short time since they began marketing, this case has obtained a foothold in no less than twenty-two States of the United States, with inquiries still coming in by almost every mail. “It fills a long-felt want” is the general opinion of the various writers. It is the first attempt at furnishing “sectional” cases for the talking machine trade, and while it is truly unique and covered by patents, Mr. Swifty admits that the scheme is not original, but was inspired by the success of the well-known Wernicke sectional bookcases.

INTERESTING WINDOW DISPLAY.

Mechanical Figures for Which Music Is Furnished by the Talking Machine.

A most interesting window display has been arranged by a toy dealer, whose shop is located in the heart of the retail district, and its chief features are twelve mechanical figures, representing negro banjo and violin players, fancy figures, etc. The figures were imported from Germany on special order for a wealthy broker and were made for use with a talking machine. The vocal, band or orchestral selections rendered by the talking machine accompany the performance of the acrobats, dancers and jugglers, rendering it possible to give an exhibition that will compare very favorably with that of professional performers. In fact, so natural and life-like are they, that it is difficult to realize that the violinist, standing at the other end of the room, is accompanying strains of the Intermezzo from “Cavalleria Rusticana” filling the air with melody accompanying the graceful sweep of his bow, or the laughing plantation darkey picking on his banjo, with all the vigor and abandon of life, that rollicking melody, “Bill Bailey,” are but mechanical toys, and that the music swelling forth full toned, natural and with all the sweetness of the original, emanates from a talking machine. Yet so it is, and it adds another to the already long list of the talking machine’s achievements which embrace many widely differing spheres of usefulness.

The Charlottesville Graphophone and News Co., Charlottesville, Va., who formerly handled the Columbia line of machines and records exclusively, will in the future handle a complete line of Victor goods, pushing both lines impartially.
The Reason Why Most Collapsible or Folding Horns Have Not Been A Success

IS THAT ALL OF THEM HAVE BEEN CONSTRUCTED IN TWO OR MORE PARTS. This makes such a horn a more or less delicate article for the moment one of these parts becomes bent or bruised in shipping or handling it is useless, as it will either fail to fit together or rattle.

THIS GRAVE FAULT IS OVERCOME BY THE NEW

Munson

Folding Horn

The One Piece Indestructible Horn For All Cylinder and Taper Arm Disc Machines

Can be opened or closed in 30 seconds. Made of selected "Leatherette" with highly finished Metal Parts. We guarantee all of our horns against rattle or blasting. RETAIL, $5.00. In solid colors. Gold or Black Hand Decorated or Plain.

Sold Only Through Jobbers

Liberal Discount to the Trade

TheFoldingPhonographicHornCo.

Phone, 79 Bryant

650-652 Ninth Avenue, New York, N. Y.
PACIFIC COAST TRADE NOTES.


("Special to The Talking Machine World.")

San Francisco, Calif., Dec. 1, 1907.

The situation in regard to talking machines on the Pacific Coast is much more encouraging than that of any branch of the musical merchandise trade. This business goes on apparently without interruption, and without any perceptible falling off on account of the financial troubles. Even the most pessimistic of the piano dealers still report a steady activity in the talking machine department, and the outlook, in comparison with other lines, is very satisfactory.

Kohler & Chase's local talking machine department, now under new management, is being enlarged and rearranged and the stock is in fine condition. The business has improved somewhat, even this month, and the Edison line has run far ahead of any recent record. The company finds that these goods need to be put forward strongly, but the result of a little extra work has been very pleasing. Star goods also are moving well, and their position has now become fully established.

Byron Maury is still working hard on his jobbing business in talking machine goods, and his efforts have so far been greeted with a very pleasing degree of success.

W. S. Gray, of the Columbia Phonograph Co., says that the city business is still keeping up, and so far this month shows an improvement over October's sales. This week a special feature is made of the Type B I Graphophone, with a large window display on Van Ness avenue and advertising in the papers.

T. T. Waterman, of the department of anthropology of the University of California, has just returned from Southern California, where he secured valuable phonograph records of the famous eagle dance of the Mission Indians for the anthropological museum of San Francisco. This department has been doing a great deal of this work for some time, using, as a rule, the Columbia instrument.

MELLO-TONE

Attachment a great improvement for the TALKING MACHINE or PHONOGRAPH. Produces tones natural. Eliminates all metallic sounds and blasts. Rhythm and time can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE $1.00 EACH. Discounts and Samples sent to dealers on application.

MELLO-TONE CO.
SPRINGFIELD, MASS.

The Graves Music Co., of Portland, Ore., are greatly enlarging their stock of Edison goods, several carloads of machines and records being received last week.

McNeil & Co., large handlers of Edison and Victor goods in Stockton, Cal., have occupied a new store on the corner of Weber avenue and Sutter street.

During the visit of Sousa and his band to the Pacific Coast, and particularly San Francisco, Sherman, Clay & Co. had the exclusive advertising privilege of the programs and made splendid use of it. They carried a talking machine ad on almost every second page as well as at the bottom of the program page, and under those Sousa numbers of which records are made there was a caption in small type stating that this selection would be supplied by Sherman, Clay & Co. This plan was followed throughout, and it is hard to conceive of anything so effective as a means of stimulating interest in the talking machine. On the closing pages of the program there appeared a full list of the Victor records, selections which are played by Sousa's band. If the talking machine dealers on Sousa's concert route would duplicate this effort it would certainly mean a boom in Victor records as well as in the leading selections which he plays. There is an idea here worth considering by every line dealer who desires to bring home to the musical public the importance of the talking machine, and the wide extent of the music which it is possible to render through this medium.

THE PHONOGRAPH HEARSE.

Berlin Young Woman Patents Plan for Providing Funeral Notes.

A young woman of Berlin has filed a patent designed to fill a want which has not so far been keenly felt. She proposes to supply for funerals the phonograph hearse—designed perhaps to intensify the grief of the mourners.

The hearse is of the ordinary build, but two megaphones are introduced as part of the decoration. They are to be situated at the forward upper angles, and being handsomely gilt, they will serve in the first place as representations of Gabriel's trumpet.

Under the driver's seat will be placed the mechanism by which the phonograph will be controlled. The choice of the style of music and the selections will depend on the bereaved relatives or the last wishes of the deceased. Those who wish their vocal music can have hymns and dirges as rendered by well trained quartets ground out as the hearse passes through the streets to the cemetery. Others if they choose may select funeral marches as performed by brass bands.

The inventor thinks there is a great future for her idea. The installation of the apparatus is relatively inexpensive and she thinks people who want to make their funerals impressive will pay liberally for the music.

ATTRACTIVE ENCLOSURES PAY.

In almost every departure of commercial work, retail, wholesale or mail orders, a small amount of money invested in neat and attractive envelope enclosures will prove profitable. Such enclosures should be well printed, carefully written, and if your specialties will permit it they should also be carefully illustrated.

They should consist of from six to a dozen pages on good quality and should be used only to accompany the personal letter. They will not pay any small concern, to send them out promiscuously everywhere. For promises advertising the circular or booklet on ordinary good book paper will bring almost as good results and is considerably cheaper than the super-calendered paper, which also costs considerably more to print.

The office of first-class enclosures should be explanatory altogether. But the small dealer or merchant may have a cheaper folder listing several of his specialties, quoting the price and inviting an order. These enclosures will pay the mail dealer exceptionally well, and no communication should be sent out without them.

Where the business will justify it, advertising novelties, such as calendars, fans, match scratchers, etc., will be found quite remunerative, as they will be kept a long time and if something is printed on them showing that the offer is of long standing it will be even more so. Some such phrases as: "At any time within the next 30 years, we will fill your order for," will give them the impression that the offer is lasting and the company reliable.

HOW ROBBERS WERE AIDED.

Music as an ally of robbers was tried in Chicago one night last week. After holding up Henry C. Kohl and four customers in Kohl's saloon on 867 West Chicago avenue, three young desperadoes forced the victims into the icebox and turned on a phonograph to drown the cries of the prisoners. While the saloonkeeper and his victims were shouting the musical robbers chaffed with an unsuspecting policeman on the street corner and escaped.

The Duplex Talking Machine Co., of Philadelphia, has been incorporated with the Secretary of the State of Delaware, to deal in amusement devices with a capital of $60,000.
Happenings of the past two months should have
The contrasts between the industrial conditions
Then it was only a few years ago that the farmers
has increased tremendously in the past few years,
country in almost every line of staple products
remembered, too, that the export trade of this
bringing exceptionally high prices.
day? He has abundant crops which are in keen
they can produce for months to come.
cities can buy their wares are sold out of all
manufacturers to meet their obligations. but no such
seen the warehouses of manufacturers filled with
movement.
which had its origin in over speculation. We had
of public confidence is growing more remote all
ness depression so that it
gradually confidence has turned the tide of busi-
There never was perhaps such an
It should be
Surely such
They are
improved,
All business interests are
It is more conducive to a quick

SINCE the beginning of the month business
conditions have steadily improved, and gradually confidence has turned the tide of busi-
ness depression so that it is fast receding, and the string of failures encountered through the loss of public confidence is growing more remote all the time. It is now conceded that the recent financial upheaval was only a currency flurry rather than the beginning of a serious panic, which had its origin in over speculation. We had been traveling at a pretty rapid pace and we were brought up with a round turn and have paid the penalty for our unnatural rapidity of movement. Much of the American industry, perhaps, has been an unreasonable panic started in the history of this country. The panics of the past invariably have seen the warehouses of manufacturers filled with goods which had to be put on the market at prices less than cost in order to enable the manu-
facturers to meet their obligations, but no such condition exists today. Most of the factories from which the wholesale merchants of the great cities can buy their wares are riddled out all of the time they can produce for months to come.

In this country the farmer is the great actual producer, and how is the farmer situated to-
day? He has abundant crops which are in keen demand for food as well as feed, and their prices are bringing exceptionally high prices. It should be remembered, too, that the export trade of this country in almost every line of staple products has increased tremendously in the past few years, and whatever we sell to other nations brings us what we most need at the present time—gold. Then it was only a few years ago that the farmers were heavily in debt. Today they are not only out of debt but are lending money. Surely such conditions are not the proper setting for a panic. The contrasts between the industrial conditions in the United States to-day and those that at-
tended the panic of 1893 are many. They are so many, in fact, as to cause wonder that the happenings of the past two months should have prompted such frequent reference to that period. Foremost of these is the fact that panic was without the fear that the parity of the gold and silver could not be maintained, and out of this therefore developed financial difficulties. Railroad receiverships right and left were in part the result of hostile railroad legislation; collapse of enormous real estate booms; the breaking down of an over-
strained system of credit and the culmination of bad business methods of years and large crops and their additional demand for American wheat.

How different the conditions to-day. A large
demand for everything that is produced either in factories or from Mother Earth; the country on an established gold basis, which aids in the growing sentiment in respect to the satura-
tion of values; the gathering together of compet-
ing interests in almost all lines in trade which has resulted in a better understanding through-
out all trade of the conditions under which busi-
ness may be safely done. In the steel trade the situation of the present year has already brought
the head of important companies together in con-
sultation. Such a thing would have been impos-
sible in 1893. There is a sharp contrast between the panic of 1893 and that of 1907, and it hardly need be pointed out which method of meeting a critical situation is more conducive to a quick recovery.

In the talking machine line is, of course, affected by conditions which pre-

tain to other trades. All business interests are

The Trade in the talking machine line is, of course, affected by conditions which pre-

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IT is a very inopportune time for anyone who has the interests of the talking machine trade at heart to issue literature calculated to publicize the existing conditions among jobbers and manufacturers. Certainly the manufactur-
ners have exhibited their liberality and broad-

A WELL-KNOWN member of the talking ma-
chine trade who has just returned from
Europe, said: "I was very much surprised to find
the important position which The Talking Ma-
chine World occupies in trade circles abroad.
In every city which I visited in France, Spain, and on the Continent, I found The World re-
ferred to in a manner that was most complemen-
tary to its policy. To have won such a world-
wide position is indeed a compliment to Ameri-

"So far as the future is concerned," con-
tinued Mr. Gilmore, "we are very optimistic,
and statistics indicate that, be the times good or bad, amusement features are about the last things to be affected. By this I, of course, refer to amusements of all kinds in which, naturally, the talking machine industry must be considered one of the principal factors, partic-
icularly for the reason that the prices of the apparatus within the reach of everybody. I would here add that our collections as a whole, up to this date, have been in every way satisfac-
tory and, if it is the case with us, then we must, naturally feel that it must likewise be the case with our dealers and jobbers generally. In con-
clusion I can only say, further, that the present financial condition will, in our opinion, be but slightly affected, and we look forward to an increas-
ing and profitable business."

Surely there is an optimistic ring throughout this great industrial leader's remarks, which should encourage everyone to work. We should all do our full duty to aid in the restoration of confidence, and if every man faces the situation resolutely and does his share it will help mat-

IT is a very inopportune time for anyone who has

BY THIS I, of course, mean a statement in the

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Are we to think that the recent financial stringency has compelled us to reduce our working force somewhat, due entirely to the fact that we were unable to obtain the necessary currency to take care of our payrolls, and which stringency, we thoroughly believe, will be of short duration.

"S"
The Regina Company

wishes all Dealers

A Merry Christmas,

and a

Happy and
Prosperous

New Year.
PRODUCING NET PROFIT.

Some Practices That Will Increase the Net Profit of Talking Machine Men More Quickly Than Others—Pointers in This Connection.

Net profit—your final aim—is, of course, a product of every move you make. But there are some practices that will increase net profit more quickly than others, and among them are good buying, keeping expenses down, keeping collections up, taking advantage of cash discounts, watching investment in every line. Good buying is not merely a matter of securing low prices. The merchant who secures a fair price in a short time so that he has plenty of time to devote to his selling and service methods is a better buyer than the merchant who gets a good price, but in doing that uses up so much of his time that his selling and service are neglected.

So in keeping expenses down it is not always a merchant who succeeds in lowering his expenses to the lowest possible figure who thereby increases his net profit the most. There is a point where piling up expenses should stop. That point is where to cut expenses lower would reduce efficiency.

Keeping collections up is extremely essential to the production of net prices. For without the actual money in hand no profit can be counted. Taking advantage of cash discounts is as direct a way of increasing net profit as is the keeping up of collections.

But all the merchants together who fail to do good buying, to keep expenses down, to keep collections up and to take advantage of cash discounts—all those merchants together are far outnumbered by those who neglect the watching of investment in every line.

Yet of all the means of producing a net profit there is none quite so important as this watching of investment everywhere. Your sales go up or down with the number of the items you expose for sale—not with increase and decrease in the quantities you own of the various items. Own a six weeks' supply when a two weeks' supply would carry you safely until you could get a fresh lot in from market and you have needlessly tied up so much of your investment as is represented by the excess four weeks' supply. On that amount of the excess four weeks' supply you lose not only the interest on itself and the cost of the storage, but also the loss of the profit you could have earned on other goods which might have been bought and paid for with that amount.

One of your most inconsiderate of the things like those mentioned that can directly affect the production of a net profit is omit consideration of the production of a net profit. And omit consideration of no incident in your selling or your service that might indirectly affect the production of a net profit.

But to no one thing give more attention than the watching of investment in every line you carry.

The J. L. Leonard Co. is the title of a new concern in New Orleans, L. A., who will handle Victor and Edison talking machines and records in addition to a large stock of kodakas and stationery.

The Atlanta, Ga., branch of the Ludden Bates Southern Music House has added Columbia phonographs and records and a line of sheet music to their stock.
THE TALKING MACHINE WORLD.

LATEST I. C. S. NEWS.

Special Demonstrations at the Regina Co. and Gimbel Bros. Bring Good Results—Italian Records Being Prepared—Pre-study Success at Lewis at Lyon & Healy's.

The Regina Company, 41 Union Square, New York, City, with the assistance of one of the salesmen from the International Correspondence Schools have been conducting a special demonstration of I. C. B. Language Outfits, in which they have operated a window display with a living figure—a young lady studying her language lesson with the aid of the I. C. S. Outfit; she listens to the perfect pronunciation from the master records, at the same time reading the foreign text and the English translation in the textbook. Later, after having apparently mastered the pronunciation, she makes a record in the foreign language on a blank cylinder with the aid of the recording instruments, which accompany the outfit, and thus compares her own pronunciation with that on the master records, which is perfect. The demonstration was a marked success. Several outfits were sold and about 100 prospective purchasers lined up. The large crowds which collected in front of the store kept the police busy clearing the sidewalk for pedestrians.

During the two weeks from November 15 to 25, a demonstration of I. C. S. Language Outfits was given at Gimbel Brothers, Philadelphia, who are conducting a window display in connection with the demonstration.

Professor Eduard Laman, dean of the School of Languages, International Textbook Co., is now at the Edison recording works in New York, superintending the making of Italian records for the Italian course of the I. C. B., which will probably be ready for sale by the first of the year. The services of a native Italian, thoroughly educated in the language, have been obtained and before models of the perfect master records are made the pronunciation will be criticized by leading authorities in the Italian language.

W. H. Prestinary, who has been with the department of languages for some time, has been appointed to succeed L. W. Lewis as language demonstrator for Lyon & Healy, in Chicago. Mr. Prestinary is a native of Costa Rica, and in addition to Spanish, his mother tongue, speaks fluently several other foreign languages.

INDIANAPOLIS TRADE NOTES.

Retail Trade More Active Than Jobbing—Leading Members of the Trade Discuss the Situation—Sommers & Co. Put in Columbia Line

Luther Day Starts Film Exchange.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 7, 1907.

The talking machine business in Indianapolis and in fact all over Indiana during the last month has not been very satisfactory. One noticeable feature is that the retail business is better than the jobbing business. All dealers interviewed say that this condition holds good. The only explanation for this is that the business men are a little more chary about making purchases, and loading up with stock than are those who buy at retail. There is no hesitancy about investing in one machine but there is some hesitation when it comes to buying a number of machines as in the case of the jobber. Talking machine dealers, however, are not frightened for they believe it will be a question of only a very short time until the jobbers are ready to buy as usual. They go on the theory that if the man who buys at retail is not afraid to buy, the jobber will not hesitate very long.

Charles Craig, of the Indiana Phonograph Co., who handles Edison machines, attributes the dull business in part to the failures of the farmers and the farmers have become a household necessity. Machines have become a household necessity instead of a luxury and believe they should carry machines in connection with their other business. The greatest difficulty he has to encounter, he says, is his inability to get machines with which to supply customers. D. Sommers & Co., big household furnishers, have put in a full line of Columbia machines for sale at retail. They go on the theory that talking machines have become a household necessity instead of a luxury and believe they should carry machines in connection with their other business.

Business has been a little quiet for the five-cent theaters and the penny arcades. Receipts, however, have been as large as they usually are at this time of the year. Money conditions seem to have had no effect on these lines of business. The new five-cent theater on Market street opened up for business last Saturday. A new five-cent theater in West Indianapolis used a novel plan to get business. A prize of five dollars was offered for the most beautiful baby, the attraction-Sommers & Co. Put in Columbia Line

RECEIVER FOR BALTIMORE HOUSE.

Mortimer B. Hall has been appointed receiver for the talking machine business of James B. Stonebraker and Harry M. Martin at 235 North Howard street, Baltimore, Md., conducted under the firm name of Martin & Co. Judge Corter, in the Circuit Court No. 2, placed the amount of Mr. Stonebraker's bond at $25,000 for a receiver for the business was made by Mr. Stonebraker of the firm, who declared that the firm was insolvent and that differences had risen between the partners.

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. L. and Minister Plenipotentiary of His Majesty, the King of Spain, in the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the language lesson with the aid of the I. C. S. Outfit; they go on the theory that if the man who buys at retail is not afraid to buy, the jobber will not hesitate very long.

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The Farmers Harvest—$7,412,000,000

7 Billions 412 Millions of Dollars will be distributed before Spring from the product of the farms.

THE SEARCHLIGHT FOLDING HORNS

will help you get your share of it.

For All Makes of Talking Machines.

Three Colors—Highest Quality of Decorations

Advertising Matter Furnished for Jobber and Dealer.

SOLD ONLY THROUGH JOBBERS

If your nearest Jobber does not have our full line, write, telephone or telegraph to us.

Our New Chain Attachment Fits Any of the New Edison Cranes

SEARCHLIGHT HORN CO.

753 Lexington Avenue BROOKLYN, N. Y.
JOIN UNIVERSAL CO. FORCES.


The forces of the Universal Talking Machine Co. have been further strengthened by the addition of A. T. Whitbeck, who is favorably known to many of the谈话 machine fraternity throughout the East. His apprenticeship in the business was served several years since under the guidance of Mr. Ornstein, of the Victor Talking Machine Co., and as the subsequent success of Mr. Whitbeck shows, he was under the tutelage of a most able hand. Since severing his relations with the Victor Talking Machine Co., Mr. Whitbeck has been associated with the Victor Distributing & Export Co., where we understand, many new laurels were won. While it is true that they most recently relinquished their claim upon Mr. Whitbeck, it seems that the winning manner of General Manager MacVabb proved as irresistible with him as it has with the other desirable material which this company has recently acquired.

The Mississippi Valley representation of the Universal Co. received a new member recently in the person of Samuel C. Burns of St. Louis. Although this is Mr. Burns' first experience in the "talker" line, we understand that he is of the same lineage as the "Tommy" Burns of paguific renown and should he have fallen heir to some of the accomplishments of his distinguished relative, we have no doubt but that all arguments will be settled in his favor.

The pliable manager Beekman, who is now homeward bound from his six weeks' trip in the middle west, has been meeting with much success since his departure. Although he believes that many of the orders taken would have been much larger had financial affairs been more favorable, he reports that the outlook for Zonophone business is exceptionally good in all points that have been visited and that 1908 will, without doubt, be the best year that the Universal have had in their history.

HEARING AND CONTROLLING THE SOUND.

The Lewis hearing tube sound controller, illustrated and described in this issue, is one of the latest improvements in the talking machine line, and the person who desires to improve and control the sound of his talking machine will undoubtedly desire one of these useful and interesting devices placed in the horn. It controls the sound from the smallest to the largest amount, distributes the volume and improves the tone. It also has a hearing tube combination which greatly increases its value and usefulness that can be used on disc as well as cylinder machines, and is adapted to all sizes of horns. This device was invented and is manufactured by Nathan L. Lewis, of New York. According to Mr. Lewis it is the first time that it has ever been attempted to take the sound through hearing tubes and control the sound at the same time from the inside of the horn. It saves all annoyances, as it is not necessary to remove the horn or interfere with the machine in any way. Dealers will do well to send for illustrated circular, so as to comprehend the necessity of having this article in stock to meet the demand that is bound to develop as soon as its merits become known. It is strongly covered by several patents, which are pending.

The Holiday rush will soon be with you, and probably there will be many things in connection with the talking machine trade that you would like in a hurry. You may have a rush order now and then for something which you want to get over night. Remember that quick shipment of orders is our specialty. We are right on the spot, and on the job, so to speak. We can fill from Buffalo or Syracuse shipments an hour after the order is received, and we can reach almost any part of our territory quickly.

If you are short of holiday goods of any kind, just let us know and we can help you out immediately.

W. D. ANDREWS

216 E. Railroad Avenue
Syracuse, N. Y.

Seneca, Cor. Wells Street
Buffalo, N. Y.

CARD FROM NATIONAL PHONOGRAM CO.

The National Phonogram Co. have formally notified Edison dealers that unless they sign the new agreement by Jan. 1, 1908, their names will be removed from the files and mailing lists of the company, and they will not be entitled to the dealers' discounts, as they will be considered no longer interested in the sale of Edison goods.

The Gramophone & Typewriter, Ltd., in order to handle their continental trade in a more direct manner, are erecting record factories in Paris, France, and Calcutta, India, and have recently completed a third factory in Barcelona, Spain.

ANDREWS' SPECIALTY.

QUICK SHIPMENTS.

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Adjusting Device for the Edison Crane

MR. DEALER: This is what you've been looking for. With this attachment you can use any horn with the Edison Crane. It also enables you to put a complete crane inside the Home Cabinet.

Order Through Your Jobber

UTICA CRANE CO., Makers, Utica, N. Y.
THE HOLIDAY SEASON.

A Few Christmas Hints for the Progressive Dealer.

Christmas is almost upon us, bringing with it the good cheer and bethesomeness of holiday time, and that means, Mr. Dealer, that it is up to you to get busy with your "talker" shop and transform it into a thing of beauty in honor of the auspicious occasion. There is nothing more attractive at this season of the year than an artistically decorated store. Has your place of business made its Christmas toilet? If not, I beg to submit the following as a suggestion:

Festoon your walls with holly or some other member of the evergreen family, and have all your pictures—those of Thomas A. Edison, the Victor dog, Miss Columbia, etc., and also those of the talent which adorn your walls—draped with sprigs of green. Display your posters, of which innumerable designs are available, to the best advantage, and have a pile of literature where every newcomer can see, inspect and peruse it. This done, turn your attention toward the show window. Do not by any means neglect that. It will mean all kinds of long green and new customers if you go the limit and give the public a surprise they will remember. To do this you must convey a message to them that can only be imparted through a knowledge of the "talker," and a keen knowledge at that. Watch the newspaper and magazine advertisements of the different talking machine companies, most of which contain hints for window display in the illustrations accompanying them, and select the one that particularly appeals to you. This done, have the scene which the illustration depicts transferred to your window, and the deed is done.

Another matter worthy of careful consideration is your Christmas advertisement. How would it do to put something like this, properly displayed, of course?

"To everybody—those who already own talking machines, and the rest who will eventually do so—Christmas greeting. "We are in business for your good. We have your interests at heart, and this being the case, we want you to know about our goods. THE TALKING MACHINE makes an ideal Christmas gift because of the many pleasures it embodies in one instrument. In fact, it is not really an instrument, but a diminutive theatre in which perform at the will of the audience, and at a very small financial outlay, the greatest concert bands and symphony orchestras, the most skilled instrumentalists, and the wittiest comedians of the world. Wonderful, is it not?

"Call upon us at your convenience, and it will give us much pleasure to tell you in detail just how you can own one of these machines on practically your own terms. Come to-day! John Jones, No. 18 Broad street, Blantontown, New York."  

HOWARD TAYLOR MIDDLETON.

THE COPYRIGHT CAMPAIGN.

The Report Submitted by President Cromelin at the Recent Meeting of the American Copyright League Has Been Printed and Forwarded to Members of Senate and House.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, as president of the American Copyright League, printed his report submitted at the meeting held in the Astor House, New York, November 14, in pamphlet form, and on November 30 despatched a copy to each member of the United States Senate and House of Representatives, so as to reach them in time for the opening of Congress Monday. Batches of this interesting document, which appeared in The Talking Machine World for November, were also sent to the leading daily and weekly newspapers throughout the country and other places where they will do the most good. The presentation is in Mr. Cromelin's bold style, and as he is an adept in convincing statements, the facts, criticisms and accompanying arguments will carry weight. It is in brief form and arranged according to the approved rules of a methodical Blue.

BETTINI PHONOGRAPH CO. RETIRE
From Business and Lease Their Premises at 156 West 23d Street.

The Bettini Phonograph Co., organized by a number of dealers in New York, Brooklyn and Union Hill, N. J., on a jobbing co-operative basis, and located at 156 West 23d street, New York, have quit the business. The scheme failed to work, notwithstanding the potent prophecies of Marcus Aurelius Miller, the promoter. Their store is now occupied by the Alcohol Utilities Co., who acquired the lease for the remainder of the term. Guy G. Wassar, Brooklyn, and Fred Loeffer, of Union Hill, both successful and well-to-do dealers, were the moving spirits in the enterprise.

Unique Success for the
Sectional Disc Record Case

Is Now Selling
In 22 States of the United States

Holds
100 Records

CLOSED
10-Inch Size, $4.00

OPEN
12-Inch Size, $5.00

$ DEALERS, send us the name of your nearest jobber! We will have him call on you with a sample case.

$ Substantially built, covered in Black Imitation Leather, Brass Knobs on front, Ornamental Brass Corners.

$ Each Compartment holds 10 records and opens and closes independently of the other spaces, by an up-and-down movement of the half-round, swell front cover.

The Neatest, Most Attractive, Most Sensible "Supply" Ever Marketed

Liberal Discounts to Jobbers and Dealers

BENJ. SWITKY (SOLE SALES AGENT) 27 E. 14th St., New York
When You Sell an Edison Phonograph
You Sell a Complete Instrument

Heretofore the sale of talking machines and the sale of horns have been two distinct transactions. This was because no talking machine had a satisfactory horn.

Now the Edison Phonograph has its own horn and swinging support. The horn is large, handsomely shaped and exactly adjusted to the instrument's needs. It sets the Phonograph off, attracts interest and best of all, it pleases purchasers every time.

The horn business has always been a drawback to the trade. It led to price-cutting which affected profits, necessitated carrying a large stock of horns and complicated selling methods generally.

Now the customer gets the best and most suitable horn to be had; as a part of the Phonograph, pays the price for both in one transaction, and the dealer makes a good profit on both. This new equipment is making new records for dealers in Phonograph sales. Are you getting the benefit? If not, write us for full information and the name of a nearby jobber who can supply you with whatever you need.

NATIONAL PHONOGRAPH COMPANY,
59 Lakeside Avenue, ORANGE, N. J.
TRADE HAPPENINGS IN PHILADELPHIA.


(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 4, 1907.

After a general survey of conditions in practically all the mercantile trades represented in this city, your correspondent was very much pleased to find that this business has surpassed the talking machine industry standing among the first on the list, and when one considers that among these classes lines fully represent the better types of businesses and industries such as clothing, food, furniture, etc., the record is almost unbelieveable. In comparison with other similar lines such as pianos, small goods, etc., while the latter businesses are far from bad, they are not equaling the showing made by the "talker." I am now speaking not so much of the volume of business but what is more important, the quality, in other words, conditions from a financial standpoint. It is true that trade is not quite up to last year's standard. But industry, due to a man's re- port a very satisfactory showing in both wholesale and retail departments, and notwithstanding the recent stringency in the money market, dealers, although not always discounting their bills, are at least well within the safety limit. Of course, there are exceptions to every rule, and as in all trades there are men in this, who are enabled to get the full benefit of Edison and his inventions. accepting which one cannot help but be satisfied with Louis Buehn & Bro., and since the Philadelphia jobbers began to cooperate and exchange confidences on the pressing details of business, have won the confidence of their dealers, and being well acquainted not only with the business but with the finances of their dealers, are enabled to get the full benefit of Edison and his inventions. The Liberty Electronics Co., of this city, express themselves as being very well satisfied with the way things are going. Mr. Miller, the treasurer of this company, was for some time connected with the department store business and was well acquainted not only with the talking machine but almost all other lines handled by these houses is therefore so peculiarly well fitted to give a broad view of the present conditions that we take the liberty to quote him as follows: "The more I see of other lines of trade, the better satisfied I am with the talking machine. Not our business is not quite up to last year's but that is no reason to complain. 1906 was from start to finish a phenomenal boom, and one that no sane man could expect to continue. On the contrary this year's trade has been steady and could be relied upon for longer continuance." This company are among the largest and oldest in the State and their careful attention to the needs of their dealers have won for them a big and loyal following.

The Pett Phonograph Co., of this city, express themselves as being very well satisfied with the way things are going. Their business, due to the depression in the interest in the cylinder machine business, has had at least one desirable effect on the talking machine dealer; it has forced him to wake up to the fact that he can't always expect trade to come to him without going after it. There are a lot of bright, capable men in this trade but altogether too many of them, on account of the extraordinary popularity that has been enjoyed by the "talking machine" have fallen into the impression that the world owes them a living and that it is the business of the world and the talking machine industry standing among the first on the list, and when one considers that among these classes lines fully represent the better types of businesses and industries such as clothing, food, furniture, etc., the record is almost unbelieveable. In comparison with other similar lines such as pianos, small goods, etc., while the latter businesses are far from bad, they are not equaling the showing made by the "talker." I am now speaking not so much of the volume of business but what is more important, the quality, in other words, conditions from a financial standpoint. It is true that trade is not quite up to last year's standard. But industry, due to a man's re- port a very satisfactory showing in both wholesale and retail departments, and notwithstanding the recent stringency in the money market, dealers, although not always discounting their bills, are at least well within the safety limit. Of course, there are exceptions to every rule, and as in all trades there are men in this, who are enabled to get the full benefit of Edison and his inventions. accepting which one cannot help but be satisfied with Louis Buehn & Bro., and since the Philadelphia jobbers began to cooperate and exchange confidences on the pressing details of business, have won the confidence of their dealers, and being well acquainted not only with the business but with the finances of their dealers, are enabled to get the full benefit of Edison and his inventions. The Liberty Electronics Co., of this city, express themselves as being very well satisfied with the way things are going. Mr. Miller, the treasurer of this company, was for some time connected with the department store business and was well acquainted not only with the talking machine but almost all other lines handled by these houses is therefore so peculiarly well fitted to give a broad view of the present conditions that we take the liberty to quote him as follows: "The more I see of other lines of trade, the better satisfied I am with the talking machine. Not our business is not quite up to last year's but that is no reason to complain. 1906 was from start to finish a phenomenal boom, and one that no sane man could expect to continue. On the contrary this year's trade has been steady and could be relied upon for longer continuance." This company are among the largest and oldest in the State and their careful attention to the needs of their dealers have won for them a big and loyal following.

C. J. Happe & Son are enjoying big business in their talking machine department, especially in the wholesale, as their dealers throughout the state and adjoining territory are doing satisfactory business. Collections are remarkably good, but retail installment lease accounts are below what they should be, though not seriously deficient. H. A. Weymann & Son have hit a home run in this trade with their new publication, "Every Ship Will Find A Harbor," which is on the January list of Edison records. This song was advertised by them in the November issue of the World and it has met with perfect favor with the "talker" business and as there is big profit in it many are putting up in a complete stock. If you have not seen this song, don't fail to write for a sample copy.

Reports from the Columbia headquarters in this city were to the effect that December has opened bright with a brilliant outlook. The Symphony Grand machine is having a great demand among the better classes, but the New B. O. aluminum tone arm cylinder machine is most desirable.

The Columbia Co. closed their Eighth street branch about a month ago in order to better concentrate their efforts, and have found the next block location more advantageous.

Walter Eckhardt, wholesale general manager, Wm. Morse, from the New York wholesale staff and Wm. Halpenny, manager of the Bridgeport branch, were recently called to the office.

Business for the past month has been fairly satisfactory with Louis Buehn & Bro., and since the first of December has shown a marked increase. This company are having a big call for their exceptionally fine line of record cabinets and are shipping goods all over the country. Ed. Buehn, the popular junior member of the firm, left on Thursday for his usual run around the trade. Louis Buehn started for Pittsburg on Saturday to attend the meeting of the officers and committees of the National Association, which was held on Sunday the 8th in that city.

Emil Bauer, the manufacturer of the Stewart banjos, Bauer mandolins, guitars, etc., has just returned from a most successful eastern trip. This firm are now holding a great, liquidation sale to close out all the stock on hand, this is not being done because of any dullness in the trade but as an experiment. The company are among the largest and oldest in the State and their careful attention to the needs of their dealers have won for them a big and loyal following.

The Disk Talking Machine Co., of this city, are enjoying a good business. This company are Phonograph jobbers for this territory.

THE TALKING MACHINE WORLD.
THE TALKING MACHINE WORLD.

CALIFORNIA
Los Angeles........ S. California Mon. Co., 335 S. W. 6th, Oakland...Ehler & Chase, 917 Wood St.
San Francisco......... 1220 Butter St.
San Francisco......... 1327 California Ave.
COLORADO
Colorado......... 1621 Golden Gate Ave.
COLORADO
Denver............. John Pass, 1145 15th St.
ILLINOIS
Chicago............. The Boston Store, 14th and State Sts., Chicago...... John S. B. Boardman, Randolph Bridge.
Chicago............. The Holy Music Co., 320-21 Wabash Ave.
Chicago............. Wm. Bath & Bros., 359 Wabash Ave.
Chicago............. The Holy Music Co., 200 Wabash Ave.
Chicago............. The Central Camera Co., 21 Adams St.
Chicago............. Body Allen & Co., 121-123 Wabash Ave.
Chicago............. Fricke Bros., Hardware Co.
INDIANA
Indianapolis...... C. Kuehling & Bros., 878 Virginia Ave.
IOWA
Boveporte........ Robert R. Smallfield, 504-506 2d St.
Burlington........ Arnold Jewelry & Music Co., 177 Main St.
Cedar City......... Early Music Co.
Cedar City......... W. A. Dean & Co., 215 6th St.
KANSAS
Leavenworth........ The Dietrich Music Co., 505-506 Delaware Ave.
Topeka......... Emigh & Spichman Co., 319 Kansas City.
LONG ISLAND
Astoria......... John Rose, 202 Flushing Ave.
LOUISIANA
Lake Charles....... J. S. Sutch.
New Orleans........ Ashton Music Co., 143 Brannone St.
New Orleans......... L. S. Gardiner, Tullis Theatre Arcade.

"THE PLEASURE IS DOUBLED AND YOUR COST IS REDUCED
WHEN YOU BUY
ZON-O-PHONE RECORDS
COMPARE THEM WITH OTHERS AND BE CONVINCED."

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

Zonophone
10 inch
Records
60 cents
Zonophone
12 inch
Records
$1.00

Are you sure, Mr. Dealer, that you are pushing the best Talking Machine line—not alone best in quality but best for profitable results?
If it isn't the Zon-o-phone, you are deceiving yourself in both cases. May we not enlighten you?

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

Names of firms where you can purchase the Zon-o-phone product

ZON-O-PHONE
10 inch
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Camp and Mulberry Sts., Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

NAINE
Bangor............. S. L. Greenby Co., 134 Exchange St.
Portland............. W. H. Root & Son, 297 Commercial St.

MARYLAND
Annapolis............. Globe House Farm Co.
Baltimore............. Baltimore Bargain House, 194 W. Baltimore St.
Baltimore............. Louis Hazle, 1403 E. Pratt St.
Baltimore............. Butler Bros.

MASSACHUSETTS
Boston............. Boston Cycle & Sundry Co., 48 Hanover St.
Boston............. Pike Talking Machine Co., 41 Washington St.
Boston............. Seed & Read, 12 Essex St.

MICHIGAN
Detroit............. E. E. Schmidt, 386 Gratiot Ave.

MISSOURI
Kansan City......... Mrs. F. Dixon, 604 Grand Ave.
Kansas City......... Waldo-Freytag Music Co., 7th and Broadway Sts.
St. Louis............. D. R. Myers, 339 Fourth Ave.
St. Louis............. Butler Brothers, 1921 Washington Ave.

MONTANA
Butte............. Eastern Music Co.

NEBRASKA
Lincoln............. Whaley, Royce & Co., 168 Yonge St.

NEW JERSEY
Newark............. Butler Bros.

NEW YORK
(Continued)
New York City........ William Tool & Bro., 402 Tenth Ave.
New York City........ The Healy Music Co., 298 300 Wabash Ave.
New York City........ Louis Mazor, 1423 E. Pratt St.
New York City........ John E. Schmidt, 386 Gratiot Ave.
New York City........ John Pass, 1145 15th St.
New York City........ W. J. Dyer & Bro., 21-23 W. 5th St.

PENNSYLVANIA
Allentown............. A. J. Deninger, 347 North St.
Baltimore............. Geo. Dales, 128 S. Main St.
Cincinnati............. E. P. Peterman, Jr., 21 W. 16th St.
Cleveland............. H. C. Miller & Co., 335 Fifth Ave.
Philadelphia............. 1. F. Blackman & Son, 2787 Third Ave.
Pittsburgh............. C. C. Mellor & Co., 359 Fifth Ave.
Williamsport............. W. A. Myers, 147 West St.

RODE ISLAND
Providence............. J. Samuels & Bros., Weymouth St.

SOUTH DAKOTA
Aberdeen............. McArthur Piano Co.

TEXAS
Dallas............. McArthur Piano Co.

WISCONSIN
Milwaukee ............. Alden Biedling & Co.

MD
Winter Gayeties in the Southland

Present Golden Opportunities to the Talking Machine Dealer.

Now that the social tide is running southward and the lovers of balmy weather are flying themselves to Florida and the other winter resorts where they can revel in all the delights of the summer season, from a bath in the ocean to a lawn fete, it is time for the "talker" man whose establishment is situated within the boundaries of the Southland to realize what an opportunity awaits him in many a hotel and pleasure ground usually inferior.

The hotel man may say he does not want "canned music," but when the dealer can prove that the "canned" article he has to offer is far superior to the raw material now in use by the hotel man, he will have no difficulty in making a sale.

The talking machine is particularly appropriate for hotels. Whether it be placed in the ballroom for dancing or on the lawn for an evening concert, it will be enjoyed far more than any individual band, vocalist or instrumentalist, because of the great variety and high character of its selections.

All judges of good music prefer Melba, the operatic soprano, to Dolly Dimple, the vaudeville soubrette, and Herbert's Symphony Orchestra to Kranzmeyer's German band, therefore, every hotel in the South to-day should know of the talking machine for the music it affords is as superior to that now in vogue there as Melba is superior to Dolly Dimple and Herbert to Kranzmeyer.

Howard Taylor Mudgeston.

General DenialFiled
In Suit in Chancery Brought Against Thos. A. Edison and Co-Defendants by the New England Phonograph Co.

On Nov. 29 a general denial was filed in Newark, N. J., in behalf of the National Phonograph Co., Thomas A. Edison and his co-defendants, in the suit in chancery brought by the minority stockholders of the New England Phonograph Co., who complained that they suffered damage by reason of the alleged violation on the part of the defendants of certain alleged territorial license rights of that company. The answer makes reference to similar suits brought against the defendants by the complainants. The answer denies that there is any valid claim whatever and appends as a supplement to the answer, in the form of exhibits, every contract and agreement made by Mr. Edison pertaining to the phonograph business, including the original made with Jesse H. Lippincott, who organized the North American Phonograph Co.

The answer also states that the terms of this contract, which required the North American Co. to pay Mr. Edison $500,000 and certain royalties, were never fulfilled. It was said that Mr. Edison's experience with Mr. Lippincott resulted in a loss of $400,000. Such rights as the New England Phonograph Co. obtained, the answer declares, were secured under the terms of a lease made by the North American Co. The defendants aver that such rights ceased with the insolvency of the North American Co. In 1900, the defendants further aver, the complainants secured certain shares of the New England Phonograph Co. in an attempt to revive that corporation and to endeavor to enforce the terms of its old license. To make this effective, the answer says, the complainants named called a meeting and made contracts with James L. Andem, whose name will be remembered in connection with the apparently endless suit of the New York Phonograph Co. and a half-dozen others against the same defendants, empowering him to bring suit against the National Phonograph Co. and other Edison phonograph interests, or to settle with him or them for $10,000. The case will be heard some time this winter.

Department Store Advertising.
The department stores in New York and Philadelphia are advertising the talker in liberal fashion this season.

Ideal Holding Horn
Opens itself!
Foldy by a pull of the cord!
All done in a moment.
Superb in Finish-Tone and Style.

Patented April 16th, 1907.

If your nearest jobber does not have them write to us.
The export trade is excellent and growing stronger month by month. During the present financial year, when domestic business has felt the shock and its chilling effects more or less—now happily passing away—the export end shows a brilliant star in a moonless night. Our department has never been stronger or in a more flourishing condition, from every point of view. In fact, we are drawing on the home people for an extra supply of goods: taking everything in sight to send abroad and satisfy our clamoring foreign jobbers and distributors.

"Coming back to the domestic trade, I think the present flurry will squeeze out a great many small dealers. I do not say they are undesirable, but it must be admitted that the trade is too much cut up, and if current conditions would retire—possibly a menace to the jobber, it would not be destitute of capital and always a worry, and therefore he has either to get rid of the novelty wears off. Another thing, a dealer is called upon to carry too large a record stock, a thing that is bad, heaven knows, and we get a measure of good that will last for the remainder of the month, the customer waiting for the new batch, and so on unto the end of the chapter. Again, why should the dealer be loaded up with unsalable goods—dead ones? My idea would be that as soon as a piece of music became popular place the record in the hands of the dealer at once, and not wait for a month or two, so he would get the benefit of the bit. For example, 'The Merry Widow' stuff. In the course of three months a list of some size would accumulate, and in issuing a quarterly instead of monthly bulletins I would select at least twenty-five of the proved good sellers and print the selections separately so the dealer could keep in touch with the 'live wire' records and replenish his stock accordingly.

In my judgment very often the popular music offered is not fit, from a selling point, to be recorded, and very often five and even less are worthy to be reproduced. Now, however, it is twenty to twenty-five a month, and many of the selections are the veriest trash, stickers from the start, and from these the dealer orders his stock is compelled to—and becomes in consequence overloaded. The quarterly bulletin, with intermediate quick-selling records—ones for which there are a pressing demand—should be substituted for the present monthly list, under which the selection therewith is well founded and therefore entitled to consideration and relief."

**READY TO SLIDE.**

*Why Some Men Climb the Business Ladder and Others Go Down the Toboggan Slide.*

Pick out ten men and set them to work on the same job. Keep them at it long enough to have them really know what the work is: 'till the novelty wears off.

"Inside of three months," says Barstow, of Boston, "you will have four of them on the toboggan, ready to slide because of the insurmountable difficulties which they have had to meet; they spend their lives on new jobs. Three more will last out a year and then the same trouble comes up reinforced by the lack of newness in the game; it's the same old grind, day after day; there are too many things to meet; the line is rotten; the house doesn't back you up; his competitor has better stuff and the prices are lower. And they quit. Within the next three years two more men will lay down on the job with the same old reason-difficulties. Among these are staleness, lack of promotion, not enough money, largeness of the head and private quarrels. It's the ten little nigger story all over. Out of the ten, there is one man, one big man who surmounts all the difficulties or goes around them, and he's the man who finally marries the boss' daughter and is taken into the firm with his name over the door, like the books in the Sunday school library.

It isn't a question of brilliance, nor of unusual ability, but of hard determination, beat-it-out-no matter-what-happens sort of a view of life. Question: If it takes a man sixteen years of hard work to become manager, how long will it take a stampler to use up all the jobs in the city? That's where the tramps, drunkards and suicides come from.

"Take it home new and try it on yourself. What came up to-day that made you feel sick? What was it that made the firm look like a rotten apple to the customer? What big order did you lose? What sort of a grouch did you carry home? Yes, it was bad, heaven knows, and we get these setbacks all the time and there is no compensation. The man above 'lays down' on us and we have all the dirty work to do. There's just money enough in the job to keep a cat on respectfully.

All right, and again all right. You're the tenth man and sick; there's a time coming when you will be the man who has overcome all the difficulties and have won out. That's what all are working for. If you think this thing over slowly about three times, you will have received a measure of good that will last 'till the end of your days."

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**RUSH ORDERS WANTED**

**VICTOR and EDISON**

*By Lyon & Healy*

If you need any VICTOR or EDISON GOODS in a hurry for the Holidays, try

**LYON & HEALY FACTORY SERVICE**

It matters not how large or how small your order, we want it, so as to give you a vivid example of how quickly and completely we can fill all your orders all the time.

We have established a Rush Order Desk to take care of your Holiday Rush Orders.

May we hear from you?

---

**CHICAGO**

Largest Stock of Victor and Edison Machines, Records, Cabinets and Accessories in the history of the trade.
While the Flurry in the Financial World Has Been Felt in the West Yet the Talking Machine Trade Has Escaped Any Great Degree of Depression, Leading Jobbers and Houses Stating That the Failing Off for December Did Not Exceed Ten Per Cent.—Decided Picking Up Noticeable During the Past Ten Days—Clancy Takes Charge of the Wurlitzer House in Chicago—Western Salesmen of the National Phonograph Co. to Hold Their Annual Conference—A Chat With A. V. Chandler—C. E. Goodwin Optimistic Over the Situation—Preliminary With Lyon & Healy—Some Clever Babson Bros. Literature—Hansen to San Francisco—Arthur Geissler Has Been Visiting—Some Changes in the Directorate of Lyon & Healy—Success of Depression, Leading Jobbers and Houses.

While the usual annual conference of the western salesmen of the National Phonograph Co. with the executive heads will occur about the first of the year, when F. K. Doibeir, general manager of sales, and E. H. Phillips, general manager of salesmen, will be here to confer with the men on matters of mutual interest and plan the campaign for 1908.

There will be a big gathering of moving picture men in Chicago on Saturday, Dec. 14, when the United Film Service Protective Association meets in convention at the Grand Pacific Hotel. Temporary organization was effected at Pittsburg last month, and at the coming meeting permanent organization will be effected, constitution and by-laws adopted and officers elected. According to a resolution adopted at the Pittsburg meeting the purpose of the association, the membership of which is composed of the film exchanges throughout the country, is to work in cooperation with the importers, jobbers and exhibitors of films and accessories to improve the service now rendered the public and to protect each other in the matter of credits and all other conditions affecting their mutual welfare. Among the principal reforms that the association expects to be accomplished is the elimination of sub-renting of films and the practice of selling second-hand films. The renter is to retire every film purchased after it has been used for a certain length of time to be decided upon by the association, by its return to the manufacturer, who will make the renter an allowance for such returned goods. These measures will save the public from having their eyesight and patience ruined, and will, of course, protect the trade from price-cutting competition.

Charles Armstrong, a progressive Edison dealer of Clinton, la., was a Chicago visitor this week. E. J. Radius, proprietor of the Roseland Music House, at 1131 Michigan avenue, in the suburb of Roseland, has handled talking machines for some years and has evidently found it profitable, as he has recently extended the space devoted to

Special Notice to Dealers

During November, 1907, we referred to our dealers inquiries. 64 of these were sent out on the 29th and 30th.

December will exceed the average of Nov. 29th and 30th

GET IN LINE

Read the page "ad" of letters from Dealers in this number.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

talkers and has enlarged his stock, carrying the complete Edison catalog and increasing his Victo-

tor stock as well. Another progressive dealer in

Roseland is G. S. Hobbs, who has long handled the Edison line in a large way, and is an ag-
gressive advertiser through the medium of the Roseland papers and the circular route.

Mr. Kitchen, a recent addition to the western travelling force of the National Phonograph Co.,

was recently in Chicago on his way from the factory, where he had been posting up, to his ter-

ritory, the State of Iowa. Mr. G. Gruswach, who

travels Illinois for the National people, was also

in the city for a day.

A. V. Chandler, the city salesman for the Edi-

son people, lost not a ripple of his "jolly old smile"

in the financial "quake." "Business has been quiet

the last month among the retail-

ers throughout the city, but by no means stag-

nant," he said. "Machine sales fell off somewhat,

but record sales kept up decidedly well. Joiners

are evidently not pessimistic regarding future

sales, as my orders for February records are

equal and in some instances larger than usual."

At Lyon & Healy’s, C. E. Goodwin was dis-

posed to be optimistic regarding the outlook.

"Neither our wholesale or retail trade has suf-

fered to the extent one might imagine from the

depressing atmosphere created by the daily

newspaper accounts of financial conditions," said

him. "Of course, we may experience some con-

tractions of business for a month or so. When

Mr. Farmer and Mr. Villager get a shock that

makes them tighten up their purse strings, they

do not always lose up the minute the metro-

politan dailies begin to tell of improved condi-

tions. They may really have little reason for

economy, but are inherently conservative. I do not

look for any prolonged period of retrench-

ment like that following 1893, the country is too

prosperous and the recovery from the shock

must be rapid. December has opened up very

well indeed with us, considering the circum-

stances. Despite the retail depression the last

week they took a number of orders for Vic-

toria for Christmas delivery, one man buying

five, one for himself and the others for pres-

ents."

Walter F. Gordon, manager of the talking ma-

chine department of the Phillips & Crew Co.,

Atlanta, Ga., called on the local trade last week.

He reported a good business as of very satis-

factory dimensions.

The Viascope Mfg. Co., of Chicago, which has

been manufacturing moving picture machines for

several years, is about to put a machine for

home use on the market. It will be known as the

"Home Viascope" and will retail at $40.

R. S. Fryxell, well known to the talking machine

trade, formerly a Victor traveler, has allied him-

self with the Viascope Co. as manager, and will

push the Home Viascope vigorously. He is now

taking orders for January shipment. Mr. Fry-

xell’s offices and salesroom are at 914 Steinway

Hall building. The factory is at 212 Randolph

street.

Arthur Canfield, president and treasurer of the

Caille Bros. Co., of Detroit, was a visitor at the

Chicago headquarters of the company in the Re-

public building last week.

L. B. Glover, formerly of the assembling de-

partment of the Victor Talking Machine Co., at

Camden, has come on to take charge of Lyon &

Healy’s repair department.

W. H. Postman is the new manager of the phono-

graphic language department at Lyon & Healy’s.

He is a well experienced talking machine

man and has long been connected with the Inter-

ternational Correspondence Schools, and has suc-

cessfully demonstrated the language outfit at

many of the large eastern talking machine con-

cerns.

L. I. Lewis, the former manager of the Lyon &

Healy language department, and who re-

signed to become Mexican manager for the Na-

tional Photophone Co., returned to Chicago last

week, after posting up at the Edison factory,

and left for his new field of labor.

G. M. Nisbett, wholesale manager for Bacon

Bros., is always was a notably modest man.

Consequently, it seems perfectly natural to read

the legend, "We are not blowing our own horn"

on the cover page of a neat booklet just issued by

"the people with the goods." The book car-

ries out the spirit of the caption. Thirty-nine of

the forty pages are devoted entirely to the publi-

cation in facsimile of letters from dealers ac-

knowledging the receipt of inquiries for phono-

graphs, reporting sales as a result, and praising

the company for their prompt delivery of Edison

goods and supplies. Mr. Nisbett says that for a

week last month business showed a slight falling

off, but speedily resumed its normal condition.

Edward H. Uhlein, western manager for the Rudolph

Wurlitzer Co., reported that talking machine

sales, after a temporary halt, are moving along in

a very satisfactory manner, and that the prospects

were for a fair holiday trade.

Ellis Hansen, formerly window trimmer at

Lyon & Healy’s, and the author of the excellent

article on "What the Edison Business Phon-

ogram Co. means to me," has been called up to

the city for a day.

Mr. Kitchen returned from a visit to his old home

in Denmark last week, and after hurried fare-

wells, left for San Francisco, where he will as-

sume his old position with Sherman, Clay & Co.,

with whom he was connected up to the time of

the "quake."

Arthur D. Giesler, general manager of the

Talking Machine Co., was in Detroit the latter

part of last month and found the American

Photograph Co., Grinnell Bros., and F. J.

Schwanerke all doing a fair business in spite of

the late lamented flurry. He just happened to be

in Ann Arbor the day after the U. of M.

and Pennsylvania football game, which was won

by the latter. He declares that a bunch of lions

and a lute constituted the total pocket assets of

every one of the thousands of students as a re-

suit of their loyalty to the college team. Mr.

Giesler returned this week from a visit to

Philadelphia and New York. He found the Vic-

tor factory making shipments at a rate which

certainly did not indicate that 1907 was going to

be a boost of a talking machineless Xmas. With

the Talking Machine Co. both orders and collections

have shown a marked improvement in the past

two weeks.

George Ornstein, manager of the travelling

force of the Victor Co., was a recent Chicago

visitor.

J. D. Beelman, sales manager for the Univer-

sial Talking Machine, was a recent Chicago vis-

itor.

Frank Dibnaher, of the Western Talking Ma-

chine & Supply Co., returned from a northern

deer hunt in time to eat venison with his family

Thanksgiving.

C. W. Noyes, secretary of the Hawthorne &

Shebe Mfg. Co., expects to publish a revised edition of the C. W. N. handbook of the phono-

graph. This valuable little book met with a

very large sale years ago when first published, and will now be brought up to date with many

new features.

James I. Lyons, the veteran Edison jobber, has

made several short trips lately, paying friendly visits to some of his old customers, to

whom he sold phonographs, etc., since 1900.

Mr. Lyons says his sales are increasing steadily

and that he looks for a large winter trade.

Hosts of fair Edison transcribers around town

are putting in their spare moments writ-

ing essays on "What the Edison Business Phono-

agram Co. means to me." Mr. Lyons, in the hope of win-

ning one of the three prizes of $55, $15 and $10

offered by the Edison commercial department’s

Chicago branch for the best efforts, Manager

Barnes says that the returns so far are decid-

edly gratifying both in number and quality.

Even the innocent and benevolently inclined

talking machine is sometimes made to serve base

ends. Three youthful robbers held up a West

Side saloonkeeper and four customers the other

evening, shut up their victims in the ice box,

and before they left turned on a talking ma-

chine to drown the cries of the prisoners.

C. N. Post has retired from the house of Lyon

& Healy, selling his stock to the other stock-

holders and resigning as president and director.

His successor as president is Robert E. Gregory.
SOME POINTERS ON SALESMANSHIP

Some Timely and Pertinent Remarks by a Practical Member of the Trade Which Should be Read With Interest and Profit by Members of the Talking Machine Trade in All Parts of the World—Some of the Requisites to Success in This Special Field of Effort.

BY L. KEAN CAMERON.

Much has been said and a great deal written on the subject of salesmanship in general, but I wish to confine my remarks to the art as applied to the retail talking machine salesmen, in particular. And by talking machine salesmen I mean all those engaged in selling any and every description of talking machines and recording apparatus. There is a great demand, especially at this time of the year, for first class salesmen who thoroughly understand the talking machine business in all its phases. The demand far exceeds the supply, and I believe I am safe in saying that in this big country of ours there are not one hundred capable talking machine salesmen, when there should be ten, yes, twenty times that number.

What is the reason for this? Of course the business is in its infancy and some will say that they "have not had the time to look up the fine points," and they "must not be compared with salesmen of leather or dry goods, etc., who have had the benefit of years of experience of others before them in their lines, for advice and direction." This may be true to a slight degree, but I think that most salesmen new to the talking machine business will see the merits of the least resistance and try to gradually absorb a slight working knowledge instead of digging down into something of every importance and value on the subject. It is like learning a new language. If you go among Frenchmen you will acquire a superficial conversational knowledge of that language in a couple of years, but, if you buckle down to his French grammar, lexicon, etc., putting your mind upon it, you will speak the language grammatically correct in half the time.

Take the ordinary person who starts in a talking machine department of any of our large music houses. He will have the experience of the different machines and records, and after a time is able to distinguish the different styles of machines and horns from each other, sometimes. He has a dim idea, sometimes, that different makes of machines have a different tone, sometimes. He can tell you, sometimes, why this doesn't work, sometimes, he can't. And he can't more times than he can. You see this sometimes business is a big thing and managers of talking machine departments and houses should put an end to this uncertainty among their salesmen.

Now, I do not wish to be understood as being pessimistic, but these views are merely the result of a tour of observation to the different talking machine departments and establishments in New York and Chicago, where I think one should get some idea of present conditions. I am glad to say, though, that these conditions are being gradually bettered, thanks to the labor and forethought of certain large manufacturers of talking machines and phonographs, who have mailed in correspondence lessons to all dealers and salesmen of their goods, correspondence lessons in machine salesmanship, which, by giving to all who took the pains to conscientiously study them a better appreciation of the value of knowing their goods. And I am personally indebted to the publishers of this magazine, and I am sure many others are, for the valuable material and suggestions which I have obtained from time to time received through the medium of the Talking Machine World.

I think it is the duty of all heads of departments and proprietors of talking machine houses to see that each salesman in his department gets his magazine regularly, and to impress upon them the importance of carefully reading it, thereby gaining much valuable information which would otherwise be lost.

The insignificant expense to the department which is making steady progress under C. E. Goodwin, who has been its manager since its inception. Mr. Post is a wealthy man and has at least no present intention of again engaging in active business.

According to the reports received from Kreiling & Co., of this city, manufacturers of the Tiz-It, all metal bell and swivel joint horn connection, this clever device is amply justifying its name. It is now handled by leading jobbers throughout the country in steadily increasing quantities, and its fame has spread abroad, as nearly every mail brings foreign inquiries and orders.

The Tiz-It can be used on all Edison phonographs and Columbia cylinder graphophones, and the new model has a tapered bent tube that fits all makes of horns.
but go deeper into it. Experiment with the machines. Observe the effect of the different size horns and the horns of different materials. Familiarize yourself with the names of all the parts of the motor and the work each does. If convenient, take a machine apart and put it together again and learn to diagnose a case when a machine does not run properly. Have your sample horn in perfect condition, running smoothly, and above all things don't let your reproducer or soundboxes blast and rattle, for nothing will kill your sale quicker than a poor reproduction. Do not use for exhibition purposes old, worn-out, scratchy records, and don't try to dispose of records you have been using in your rooms to some E. Z. Mark. He is very important that you have a selling talk. It is just as important to know when to stop talking as to know what to say. Many sales are talked to death and others meet the same fate at the mouth of the horn. Salesmen often make the mistake of playing too many records. Don't be an entertainer; sell goods. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful as it enables one to bring his strongest and most telling arguments to bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot. It is very important that you have a selling talk. Don't merely talk at random on all styles and sizes of machines, but have a plan of campaign. In my own case I have very successfully used the following method:

I have composed a selling talk embracing, as

James I. Lyons
THE ORIGINAL WESTERN EXCLUSIVE
TALKING MACHINE JOBBER
Edison Phonographs
Zonophones
Records
Cabinets

PHONOGRAPH OIL
WIRE RACKS
FOR DISC AND CYLINDER RECORDS
"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines
NON-METALLIC NEEDLES
Enrich and Sweeten Tone
with Them

SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

It was, an introduction to the machines, a general statement as to their quality and respective strong points, and a few indirect questions to get an idea of the amount willing to be paid and the style of the customer. Find out how his tastes run and put cylinder. This will give you the opportunity to then dwell upon the merits of one particular machine which it is evident he can afford. Do not make the mistake of trying to sell him an expensive an outfit, as the idea of such a large amount involved may discourage him and he may refuse to buy altogether. And yet, if he can afford it, impress upon him the advantages of owning a machine with which he will be perfectly satisfied, a machine of perfect tone, quality, strong motor, etc., here entering into a description of the machine suitable to his means. I have written and rewritten my selling talk, polishing here and revising there until it em- braces the strongest arguments at my command. Thus I committed to memory and no matter when or how interrupted will arrange to pick up the thread at the right place and continue until the psychological moment arrives. Then stop talk- ing. Now it is just as important to know when to stop as it is to know what to say. Many Sales are talked to death and others meet the same fate at the mouth of the horn. Salesmen often make the mistake of playing too many records. Don't be an entertainer; sell goods. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful as it enables one to bring his strongest and most telling arguments to bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot. There are two things I have discovered you cannot select for another man: One is his neck- tie, the other his talking machine. So don't try his patience by playing things you are not interested in, or things that he does not bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot.

There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine. So don't try his patience by playing things you are not interested in, or things that he does not bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot. There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine. So don't try his patience by playing things you are not interested in, or things that he does not bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot.
The Pardell Folding Box

THE most convenient package for delivering records to your customers. Many times you can sell “just one more record to fill up the box” by using them. Many dealers throughout the country use them. Do you? If not, try a sample lot; the cost is trivial.

No. 3 Pardell Box, holding three cylinder Records, $1.25 per hundred.
No. 6 Pardell Box, holding six cylinder Records, $1.75 per hundred.
No. 12 Pardell Box, holding twelve cylinder Records, $2.50 per hundred.

Write your jobber for them; if he cannot supply them send us $5.50 and we will send a hundred of each size. CHARGES PREPAID, to any part of the United States or Canada.

The Pardee-Ellenberger Co.
96-104 State Street,
New Haven, Conn.
Manager C. W. Long, of the St. Louis Talking Machine Co., has just returned from a trip through Missouri and Kansas, taken for the purpose of determining the effect of the recent financial flurry on trade in general, and the direct effect on talking machine dealers. He was well pleased upon his return with the results of his trip, both from the amount of orders taken and from the healthful condition business in general seems to be in. It is his opinion that the financial flurry and scare is practically over, and that the talking machine dealers are going to feel very little ill effects. While produce and live stock have been reduced considerably in price, thus affecting the farmers, farmers in general have had such a prosperous year that it merely means a smaller amount of money to their saving accounts, and only in a small way will it affect their general purchases.

As one farmer expressed himself, that while he had received $300 less for his hogs than he would have had he disposed of them the first of October, at the same time the price he received was one that under ordinary conditions he would have considered very fair, and he felt prosperous enough to fulfill all plans he had mapped out for his family. That the dealers throughout the territory are of the same opinion as Mr. Long is substantiated by the amount of business he did while away.

P. E. Conrey, president of the Conroy Piano Co., reports that trade has been fair for them during the past month in their talking machine department, and he looks for a good volume of business this month. This firm has recently added the Ikonograph, the picture machine.

T. P. Clancy, manager of the Columbia Phonograph Co. for the past year, and formerly manager of the talking machine department of the O. K. Houck Piano Co. here, a very efficient and well-known talking machine man, succeeds Mr. Clancy.

The Thiebes-Sterlin Music Co., which recently added the Edison line to their talking machine department, have just completed a very handsome Edison room for the entertainment of their customers.

J. P. Booker, traveler for the Silverstone Talking Machine Co., is in from a three weeks' successful trip through Southwest Missouri. He leaves shortly for a trip through Illinois.

W. C. Fuhri, general western manager of the Columbia Phonograph Co., with headquarters in Chicago, was a recent visitor here.

Mr. Kloehr, traveler for the National Phonograph Co., through Missouri, was a recent visitor here.

Miss Sadie Rosenblatt, manager of the talking machine department of May, Siera & Co., opened recently, reports an excellent showing for the short time they have been open.

The most impressive feature of a trip through the extensive stock rooms of the Koerber-Brenner Music Co., of this city, is the air of activity which seems to pervade every corner. How this concern could build up such a successful trade in so short a time is truly a marvel. Whatever cause has contributed to the immense growth, it remains an undeniable fact that the busy scene is one of unusual force. Victor talking machines and Edison phonographs with all their accessories are carried here in endless profusion; the stock is complete to fill the needs of the great southwestern trade. By catering to the increasing demand of the many live dealers of this section the Koerber-Brenner Music Co. are constantly adding to the volume of their sales. A pleasant feature of this business is that it is an exclusive jobbing house. They do not sell a single article at retail. They have no special friends to favor; and they cannot ship a worn record. That this feature is a mighty influence in the trade may partly account for their remarkable success.

The Cady Cabinet Co., the enterprising manufacturers of talking machine cabinets, Laurin, Ach, will show their full spring line at the New York exposition, to be held at the Grand Central Palace, January 13 to February 1, 1908. They report an excellent demand for taller cabinets.
NEW COPYRIGHT BILL INTRODUCED

in the House of Representatives on the First Day of the Session of Congress by Chairman Currier—Some Changes in the Bill from That of Last Year—The Latest News from Washington Will Interest Talker Men.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1907.

Contrary to expectations the new copyright bill (No. 248), was introduced into the House of Representatives on the first day of the session, on December 1. The Hon. F. Currier, chairman of the committee on patents, in the last Congress, and who will continue to hold the same position in the present body, framed up a measure, after a number of conferences since the adjournment in March last, with prominent talking machine, mechanical instrument and perforated musical roll manufacturers and attorneys representing their interests. The result is seen in the first section, paragraph b, of this bill (the italics being the new portion), which covers adequately and sufliciency, what they were contended for from the start, reading as follows:

"Section 1. That the copyright secured by this act shall include the exclusive right—

(a) To print, reprint, publish, copy and vend the copyrighted work;

(b) To arrange or adapt it if it be a musical work: Provided, that the words to rearrange or adapt if it be a 'musical work' shall not, for the purpose of this act, be deemed to include perforated rolls used for playing musical instructions used for the reproduction of sound waves, or the matrices or other appliances by which such rolls or records are made.

The talking machine people declare that if the Senate will embody this section in their bill, it will be all over so far as they are concerned, but the shuffling. Those parts of the Currier bill that will also interest the trade relates to the punishments for infringement, contained in the appended sections:

Sec. 39. That every person shall infringe the copyright in any work protected under the copyright laws of the United States shall be liable:

(a) To an injunction restraining such infringement;

(b) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only and the defendant shall be required to prove every element of cost which he claims, or in lieu of actual damages and profits such damages as to the court shall appear to be just, and in assessing such damages the court may, in its discretion, allow the amounts as hereinafter stated, but such damages shall in no case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars, and shall not be regarded as a penalty.

Third. In the case of a lecture, sermon, or address, fifty dollars for every infringing delivery.

Fourth. In the case of a * * * musical composition, one hundred dollars for the first and fifty dollars for every subsequent infringing performance;

(c) To deliver up on oath, to be impounded during the pendency of the action, upon such terms and conditions as the court may prescribe, all articles alleged to infringe a copyright;

(d) To deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices, or other means for making such infringing copies as the court may order.

Sec. 31. That any person who knowingly and wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be subject to a fine of not less than one hundred dollars nor more than one thousand dollars and stand committed to jail until said fine and costs are paid.

Sec. 42. That no criminal action shall be maintained under the provisions of this act unless the same is commenced within two years after the cause of action arose.

Sec. 43. That in all actions, suits, and proceedings under this act full costs may be allowed and the court may award to the prevailing party a reasonable attorney's fee as part of the costs.

Sec. 67. That this act shall go into effect on the first day of July, 1908.

As a number of new members will be added to Mr. Currier's committee, hearings will be again given, but they are not likely to come on until after the reassembling of Congress in January following the holiday recess. In the Senate it is likely Senator Clapp, the ranking member of the Patents Committee, of Minnesota, will succeed Senator Kittredge as Chairman. It will be remembered Senator Clapp voted for the majority report on the Kittredge bill submitted in the 59th Congress, and which was diametrically opposed to the contentions of the talking machine advocates. The accession of the new member, Vice Kittredge, may therefore make all the difference in the world when a new bill is considered by the Senate Committee, as this single vote carried the day before. Therefore the announcement of the Senate committee, which is not named by the Vice-President, except for forma, but by the two political parties, is important.

STORIES OF LIFE IN THE FAR NORTH.

(Special to The Talking Machine World.)

Houston, Tex., Dec. 8, 1907.

Ben F. Frymier is in Houston, from Alaska, the guest of his sister, Mrs. Ingham S. Roberts. Mr. Frymier, though a young man, is one of the pioneers of Alaska, having gone there with the first gold rush, and in that time has annexed a number of valuable mining claims. He tells many interesting stories of life in the Far North.

The white people live principally on canned goods, and one day a phonograph was brought to Nome which excited the greatest curiosity of the Indians. After hearing for the first time one of the instruments an old Indian remarked, "Humph, canned white man."

Mr. Frymier will remain in Houston until after the long night and will then return to the Klondike. The phonograph mentioned was an Edison Home, shipped to him by the Texas Piano & Phonograph Co., who now have on exhibit at their Main street store several Equiauma records taken by Mr. Frymier.

Pucinii, the celebrated composer, is also up in arms against the record and moving-picture makers for appropriating his music willy nilly. This piece of news comes from Milan, where he has consulted the "body of jurists and representing the interests of the Society of Italian Authors and Composers." They advised him that the action of the talking machine manufacturers in this respect "constitute a real and grievous infringement of the authors' copyright bill," and therefore Pucinii has decided to take action against such companies in the United States. Maseagili, another eminent composer, is about to adopt similar tactic, and will act in accord with Pucinii. Unless the law is amended in the present Congress, the phonograph and recording record makers from using their music are slight and their efforts will prove abortive.

The Horn of Truth

—the one that transmits tones truly, correctly, must be made of wood. No other material will answer. No matter how good the talking machine, you cannot expect satisfactory results from any but a wooden horn. Ours are made to two-play venue, highly polished, in Golden Oak and Mahogany, Polished Brass, Lacquered Bell. Morning Glory also, if you want it.

Wooden Phonograph Horn Co.
716 Montgomery Street
Syracuse, N. Y.
OFFICERS
of the
Talking Machine Jobbers' National Association
1907-08.

President, James F. Bowers,
Lyons & Healy, Chicago, Ill.

Vice-President, W. D. Andrews,
Buffalo, N. Y.

Treasurer, Louis Buenin,

Secretary, Perry B. Whitsit,
Perry B. Whitsit Co., Columbus, O.

EXECUTIVE COMMITTEE:

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

several hundred phonograph dealers replied to our World advertisement. This Month we expect several thousand replies to this advertisement. And next month the Big Trade Boom will be announced.

DON'T DELAY
GET ABOARD
WRITE TO-DAY

Record Cabinets

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

American Phonograph Company
106 WOODWARD AVENUE  S  S  DETROIT, MICH.

P. S.—We are State Agents for Michigan for the wonderful KONOGRAPH Moving Picture Machine. Write for literature and prices.

TRADING HAPPENINGS IN DETROIT

Detroit Jobbers and Dealers as a Whole Are Most Hopeful Regarding General Conditions—Many on Investigation Find That the Volume of Trade Has Equalled Last Year Notwithstanding the Cry of Stringency—Plenty of Money Which Will Find Its Way into Circulation as Soon as Confidence Is Restored—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 9, 1907.

Kenneth M. Johns, manager of the Columbia Phonograph Co. store at 242 Woodward avenue, probably is one of the most optimistic of the dealers in the talking machine trade in Detroit. He says that in spite of all that is said about financial depression it is an actual fact that his store did more business in November this year than in November, 1906.

"I think that a great many business men in all sorts of business are prone to be seized with a miniature panic in their own minds which blinds them to the actual condition of affairs," said Mr. Johns. "I was talking with a dealer the other day who was deploiring bad business conditions and he said business was far behind last year. Just out of curiosity I asked him to fool it up from some memorandum and to his surprise he found that he had actually done a few hundred dollars more business this year in November than last. November last year was not a particularly good month, but no one cried panic. It is just the same with the closing of the stove works (one of Detroit's largest industries, employing thousands of men). Many people have thought this was a very bad sign, but they do not stop to consider that the stove works (one of Detroit's largest industries, employing thousands of men) had up to the present invention. It is with the music business generally. Because there has been gambling on Wall street every business man is prone to attach some sinister importance to every little slackening of business."

S. E. Lind, of the Mazer Phonograph Co., 15 Michigan avenue, selling Edison, Columbia and Victor machines, said yesterday that business had been good from the opening of this new store last May, up to about three weeks ago, when there was a falling off. Mr. Lind, however, says that prospects are good for holiday trade, and that, surprising to say, considering the depression talk, the collections have kept up very well.

E. P. Ashton, manager of the American Phonograph Co., at 106 Woodward avenue, says he has no complaint. He said yesterday that the prospects are excellent for a holiday trade, and that while collections and the general retail business has kept up well, there has been a surprising activity in the wholesale trade, the small towns appearing to be blessed with more prosperity than the cities. This probably is particularly true of the farming communities. It has been commented upon generally by the general public trade, that the talking machine men, that the farming population has more cash than the city people. The crops in Michigan this year have yielded big profits, not particularly due to particularly good crops, but because of high prices which have prevailed.

C. A. Grinnell, of Grinnell Bros., said the other day that the talking machine business in the city was not quite up to the mark, but that out in the State it had been better, but that the situation in the city was what might be called fair, with promise of some good holiday trade.

A STRIKING STREET SIGN.

As previously referred to in The World, the Victor Talking Machine Co. have one of the most striking electric advertisements to be seen on the "Gay White Way." It attracts continual attention. The sign is 30 feet high by 20 feet wide, and can be seen for many blocks below Herald Square. The celebrated picture of the dog listening to his master's voice is traced out on a black background with hundreds of miniature electric light bulbs, while the disc on the instrument ingeniously revolves, giving the impression that the machine is playing a selection, and you almost expect to hear the strains of some popular air. The picture is painted in colors, and with variety-colored bulbs makes a decidedly pretty picture to look upon.

NORCROSS WOOD DIAPHRAGM.

In a chat this week with Mr. Norcross, of the Norcross Phonograph Co., New York, he expressed himself well pleased with the manner in which the trade have taken hold of his wood diaphragm. He said: "There have been many experiments toward the utilization of wood for diaphragms, but no practical result has been had up to the present invention. It is only necessary to hear this device to concede that a new era in diaphragms has been ushered in."

NORCROSS WOOD DIAPHRAGM.

The celebrated picture is 30 feet high by 20 feet wide, and can be seen for many blocks below Herald Square. The celebrated picture of the dog listening to his master's voice is traced out on a black background with hundreds of miniature electric light bulbs, while the disc on the instrument ingeniously revolves, giving the impression that the machine is playing a selection, and you almost expect to hear the strains of some popular air. The picture is painted in colors, and with variety-colored bulbs makes a decidedly pretty picture to look upon.

Gentlemen of the Trade

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

Talking Machine Accessories Co., Ltd.
108 Leonard St., NEW YORK
THE DIAFRAGM IS KING
OUR LATEST NOVELTY IS THE WOOD DIAFRAGM

When subjected to the impact of sound wood is the most resilient of all known substances. This is proven by the fact that it is the material used for piano hammers and other piano parts that take the blows of the hammer. If a new and novel process we have succeeded in making a four-ply composite diaphragm, two of very thin wood bonded to each side of which is compressed within a thickness of 6/1000ths of an inch. The reproduction by this diaphragm is truly marvelous. Every detail of sound and tone is so exactly recorded that the ear is convinced that the diaphragm has been far in advance of the methods of reproduction.

PRICE, INCLUDING CROSS HEAD AND LINK, $1 EACH.

PHONOID DIAFRAGM
Are proving their worth. They are absolutely unbreakable and durable and brilliant in tone.

PRICE, INCLUDING CROSS HEAD AND LINK, 50c. EACH.

Norcross Phonograph Co.,
New Long Bldg., 602 Sixth Ave., (39th St.)
NEW YORK CITY

TALKING MACHINE MEN MEET.

The executive committee of the National Association of Talking Machine Jobbers, met at the Hotel Henry. The entire committee, with the exception of E. H. Uhl, of Chicago, with the exception of B. B. Wurllizer Co.'s branch house, were present, as follows: F. Bowers, president; Henry H. Pack, vice-president; Wm. S. Blackman, secretary; Wm. E. Henry, of the Powers & Henry Co., Toledio, O.; Lawrence McGreal, Milwaukee, Wis.; C. V. Henkel, of the Douglas Phonograph Co., New York; C. E. Elicko, of the Whitney & Carrier Co., Toledo, O.; Wm. E. Henry, of the Powers & Henry Co., Pittsburg, Pa. The sessions lasted all day, commencing at 10.30, adjourning for luncheon at 12, resuming at 1, and closing at 6.

The meeting was of an executive order and therefore none of the proceedings was discussed. The chairman of the association's press committee, Mr. Henkel, subsequently stated that matters of great importance to the welfare of the trade were discussed, informally, but in the most animated manner. The membership now numbers ninety of the representative houses of the country, but there are still a large number that should join, as their assistance and cooperation are strongly desired. The committee would therefore be pleased if the jobbers who had received application blanks would fill out and forward them to Secretary Whitall, qualifying at the same time.

HOW THE PHONOGRAPH WAS INVENTED.

The story of how Mr. Edison came to invent the phonograph has been told many times and in many variations, and it may not, therefore, be without interest to relate exactly how the wonderful "talking machine" came into existence, says the Strand Magazine. Briefly, then, the invention of the phonograph was the result of pure reason based upon a very happy inspiration. In his early work with automatic telegaphs operating at high speeds, Mr. Edison had occasion to experiment with embossed strips impressed with dashes and dots thereon, which were moved rapidly beneath a stylus to vibrate it. It was observed that this stylus in vibrating produced audible sounds. It was felt that such a device would produce a record of any sound desired, and that this would be passed unnoticed by the ordinary observer as of no interest, but to a mind that is not only intensely alert but highly analytical it was regarded as a curious phenomenon. At this time Mr. Edison was actively working on his telephone experiments, so that his attention was largely absorbed by matters connected with acoustics. Simply as a matter of inspiration the idea of a talking machine occurred to Mr. Edison, and, remembering his experiences with the automatic telegraph transmitter, he concluded that, if the undulations on the strip could be given the proper form and shape, a diaphragm could be vibrated so as to reproduce any desired sounds.

The next step was to form the proper undulations in the strip, and the idea was then suggested to Mr. Edison's mind that these undulations could be produced by sounds themselves, which could then be reproduced. When this strip of material capable of being impressed by complete conception was reached the phonograph was produced. Obviously, the change from a sound waves to a cylinder, of such material of which the sound waves could be impressed in a spiral time was a refinement of the original conception which simply involved mechanical considerations. It is, therefore, rather an interesting fact that in the development of the phonograph the reproduction of the sound preceded the original production of the record.

Moving picture machines and films are becoming more popular each day, and dealers handling them are realizing what the manufacturers claim, that they are an ideal line for the talking machine trade.

HOW DO YOU ORDER DINNER?

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>q. You don't eat half your meal in one Restaurant, because they serve</td>
<td>You patronize a Restaurant where they fill your entire order to your taste and give satisfactory service.</td>
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<td>that portion to your liking, and then the other half in another place.</td>
<td></td>
</tr>
<tr>
<td>YOU EAT IT IN ONE PLACE</td>
<td></td>
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<tr>
<td>q. You patronize a Restaurant where they fill your entire order to your</td>
<td>q. No—but BLACKMAN fills orders for the most Hungry Dealers and serves them with EDISON and VICTOR goods as they want them assorted, and the service is the best.</td>
</tr>
<tr>
<td>taste and give satisfactory service.</td>
<td></td>
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<tr>
<td>BLACKMAN DON'T RUN A RESTAURANT</td>
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<tr>
<td>q. Blackman keeps a FULL LINE of all EDISON and VICTOR goods, therefore</td>
<td>q. Will you continue making out two orders every time you need some EDISON and VICTOR goods, and wait for two shipments, pay two expressages, etc.</td>
</tr>
<tr>
<td>SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage.</td>
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<tr>
<td>q. Send in an order NOW and depend on BLACKMAN for your holiday needs.</td>
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<td>q. There is NO WORRY on BLACKMAN'S part about &quot;Making Good,&quot; and there</td>
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<tr>
<td>will be none on your part after a TRIAL for &quot;Satisfaction at BLACKMAN'S</td>
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<td>costs no more than Dissatisfaction elsewhere. BLACKMAN's Competitors are</td>
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<td>the only ones worrying about him &quot;Making Good.&quot;</td>
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I AM ACCUSED OF HAVING THE GOODS
Give Me a Fair Trial

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop. "THE WHITE BLACKMAN"
97 CHAMBERS STREET NEW YORK
THE DEMAND
FOR HORNS AND HORN SUPPORTS
of Highest Quality
Can Best Be Met
BY
"BAKED-ON"
AMPLIFYING HORNS and
HORN CRANES
Write for a Description of our New Styles
THE TEA TRAY COMPANY OF NEWARK, N. J.
FOUNDED 1867
TRADE NEWS FROM MILWAUKEE.


(Special to The Talking Machine World)

Milwaukee, Wis., Dec. 11, 1907.

"It pays to advertise," the modern proverb of business has found favor in Milwaukee, because "it pays to advertise" and they do advertise. Milwaukee talking machine dealers are doing good business at a time when trade in other lines is dull. Undaunted by the scarcity of currency and troubled conditions in the business world, dealers—jobbers, wholesalers and retailers—set out at the beginning of the trouble to create a market. Big "ads," in the daily newspapers and in magazines, well written, and well calculated to bring returns, have had their effect. The Christmas season finds Milwaukee jobbers in an expectant mood—not over-confident, nor too pessimistic—plugging away for dear life. They are going out after the business, and they are getting it. If hustling counts, here is where the dollars should stack up.

Easy payment plans are the rule. One dollar down and a dollar a month thereafter has been a feature in the newspaper "ads." The result is that scores of high and low priced machines have been sold, where, if large payments were insisted upon, the sale would be lost. Collections on the easy-payment sales are good, and the same does not hold good on other sales. Milwaukee dealers are finding it rather hard to make prompt collections. Yet this has not cast pessimism among them. They are "watching the East for a light to break," and after the first of the new year better conditions are confidently expected.

An improvement in business is noted all along the line. Four or five weeks ago dealers were ready to drop everything and give up in disgust. Shortly afterward business began to pick up slowly and gradually, and the dealers covered up any "blues" they may have felt by giving out reports of good trade. They don't have to do that to-day. Business is really here. There was an object in covering up the gloomy side they come out with the reports there would no doubt have been a bad time for retailers. Thus trouble was averted and no one is the worse.

A. E. Thomas, manager of the Milwaukee branch of the Columbia Phonograph Co., Grand avenue, says: "Business is better than it has been for some time. While collections are a problem sometimes, I feel that I have seen the worst. Business is moving on a general revival and stimulation in trade, which I am glad to say we are sharing. I look for an excellent Christmas trade."

Lawrence McGreal, successor to McGreal Bros. Edison jobbers and Victor dealers, reports good business at both the home office here and at the Cincinnati branch, which he opened about four or six months ago. He is now busy in jumpstarting from one chair to another, while a small army of workmen is remodeling the big six-story building at 112-114 Third street, leased by Mr. McGreal for his Milwaukee house, and the prospects are that it will not be ready for occupancy until January 1 at the earliest. Patrons are being taken care of in the same manner as usual, however, there being little actual inconvenience because of the rebuilding.

Mr. McGreal's plans for the new store indicate that he means to make it a model of its kind. All facilities known to the business world will be installed. He has something new in the line of exhibit rooms, record vaults, and stock rooms. Cozy rooms for customers are planned.

Mr. McGreal is a man who believes in advertising. He goes farther than that. He helps his clients in their campaigns for new business. He secured scores of agents in all parts of Wisconsin last spring by advertising, and he is now offering all of these men or firms aid in getting new business. His motive is to be sure, no selfish one. He knows how, and he has no desire to keep all he knows to himself. Mr. McGreal's long experience in the talking machine line has shown him he says, many things of benefit to the man who lays and the man who sells.

December records, by means of liberal advertising, were eagerly taken by owners of machines. The financial stringency seems to have no effect on the sale of records. They are not considered a luxury, but almost a necessity, and the owner of a machine does not hesitate to put a few dollars into this form of amusement.

The National Phonograph Co., who have established a branch office in the Railway Exchange Building, reports progress in the introduction of its commercial phonograph. The use of these machines is becoming general in Wisconsin, and sales have been frequent. The commercial phonograph is now recognized as a valuable aid to business, and local court reporters are using them for transcribing testimony and other court records.

The retailers as a rule find business "only average." Prospects at the beginning of the holiday season, however, would inspire confidence. The Hoseby Co., Grand avenue; George Riehle, 1210 Fond du Lac avenue; Oscar Bach, 2302 Vliet street, and others report same conditions. They have laid in large stocks in anticipation of increased business and are now awaiting results.

George Campbell, for many years associated with McGreal Bros., and more recently with Lawrence McGreal, the successor, has opened a talking machine store at 326 Grove street, near National avenue, Milwaukee, and he will handle the Victor and Edison lines. Mr. Campbell is experienced in the talking machine line, and he is welcomed into the fold by his fellow-dealers. His former employers join with them in wishing him success.

This Then

will inform you that our new issue of photographs of the Talking Machine artists, were ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

The Channell Studio for Photography,

30 Harrison Street,

EAST ORANGE, N. J.

Better Needles

for all disc Talking Machines are not made than those I sell.

New Customers Every Day.

The wearing quality of my needles gives them a selling value far ahead of any others.

They help to show your machines at their best.

Free Samples and Special Holiday PRICE-BREAK quotations to suit the TIMES mailed on request.

H. F. THOMPSON,

Talking Machine Needle Manufacturer

346 Broadway, New York

U. S. A.
Cylinder Record Cabinet No. 123
Holds 150 Records
Full Quartered Oak, Golden finish, or Mahogany (solid Mahogany drawer fronts and tops). All four sides and top rubber lined and polished.

Dimensions: Height, 31\(\frac{1}{2}\) inches; width, 19\(\frac{3}{4}\) inches; depth, 17\(\frac{1}{2}\) inches; shipping weight, 83 lbs. crated.

Price $16.00 List
If interested, write for large catalog.

All Disc Cabinets equipped with two needle compartments and an index card for registering records. All Cylinder Record Cabinets equipped with substantial record pegs for keeping records in position. The illustrations show you samples; better write and get the complete catalog.

IMMEDIATE SHIPMENT. — Our extensive facilities enable us to carry a large stock, and to guarantee immediate shipment. Let us have your orders.

COURAGE IS THE BEST ANTIDOTE
For Financial Panics Such as the Country Has Just Passed Through.

(Special to The Talking Machine World.)
Chicago, III., Dec. 9, 1907.

Edward C. Pate, professor and western wholesale manager for the Columbia Co., contributes the following anent the "situation."

"Courage must lead us in any great undertaking. How many men have thrown up their hands at a time when a little more effort—a little more patience—would have achieved success. If, instead of giving up to his fear, a man would persist in keeping prosperity in his mind, and assume an optimistic attitude, conducting his business in a systematic, far-sighted and economical manner, actual failure would be comparatively rare, for when a man loses courage and grip, he is not in a position to make the effort which is absolutely essential to carry him to victory.

"Level-headed, conservative business men throughout the country are more optimistic, and they say that business generally was never more satisfactory, the volume which has been done during the present year will greatly exceed that of last year, and that the demand for a better and higher class of talking machines, as well as other goods, is quite general. Collections are good, and the fall business promises to be as large as last year. Bank clearings, according to newspaper reports, show a marked increase over those of 1906, which in itself was an unusually large year in this respect. From all parts of the country come reports of prosperity, and that business, instead of decreasing, is expanding vigorously. But lack of courage stills initiative. Work done when one is suffering from a sense of foreboding or fear, has little value, straining boldness, daring, and even individuality. The man who lives under a perpetual shadow of impending disaster, with the continual dread that something is going to happen to his business, is in no condition to ward off a disaster which might otherwise have been turned into victory.

"What we most fear is always something that has not happened. It is not a reality, for it only exists in the imagination of the man who lacks the courage to say to himself and to his fellows: 'There is no failure except in no longer having the courage to believe in yourself. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose.'

"Spasmodic disturbances are bound to come now and then, but future panics cannot be more toward preventing so-called hard times and panics, such as we have just passed through, than any other force."

CANADIAN DEALERS APATHETIC.
Do Not Appreciate In A Practical Way The Value of Publicity Inaugurated by the Berliner Gramophone Co., Which Is Similar to That Conducted by the Victor in This Country.

Canadian dealers do not seem to have shown a practical appreciation of the advertising being done by the Berliner Gramophone Co. of Canada, in the dailies throughout the country, says the Canadian Music Trades Journal. It was expected that on the first of every month, as the advertisement of records appeared, it would be surrounded by the announcements of the various handlers of Berliner or Victor machines and records. In some instances this was the case, but in many cities and towns it was quite overlooked. Owing to this fact the following circular letter has been sent out to Berliner and Victor dealers: The large record advertisement which has been appearing in the leading papers in Canada for the past three months will not appear in December, as it has been decided that it would be much more satisfactory at this season of the year to advertise the machines instead. As to the continuation of the record advertisements, we have decided not to insert these ads again in places where the local dealer will not help the sale of records by advertising that he has them for sale. We have before us copy of a newspaper printed in Cleveland, O., wherein the Victor records were advertised on Sept. 28 last; the dealers in Victor goods in Cleveland filled the entire page, with the exception of one column of reading matter, thereby making seven solid columns of Victor advertising, and every dealer who advertised bad the records for sale. The Canadian dealers do not seem to have taken advantage of this exceptional advertising opportunity as the dealers in the States, and, notwithstanding our continued advice and our many suggestions regarding this advertising, we have found it impossible to interest some dealers sufficiently to see the advisability of doing their share of the advertising. We have therefore concluded to discontinue the advertising of records in such places where the dealer will not advertise the records, as well as stock the monthly list, as we feel that it is simply money wasted in advertising in places where the dealers do not let the people of the town know where the records are sold or where they do advertise the records but do not have them in stock.

NO SETTLEMENT IN SIGHT.
Rumors of any kind of a settlement in the New York Phonograph Co. suit against the jobbers and dealers of New York State, are denied as absolutely without foundation by Vice-President Polier, who is the legal adviser at the National Co.'s New York headquarters. He characterized the report as absurd, no matter what "the other side" are saying with that end in view.

A merry Christmas to all our readers.
Now For Christmas

IN NEW ENGLAND there will be a good many talking machines purchased for Christmas presents, and we want to remind all of you talking machine dealers of New England that we can supply your demands quickly.

If you have any late orders from customers for something that you haven't in stock, remember we have the biggest line of talking machines and accessories to be found in New England. We job exclusively, and we can fit you out in anything which you desire in the talking machine trade, whether machines, records, horns, carrying cases, etc. You can turn to us and we can relieve your cares.

We can fill orders shortly after they are received so that you should not lose a single sale by reason of not having the goods in stock.

The Boston Cycle and Sundry Co.

BOSTON'S BUDGET OF NEWS.

HOLIDAY TRADE IS DEVELOPING MUCH BETTER THAN EXPECTED—GRAND OPERA RECORDS IN GREAT DEMAND—COLUMBIA'S "RED MILL" WINDOW—MANAGER ANDREWS' OPTIMISTIC VIEWS—IVER JOHNSON & CO.'S NEW BUILDING—THE NEW DEPARTMENT OF THE DITSON CO. ATTRACTS INCREASING CUSTOMERS—JOBBYING BUSINESS GOES WELL WITH OSGOOD—MANY SALES OF VICTORS AT STEINERTS—THE ZONOPHONE FEATURED BY READ & READ.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 10, 1907.

December finds the talking machine jobbers "up to their ears" in filling orders, and the retailers doing a very good business, with the prospects excellent for a decided increase in volume of trade before the Christmas holidays.

Boston is a great field for the talking machine at this time of the year, for people buy a great many of them for Christmas presents, and now that the grand opera records are more easily obtainable by persons of moderate income, the demand for them has increased steadily.

The coming of the San Carlo Grand Opera Co. to Boston this month means a great deal to the city's talking machine trade, and the new stores were opened at a most opportune time to capture a large share of the holiday trade, and being under perfectly competent managers, should add greatly to the success of the company's business.

In order to show their appreciation to their employees of the share they bad in building up the business of the company during the past year, the Regina Co., on November 23, distributed over $8,000 in cash among the various employees according to their position and length of service. The occasion of the distribution was a memorable one in the history of the company. A large room in the factory was decorated and arranged as a banquet hall, and upward of 225 people sat down to a bountiful repast as the cent of the amount the directors had reserved for themselves, a magnificent expression of appreciation.

At the C. E. Osgood Co. the jobbing department has made good progress and the retail room is doing good business. The plan adopted by the firm of giving the talking machine department the whole of one of its enormous windows for a display case in a while has worked to the advantage of the department in many ways. The window is so big that a fine display can be made.

At Read & Read's store business is reported as "reasonable." This firm make quite a feature of the Zonophone and do a big business in the medium-priced machines.

The Victoria department of M. Steinert & Sons Co. is making the most of its limited space, and doing an excellent business. Doc. O'Neill, of the Victor force, was a caller at the store this week and carried off a big order for Victrolas.

OPEN MANY BRANCH STORES.

The Regina Co. Now Control Three Retail Establishments in New York in Addition to Their Headquarters at Broadway and Seventeenth Street—Divide $8,000 in Cash Among Their Employees as a Mark of Appreciation.

Progress is the watchword of the Regina Co., as is indicated by their recent expansion in the retail department. In addition to their head-quarters at Broadway and Seventeenth street, in the heart of the Harlem shopping district, new retail stores have been opened within the last month at 3 West Forty-second street, 21 and 23 West Thirty-fourth street, and at 213 West 125th street, in the heart of the Harlem shopping district. The new stores were opened at a most opportune time to capture a large share of the holiday trade, and being under perfectly competent managers, should add greatly to the success of the company's business.

At the Columbia Phonograph Co. the "Red Mill" window proved so good a drawing card that it was kept running much longer than is usual with a window display at this store. Retail Manager Blackehourough makes quite a specialty of his window displays here. He says he finds a perceptible jump in the volume of the day's business when he has an unusually novel arrangement of decorations in the windows.

"I think business this season is going to break the record, even if it has been just a little bit dull up to the present time," said Manager Andrews, of the Boston Cycle & Sundry Co., this week. "I find that the dealers out of town are very confident, and trade in town seems to be brightening up, so that it is all reflected in orders to us. Our jobbing business has increased very materially within the past month, and the Christmas trade is now in sight."}

The Lewis Hearing Tube Sound Controller

(Patents Pending)

For All Disc and Cylinder Machines

Sells at Sight With Big Profit to You

By its use a person can enjoy absolute privacy without, being disturbed or annoying others. It improves the tone. Controls it. The sound at all times retains its natural timbre, as it does not produce any false noises. It will shut the sound in the horn or hearing tubes or both at the same time, and can be used for recording as well as reproducing.

A Strictly New Device—Nothing Similar to it Ever Placed on the Market

Jobbers and Dealers will find this article for their own use for demonstrating records, superior to the so-called Sound Proof Rooms. No outfit complete without one. Be up-to-date and send in your trial order now.

Retail Price, complete with 6 feet of tubing and one V, and two ear tubes, $5.00.

For further particulars address

NATHAN L. LEWIS (Mfg.)

149 East 177th St.

NEW YORK
FRONT VIEW OF CYLINDER HORN.

MADE ENTIRELY OF WOOD

Acoustically Perfect.
Construction and Design Unequaled.
Tone and Volume Supreme.

It is conceded that a Wooden Horn is the Proper Means for Amplifying Sound Reproduction.

A Comparative Test Will Confirm this Opinion of Experts.

Structural Difficulties and Prohibitive Cost Have Been Overcome.

MEDIUM SIZE,
19 inch Bell,
Price, $6.00
For Cylinder or Disc Machines.

LARGE SIZE,
23 inch Bell,
Price, $7.50
For Cylinder or Disc Machines.

MADE ENTIRELY OF WOOD

No Rattling or Foreign Vibration Possible.

Finished
Genuine Quarter Sawed Golden Oak and Genuine Mahogany to Match Prevailing Finish of Machine Cabinets.

General Phonograph Supply Company,
57 Warren Street,
NEW YORK CITY.
The Eureka Carton Cabinet is constructed to permit the use of these cartons for the precise purpose for which they are intended, viz.:

The Perfect Protection of Cylinder Phonograph Records

Moderate in Price
Honest in Construction

Capacity 150—210—252—294 Records
$15.00 to $25.00, Oak and Mahogany
Ready for Immediate Delivery

Liberal Discounts to Dealers and Jobbers
Send for Descriptive Literature

EUREKA ALPHABETICAL INDEXES
Furnished with all Cabinets

GENERAL PHONOGRAPH SUPPLY CO.
57 Warren Street - NEW YORK CITY
The old proverb that "clothes do not make the man" might have been all right in its original sense but it cannot be properly applied in the present-day business world. Clothes, good clothes, have carried many men to success who would long ago have fallen by the wayside had they not been saved by their neat appearance.

Good clothes are as great a necessity to the talking machine salesman as to men in any other line of business. With the growing appreciation of the talker by the better classes the matter of dress is becoming still more important for while people in the lower social scale are impressed by the quiet dignity of the salesman those of the higher class demand refinement in appearance of those with whom they deal.

Good dressing does not mean the wearing of waistcoats, cravats or hosiery of such loud hue that they draw the music of the records when demonstrating, nor yet a suit of lavender hue containing six-inch checks. As quietness and dignity of demeanor bespeak refinement so do the same qualities apply to clothes. The traveling men as a class are good dressers, for they have learned that by close attention to that detail they may obtain entire presence of their prospective customers where no amount of smooth talking could have accomplished the result had their appearance not been impressive. And being impressed with the quiet dignity of the salesman the merchant is much more willing to listen to his little business talk. Why shouldn't this rule hold good in the retail end? It's worth while for it does not take long for small sales to grow into large totals, and a pleased customer helps boom the business by praising it to his friends.

IMPORTANCE OF DRESS.

One of the Essentials That Never Fail to Help in the Talking Machine Business—This Does Not Mean Extravagance or Loud Dressing But Rather Neat, Attractive Apparel.

The better light, is it at all strange that these beetles should be called "lucky bugs"? Regarding superstition among the inhabitants of all nations, it is said none are free from the belief in certain charms, or hoodoo's. Many of our own people believe that seeing the new moon over their right shoulder, or carrying in their pocket the left hind foot of a rabbit, will bring them "good luck." On the other hand the uncultured of all parts believe that the commencement of a voyage on Friday will bring disaster of some kind to the ship before it reaches its destination.

In this country (Brazil) the young man's first gift to his inamorata is a Brazilian beetle or "Lucky Bug," mounted in some form of jewelry or ornament, as a charm, which is believed to bring "good luck" to the wearer.

LEGEND OF THE "LUCKY BUG" OR BRAZILIAN BEETLE.

In a far-off country, reached only by a long sea voyage from here, there has existed among its inhabitants (who were mostly Portuguese) a superstitious belief that for a long time before the time of their first emperor—Don Pedro—a superstition that in the years that a certain bug or beetle, which inhabited the dense forests along the shores of the Amazon river and its tributaries, and extending back and up the sides of the mountains, are plentiful, the times will be good and its people healthy, prosperous and happy; but in the years that frequently happen when there are none of these bugs or beetles to be found in the forests, then these superstitions people predict all kinds of disasters, including "war, pestilence and famine," and that it is all strange that these beetles should be called "lucky bugs"?

Topham's Cases are the original manufacturer. 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:

Blackman Talking Machine Co. New York City
R. S. Williams & Sons Co., Ltd., Toronto and Winnipeg, Can.
J. W. Jenkins Sons Co. Kansas City, Mo.
McKinley Brothers Cincinnati, Milwaukee, Wis.
Sherman, Clay & Co. San Francisco, Cal.
W. D. Andrews Syracuse, N. Y.
Nebraska Cycle Co. Omaha, Neb.
Eclipse Music Co. Cleveland, Ohio
Edison Co. Newark, N. J.
E. F. Driop & Sons Washington, D. C. and Baltimore, Md.
P. P. Wright & Co. Columbus, Ohio
Metropolitan Talking Machine Co. Jacksonville, Fla.
J. V. Schell Mexico City, Mexico
Bergstrom Music Co. Honolulu, Hawaii

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 36 Records

For 36 Records

For 96 Records

Something New and Exclusive

For 18 Records

For 12 Records

Made for Any Make and Number Machines
TRADE HAPPENINGS IN ENGLAND.

Distinct Indications of Trade Progress the Past Month—Settlement of Railway Strike a Decided Help to Business—Great Demand for Nineteenth Century Disc—The First Class Jobbers—Disc Record Trade Grows Larger—Christmas Titres Quite Numerous—New Volume on Thomas A. Edison in Great Demand—Poulsen, the Inventor of the Telegraphone, Now Working on Wireless Telegraphy—The World Complemented—Austria Increases Duty on Phonograph Records—Star Machines Still Well—Visit of Swazi Chief's Much Discussed—The Trade Situation Analyzed by the Governor of the National Bank of London—First Batch of Greek Records Received by Constantine Crails & Co.—The Possibilities of the Cinematograph Discussed—What a Run Around the Provincial Trade Reveals to the World Correspondent—Other Trade Notes.

(Special to The Talking Machine World)


The past month has shown distinct indications of trade progress in the face of many drawbacks. And although it must be admitted that the extent, so far, has not developed to the extent of even time last year, in view of the very unsettled conditions prevailing in quite a number of trades and professions throughout the country, our present prospects are particularly encouraging for December. Fortunately the threatened crisis in the cotton and railway industries, thanks to the mediation of the board of trade, have both terminated satisfactorily.

Had this been otherwise—with all its consequences, it is not too much to say the talking machine industry would have suffered to quite a considerable extent. At the present moment, it is true, money is somewhat tight, but now that America has about swallowed all the gold it can conveniently handle, sanity is the outcome, and the world's money markets will soon return to more settled and normal conditions.

And now Mr. Dealer, you are preparing to make a good and attractive show for Christmas. Many dealers have already set out their windows in a manner well calculated to catch the Christmas buyers—to bring them right in, and to catch a substantial sale. At this time a little extra outlay in publicity matter and local advertising is usually profitable spent if an average amount of care is displayed in getting up something striking, and dealers who will of a surety be well satisfied with the result.

From conversations, with the various London cylinder record companies I am of opinion that the ninepenny record will quite outbalance sales of higher priced products even though lists are not perhaps of equal merit. I should not care to venture an opinion as to whether or not a record showing such small profit to the manufacturer can weather the test of time, but I do say that the splendid quality offered is remarkable at the present day.

Some good publicity in the daily press has lately emanated from the Edison Bell Co., and we should like to see a little more in this direction from other concerns. The American and Edison companies are well to the fore, but with other firms this sort of advertising does not seem so popular.

Most of the disc record firms business appears to be on a much sounder basis than is noticeable with tube records. And it becomes more apparent each day that the disc is the record of the future. This, of course, is not to imply that cylinders will gradually cease to be manufactured, but suggests that with nine out of ten converts to the talking machine, the disc will have precedence. One factor in this end may be found in the fact that discs are more widely advertised than cylinders. The Imperial record, for instance, has been one of those smart public publicity schemes of late, and as a consequence Messrs. Gilbert Klimpton have the satisfaction of knowing that the popularity of their record will forever after be on the increase. By judicious advertising in the future they will maintain and strengthen this happy condition by reaching a wider circle of friends all the time.

Generally speaking it is noticeable that the various December lists in point of the quantity of Christmas titles are not quite up to last season's standard. Still some excellently appropriate collections are offered, and dealers should make the most of these at the right time. Other good titles should not be forgotten, as otherwise the retailer will find he is at a loss to rid his shelves of these during the after Christmas temporary quietness of business.

Premier Co. List Thirty New Selections.

The Premier Manufacturing Co., makers of the now famous Clarion cylinder record at ninepence, have listed over thirty excellent selections for the months of November and December. Many of these are special selections of pleasing variety for Christmas enjoyment, from which it is manifest the company intends to build up a repertoire of exceptional merit. The Clarion record is proving remarkably popular among phonographists, as apart from the price, the quality is AA.

Two most striking showcards have just been issued by the Premier Co. From an artistic point of view we should say these stand more than equal to the best, while the illustrations themselves are musically appropriate. Dealers would find these showcards an attractive addition to their show-mix.

Specially Designed Price Tickets.

Specially designed price tickets are being put out by the Columbia Phonograph Co. for their popular Regal, Regent, Jewel and Triumph graphophones. The name and price of the respective instruments are strikingly presented, a distinctive effect being utilized for each type. These tickets will help to set off an artistic store or window display, and should, therefore, be secured by all dealers who are handling these selling lines.

Thomas A. Edison Much Discussed.

It has been estimated that if everything that has ever been written and published about Thomas A. Edison is good, and the latest, "Thomas Alva Edison; Sixty Years of an Inventor's Life," by F. B. Jones (Hodder & Stoughton, London), is, perhaps, the best. It is by no means an exhaustive "Life," but all the most striking facts of Mr. Edison's wonderful career are put before us with a wealth of anecdote and a conceptions striving after reality not easy of achievement in this case, where so many apocryphal stories had crept into being, and must be recognized and scotched before the author could give a faithful presentation of the man as he is. It is a most fascinating book, and will undoubtedly be very much in demand.

Milan Branch's Proud Display.

The Milan branch of the Columbia Phonograph Co., control, has recently received a bronze shield in certification of the grand prize secured by the graphophone and Columbia records at the Milan International Exposition of last year. It is now displayed in the window of the Milan shop, where it is attracting much attention. The shield is a fine specimen of Italian art, and will serve as a gratifying record of the award. It represents an improvement on the diplomas usually presented by exhibition authorities; we understand, indeed, that in this case, the shield is given in addition to a diploma.

Wireless Telephone.

From Copenhagen comes reports that Valdemar Poulsen is engaged in the completion of a wireless telephone station. In consequence of improved microphones and other apparatus telephoning without wires has already proved successful—even over quite long distances. Mr. Poulsen states that while every day brings further progress and experience he does not wish to begin wireless telegraphy and telephoning between Denmark and England or America until they are quite able to compete with the present results. Mr. Poulsen claims that by his system of using "undamped" waves, he can forward at least seven times as many words as Marconi's system of sparks. When Mr. Poulsen lectured...
IT IS
No Exaggeration
to say that

The New System
Dr. Michaelis

Its Beauty Its Power

NEOPHONE

is the latest SUN in the PHONO ARMAMENT.
Its brilliant rays will illumine the darkness of Winter, and bring light and
pleasure into thousands of Homes.

Gold-moulded, played with SAPPHIRE NEEDLE, 11 inch, double-sided

3/- THE GENERAL PHONOGRAPt CO. LTD
retail 1, Worship Street, Finsbury Square E.C.

WILL ASTONISH YOU
in London last November he showed that his undamped waves produce vibrations so rapid as to compare with those of a tuning fork, as contrasted with the "explosion" of the ordinary wireless system.

Activity With the Columbia Co.

Notwithstanding the complaints from some quarters that the talking machine business is dull the experience of the Columbia people tells a very different story. The sales of this company during the last few months have far excelled all previous "bests," and the tide of prosperity continues to run strong. So great is the popularity of their new improved types of graphophones that orders come in as fast as the instruments can be turned out. The demand for Columbia records is on the same gratifying scale. Especially are the new double-face discs in great and growing favor.

Exports Into Canada.

United Kingdom imports into Canada increased by £3,165,000 in the first five months of the Canadian fiscal year. Dominion exports to the British Isles falling to £390,000.

United States Imports into Canada increased by £1,516,000 and exports to the United States decreased by £250,000.

New Label Displayed.

A new label has been designed for the double-face disc series recently put on the market with such success by the Columbia Phonograph Co. The label is distinctive in character and readily recognizable by intending purchasers by its rich chocolate-colored ground, upon which the lettering in gilt shows up particularly well.

"Pinafore" Records Popular.

The Pinafore series of Sterling records appear to have reached a most successful sale. "It is very gratifying to us," said Mr. Manson, "to note the exceptional praise and welcome accorded to this issue, and I may say, orders from the colonies are particularly heavy, while every day brings repeats from the home trade." The twelfth of December list of Sterling specials is full of choice pieces, including about a dozen special Christmas titles, which will no doubt be well sought after. The Russell Hunting Co. are always alert to any useful improvements to embody in their recording, and in this connection they claim, a distinct advance in volume production has been reached by a little invention of Mr. Hunting's, which, by increasing the power of the recorder, produces records of much greater volume, clear and full, without detriment to the musical quality. This is in evidence to the December selections, and dealers would do well in bringing these welcome items to the notice of their customers.


Among the busy factors may be mentioned the American Talking Machine Co., of Tabernacle street, who are in the happy position of being satisfied with all things except perhaps the amount of statements ready for receipt. But then, money is scarce and collections slow in consequence. So reports Mr. Nottingham, who was too busy to say more. "But do we want it?"

Talkers for Christmas Trade.

Readers who would welcome hints for making the most of their talking machines this Christmas season—and that surely means practically all our readers—should not fail to apply to the Columbia Co. for the special list of Christmas programs which those countries have built up in support of home Industries. While any and all classes of foreign cylinder or disc record manufacturers have free entry into the English markets owing to a non-existent duty, English record manufacturers besides having to put up with this competition on their own ground, either have to export at a ridiculously small profit on the two half-pennies for a penny basis or lay out capital in establishing suitable factories in those particular countries. Obviously this is a condition of affairs which needs remedying, and in this direction it behooves all talking machine men to plump for tariff reform whenever and wherever the opportunity arises to register a vote. Apropos of the foregoing it is interesting to learn that in view of the duty on phonograph records entering Austria having been increased from 24 to 124 kronens, the General Phonograph Co., of

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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<th>No.</th>
<th>90</th>
<th>135</th>
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H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET

Oxford Circus, W.

Established 1826

Telephone No.: 1239 CENTRAL

Telegraphic Address: "LANGUS, LONDON"
London, have lost no time in raising negotiations with their trade friends with a view to the erection of a manufacturing plant in Vienna. Mr. White further stated that their German factory has now been working nearly two months, and is giving the utmost satisfaction all around. The whole of the product from this plant is sold for a year to come, and the record, made on the same principle as the White gold-moulded record, will be sold on the continent under the title of the Echo, at the price of one mark. Questioned as to the extent which his company holds for the Hawthorne & Sheible Star machines, Mr. White spoke of a consignment of over two hundred machines which had already been sold, and in this direction prospects were distinctly encouraging. The last list of White gold-moulded cylinder records covers over a dozen titles by well-known artists, and their general good quality is well maintained.


The Universal Talking Machine Co. are a new firm established in this city. They factor Columbia, Favorite and Pathé machines and records, besides which they will issue All-British disc machines of superior quality, ranging from two to twelve centime titles. Swazi Chiefs Visit Gramophone.

The Swazi chiefs who are at present visiting London were not so surprised with what they saw as what they were told to expect. They like music. Soon after their arrival in England they bought a gramophone and a quantity of records and at every spare moment since they have brought it out and set it going. Last week they went to the Gramophone Co.'s offices to make a record themselves. Standing in a circle, with Chief J. Vila- kazi in the center, they recorded a message to the British public (double-sided 3s.) for which already large orders have been placed:—

"There's Money in Them"

STERLING RECORDS

STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers:—These are the greatest value in cylinder records in the world." You can say this because the "STERLING" "SPECIAL" is

"THE RECORD THAT'S HALF AN INCH LONGER"

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price list, "250 Deans Liberal Discount for Export"

The Russell Hunting Record Co. Ltd.
13, 15 and 17 City Road, London, E. C., England

Australasian Representative, R. A. PARKER, 10 Hunter St., Sydney, N.S.W.
Cranes & Co., and supplies are now ready for delivery to the trade. Substantial orders are already in hand. Maintaining that these records represent the finest voice-production on the market, the company expect they will create an exceptionally good demand. In machines and records, Sidney Aldridge reports good business, and is well satisfied with the reception accorded their new line of Sheraton styles in disc machines, which style, by the way, is very much in vogue just now.

Fire at Cinematograph Factory.
The Hepworth cinematograph factory at Walton-on-Thames was the scene of a very disastrous fire last week. Very considerable damage was done, and worst of all one of the employees, a lad named Lane, through a reason unknown, was unable to escape with the result that he was burned to death.

Sir Felix Schuster Discusses Trade.
Sir Felix Schuster, governor of the Union Bank of London, in his presidential address to the Institute of Bankers, gave a grave warning of the signs of reaction in trade. Reviewing recent events in the money world, he claimed that our market had stood the test well. Apart from the crisis in America, the condition of affairs appeared to offer every ground for satisfaction. But the remarkable activity in trade and high prices for commodities such as have prevailed all over the world, he said, "cannot be without their effect. Working expenses have so increased that many were compelled to put all available profits into their business, or to sell investments, or to borrow heavily." We bankers on both sides of the Atlantic will do well to bear in mind that the too easy granting of credit to institutions and firms without sufficient working resources of their own is not rendering those institutions a good service. Continuing Sir Felix said: "Indications point to restriction rather than to expansion, not only in this country, but all over the world. A period of extraordinary activity is invariably followed by a reaction, and signs are not wanting that such a reaction is at hand. The development of trade has proceeded at somewhat too rapid a pace, and in consequence available capital has not been adequate to meet the demands made simultaneously from so many quarters."

Some Handsome Show Cards.
Some very effective show cards have been prepared by the Columbia Phonograph Co., General, for advertising their special repertoire of 12-inch disc records. The general design of the cards is an enlarged facsimile of that of the attractive cover of the company's catalog of 12-inch records. All who have seen this striking cover will remember that it presents the portrait of the famous Columbia artist, Miss Ruth Vincent, in a particularly striking setting secured by fine shading effects. In the window cards, however, a series arrangement is followed in regard to the portraits presented. Thus, on some of them, the portrait of Miss Vincent is featured; on others, that of David Hisham, and so on through the list of principal contributors to the Columbia 12-inch repertoire. Dealers may secure these showcards which are of artistic as well as advertising value, by applying to the Columbia people.

Records by Godfrey James.
The fine Columbia disc records made by Godfrey James, the "Singing Collier," should have a big sale, especially as particular interest will be aroused in town after town as Mr. James visits the local music hall in course of his engagements. To enable dealers to secure this good trade the Columbia people have issued a striking window bill, showing the full-length figure of the miner vocalist in his working clothes with the pit shaft forming an appropriate background. Dealers will appreciate this attraction for their windows.

Mme. Thornton's Record.
Day after day, in the newspaper notices of the Royal Opera season, at Covent Garden, one sees the name of Madame Edna Thornton, the famous contralto, referred to as a fine artist. As many already know she has been secured by the makers of Odeon records to record exclusively for them, and this month sees the issue of her first record. One of the two selections is the sacred song "God that Madest Earth and Heaven." This record (with "When All Was Young," on the reverse—also a model of artistic treatment) is one that will be prized by all who possess it, and Madame Thornton's future work even Touches this standard, few will complain.

A Few Columbia Notes.
The Columbia people are making strong advertising use of two of the distinctive features of their disc graphophones—the needle-holding clip and the sound-regulating "Dolcer." The "Host of Christmas Fare" is the happy motto which adorns the illustrated cover of the December supplement of Columbia records, and the figure of the snug family bathing half on Sir Felix James, the "Singing Collier," should have been aroused in town after town as Mr. James visits the local music hall in course of his engagements. To enable dealers to secure this good trade the Columbia people have issued a striking window bill, showing the full-length figure of the miner vocalist in his working clothes with the pit shaft forming an appropriate background. Dealers will appreciate this attraction for their windows.

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The Columbia "Regal" disc graphophone proved its acceptability as a versatile public entertainer at a grand concert held at the Almira Institute on the ninth of November. The instrument was lent by the Manchester branch of the Columbia Co. A choice selection of records was rendered, and the graphophone shared the honors of the evening with such distinguished musical combinations as the Volkslied Quartet and the Liverpool Pianoff Choir.

A "Stirling" Acrostic.
In a recent number of the Sterling Recorder, issued by the Russell Hunting Co., of London, England, some live hints on salesmanship appear under the heading of "The Art of Selling," and are suggestive acoustic, reading as follows:

What He Called Him.
"Dad!"
"Yes, my son."
"A man that manages a balloon is called a balloonist?"
"Yes, my boy."
"A man who drives an automobile is called a chauffeur?"
"Yes, my boy."
"Well, what would you call a man who runs a phonograph?"

The Finest Example of Phonographic Art Yet Produced!
The New Process LARION Gold Moulded Cylinder Record

Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U.S.A. with these records. Write us, the manufacturers.

THE PREMIER MANUFACTURING CO., Ltd., 81 City Road, London, E.C., England
UNEQUALLED MANUFACTURE

THE BEST MOTORS, SOUNDBOXES, SOUND-ARMS, &C. FOR TALKING MACHINES.
ASK FOR OUR NEW CATALOGUE

SP. 112

ORTHOPHONE SOUND-BOX No. 1

SP. 116

DEUTSCHE TELEPHONWERKE, LTD.
DEPT.: TALKING MACHINES
BERLIN SO.33
TRADE REPORTS FROM THE PROVINCES.

SOME LIVERPOOL NOTES.


Trade, generally speaking, has been pretty good since our last letter. The merchants and dealers here have exceptionally good shows, and report that the more expensive machines are now beginning to sell freely. As foretold in The Talking Machine World for October, overstocking in many cases has caused, and is causing, severe price cutting. The price cutters are not generally the respected music depots, but some firms of cycle agents, who handle talking machine and phonograph goods as a side line for a few months only. To show to what extent this is carried on, one of the firms here are advertising 10,000 titles of Edison, Edison-Bell, Sterling, Columbia and Pathe gold-molded cylinders at 7½d. (15 cents) each, as well as genuine gramophone needles at 6½d. (13 cents) per box of 200. Disc records are also being advertised at 10½d. (21 cents) each. The harm that this does to genuine talking machine dealers is irreparable, for it leads people to believe that fancy profits are the order of the day, whereas they are not.

Notwithstanding the various agreements in force in this country, it is evident that they are not strictly adhered to, or supplies are being obtained from sources that are not legitimate. We very much regret that this has commenced so early in the season, for it augurs bad for the business, which should be stopped as speedily as possible.

Mr. Ellis, of the Melograph Disc Co., of this city, in our opinion, is more suitable than phono and Pathe guns, and other articles of a like nature, which, in many cases has caused, and is causing, severe price cutting.

We are informed that the more expensive machines are now sold in many cases for less than half the original price, and in their place have taken up footballs, air pumps, etc.

In another case, phono and disc machines are handled in a variety of ways, and design for both cylinder and disc machines and for cylinders, the sizes ranging from 12 to 56 inches, with the exception of genuine Edisons.

Owing to the reduced price, there is a large demand for the disc trade, and the trade appears to be generally dropping cylinders, with the exception of genuine Edisons. Owing to the reduced price, the other makers do not appear to be hurt by the reduced price, and the trade appears to be generally dropping cylinders, with the exception of genuine Edisons. Owing to the reduced price, the other makers do not appear to be hurt by the reduced price, and the trade appears to be generally dropping cylinders, with the exception of genuine Edisons.

In Sheffield, phonographs and talking machines are handled in a variety of ways, and design for both cylinder and disc machines and for cylinders, the sizes ranging from 12 to 56 inches, with the exception of genuine Edisons.

We understand the Manchester Corporation is taking action in the matter of genuine talking machine ant phono goods. They handle nearly all Types of Apollo machines range in price from £1.10.0 to £6.0.0. We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

We are the largest factors of the new Pathe 6½ inch disc record in the world. This record sells at 6½d. (13 cents), and is the talk of the trade in England.

We have one of the largest expert houses in London, so know how to deal with your orders.

Catalogues of all makes of machines and records are on application.

Apot disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

Types of Apolo machines range in price from £2.10.0 to £6.0.0.
TRADE CONDITIONS IN GERMANY.


(Special to The Talking Machine World.)

Berlin, Germany, Nov. 30, 1907.

The talking machine trade throughout the country is at present in a most prosperous condition and the prospects are that it will remain so for an indefinite period. The various manufacturers are rushing their plants at capacity to keep up with the demand and several have found it necessary to build additions to their factories.

The Beka Record, G. m. b. H. of Berlin, who have what is said to be the largest catalog of international records ever compiled, are additionally adding to their catalog and at the present time have records in nearly every known language now in use. The completeness of their list is illustrated in the fact that in Chinese alone they have records in six different dialects and in Hindustanee nine dialects. This company have branch houses in the principal cities in both Europe and Asia of both their recording and sales departments.

The products of the Deutsche Telephonwerke, Ltd., Berlin, are also in favor due to the quality of their records and merits are appreciated by the trade. This concern are devoted to the manufacture of motors, soundboxes, soundarms, etc., for talking machines which they have recently issued a new catalog illustrating and describing their complete line, including all the late additions. The motors made by this company are possessed of many exclusive features that strongly appeal to every one in the trade who tries them.

The International Zonophon Co., M. b. H., are busily engaged in preparing their Christmas repertoire, which is now practically ready for the trade. One of the novelties offered in the new list is "Die Herzen von Berlin," which is one of the reigning successes at the Metropol Theatre.

A meeting of the Talking Machine Trade Society was held last month in order to discuss the best method for combating price cutting and other unfair forms of competition during the coming season. Several remedies were suggested, but the meeting adjourned without any of them being adopted.

Ernst Holzweissig Nachfolger, the well-known Leipzig firm, recently attracted the attention of the trade and the public with what might be described as a phonographic fountain. The contrivance was practically a combination of a talking machine, a fountain and an aquarium and the rendition of the songs was phenomenally high and clear in reproduction, etc., of the former.

It is hoped that December will be a record month for this company and that their output will be enough to meet the demand for a long time, as their factories have found it necessary to build additions to keep up with the demand and several have found it necessary to build additions to their factories.

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record and a Dutch simpetot?" "One's a hollow cylinder and the other a silly Hollander."
How does that sound to you Americans?
Alb. Schön, the prominent Berlin house, who make extensive additions to their plant about a year ago, have had their business increase to such an extent that all that further additions have been found necessary and the extra buildings are now being placed in course of erection.
Herr Grosse (Charlottenburg) was fortunate enough to obtain records from Caruso, and arranged a Caruso evening, held in the Blüthner-saal last month. The program attracted a large and enthusiastic audience.

The various German talking machine houses doing an export business are equally interested with those in other industries, in the work of the commercial experts attached to the various consulates-general. With reference to the duties of such commercial experts, it is stated that it is intended that they should supplement the functions of consul-general in a practical way. It is especially their duty to assist commercial agents sent abroad from Germany by practical advice, and to show them the proper way whereby to find a market for the products of German industries. They will also call attention to dangers which threaten German trade either through omissions of its own or through foreign competition, and to noteworthy innovations—as, for instance, new raw materials and new processes of working them, new inventions, improved working methods, and other valuable economical phases which exist in the district of the consulates-general. It is further more their duty to report on everything which might prove of interest to German industries or trade.

They have also to call the attention of foreign consumers to the products of German industries, the usual terms of sale, and the favorable transportation facilities. It is therefore the duty of these commercial experts to study all questions of a commercial technical nature and others of practical value for the promotion and extension of the exports of German manufacturers. It will be readily noted that these experts could render very valuable services to the German exporters. So far, however, it appears that the interested circles have not availed themselves of their services in a desirable degree, which is stated to be due to the fact that their existence is not yet sufficiently known.

The Phillips-Buttorff Mfg. Co., Nashville, Tenn., have recently taken on a line of talking machines. This department is under the management of C. H. D'Zevalos.

TEXAS A BUSY TRADE CENTER.

Interesting Budget of News from Houston: Jobbers and Dealers Hustling and Getting Results—Not Concerned About the Financial Upheaval in the North.

(Special to The Talking Machine World.)

Houston, Tex., Dec. 9, 1907.

The talking machine trade of Texas is making good progress despite the financial tightness which has just recently struck this section. Three out of five dealers approached stated that there was no perceptible decrease in sales and that in comparison with last year, same period, the sales were 25 per cent. ahead for 1907. The other two dealers consulted claimed that cash sales had decreased among their customers, which were of the higher class.

Alkemeyer's department store has added a line of phonographs and talking machines.

C. J. Hudson & Co., the big furniture instal-ment house, have become Victor dealers. During their third week's sales it is said that they placed thirty-one machines.

Taylor Bros have inaugurated the "dollar down, dollar a week" plan on Victor's, but are holding the Edison at their old terms. Competition caused the change of attitude on Victors, but the Edison dealers are all standing just the larger payments down and as yet not a single one has been known to accept less payment than $5. Manager Baldwin, himself a former resident of Orange, N. J., is enthusiastic over the business.

Wilton & Co., who have been large dealers in Edison and Victor goods, have recently become jobbers of the Star machine. Their large holiday stock has just arrived.

C. N. Fisher, the oldest talking machine dealer in Houston, has made a snug fortune from the business and is about to retire and merely collect the revenue he gets from the large number of coin slot machines he has in operation.

Goggin Bros., Victor dealers here, have adopted the "dollar down" selling scheme.

General Manager Beelkman has just made a thorough tour of Texas and established two jobbers and a large number of dealers for the Zonophone. Beginning January 1, the Universal will put a regular traveling salesman in Texas.

I. M. Bane, formerly of Denver, but not representing the Victor Talking Machine Co., has been here for the past week, having completed a successful tour of the State, and reports accession of several new dealers to the Victor ranks. He is now going over the territory again, his house having cut out all except Texas and will keep him constantly in this field.

Houston's big jobbing house, the Texas Phonograph Co., the general manager states has not laid off a single employee or cut any salaries, although business is not quite as brisk as they had anticipated. Machine sales have fallen off, but record sales have increased. The gross sales for November were ahead of November, 1906. This company job Edison and Zonophone lines, and handle Victor as dealers. The corporate name is Texas Piano & Phonograph Co. H. M. Holleman is president; J. G. Tod, vice-president; W. G. Burchfield, treasurer and general manager. Four years ago, when this company was started by Holleman and Burchfield, neither of them knew much of the talking machine business, but they proved apt scholars and now know every feature of it. After a year's service, Mr. Burchfield gave up active work in the store, but retained an investment in the company. This threw all the detail work on Mr. Holleman for the ensuing two years. A few months ago Mr. Burchfield resumed his active work and has since been in charge. Mr. Holleman says he has just found the true meaning of being "president," by being able to take a long vacation in August and September, attend the jobbers' meeting in Buffalo, and a banquet, and have a good time generally, and never get a line or word of inquiry from the home office until he returned home greatly invigorated and refreshed.

General Manager Burchfield has employed C. M. Bryant, of Terre Haute, Ind., as manager of the piano department.
**Remember 100 per cent. Value with every Shipment is Guaranteed**

Remarkable success in the sale of these Records and great satisfaction expressed by all dealers who have handled *Indestructible* Records is the result.

Read over our December List and send us a trial order of sufficient quantity to find out for yourselves that you are not up to date unless you carry a stock of these WONDERFUL RECORDS.

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<tr>
<td>641 Collins—Much Obliged to You.</td>
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<td>663 Bohemian Orchestra Pearla (Intermezzo).</td>
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<td>664 Bohemian Orchestra, Waltz from &quot;The Merry Widow.&quot;</td>
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<td>665 Band—Stars and Stripes.</td>
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<td>666 Band—Anvil Chorus.</td>
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<td>667 Collins—Somebody's Been Around Here Since I've Been Gone.</td>
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<td>669 Harlan—Don't Worry.</td>
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<td>670 Harlan—When She Loves You, and You Love Her.</td>
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<td>671 Collins and Harlan—In Monkey Land.</td>
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<td>672 Collins and Harlan—If the World Don't Treat You Right Come Home.</td>
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<td>673 Porter—Thim Were the Happy Days.</td>
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<td>674 Stanley—Asleep in the Deep.</td>
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<td>675 Stanley—From Your Dear Heart to Mine.</td>
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<td>676 Henry Burr—Holy City.</td>
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<td>677 Henry Burr—Some Day When Dreams Come True.</td>
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<td>678 Stanley and Burr—She's the Fairest Little Flower Dear Old Dixie Ever Grew.</td>
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<td>679 Stanley and Burr—The Flowers Outside the Cafe.</td>
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<td>680 Trio—Three Rubes Seeing New York in an Automobile.</td>
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<td>681 Jones and Murray, Duett—Smile, Smile, Smile.</td>
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<td>682 Murray, Song—What’s the Use.</td>
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<td>683 Song, Jones—She Forgot to Bring Him Back.</td>
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**The Indestructible Phonographic Record Co.**

226-236 Hamilton St.,
Albany, New York

The **Verdict** Is in **Our Favor**

Jobbers and Dealers both agree
*Indestructible Records* have not an Equal

Have You Our November and December Lists?

Will Never Wear Out.
SPECIALTIES MUCH IN FAVOR
Are Those Being Placed on the Market by the General Phonograph Supply Co. of New York — Their De Luxe "Truetone" Horn and Carton Cabinet Win a High Degree of Favor.

The formal announcement in last month's World of the General Phonograph Supply Co., 57 Warren Street, New York City, has been followed by the receipt of many orders from every section of the country, and abroad, likewise, for their "Truetone" amplifying horns. In other words, a quick appreciation has been shown this excellent line of goods in the most practicable manner. The company has now added to their line a De Luxe "Truetone" horn, both patterns shown having mahogany backs, with the bells decorated in genuine marquetry, as depicted in the accompanying illustration. The designs are handsome and appropriate, and the effect elegant. One is marquetry mahogany and the other marquetry maple. They list at $15, with the usual discount to the trade.

The carton cabinet is also a winner without a doubt. The company expected to have a full line out for the holiday season, but unavoidable delays have interfered with this consummation so devoutly wished. They are prepared, however, to fill orders promptly for cabinets and horns. The carton cabinet is only made so far in lower price goods, but they will soon have a higher grade in designs. Besides the General Photophoneograph, there are a number of other specialties that will stimulate trade, goods that are to be restricted as to price and protected so as to guarantee a fixed profit to the jobber and dealer.

CREDITS WELL SCRUTINIZED

Says General Manager Lyle in Forecasting Business Conditions—Excellent Reports from Columbia Branches—Good Christmas Trade Predicted.

George W. Lyle, general manager of the Columbia Phonograph Co., in a chat this week regarding business conditions in the talking machine industry, referred enthusiastically to an editorial which appeared in The Music Trade Review of December 7, in which manufacturers, jobbers and dealers were advised to seek quality rather than quantity sales just now.

Speaking for the Columbia company, he said that reports from all the offices showed a large increase in the amount of cash business done, and that he felt sure the financial flurry which had so upset conditions for a short time and threatened business in general was not an unmixed evil, but was likely to direct attention to the subject of credits more closely than ever before with a beneficial result all around.

Mr. Lyle said the prospects were excellent for a fine Christmas business. There was nothing to prompt the belief that there would be a marked change in trade next year except to the extent that the manufacturers and dealers would curtail it in a more careful scrutiny of credits, and as this could only result in placing the whole industry on a sounder basis we can face the new year with a feeling of thankfulness and renewed hope and belief in the permanence of a healthy demand for talking machines and records and continued growth of the industry.

VICTOR CO. BEING SUIT.

Suits have been instituted by the Victor Talking Machine Co., against the Hawthorne & Sheble Manufacturing Co., claiming infringement on the Berliner patent 534,543 relating to disc machines. Other patents alleged to be infringed cover hollow arm machines. Hawthorne & Sheble Co. in their answer to the bill of complaint deny the allegations set forth.

MUCH IN DEMAND DURING HOLIDAYS.

In a chat last week with J. Charles Groshut, sales manager and secretary of the Edwin A. Denham Co., New York, he spoke in a particularly enthusiastic way of their line of Premier talking machines, which are proving great sellers these holiday times. "The reports from dealers handling them," said Mr. Groshut, "are to the effect that the prospects are that there will be larger sales this Christmas than for many previous years. This may be due to the fact that the hard times have made people desire a cheaper machine; anyway I may safely say that they are getting a tremendous value, for the reproductive qualities of our instruments have come in for the highest praise from both dealers and purchasers."

Mr. Groshut also stated that in the recent action which they brought against the Ball-Flint Co., of Newark, O., for a bill of goods which they refused to pay for, has resulted after a jury trial, in a verdict in their favor.

The Sooira News Co., City of Mexico, Mexico, is managed by an American on the hustling Yankee plan. In addition to handling talking machines in a large way, they also act as general distributors for periodicals, newspapers, books, toys, etc., and occupy relatively the same position in the ancient Mexican capital as the American News Co. does in the United States.

An alleged new invention of Pittsburgh, Pa., celebrity is the Marsoniphone, which is said to give the record "a more natural and less metallic tone." This title is dangerously near that of Marconi.

LEEDS & CATLIN NEWS.

E. F. Leeds, president of the Leeds & Catlin Co., New York, is divided as to whether he should go south with his family for the winter or spend the severe weather at Lakewood, N. J. Loring F. Leeds, general sales manager for the East, may go to Chicago before Christmas, and then the trip may be deferred until after the first of the year. Charles E. Brown, western sales manager, is now on the Pacific coast, where he will remain indefinitely.

STEVE PORTER AN INVENTOR.

In addition to cutting something of a figure as a monologist and quartet singer for the records, Steve Porter is also of an inventive turn of mind. His latest is totally outside of the trade, being a spiral hairpin, which Steve declares has "see that hump" skinned a mile. The application is now in the Patent Office, and the broad claims for this originalism is said to place the inventor on the ground floor of potential wealth.

On Guard

DON'T carry your Records in a haphazard manner. The right system of carrying and displaying them means a big profit to you.

"The Heise System" of Wire Record Racks solves the proper handling and selling of every kind of records.

Our new catalog shows a wide variety of styles and sizes carried in stock ready for immediate shipment.

Are you properly equipped to take advantage of the big holiday trade?

Take up the matter with your Jobber TO-DAY. He can supply you.

Syracuse Wire Works
Syracuse, New York, U. S. A. Canadian Representatives
The R. S. WILLIAMS & SONS CO.
TORONTO AND WINKIEP
TRADE NOTES FROM COLUMBUS.

Dealers Enjoying a Nice Business—Collections Poor—Other News.

(Special to The Talking Machine World.)

Columbus, Dec. 12, 1907.

Talking machine dealers in this vicinity are enjoying a very nice business, although it is not quite up to expectations. Merchants in other lines are complaining, however, and are all hoping for the "holiday shopping season" to open up as in former years. They figure that the rush is sure to come very soon.

Perry B. Whitsett Co., through Perry B. Whitsett, state that business was brisk during November. Mr. Whitsett also took occasion to say that he never knew of collections being harder than at the present time.

J. F. Bowers, of Lyon & Healy, Chicago, and president of the National Talking Machine Jobbers' Association, November 24th, to Columbus, the guest of Perry B. Whitsett, secretary of the association. A great many matters of importance to the trade were talked over.

W. H. Snyder, Edison and Victor dealer, reports a number of sales the past month. Little other dealers, though, he is expecting things to brighten up considerably during the next two weeks. Among the talking machine men who spent Thanksgiving at their homes in this city were F. L. Fitchey, representative of the National Phonograph Co., in Michigan and Indiana, and E. H. Hay, Perry B. Whitsett & Co., Pittsburg.

The Buckeye Talking Machine Co., who operate stores in five cities in Ohio, Columbus being one of them, are well pleased with the business done last month, and are anticipating an increase in the next month.

Henry Goldsmith, piano dealer, probably the first man who ever handled the Edison line in this city, and who sold out his entire talking machine business in June, 1902, is certainly to be numbered among those who now believe the business in its present instance. He placed his order this week with the Perry B. Whitsett Co. for full lines of Edison and Victor goods. Mr. Goldsmith is frank enough to admit that he made a mistake of neglecting Edison's line of talking machines.

The Columbus Piano Co. are doing a nice business with talking machines. They are jobbers of Columbia goods and dealers in Edison and Victor.

PREPARING EFFECTIVE COPY.

Some Pointers for Dealers Who Prepare Advertisements for the Local Papers.

Many talking machine dealers who are writing the advertising copy for the first time, and in fact a number of those who have had considerable experience in that line, are frequently at a loss as to the proper way to proceed in order to get the best results or how to lay the matter in such a way as to get the best results. An article in the advertising copy for the first time, and in fact a number of those who have had considerable experience in that line, are frequently at a loss as to the proper way to proceed in order to get the best results or how to lay the matter in such a way as to get the best results.

"Why don't you give the writing of introductory lines more consideration? You consider carefully every point that you are to bring out in each line, but why not spend more time on the introduction? The introduction is really the key to the advertisement, and should give the motive and purpose of each advertisement. If any sort of a special sale is being conducted, it should give the reason for this sale and tell it in an interesting manner. If it's a regular daily announcement, the introductory gives the ad. writer an opportunity of saying something about the store's every-day life; about its policy, its methods of doing business, etc. The introduction is the starting point. Many an ad. writer never realizes the importance of it.

A casual perusal persuades the reader to investigate further. Many times the introduction secures the confidence of a reader. And confidence has much to do with making sales.

"If you can build your introduction to include some of the following principles, it cannot fail to develop the business of your store and make your publicity campaign more successful. First, make it interesting. Develop a style that will catch and hold the reader's attention. Second, make it creative of confidence in your store. Give it a tone of good-will. Third, make it brief. Don't carry your story throughout the entire history of your store in one announcement. Don't tire out the reader with long-winded statements. Cut out all superfluos "hot air." Don't use big words. Fourth, have these lines set so that they can be easily read. Imagine yourself trying to read twelve or fifteen lines of ten point type set the entire width of two pages. Imagine a reader's state of mind on arriving at the end of the fifth line while hunting around for the beginning of the next one.

"There is just one method of reading such an introduction: to put the paper on a table, and take a yard-stick to follow the lines. Most people don't happen to have a yard-stick handy, so your ad. doesn't get read. Try shortening up the lines considerably. Experiment on an introduction four or five columns wide, and see how much better you like the effect. Set the lines in larger type. To sum up the whole matter, make it easy for people to comprehend. A whole lot of matters in this world depend upon how easily they are settled. Whether you are a man or a woman, consider how many times a day you adopt one plan in preference to another because it is easier, although the other may offer equal advantages. An ad. writer has accomplished considerable when he has persuaded people to read his announcements. He certainly hasn't accomplished anything if people do not read them. Therefore make it easy and they'll read.

J. J. WILLIAMS MARRIED.

John J. Williams, one of the hustlers in selling commercial phonographs in New York City, was married on November 24th to Lottie Mabel Purvis, of the same place. A brief wedding journey to Atlantic City, N. J., was taken by Mr. and Mrs. Williams. They will reside in apartments on West 141st street. The World offers congratulations.

The talking machine department of Cha. H. Ditson & Co., exclusive distributors, New York, has been increasing its wholesale business rapidly. Their sales to dealers are growing.

CREATION OF PRESTIGE.

The Aims in Advertising Which the Adman Should Never Overlook.

Selling goods, through the primary, should not be the sole aim of advertising. Equally important is the establishment of prestige. In one sense, indeed, it is more important, seeing that, if prestige be gained and maintained, sales will follow naturally.

Realizing this, there are those whose aims in advertising are very simple—"elemental," some would say. One of these is to familiarize the public with a name, the other, to make it one to conjure with.

But is it true that such aims are crude? Should enhancement of prestige be considered secondary and subsidiary to making sales? Or should a general and prospective good be sacrificed to a specific and immediate gain.

With prestige, what, within the pale of possibility, cannot be accomplished? Without it, how rough the road and hard the sledding?

To the writer it's an open question whether one-half the newspaper space monopolized these days by leading departments in our large cities would be necessary, even warranted; were it not for dubious character or entire absence of prestige.

Yet examine the ads. in any of our large cities and what do you find? Self-presented bouquets as to bigness of store; completeness of stocks, superiority of qualities and up-to-dateness of methods.

These boasts are true or not true. If true, the alleged conditions are apparent, thereby rendering iteration and reiteration unnecessary; if not true, the public—for the most part observant and discriminating—will detect the overdrafts and, thereafter, be inclined to deduct from subsequent statements from the same source a liberal discount.

Prestige is not to be gained by protestation—but by performance. No "firm's name and fame were ever built up by words, however well chosen or cleverly combined, but by deeds, and deeds of the right kind.

VICTOR RAPKE'S LUCKY THIRTEEN.

On Friday, December 13, at thirteen minutes of ten o'clock a.m., Victor R. Rapke, who lacks one of having thirteen letters in his name, called up The World to say he discovered he had received thirteen checks—all from good people in the trade—for depositing. Victor also calculated on meeting thirteen dealers and jobbers before the day became history.

MR. JOBBER

Place your orders for Record Cabinets for next year where you will get the prices and prompt shipments. We keep a large stock on hand at all times and will give you the service you have been looking for.

REMEMBER—Not How Cheap—But How Good.

See Our Exhibits in January

NEW YORK:
FURNITURE EXPOSITION BUILDING

CHICAGO: Manufacturers' Exhibition Building, 1319 Michigan Avenue

The Cady Cabinet Company
No. Lansing, Mich.
TIMELY TALKS ON TIMELY TOPICS.

A question of more than ordinary moment is the accumulation of records in the hands of jobbers and dealers. The latter claim they have been left in their hands, where a state of congestion on orders existed at the factories, "to go it blind" in buying. Naturally this claim has been something of a haphazard proceeding, and instead of an active, quick-moving stock, they found themselves possessed of a quantity of "dead ones." Now, how to reduce this trouble to the smallest proportions is a problem engrossing the attention of the trade, of which no practical solution has yet been offered. Opinions and so-called "views" are plentiful, no two being alike. It is to be expected that different schools of thought exist, and probably the record manufacturers and representative jobbers of the country will get together on this subject, so that we may have no other matters in dispute, settling them to the entire satisfaction of both.

The manufacturers argue that in offering the exchange proposition the evil of a surpluseage of records is lessened. It is contended that when this product is bought it should stay sold, and not be allowed to decay. For example, the National Phonograph Co.'s latest exchange has resulted in having 2,500,000 records sent back to the factory, valued at about $300,000. This is no small amount, and goes to prove that the question of this accumulation of records is deserving of more than cursory attention. Elsewhere is published an interview with Edward N. Burris, vice-president of the American Graphophone Co., well worth careful reading. He believes the list of monthly selections is altogether too long, but also makes a strong point of the dealers persisting in pushing the sale of any and all the latest records. He points out that a real, live, progressive dealer should not overlook the exciting numbers in the regular catalogs of the manufacturers, especially when these titles, if properly exploited, would keep the entire stock in a state of activity, rather than in one of comparative dormancy. The blame for slow sales may be ascribed to no small measure to a lack of energy and enterprise on the part of not a few dealers. The manufacturers may yet establish a yearly exchange, which would always be a relief, but so far no official announcement from any of the companies has been made.

Naturally with the aggressive trade inseparable from the talking machine business, novel propositions inevitably appear. Among others is the idea that dealers should look after the use to which the machines are applied. A letter in a public way, of course, but with private owners. It has been suggested that dealers should follow up each machine sold, and in the event of its neglectful use, so to speak, whether from lack of repair, proper adjustment, or indifference, some investigation should follow to remedy the seeming falling off on sales of records. The executive committee of the National Association of Talking Machine Jobbers at their meeting in Pittsburgh, Pa., on the 8th inst., proposed a novel way to surmount the difficulty of accumulating dead stock. In the first place it is proposed that owners of machines who possibly may have gotten weary of their machine, so to speak, for reasons of adjustment were necessary, should be looked after. Secondly, machines in a home may be improperly placed and therefore the full pleasure of the outfit cannot be enjoyed. Thirdly, the records are not properlyiled or looked after in a way that would make them easy of access. In other words, 79 per cent. of the records properly distributed are said to be dormant, and what remains to have them placed in an active state is little more attention on the part of the dealers who have sold machines and depend on all as a part of the transaction. The excuse offered is that this means "a big job," but its probable benefit should be readily realized. More detail work, to be sure, but the sale of records would be measurably increased.

When a receiver was recently appointed to take charge of a financially embarrassed concern of some importance, his name was apparently unknown to the public, so to satisfy public curiosity. Doubting Thomas of his ability and to reveal his identity as a fit person to manage the affairs of the company in trouble, he announced that in 1901 I acted as receiver for the National Gramophone Co. This is one of the defunct bodies whose name has been almost forgotten, and belong in the limbo of litigation; but that reference was sufficient, it seems, and the court handed over the "soft snipe" without a moment's hesitation.

Contrary to expectations the Hon. Frank D. Currier, of Vermont, chairman of the Patent Committee of the House of Representatives, a position he will retain in the present Congress, introduced a copyright bill on the day of the first session, namely, Dec. 2. Over 10,000 bills, dealing with every subject under the sun, almost, were handed in by their presumably proud authors, or "by request," and in this vast girth the proposed new copyright act appeared. Chairman Currier reiterates the position he occupied in the last Congress on the importance of protecting the American market with infringing devices are summarily checked by the patent laws of the United States, is not to be wondered at. The owners of the inventions that have made the American talking machine admired and sought after in all parts of the civilized globe would naturally lead to the manufacturing of base imitations. Such goods sell readily enough abroad, unless they run up against the real article, and then their career is of subsequent brief. Now, the existing copyright law makes it safe to market a product here which is so clearly an infringement of patent rights that it is a wonder the attempt was ever made. So long as the patent is interpreted by the courts and the measure of protection is defined under the law, for that period the restrictions can be none other than binding and prohibitive. Certain "doubters" among the ranking manufacturers of the world will continue to arouse the cupidity and envy of many men. That is human nature. Until the patents in question expire by limitation or are declared invalid by judicial decree, hands must be kept off of other people's property or there will be trouble and vexation of spirit. This truth should be well known as not to need repetition in The World.

Liberal advertising in the best magazines and newspapers of the country has characterized the publicity campaign during the past year on the part of the great machine and record manufacturers. Not only has the appropriation for this purpose been materially augmented, but the quality, tone, appearance and strength of these published announcements have been likewise improved. The letter press is pleasing and convincing, while the illustrations tell their own story, and in such a way as to be of vast service to jobbers and dealers throughout the country, apart from the advertising, the trade is really magnificent advertising, the trade proper should supplement and support this broad and telling service by local work. One helps the other, and only a little incogitance and cleverness is needed on the part of the dealer to make effective use of the general campaign carried on by the companies to his own personal benefit and profit.

The story goes that Thomas A. Edison, the inventor of the phonograph, has always refused to have a record made of his own voice, and none in existence. The World was therefore surprised to hear a gentleman, whose name is pretty generally known throughout the trade, say that he actually did in his possession a record made by Mr. Edison years ago in the early stages of the business, when the talking machine was emerging from its nebulous existence as a scientific wonder, a laboratory marvel, with only a glimmering indication of its great commercial possibilities. According to this account, vouched for as absolutely correct by the narrator, Mr. Edison made the record—the old white record,—"a radical departure—"of his voice for the President of France at the time of the first Paris exposition, in which he related his personal experience in

MR. DEALER

"ALL-TONES"

Gets the Money

Patent Pending.

"All-Tones" for all cylinder machines. A combination rubber connection and perfect molder. $475 per hundred by mail, or receipt of price.

Every owner of a machine buys All Tones for the Victor; the most wonderful attachment that was ever put on a talking machine. Retail, nickel plated, 50c.; Gold Plated, $1.00; packed eleven Nickel Plate and one Gold Plate in box. Price to you, Mr. Dealer, $2.00 per box, through your regular jobber; or if your jobber does not handle them, send us the price and we will send them prepaid by mail or express.

"Oliver's All-Tones" Newark, N. J., U. S. A.
visiting first the leading American cities and then those in Europe. In giving these facts to the World's informant said: "I have this Edison record, and money could not buy it at the present day, as I prize it as among my most precious possessions. Mr. Edison recorded it himself, and even now I will not put it on the machine for fear it may be injured in some way. He made it for the French president, and first he briefly described his impressions of the prominent American cities, and it is amusing to hear the wizard's voice again when the record, in reproducing, says: 'New York, known for its tall buildings; Baltimore for its pretty girls; Philadelphia is very quiet; Pittsburgh, the smoky city, where you want to wash your face.' And so he went on to say something of Chicago, Cincinnati, St. Louis, San Francisco, etc. Then he takes up the European cities, and speaks of them in a similar halting and semi-serious strain. "Some day, if you are around," continued the party, who seemed pleased he could boast of something that no one else is supposed to have, "I will be happy to show you--The World--this record and perhaps put it on the machine again to show that I have the real goods and no fake." Possibly some other veterans in the business may shed further light on this interesting relic of the trade's troubled early days, when money was poured out in a steady stream to perfect the talking machine, not a few men going "broke" in the process, but none losing their enthusiasm or their abounding faith in the ultimate success of sound reproduction. Many of them have disappeared from the stage of activity, but Thomas A. Edison still remains as fond of his great discovery as at the first time when he finally succeeded in reproducing the first intelligible sound of the human voice.

Omit January Supplement.

No record bulletin will be issued for January by the Columbia Phonograph Co. Generals. Referring to this, and giving the reasons for the omission, the company, on Saturday last, through Walter L. Eckhardt, manager of the wholesale department, sent their jobbers the following letter: "After careful consideration we have decided in our mutual interests to omit the January supplement to our general record catalog. Therefore no selections covering the month in question will be distributed, notwithstanding the fact that we have been to considerable expense in the preparation of the masters and matrices for selections that appear in a confidential advance list mailed you under date of November 5.

We feel that the trade will welcome this decision, owing to the fact that January is one of the best record selling months, and in the absence of a special January list many standard records, which have lain dormant on your shelves, should be readily disposed of, especially as the holiday buyer first desires the old familiar selections, standard operas, etc., which are listed in the general catalog."

Davega Case Recently Appealed.

The appeal of the National Phonograph Co., et al., against the New York Phonograph Co., involving the so-called Davega case, from the decision of Judge Keogh, Supreme Court of Westchester County, was recently argued in the Appellate Division of the Supreme Court, second department, in Brooklyn, N.Y. This brings the matter, in which S. B. Davega, an Edison jobber and dealer, New York City, is the nominal defendant in a suit, instituted against other Edison jobber and dealer in the State, for alleged invasion of the complainant's alleged territorial selling rights with damage, before a tribunal of five judges for review. The case has been in and out of the Federal courts for a number of years, and a string of lawyers has appeared from time to time on both sides. Judge Keogh, in his very brief opinion of a half dozen lines, sustained the rulings of the United States courts and gave judgment, so an appeal could be taken for a definite settlement of the question at issue. After the hearing and the filing of briefs, decision was reserved. No matter what the outcome may be in the appellate division, a motion for a review by the New York Court of Appeals, the court of last resort, will follow. The issues at stake in no wise concern or affect the trade, as it is a legal scrap of parent ray serenade.

A Clever Inventor.

One of the clever members of the talking machine trade is Louis Devineau, of Cleveland, Ohio, whose picture is shown herewith. He is the inventor of the biophone, an attachment to play disc records on any cabinet cylinder machine, which has won high praise in the trade. He is now working on many new devices which are destined to keep his name before the public in a larger way in the near future.

Decorated for Holidays.

Christmas greens and holiday decorations were placed in the store of the Douglas Phonograph Co., New York, on Monday. Long, graceful festoons of holly are hung the entire length of the spacious floor, being caught up at intervals along the sides, and from the center of each circle of vivid green, hangs a bell of brilliant red, the largest, 2 feet across, being hung near the Chambers street entrance. A large banner, 13 by 15 feet, was also thrown to the breeze on Monday front of the Douglas Co.'s store. It is of deep blue with white lettering and attracts much attention.

The Chattanooga Phonograph Co., Chattanooga, Tenn., had an exceedingly clever window display during Thanksgiving week, advertising the song "Turkey in the Straw," a Victor record made by "Billy" Golden.

Readers of The World will be interested in the following story related by Theodore F. Bentel, formerly a well-known Pittsburg jobber. Mr. Bentel, who is now secretary of the Hawthorne Mfg. Co., Philadelphia, returned not long ago from a transcontinental trip, and when asked by The World to relate some of his experiences together with views formed upon the business, he replied:

"After twelve strenuous years of talking machine experience in Pittsburg, and having disposed of my business and cleaned up as it were, I decided to take what I felt was a much needed rest, and, of course, attracted my attention at once. I decided to go in and investigate, as I could not resist the temptation. Accordingly I did so and found therein a representative from a large Chicago house soliciting an order from the merchant. I waited an opportunity and made myself acquainted with the salesman and learned the house he represented, the heads of whom are personal friends of mine. I accordingly felt that there was an opportunity for me to help the salesman out, who assured me he was in trouble, accordingly we got the merchant between us and the story briefly told in this: we sold him twelve machines and over three hundred records as an initial order; the salesman was duly thankful to me and left that night.

"The next morning on my way to the depot I happened to glance in the window of a general store and saw a talking machine, which, of course, attracted my attention at once. I decided to go in and investigate, as I could not resist the temptation. I accordingly did so and found therein a representative from a large Chicago house soliciting an order from the merchant. I waited an opportunity and made myself acquainted with the salesman and learned the house he represented, the heads of whom are personal friends of mine. I accordingly felt that there was an opportunity for me to help the salesman out, who assured me he was in trouble, accordingly we got the merchant between us and the story briefly told in this: we sold him twelve machines and over three hundred records as an initial order; the salesman was duly thankful to me and left that night.

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sured me that there was more ore exposed than personal line, where I saw mountains of copper ore just Ariz., and within a few miles of the Mexico far east as Arizona, south in Mexico, and north Angeles taking numerous automobile tours rang-through Southern California. in numerous other small towns which I them. the attractive manner in which they displayed the other talking machine dealers made excep- musical instruments. 

There is profusion there. We found the street crossings, namely, flowers; which, as you know, grow in decorated with Nature's garb.

I also noted the fact that bears and antelopes. This section of the country is also frequented with moun- tiny sheep and coyotes.

It was extremely hot weather and our party suffered con- meter registers 90; at ten o'clock 129, and at three in the afternoon, which is the hottest part of the day, it registers 135, and even with this high temperature we positively did not suffer from the heat on ac- count of the dryness of the air. As you know in this country meat can be kept for an indefi- nite time without becoming putrid. It was also very interesting to note that no man is allowed to leave camp without first shouldering a canteen of water and arming himself with a long stick; the water to quench his thirst, and the stick to be used for defensive purposes, as rattlesnakes and gila monsters inhabit this section of the country in profusion. It was nothing unusual to find a four-foot rattlesnake coiled up ready to challenge you any moment. This section of the country is also inhabited by another species of snake, known as the side-winder, whose sting is equally as poisonous as the rattlesnake, and more to be feared than the rattlesnake, because they give you no advance warning such as the rattler does. This country is also frequented with moun- tain sheep and coyotes. There are also a few bears and antelopes.

On our return trip we passed through Frisco and we were there just at the time when the street-car strike was at its height, and this fact, together with the desolate condition of affairs, made beautiful Frisco anything but attractive. It was not only dangerous to travel afoot but like- wise in cars or any other kind of conveyance, to say nothing of the street cars. I found the talk- ing machine jobbers and dealers at Frisco, while they were located in most cases in hastily put up buildings, yet they were all doing business just the same as if they had not been visited only a few months previous by the terrible earth- quake, and they are certainly to be admired for their pluck and enterprise.

"From Frisco to Portland is twenty-eight hours' ride through a very beautiful country. The natural scenery, particularly as one passes through the Shasta Mountains, and views the numerous natural wonders and the snow-capped mountains, is a sight long to be remembered. "The city of Portland is certainly beautifully located. The same is also true of the location of the various talking machine jobbers and dealers, who are all as busy as nailers, and here too I found the stock strictly up-to-date and complete in every detail. "The same was also true of Tacoma, Seattle, Spokane, Butte, St. Paul and Minneapolis. "We arrived in Chicago the morning of July 3. and reached Pittsburgh the morning of July 4, very much improved in health, and likewise in knowledge and impressions of the talking ma- chine business, and while I have, as above stated, handled talking machines for the past twelve years, and during that time have been asked by numerous people as to whether I did not fear that the talking machine would meet the same fate that the bicycle did, yet I never lost faith and always maintained that the talking machine business is still in its infancy, and while this claim was true five years ago, it is equally so to- day, and I have no hesitancy in saying that the talking machine is like the piano, a household necessity, the sale of which is only in its in- factor.

Continuing Mr. Bentel said: "Here are photo- graphs illustrating some of the scenes along the way which may interest the readers of your very valuable paper, and with respect to the latter, I must urge you to accept my offer of visiting the talking machine dealers at Portland.

"Shadowgraph" windows.

Window displays can be made attractive by adding shadow pictures to your display. This is easily accomplished in the following manner: The drawing of "shadowgraphs" is done upon squares of wrapping paper pinned to the wall, a person is seated in front of the paper and be- tween that and a light, and the profile of the face is then easily outlined upon paper with a pencil, after which it can either be cut out in the ordi- nary manner and pasted on a black paper-muslin backing, or the effect reversed by filling in the center with a jet black marking ink, care being taken not to overrun the outlines, nor to apply so freely as to moisten the paper to such an extent that it will curl up, and thus spoil the general effect. Flocking of paper can be avoided by pressing brush dry as possible on side of ink receptacle before applying to paper,
THE TALKING MACHINE WORLD.

During Hard Times Inexpensive Phonographs Sell Very Well

FACTS ABOUT OUR NEW PREMIER TALKING MACHINE, 1908 MODEL:

POWERFUL MOTOR—Guaranteed to play more than one record.

NEW ANTI-SLIPPING DEVICE—To prevent reproducer from sliding on record.

REINFORCED BASE—Preventing breakage in Transit.

NEW GRAND OPERA REPRODUCER FREE—Twice the size of the ordinary—with curved neck and indestructible cap. Supplied in addition to ordinary reproducer.

LARGE FLOWER HORN—In gold and other beautiful colorings. Seamless horn of pure aluminum furnished if desired.

Two Reproducers With Each Machine.

Our Latest Phonograph FREE

New Grand Opera Reproducer

$2 $2

PREMIER MODEL (1908 TYPE)
Sample Premier Phonograph, $2.00 Cash With Order.

EXCHANGE SYSTEM—Full credit allowed for all old model phonographs returned to us, whether originally purchased from us or not.

WIRE RACKS for cylinder records: 8 feet high, 4 feet wide and 16 inches deep. Each rack accommodates 1,224 records. Each compartment holds six records standing up in cardboard boxes. $12.00 each.

The Edwin A. Denham Company, Incorporated
IMPORTERS, MANUFACTURERS, COMMISSION MERCHANTS
Main Offices, 498-500 Broadway, New York

BERLIN SAN FRANCISCO
William Campbell, who has been with them for a long time, has gone to San Francisco to join their forces in that city.

The new Victor Red Seal records of the voice of Ellen Beach Yaw are receiving great welcome, owing to the fact that Miss Yaw is a native of this city and has a great circle of friends here. Dealers contemplate a great sale of them.

The weekly recitals of the Southern California Music Co. are being held in the smaller hall on the second floor of their building, while a large Aeolian pipe organ is being installed in "Chicker-ing Hall," which is being remodeled and refinished, after which they will resume the regular concerts of before. Carl H. Hasenbush, who has been a cashier in their talking machine department, was suddenly called to his home in Knoxville, Tenn., by the news of his sister's illness.

Carl R. Haemisch, who has now a much better appearance and accommo-dation, after which they will resume the regular trade, was suddenly called to his home in Knox-ville, Tenn., by the news of his sister's illness.

Mrs. Spooner, in charge of the talking machine department of the Southern California Music Co.'s San Diego branch, made a visit to this city a few days in the interests of her department. She says the people of the southern city have not felt the slightest change from the financial slump and wouldn't know it had hap-pened but for outside reports. That store has just come forth from a general remodeling, and has now a much better appearance and accommo-dation.

The outlook for holiday trade is brilliant and confidence has supplanted any temporary change in trade as being generally good and getting better.

The near-by mountains are still free from snow and the sun is always shining.

The Columbia Phonograph Co. reports wholesale trade as being generally good and getting better. C. H. Short, of Pomona, both Edison men, were here on a visit to this city and left behind an order for Edison goods.

The new Victor Red Seal records of the voice of Ellen Beach Yaw are receiving great welcome, owing to the fact that Miss Yaw is a native of this city and has a great circle of friends here. Dealers contemplate a great sale of them.
JOBBERS AND DEALERS IN EDISON PHONOGRAPH

YOUR CHRISTMAS TRADE will be largely increased if you are handling the
MORRISSEY REPEATING ATTACHMENT,
the only perfect return attachment ever invented. Returns in 3 seconds, and
apparently consumes no power of the phonograph. Is simply attached. Retail price:
For Home, $5.00; for Triumph, $6.00. Order now, from
THOMAS F. MORRISSEY - West Orange, N. J.

A HUMOROUS DISCUSSION

Overheard Recently in Which the Merits of the
Talking Machine, Automatic Piano and Simi-
lar Contrivances Were Brought to Light in a
Manner Most Interesting.

An apt illustration of the old adage that
"Every crow is the blackest," as applied to the
talking machines and mechanical pianos, was given
recently among the owners of talking machines, auto-
matic pianos and similar contrivances by a city
ordinance just put in force forbidding the use
of such contrivances between the hours of 10
p.m. and 7 a.m. As an indication of the man-
er in which the general run of suboedants
received the ordinance the following discussion
was reported as having taken place upon a subur-
ban car on the way to the city one morning:
"I see by the papers," began the man with the
fierce.
"Yes," said the commuter with an electric
piano in his house, "them talking machines are
charity covers a multitude of sins, but congre-
gational singing is beyond redemption.

The ordinance is in effect and down to date no
arrests have been made for its infringement.

A Distinguished Visitor.

A distinguished visitor to the metropolis
in J. W. Castron, of Castron Hermanos, one
of the leading talking machine jobbers in South
America, of Buenos Ayres, A. R. He has been
here a fortnight, coming up the coast, on a trip
of which he speaks in anything but complimentary
terms. He will avoid the harassing features of
this lame and inadequate service by returning
home via Europe. Mr. Castron, who acquired
his commercial education in New York, is a hus-
tier after the approved Yankee pattern, at once
looked up his old friends, Edward N. Burns, man-
ger of the Columbia Phonograph Co.'s export de-
partment, and Henry J. Hagan, manager of the
Universal Talking Machine Manufacturing Co.'s
recording laboratory, both of whom he had met
in Buenos Ayres, and appreciated their high
qualities in a business and a social way.

The offering last week of the "Nassau" 15-inch
record, a stencil, of course, for 39 cents, by R.
Macy & Co., the New York department store
arrests have been made for its infringement.

And from what I've observed," added the elec-
tric piano proprietor, "the people who have the
worst voices are those who persist in going to
church. They sing so bad at home that they go
to church and join in the crowd, knowing there
is safety in numbers.

"Talking machines aren't as discordant as con-
cert singing at church," chimed in the talker
enthusiast.

"Hot," interrupted the religious man, "think of
the cause in which the congregation sings."

"Huh!" grunted the electric piano player.

The little man with hair down to his shoulders
had squirmed in his seat during this dialogue.
Even a country constable would have spotted
there in an electric piano?

It sounds like a riot. Mechanical pianos!
And from what I've observed," added the elec-

"Pooh! Pooh!"

"None of you know what music is. What music is there in a
talking machine? None, nothing but noise and
squeaks. What music is there in an electric
piano? It sounds like a riot. Mechanical pianos!

"Music, pah!" he exclaimed. "None of you
know what music is. What music is there in a
talking machine? None, nothing but noise and
squeaks. What music is there in an electric
piano? It sounds like a riot. Mechanical pianos!

"Pooh! Pooh!"

"Say, you!" cried the passenger with a bundle
of pianola rolls in his lap, "I'll bet I can beat
you playing anything from 'William Tell' to 'Bo
Long, Mary,' and with one foot. There's no blue
notes when I pump a tune. You're sore because
the first aid to the man that likes music, but
doesn't know one key from another, is
knocking you out of pupils."

"It's rank discrimination on the part of the
council," declared the talking machine owner.

"Anyway," observed the man with the motor
music, "I can't see why there should be dis-

SPECIAL NOTICE TO DEALERS

We have just added a complete line of
ZONOPHONE MACHINES AND RECORDS

ECLIPSE PHONOGRAPH CO.

ESTABLISHED 1900

And will devote our whole
attention to meeting the de-
mands of the trade for these

EDISON GOODS

If you desire anything in Horns, Cranes, Cabinets, Needles, Disc
Record Envelopes and Small Supplies, don't fail to write us.

We carry a large, fresh stock of goods, and our facilities enable us to make
all shipments on time.

ECLIPSE PHONOGRAPH CO. 203 Washington Street
203 Washington Street
HOBOHEN, N. J.

GOODS

For Home, $5.00; for Triumph, $6.00. Order now, from
THOMAS F. MORRISSEY - West Orange, N. J.

SPECIAL NOTICE TO DEALERS

We have just added a complete line of
ZONOPHONE MACHINES AND RECORDS

ECLIPSE PHONOGRAPH CO.

ESTABLISHED 1900

For Home, $5.00; for Triumph, $6.00. Order now, from
THOMAS F. MORRISSEY - West Orange, N. J.
PRACTICAL SUGGESTIONS AND COMMENTS.

CAUSES FOR POOR RESULTS IN TONE.

The Victor Talking Machine Co. have just issued seven booklets giving "instructions for the assembling, operation and care of the Victor talking machine," covering the various styles of machines which they manufacture. These booklets are issued for the benefit of Victor purchasers, and it is safe to say that in no way will they derive so much satisfaction and pleasure from their Victor as by following closely these instructions for its operation and care. They are superbly printed; the text matter is written in a most illuminative way, while the illustrations help to make plain any technical difficulties. At the close of the volume they give the following causes for poor results in tone reproduction which are really worth printing for general consideration: 1. Needle Not Tight in Sound Box.—Should the needle-clamp screw on the sound box not to be tightened sufficiently, the sound box will fail to give full reproduction and a clattering sound will be heard. 2.—Using Needle More Than Once.—A steel point under weight moving over the hard composition of the record must either wear itself or tear down the walls of the sound-wave groove; hence our advice to use only Victor quality needles at all times. 3. Loose Sound Box.—If the sound box is not firmly locked into the horn a rattling sound may be emitted on certain records. 4. Sound Box Out of Adjustment.—The effect produced by a sound box out of adjustment is very similar to that caused by a loose needle. 5. Inefficient Oil.—Bearings.—Dry bearings may cause a grinding noise and prevent machine from playing records through to completion. Friction Leathers.—Dry friction leathers will cause the governor to run irregularly, thus preventing uniform speed of revolution. Speed.—Should the turntable be revolving too irregularly, thus preventing uniform speed of revolution. 6. Record Covered with Gritty Dust.—Gritty dust on records will not only grind out the record rapidly, but will cause a harsh or rasping reproduction. 7. Incorrect Speed.—Should the turntable be revolving too rapidly or too slowly the reproduction will be faulty. Test machine occasionally for 76 revolutions per minute.

THE PIANO AND REPRODUCING.

An inquiry of rather general interest is that which pertained to the above phonograph record and is as follows: Does it injure a record or reproducer to accompany a record on the piano? Several friends of mine who own phonographs say that it does not, others say that the piano levers or levers and levers are annoying. Several friends of mine who own phonographs say that it does not, others say that the piano levers or levers and levers are annoying. An instrument of such enormous range as the piano which goes an octave below the lowest instrument in an orchestra—the double bass—and a third above the highest—the flute—does set up vibrations to which the reproducer is forced to respond. This results in the making of certain secondary sounds which are apparent only to the trained ear of a musician and tend in a measure to affect the record. SHOWS VIBRATIONS OF LIGHT.

The acoustic oculograph is the name of an instrument designed by G. Bowron, of London, which is arranged to show vibrations of light corresponding to the sound waves generated by a talking machine. The sound waves impinge on a thin diaphragm, which forms one side of a small gas chamber. The gas flowing through the chamber issues through a small orifice and burns vertically as a long, narrow flame. Every variation in the sound waves from the machine produces a corresponding alteration in the height of the flame, notes of 1,000 vibrations per second producing a ready response. Such rapid vibrations cannot be perceived by looking directly at a mirror revolving on a vertical axis and placed a short distance behind the reflected flame, because the reflected flame can be seen as a band of light across the mirror, but immediately the music begins it is cut up into numerous tongues of flame, the size and appearance of each flame depending on the pitch and amplitude of the note producing it. Amplitude of the note producing it. That is, by the number of harmonics present. The general appearance in the mirror resembles that of a row of saw teeth, which are arranged in groups varying in size and shape. The gas jet described above is known as Koenig's manometric flame. Considerable difficulty has been found in arranging the apparatus in conjunction with a disc talking machine, but these difficulties have been overcome, and the apparatus now works with sufficient sensitiveness without perceptible reduction in the volume of sound produced.

MATTER OF HORNS DISCUSSED.

The flower horn is now the popular variety for both disc and cylinder machines without a doubt, but from a tonal point of view it is not nearly so good as the ordinary seamed types (not to mention the seamless) trumpets, says 'The Sound Wave.' It has been conclusively proved—in fact, the only true test—by experts on the subject, that the tendency to blasting and 'trumtpressness' of high notes is more pronounced with a seamed trumpet than with the brazed joint variety, and the flower horn is more sensitive than the other type, whereas the ordinary brass horn has but two. Metal is a conductor of sound, and the vibrations of the diaphragm are not only rendered audible by the air through which the trumpet encloses, but the whole area of the horn itself vibrates. The powerful agitation caused by very loud sounds makes the seams rattle together, which tends to spoil the reproduction. One of the objections to the use of brass as a material for making horns is the fact that it 'colors' the tone—i.e., renders it 'brassy.' This can be obviated by giving the horn a heavy coating of enamel, as it deadens the vibratory power of the metal. Much of the rattling of seamed trumpets can also be reduced by the same means, and it is not too much to say that this is the reason why the majority are so treated by the manufacturers. A silk-covered horn is being placed on the market shortly, and it is certainly a great improvement on anything of the kind now obtainable. Silk is a non-conductor of sound and a most efficient reducer of sound vibration. Horns so covered practically do not vibrate at all, and the reproduction with the new invention thus consists of the vibration of the air, which further reduces the admittedly small mechanical effect of present-day reproductions, and marks a further step toward the ideal of all talking machine manufacturers—absolute naturalness of tone.

It should be understood that the foregoing views are in no way the opinions of the people of this department, inasmuch as the likes and dislikes of horn users are innumerable.

INVENTS SOUND PRODUCING HEAD.

A resident of Elgin, Ill., is said to have invented a sound-producing head for disc talking machines and to have received letters patent therefor. It is a small appliance which is fastened to the needle and greatly intensifies the sound. The invention has been given a thorough trial and is reported to have been very satisfactory. The same man has also invented a tone modifier, which has been on the market for several years. He is now at work on a fourth improvement for the talking machine.

CLEANING DISC RECORDS.

In reply to an inquiry, we may say it is true that there is nothing so annoying as disc records in which the dust collects in the tracks. But this trouble can easily be obviated by the use of a brush which is patented and sold by the Blackman Talking Machine Co. It is a splendid contrivance, and will relieve the trouble of which our correspondent complains.

Success is the outcome of direct effort. The success that is dependent solely upon the result of others is not success, but luck, fate of Providence. Success is perseverance—the keeping on, the going on, the struggling on, the insistent, constantly in view—the bending of every energy to gain the goal in sight—the continuous drop of water that wears away the hardest stone. This is success. It is a sincere effort, an effort right at the heart of the matter and not be side-tracked into some other road. Business success depends upon striving at the heart or the mind of the people, not once, but many times, with a story convincingly and well told.

FLOWER HORNS THAT SELL AT SIGHT.

Back of every horn we sell is a guarantee of high quality. They are the handsomest and most attractive line manufactured to-day. All we ask is that you compare them with any others on the market as to construction, color or decorations. We are willing to abide by your decision.

EVERY TALKING MACHINE JOBBER AND DEALER should have a stock on hand for the Holiday Trade. We have endeavored to anticipate every possible emergency, and are prepared to take care of eleventh-hour orders.

We have made many customers on prompt shipments and efficient service. Try us.

NEWARK TINWARE & METAL WORKS, NEWARK, NEW JERSEY
Issuing this, our 66th Edition Catalog, it has been our intention to make this the most complete catalog of Musical Instruments and Musical Merchandise in existence.

How well we have succeeded we are willing to leave to the good judgment of every dealer, who is fortunate enough to secure a copy. This catalog will be appreciated by every dealer, not only as a ready guide and reference, but as a money-saver and guide for correct prices.

In looking over the Catalog you will find that we have added many new lines: particularly worthy of mention are the following, for which we have secured the sole American Agency:

The world renowned Spaethe Accordeons, the incomparable Moenning Flutes, the celebrated "Farny" Clarinets and Violins.

Aside from the above we have added hundreds of new items throughout the catalog. Our stock has been most carefully selected and will be found the largest and most varied in the United States, enabling us to fill all orders with promptness and satisfaction.

This catalog is for the exclusive use of the dealer, and if you have not received a copy, notify us at once and we will forward same immediately.

Thanking our many friends for their liberal patronage in the past, we hope that this catalog with its many new items will enable you to give us a larger share of your business in the future.

THE RUDOLPH WURLITZER CO.
Cincinnati :: Chicago

Now Ready! If you have not received a copy, Write for It!

"Trutone" Gut Strings
The only Gut Strings, made in America that are equal, if not superior, to the Genuine Italian Strings.

It has often been tried to make a string in America that would give perfect satisfaction, but not until the introduction of the "Trutone," has this been accomplished. The Italian Solo Brand is perfect in every respect. The size is of even thickness throughout, the material the best obtainable. Besides these strings are positively guaranteed. The prepared "Damp Proof" is especially adapted to Solo Playing in the open, as it will withstand any moisture or perspiration, and like the "Italian Solo" String has all the features of the highest priced Italian Strings made.

The Banjo and Guitar Strings are made with the same care as the Violin Strings, and can be furnished in both brands. Each string is furnished in separate envelope, plainly marked with both number and letter, also with name of instrument and brand. A Bundle consists of 30 strings in fancy pastebord box. Remember, every String is Guaranteed.

We are Sole Distributors of these Celebrated Strings. Dealers should not overlook the "Trutone" Strings, and put in a full line.

For a Complete Line See Our Catalog

THE RUDOLPH WURLITZER CO.
CINCINNATI :: CHICAGO

SPAETHE ACCORDEONS

The Spaethe Accordeons which are recognized the standard of the world, have many valuable improvements. The reeds which form a special feature are the best made. They differ from any other made inasmuch as each single reed constitutes a plate in itself; each single plate can be easily removed with its reed attached and replaced by the owner of the instrument himself without having to send it to the repair shop, thereby saving a great deal of time and expense. The reeds can be bought singly and will correspond with the balance, each reed being marked at the factory with the note it represents.

Recognizing the Merit of these Accordeons, we have secured the Sole American Agency. For a Full Line See Our New 1908 Catalog.
The Arcaro Phonograph Co., Pittsburgh, Pa., have been incorporated with a capital stock of $5,000. Directors: A. G. Arcaro, Nicholas Arcaro and Mrs. Philomena Arcaro.

Harry L. Marker, who has been abroad, principally in the Far East and India, on recording work for the Columbia Co., returned to the United States recently via Europe.

E. W. Wurtsbeck.

Producing the "S" Sound.

A writer in The New York Commercial says that for a long time Edison's phonograph refused to say "specta"—it dropped the "s" and said "pecta." To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impression. The scientists told him there was no such substance in existence. "Then we must produce it," insisted Edison. They declared it could not be done, because the quack medicine vendor entered Antonio's residence just in time to see that gentleman hand a crisp twenty dollar bill over to a talking machine salesman in conclusion of a deal. He made a very poor case for the top of this—without success—as he expected. Feeling riled, the medicine man said somewhat sharply to the Italian: "Can you tell me where to find some place?" "What place you want?" answered Antonio. "I want a place," said the other, with all the sarcasm he could conjure up, "where there are none of these darned talking machines!"

Sure," quickly answered the swarthy one, showing his white teeth in a broad smile, "you talk Mussariste steamboat to H—, no talka machine tere!"

Talking machine men optimistic.

Careful Inquiry Among Manufacturers and Jobbers Reveals the Fact That Holiday Trade Will Not Fail So Far Behind Last Year as Expected—It Has Been Later in Starting, but Will Continue Later in the New Year.

Careful inquiry among jobbers and manufacturers reveals the comforting fact that the holiday trade will not fail behind last year's high mark to any appreciable extent. While it has been late in starting—due to the monetary disorganization—rather was under way when it was checked, it again bloomed out last week and is certain to be maintained until the close of the regular season. Jobbers in the East are cautiously sales will go much beyond the record before the close of the year, and the western trade cannot see it in any other light.

F. K. Dolbeer, general manager of sales, National Phonograph Co., said: "For a few days I must confess to feeling a trifle disturbed over the financial situation, but now I am extremely optimistic regarding trade for the remainder of the year. Our road salesmen were instructed to report conditions exactly as they found them in their respective territory, so we could get a line on business. These statements are very encouraging. In the West, the outlook is especially bright; so much so that jobbers are anticipating sales might be better. Many of our dealers cannot be moved, excepting possibly with an initial, the exports of talking machines for the past four weeks from the port of New York:

- Berlin, 181 pkgs., $4,460; Colon, 1 pkg., $100; Glasgow, 8 pkgs., $152; Guayaquil, 4 pkgs., $175; Havanna, 14 pkgs., $273; 27 pkgs., $599; Kingston, 5 pkgs., $575; Liverpool, 1 pkg., $78; Lendin, 9 pkgs., $441; 19 pkgs., $1,148; Rio de Janeiro, 43 pkgs., $1,627; St. Petersburg, 20 pkgs., $582; Savannia, 8 pkgs., $558; Southampton, 2 pkgs., $37.
- Antwerp, 1 pkg., $1,100; Auseonel, 6 pkgs., $296; Berlin, 10 pkgs., $445; 174 pkgs., $1,137; Bradford, 1 pkg., $89; 38 pkgs., $1,278; Edinburgh, 6 pkgs., $1,596; Bradford, 65 pkgs., $406; Cardiff, 66 pkgs., $624; Dublin, 27 pkgs., $250; Glasgow, 12 pkgs., $969; Gothenburg 5 pkgs., $78; Havana, 13 pkgs., $666; Havre, 19 pkgs., $235; Hamburg, 1 pkg., $100; La Guayra, 3 pkgs., $104; Leipsic, 115 pkgs., $460; Liverpool, 15 pkgs., $275; 12 pkgs., $974; London, 24 pkgs., $1,428; 963 pkgs., $11,561; London, 4 pkgs., $265; Montevideo, 5 pkgs., $300; Paramaribo, 3 pkgs., $171; Para, 12 pkgs., $546; Pernambuco, 3 pkgs., $599; Buenos Ayres, 19 pkgs., $587; St. Petersburg, 16 pkgs., $472; Vera Cruz, 31 pkgs., $300; Wellington, 4 pkgs., $158.

November 3.

Alexandria, 9 pkgs., $146; Berlin, 182 pkgs., $516; Bombay, 6 pkgs., $235; Bradford, 24 pkgs., $230; Buenos Ayres, 5 pkgs., $144; Cardiff, 56 pkgs., $553; Colon, 15 pkgs., $551; Guayaquil, 6 pkgs., $416; Premanuit, 1,734 pkgs., $28, 872; Hamburg, 18 pkgs., $423; Havre, 22 pkgs., $1,136; Leeds, 65 pkgs., $388; Liverpool, 3 pkgs., $125; London, 2 pkgs., $100; Mauilla, 2 pkgs., $1,129; Manchester, 59 pkgs., $410; Natal, 10 pkgs., $148; Newcastle, 56 pkgs., $415; Sheffield, 41 pkgs., $300; Sydney, 46 pkgs., $1,060; St. Petersburg, 36 pkgs., $5,384; Sydney, 10 pkgs., $351; Wellington, 12 pkgs., $265.

December 3.

Bristol, 12 pkgs., $518; Cardiff, 58 pkgs., $514; Havana, 10 pkgs., $147; 8 pkgs., $1,131; Havre, 5 pkgs., $154; Ipsiqui, 2 pkgs., $135; Leeds, 65 pkgs., $388; La Guayra, 5 pkgs., $113; Liverpool, 38 pkgs., $521; London, 4 pkgs., $1,129; London, 22 pkgs., $8,231; 666 pkgs., $9,532; 18 pkgs., $1,263; Manchester, 59 pkgs., $275; Milan, 6 pkgs., $385; Montevideo, 10 pkgs., $188; Newcastle, 56 pkgs., $466; Newington, 13 pkgs., $1,410; Rio de Janeiro, 107 pkgs., $3,126; Sheffield, 66 pkgs., $264; Yokohama, 43 pkgs., $1,627.

The Better Bit.

The queer medicine vendor entered Antonio's residence just in time to see that gentleman hand a crisp twenty dollar bill over to a talking machine salesman in conclusion of a deal. He made a very poor case for the top of this—without success—as he expected. Feeling riled, the medicine man said somewhat sharply to the Italian: "Can you tell me where to find some place?" "What place you want?" answered Antonio. "I want a place," said the other, with all the sarcasm he could conjure up, "where there are none of these darned talking machines!"

"Sure," quickly answered the swarthy one, showing his white teeth in a broad smile, "you talk Mussariste steamboat to H—, no talka machine tere!"

Our foreign customers.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1907.

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

Talking Machine Record Cabinets

Our specialty

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering Cadillac character.

Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.
No. 426. DISC RECORD CABINET
Made in Golden Oak and Mahogany; holds 170 12-inch Disc Records.
Cabinets With a Reputation.

VICTOR CHRISTMAS POSTER.
A large and handsomely colored poster for Christmas window display has been sent out by the Victor Talking Machine Co. to their dealers. The center figure of the poster is old Santa Claus, who is seen entering the top of a chimney bearing on one arm a fine Victor machine. Above is printed, "A Victor, the perfect gift" and below, "The joy of one is the pleasure of all." The coloring effects of the poster are excellent and it is sure to form an attractive addition to holiday store decorations.


The Udell Works
of Indianapolis, Ind.

APPARATUS FOR COATING DISCS AND SIMILAR ARTICLES.

The object of the invention is to carry forward the ideas suggested in the Hoyt & Gaven patents of January 3, 1906 (Nos. 885,843, 885,843, and 893,283), and as more particularly set forth in certain other pending applications. The particular purpose of this apparatus is to provide a stylus which will give a mellow and soft-toned reproduction, more particularly from flat or disc-shaped records wherein the sound record is represented by a sinuous groove of even depth. The object is to provide a stylus capable of being collapsed, whereby the same may be carried in the pocket at the time of transporting the machine to which the horn is to be attached, or upon shipment or storage of such horn, where it will be seen that a large number may occupy a small floor space. A further object of the invention is to provide a collapsible horn, made up of telescopic sections, said sections having means whereby they may be securely locked to each other when in use, and to provide means for holding said parts in position when the horn is not in use.

In the drawings: Fig. 1 is a side elevation of the horn collapsed. Fig. 2 is a cross-section on line 2-2 of Fig. 1. Fig. 3 is a plan of the horn. Fig. 4 is a side elevation of the horn extended. Fig. 5 is a vertical longitudinal section therethrough Fig. 6 is a detail section.

This invention relates to improvements in talking machines, and as for its object the production of a device by means of which the quality of the tone produced is greatly improved. A further object is the production of a device for reproducing the sound from the record disc without materially injuring the disc itself. A further object is the production of a practical and extensive device for reproducing the sound from the record disc.

Fig. 1 represents a perspective view of a talking machine showing the device in position. Fig. 2 represents an enlarged view of the reproducer showing the reproducing needle in place. Fig. 3 is a cross-section on line 3-3 of Fig. 2, looking in the direction indicated by the arrows. Fig. 4 is a bottom view of the improved needle. Fig. 5 is a side elevation of the improved needle. Fig. 6 is a cross-section on line 5-5 of Fig. 5, looking in the direction indicated by the arrows.

TELEGRAPHONE SYSTEM.


This invention relates to telegraphone systems, the more particular object being to so connect the telegraphone with line wires as to enable the instrument to be easily controlled from a distance. The invention further relates to provision for preventing undue waste of the available record space upon the movable member bearing the record.

This invention further relates to means whereby a person may leave a telegraphone in such condition that during absence of the person the telegraphone will automatically receive a message intended for the person and will, under proper conditions, reproduce this message carefully. The invention further relates to certain details of construction whereby the general efficiency of the telegraphone and parts associated therewith are generally improved.

Fig. 1 is a diagram showing the wiring of the system, a delicate relay connected with this wiring and adapted to be actuated by the human voice.
voice for the purpose of controlling certain movable parts and thereby preventing undue waste of the sound record of the telegraphone, this view also showing means operated electrically from a distance for starting the telegraphone into action and for stopping its action upon the expiration of a predetermined time limit. Fig. 2 is a side elevation showing a part of the telegraphone mechanism and casing containing the same, certain parts being broken away. Fig. 3 is a horizontal section through the casing showing the telegraphone mechanism, including a revolvable disc sound record, means for controlling a traveling carriage, and traveling magnetic mechanism co-acting with this record; this view further shows the relay above mentioned, and also a part of the means for starting and stopping the telegraphone; Fig. 4 is an enlarged fragmentary section upon the line 4-4 of Fig. 3, looking in the direction of the arrow and showing the record disc, the magnetic mechanism co-acting therewith for recording and reproducing sounds and mechanism controllable from a distance for starting and stopping the travel of this magnetic mechanism. Fig. 5 is a plan partly closed by sound-controlled agency from a distance; Fig. 7 is a perspective of the armature of the relay 75, this armature being controllable by so-called "magnetic drag." Fig. 8 is an enlarged fragmentary elevation of the mechanism operated electrically from a distance for stopping and starting the spring motor of the telegraphone, the casing 10 in this view being shown in section; and Fig. 9 is an enlarged fragmentary plan of the worm 71 and worm gear 70 used for turning the screw 59 (see Fig. 8), incidental to stopping and starting the spring motor of the telegraphone.

Patent No. 871,000.

This invention relates to the production of sound records. Most of the sound records are to-day produced by what is called the "cutting stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by removing an etch-resistant film on a solid plate. In all these cases a resistance is offered to the movements of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of the invention to obviate these difficulties.

In the drawings, Fig. 1 is a cross-section of a recording mechanism attached to the vibrating diaphragm. Fig. 2 is a plan view of part of a record. In Fig. 1, 1 is the mouthpiece, and 2 the vibrating diaphragm connected to the guide 3. This guide is yieldingly guided by the lever 4 supported at 5 by the projection 6; 10 is a reservoir containing the fluid 9; 8 a valve to open or close the orifice of said reservoir; 11 is the means to force the fluid out of said reservoir; 14 is a flexible connection connecting the orifice 7 with the reservoir 10; 12 is the material adapted to have deposited thereon the opaque line; and 13 are the recording lines.

ALAWRENCE McGREAL

Milwaukee

172-174 Third St.

Edison and Victor Jobber

SUPPLIES

172-174 Third St.

Edison and Victor Jobber

Cincinnati

29 East Fifth St.

Edison Jobber

SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further his business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your winter's campaign.

Yours for business,

LAWRENCE McGREAL
This invention relates to improvements in sound reproducing record discs of talking machines, whether separate from or combined with the turntable of the machine, and the objects of the invention are mainly to provide a serviceable, reliable, and characteristic record disc, and to improve the effects intended to be produced.

With these main ends in view, this invention consists of certain features of construction and combinations of parts, as shown in the accompanying drawings.

Fig. 1 is a plan view of the improved record disc, part broken away. Fig. 2 is a diametrical transverse section thereof. Fig. 3 is a perspective view of the peripheral ring of the disc detached. Fig. 4 is a transverse section of a turntable of a talking machine showing the improved disc resting therein.

METHOD OF DUPLICATING SOUND-RECORDS.

This invention relates to an improved method for duplicating sound records from matrices or molds by the expansion or contraction of the wax-like compositions such as hard rubber, celluloid and similar compositions, although the invention may be used for making records from wax-like compositions, such as those now employed in the art of making duplicate phonograph records by a molding operation.

In order that the invention may be better understood, attention is directed to the accompanying drawing, forming part of this specification, and in which is illustrated a sectional view of an apparatus suitable for carrying out the invention.


This invention relates to records used for talking machines, the more particular object being to provide a record with a multiplicity of record tracks for the purpose of increasing the amplitude and volume of the sound vibrations. This invention further relates to means for separating the various record tracks from each other, so as to prevent a stylus from one of these record tracks moving into another.

EDWARD LYMAN BILL
1 MADISON AVENUE
NEW YORK, N. Y.
Leading Jobbers of Talking Machines in America

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

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

ZON-O-PHONE JOBBERS
Fresh stock, filled complete, same day. Special values in needles, cabinets, wall racks, boxes, crates, and carrying cases.

KNIGHT MERCANTILE CO.
211 N. Twelfth St., ST. LOUIS.

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

PITTSGURGH PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

COLUMBIA JOBBERS
K. W. IOWA, NEBRASKA AND SOUTH DAKOTA
Write to-day for terms necessary to become dealers.
W. A. DEAN COMPANY
330 FOURTH STREET
ST. LOUIS.

BABSON BROS.
19th St. and Marshall Boulevard
CHICAGO, ILL.
Special attention given DEALERS only, by G. M. HIBBERT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

PACIFIC COAST
Victor Talking Machines
SOUTHERN REPRESENTATIVES
We claim Largest Stock and Best Service, and are willing to "SHOW YOU."

IF YOU'RE IN WESTERN MICHIGAN
It will be money in your pocket to order
Victor Machines and Records of
JULIUS A. J. FRIEDRICH
30-52 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

WEYMANN & SON
Wholesale Distributors
EDISON TALKING MACHINES
Records & Supplies
WE CLAIM LARGEST STOCK AND BEST SERVICE.
Place your name on our mailing list. We can interest you.
1010 Chestnut St., Philadelphia, Pa.
Facing page:

**Leading Jobbers of Talking Machines in America**

<table>
<thead>
<tr>
<th>Baltimore Zonophone Jobber</th>
<th>FINCH &amp; HAHN, Albany, Troy, Schenectady, Jobbers of Edison, Victor and Columbia Machines and Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE NEW TWENTIETH CENTURY TALKING MACHINE CO.</td>
<td>Complete Stock Quick Service</td>
</tr>
<tr>
<td>L. MAZOR, Proprietor Talking Machines and Records, The Biggest Appointment of Records, 1623-25 E. Pratt Street, BALTIMORE, MD.</td>
<td></td>
</tr>
</tbody>
</table>

**SPALDING & CO.**

209-112 W. Jefferson St., Syracuse, N. Y.

JOBBERS

COLUMBIA MACHINES and RECORDS

New Athletic Goods, Fishing Tackle and Cutlery

**The New England Furniture Co.**

Will greatly enlarge their talking machine department, more than doubling the floor space. The new room which will be as fine as any in the city will be devoted exclusively to the Victor machines, while the Edisons will have the old room all to themselves.

"Our sales are greater than ever," says Hough, the veteran dealer of the twin cities and distributor for the Edison phonographs. "We have no difficulty whatever in disposing of our goods and our traveling men are still on the road. Collections are not as good as they were, that is to say our customers are slower in making payments. At the same time we know that they are all right and are assuming that the financial clouds will blow away in a month or two."

Of the other score or more dealers in the twin cities it is believed that the majority are doing fairly well under the existing conditions.

**PRICE PHONOGRAPH CO.**

1602-604 East 4th St., Richmond, Va.

**F. M. ATWOOD**

109-113 Broadway and 17th St., NEW YORK

Factory: Western Branch: 299 Wabash Ave., Chicago

REGINA MUSIC BOXES
REGINAPIANOS
SUBLIMA PIANOS
DISTRIBUTIONS IN NEW YORK FOR Victor Talking Machines and Edison Phonographs

**Columbia Machines and Records**

**F. M. ATWOOD**

1423-25 E. Pratt Street, BALTIMORE, MD.

**TRADE NOTES FROM TWIN CITIES.**


(Special to The Talking Machine World.)

Minneapolis and St. Paul, Dec. 5, 1907.

Talking machine dealers in Minneapolis and St. Paul find little cause for complaint as yet, for they have not been seriously affected by the strain on the circulating medium.

The New England Furniture Co. will greatly enlarge their talking machine department, more than doubling the floor space. The new room which will be as fine as any in the city will be devoted exclusively to the Victor machines, while the Edisons will have the old room all to themselves.

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Of the other score or more dealers in the twin cities it is believed that the majority are doing fairly well under the existing conditions.

**CREDIT MEANS CONFIDENCE.**

Points of importance to be considered when passing on credit risks are, first, character, capacity, honesty and prompt attention to business. This may seem strange to some, but the last to be considered is character. A dishonest man can do more harm with capital than he can do without it. The most important thing of all is character, which cannot be too closely scrutinized. A man's habits are an important factor. Lack of regularity and thriftiness, coupled with the absence of industry, will, in time, wreck any business despite of capital. With a good character and capacity, if not possessed, can be readily acquired. A man with good standing and capacity, with but small means, is in a better position to cope with the evils of a mercantile business than a man with a bad character, good ability and capital. A man with small means who pays his bills and meets his engagements promptly is a much more desirable customer than a man with large capital that is indifferent to his obligations and appointments. Never give nor accept an accommodation paper or put your name on it; it is a seducing fraud.

R. E. BELL.

**BRADLEY WITH SONORA CO.**

P. B. R. Bradley, more recently with the International Record Co., Camden, N. J., is now the sales manager of the Sonora Chime Co., New York, the latest to step into the limelight with a talking machine, for marketing which the Victor Talking Machine Co., Camden, N. J., has entered an infringement suit. Though called for a hearing in the United States Circuit Court, several adjournments have been taken. It is supposed to have been argued yesterday.

**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 January list.**

**PROFITABLE BUSINESS.**

Do you need a meritorious article to "push" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address The WARNER DRUG CO., Torreon, Coahu., Mex. Apartado 151.

**P. C. HAYES**

367 W. Central Ave., TOLEDO, OHIO.
Effectively with talking machines. As a matter of fact nothing sells as well in Europe as really clever display cabinets and other means of showing off by Caille Bros. Co. The World has undoubtedly one of the most far-reaching and all pervading the world. The supply of envelopes was very limited at the time, being difficult to obtain, and the growth of the industry. American ingenuity is best revered in this field for new ideas are ever foremost in anticipating trade needs. Another line of novelties in which tremendous strides have been made is in the electrical field. The commercialization of electricity, and the greater diffusion of knowledge regarding it, is one of interest to millions of youngsters and grown-ups for that matter, and novelties have been produced which are amazing in their excellence as well as in the educational value back of them.

Musical instruments of all kinds, especially what might be known as "hobby" instruments—violas, guitars, banjos, mandolins, harmonicas, accordion, mouth organs, drums and other novelties in the musical line—are proving extremely profitable and never fail to attract and augment trade. Novelties in the stationary line are innumerable, and the latest productions are amazing in their extent and attractiveness. Some clever ideas where original, metaloid and aluminum are employed have proven big sellers, and are destined to win some consideration from talking machine people. In smoking novelties and leather goods a wonderfully fine line is being produced. Indeed, one marvels at the clever specialties produced in this line. Of sporting goods novelties there is no end. They are all splendid sellers in season, and the line is a most extensive one. Popular priced jewelry and rustic wood novelties, stylographic pens, shaving outfits, are keen ideas where originality and cleverness are proving to be quick sellers and worthy of consideration.

The field of American novelties is a large one and steadily growing, and it is one that appeals with especial emphasis to talking machine people for the reasons we have stated at the opening of this talk. They have all the facilities for the obtaining the skillful and the ingenious means to enable them to win out, and moreover it is a well-known fact that there is a splendid profit in novelties—a profit that is equal to, if it does and surpasses that received from selling talking machines.

ORIGIN OF PICTURE POST CARDS.

Stated That the Idea Originated in France During the Franco-Prussian War—Later Taken up by Germany and Austria and Now Has Captured America.

Who originated the idea of picture post cards is a matter of dispute. Much information can be obtained on the subject. It is said that M. Leon Resmordeaux, a bookseller and stationer, conceived the idea in 1870 during the Franco-Prussian War. There were forty thousand soldiers in camp in his vicinity. The supply of envelopes was limited at the time, being difficult to obtain, and the growth of the industry. American ingenuity is best revered in this field for new ideas are ever foremost in anticipating trade needs. Another line of novelties in which tremendous strides have been made is in the electrical field. The commercialization of electricity, and the greater diffusion of knowledge regarding it, is one of interest to millions of youngsters and grown-ups for that matter, and novelties have been produced which are amazing in their excellence as well as in the educational value back of them.

Burnt and Colored LEATHER POST CARDS

OVER 250 Designs of Comics, Views, Flowers, College Colors and National Flags.

SPECIAL CASH PRICE $2.50 per 100 - POSTPAID

Local Views on Leather a Specialty

Risley-Bird Mfg. Co.

94 FIFTH AVENUE, NEW YORK

Write for Catalogue of Leather Novelties

IT ALWAYS PAYS TO HAVE MORE THAN ONE IRON IN THE FIRE.

This is especially true at the present time, and talking machine jobbers and dealers should not depend solely on their one line for holiday trade. Write us immediately and take advantage of our GREAT LIQUIDATION SALE OF

S. S. Stewart Bajoos, Bauer Guitars and Mandolins, Accordeons, Violins, Cases, Strings, Trumpets, also Brass Instruments.

A great opportunity for the TALKING MACHINE MAN to get into a Big Paying Business on the ground floor. Address THE BAUER CO.

738 GIRARD AVE., PHILA., PA.

A SIDE LINE THAT TALKS FOR ITSELF

"SILK-PO" Cards

You've Heard the Name Get in the Game:

The only Fabric post card that SELLS to the public for Pillow-tops and all kinds of Needlework. SPECIAL SAMPLE PRICE TO THE TALKING MACHINE TRADE.

100 Designs and Colors $3.50 PROFIT $6.00.

THE FABRIC ART CO.

150 Fifth Avenue, NEW YORK.
6000 Postal Cards Sold Daily!!!!

OUR NEW VACUUM POST CARD VENDING MACHINE has done it!

And Why?

Because it is the most wonderful and yet the simplest device ever seen or heard of.

IT WILL ATTRACT PEOPLE to Your Establishment.

Send us a postal card to-day and let us tell you all about it and the most complete line of PENNY ARCADE MACHINES and OUTFIT.

Our New Catalogue for 1908 is now ready!

Caille Machines are recognized to be ALWAYS THE BEST and AHEAD OF THE REST!

See our new SCOPEOPHONE!!!

Simply a wonder!

OUR FACTORY is the HOME of the Famous Cailophone and the RENOWNED CAILOSCOPE, without which no Arcade is complete.

THE CAILLE BROS. CO.
DETROIT, MICH.

Eastern and Export Office
No. 32 UNION SQUARE
NEW YORK CITY

Western Office
REPUBLIC BUILDING
CORNER STATE AND ADAMS STREETS
CHICAGO, ILL.
ties and sweethearts. The soldiers promptly took them up. The first supply was soon exhausted, and he issued a second set. However, when the campaign broke up the issue of cards was discontinued and forgotten at the time.

Some years later it was taken up by Germany and Austria, but attracted little attention at first. One story goes that a German was the first to print an object of interest on a card with a corner grating theron and send it through the post, thereby raising letter rates. Some say the industry developed from this simple beginning.

The most potent factors in selling post cards to-day are variety and quality. Collectors have become more and more discriminating and the dealers who show a wide range of subjects well executed are increasing their sales and profits. Realizing this the Raphael Tuck & Sons Co., Ltd., are continually searching the field for new and striking designs, and to their already extensive list have added several series which cannot fail to attract attention and be in great demand. They consist of the following subjects: "Cupid's Telephone," "U. S. Military," "Sea Side Tactis," "Life on the Plains," "Would You Like a Job Like This?" "College Girls," "The Story of Baby," "The Wild West," "Alligators," "Cuba," "Porto Rico" and "Manila." The latter subjects are all in the famous "Olde" series, and will be a valuable addition to this department, which is most extensive and takes in all the places of any importance in the world. Exquisitely done, varying in coloring with descriptive paragraphs on the address side these cards are having an enormous sale, especially among discriminating buyers, and dealers cannot afford to be without them.

In nine cases out of ten the storekeeper who is constantly giving you a tale of bad times or poor business will sell well, and by making their own the talking souvenir post cards.

One of the most recent contributions to the list of new things on the market is a most timely and up-to-date assortment of clean, business-like post cards being introduced by W. E. Heil, 34-36 Cooper Square, this city. They are published on a fine grade of cardboard stock, and in highly lithographed colors, and are a few look at "Secret Telephone," "Lemon Family," "Owls," "Little Hayseed," "The Cupid Series," "The Candy Kid," etc. This company has also a fine line of letter post cards and novelty cards. Their illustrated match scratcher sells on sight. Samples will be sent free to the trade on application.

From photographs or other suitable copy the Gatchel & Manning Co., of Philadelphia, make engraving plates from which dealers or jobbers can have printed on an ordinary type printing press souvenir post cards. These local views always sell well, and by making their own the talking post cards, managers may have something exclusive but can thereby double his profits. The G. & M. Co. also make a specialty of designs for advertising: letterheads, follow-up cards, etc.

The utility of "Silk Po" cards published by the Fabric Art Co. have caught the public fancy. These cards instead of being lithographed or stamped on paper are, as the name implies, painted on silk or other similar material. This is simply stuck on card-board for mailing purposes and can easily be removed. They are a decidedly useful little novelty and can be made into very attractive pillows, pin cushions, patch quilts, etc. The range of subjects is very large and dealers will find them worthy of prompt attention.

A line of cards most artistic, of fine execution and beautifully colored, are the new glazed postals manufactured by Julius Bien & Co. They illustrate a wide range of subjects from the sublime to the ridiculous. It would be a crank indeed who could not find just what he wanted. Among others the following subjects are noteworthy: The Child's Journals or "Want Series," "Simple Life," "Affinity," "Country Life," "A Full Day," "Christy College Girl."

"Buy a post card of any scene you may desire; pay five cents for it and mail it to your nearest friend, sweetheart, wife or parents and at the same time receive a $500 accident insurance policy good for 24 hours and payable to the one to whom the card is sent in the event of accident or death within the time specified," is the scheme boiled down of a southern post card manufacturer. The idea being, of course, to boom this business, at the same time increasing the dividends of a certain well known insurance corporation. At the time of post card purchasing the card a number is stamped upon it, corresponding with the number of the policy, which is signed by the purchaser, who thereby becomes entitled to insurance to the amount of $500 within 24 hours after the time the card is mailed. Further than this it is said that the post cards yield a profit of 100 per cent. to those selling them. Here is an idea that certainly has the element of novelty.

Not to be outdone by the times a post card manufacturer in this city has issued a very catchy line of "Affinity" cards. Each contains a reply card attached. He or she enters an opinion of you on it and returns same. Retail price 10 cents, with a big margin of profit for dealers.

The ideal post card rack manufactured by Ed D. Denman, of Sheboygan, Wis., is something decidedly new in this field. It is collapsible and will hold up into one piece about the size of an umbrella. It displays the cards to great advantage, the rack not being visible when cards are seen. It holds 1,000 cards @ 48 displayed.

One of the handsomest and most complete catalogs that it has been our pleasure to see in many a day is the new one, with special discount sheets, of the Manhattan Electrical Supply Co., who are headquarters for all sorts of novelties or, as this catalog terms it, "something electrical for everybody."

Chas. Wolf, of Loesig & Co., who sailed for Europe on the S.S. "Augusta Victoria" on Oct. 31, is expected back about Dec. 15. Mr. Wolf has been making a careful selection of new novelties and post cards for next season's business, and will undoubtedly bring back his usual amount of big sellers.

The European Commission Co. has just been incorporated under the laws of New York State. The members are J. B. Weinberg, Herman Strauss, and James Sturgeon. They will act as foreign representatives in the United States, Canada and Mexico for a number of European manufacturers of post cards, booklets, calendars and novelties.

The Edwin A. Denham Co. have just issued their new talking machine and novelty catalog for 1908.

The new Bamford & Co.'s catalog is certainly extra.

LATEST

EXTRA

"Lucky Bug" JEWELRY

JUST OUT

Genuine Brazilian Beetles

or

"Lucky Bugs"

Very latest craze in Jewelry

BRINGS "GOOD LUCK" TO THE WEARER

Why not to you?

The Lucky Bug jewelry is made from genuine Brazilian Beetles, handsomely mounted on gold. They enhance gentlemen's watch pins and cuff buttons, ladies' hat pins, breast pins, brooches, etc., in novel designs. They are highly attractive, quality high, prices low.

Nearby you can find a complete stock of Novelty, display, and extra material for your business. We carry a line of "Lucky Bug" and "Lucky Bug" jewelry, as well as many other things to add to your stock of novelty material.

THE TALKING MACHINE WORLD.

Be Your Own Manufacturer and DOUBLE YOUR PROFITS!

We are specialists in making from Photographs and other suitable copy necessary plates for printing Souvenir Post Cards in one or more colors. Also Engravings to illustrate business ads and news of all kinds, as well as articles you sell.

SEND SAMPLE for trial order.

GATCHEL & MANNING, 27 to 41 So. 6th St., PHILADELPHIA, PA

Designers and Engravers for Catalogue and all other Advertising Purposes.
a very interesting one, and dealers contemplating adding post cards to their line will find it valuable.

In accordance with a decision made by General Appraiser Fletcher, post cards ornamented with feathers cannot be classed as lithographic prints or printed matter, therefore the duty on these goods is 50 per cent. Post card albums are dutiable at 55 per cent ad valorum.

The Automophone Construction Co. have just been incorporated under the laws of New York State with a capital of $10,000. Directors: John A. Leavitt, 356 West 40th street, New York; Len Spencer, 41 West 26th street, New York; Jacob Greenblatt, 346 Chester street, Brooklyn, N. Y. The "automophone," as it is called, is a combination of the talking machine and animated figures or automatons, thereby making it possible to give minstrels or vaudeville in its entirety, and though wholly mechanically, strikingly realistic. The factory, which is located in 430 street, is now working overtime on outfits ordered months ago by various theatres and nickelodeons, and the demand is steadily growing.

One of the big sellers of the season is the Affinity post card published by the F. L. Harding Novelty Co., 318 Broadway, New York. This card comes with pink, blue, red and yellow bows attached, each bow having appropriate reading for the color. The recipient, whether man or woman, is supposed to take off the bow representing his color.

*Jobbers and dealers cannot lay too much stress on attractive window displays, one of the most important features of which is that of striking window cards or signs. Of these, those of the department store type stand unrivaled for success, cheapness and adaptability. They keep the public in constant touch with your goods night and day, and are great trade inspirators. If you are a manufacturer you owe it to your trade to investigate their virtues.*

In connection with your album line leather specialties can be carried, such as pocket books, cigar and cigarette cases, match boxes, etc. Pyrographic outlays and other kindred novelties will make it a strong trade puller.

"Opposite attract" was never better demonstrated than in this trade. We have reference to the hundreds of dealers who are doing a thriving business combining jewelry and talking machines. Anyone looking for a side line that offers a chance for the small as well as the largest investor would do well to investigate the jewelry field. Big inducements are offered and there are many novelties in connection with the regular stock to offer—etchings, pins, medals, etc. are always in demand. Why not put yourself in a position to enter to it?

Postal cards bearing particles of glass, metal, mica, sand, tinsel or other similar substances, are unassailable, except when enclosed in envelopes with proper postage attached, or when treated in such manner as will prevent the objectionable substances from being rubbed off or injuring persons handing the mails. This ruling should be respected by both manufacturers, jobbers and dealers.

**IMPORTANT POST OFFICE RULINGS.**

According to a new ruling of the post office all post cards enclosed in a transparent envelope having a hole in the center through which the card will not go through the mail at that rate. A two cent stamp must be affixed.

According to another recent ruling of the department, the attaching of sheets of paper, bearing either writing or printing to a post card is no longer forbidden. Illustrations, writing or advertisement may appear on the back of the card, and on the left third of the face.

**EMPIRE POST CARD & NOVELTY CO.**

The Empire Post Card and Novelty Co. of New York was incorporated last week with a capital of $6,000. Directors: Morris Levin, 403 Pennsylvania avenue; Morris Blumenfeld, 182 Floyd street, Brooklyn; Samuel Goldberg, New York.

**SPECIAL TO THE TRADE!**

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred, can be added to any order.

**"Twinkling Star"**

**"Sweethearts May Come and Sweethearts May Go"**

**"Where The Jasmine Is Blowing"**

**"Instrumental—Paula Valse Cuppage"**

You will pay it to keep in touch with us. Write to-day.

**THIEDES-STIERLIN MUSIC CO.**

**ST. LOUIS, MO.**

**SPECIAL TO THE TRADE!**

**FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred, can be added to any order.**

**"Every Eye Is In Sibumberland But You and Me"**

**"Twinkling Star"**

**"Sweethearts May Come and Sweethearts May Go"**

**"Where The Jasmine Is Blowing"**

**"Instrumental—Paula Valse Cuppage"**

You can handle them easily and add to your inventory. Talk to your jobber or wholesaler and you will find them big sellers.

**THE BAUER CO.**

SITUATION LOOKS BRIGHT

For Dealers in Automatic and Moving Picture Specialties Notwithstanding the Much Discussed Flurry in the Financial World—The Past Year Has Seen Great Strides in a Popular ENTERPRISE — Some Comments in This Connection.

Notwithstanding the recent financial slumps, things look exceedingly bright for dealers handling moving picture machines and films; in fact, this business has suffered but little, and unless something unforeseen happens there will be a rich Christmas harvest for these enterprising retailers. Much of this steadiness has been due to the increased exertions on the part of the manufacturers. These men did not "rest by the wayside," but the minute they felt a relaxation on the part of the buying public, they began to double their advertising space, push overtime to supply these somewhat despised mail orders, and selling anything that is new will draw a crowd. Towns and villages are narrow and set in their views as to what is necessary to life, with a host of things that contribute to its enjoyment, will be sold for their few pennies. No larger fortune is needed to make the purchase of a penny-in-the-slot machine—cheating gum.

One of the most successful men in the arcade business in chattering with The World recently emphasized the necessity of knowledge in order to achieve success. He said:

"The first experience in catering to the public's taste is a most necessary factor to success in this business. You must study their humor and know all the machines on the market, be able to tell each one's shortcomings, where and when to feature each and how. In the second place, the large cities are nearly all well supplied with these places of amusement, but they are cosmopolitan to a great extent and anything that is new will draw a crowd. Towns for which you have to advertise is' more of a guess. You must learn the characteristics of your customers; introduce a jarring element in your enterprise and failure stares you in the face. To harmonize with the public's views is your first aim. You cannot depend on the only hope of success, and to do this is difficult, say the least, for an outsider. If anyone affords to invest money in slot machines, he should most decidedly advise "operating," by that I mean the purchase of a number of good money makers such as automatic pianos, talking machines, new model vending devices, etc. Get locations for these, they are innumerable, and is easily done by either paying so much for the location, or, better yet, on a percentage of the earnings. This gives you the right of repairs, and the owner of the place to push your machine into popularity for his own advantage. This is done by a system of slugs given to the proprietor who will start the ball rolling when a crowd is around, by their insertion. You have the key to the cash box and are therefore assured of a square deal.

SUCCESS IN ARCADE BUSINESS

Can Only Be Achieved by Knowing the Public and Providing the Machines That Satisfy.

The passing year witnessed the first serious effort on the part of the moving picture manufacturers to find a home for their product in the United States and Canada. One of the best proofs of the demand for these remarkable entertainments was found in the immense amount of advertising space devoted to them by the mail order houses. You ask why is it that more of the manufacturers do not bring their product to your attention? The answer is simply that they have nothing to sell, their factories being kept working to keep their eyes open, and, in fact, some large jobbing houses, know but little about marketing a new product; they are too conservative to inaugurate a successful pioneer campaign. They often will be induced, through the glibness of the manufacturer's agent, into placing an effective order, but there they stop, and unless something unforeseen happens there will be a rich Christmas harvest for these enterprising retailers. Much of this steadiness has been due to the increased exertions on the part of the manufacturers. These men did not "rest by the wayside," but the minute they felt a relaxation on the part of the buying public, they began to double their advertising space, push overtime to supply these somewhat despised mail orders, and selling anything that is new will draw a crowd.

This is done by a system of slugs given to the proprietor who will start the ball rolling when a crowd is around, by their insertion. You have the key to the cash box and are therefore assured of a square deal.

WHAT YOU CAN DO WITH ONE CENT.

The Age of Automatons Has Made the One-Cent Piece More Valuable and Brought Many Joys to Those of Limited Means—Some Enlightening Facts in This Connection That Are Worth Reading.

Have you noted the growing importance of the one-cent piece? A thousand schemes have been devised to lure it from your pocket. You ask for only one cent. Now, will you pay a few cents for a small cigarette? A button? Small change? Your automobile must be repaired; your clothing.-billed. A large new skill will soon be completed. You may be fed, you may be entertained, amused or instructed, you may be assisted in repairing your clothing.

But the real interest in these purchases for a penny is in the future—for the number and variety of them increase daily. Boon for a cent, or at most for a nickel, almost everything that is necessary to life, with a host of things that contribute to its enjoyment, will be offered and placed convenient to the purchaser, penny-in-the-slot machines have placed penny-in-slot machines outside its deps. A penny is put in and on turning a handle a half pint of milk comes out. This extension of this one cent plan is planned. In New York now there are penny-in-slot machines that furnish soda water in glasses that are automatically cleaned. If you look far enough in New York including the seashore resorts you will find an astonishing list of articles served from these slot machines. You will even see that the milk slot machine is confined to London. In England there is a slot machine that furnishes bottled lemonade. A small glass is served from a mechanical cow. There are ladies who sustain their strength by shopping tours downtown long past the noon lunch hour—even being able to join in the conflicts of the bargain counters—with chocolate from one-cent slot machines.

There are machines that yield, in return for a penny, a book in the slot, ice-cream sandwiches, salted peanuts, a cigarette, a drink of elder, an electric shock for your nerves or your rheumatism, your fortune told on a card, a box of matches, scent and powder, photographs of surf, a fast-moving train, a picture slide, a link to the key to the cash box and are therefore as-sisted in repairing your clothing.

SUCCESS is the result of furnishing the best.

O. T. CRAWFORD FILM EXCHANGE CO., Gayety Theatre Bldg., ST. LOUIS, MO.
FOODS will be found in the one cent automatic service-tabloids of groceries, of bread, of cheese, of compressed meat, of collar buttons, of self-nudging "babycham" buttons, of safety pins and shoe laces, ancient sheet music and unbound fiction.

From a combination of these shows. These shows are so carefully arranged that they will make it possible to get a luncheon. In the penny arcades there is an evolution of progression from that point. Tabloids of medicine especially ones, are already offered.

From the nickel-in-the-slot machines you may now extract a handkerchief or a photograph of yourself on a postal card among the great variety of their offerings.

But the willingness with which the great moving picture machines in the city parts with its one-cent pieces makes the interest of the dealers center in the evolution of the penny purchases.

Its scope will be vastly extended.

EDUCATIONAL FEATURES

Of the Moving Pictures Are Not Always Recognized by the Critics of the Public Shows

Where These Devices Are Used—They Also Afford Amusement and the Keenest Possible Pleasure to People of Limited Means.

(Special to The Talking Machine World.)

The recent shows that exhibit moving pictures seem to have got into the limelight through the rumpus kicked over the noise made by the orchestra and talking machine honkers in Philadelphia, yet the Quaker City has bigger nuisance than melodies of this sort and bears them without a grumble.

It has not been charged against any of the moving picture shows that the views shown are immoral or improper. There is a great deal of nonsense, but this is an age of funmaking and the comedies on the screen are often very superior to some of the stuff that passes in high class theatres as vaudeville and lacks the vulgarity often found in large entertainment houses.

There is, however, a distinct educational feature to the moving pictures that their critics fail to recognize or admit. Many of the views are of scenery in this and other countries and the audience is taken through some of the most striking sections of mountains and along lakes of marvelous beauty. The moving pictures have made us acquainted with a large section of the globe and they portray life in many aspects, solemn, ludicrous, as well as many features of activities.

There is relaxation in the nonsense of the scenes depicted in some of the films and many a weary man and tired woman have been led to forget their ills for the time by the merriment of the nonsense. But this is an age of funmaking and the moving picture shows that the views shown are immense beauty.

Again, the moving picture shows afford a very reasonable amusement offer at a low figure. Before the discovery of the process for depicting life upon the screen, stereopticon lectures were often high-priced forms of entertainment, but many of these pictures now projected upon the screen are as good as those for which ten times the admission fee was asked in the old lecture days.

If there are objectionable features, it will be an easy matter to suppress such adjuncts, but the popularity of the moving pictures is attested by the crowds that attend the performances every day in every town in which they are exhibited.

COIN OPERATING MACHINES

Greatly In Effect in Countries Which Voted "Dry."

The wave of reform which is sweeping this country has had a decided effect on reducing the demand for coin operating machines in the districts which have voted to go "dry." A. W. Miller, of Kansas City, Mo., recently advertised his stock of coin operating machines for sale in the Music Trade Review.

He says "On account of the fanatic order of the Governor of this State, all liquor dealers, music and musical instruments stopped in cases where intoxicants are sold I cannot very well move these instruments into some one else's territory and as half of this State and the State of Kan- sas is totally temperance I want to get away from here by January 1st."

MACHINES MUST BE USED INSIDE

(Special to The Talking Machine World.)

Indepence, Kan., Dec. 4, 1907.

The three 5-cent theatres in this city will have to draw in their horns. The city council last night instructed the city marshal to order the proprietors to keep the talking machines, used for advertising purposes, inside the build- ings. It is the intention of the council to keep the noise down to a minimum.

Regarding Sunday Closing.

The radical decision of Judge O'Gorman, hand- ed down the past week, whereby all pieces of amusement, including the theatres and opera houses, will be closed hereafter in New York on Sundays, necessarily affects those popular building places of the movies, which are the most envied spots in the public eye and other places where moving pictures are display-

It is now expected, however, that this antiquated law will be repealed, and that New Yorkers will have a chance to spend their Sunday afternoons in some other place besides the saloon, which is always open for business.

New York is too cosmopolitan a city to be gov- erned these days by laws that were passed when people held less liberal ideas about the observ- ance of the Sabbath.

COLORADO MOVING PICTURES

Mr. and Mrs. Edward H. Kemp, who are now visiting New York, are probably the best adver-
tises the state of Arizona has, and they did it by showing that wonderful country in their series of colored views and motion pictures.

Mr. Kemp is famous in the West as a student of the Hopi Indians. He has made many trips into their country, and in some cases has been successful in obtaining the motion pictures of the sacred dances of the tribes.

Last summer Mr. and Mrs. Kemp were most fortunate in securing moving pictures of this weird ceremony, in which the priests carry in their mouths rattlesnakes and reptiles of various descriptions. This is a prayer for rain, and the Hopi Indians believe that the snakes, going back into the graves of the dead, communicate with the spirits.

RECENTLY INCORPORATED

Blum & Rosenthal, of New York, was incor-
porated recently for the purpose of handling au-
matic pianos, with a capital of $1,000. Direct-
ers: Nathan B. Blum, Rockaway Park, L. I., and Albert Parks, of Boston, Mass.

The Buffalo Film Exchange, Buffalo, N. Y., have incorporated to manufacture moving picture films, taking machines and records, with a capital of $30,000. Directors: J. A. Schuchert, F. A. Schuchert and E. W. McIntyre, all of Buf-
falo.
SATISFACTION
ALL WAYS
WITH PEERLESS
COIN OPERATED PIANOS

Don't stop to think what you have lost by not handling PEERLESS before. There is still some open territory if you hurry. One dealer reports a net profit of $5,000 per month from his Peerless Department alone. There is business to be had in your locality, business to satisfied customers with large payments, because the Peerless will pay for itself in from seven to ten months.

Peerless quality always brings a high rate of profit, and there is no medium on earth to compare with these instruments as real money-getters for all those who handle or own them.

Once more the PEERLESS coin operated PIANOS are classed by the nation's experts as the LEADERS. They were awarded the Gold Medal and Highest Award at the Jamestown Exposition, 1907.

Think of the money you will make.

One Peerless Piano took in $350 in 27 days. Whatever your business may be things will move faster if you have music. Our Peerless has been tried in cafes, billiard parlors, drug stores, hotels, candy stores, etc., and in every case it has proven a success. It does not matter what your business may be so long as it means dealing with the general public. You will find it profitable to have a Coin Operated Piano. It will attract customers, amuse them, and your satisfaction will come from the coin box, which will earn money for you that you would not otherwise get, as well as an increase in patronage.

Get Our Easy Money Catalog

OTHER AWARDS:
Pan-American Exposition, Buffalo, 1901
St. Louis World's Fair, 1904
Lewis & Clark, Portland, 1905

ROTH & ENGELHARDT
(Props. PEERLESS PIANO PLAYER CO.)

Offices: WINDSOR ARCADE, FIFTH AVE., NEW YORK CITY
Factory: ST. JOHNSVILLE, NEW YORK
We announced the BQ as a "Columbia sensation."
And it was.
Just as we expected, only more so.
And getting still more so every day.
The combination in a cylinder machine of all the points of convenience and tone quality that have made so great a success of the Columbia Disc Graphophone was bound to create excitement, and it's bound to keep it up.

We are rushing work on the BQ model and intend to keep as close to our orders as possible, but the machines are being sold about as fast as they are being shipped, and that means just one thing: *Get your orders in!*

The compactness of the machine *alone* would sell it.
The aluminum tone-arm *alone* would sell it.

This BQ Columbia is one talking machine model that you *can’t* lose on—Unless you lose sales by not ordering soon enough.

Columbia Disc and Cylinder Records fit any talking machine and make it sound almost as good as the Columbia Graphophone—and the whole country is finding it out!

It's a message to you.

COLUMBIA PHONOGRAPH CO.
TRIBUNE BUILDING, NEW YORK

The Columbia "BQ"

the success of the year

A $30 Tone-Arm Cylinder Graphophone with Swivelling Flower Horn. No rubber tube, no horn crane, no horn stand.