

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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

Star Records

Leave no dead stock on your hands, because—

Every Star record is a picked winner—one of the popular hits that promise certain and large sales.

We never record a selection unless we see a sure demand for it.

It's the trashy records that keep your money tied up—the light-weight stuff that is forced on you by the bushel—salable one day and dead as Pharaoh the next.

We have worked against this condition from the beginning. It is not only unfair to the dealer to-day, but a menace to the manufacturer to-morrow. We have steadfastly kept the Star policy one of sound business for both our dealers and ourselves.

Every Star dealer knows this—every one will testify that the whole Star line keeps moving in step. If you are not a Star dealer you can test it for yourself with a trial order.

And you can't find a record that excels the Star in pure brilliancy of tone, freedom from scratch, and durability. Made in 10-inch and 12-inch sizes.

Here's the question that stares you in the face: Shall I keep on burdening myself with old conditions, or shall I tie up to the one record line that is conducted on a sensible merchandising basis?

As you decide, so will your future be.

If you are not a Star dealer you are missing the best thing in the talking machine situation to-day

HAWTHORNE & SHEBLE MFG. CO.

PHILADELPHIA



ORIGINALITY—MERIT—SUPERIORITY



ARE COMBINED IN OUR LINE

Eureka
TRADE MARK

CARTON CABINET

A Perfect and Practical Method for Storing and Cataloguing Cylinder Phonograph Records

THE FLANNEL-LINED CARTONS in which Records are sold are the only proper and practical means of preserving the Records. They protect the delicate sound waves from damage and from the accumulation of dust.

THE EUREKA CARTON CABINET is constructed to permit the use of these Cartons for the precise purpose for which they are intended—

THE PERFECT PROTECTION OF THEIR CONTENTS



PATENT APPLIED FOR

Truetone
TRADE MARK
AMPLIFYING
HORN

PATENTED

For Cylinder and
Disc Machines

Genuine Quarter Sawed
Oak and Genuine
Mahogany

To match the prevailing
finish of Machine
Cabinets

MADE ENTIRELY OF WOOD



CYLINDER MACHINE HORN

Acoustically Perfect
Construction and Design
Unequaled.

Tone and Volume Supreme

It is conceded that a Wooden
Horn is the proper means for
Amplifying Sound Reproductions.

A comparative test will confirm this opinion of experts.

Structural difficulties and prohibitive cost have been overcome.



PATENT APPLIED FOR

Eureka
TRADE MARK

LIBRARY CABINET

For Filing and Cataloguing Disc Talking
Machine Records

A Place for Each Record and
Each Record in its Place

A positive method of locating any desired
record and insuring the return to its proper
place.

Records Protected Against Dust and Damage



General Phonograph Supply Co.

57 WARREN STREET, NEW YORK CITY

DESCRIPTIVE LITERATURE AND PRICES SENT ON APPLICATION



The Talking Machine World

Vol. 4. No. 1.

New York, February 15, 1908.

Price Ten Cents

MUSIC OVER THE WIRES.

G. R. Webb, of Baltimore, Experimenting With New Device—Telephone Subscribers May Eventually Profit by His Inventions.

Telephone subscribers may soon be able to have as much music, vocal or instrumental, as they desire in their homes, if a series of experiments now being made by George R. Webb, prove successful. All that will be required will be to call up Central, ask for whatever selection is desired, attach a specially constructed receiver, and the music fills the room. Already much success has been attained by Mr. Webb in his experiments, and patents have been applied for the devices designed in connection with the transmission and receiving of the music.

Mr. Webb declined to have anything to say about his plans for sending music out over telephone lines from a central station. He has been experimenting with various devices to accomplish this for the last two years. The music is of the disc-record character and the apparatus used in reproducing this music is of Mr. Webb's own invention. The central station is equipped with a device to operate the disc and there are specially constructed transmitters and receivers. The discs are operated on turnstiles, which are operated by electric power. This takes the place of the mechanical working of the ordinary talking machine.

At first there was a grating sound to the music, but Mr. Webb has kept at work with his experiments, and those who have heard the music declare that he has completely overcome this objection. Some of those who have heard of the apparatus have compared it to the telharmonium, the invention of Dr. Thaddeus Cahill, now being exploited by a company organized for the purpose in New York, but there are many points of difference about the music. The most important is that either vocal or instrumental music can be furnished, whereas the telharmonic music is instrumental only. Then, too, it is to be used in conjunction with telephone service, the same wires being used for the double purpose.

Mr. Webb has been making recent experiments with his new device in Wilmington, where he is the principal factor in the Delmarvia Telephone Company of that place. The apparatus invented by him for transmitting the sounds to telephone wires was installed in the telephone exchange and the patent horns for receiving the music placed in houses of subscribers miles away from the station. The operator was called up, asked to place a certain record on the machine, a key turned and almost instantly the music began to fill the room. The new music is paid for as is telephone service. It might be possible to give unlimited service or the service can be measured, just as telephone calls are now counted, and charged to subscribers.

As yet Mr. Webb has given no demonstration of his new device in this city. He had planned to spring a surprise on the guests he has invited to attend a dinner at the Belvedere on Saturday night, but owing to the fact that his plans leaked out he is undecided about giving it.

The demand for the music is principally at night, when telephones are little used, hence the claim is made that by installing the apparatus a telephone company will increase its revenue. The telephone company is obliged to keep its operators at work every hour in the twenty-four, though by far the bulk of the calls are made during the day. It is claimed that telephone companies throughout the country will welcome any device which will increase the use of telephones, especially during the hours when the operators are seldom busy.—Baltimore, Md., News.

The optimistic talking machine dealer is the mau who is coming out ahead these days.

AIDS SPREAD OF CULTURE.

The Talking Machine Proving Effective as a Musical Educator—Has Brought Opera to the Masses and Made Stronger the Desire to Hear the Originals.

The daily papers have had much to say about "canned music" since Sousa introduced that now famous expression as applied to records used in talking machines. It has been used in a humorous, and more often in a libelous way, but in spite of the yards of weird stuff that is so often handed out by writers in the daily papers, there is no doubt in the minds of intelligent, fair-minded men that the talking machine has aided and will still aid in the spread of culture in this and every other country. Only recently a prominent Philadelphia jobber spoke as follows on this matter:

"Why, there is not the slightest doubt in the world about the talking machine being one of the greatest factors in the musical culture of the public. That is so far true I am constrained to go so much further and say that without the education in music the public has received from the talking machine, and I am willing to admit also the share that the piano players and other music-producing machines have had in the same direction, there would be no such thing possible as a grand opera company in Philadelphia and visits of grand opera from New York.

"As it is now, the public has become so familiar with the great grand opera singers and the music from grand operas from hearing them on the talking machines that a desire to hear the originals has been created that will make the grand opera ventures in other cities successful.

"Just look at the thousands of records we have here in this place. They are almost exclusively of grand opera and symphony orchestra, or, in other words, classic music. We sell 1,000 records where the prices range from 50 cents to \$6 to every one that sells for less than those prices. Do you suppose such a thing was possible before the phonograph came and exerted its educational influence? I know positively that it was not. In fact, we have no room here, large as it is, to carry a very large stock of popular music, and when people come here after it we usually refer them to some of the other establishments handling records if they do not want to wait until we can send after them."

VICTOR CO. BRING ANOTHER SUIT

Against the Duplex Phonograph Co. of Kalamazoo on the Conn Patent.

A second suit was filed by the Victor Co., against the Duplex Phonograph Co., of Kalamazoo, in January, 1908, in the United States Circuit Court at Grand Rapids, Mich., and was based on the Conn patent No. 624,301, May 2, 1899, the entire interest in which is now owned by the Victor Talking Machine Co. This patent covers the so-called Duplex feature, or in other words, the double horns connected with and carrying at their smaller ends the sound box. The suit is in Equity No. 1644.

TALKING MACHINE CLUBS THE LATEST.

Advices from Kansas City, Mo., state that talking machine clubs are the latest fad in that city, the members exchanging records with one another, thereby giving each member the advantage of using far more records than he would very likely be able to buy. Of course the advantage of the scheme from the talking machine dealer's viewpoint is not so apparent.

Advertising is like any kind of sales talk. It's not how much you say that counts, but what you say and how you say it.

THE FLOOD IS COMMENCING.

The Ebb Tide in Prices, in Business, in the Hearts of Men Has Passed—Now Is the Time to Get a Hustle on and Buckle on the Armor That Will Insure Success in the Battle for Trade—Not the Time for Pessimism or Indecision.

Everyone knows that Shakespeare said: "There is a tide in the affairs of men, which, taken at the flood leads on to fortune." But not everyone knows that tide in his life when he sees it; and fewer know how to take it at the flood. Now and then a man sees it and takes it. He gets rich and others wonder how he did it.

To-day there is an ebb tide in prices, in business, in the hearts of men. It has just passed and the flood is commencing. The merchant who does not study the situation as to how he may buy what he needs at best figures, and start humanity running after what he has to sell, does not deserve a fortune. Moreover he will not keep store very long into the beginning of this go-ahead century. Competition is growing hotter year by year. The man who does not study his job will soon have no job to study. You must know more than your father did or you will never make half the money he did.

Time was two decades ago when a man could get rich running a farm in scrub fashion, because if he existed on the farm his land increased in value fast enough to make him rich. In slavery days a planter might fumble with his farm and still grow rich on the growth of his slaves. In those days a store keeper might sit on his goods and grow up with the town. He can't do it to-day. People have been educated to something better and they want the best in the land. If you don't furnish it along comes a smarter man than you, and you wake up to find yourself sitting in his shadow.

Get a hustle on. Spit ou your hands. Buckle up your belt. Keep step with the progress of the world, if you want to get a slice of the earth. Otherwise sit and drift with the drift-wood of humanity, washed out of sight beneath the flood tide of brighter men than you.

SAPPHIRES BY THE POUND.

Eugene Maret Promises to Turn Them Out of His New Electrical Furnace.

A despatch from Paris, France, says that Eugene Maret, the French engineer, has this week established an electrical furnace with which he says he will be able to manufacture several pounds of sapphires daily. These artificial stones will be harder than the natural gems, and can be graded to any shade desired. The raw material used is Roman alum and chromatic acid.

SUPERSEDING THE PASTOR.

In a small town in the West there is a cozy little church, but the membership is so small they cannot afford a pastor, consequently they have had no preaching for a long time, and the members were getting cold in the performance of their religious duties. Not long since a man visited the church with two talking machines, one did the preaching, the other the singing. They were a perfect success in every way, and the society bought both machines, and the congregation is growing so fast that an addition has got to be built on the church. The sermons are sent them every week by express at a cost of sixty cents a piece for every Sunday in the year. The second year they can repeat the same sermons and the same songs. When there is any baptizing to be done it is left to the deacons who handle the finances, and everything moves right along like clockwork.

A PANTHEON FOR RECORDS

Of Famous Singers and Celebrated Men to be Handed Down to Posterity—Carnegie Could Through a Gift Immortalize Himself—As Valuable as a Library—New Yorker Ahead of Parisian in Suggesting Plan Originally.

Extended mention has been made the past month of the consummation of the plans of M. Pedro Guilhard, retiring manager of the French National Academy of Music and M. Alfred Clark, representative of the Gramophone Co., whereby a museum or a series of vaults in the basement of the Grand Opera House in Paris, has been established, where will be deposited records of the voices of the world's most marvelous human voices. In this connection it is worthy of note that the original plan for founding a pantheon of talking machine records was suggested many, many years ago, and primarily, it is believed, by Dr. J. Mount Blyer, of New York. His plans, however, were much wider in scope than those adopted by our Parisian friends, for he did confine the records to songs, when he wrote:

"What greater gift could present day philanthropy bequeath to posterity than a complete record of our life and literature, not as expressed in books, but in living autograms? What books have done for past ages in recording their life and literature the autogram might do for the present, and with far greater reality. Compared with such a record, the greatest of the world's libraries must appear lifeless and inadequate. And, as books are collected and shelved in great libraries, these autograms might be gathered and preserved in a great living pantheon for the benefit of remotest posterity. Could such records have been preserved of the great orators, the poets, and actors of the past, their value to-day, not only as curiosities but for their direct educational value, would have been incalculable. In these days of great public benefactions here is an opportunity to found a great pantheon as enduring as any library and of far greater historical value for the future."

It is not yet too late for some public spirited New Yorker like Andrew Carnegie to denote a sum of money for this splendid object. No ordinary library could be so valuable to posterity, and, irrespective of what the Public Library at Washington is doing in this connection, there should be in this great American city a noble edifice erected containing the records of all our noted men in all walks of life. To appreciate the value of these records to the future, it is only necessary to imagine our own attitude toward a similar record of the past. The autograms of famous men, especially of their speeches or sayings upon famous occasions, even of the last few years, could they have been preserved in this way, would have been among the most valued relics of our generation.

Could the last speech of McKinley and the famous oration of Lincoln at Gettysburg have been preserved in this way they would be eagerly listened to at the present day, and the records would have been preserved and handed down to posterity. And such a record of Washington's farewell address or of the original reading of the Declaration of Independence would doubtless be more carefully preserved than any single book which the country has produced.

To go yet further back, what interest would attach to the reading, for instance, of one of Shakespeare's plays by its author! Could such records have been made and preserved in ancient Greece and Rome during the periods of their greatness the value of such autograms can scarcely be overestimated. An original oration of Cicero or Demosthenes would of course, be a priceless literary relic.

Compared to a great living pantheon, such as the storehouse of all these treasures would be the great libraries of the world would seem insignificant. It may be argued that there are at present few orators whose voices will be of such interest to future ages as are these great classic figures to us. Every generation, however, would have some important contribution to make to this pantheon.

To take a single advantage among many which the possession of such records has, consider merely the value alone of the autograms of the great actors of history. A reproduction, for instance, of a play in which Moliere or Garrick or any other master of the past had appeared would attract, of course, an enormous audience. Apart from the mere element of curiosity, however, the possibility of comparison thus made possible would be of the highest importance. It is not too much to say that the dramatic art would have been greatly advanced could actors and actresses have studied their art from actual contact, as it were, with these great figures.

It would be much the same with oratory, either in legislative bodies or in the pulpit. The mere printed record of great orations or great sermons cannot give an adequate idea of their original power or charm. Were it possible to hear, so to speak, at first hand the orations of Cicero or Demosthenes or Burke—to mention no others—and compare them with the efforts of our present day orators, the comparison would be highly instructive. How earnestly would modern preachers listen to the autogram of a sermon preached by Savonarola or Bossuet!

One is likely to dwell upon the human interest of such an enterprise. Its actual scientific value is even more important from a scientific point of view. It is capable of a much wider utility than most people now imagine. The phonetic survey to be carried out by Cornell University indicates the possibilities of our line of scientific investigation. The study of language would, besides, be greatly assisted by such records.

To mention one example, imagine that among the autograms in this living pantheon were extracts from the speech of the Greeks and Romans. The study of these dead languages would be immensely assisted. A thousand points in dispute, which have been the object of discussion for generations, could be instantly determined, and the scholarship and energy which have been thus expended, might have been diverted into other and more fruitful channels. The study of old French or early English, with its important effect upon the language as spoken to-day, would be greatly facilitated. There would be no lost languages in the future.

The advantages of such a collection to the present as well as to the future are of course endless. As a New York paper said recently: It seems extraordinary that, in view of the comparatively trifling cost of such an enterprise and its immense service to art, to history, to science, and to scholarship in general, the founding of the great human pantheon should be no longer delayed.

TETRAZZINI'S SUCCESS

Has Brought About a Tremendous Demand for Records of Her Voice Made by the Universal Talking Machine Mfg. Co.

As a stroke of excellent business, apropos to the occasion, few things have occurred better than the preparedness of the Universal Talking Machine Manufacturing Co., Newark, N. J., to furnish records of Mme. Tetrazzini, the star of the singing forces of the Manhattan Opera House,



New York. The diva scored a distinctive success and furore there as she did at Covent Garden, London, Eng., and the Universal Co. have been flooded with orders for the great hit of the year. The music with records include the following selections: "Barbiere di Siviglia (Una Voce Poco Fa) Rossini," (A little voice I hear); "Romeo et Juliette-Valse" (Juliet's waltz song) Gounod; "Sonnambula" (aria) Bellini and the eleven-inch "Lucia di Lammermoor" (mad scene) Donizetti; "Caro Nome" (Rigoletto) (Dearest Name) Verdi. Other of the latest operatic successes the company will have ready in a short time, of which due announcement will follow. The company's enterprise in their quick work, while the "goods are selling," is spoken of with commendation.

The Victor Talking Machine Co. have trademarked the word "Exhibition" for recording and reproducing sound-boxes.

ATTENTION! NEW ENGLAND DEALERS

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

**EDISON PHONOGRAPHS
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



Victor=Victrola

\$200

**A Sure Money-Maker
for Victor Dealers**



Cabinet of San Domingo mahogany, light or dark; piano finish

Mr. Dealer :

Here is a money-maker—a big, sure money-maker for you—the Victor-Victrola. Your line is not complete without it. And the time to add it to your stock is right now.

The Victrola sells readily among a large class of people who want the refined musical entertainment that only the Victor can give, but who prefer an instrument with no horn in sight.

In the Victrola the horn is entirely concealed in the cabinet, and the music is made loud or soft by opening or closing two small doors. The cabinet also contains albums for 150 records.

The most complete and artistic of musical instruments

We are increasing the demand for the Victrola by a vigorous advertising campaign that started in the February magazines. Follow up the strong impression that this advertising is sure to create—go after the good business that it is sure to stir up in your locality, and you can't fail to get profitable results.

People of means, the schools, churches, societies, clubs, hotels and many other "prospectives" in your vicinity would quickly buy the Victrola if they knew what a wonderful instrument it really is. It is up to you to tell them and show them.

The sale of a Victrola opens the way to immensely profitable business. People who buy Victrolas are liberal buyers of Red Seal Records. Beside this, the Victrola is a great publicity maker—brings the best classes to your store, and in this way helps to sell the entire line of Victors and Victor records.

The time to sell it is right now

The Victrola is making money for other dealers. Why not you? Don't delay, get your share of this business. Write to your distributor for details. Write to-day.



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

Berliner Gramophone Co. of Montreal, Canadian Distributors

Full information can be obtained from the following Victor dealers:

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

Fill out, cut off, and mail this Coupon to-day.

CUT ALONG THIS LINE.
 Victor Talking Machine Company, Camden, N. J.
 Please send book, "How to Sell Victors on instalments."

Name.....
 Street.....
 City.....
 State.....

THE PHONOGRAPH IN AUSTRALIA.

Exhibited at the Sydney Exhibition in 1881—
Mr. Gladstone Sent a Phonogram to the Govern-
or of New South Wales—The Improved
Machine Heard in 1890.

It is hard to say now who first brought the phonograph to Australia. Perhaps the first machine to be publicly exhibited was the Edison tinfoil phonograph which was on view at the International Exhibition, held in Sydney in 1881. One who saw this crude machine said: "You turned the handle and shouted into a funnel, and then turned a handle, and it shouted back to you, but you couldn't understand what it said."

The first improved phonograph seems to have made its appearance in Australia about 1890, or at all events the first public exhibition of it for that year is claimed by a Professor Douglas Archibald. In his booklet, which bears the date 1890, and is entitled "The Perfected Phonograph," the announcement is made: "Edison's latest phonograph now exhibited for the first time in Australia by Professor Douglas Archibald, M. A., Oxon, under the direction of Messrs. MacMahue." The phonograph was of the concert type, and was driven by an electric motor. It had the usual diminutive trumpet, which shows that the superior acoustic properties of large trumpets were not yet recognized, or, which is more likely, that they had not yet been manufactured. In the booklet referred to above there is a brief description of the machine, but the article written by Edison for the North American Review, describing his improved machine, and giving a brief history of the invention, is quoted in full. Edison indulges in many predictions as to the uses the phonograph will be put to, and many of these predictions have been fulfilled to the letter," says J. Smith of New South Wales in the Talking Machine News. Professor Douglas Archibald, besides being the first public exhibitor of the improved phonograph in Australia, was also responsible for a phonogram spoken by Mr. Gladstone, which was probably the first phonogram which ever came to Australia. This was the phonogram sent by Mr. Gladstone to Lord Carrington:

Spoken in London on March 8, 1890, by the Right Honorable W. E. Gladstone, addressed to His Excellency Lord Carrington, Government House, Sydney, and conveyed thither by the hand of E. D. Archibald, and respoken on June 8, 1890, by the phonograph in the presence of their Excellencies, Lord and Lady Norman and suite:
"10 St. James Square, London.

"My dear Lord Carrington:—I gladly avail myself of this opportunity to assure you with how much pleasure I hear of you and your career as Governor in New South Wales. I am also honored and gratified in being the first person to make a communication through the phonograph to Australasia, as worthily represented by the great colony at whose head you have been placed. In the phonograph is a new bond of amity between Australasia and the United King-

dom, and I regard each addition to these free and friendly ties as an inspired benefit and a fresh guarantee for the endurance of a connection alike honorable and beneficial on that side of the water and on this. I am, my dear Lord Carrington, very faithfully yours, W. E. Gladstone."

THE VALUE OF COMPETITION.

How a Business Is Frequently Helped by a Rival Discovering Some Newly Developed Possibilities—Always Do Something Better.

Frequently a business, energetically started and capably captained, thrives and flourishes until the situation seems splendidly controlled, when with human indulgence the leader lets down steam, assumes that all's well and just keeps the boat off the rocks, letting the stream carry and fix the rate of progress. No need of promoting from the crew a new hand at the tiller, as the ship sails along well under her own headway.

Then comes an awakening, when another enterprise is started to take up some newly developed possibilities heretofore unnoticed by the confident commander. Maybe the new enterprise is engineered by a break in his own forces not sufficiently recognized by him, or is controlled by new ambition seeking profitable field for endeavor.

GET UP STEAM!

That's the spur that thrills the old ship or makes her clear decks ready for action. Overboard with the fossils and the dead wood! Scrape the barnacles off the keel! Get up steam! Before you know it undreamed of possibilities disclose themselves, bigger and better business develops, and a grand, live institution results, because the "old man" got pushed to do his best.

Nine times out of ten he hates the fellows who woke him from his trance, instead of being grateful for the shock that sent him forward to the work he best could do. But, then again, they didn't mean to help him. All of which proves that consciously or otherwise, we humans are so tied together that every action has some influence on our fellows and makes our every move of some concern to the whole world. You are your brother's keeper, and you will not attain happiness if you attempt to dodge the responsibility.

ADVANTAGES OF BEGINNERS.

Given youth, courage and industry, any man with a small capital need not fear the competition of any large store into which years have always brought red-tape and conservatism. The impetus of a beginner, the eagerness of youth and the industry of ambition more than offset the big store's advantage in purchasing power, which cannot average more than 5 per cent., against a wide-awake skirmisher. This small percentage is more than offset by buying and office expense incident to large undertakings.

THE WORTHY AIM.

It is frequently seen that a smaller shop will outweigh in public regard a larger rival on some one specialty; and there is the meat in the cocoanut.

Do something better than the other fellow, and keep on doing that something better until you're found out.

Doing something better, allied to a little patience, always results in being found out; for the hungry world, with its myriad eyes and million appetites, is always looking for the chap who can do anything a little better.

THE GAELIC RENAISSANCE.

The Part The Talking Machine Is Playing in This Movement—Academy of Sciences of Vienna Interested.

One of the most important uses to which the talking machine has been put within recent years is the preservation of the fast dying languages and dialects of the olden races in all parts of the world. Centuries hence, the customs, habits and languages of these races will be thus brought to the knowledge of interested people in a much more forcible and valuable manner than through books. But the fact that these records will supplement the written knowledge shows the importance of the talking machine. German scientists are particularly active in this field, and only recently the Imperial Academy of Sciences of Vienna, becoming interested in the Gaelic movement in Ireland sent one of its professors, Dr. Rudolph Tribitsch, to the Emerald Isle for the purpose of making phonographic records of Irish as spoken in the different provinces of the country. The revival of Gaelic in Scotland is also noted with satisfaction, says a writer in the Westminster Gazette, by enthusiasts in the North. It is said that nearly all the younger members of the old Scotch families are studying the language of the Gael to a greater or less extent, and that several of them have attained considerable proficiency. The movement is to receive a new recruit shortly in the shape of a weekly journal, Alba, which will be edited by the Hon. Stuart Erskine, and printed in Gaelic. Dr. Tribitsch has already visited Aberdare, where he secured several genuine records of real Aberdare Welsh, and he has also spent some time in North and Mid-Wales. He is now hoping to complete his collection with some records of the music of the triple harp, the ancient harp of Wales, which is still found at Llanover. The Germans have long been interested in Gaelic and their desire for further research is but natural.

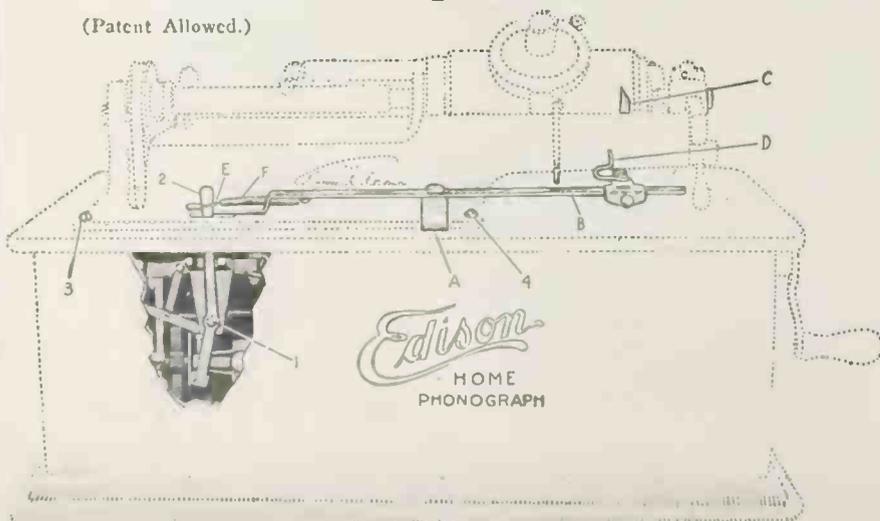
W. J. KILLEA'S SUCCESS.

William J. Killea, formerly a telegraph operator for the Associated Press and who conducted a talking machine business on the side, has found the latter growing to such an extent that he has decided to devote his entire time to the selling of machines and records. He is conducting a store at 74 South Pearl street, Albany, N. Y.

A dictograph has been installed at the Metropolitan Opera House and through this means Manager Couried is enabled to hear in his office the performance of opera on the stage as though he were sitting in a first-class orchestra seat.

The Gibbs Stop Attachment for Edison HOME and STANDARD Phonograph

(Patent Allowed.)



This is the only device on the market having an indicator that can be **instantly** set to **accommodate any record** in the Edison catalogue and automatically stops the machine when the **music** is finished; thereby preventing the sapphire from being damaged in running over the end of the record.

Nothing to break or get out of order. Can be applied in less than a minute, and requires no tools except an ordinary screw driver.

Does not mar or injure the phonograph but adds to its appearance. Made of metal and nickel-plated.

Retail Prices of Attachments—For "Standard" Phonograph, \$1.00 each; for "Home" Phonograph, \$1.50 each.

Dealers Profit is 100%
(Each Attachment Guaranteed.)

ORDER FROM YOUR JOBBER

We will send prepaid to any dealer a sample attachment for the "Standard" on receipt of 50c., or for the "Home," 75c.

The Gibbs Mfg. Co.
CANTON, OHIO



List of March Victor Records You need them all

All vocal selections have accompaniments by the Victor Orchestra

- 8-inch 35 cents**
Arthur Pryor's Band
- 5324 International March Roberts
"Coon" Song by Billy Murray
- 5364 He's a Cousin of Mine..... Hein
Billy Murray and Haydn Quartet
- 5330 I'm Happy When the Band Plays
Dixie Vanderveer
- Duet by Stanley and Macdonough**
- 5366 Some Day You'll Come Back to Me... Ball
- Gospel Hymn by the Haydn Quartet**
- 5365 Ring the Bells of Heaven..... Root
- 10-inch 60 cents; 12-inch \$1.00**
Arthur Pryor's Band
- 5345 Captain General March (10-in.)... Louka
- 5343 Angel of Love Waltz (Auge d'Amour)
(10-in.) Waldteufel
- 5344 Eileen Ashore Medley (10 in.)..... Olcott
- Victor Orchestra, Walter B. Rogers, Conductor**
- 5369 The Dream Waltz (from "A Waltz
Dream") (Ein Walzertraum) (10-in.)
..... Oscar Straus
- Cornet and Flute Duet by Keneke and
Lyons**
- 5347 Voice of Love—Serenade (10-in.).....
Schumann
- Trombone Solo by Arthur Pryor, with
Band Accompaniment**
- 5346 Oh, Dry Those Tears (10-in.)... Del Riego
- Soprano Solo by Helene Noldi**
- 5356 Jewel Song from "Faust" (10-in.)... Gounod
- Baritone Solos by Alan Turner**
- 31690 The Bravest Heart May Swell (Dio
possente) "Faust" (12-in.)..... Gounod
- 5359 Prologue from "Pagliacci" (10-in.)
..... Leoncavallo
- 5351 Good-bye, Sweetheart, Good-bye
(10-in.) Von Tilzer

- Baritone Solo by Percy Hemus**
- 5348 The Sailor's Prayer (10-in.)..... Mattei
- Tenor Solo by Byron G. Harlan**
- 5349 Two Little Baby Shoes (10-in.)... Morse
- Tenor Solo by Harry Macdonough**
- 5352 One Little, Sweet Little Girl (from
"O'Neill of Derry") (10-in.)..... Olcott
- Contralto Solo by Corinne Morgan**
- 5357 Bid Me Good-bye (10-in.)..... Tosti
- Male Quartets by the Haydn Quartet**
- 5362 Jesus Christ Is Risen To-day (Wor-
den) (Easter Hymn — "Alleluia")
(10-in.) Davidica
- 5353 Mollie Darling (10-in.)..... Hays
- Duet by Miss Stevenson and Mr. Mac-
donough**
- 5354 Climbing the Ladder of Love (10-
in.) Englander
- Hymn by Frederic C. Freemantel**
- 5341 The Ninety and Nine (10-in.)... Sankey
- Duet by Dudley and Macdonough, with
Quartet Chorus and Orchestra**
- 5368 Red Wing (10-in.)..... Mills
- Comic Songs by Billy Murray**
- 5355 I'm Afraid to Come Home in the Dark
(10 in.) Van Alstyne
- 5358 I'm Looking for the Man That Wrote
The Merry Widow Waltz (10-in.)... Furth
- Duet by Collins and Harlan**
- 5361 The Family Tree (Jungle Song)
..... Morse
- "Coon" Song by Arthur Collins**
- 5360 I Got to See de Minstrel Show
(10-in.) Von Tilzer
- Minstrel Record by the Victor Minstrel
Company**
- 5363 Victor Minstrel No. 9, introducing
"Broncho Buster" and "Pride of the
Prairie" (10-in.)

- Musical Act by Spencer and Mozarto**
- 5367 Sim and Sam (A Comedy Musical
Act) (10-in.)

New Red Seal Records

- Enrico Caruso, Tenor**
- 12-in., with Orchestra, \$3.00—In Italian.
- 88106 Dom Sebastien—In terra solo (On
Earth Alone) Donizetti
- Johanna Gadski, Soprano**
- 10-in., Piano Accomp. by Frank La Forge, \$2.00—
In German.
- 87016 Ständchen—Serenade Richard Strauss
- 12-in., Piano Accomp. by Frank La Forge, \$3.00
each—In German.
- 88111 Gretchen am Spinnrade (Margaret at
the Spinning Wheel) Schubert
- 88112 Ständchen—Serenade Schubert
- Bessie Abbott, Soprano**
- 12-in., with Orchestra, \$3.00—In Italian.
- 88110 Parla Waltz Arditi
- Marcel Journet, Bass**
- 12-in., with Orchestra—\$1.50 each.
- 74103 Contes d'Hoffman—Air de Dapertutto
(Dapertutto's Air from Act II) in French...
Offenbach
- 74104 Barbieri—La calunnia (Slander's
Whisper) In Italian..... Rossini
- Geraldine Farrar—Antonio Scotti**
- 12-in., with Orchestra, \$4.00—In Italian.
- 89015 Don Giovanni—Là ci darem la mano
(Thy Little Hand, Love)..... Mozart
- Bessie Abbott—Mario Ancona**
- 12-in., with Orchestra, \$4.00—In Italian.
- 89013 Rigoletto—Tutte le feste al tempio
Part I (On Every Festal Morning)
..... Verdi
- 10-in., with Orchestra, \$2.50—In Italian.
- 87500 Rigoletto—Tutte le feste al tempio
Part II—Si vendetta (Yes My Ven-
geance) Verdi

You can't afford to leave any of these new records out of your order.

Remember—this complete list of March records appears on February 28th in the leading daily papers throughout the United States.

With this enormous advertising to stimulate the demand you should sell every record on this exceptionally strong list.

Be on the safe side and order them all. The best way to hold old customers and draw new ones is to get a reputation for having what every one wants.

Don't have to say, "O yes, I'll have it to-morrow, or in a few days." Have it right there, when it's wanted.

Only on the Victor can the great artists and the world's foremost entertainers be heard.

Prepare now for February 28th—the simultaneous opening day.

Send your order to-day. *Order them all.*

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

Berliner Gramophone Company, of Montreal, Canadian Distributors.

USE ONLY VICTOR NEEDLES ON VICTOR RECORDS

FROM SOUTHERN CALIFORNIA.

Heavy Rains Most Beneficial to Crop Prospects and Business Is Improving—Many Musical Events—Tetrazzini Records Selling Rapidly—Some Recent Changes—F. C. Delno Resigns Management of Exton Co. Has Been Succeeded by Earl Sparks—Other Items.

(Special to The Talking Machine World.)

Los Angeles Cal., Jan. 29, 1908.

Regardless of heavy rains which lasted for six days business has been very good and promises to be better. The ground is thoroughly soaked and the sunshine and warmth will greatly benefit the crops and flowers. Many musical events have taken place, among which are the concerts of Witherspoon and Kubelik, while "Mme. Butterfly" is soon to be played at the Mason. Several dealers are making specialties of these artists and also of the opera, advertising concerts with selections from the same. The new list of records from "The Merry Widow," issued by the Zonophone Co., will doubtlessly be a great attraction to talking machine owners as all the selections heretofore listed have met with great success. The records of Tetrazzini have been selling very rapidly. This new star was pronounced a wonder some two or three years ago by critics of Old Mexico and California, where she has appeared a great number of times, hence her success has not been wondered at.

Wm. Campbell, who has been with Sherman, Clay & Co. for several years and who recently left here to go to San Francisco, has returned to this city "never to leave again," as he says, although Mr. Campbell is a native of San Francisco he has a warm spot in his heart for Los Angeles. Chas. Borgum, who has made several trips in the interest of the Southern California Music Co., has joined the ranks of D. S. Johnston, Co., of Seattle, Wash. His successor has not been named. The Southern California Music Co. have done considerable business in Enserada, Baja, as a result of another trip of Janun Fuente,

to that place when he gave a concert in Spanish and demonstrated the Victrola to most the entire population of the little Mexican village. The employees of the Southern California Music Co. gathered at Levy's cafe for dinner last week. About forty chairs were filled, including fourteen from the talker department. A very merry evening was spent and everyone was called on to give a toast, ending with a short talk from the president of the company. This company have just made extensive improvements in their talker salesroom by adding glass doors and more record-rack space, also repainting.

F. C. Delno, who has had the management of the Exton Music Co.'s talking machine department, has resigned that position and will shortly return to San Francisco. While Mr. Delno was in charge of that department he added the Edison and Star lines to their Victor and Zonophone and fitted up an additional room to house the Edison line. Earl Sparks, who has been in the trade for a number of years in this city, will succeed him. The J. B. Brown Music Co. are remodeling their show windows to enable them to make a better display. The Bartlett Music Co. have closed out their entire small goods stock, but still maintain the "talker" department.

MELODY CURE FOR STAMMERING.

Interesting Results Which Have Followed the Experiments of Dr. E. W. Scripture.

A cure for stuttering which, for simplicity and promptness in results, seems to surpass any of those hitherto known, has been discovered within the last two months by Dr. E. W. Scripture of this city. It was first announced by him in an address before the New York County Medical Society on December 23 last. Since then inquiries have poured in on him from this and other cities and it may be predicted that before long doctors all over the country will take up the new cure.

Dr. Scripture has for years made a specialty of the study of the speaking voice. Recently the

results of his investigations in phonetics were published by the Carnegie Institution of Washington. It was in the course of these investigations two months ago that he hit on the idea for his cure for stammerers.

Normal voices, he found in his researches, rise and fall in speaking even the most ordinary phrases. In saying "Good morning," for instance, there is a decided rise and fall. But stutterers in nine cases out of ten do all their talking on one tone, owing to the fact that their laryngeal muscles are tight closed as an effect of their ailment.

In view of this fact, Dr. Scripture started experiments for the purpose of introducing melody into the voices of stutterers. Stuttering being purely a nervous affliction, he saw that if the mind of the sufferer were taken off his trouble in a simple and easy way, the trouble ought to disappear. To get the stutterers to speak in a way different from their ordinary way, Dr. Scripture argued, would remove their fixed idea about stuttering, and consequently work a cure.

If his patient is not particularly intelligent, he first has him sing sentences of some familiar melody. In this way the patient gets the idea that his voice must go up and down. Then he is taught to speak sentences in which he again has to slide his voice. In the first lessons this sliding of the voice is made excessive, in order to get away more completely and quickly from the ordinary monotonous speech of the sufferer.

The patient is taught to say "Good morning." "How do you do?" "Please give me a glass of water," etc., all with excessive melody. Finally, he is taught to introduce melody into all his conversation.

At present Dr. Scripture is busy studying, by methods of his own devising, the voices of great singers, among them that of Caruso.

His experiments with the melody cure are being conducted by him three times weekly in the Vanderbilt clinic, at Tenth avenue and Sixtieth street, where they have been successful in every way.



TRADE MARK

**WON'T BREAK
WON'T WEAR OUT**

**Louder and
Longer Records**

BEST IN EVERY WAY

35 Cents Each

MR. DEALER:

If you have not already put in a line of these wonderful records—**GET IN LINE AT ONCE. DON'T WAIT** until some live dealer in your neighborhood who knows a good thing when he sees it, gets in ahead of you.

ORDER NOW and establish yourself in this line and you will do a larger and **more profitable business.** There is **MONEY TO BE MADE** in **INDESTRUCTIBLE RECORDS.** That is what you are in business for.

Write for Circular and Full Information and send Orders to

American Talking Machine Company

586 Fulton Street

BROOKLYN, N. Y. CITY

COMPETITION IN THE DISC BUSINESS IN INDIA.

Two Important Firms Struggling for Supremacy—Beka and the Gramophone Companies Have Large Repertoires and Strong Organizations—Merry War of Cutting Prices Goes on Apace—Interesting Communication from a Correspondent Who Descants on the Situation.

One of our correspondents, who is thoroughly conversant with conditions in India, has sent us an interesting article on the present state of the Indian market, which we have much pleasure in publishing for the benefit of our readers. Among other things our correspondent writes:

"Whereas in Europe, particularly in Germany, six to eight disc factories are wrestling for the upper hand; in the Far East, in India, two important firms are struggling hard for the supremacy. The fact that both of the firms have exceedingly strong weapons in their hands, first in the shape of a surprisingly large repertoire, and second, with really model organizations, makes the fight all the more obstinate. The companies in question are as you all no doubt are aware, the Gramophone and the Beka. Up to two years ago the Gramophone Co., which is known as one which makes sure of its position for years to come, catered alone for the demand, which was even then pretty large. It was, therefore, a bold stroke on the part of the Beka Co. to take up the cudgels against a firm which was already firmly planted there. The success which attended this step is known to all acquainted with the Indian business. The first attempt with 400 records met with such an overwhelming response that the Beka Co. at once went in for recording all over India, and to-day, therefore, dispose of a repertoire of over 1,000 titles, the same as the Gramophone Co. On the other hand, the latter company recently erected a factory in Calcutta, so as to be able to meet the requirements of the country right on the spot. It is really interesting to observe the original manner in which both these firms are working and organizing the Indian business. The only regrettable feature of this fierce competition is the fact that, as in all other countries, so also in India, have the prices suffered considerably thereby, inasmuch as the

one firm is trying to cut out the other by going on reducing its prices. At the beginning of 1907, at which time Director Loewe, of the Beka Co., was over in India for the purpose of organizing the Indian business, the Gramophone Co., through their director, Mr. Rodkinson, who was also then in India, reduced the price of their native records about 33 per cent. In spite of this reduction, the prices were still such as to leave a respectable margin for the manufacturer. On Jan. 1, 1908, however, a further reduction of the Gramophone records took place, this time to the extent of about 20 per cent., so that the prices have now been brought down to such a level that there is no longer any great difference between them and those obtaining in Europe. The necessity for this reduction and the motive which prompted it is, so far, beyond my grasp. I will, however, again refer to this point after I have received further particulars from India. I am also up to the present unaware what effect this reduction will have on the Beka Co. They will doubtless fit in their prices with the new ones of the Gramophone Co., so that the fight will then go on anew. It is really a great pity that two firms which have so ably adapted themselves to the business principles of the Hindoo should rub up against each other in this manner and cut their own throats, seeing that if they were to pursue a right policy both firms could to-day still work at a big profit to themselves."

So much for our correspondent's contribution. We are not yet able to say whether the above statements accord with the actual facts. Perhaps one or the other of the firms in question will let us have their views and correct any irregularities which the above report may contain. At any rate, this article appears to be evidence enough that it is a thing of the past to dream of reaping a golden harvest in India. Should, therefore,

any firms, incited by the big success of the Gramophone and Beka companies, have decided to go out to India, we can only advise them to first thoroughly acquaint themselves with the actual state of the Indian market, which, as the result of the last price reduction, does not by any means appear so rosy as was the case until recently.

REUNITED MAN AND WIFE.

The Talker Plays the Role of Peacemaker and Brings Divorced Wife and Husband Together.

Still another story of the romantic tendencies of the talking machine comes from St. Louis, and in this case it separated a man and wife, and later was the means of re-uniting them. The man, Preston was his name, was extremely fond of his talker and kept it working every possible moment, both day and night. His wife not thoroughly appreciating such continuous melody expostulated with him, but that proving of no avail, told her husband that either the machine or her must vacate the premises instanter.

He said he guessed it would have to be Mrs. Preston. She went. Last fall she obtained a divorce, telling the judge that the talker was to blame for it all. She went her way and opened a boarding-house and her husband worked the machine harder than ever.

One night she was passing her former husband's home. She heard the talking machine going as usual. "Absence makes the heart grow fonder" it was playing. Preston was at the gate. They talked it over and made up. That night Preston moved over to his wife's boarding-house; under one arm he carried the box and under the other the horn. The next day they were married.

J. P. KELSEY MAKES CHANGE.

John P. Kelsey, recently connected with Victor H. Rapke, as manager, has become connected with the General Phonograph Supply Co., New York, and will represent them on the road. He went on a few weeks' trip West last week.



OPEN.

GET BUSY and SELL

The 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.

In solid colors, Gold or Black, RETAIL, \$5.00. Handsomely Decorated by Hand, fast colors, RETAIL \$6.00.

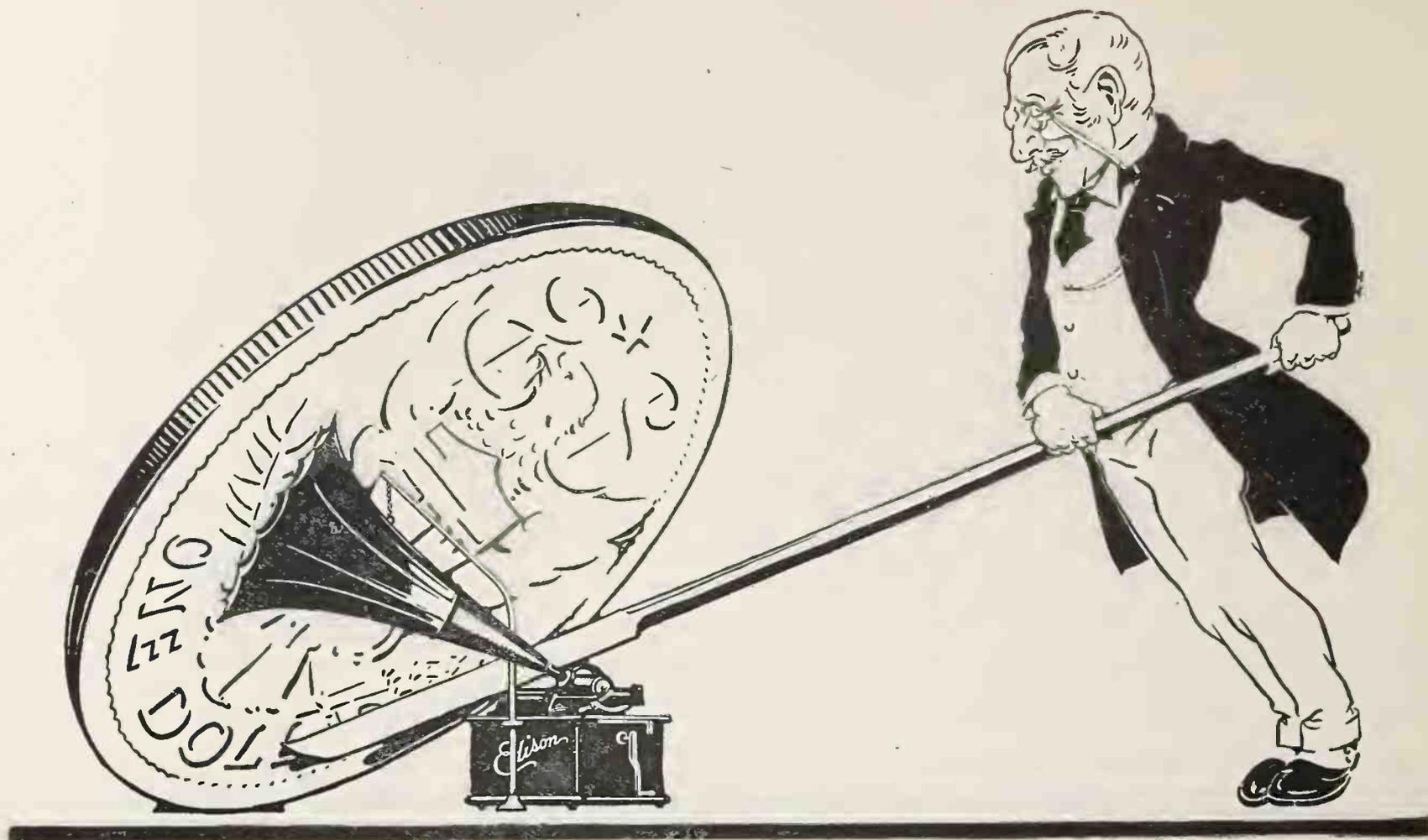
Sold Only Through Jobbers

Liberal Discount to the Trade



CLOSED.

The Folding Phonographic Horn Co., 650-652 Ninth Avenue
NEW YORK CITY



The Faster You Turn Over Your Capital the More Money You Make

THERE is nothing so useful in business as ready money. A stock of musical instruments represents capital, but so long as it is stock it isn't paying running expenses or declaring dividends. Money invested in a stock of

EDISON PHONOGRAPHS

comes back over your counter in a steady stream, bringing profits of good proportions. The turn-over is so quick that a small amount of capital will take care of this end of your business. The new horn and crane of the improved Edisons make it unnecessary for you to carry horns in stock, and the great and growing demand for this wonderful entertainer makes it almost imperative that you add Edison Phonographs to your lines. You can get full information and whatever instruments you wish from a nearby jobber whose name we will be pleased to furnish you on request. Write us to-day about it.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue,

Orange, New Jersey



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, F. H. THOMPSON, W. T. DYKES, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, L. J. CHAMBERLIN.

Boston Office: ERNEST L. WAITT, 278A Tremont St.

Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash Ave.

TELEPHONES: Central, 414; Automatic, 8643.

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

St. Louis Office: CHAS. N. VAN BUREN. San Francisco Office: S. H. GRAY, 240 Sacramento St.

Cleveland Office: G. F. PRESCOTT.

London, England, Office:

69 Basingwell St., E. C. W. LIONEL STURDY, Manager.
Berlin, Germany, CHAS. ROBINSON, Breitestrasse 5.

Published the 15th of every month at 1 Madison Ave. N.Y.

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

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

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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

NEW YORK, FEBRUARY 15, 1908.

WHILE the recovery in the business world will naturally be slow—for the depression has put an element of strong conservatism into manufacturing enterprises—there seems to be a constant improvement over conditions at the end of the old year and there is a more hopeful outlook in all directions. Business is certainly steadily improving. The time for hesitancy is past and if business concerns show too much timidity in the conduct of their affairs they themselves will help to delay the return of normal conditions. A continuous resumption of business means the development of the purchasing power and the creation of a demand which will keep the market for manufactured products active. What is needed is a determination to start the dollar on its round. There is every reason for confidence and every reason why the dollar should be kept active. If confidence can be kept intact in the business and commercial world an immeasurable amount of trouble will be avoided.

THE money dearth is over and much progress is being made with financing projects of large size and within the near future there ought to be a sufficient resumption of manufacturing development to use all the available cash in the banks and employ all the idle freight cars that are now being laid up. The present year should be marked by a display of wisdom and ability on the part of business men. They should not lose their heads or grow over-conservative. We should be apostles of optimism.

SUCH times as these are not only times for housecleaning, but every merchant should see to it that no possible avenue is overlooked whereby the quality and quantity of his trade may be improved. There are one or two suggestions that occur to us in this connection. It should be appreciated by every talking machine dealer in the land that wareroom stock should

be kept in good condition and effectively shown up. We have seen many retail stores wherein little or no taste was displayed in the arrangement of the stock. Now, while a great variety is not afforded the talking machine dealer in showing up regular lines of stock, yet he must keep his rooms attractive instead of having them actually repellent to trade. An attractive wareroom has a cheering effect upon every caller, and if the visitors are in a buying mood the rest is easy. On the contrary, if they visit warerooms where the atmosphere is cool and repellent and where there is neither warmth nor cheer they do not buy, that is all.

ANOTHER matter which demands the closest attention of the talking machine dealer to-day is the condition of machines that have been sold. Thousands of talkers are not in use as frequently as they should be because in many cases they are not in good repair. Now, a machine which is out of order does not make enthusiasts for the trade. The criticisms do help to augment the army of purchasers. It is a good deal of nuisance for owners of machines to carry them to the dealer to have them adjusted. Rather than do this they continue to use them, when five minutes of expert skill would place them in the best condition. Why not have salesmen look over every machine that is out to customers at least once a month so that they may always be in proper condition. Then, too, it will be very convenient for salesmen when visiting customers to have with them a few choice records, entirely new, of course. It will hardly be necessary for them to induce the customers to buy, but if they hear something interesting in the way of new records, the calls may result in producing new business. Of course, tact should be used in handling this situation, but machines should always be kept in good repair. They should be perfectly adjusted at all times and if a plan of regular visits were adopted generally, after a while is it not reasonable to suppose that the owners of talking machines would look forward with great pleasure to regular visits from pleasant and affable salesmen who would make any adjustments necessary and incidentally give them the pleasure of listening to a few new records?

IF such a plan were generally adopted the whole trade would benefit thereby. Purchasers would value their talkers more highly. They would praise the attentive care of the dealers to their friends and they would buy more records. The talking machine would grow in popularity because it would always be in condition to play. It should be understood in this connection that there are thousands of people all over this country who do not view talking machines with favor, and why? They have heard them as they passed along the streets with their thin, squeaky, rasping tones, and have formed their idea of present day talking machines from hearing those that have sorely needed expert attention. The keeping of machines in perfect condition is, to our minds, a very important matter and should demand the serious attention of every talking machine man in this trade. If it were a part of the talking machine man's regular campaign to send out a salesman to adjust machines and show records it would stimulate the sale of both machines and records, and, furthermore, it would increase the sale of cabinets, because there are many thousands of owners of talking ma-

chines who have not to-day a proper place for the storing of their records. They do not understand that there are so many beautiful and novel receptacles created in which can be placed a great number of records, having them always within easy reach and perfectly tabulated so that no time is lost in making a selection.

THERE are many ways in which trade can be legitimately advanced, and it will pay everyone interested to sit down and ponder and figure out new lines and new methods so that the business may be increased. Every trade can be encouraged and developed in such times if the correct principles are applied and the store environment should be the first consideration; then the condition of stock in the store and condition of stock in the homes of the customers; then the increase in the sales of records. All of these principles, if properly applied, will encourage and stimulate business. To say that the laws of demand are so immutable that all a dealer or manufacturer can do is to adapt himself to them, has been controverted by the experience of many successful business men. It is one thing to create and it is quite another to sell and keep a patented article in condition so that it will attract new friends and admirers.

IN order to be a successful dealer or a successful salesman one must understand human nature fairly well, that is both the brain and heart sides, and he should know the goods that he sells in all their usefulness in pleasure-giving qualities. In the talking machine line he should know all about the possibilities of the machine. There is no question as to his success if he is firmly grounded in the fundamental knowledge of what the talking machine can do in the way of creating joy and amusement in the household.

INSTEAD of sitting down and indulging in indigo colored trade talks, it is far better to have a good ginger talk on how to brace up business, and we have made a few suggestions which, if adopted generally, we believe will result in increasing the talking machine business. There is no better way to develop business than to interest people in it, and the interest of the purchasing public in talking machines should not be permitted to languish in the slightest degree. On the contrary, it should be maintained well up to standard pitch. The manufacturers, too, should do their part in keeping the talking machines well before the purchasing public, for it must be admitted that advertising of all kinds is a powerful accelerating force in the production of business. If we were to cut out advertising of a special product for a few months its effect would be depressing upon that special industry, and it would take a vast sum of money to enable the trade to recover the ground lost in that comparatively short time.

SUCCESS in business depends largely upon the motive power behind it, and if the talking machine men are to sit down supinely and nurture the thought that business is dull and therefore it will not pay to exert themselves largely the result will be a constantly depreciating trade, and the year instead of being satisfactory as it should be, will be vastly disappointing. Let us be up and doing; advertise, hustle, smile, do things. Of course we must restore confidence, and there is no quicker way to restore it than to quit talking about bad times and hustle for business,

CALL FOR HIGH-GRADE INSTRUMENTS

In Indianapolis, Better Still, Cash Sales Are the Rule—Decided Betterment Noticeable During Past Four Weeks—What Leading Dealers Report Through the World Correspondent—Nickelodean Trade Is Active.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 3, 1908.

The chief feature in the talking machine trade at present seems to be the tendency of the dealers to push high class instruments—machines which sell at from \$150 to \$500. Nearly all dealers are showing some of the high-priced instruments and several report sales in this line. This is a branch of the trade which has not been pushed very hard previously to this time, and it is believed there is a good field for it in Indianapolis, and its vicinity. Heretofore a talking machine instrument which sold for \$100 has been regarded as a high-priced machine among the Indianapolis patrons.

The Columbia Phonograph Co. are showing for the first time here a new symphony machine, type BQ. This machine eliminates the horn and is built very much after the style of a piano. The tone of the instrument is unusually fine and in general appearance and finish it is a work of art. Many patrons of the company have admired it.

The Kipp-Link Co., who handle Edison and Victor machines, are displaying the Auxetophone and the Victrola. The company sold several Victrolas last month. The Victrolas sell at \$200. The Auxetophone sells at \$500. The Auxetophone was used here recently in an entertainment given at Caleb Mills Hall for the benefit of the new Methodist Hospital, and the entertainment was a marked success. The entertainment was given by N. J. Corey, a musical lecturer, organist and pianist. Leading Methodist ministers of the city pushed the work of ticket selling for the entertainment. As the voices of great singers were reproduced with the Auxetophone their portraits were shown. This plan made a decided hit.

Charles Craig, of the Indiana Phonograph Co., says retail business for 1907 was fully as good as that of the previous year. The wholesale business was only about sixty-two per cent. of that of the previous year. Mr. Craig has noticed an improvement in business during the last month. He now has in stock 65,000 records. The Indiana company handle Edison machines.

Joseph Joiner, dealer in pianos, who handles Victor machines, says he is having a nice talking machine business. He sells "red seal" records and finds a good demand for them.

The Columbia Phonograph Co. are moving to their new location at 27 North Pennsylvania street, just across the street from the present location at 48 North Pennsylvania street. The new store-room is much more attractive than the old. The most striking feature is a large glass front which shows the displays from all directions, the store having a corner location. Thomas Devine, manager of the Columbia store, is very enthusiastic over the new location. When the rooms are fully fitted out he believes he will have as bright and attractive a talking machine store as there is in the country.

The Columbia Co. have received their new style cylinder graphophone which is built on the aluminum tone arm idea. These have proved good sellers. Of the new style cylinder machines, type B.O. is especially attractive and seems to give great promise of becoming a popular favorite.

The new plan of the Columbia Co. of putting out the best records all of the time instead of presenting a great number of records at a specified time each month is meeting with favor here. It is liked by the patrons as well as by the store managers.

George W. Lyle, vice-president and general manager of the Columbia Co., was in Indianapolis last week. From here he went to Chicago and thence to New York. Mr. Lyle believes that 1908 will be a very satisfactory year in the talking machine business.

The Edison machine, gold-plated "triumph" art case is proving a good seller for the Kipp-Link Co. This machine sells at \$175. The case is

made of mahogany. The company will push this line, both in Indianapolis and out in the state.

E. G. Sutherland, who owns the Bijou and the Bijou Dream five-cent theaters, will start a new five-cent theater in the room on North Pennsylvania street, which is being vacated by the Columbia Phonograph Co. Mr. Sutherland is having some trouble in finding a name for his new place and for the last week has given to all patrons of his two theaters blank cards with the request that they suggest a name for the new place. He has received hundreds of suggestions so far. There seems to be a general desire to have the new place called the Columbia in honor of the Columbia Phonograph Co. The person or persons who suggest the name that is finally selected will receive a life pass or passes to the new theater.

All of the five-cent theaters and penny arcades in Indianapolis are having a fairly good business. The convention of the United Mine Workers is drawing some patronage and in addition to this the weather has been bright and warm and good for this class of business. One of the best stauds in the city is that of the Manhattan Theatre on West Washington St. So desirable is this plan that the managers of the theater are now having a contention with the owners of the building in regard to the lease. It is desired to lease the room to another company and the stock company which owns the Manhattan is loath to give up its location.

STOOD THE TEST OF ENDURING FAME.

I think that Thomas A. Edison, inventor of the phonograph, is the greatest man in the world, because he has endured fame for a longer period than any other great man, and this fact proves my contention. He has thrown light, love, and laughter into remote and isolated parts of the path, thereby promoting knowledge, grace of mind, soul, and heart in all the people of the world; thus he has induced and promoted harmony, which is the key to the millennium day.—John J. Daggett, North Carolina.

The Phon-Arm Attachment

(PATENT PENDING)

For Edison Standard, Home and Triumph }
Columbia B. K., B. E. and B. F. } PHONOGRAPHS

When ordering state for what machine wanted.

IMPORTANT ANNOUNCEMENT

Owing to a very large purchase of raw material and the installing of new and improved machinery in our factory we are able to make a substantial reduction in price.

On and after February 15, 1908, the Retail Price will be \$6.00

LIBERAL DISCOUNT TO THE JOBBING TRADE

Orders and inquiries are coming in from all over the world. These are referred to the nearest jobber handling the goods.

Are you getting your share?

If you never handled the attachment, put in an order now and be ready to take advantage of our advertising.

We also make

HORN STANDS AND HORN CRANES

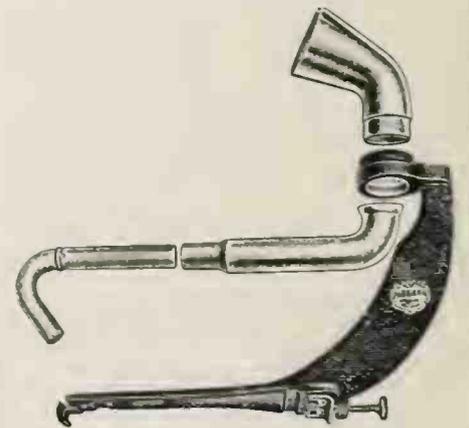
and quote liberal discounts to the jobbers.

CHICAGO STAND CO.

RUFUS T. BRADY, Mgr.

86 E. Lake St.

CHICAGO, ILL., U. S. A.



CONCERTED PLAN OF CAMPAIGN

Is Necessary by Advertisers Who Desire to Win Out in Business.

One of the greatest mistakes that the small advertiser is guilty of is in not laying out a concerted plan of campaign. By the small advertiser we mean not only the man with a small business, but also the man with a comparatively large volume of trade who is afraid to spend much money in advertising for fear of cutting down his profits, and yet at the same time, seeing other men succeeding through their advertising, feels that there must be something in it.

The men who make advertising successes have the same qualities that make for success in other directions. They lay out a plan and they stick to it until success has come, or until they are convinced that they are proceeding on wrong principles.

Haphazard advertising rarely succeeds in producing results for the reason that the invaluable cumulative force of advertising has no chance to make itself felt. Concentration and a certain one "ideanness" is necessary to get anything one goes after. Plan your campaign before you spend any money. If you haven't the necessary knowledge get somebody who has. It's less expensive.

BUSINESS GROWING BETTER

In Washington and Leading Jobbers and Dealers Are Pleased with Past Month's Record—Commercial Machine Growing in Popularity With the Government Officials—Other News.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1908.

The talking machine trade during the past month has been good. The Columbia Phonograph Co. report excellent business, with frequent sales of machines and records. Manager Grove has been kept particularly busy with Washington affairs. Vice-president Cromelin spent quite a while here during January looking after the copyright situation in Congress and visiting many Congressmen on this committee. Just what will be the outcome of these conferences remains to be seen.

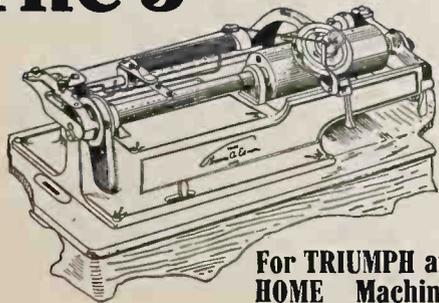
E. J. Whitson reports a great improvement in the talking machine trade, with a good sale of all the new records.

The talking machine department of E. F. Droop & Sons Co. has increased its trade considerably. Manager Crouse expressed himself as highly pleased with the past month's record and said the outlook for the present month is equally as encouraging. This firm will soon begin their afternoon concerts, the programs of which will be of exceeding interest.

The commercial talking machine is increasing in popularity and is finding its way into additional offices of the National Government as well as in lawyers' offices and for court records. These have been found a time saver as well as a money saver.

A new use to which the talking machine has been put is in the dancing school. Several of the local teachers use these machines while giving instructions and find them very convenient. They

The J Repeater



For TRIUMPH and HOME Machines

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

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

are found particularly convenient in giving private lessons in a studio.

The sale of talking machines at the firm of John F. Ellis & Co., has only been fair during the past month, but there has been a good sale of the latest records.

Sanders & Stayman have done a good business in its talking machine department recently, in both the sale of records and instruments.

The department store of S. Kann & Sons Co. have disposed of their entire stock of talking machine goods and given up this line.

The sale of the small Columbia discs at ten cents each has become quite large. These are carried by many of the toy stores and have therefore become a plaything for children.

GERMANY'S GREAT TRADE

In Talking Machines and Records the Subject of a Lecture at Frankfort—Some Figures Regarding Output.

At the convention of the German Association for Mechanics and Optics, held recently in Frankfort, a lecture was delivered on the history of the talking machine from its earliest stage, in 1887. The lecturer said that last year one international talking machine company alone produced 15,000,000 plates and 200,000 instruments, aggregating 65,000,000 marks (the mark is 23.8 cents) in value. Adding the output of the other smaller workers manufacturing these articles in Germany, the total value of the production in 1906 would amount to 80,000,000 marks. This branch of industry employs about 15,000 people. The demands made on the capacity are sometimes heavy and pressing; thus, in one single week 10,000 plates representing popular airs of one new operetta were turned out and delivered. The artists whose rendition of the songs are thus mechanically fixed receive high compensation.

HOW TETRAZZINI FACED THE CAMERA.

An interesting story comes from England regarding the first time the famous Mme. Tetrazzini faced a talking machine recently for the purpose of making a record. The event was chronicled as follows: Mme. Tetrazzini was distinctly nervous. The novelty of having to sing into the bell mouth of a huge trumpet instead of to an audience handicapped her considerably. Still her splendid E flat in alt in the "Ah! fors e lui" came out with all her accustomed ease and purity, veritably making the rafters ring.

"All singers are nervous the first time they make records," said a representative of the firm afterwards. "The slightest slip would be faithfully reproduced, and either necessitate another record or go down to posterity to the detriment of the artiste. But they soon get used to it, and I think the Tetrazzini records are going to be a great success."

TOSI MUSIC CO.'S ENTERPRISE.

The Tosi Music Co., 279 Hanover street, Boston, Mass., handle an extensive line of talking machines and musical instruments, making a specialty of Italian records, there being an active demand from their patrons for popular Italian and Neapolitan songs. They also sell a great number of grand opera records. The firm have recently favored their patrons and friends with a handsome calendar bearing half-tone portraits of all the leading operatic stars whose records have become famous.

THE BIRMINGHAM PHONOGRAPH CO.

The Birmingham Phonograph Co., Birmingham, Ala., who started their business at 2106 First avenue early in the fall, have had great success with the Columbia line, which they handle exclusively. The many employes of the furnaces, railroads and mills in that locality present an excellent field for the talker.

Frank Phillips, a merchant of Aitkin, Minn., has taken larger quarters and will put in a line of musical instruments including violins, mandolins, guitars, and smaller instruments.



Caught with the Goods

Do you ever catch your jobber with the goods? Or do you generally catch him napping—and have to wait until he wakes up and fills your order?

"Just out of this or that" don't go with us. It's our business to have what dealers want and to give it to them promptly when they want it.

All shipments made the very same day the orders are received—that's promptness for you; and it's an iron-clad rule that is always lived up to in this establishment.

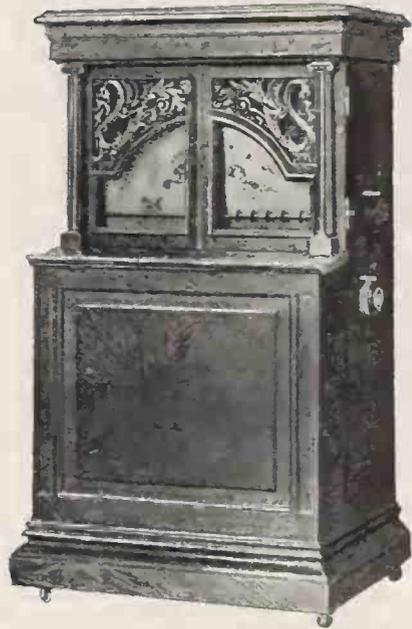
It's easier and better and more businesslike for us to keep an eye on our stock and always have it in ship-shape, than to let it run down and then have to hustle around and make frantic efforts to get something when some dealer orders it. And not always be able to get it at that.

It's better for us to be on the safe side, and it puts you on the safe side, too. You can be positively sure that no matter what you want in Victors and Victor Records, record cabinets, fiber cases, English needles, trumpet horns or other accessories, you can get it without delays of any kind.

That means a lot to you and to your customers, and it would be wise to write today for our latest catalogue, so that you'll have it when you need it.

The Victor Distributing and Export Company
255 Broadway, New York





FUNNY thing happened few days ago—Dealer in small town in middle West wrote us saying he had couple of customers for player pianos. Didn't know much about players himself, although he had sold regular pianos for years. Thought we might know something about them, and having confidence in us, wanted us to recommend several different makes which we considered good. We recommended ONE and that dealer is now an enthusiastic Reginapiano Agent. The funny part of it is that the dealer DIDN'T KNOW that we made Player Pianos although we have been advertising them extensively for almost three years.

Well, that's the way it goes. No matter how much you advertise you can't expect the Public to know as much about your business as you know about it yourself—Some dealers don't know even now, that we are in the talking machine business.

Our efforts for many years were confined to the manufacture and sale of music boxes, during which time our corporate name was "Regina Music Box Co." When we began making various OTHER KINDS of instruments we felt that the name of the Company

was to some extent misleading so we had it changed to "The Regina Company."

We couldn't spare the word "Regina" as it was and still is one of our most valuable assets, and is a trade name which adds strength and prestige to the reputation of any dealer who handles our line.

For fear that SOME of the readers of The Talking Machine World may not have a very clear idea of the things we make we show a FEW of our different products on this page. To show ALL the different styles would require a good many pages in this paper. We will send complete catalogues on request, and we want live dealers with red blood in them, to represent us in all towns where we are not already represented.

We want to hear from those dealers who appreciate the satisfaction which comes from handling and selling an article that is "made a little better than seems necessary."

That is the way we have been trying to make Reginas for the past 25 years.



THE **REGINA** CO.

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks, Sublima Pianos, Automatic Talking Machines, and Coin Operated Instruments. Distributors of Victor Talking Machines and Edison Phonographs and Records.

Main Office and Factory, RAHWAY, N. J.
BROADWAY and 17th ST., NEW YORK CITY
259 WABASH AVENUE, CHICAGO, ILL.



GOOD REPORTS FROM BALTIMORE.

Trade for the Past Four Weeks Has Shown a Constant Betterment in Both Wholesale and Retail Lines, and All the Leading Houses Report Recovery from Their Depression of Some Two Months Ago.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 5, 1908.

The month of January has been one of the best in so far as the sales of talking machines and records by the local dealers, both wholesale and retail, are concerned, for the several months following the scarcity of money. Reports to this effect come from almost all of the dealers throughout the city and, consequently, they have reason for being cheerful. Nor is there any reason, according to their statements, to look for a falling off in the good selling streak that has characterized the trade for the past several weeks. The greatest demand in the way of records has been for those of the popular musical comedy selections. This is due principally to the fact that many of the latest musical shows have been in Baltimore during the month and the people, naturally, are anxious to rehearse the songs and dancing selections that proved to be features of these shows.

Messrs. Sanders & Stayman declare that in so far as the talking machine business is concerned they have done a better business during January than during any previous month since they entered the graphophone field. While the sale of machines has been large with this firm, the demand for records has been even greater. Catchy airs are what the people have been after, while the request for grand opera records has not been as heavy as during former months. As new operatic records are expected within the next week or so, the company expect the rush for these records to be renewed very shortly. The firm handle both the Victor and Columbia machines, and the demands for both makes of these popular musical instruments are about on a par.

The firm of H. R. Eisenbrandt's Sons have had a good demand for the Victor machines, while the rush for records has been quite encouraging. The business as a whole for the month has been up to expectations.

The Edison machines, for which the firm of E. F. Droop & Sons Co. are the local agents, have also come in for their share of popularity since the holidays. Many sales of these machines have been reported, and the continuance of the good trade is expected until the warm weather chases the cityites to the mountains and seaside resorts.

The Columbia Phonograph Co have had a good run of business and the prospects are just as bright as with the other firms throughout the city.

Cohen & Hughes also report business in the way of sales of Victors and records to be up to the standard during the month.

The retailers throughout the city make the same rosy reports. That the statements given are not merely the idle talk of dealers is apparent by the number of additional retailers that have sprung up in various sections of the city the past few months. There are very few signs to indicate the presence of a money stringency.

LAURELS FOR THE CREDIT MAN.

The credit man is the bone and brawn of business. On his mind must play all the shades and shadows, all the light and life of commerce. He is the bastion of trade and the sentinel on the watch-tower. His mental forces must forage in the future, where flash the hopes and fears of mortal man. They must catch the first touches of the coming storm and dance with the nimble-footed lightnings amid the forming clouds. He must climb the golden stairs with the sanguine and slowly sink to the cellar with the dispirited. He must be an apostle of the free and unlimited coinage of language and must be able to back Mary Yellin Lease clean off the boards. The credit man is the real thing and is entitled to

panegyric. Upon the fidelity and the force of the credit man, as upon a rock, is grounded the prosperity of every business house in this country. How many of the lords of finance march in borrowed plumes and in unconscious egotism allure that respect which man ever has and ever will bestow upon success. The credit man must be multiform and many-sided. He deals with the present, and yet his harvest is of the future.

CARRUTHERS EWING.

SUCCESS IN RETAILING

Depends to a Large Degree Upon the Customs Established by the Merchant Among His Customers—Can be Good or Bad.

Success in retailing depends in no small degree upon the habits or customs the merchant establishes among his customers as he does business with them from year to year. With the proper determination it is possible to put into effect any reasonable store policy. It is just as easy to get the customers used to good business habits as to bad ones. Once a merchant makes concessions to a customer from the regular policy and principles of the store the customer is never satisfied afterward unless any concessions he asks are granted. He gets the idea that if he is getting such concessions others are getting concessions of other kinds and he thinks no deal is complete until he has worked for all the concession he can think of. On the other hand, if the merchant stands pat on a reasonable policy, he soon gets the enviable reputation of dealing with all people alike. Then he is in a position to be absolute master of his own business and more of a master of his own destiny in that community than would be possible otherwise. And this is not so difficult as many merchants think.

J. A. Leisz, a talking machine dealer of Eureka, Cal., has taken A. C. Hillman into partnership and will expand the business.

TRADE NOTES FROM CINCINNATI.

Raymond Strief Takes Charge of Milner Music Co.'s Store—Dealers Anticipate a Good Spring Business—Recent Visitors to City—What Leading Dealers Report.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 8, 1908.

Raymond Strief, long connected with the R. Wurlitzer Co., has taken charge of the Milner Music Co. store, representing Victor and Edison talking machines.

The dealers in talking machines are anticipating a good spring business, and all of them are doing fairly well considering the present situation. The demand is for the medium and high grades in all machines, and the business is a large proportion of cash, from purchasers of means.

Mr. Goldsmith, traveling representative for the Victor Talking Machine Co., has been visiting the trade handling those instruments in this vicinity. George F. Ornstein, traveling manager for the same company, passed several days in the city. Mr. Ornstein reports that jobbers are placing good orders for the spring trade. The retail orders are characterized by the large proportion of cash sales. Time payments in both departments are rare. The Victor Victrolas are the leading feature of the talking machine sales.

B. Feinberg, of Chicago, connected with the Western Talking Machine & Supply Co., is now visiting Cincinnati with a regularity which his friends opine cannot be entirely dictated by business pursuits. They are daily looking for an announcement which closely concerns this gentleman and an unknown young lady.

The Columbia Phonograph Co. are doing a nice business. Dance records are featured, and the latest opera selections are selling well.

The Woodmansee Piano Co., who handle the Victor and Edison machines, are doing a good business.

TRY BLACKMAN'S MEDICINE IT CURES DEALERS' COMPLAINTS

HOW IS YOUR "SYSTEM" MR. DEALER?

☐ Have you been "aching" for business? Has your bank balance been "weak"? Does your Record stock show a "run down" appearance?

DO YOUR CUSTOMERS GET "TIRED"?

☐ Are they "losing their appetite" for your Record stock? Is their "energy" taxed in trying to patronize you?

DR. BLACKMAN MAKES A SPECIALTY OF SUCH CASES.

☐ He will first "tone up" your "system" and by showing the "cause" the "complaints" will be "cured."

THE TREATMENT COSTS YOU NOTHING.

☐ Now, Mr. Dealer, let's get down to the "serious" part of this. If your "system" is wrong, you can't find the Records at once that are called for, and it is a "nuisance" to place a Record order.

The Blackman system overcomes this with either Cylinder or Disk Records.

Your stock is "run down" because you don't order the goods or your jobber don't give you the goods.

Customers can buy Records just as cheap where the service is perfect.

YOU MAY BE TOO EXCLUSIVE.

☐ It must be admitted that there is a big demand for both EDISON and VICTOR goods. If you handle only ONE line you lose a lot of business.

Look up the most successful dealers and you will usually find a stock of EDISON and VICTOR and the dealer's profit is PROTECTED.

BLACKMAN IS A JOBBER OF BOTH.

☐ Yes, and will EQUAL, if not BEAT, the service of any jobber who can fill orders for only ONE line, and how about the saving to you of ONE order instead of TWO?

WRITE AT ONCE AND SEND A TRIAL ORDER.

☐ Write about the "System," how to be an EDISON or a VICTOR dealer, or get a "sample" of "Blackman's Service."

YOURS TO MAKE GOOD

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r.

"THE WHITE BLACKMAN"

97 CHAMBERS ST.

NEW YORK



"TRADE-MARK."

ESTABLISHED JOBBERS

Name.	City.	State.
American Talking Machine Co.	Brooklyn	New York
Andrews, W. D.	Buffalo	New York
Andrews, W. D.	Syracuse	New York
Bolinger, R. C.	Fort Smith	Arkansas
Buehn, Louis, & Bro.	Philadelphia	Pennsylvania
Cable Co., The	Charleston	So. Carolina
Delevan Phonograph Co.	Delevan	New York
Edisonia Co., The	Newark	New Jersey
Finch & Hahn.	Schenectady	New York
Finch & Hahn.	Troy	New York
Hough, Thos. C.	Minneapolis	Minnesota
Kelly, P. F.	Montreal	Canada
Killea, W. J.	Albany	New York
Knight Drug Co.	Savannah	Georgia
Piano Player Co.	Omaha	Nebraska
Pommer, A. J., Co.	Sacramento	California
Portland Talking Machine Co.	Portland	Maine
Powers & Henry	Pittsburg	Pennsylvania
Reynolds, W. H.	Mobile	Alabama
Savage, J. K.	St. Louis	Missouri
Shad's Department Store, E. F.	Jacksonville	Florida
Standard Music Co.	Chattanooga	Tennessee
Switky, Benj.	New York	New York
Utica Cycle Co.	Utica	New York
Wabash Music Co.	Terre Haute	Indiana
Whitney & Currier Co.	Toledo	Ohio

FEBRUARY LIST

Selection Number.	Title.	Artist.
706	Medley from "The Merry Widow"	Military Band.
707	I Want to be a Merry, Merry Widow	Ada Jones.
708	Maxims (from "The Merry Widow")	F. C. Stanley.
709	I Love You So (from "The Merry Widow")	Miss Stevenson and F. C. Stanley.
710	The Cavalier (from "The Merry Widow")	Miss Stevenson and F. C. Stanley.
711	Vilia (from "The Merry Widow")	Miss Stevenson and Chorus.
712	Quite Parisian (from "The Merry Widow")	F. C. Stanley and Chorus.
713	Women (from "The Merry Widow")	Male Quartette.
714	Ceeelia	Ed. Favor.
715	Quartette from Rigoletto	Military Band.
716	Come Kiss Your Baby	Collins and Harlan.
717	Mañana	Military Band.
718	Chimmie and Maggie at "The Merry Widow"	Ada Jones and Len Spencer.
719	I Got to See de Minstrel Show	Arthur Collins.
720	Flanagan's Married Life	Steve Porter.
721	M-A double R-I-E-D	Bob Roberts.
722	Trombone Johnson (Banjo Solo)	Fred Van Eps.
723	The Liars or the Agricultural Ananias	Billy Murray and Len Spencer.
724	There's Another Picture in My Mamma's Frame	Byron G. Harlan.
725	The Mocking Bird (Whistling Solo)	Joe Belmont.
726	Romance and Reality	Ed. Favor.
727	Wouldn't You Like to Have Me for a Sweetheart?	Ada Jones and Billy Murray.
728	I'd Rather Be a Lobster than a Wise Guy	Billy Murray.
729	Flanagan on a Broadway Car	Steve Porter.

RECORDS
EXHIBITED
CONVINCE
OUR
RETAILED
DEALERS
 THAT
SOUND
UNIFORMITY
CORRECTNESS
CONVENIENCE
ENDURANCE
SERVICE
SPELL

"Record Success"

which all dealers will enjoy who refer to our lists of

JOBBERS
 AND
SELECTIONS

THE
Indestructible
Phonographic
Record Co.
Albany, N. Y., U. S. A.

INCREASING SELLING CAPACITY,

How a Study of the Selling Force and Desire to Train and Help Them Will Result in Improved Business—Pays to Get in Touch With Make-Up of Store's Equipment—Weak Points Can Thus be Strengthened.

How many retailers have planned to increase the selling capacity of their force during the new year? That the trade of many a store could be enlarged by merely a moderate amount of attention to this matter is easy of demonstration. The average clerk is neither a Chesterfield nor a Machiavelli. Reared in a limited sphere, he has a limited knowledge of human nature, and what tact and address he may possess is innate, rather than acquired. The great majority of retail dealers are either ignorant of this condition or woefully careless of it. In most stores no effort is made to train the selling force or to instil into it any ideas as to the right and wrong way of handling customers.

Under these circumstances the wonder is not that some of the salesmen should be possessed of manners which antagonize, rather than attract, customers, more especially of the so-called better class, but that they should be as discreet and tactful as they are.

The only argument that has ever been presented to us against the training of salesmen is that after they have been instructed and brought up in the way they should go they enter the employ of some other concern, and thus the merchant may waste his time in training help for his competitors. But this is so narrow a way of looking at the subject that it is not worth considering.

Retailers who have pursued the policy suggested have been well repaid for their time and trouble. We know of a dealer who himself has arisen from the bottom, who makes it a rule to have periodical talks with his employees. On one evening of each week he invites the selling force of some one department to remain at the store, and, after getting them into the right

frame of mind by the leisurely discussion of a hearty repast, he proceeds to unfold their shortcomings, addressing them jointly, of course, and not individually. His audience having been prepared in the diplomatic manner referred to, the employer is in a position to say with impunity things which would create great discontent and heart-burning if spoken privately or on the spur of the moment. In these talks he dwells particularly upon the subject of manners, and he supplements precept by good marks at the end of each week, not only for the largest volume of sales, but for deportment as well.

And by the way, did you ever try pumping enthusiasm into your sales force? No other course is so great a factor in the making and the holding of a business as winning the co-operation of your assistants. There are many ways in which you can bring your force into a harmonious, active, well managed equipment; there are as many ways that you can turn the staff into a discontented "don't-care-whether-school-keeps-or-not" outfit. It's all in the way that things are worked out.

Don't imagine that gruffness, incivility and disregard for the feelings of your clerks are signs of managerial ability. Loud talk and general aggressiveness are presumptive evidence of lack of balance and likely to cultivate among your staff a feeling of disrespect. To attempt to rule by holding the lash of an immediate discharge over the heads of employees is to use the weapon of a tyrant, and some day it will likely draw the stripes across your own back.

The surest way to bring about the most desirable condition is to get in touch with the make-up of the store's equipment. Sift every one carefully, from the best man to the parcel boy. Try to get each one's individuality as an open book before you, in so far as it relates to your business. When you find a weak point give the man who carries it a helpful bracer. Let patience govern up to the point where it appears the fault is bound to remain a bosom companion; then draw the line.

TRADE IN THE NORTHWEST,

Distributors Report a Larger Trade Than a Year Ago and the Depression of the East Not Being Felt to a Large Extent.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Feb. 6, 1908.

Talking machines continue to be in active demand throughout the Northwest, and the general financial depression has not injured the trade in the least. In both St. Paul and Minneapolis the distributors report a larger trade than a year ago, and they question very much if the volume would have been any larger had there been no setback in the country's prosperity.

W. J. Dyer, of W. J. Dyer & Bro., St. Paul, which house is a general distributor for the Victor and the Edison machines, says that the wholesale business has been splendid and that the retail trade has been satisfactory. There has been a decided growth wholly out of variance with the trend of general business and more or less unexpected.

T. C. Hough, the pioneer dealer of the Twin Cities, reports that his jobbing trade in Edisons is the best that he has had in eight years. "I have never had a better month than last January, and have been shipping Edisons all over the Northwest. I have also had a nice output of Star machines. In my three retail stores there has been some falling off in activity, but nothing serious. Collections also have been slow, but they appear to be picking up.

The enlarged talking machine department of the New England Furniture Co. did about as much business last January as for the corresponding month of 1907.

KEEN-O-PHONE CO. INCORPORATED.

The Keen-o-phone Co., of Philadelphia, was incorporated last week with the secretary of the State of Delaware with a capital of \$500,000 to manufacture, sell and deal in all kinds of talking machines, etc. The incorporators are: Monroe Keene, Gustave Lyon and Alfred Gordon.

THE IDEAL FOLDING HORN



Opens itself!

Folds 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

Made in rich black with highly finished metal parts.

Nothing to get out of order, bend or break; the bell is stretched taut, drum-head fashion, for sound-reflecting quality.

Size 23 in. bell x 31 in. for Cylinder Machines } Box 6 x 6 x 17 1/2
 " 23 " " 24 1/2 " " Disk " }

THE IDEAL FASTENER CO.

NEW YORK

143 LIBERTY STREET

DEVELOPING OUR EXPORT TRADE.

Edward N. Burns Discusses the Development of the Talking Machine Business in Foreign Countries—Takes the Reader to India, Siam, China, Japan, and Dilates on the Customs of the People and the Difficulties in Making Records to Suit Popular Tastes.

There must be something unusually fascinating about the export trade. At least those devoted and allied with that branch of the talking machine business never weary of expatiating on its

of the talking machine in foreign countries. As usual Mr. Burns became an excellent talker and a source of information of absorbing interest as he briefly outlined the difficulties encountered in

when an original record goes into the 'bath' producing the copper shell, from which the 'master' is made, it emerges with the surface entirely free from oxidation, is smooth as glass, and consequently the best results are obtained. The slightest imperfection or blemish will ruin the record. Now, then, in going abroad to reproduce whatever we are after the utmost caution, and care must be exercised to protect the wax blanks from sudden or violent changes of temperature. Carelessness in this respect

spells failure, disaster and no inconsiderable money loss. For a long time the proper method of shipping these blanks was unknown. After repeated failures it was found necessary to ship each blank in an individual package, especially wrapped and protected.

"Of course, when our recorders, who are always the pick of the laboratory staff, are sent abroad they are accompanied by an assistant—one of some mechanical skill and ingenuity. In other words, two men always travel together, each an expert in his line. Generally they are strangers in the countries to which they may be despatched, knowing little, if anything, of the language or customs of the people and



CHINESE RECORD MAKING ORCHESTRA.

superior attractiveness and value as compared with domestic dealings. At any rate, this seems to have been the experience of Edward N. Burns, vice-president of the American Graphophone Co. and manager of the export department of the Columbia Phonograph Co., general. After a desultory exchange of views on general trade topics with *The World*, Mr. Burns drifted back, naturally it would seem, to his favorite subject, namely, the export trade and the development

this special field of activity, and what obstacles had to be overcome before success crowned whatever efforts may be put forth.

EVEN TEMPERATURES IN MAKING ORIGINALS.

"First and foremost," remarked Mr. Burns, "is the condition of the original wax records from which the masters are made. In our plant here everything is in perfect condition. The wax blanks, the tools and every accessory must be, and is, kept at a uniform temperature, so that

ignorant of the material from which to choose suitable record-making talent. Of course, in the tropical and semi-tropical countries there is no provision for heating the houses, and in the City of Mexico, for instance, which is 7,500 feet above

Our Spring Catalog

Showing a complete line of Cabinets for Disc and Cylinder Cabinets is now ready for mailing. Don't fail to get one. Designs, Finish and Prices that are right. Good stock on hand for filling orders promptly. Try us.

The Cady Cabinet Company

No. Lansing, Mich.



AN ORIENTAL COMPANION.

sea level, the cold at night and in the morning is intense, and in the middle of the day the heat is at the other extreme. Therefore, you may imagine to what trouble the men are put to keep their records from being ruined absolutely. The tools and apparatus are also exposed to the same danger. In shipping wax originals from Japan and China they may be forty to sixty days in transit and subject to many changes from very warm to freezing temperatures, so that the

surface is not infrequently oxidized and the work of months has gone for naught by the time they reach our factory in Bridgeport, Conn.

PECULIARITIES OF ORIENTAL VOICES.

"Despite the fact that our men are specially drilled in the work they are expected to execute," continued Mr. Burns, "until they become acquainted with the peculiarities of the voices, their work is valueless. Then, you know, the talent here is trained, so that high notes are taken by gradation, and they are familiar with the surroundings and apparatus in the laboratory, and consequently the recording will be as near perfect as the present discoveries and improvements in the process makes possible. Now, in Japan, China, Siam and other countries the voices are explosive, and the diaphragm 'blasts.' The result was special diaphragms to take up or absorb these sharp inequalities of sound had to be devised. The voices of the natives had also to be trained for reproduction purposes, and this required time, patience and a liberal expenditure. In fact, in some countries in the far East the people looked on the talking machine not only with wonder, but positive awe, and approached it with fear and trembling, regarding the mysterious voice from the horn as that of a god. This dread had to be overcome, and it was no easy task, according to the reports of our men on the ground.

"After these problems have been solved, often the work of months, arises the difficulty of making selections that are salable. In the main the dealers are relied upon to give us this information, but they are soon found to be broken reeds upon which to lean. Just imagine going to dealers in the United States, as intelligent and wide-awake as they undoubtedly are, and asking them what songs, talks, instrumentals, etc., would, in their opinion, be good sellers, an American list of records never having been previously made? So, in a measure, until this knowledge is gained by hard and often expensive experience, we are at sea. For example, of six hundred Chinese records that one of the companies made to supply native records only about fifty were of any commercial value. In China there are six leading dialects, and of these only one, that of the Cantonese, sell to Chinamen who live in the United States, Canada, the South and Central American countries, Australia and in other parts of the world. You know the Cantonese are the only Chinamen who leave their country. The Pekinese and other people in northern China are totally different. They are vastly more intelligent, highly educated in their way, well to do and never go abroad, excepting to travel for diversion and pleasure.

MANY DIALECTS IN INDIA.

"In India there are many dialects to contend with. The Hindustanee, or high caste East Indians, seldom leaves India, as their religious belief holds that if they cross the 'dark water' their souls are forever committed to perdition. Other and many peculiarities of different peoples may be cited to illustrate a few of the many difficulties the record-maker has to encounter and overcome in some way to make his journeyings into far-away lands worth the while of the company who is sufficiently enterprising to send them abroad and undertake the expense, which is often extremely heavy. Considering the net results, the investment is sometimes regarded in a far from enthusiastic spirit. Nevertheless, if a concern is doing a world business there is no room for regrets when such expeditions are sent forth. Records that will sell must be secured in the countries where the goods are marketed.

"Certain foreign parts of the world take the talking machine much more seriously than we do. The nearer barbarism the greater respect is shown this wonderful discovery, which, as I said before, is akin to worship. For instance, so highly is the talking machine esteemed in one country that the government has decided to erect a special building—a substantial stone and fire-proof structure—for the express purpose of storing master records of steel to preserve for future generations the natural voices of its leading statesmen, members of the Imperial family, poets,

singers and distinguished citizens who have been public benefactors or conferred honor on their country in every walk of life. Our record-makers will very shortly go there to make the original records in wax which will be sent to Bridgeport to be converted into steel matrices. The building will be open to the public, and any person can on request hear the voice or sayings of any of the greatest men of the country. It will be the first library of voices in the world, and this



EDWARD N. BURNS.

plan will surely be followed at an early date by the leading nations of the world. Think of the privilege of hearing such gems as Lincoln's Decoration Day address at Gettysburg in his own voice, and you can readily see what such a plan would mean to the grandchildren.

ATTENTION SHOWN A RECORDER IN SIAM.

"When Harry Marker, of the Columbia Co., who is now in Brazil, S. A., on the same errand, arrived in Bangkok he created a furore. He received no end of attention. Every facility and assistance was given him in his work, and a building was set apart by royal decree for his laboratory. The joke of it is that after Mr.

Marker had looked over several places he finally settled upon the Emperor's stable as the most suitable premises. In Japan Mr. Marker was received with equal distinction, and he was called upon to go to the palaces of the nobility to record voices of eminent people. At some places he had the floors ripped up to suit the recording apparatus and improve the acoustics in houses that had stood undisturbed for centuries. There was not the slightest complaint, and his wishes were readily complied with and his orders carried out promptly and to the last detail. The Japanese, like the Chinese, worship their ancestors, and therefore it is a marvelous thing for them to hear the voice of some dead and gone patriarch of the family. Consequently they welcome the talking machine and accord it every honor as the vehicle whereby they may preserve for an indefinite period the exact sound of the voices of their progenitors, distinguished or otherwise.

"Now, in sending recorders to any foreign country—say the Latin-American and oriental sections of the world—the first problem to solve is the nature of the records that will be popular or command ready sale. This I remarked before. But, as a matter of fact, the people we aim to reach are divided into three classes, namely: first, the ordinary class, who want the native or popular airs or monologues; second, those who desire the folk and standard native songs; third, the higher classes, who call for the best music, mostly their own, to be sure, but the operatic gems of civilization are also in demand. Of course, you understand, I am speaking only of the disc records, which, from our experience, are the ones that practically control the market, especially in tropical countries, for obvious reasons. Then the records must be loud and brilliant, as the houses are open and the volume of sound is required. Nothing else sells. As a matter of fact I can name one small tropical city in which more of our Twentieth Century Graphophones are in use than in the three largest cities of the United States combined.

COLORS FOR LABELS OF GRAVE IMPORTANCE.

"The selection of colors for labels on the records is also a matter of importance. For example, in some countries, white is the sign of death, and therefore is barred. In China yellow is a royal color and cannot be used, but a brilliant red or some other popular shade will fill the bill. The Japanese favor black with gold lettering, which are also acceptable for Siamese, Malay and Arabic record labels. This question of color is a very important factor, indeed. Then the titles cause no end of trouble. Our recorders

QUICK WORK

There is no concern in New England, or elsewhere for that matter, that can beat us for quick shipments.

☞ Our specialty is wholesaling and every dealer's order which reaches us receives immediate attention.

☞ Our location is such in Boston that we can get shipments to freight depots or express headquarters within the briefest possible time after they reach us.

☞ We carry an enormous stock of talking machines, records, and everything that is part and parcel of a talking machine stock.

☞ We have a number of specialties of our own including record cases which are admittedly the best on the market. Whenever you need anything in the talking machine line don't fail to communicate at once with us. You will become a steady customer. Our service will appeal to you as thoroughly up-to-date and efficient.

BOSTON CYCLE AND SUNDRY COMPANY
48 Hanover Street - - - BOSTON, MASS.

send on the titles with the original records transcribed in the native tongue, without a translation, or only an occasional word of explanation as to the character of the record itself. Then on their arrival in New York we are compelled to

قبوبين بقول خو علوي

AN ARABIC INSCRIPTION.

get a translation somewhere, somehow. It often transpires that the few innocent appearing hieroglyphics not only is the title, but also the name of the singer, or whether it is an instrumental,

فادح فرية يامن حبي دان هوند

A RECORD TITLE IN MALAY.

and other extraneous details we cannot possibly incorporate in the label. The illustrations used in connection with this article—exact transcripts of some Arabic and Malay inscriptions—are reproductions of the originals, and serve to explain only one of the many difficulties the record-maker, unfamiliar with the language of the country in which he is carrying on his working, must labor under.

HOW RECORDS ARE BOUGHT IN CHINA.

"Excepting in Japan," remarked Mr. Burns, in concluding his interesting narrative, "all the business transacted with the countries in the far East is through a personage known as a comprador. The Chinese are the merchants of this part of the world, and, of course, the comprador is invariably a Chinaman. He is a man, however, of the highest integrity and honesty. Without his services one could do no business whatever. So the first step is to be properly introduced to the comprador, who represents a group of merchants, and in buying the bunch will come where you have your sample records exhibited. Now, in placing an order for records several things are taken into consideration. Quality is not para-

mount, only a fractional part to be weighed. If one record will run two minutes and another three, the latter is invariably selected. Then the finish and appearance are balanced up, and also the weight, the heaviest record—meaning more material gross is obtained for the money—gets the preference. After these preliminaries are concluded the comprador thereupon allots the quantity of records each one of the dealers or merchants should take and places the order. You have no dealings with the merchants themselves.

"These compradores are a peculiar institution. They not only supervise the buying, but guarantee the bill, and should a default occur, which is seldom, he pays the account promptly. The compradores also have a protective association among themselves, in which they are individually and collectively pledged to pay each other's debts in case of a failure or financial embarrassment. You can trust them implicitly, for the comprador is the man who buys the goods. Yes, without a question of doubt the export branch of the talking machine trade is not only presenting new problems constantly, but their solution is an absorbing study in which personal enthusiasm plays no small part."

VICTOR FOR POST CARD RECORDS.

A novelty that has attracted a great deal of attention when exhibited in the window of the Musical Echo Co.'s store on Chestnut street, Philadelphia, Pa., is the Victor post card record, upon which a clever little machine records the message desired and which can be mailed to any part of the world and be reproduced upon any Victor talking machine. From present prospects it would seem as though the success of the novelty is assured and that a very popular post card will be added to the almost unlimited assortment at present on the market. The actual voice coming from a post card holds more interest for the recipient than almost any amount of writing.

TAFFORD CO. EXPAND BUSINESS.

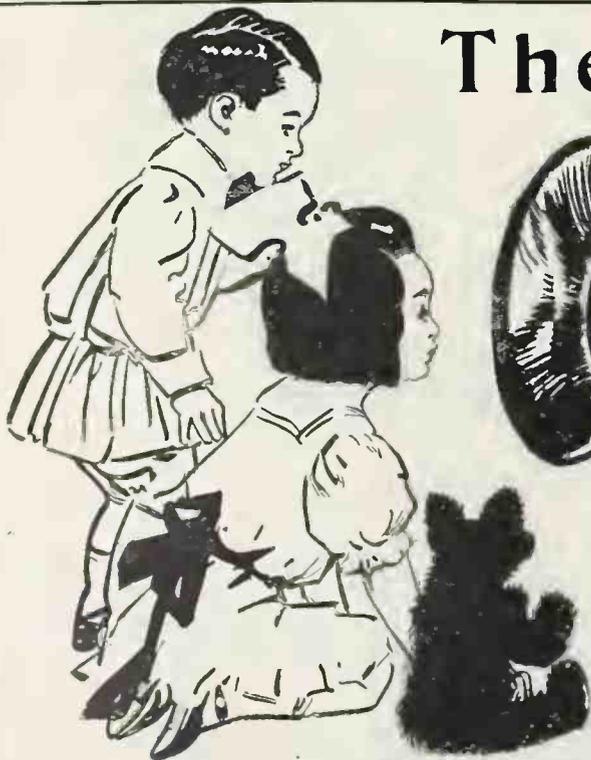
The Tafford Co., Mason City, Ia., have found it advisable to incorporate their business in order to properly take care of the extensive territory covered by that house. The articles of incorporation authorize capital stock to the amount of \$25,000, of which \$10,000 has been paid in. Geo. T. Elsham is president; A. V. Elsham, vice-president, and Frank H. Gage, secretary and treasurer. Besides pianos and musical merchandise the company handle a complete line of talking machines including the Victor, Edison and Columbia, together with a large stock of records.

NYOIL KNOWN THE WORLD OVER.

New Bedford has long been famous as an oil center and W. F. Nye, of Nyoil fame, has won an enviable reputation as a refiner of the finest oils which are known the world over. These oils are made from the porpoise and black fish, and for talking machines, watches, guns, bicycles and any machines that require the very finest quality of oil, they are indispensable.

At the time of the Exposition in Philadelphia in 1876, Mr. Nye made an offer of \$1,000 to be given to any man in the world who could produce an oil other than fish oil that would be the equal of Nyoil in ever essential quality. The offer has never been taken up and stands good to this day.

The secret of producing Nyoil remains with Mr. Nye and he is an exporter of this specialty to every part of the civilized world. In fact, that great astronomical clock in the Strassburg Cathedral in Germany is kept in proper condition through the means of Nyoil, and in no country are the specialties made by Mr. Nye more popular than in the German Fatherland. Talking machine men are a unit in their good words for Nyoil which is steadily enlarging its sphere of popularity among talking machine dealers and users of these home entertainers.



The Four Best Months

FOR SELLING

TALKING MACHINES

are February, March, April and May. To get your full share of the business avail yourself of the

LYON & HEALY FACTORY SERVICE

VICTOR and EDISON

that fills all your orders promptly and just as ordered.

Why, do you suppose, are twice as many Victor and Edison dealers depending on us to fill all their orders, as a year ago?

ANSWER—*Lyon & Healy Factory Service Serves You Right*

Want some snappy cuts cheap? Write to us.

We want your business (all of it, if you will) but we do something besides merely wanting it—we deserve it.

Wouldn't you like to know more about this Wholesale Service that has won the distinction of being the "Model Jobbing Service of America?"

Send us a small trial order to-day and give us the chance to show you.

CHICAGO

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Article on Salesmanship Attracted Wide Attention—Mr. Prestenary Relates Some "Experiences"—How He Secured the Zephyr-Like Tone—Some Pointers on Commercial Machines—The Knoxville Phonograph Co.'s Clever Advertising—Manager Takes His Son in Partnership—Eckland's Headquarters Now in Detroit—Talking Machine Co.'s Fine Showing—Herriman's Plan of Selling Talking Machines—Carelton Moves to Joliet—Feinberg to Marry—Victor Men Visiting Central West—Business Steadily Improving—Many Visitors at Babson Bros.' Big Palace.

(Special to The Talking Machine World.)
Chicago, Ill., Feb. 8, 1908.

In the western department of the Talking Machine World there recently appeared a lengthy article on salesmanship, by a well known retail talking machine salesman. It was an able effort and attracted a great deal of attention, but your representative has been pleased to notice that it was not the generalizations which the article contained which received the most attention, excellent and practical though they were, but the concrete instances of sales which the writer cited. Now the comment on these instances has not been uniform. Some approved of the salesman's methods, others said they would not have handled the customers that way, but the point is that the article has called foith a great deal of discussion and anything which gets people to analyzing and discussing on such a vital matter as the making of sales is bound to be of the greatest benefit to all concerned. I would like to see the World establish a regular monthly symposium on "How I Made the Sale," or a title of similar import, and if this is done I will see to it that Chicago and the West gets a fair representation.

Of course such a department would be open to everybody—to the dealer or salesman in the smaller country towns as well as the large centers. Whether or not the editor adopts this suggestion as a permanent thing perhaps he will allow me to hand out a few sample stories right now.

In charge of the phonographic language course department and also of the Edison retail sales-room on the first floor of Lyon & Healy's is a polished gentleman by the name of Prestenary. He is not a Hercules in physique and he speaks just about forty-seven different languages, but neither failing prevents him from making a few sales now and then.

"Prestenary made a mighty good sale the other day and under rather peculiar circumstances; better see him about it," said liberal-minded Joe Vesey to me. I saw Prestenary. He's modest and it took a double-threaded corkscrew to get the story out of him, but I got it. A week or so ago a gentleman of considerable wealth and rampageous nerves called on Mr. Prestenary and said he wanted to see about getting a phonograph or talking machine, or something, but that everything in the line he had seen or rather heard was too confoundedly loud. The salesman smoothed him down, intimated suavely that he guessed he had come to the right place, and put on a nice little orchestral selection, one of these pianissimo chaps. The customer jumped right into the air and stayed there for several minutes. "Too loud, entirely too loud, pretty piece, but like 3,961 Gabriels tooting their horns at once," said he of the nerves. "Why it simply makes my spinal column curl. Haven't you got a softer machine than that?" Prestenary had a mello-tone attachment handy and put it in the horn and put on a violin solo that is naturally like

the gentle sighing of a summer zephyr. "Oh, it's a shade better, but man do you want to send me to a padded cell right now?" Prestenary didn't, and said so, furthermore remarking that he wouldn't, but he was nearly at his wits' end. Then a heaven-born inspiration came his way. Switching to another machine and trotting the "mello-tone" along he managed, while the customer wasn't looking, to detach the horn and slip some cotton into the reproducer. Then he replaced the horn and put another record on.

The previous proceedings were longer drawn out and entailed the playing of more records than this account would seem to indicate, and he was therefore enabled to strike the man's musical taste exactly. When the strains of a song well-loved by he of the nerves, came wafting from the horn with a volume of tone similar to that of an unusually vague telepathic message the customer sat down, closed his eyes, heaved a sob of contentment and said this: "You've got me." Then Prestenary gave a brief but comprehensive lecture on the phonograph, its construction and the acoustic principles involved. He also explained to him the little cotton stunt. The man bought the machine and records, the outfit aggregating about \$75, and came down with a check for the full amount. Then after inviting the polite, but not obsequious salesman to dine with him that night, and attend the grand opera with him the following evening, he went away soothed and comforted and happy—just because the salesman knew enough of human nature and had enough diplomacy to handle the man properly and to understand him.

It takes a pretty high order of salesmanship to sell dictation machines. If you don't believe it try it. W. W. Parsons, of the Columbia Co., is

Special Notice to Dealers

During January, 1908, we referred to our dealers

653 INQUIRIES

February and March will exceed this—in all probability

GET IN LINE

Write for our Booklet of Testimonials and information how you can increase your business at our expense.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

known as a good man among good men. I fell to talking with him about salesmanship the other day and elicited a "thunk" or two and a concrete instance. This is about the way Parsons preached.

"In the first place, I believe that the essential and fundamental principle of salesmanship is a thorough knowledge and understanding of the line that the salesman may be handling. I don't mean by that to be simply able to know the different types of machines and even the parts of the same, but to go beyond that. I believe the salesman should absorb by frequent discussion an exchange of ideas among the salesmen and department managers in his line and also by keeping posted on his own line and, if possible, his competitors' line by being a subscriber to the best trade paper, or all the trade papers, or perchance. The Talking Machine World, the only trade paper that pertains to his line of work, thereby keeping posted and being able to talk intelligently in a broad way. The salesman will find it helpful when he is brought into competition if he feels that he can talk fluently and entertainingly on the subject in hand. I will try and illustrate this in a practical way.

"Several days ago I received a visit from a gentleman who told me that he was a professor of languages and that within a week or ten days he would leave for Japan, where he intended to take charge of the business administration department of the University of Tokio and he desired to investigate the commercial graphophone, although he had really little idea of investing, just wanted to be posted. Might decide after he had been in Japan for a few months to line up. Of course I determined to get him then and there, but I knew that it would have to be done diplomatically. In the first place, my customer had told me that he was a professor of languages. Incidentally I remarked in turn that Prof. Starr of the University of Chicago had used our machines during his recent visit to the central part of Africa, with great success. This established a mutual bond of interest as my visitor said that he knew the professor of anthropology of the University of Chicago. Well, I came back with the remark that I also knew Prof. Garner, who some years ago visited Africa, taking with him one of our machines to record Simian lingo. Now he knew Prof. Garner. These points may seem trivial at first glance, but you see he got the idea (pardon me if this seems like egotism) that I was posted on affairs in general and above all, something that he was interested in. All the time, of course, I was going into details about our machine, talking language course in connection. I told him about the simplicity of our product and how much better he could be fixed up right then and could carry in his mind the instructions about the care of the machine, etc., if he was going to use it right away, etc. I sold him and he thanked me for doing it."

The Chicago office of the World has received a copy of the most remarkable newspaper advertisement devoted exclusively to talking machines that the writer remembers ever having seen. It occupied four whole pages in the well known Knoxville, Tenn., Evening Sentinel, issue of

"B. & H."

FIBRE NEEDLES

FOR DISC RECORDS

Preserves them indefinitely

No Scratch—No Rasp—No Cut

Write for Samples and Information

"B. & H." Fibre Manufacturing Co.

208 East Kinzie Street - - - - CHICAGO

January 22, 1908. The advertiser is "The Phonograph Store"—The Knoxville Typewriter and Phonograph Co., and deserves more attention, both because of its size and the quality of the matter, than the average pronouncement of the kind. It is worthy of attention because it embodies three prime requirements of successful advertising. It creates an impression of size and force. It has something to say and says it in a manner calculated to carry conviction and gives definite and valuable information regarding the goods advertised. Furthermore, cuts are used to excellent advantage and besides holding the attention to the text they illuminate it. The four large pages contain something like ten thousand words of reading matter, and yet there is nothing formidable about it so well is the matter written and arranged under terse and attractive heads, and so judicious has been the distribution of the illustrations.

The company handle Edison, Victor and Columbia goods and the three lines are given thorough exploitation. Of course the wealth of material furnished by the catalogs and literature of the manufacturers are drawn upon to a great extent, but there is a great deal of original matter as well.

The first page presents a large cut of the exterior of the "Phonograph Store" and a group portrait of Manager John Rogers and his force of eight capable salesmen, Messrs. S. M. Hill, J. W. Perry, D. B. Orndorff, T. R. Lyndon, A. A. Fairbanks, C. C. Puckette, W. G. Harrison, and L. T. Cardwell. There is also a double-column article, column length, on "Entertainment for Every Home, Subject the Edison Phonograph," with a sub-head, "Taking Records at Home."

An article of similar size is devoted to the Victor Auxetophone with cuts. In the center of the page is the following which may be taken as an introduction to and a summary of the whole big announcement.

"Thousands of Knoxville music lovers visit our store, but there are many who do not, and who have no idea of what we have. In order to introduce ourselves to those we give here a few glimpses of our store and of the goods we sell.

We cannot give even in this space a complete description of our store or of our stock. Our purpose is to interest you sufficiently to induce you to pay us a visit and see for yourself. We will be glad to have you call and hear the latest devices for reproducing sound.

"During the past four years we have sold over five thousand phonographs in Knoxville. Our business for the past few months was one hundred times as large as for the first few months we were in business.

"We carry nearly eighty thousand records in stock, comprising over five thousand different selections. We carry in stock machines ranging in price from three dollars to five hundred dollars.

"Edison and Marconi, the leading inventors of the day, are devoting their time and talents to the manufacture of the talking machine and the world's greatest singers are making the records we sell.

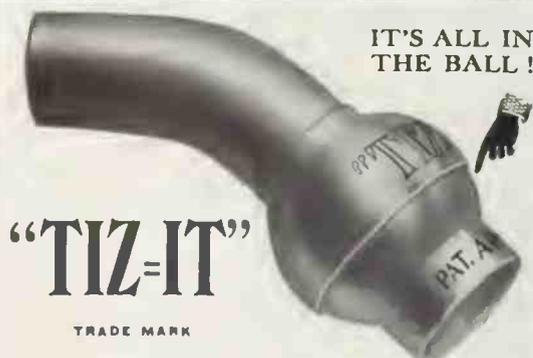
"Every home in Knoxville must have a phonograph. It is time to buy yours now."

One criticism only does the writer feel like making and that is that the name of a specific machine is used frequently throughout the advertisement in characterizing all of the various makes used. It is true that the word talker is ugly and by no means adequately descriptive and we are still awaiting the man who will furnish us a good name applicable to all makes alike when general reference is desired.

The second page is given over to grand opera and includes photographs of the leading Victor artists, list of operas represented in Victor Red Seal records, two-thirds of a column descriptive of the Victor's famous Rigoletto quartet record, illustrations and descriptions of the various types of Victor machines with a special exposition of the Victrola, and two large cuts, one showing the Knoxville company's Victor library and the other a corner in their Victor salesroom. On the grand opera page an article on the Bonci records of the Columbia Co. also finds an appropriate place.

The third page is where Mr. Edison gets in his heavy work. There are cuts of the various types of phonographs, a lot of good general argument, a view of the wall of the Edison record room, covered with photographs of gold-molded talent with a bunch of lists, for free distribution, of the records made by each artist hanging under his photo. Then there is a view of the Edison stock and it certainly is an imposing one. We are told that this is "the largest record rack in existence anywhere. Sixty-five feet long and sixteen feet high," if you please sir. "Contains forty-five thousand records."

Now it is often easier to make a statement, but not so easy to prove up. On the first page Mr. Rogers makes a few feeble remarks to the effect that in the four years since his concern started they have sold over five thousand machines in Knoxville. Beginning on the eastern exposure of the third page and flowing over on the fourth and last page of the advertisement he prints about three thousand of the names of these purchasers with a note saying that for lack of room



IT'S ALL IN THE BALL!

"TIZ-IT"

TRADE MARK

IMPROVED BALL-JOINT
HORN CONNECTION

For All Cylinder Machines.

RETAILS AT 50 CENTS

THE MISSING LINK

This new All-Metal Ball-Joint Horn Connection is a wonderful improvement over the old style soft rubber connection.

It's beyond a doubt The Missing Link between the Horn and the Machine.

"There's more than a reason."

It is a well known fact that any soft material is a poor conductor of sound, and soft rubber is no exception.

"TIZ-IT" is in a class by itself. It is made of brass, nickel-plated and polished.

Improves Any Machine 100 Per Cent.

Send for Descriptive Circulars and Discounts to the Trade
Manufactured by

KREILING & COMPANY

North 40th Avenue and LeMoyné Street
CHICAGO, U. S. A.

the list is not completed but that a complete list may be seen at the store. That is making good with a vengeance.

The exhibits on the fourth page consist of a handsome half-tone showing the dance hall on the third floor of the building and which is described as the prettiest in the city. "It is newly papered and decorated, beautifully lighted, and completely equipped with good piano, an auxetophone, comfortable chairs, two retiring rooms and the floor we guarantee to be the best, the very best, in town. We rent this hall by the night." Its dollars to doughnuts that one of Mr. Rogers' staff is present at every dance with a bunch of literature in his pocket and ready and willing to conduct interested parties to the floor below. If this is not the case the omission belies the spirit of aggressiveness breathed in every inch of this remarkable advertisement. The final exhibit and one of the most notable in the announcement is a big half-tone, showing the Columbia department. The cylinder record shelving spreads out with a vastness worthy of the rock hewn immensity of Gibraltar. Oh list! "We carry twenty-five thousand Columbia records in stock, comprising only the more popular selections. These records we sell at twenty-five cents each. They are worth double the money."

The extended notice given this advertisement has not been written with the idea of exploiting Mr. Rogers or his company, or the goods he represents, but simply to give an idea of what can be done in the way of dignified and effective publicity when a man puts his mind to it. Of course the notable thing about it is that Mr. Rogers evidently does not recognize the dull times except as something to be eliminated, so far as his own business is concerned, quickly and completely.

C. W. Long has resigned as manager of the St. Louis Talking Machine Co., and is back in Chicago where he has connected himself with a large paper house.

Wm. Manzer, piano and talking machine dealer at 4238 Cottage Grove avenue has taken into partnership his son Lawrence Manzer, who has been in his employ for some time. The firm will be known hereafter as Wm. Manzer & Son. The junior charge of the talking machine department, which will be enlarged and the complete Edison and Victor catalogs carried.

E. C. Plume, western wholesale manager for the Columbia Co., visited St. Louis on business recently and incidentally ran down to New Or-

leans to see his uncle, S. W. Plume, a wealthy retired capitalist of the Crescent city. He was pleased to find that Mr. Plume was one of the best customers of the New Orleans Columbia office, owning a high grade graphophone and possessing a library of several hundred records. Of course the nephew called at the Columbia branch and found Manager C. A. Regan in an equable frame of mind. Business with him is very good considering all conditions. A business detriment at present is found in the fact that cotton planters were holding cotton until it reaches 15 cents. While there, Mr. Plume says that thirteen cents and a fraction was offered and that therefore the time is near when immense quantities of the white staple will be released and millions of dollars therefore put into circulation.

O. W. Eckland, who for the past two years has had charge of the instalment department of the Columbia's Chicago office and who has made one big showing, thank you, has shifted his headquarters to Detroit and will operate in an instalment way with a corps of good canvassers in that city, Cleveland and Toledo. O. W. Eckland is deservedly rated as one of the best posted talking machine department men in the country and has written an excellent pamphlet on the subject.

General Manager A. D. Geissler, of the Talking Machine Co., has every reason to be satisfied with the way January behaved to his concern. The sales were only a trifle off as compared with January of 1907, which was a wonder and made a good showing as compared with the first month of 1906. Among the visiting dealers at the Talking Machine Co. recently were: Mr. Vandenburg, of the Vandenburg Music Co., Marinette, Wis.; Mr. Voss, of the Voss Phonograph Co., Appleton, Wis.

C. P. Arnold, of the Arnold Jewelry and Music Co., talking machine jobbers and retailers of Ottumwa, Ia., was a recent Chicago visitor.

A. D. Herriman was in the city on January 31 on his way from Davenport, Ia., where he has been manager of the Columbia Phonograph Co.'s store for the past year or so, to Milwaukee, Wis., where he will assume charge of the Columbia branch in that city. Mr. Herriman, when he called at the Chicago office of the World, was accompanied by a bulldog of the unquiet sex persuasion and whom her master placed in winter quarters here until a home can be prepared for her in the city of beer and various other things. Junietta, or whatever her name is, has been in the Herriman family for years and has watched her master's development in the talking machine trade with the keenest interest. A few years ago he was running a little store on the west side of Chicago handling cigars and talking machines, a combination that is still oftener met with than one would suppose. Later he had charge of the talking machine department at Siegel, Cooper & Co.'s, and then took charge of the floor sales at the Columbia headquarters at 88 Wabash avenue. He made good and in a few months was given the Davenport office. District Manager W. C. Fuhri, who is always on the lookout for good material became very much interested in the indications of originality and initiative that came filtering through from Davenport and when A. E. Thomas, who has managed the Columbia interests in Milwaukee with signal success for several years, resigned to engage in the novelty manufacturing business on his own hook, Herriman was the name that suggested itself immediately to him and Herriman it became.

The photograph on the next page shows one means Mr. Herriman used to advertise Columbia graphophones in Davenport and surrounding territory. The "how" of it contains a valuable hint for dealers of talking machines everywhere.

Listen to Herriman tell the story in his own words:

"The rig is one of five which Mr. Beaver has and uses during the summer months for selling ice cream cones and was gotten up simply as an advertising proposition. The opposite side of the wagon is similar to view which shows in the picture with the exception of the Columbia sign reading "\$7.50 to \$200."

"Nearly every grocer in the three cities, Daven-

When this letterhead comes in your mail, remember it comes from the only

Exclusive Victor Wholesaler

in the country.



A. D. GEISLER
General Manager.

72-74 WABASH AVE.
Chicago

The Talking Machine Co.
TALKING MACHINES
RECORDS AND SUPPLIES
VICTOR

GRAND OPERA RECORDS
H. MASTERS VOICE

Cable Address "TALKMACH"

Long Distance Telephone Central 1334
AUTOMATIC 8052

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 Try Them

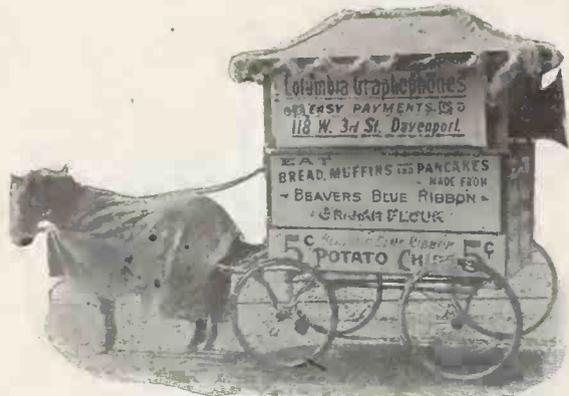
SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

If your name is not on our mailing list, write us now. You are missing new and interesting Talking Machine items.

port, Rock Island and Moline sell Mr. Beaver's flour and he makes it a practice to give each one a free concert by driving to their place of business, backing the wagon to the curb and by the use of the special record, which we have prepared for the purpose, he succeeds in awakening a great deal of enthusiasm and good feeling among his customers and the crowd that congregates on the sidewalk at each stop.

"The special record was made on our BF long cylinder machine by placing a six-inch blank cylinder on same, and giving by way of introduction a lively band piece. This I accomplished by the aid of our Twentieth Century Graphophone and a recorder. This is followed by a talk in a good clear loud voice announcing the merits of Beaver's blue ribbon pancake flour, and potato chips. Followed by a minstrel first part,



HERRIMAN'S PLAN OF PUBLICITY.

consisting of a song and a few jokes and ending up with a talk on Columbia graphophones, explaining the advantages of same, the location of our store and an invitation to everybody to visit same and get acquainted. The record makes a big hit and is loudly applauded whenever played. One interesting feature of the proposition is the cheapness of it as it did not cost me a cent. Mr. Beaver was willing to pay for the sign on each side of the wagon in consideration of the fact that I loan him the graphophone and records, also making this special record for him.

"There is no reason why a like scheme cannot be worked by the majority of dealers throughout the small towns, as there is always one or two live advertising men in each town who would be only too glad to take up a proposition of this kind if it was presented to them."

W. Carleton, formerly one of the most aggressive talking machine dealers in Chicago outside of the loop and who last held forth progressively and successfully at 1067 West Madison street, has moved to Joliet. He went voluntarily and has an attractive "talker" store at 105 North Bluff street. Nevertheless Mr. Carleton is no

bluff. He goes after business legitimately though vigorously and has formed a habit of getting it. For a long time he had a store in the desert regions of West Lake street, Chicago, and the way he dug up business in that department-store ridden section was a caution. The chances are that by this time he has wakened the literary echoes of Joliet with strong circulars and artistic calendars and that his merchandise, both photographic and talkaphonic is now spreading its gentle influence in many a home in the penitentiary city.

The United Film Service Association meet in convention in Buffalo to-day, (Feb. 8) and continue their sessions to-morrow, Sunday. Practically all the firms in Chicago who are interested in the moving picture business from a manufacturing and distributing viewpoint have representatives in attendance.

B. Feinberg will pass from the life of single cussedness to that of marital blessedness on March 2, when he will lead to the altar Miss Mina Michelson. The nuptials will be celebrated at Avon Hall, Cincinnati. After the ceremony and the subsequent reception tendered by the bride's parents, the happy couple will leave on an extended western honeymoon tour. They will, of course, make their home in Chicago.

L. F. Geissler, general manager, and A. S. Middleton, secretary of the Victor Talking Machine Co. spent some little time in Chicago and the Central West and Central Northwest the latter part of last month. The World did not have the pleasure of meeting Mr. Geissler, but did have a nice chat with Mr. Middleton. The latter said that the month of November was a very big one with them. December was somewhat off, and the first five days of January were remarkably and peculiarly dead. Since then, however, trade has shown a marked picking up with them, coming along in a thoroughly normal and most satisfactory manner. Mr. Middleton, when he says that the outlook is not a bit gloomy from his viewpoint, speaks with authority, as he is a director in several banks in the East, and is also a stockholder in several of the railroads, West as well as East.

Arthur D. Geissler has joined the ranks of the automobilists. His first machine is a second-hand one, as he thought it hardly wise to smash up a new scorcher. As soon as he thoroughly gets control of the festive proposition, and if he lives to see the day, he will certainly get a brand new machine, and it will be what is technically known as a lalpaloo, which whereof the interpretation is a jim-dandy. From present indications the lalpaloo will be a matter of but a few weeks.

Business is coming along pretty comfortable, thank you. It isn't actually booming, but it is by no means anywhere near as difficult to sell even high-grade machines as to dispose of ice in Greenland or a carload of bituminous in South Africa. In fact, from all that can be learned, trade both in a retail as well as a wholesale way is not so far from normal for the season. It takes more hustling to put it there and keep it there. That's all.

Mr. Cook, assistant to retail floor manager G. F. Parker, at the Columbia Co., came out of a booth the other day and declared that he had a gentleman in there who was complaining that the machine he had at home wasn't right. It would only speak English or German. He wanted one that would speak Polish.

There have been quite a few interested visitors the past week or so to Babson Bros.' big Phonograph Palace on the outskirts of Douglas Park—only twenty minutes' ride from the business district via the Douglas Park train of the Metropolitan Elevated. Among them were C. O. Arnold, Arnold Jewelry & Music Co., Ottumwa, Ia.; J. E. Moyer, Dixon, Ill.; J. R. Casad, Tipton, Ia.; Mr. Kenning, Sigourney, Ia.; Frank Homrighaus, Shelbyville, Ill. Manager G. M. Nisbett makes an encouraging report regarding business. While not as active as in December, it shows an increase over January of last year. Furthermore, a large number of new Babson-Edison dealers have been made since the first of the year by George A. Renner, who covers Colorado, Wyoming, Montana and Nebraska for the National Phonograph Co. This territory includes as great an area as Wisconsin, Illinois, Michigan, Indiana, Ohio, Pennsylvania, New York, New Jersey, and the six New England States all combined. Seems strange, but Mr. Renner has figured it all out and knows. He admits that the States mentioned contain a few more people than do the four included in his territory, but in square miles of territory covered he has got 'em all beat.

Frank Buser, the Edison jobber at Butte, Mont., sells something like \$75,000 worth of Edison goods alone, and last November got in a solid car of Edison records.

J. F. BOWERS AND P. B. WHITSIT MEET.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 5, 1908.

J. F. Bowers and Perry B. Whitsit, the president and secretary of the National Association of Talking Machine Jobbers, spent all of Sunday, February 2, and well into Sunday night, in Columbus, going into matters and things relating to the association.

This is the third meeting of these two men and they are certainly doing service for the organization. Much of what was talked about is, of course, not for publication at this time.

There is some question of calling a special meeting of the entire association this month or next, and it may be done provided the members wish it.

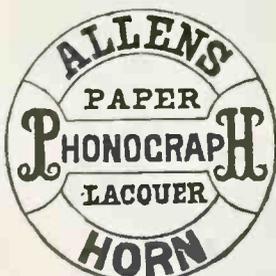
It is thought by some that a meeting oftener than once a year is desirable during the early days of the body.

The present membership is ninety-six (96), which is considerably more than half of the available concerns in the country. This is not bad for an organization five months old.

Energetic measures are being taken to gather in every desirable concern in the country. If all do not become members it will not be the fault of either the chairman or the secretary.

Martin M. Klais, a dealer in pianos, musical instruments, phonographs, talking machines and sheet music at 2219 North Front street, filed a petition of involuntary-bankruptcy last week, giving his liabilities as \$3,000 and his assets as \$1,000. His business has been closed up, and it is said that satisfactory arrangements have been made with his creditors.

Mr. Klais, who is an expert piano tuner, has gone with Gimbel Bros., where he was employed before he went into business for himself.



PAT. JAN. 9TH 1906.
NO. 1022.

明治三十九年正月九日
實用新案登錄第壹〇貳貳號

MANUFACTURED BY
WM. J. SCHROTH
KOBE, JAPAN.

None Genuine
Without This
Trade Mark

THE ALLEN FIBER TALKING MACHINE HORN

HERETOFORE there has been a certain amount of prejudice, especially by those musically trained, against the Talking Machine on account of a peculiarly unpleasant "blast" or metallic sound foreign to the record.

This rasping sound is due principally to the horn, which in the first place, is manufactured of metal, and secondly is generally not constructed upon scientific principles.

This fault is corrected by using the ALLEN FIBER HORN, made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY

Sole Distributor for the United States

Byron Mauzy Music Building, 1175 O'Farrell Street
SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY

SORE ON MUSIC PUBLISHERS.

Thomas F. Deuther Would Have Record Manufacturers Not Feature Publications of Sheet Music Publishers Who Sell to Department Stores and Cut the Bottom Out of Prices—The Arguments Put Forward by the Chicago Men in This Connection.

Tomaz F. Deuther, talking machine and music dealer, 516 West Chicago avenue, Chicago, Ill., writes The Talking Machine World a lengthy letter, only the salient points of which, owing to lack of space, we are able to print. He says:

"Gentlemen:—I would like to say a few words through your paper on a subject that is of vital importance to every music and talking machine dealer.

"It is a well-known fact that on the principal talking machines on the market, namely, the Edison and the Victor machines, that all dealers are bound by an ironclad contract, as to maintaining of the retail prices. The original and strictest company on this point is the pioneer house of Edison, or the National Phonograph Co. The Victor Co. have followed in their footsteps, and although their goods can be obtained by any dealer whether he is signed up or not, yet they proclaim that they are, and want to be strict on this matter. And they, I honestly believe, try their best to maintain prices, all of which is very good and commendable.

SIDE LINES AND MONEY

¶ Are you interested in specialties—business getters—money makers that will help out your regular talking machine trade by drawing more people to your store and put more dollars in your pocket through sales which you will make?

¶ We presume you are because business men who are progressive are looking for opportunities to expand. They do not believe in the contraction policy.

¶ To use the colloquial expression we can "put you next" and "putting" in this case means that we can place you in touch with manufacturers of side lines which you can handle harmoniously in connection with talking machines.

¶ The more trade which can be drawn to your store the better it will be and there are plenty of side lines which can be handled greatly to the profit of regular dealers.

¶ We have detailed a member of the World staff to investigate this subject carefully and we are willing to make an interesting report to any dealer who writes us asking for information upon the subject. Address all such correspondence to

Editor Side Line Department
THE TALKING MACHINE WORLD
No. 1 Madison Avenue, New York

"The Edison being the originators of the one price system, have got such a hold on the trade, that it is accepted gospel, that their goods cannot be had by any, unless he or they are authorized and legitimate dealers. So I will say that these two companies are strict as to maintaining prices. Now to the point: I desire these two companies to seriously consider a subject which, when they give it full consideration, cannot but agree with me that I am right. The welfare of their patrons must appeal to them, they must and should protect their dealers to the utmost; and yet (I will presume they do it unconsciously or without consideration), they are a most serious abettor of an evil that is hurting, seriously and disastrously hurting 90 per cent. of their patrons, and I really believe they have not considered the fact; in short, I do not think, owing to their enormous success, that they are aware of the injury they are doing, and that is this.

"Nearly every phonograph dealer sells other goods in conjunction with his business, with one it is sporting goods (a protected price article), with others it is divers sundry article; but with most of them it is sheet music. The sheet music trade was at one time a very profitable business, in fact, I handle sheet music with my phonograph business, and the profits on same were fully as much as on the phonograph line. This was two or three years ago. To-day where is the sheet music business, and in what shape is it, and what profit is it to the phonograph dealer? You might argue that that is none of the phonograph company's business. I say it is. They maintain and are rigid in the maintaining of the prices of their own products. Yet they help along by the biggest system of advertising, the cut-throat music publishers who supply the already famously known 10 cent stores. Take the catalog of any one of the publishers (that supply 10 cent stores with their music for 5, 6, 7 and 8 cents and then have the nerve to quote music dealers, 12½c. plus expressage or postage, which generally comes to 1c. per copy), and you will find that they have the majority of their publications listed on the phonograph records. I just received a catalog from a New York firm that built up its trade through the 10 cent stores, and on the front page they have printed the following:

"Notice to the trade: We allow ½ and ½ off catalog. These terms make a 50 cent number cost 12½ cents net, and we allow no other discount."

"I wrote them asking what quantity I must take—in order to get the 'Knox' or 10 cent store rate—so that I could sell for 10 cents and compete with 'Knox.' They evidently took it for a joke, and they answered not as a self-respecting business house would answer. They simply enclosed my communication (envelope and all) in a larger envelope and wrote on back of my letter as follows:

"Your monologue received. Do you also write paradoxes."

"I may add that I have spelled the words correctly, that they misspelled in their answer. Their ignorance is no fault of theirs and that is not the question I am referring to. It simply shows that the music dealer has no show with this class of houses. And these are the houses that the phonograph houses help along by popularizing their songs. It would not be so bad if the songs were already in demand and popular, but such is not the case. The phonograph companies list the songs almost as soon as they are off the press, and in the case of some songs they are listed actually before you can obtain a copy of the sheet music."

Mr. Deuther then proceeds to enumerate the different publications of the publishing house referred to which are listed in the advance lists of new records, and makes the point that a great number of these pieces have been really popularized by the talking machine companies. Through use on the records millions of people have become acquainted with these publications who otherwise would never have heard of them, and he adds: "Thus these publishing houses get thousands of dollars' worth of free advertising."

Announcement TO THE TRADE

ZON-O-PHONE

Records and Machines

WE beg to notify the talking machine trade that we expect to be ready to open our wholesale headquarters for the sale of

ZON-O-PHONE

Records and Machines

exclusively at
77 Chambers Street,
on March 1st.

A representative will call on you within a few days to take advance orders.

ZON-O-PHONES

are in demand, and it shall be our constant aim to supply the trade with their wants by keeping a *complete stock*, thereby making shipments the *day order is received*.

Write for complete catalog *to-day* and we will place your name on our mailing list.

ZON-O-PHONE

Distributing & Export Co.

77 Chambers St., New York City

TEL., 3822-3823 WORTH

We Want Manufacturers' Accounts

We handle large amounts of imported novelties and staples for which we are the sole agents, and we would be glad to hear from any manufacturer in regard to handling his account. We finance our own accounts and have a regular line of trade to which we send monthly bulletins of all the new merchandise and novelties we handle. Our system has enabled us to give bigger returns than any other house doing a similar business. Manufacturers will find that they will receive bigger returns through our hands than any other connection they could make. We would be glad to hear from any one who is looking for selling agencies.

New York & Lima Trading Co. 203-207 W. Broadway
Dept. T NEW YORK

He also points out that the total output of the music publishing house complained of is in number about one hundred, and adds: "Yet they have represented on the Edison catalog alone thirty-nine of their selections, over one-third of their entire number, and if one should go over the list and keep tab he would find that nearly all of them became sellers, a month or so after the record of same was put before the public. I cannot say that these songs are without merit; they are of the popular order, sort of catchy, none of real high merit, but that is not the question. Why do the phonograph companies uphold, help, create, push forward a house that is just the opposite to the principle as laid down by themselves, the upholding and maintaining of prices, and not only that, but to the detriment of about 90 per cent. of their trade. If I should take the Victor list I would find the same conditions and so on with the Columbia and other companies.

There are lots of songs that have as much and even more merit, that would make just as good sellers, and songs and instrumental pieces published by houses that uphold the trade as to prices in music, the same as Edison and Victor do with their products.

"It is a crying shame that one of the nicest paying little businesses is practically gone to smash owing to the cut rate evil in the 10 cent stores. With the department stores, one could compete—but not with the 10 cent evil. Where is the little dealer to get off at? With the falling off of the phonograph and record demand, to have the 10 cent evil to combat, the phonograph companies are doing a dire injustice to the loyal dealers who uphold them in their trade regulations.

"While the sheet music is a different trade than the phonograph, yet it is a part of it, for nearly all dealers handle sheet music and the continual repetition of songs by the records, creates a necessity to handle such sheet music as produced.

"I am sorry, Mr. Editor, to take up so much valuable space in your issue, but if you will reflect upon the good it will do to the talking machine business you will not hesitate to print this entire letter and let every dealer all over the country cut this article out and forward it to his phonograph manufacturer direct and state their views. It is a condition that must be remedied, for it is to the welfare of the phonograph business."

TRADE NOTES FROM MILWAUKEE.

Marked Improvements in Business—Better Class of Instruments Being Purchased—Edison Business Phonograph—McGreal's New Quarters—Recent Visitors—"Talker" to Identify Drunkard's the Latest.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 8, 1908.

Trade conditions in the talking machine line seem to be good in Milwaukee this month. City salesmen and those about the State report that conditions are entirely different than they were at the beginning of the year. Demand is increasing and the sales of machines have been especially good. The sale of Red Seal records is daily becoming greater, more people seem to be interested in this line than ever before. The use of the business phonograph is extending to many branches of business, and the sales of these machines are being pushed. Collections are excellent and the growth of the instalment plan of selling machines is evident.

"A better class of people seem to be buying the Victor machines than formerly," said J. H. Becker, manager of the Hoeffler Mfg. Co. "Our sales in both lines have been very good, however, and business has been rapidly increasing, far better than we expected."

"Business is pretty good," said William

Schmitt, manager of McGreal's big talking machine business. "Both our retail and wholesale trade is very good. Our wholesale business is to be moved from the old stand on Milwaukee street over here to our new quarters at 172-176 Third street, and the basement and fourth floors are to be given up to this line. Our sale of the big Victrola machine is great, we are selling them faster than we can secure them. Work is being rapidly pushed on our new place here, and we hope to soon have our stock in shape and the interior finishings completed."

The Edison Business Phonograph Co. will hereafter handle the commercial phonograph business in this city. Agencies of the company are to be established in the surrounding country, and the sale of the business machine is to be rapidly pushed. C. A. Bergsten, who continues as manager, said: "We are having great success in introducing our business machine. Business men are beginning to realize what a saving of time and money the machine really is to them. Its use by court reporters in the city is becoming widespread."

Lawrence McGreal, the talking machine man, is in Cincinnati paying a visit to the firm's branch in that city.

Manager Scholtz, of the Wisconsin Music Co., at Madison, Wis., has been in the city looking over the talking machine line.

Patrick Walsh, formerly with McGreals, is now the new city salesman for the Hoeffler Co. One of the finest display windows in the city and one that is attracting much attention, has just been arranged by the Hoeffler Co.

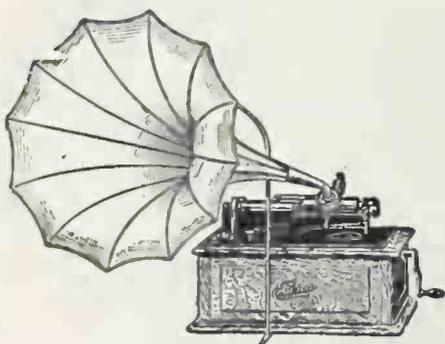
F. K. Dolbeer, general sales manager of the National Phonograph Co., with headquarters at New York, was a visitor at Milwaukee last week. Sales Manager Phillips, from the company's factory at Orange, N. J., and W. P. Hope, the company's Northwestern representative, also called on Edison and Victor dealers in Milwaukee. Edwin C. Barnes and Manager Kelly were also callers.

The new Victor records for February are having large sales in this city. The dealers are extensively advertising and the results are apparent.

The McGreal indoor baseball team in Milwaukee, made up of those connected with the McGreal Bros. store, recently defeated the Y. M. C. A. indoor team by a score of 17 to 1. It was one of the best games of the season, and the star playing of Emil Hoppe, pitcher for the McGreals, was one of the features.

Hugh J. McGreal, member of the McGreal Bros. firm in Milwaukee, was recently married to Mrs. Della Campbell, of this city.

A. E. Thomas, manager of the Columbia Phonograph Co. for five years in Milwaukee, has resigned to engage in business for himself. Mr.



LAWRENCE McGREAL

Milwaukee
172-174 Third St.
Edison and Victor
Jobber

SUPPLIES
If it's practical
and salable I've
got it.

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

Thomas has been perfecting a number of inventions along the talker line and in other fields, and he now wishes to devote his time to this work. He has secured a number of rooms in the Germania building, and will engage in the manufacture of his different lines.

Harry W. Krienitz, of Goerke & Krienitz, who was associated with McGreal for three years, has bought McGreal's South Side establishment on National avenue. He is handling the Edison and Victor lines. Albert B. Schufletowski is the new sales manager.

Fond du Lac, Wis., may use the talking machine to identify her drunkards. Photographs and other methods have been tried, but the talking machine seems to be the latest plan, and is favored by the common council of the city. It is proposed to record the voice of the drunk in the talking machine and then to present the records to the barkeepers, who may later identify the man and put him on the black-list. If this plan is followed, even the worst drunkards will hesitate if they know that their own voice is to greet them over the bar.

Peter Dinkel, of Sheboygan, Wis., is doing a good business in expensive talking machines.

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:

JANUARY 14.

Bradford, 17 pkgs., \$115; Berlin, 228 pkgs., \$2,795; Buenos Ayres, 5 pkgs., \$820; Cardiff, 55 pkgs., \$522; Havana, 14 pkgs., \$466; Leeds, 75 pkgs., \$473; Manchester, 54 pkgs., \$378; Newcastle, 56 pkgs., \$415; Santos, 4 pkgs., \$421; Sheffield, 40 pkgs., \$264; Vera Cruz, 110 pkgs., \$1,657.

JANUARY 21.

Berlin, 3 pkgs., \$126; Cartagena, 10 pkgs., \$421; 4 pkgs., \$230; Colon, 18 pkgs., \$703; 64 pkgs., \$2,300; Corinto, 4 pkgs., \$131; Grenada, 10 pkgs., \$879; Havre, 13 pkgs., \$718; Havana, 3 pkgs., \$280; Iquique, 3 pkgs., \$100; Limon, 2 pkgs., \$108; Liverpool, 7 pkgs., \$350; London, 993 pkgs., \$8,957; Manila, 16 pkgs., \$1,127; Para, 4 pkgs., \$166; Rio de Janeiro, 19 pkgs., \$649; Southampton, 56 pkgs., \$1,960.

JANUARY 28.

Auckland, 6 pkgs., \$232; Berlin, 70 pkgs., \$2,151; Bremen, 6 pkgs., \$700; Brussels, 64 pkgs., \$2,097; Havre, 22 pkgs., \$207; Havana, 5 pkgs., \$110; Limon, 3 pkgs., \$138; London, 19 pkgs., \$717; 68 pkgs., \$1,976; 23 pkgs., \$1,296; 1,005 pkgs., \$9,193; Manila, 3 pkgs., \$235; Melbourne, 6 pkgs., \$184; Southampton, 7 pkgs., \$1,550; Sydney, 665 pkgs., \$9,883; Vera Cruz, 36 pkgs., \$1,459.

FEB. 4.

Berlin, 11 pkgs., \$4,504; 1 pkg., \$128; Buenos Ayres, 11 pkgs., \$414; 111 pkgs., \$8,627; Colon, 8 pkgs., \$426; Guayaquil, 4 pkgs., \$181; Glasgow, 3 pkgs., \$423; Havre, 21 pkgs., \$171; Havana, 3 pkgs., \$136; London, 1,053 pkgs., \$10,273; 111 pkgs., \$3,576; Sanchez, 4 pkgs., \$113; Trinidad, 1 pkg., \$227; Vera Cruz, 10 pkgs., \$1,227.

BARKLOW WAS IN CHARGE.

With the opening of the eastern Furniture Exposition in the Grand Central Palace, New York, January 15, and closed (February 15), B. K. Barklow has been in charge of the exhibit made by the National Phonograph Co. His absence while attending to this successful display has been noted by the metropolitan trade, on whom he calls, and his return has been welcomed. The prize winner as the record salesman on the New England circuit, the genial J. W. Scott, was also present creating new dealers and distributing a fresh batch of Sunday school stories.

TRADE HAPPENINGS IN MICHIGAN

The Opening of Grinnell Bros.' New Store—Destined to be an Event in Detroit—Splendidly Equipped for the Transaction of a Large Business—Mary Garden's Views on the Stimulus Given Culture Through the Medium of the Talking Machine—E. P. Ashton, of the American Phonograph Co. Optimistic Yet Most Careful Regarding Credits—Has Built Up a Splendid Business—Eckland Joins Columbia Forces—Other Items of General Interest.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1908.

The opening of Grinnell Bros.' new store on Woodward avenue, about the last of the month, will reveal to Detroiters what is without doubt one of the finest, if not the finest, talking machine departments in the country.

Before plans were drawn for this large department of the new store, C. A. Grinnell visited the leading establishments in the country and gathered ideas from everywhere. And as the result, Mr. Grinnell has been assured by representatives of the Victor and Edison people that his arrangement of display rooms and stock is the best to be found anywhere.

Entering the department from either elevators or stairway, the shopper comes into a large, square room, done in quarter-sawed oak with splendid lights and ceiling decorations. The basement is twelve feet high. From this large room a corridor extends to the rear of the building, and opening off from the big room and the corridor are fourteen salesrooms. At the front in one corner are the offices of the department manager and his clerks, and at the rear of the basement is the shipping department, where the out-state business is handled.

In planning the salesrooms some unique ideas have been worked out. The floors are of mosaic tiling, the woodwork enameled in white, and the partitions are of plate glass and sound-proof. All around the outer wall of the basement is a corridor, or small passageway, the back wall being lined with cases for records. These are out of reach of the shoppers, where they cannot be handled or misplaced, another partition of mirrors separating the salesrooms from this back corridor. There are openings, however, into the corridor, where there is a small counter big enough to accommodate a talking machine or two. The salesman at the back can reach the records to demonstrate his machine, and at the same time easily pass out to the front to talk to his customer. The idea of the separate rooms is, as Mr. Grinnell expressed it, "to separate classes from masses." The patron who wants to hear rag-time will not in any way interfere with another who prefers grand opera. Although

separated by sound-proof walls, these customers will see each other. The effect of this arrangement is something that any business man understands. These outside partitions, which separate the salesrooms from the record cases, being of plate glass, lend a very pleasing effect to the whole scheme.

"I heartily agree with Mary Garden," said Mr. Grinnell, "whose article in Everybody's Magazine this month tells us that the talking machine is educating the public for good music. The masses can never get the right appreciation of the work of the real artists from their concerts while concert prices are as high as they are in this country. In Europe the best concerts are within reach of even the poor people, and for that reason there is a widespread understanding of good music among the masses. In this country the education must come in another way—and in what better way than by means of the talking machine and the mechanical piano? These things are constantly being perfected, and what the public cannot learn from expensive concerts it is gradually picking up from the widespread use of these instruments."

Kenneth M. Johns, of the Columbia Phonograph Co., says that business is better this month than in January. He said there had been a lively demand for the new "Merry Widow" records, which are the newest on the market. O. W. Eckland, of Chicago, has taken charge of the outside sales for the Columbia people in Detroit.

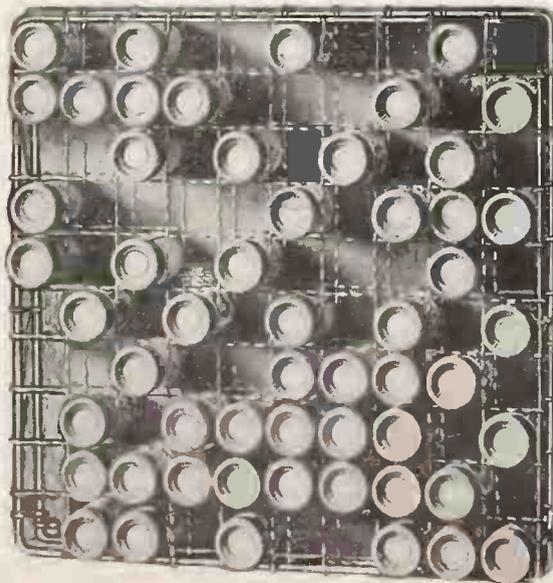
Mr. Mazer, of the Mazer Phonograph Co., said that while business has been spasmodic, the sum total has been fairly good.

Joseph L. Lind, who was with the Mazer store in Detroit, has gone to St. Louis to open a phonograph store on the east side in that city.

E. P. Ashton, of the American Phonograph Co., is one of the progressive and aggressive members of the trade. While doing a good business, he has turned down a number of possible good sales, simply because the prospective purchaser had nothing definite to offer. "I could swamp this store with business," he said, "if I opened all the accounts I am asked to start. I don't want that kind of business." And Mr. Ashton is wise. This is the time to discriminate.

THE "PONY" TEAM OF "THE HEISE SYSTEM" RACKS FOR HOME USE

New Profits for Wide Awake Dealers



"The Heise System" of Wire Record Racks for the holding of Phonograph Records—which you have in your store, or should have—has created a demand for 100 space and 150 space Racks for home use.

Here They Are

The No. 123 style for holding 100 Records sells for \$18.00 regularly, and the 150 space rack regularly at \$27.00. These prices are for one-half dozen crates.

Now for the Specials

During the next 30 days your jobber will sell you the 100 space rack, in half-dozen crates only, at \$15.00; the 150 space rack will cost you, per half-dozen crate, \$20.00. If your jobber does not sell them, tell us.

SYRACUSE WIRE WORKS
[R. S. Williams & Sons Co., TORONTO AND WINNIPEG] SYRACUSE, N. Y.
Canadian Representatives

Merry Widow and Tetrazzini

ZON-O-PHONE RECORDS

are still contestants for popular favor. And well they might be as each have such well-founded claims for popularity.

Tetrazzini Records sell at much lower prices than have heretofore been demanded for selections rendered by artists of such note. Merry Widow Records are proving a revelation to Talking Machine owners everywhere, and experts concede them to be a step in advance of anything previously produced.



Other items that are bringing Zon-o-phones to the attention of the *thinking* Talking Machine Dealer, is the line of six Taper Arm models of Machines and a list of less than a thousand Records. This condensing process means that *everything* bears the stamp of *salability*. Is this true of the line you are pushing?

Universal Talking Machine Mfg. Co.
Camp and Mulberry Sts., Newark, N. J.

SPECIAL Six Records from "THE WALTZ DREAM" Are
Now Ready—Don't Fail to Order Them

Factory Distributors of Zon-o-phone Machines and Records:

ALABAMA Mobile W. H. Reynolds, 167 Dauphin St.	MINNESOTA St. Paul W. J. Dyer & Bro., 21-23 W. 5th St.	OHIO Akron Geo. Dales, 128 S. Main St. Cincinnati J. C. Groene Mus. Pub. Co., Race and Arcade. Cincinnati J. E. Poorman, Jr., 336 Gratiot Ave. Cleveland Flesheim & Smith, 161 Ontario St. Columbus Columbus Piano Co., North High St.
CALIFORNIA Los Angeles ... So. California Mus. Co., 332 S. B'way. San Francisco... Peter Bacigalupi & Sons, 1021 Golden Gate Ave.	MICHIGAN Detroit J. E. Schmidt, 336 Gratiot Ave.	PENNSYLVANIA Allegheny H. A. Becker, 601 Ohio St., E. Philadelphia ... Disk Talking Machine Co., 13 N. 9th St. Pittsburgh C. C. Mellor & Co., 319 Fifth Ave.
ILLINOIS Chicago A. C. McClurg & Co., 215 Wabash Ave. Chicago Benj. Allen & Co., 131-141 Wabash Ave.	MISSOURI Kansas City ... Mrs. J. Dixon, 804 Grand Ave. Kansas City ... Wehb-Freyschlag Music Co., 7th and Delaware Sts. Springfield Norton Lines, 325 Boonville St. St. Louis Knight Mercantile Co., 211 N. 12th St. St. Louis D. K. Myers, 3839 Finney Ave.	SOUTH DAKOTA Aberdeen McArthur Piano Co.
IOWA Davenport Robert R. Smallfield, 213-215 W. 2d St.	NEW JERSEY Hohoken Eclipse Phono. Co., 208 Washington St. Newark Edison Co., 57 Halsey St. Newark Oliver Phono. Co., 16 New St. Paterson J. K. O'Dea, 115 Ellison St.	NORTH DAKOTA Fargo Stone Music Co., 614 First Ave., N.
KANSAS Topeka Einahcizer & Spielman Co., 519 Kansas Ave.	NEW YORK Astoria (L. I.) ... John Rose, 99 Flushing Ave. Brooklyn F. W. Rous & Co., 485 Fifth Ave. Brooklyn B. G. Warner, 308 Livingston St. Buffalo Neal, Clark & Neal Co., 643 Main St. Rochester Duffy & McInerney Co., cor. Main, W., and N. Fitzhugh Sts. New York City .. J. F. Blackman & Son, 2787 Third Ave.	TEXAS Beaumont K. B. Pierce, 223 Regau St. Dallas Dallas Talking Machine Co., 218 Commercial St. Houston Taylor Bros.
LOUISIANA New Orleans .. Ashton Music Co., 143 Baronne St.		VIRGINIA Richmond. ... Hopkins Furn. Co., 7-9 W. Broad St.
MAINE Portland W. H. Ross & Son, 43 Exchange St.		CANADA Toronto Whaley, Royce & Co., 158 Yonge St. Winnipeg, Man. .. Whaley, Royce & Co.
MARYLAND Annapolis Glohe House Furn. Co. Baltimore C. S. Smith & Co., 649 W. Baltimore St. Baltimore Louis Mazor, 1423 E. Pratt St.		
MASSACHUSETTS Boston Pike Talking Machine Co., 41 Washington St. Boston Read & Read, 13 Essex St.		

STANDARD CO. STILL EXPANDING.

Buy the Kleber Talking Machine Business and Keystone Specialty Co.—Cheery Business Report—Interesting Chat With J. C. Roush.

(Special to The Talking Machine World.)

Pittsburg, Pa., Feb. 7, 1908.

The Standard Talking Machine Co., Inc., who secured the business of the Theo. F. Bentel Co., last March, have recently purchased and taken over the entire talker business of H. Kleber & Bro., the well-known piano dealers, who have been handling talking machines for the past fourteen years. They have also bought out the Keystone Musical & Specialty Co., 444 Sixth avenue, this city, and have greatly increased their record capacity.

In a chat with J. C. Roush, of the company, he said: "We have no kick coming with trade conditions, as our December business went ahead of the Bentel Co.'s business for the same month a year ago by over \$7,500, and in view of the dull times we count this as a good \$15,000 gain. We find collections fair, and altogether we think the outlook very bright for a good business during March and April.

ANENT ENGLISH ADVERTISING.

How the Gramophone Co. Secure Publicity in the London Papers.

In a serial article entitled "A Few Weeks With John Bull," at present appearing in Printers' Ink and in which the British advertising methods are commented upon, considerable space is devoted to the discussion of the propensity of the daily publications to review every new thing in literature and music. The article states further:

"Advantage of this tendency was taken in a very clever way by the London advertising agency placing the gramophone business. Each month, as new records for this talking machine are issued, the musical critics of leading papers are given facilities for hearing them, and write critical notices much like those for concerts, recitals, etc. The records, of course, have considerable popular interest. Some of them are made by noted singers. A week after some singer appears before the King, perhaps, the gramophone records are enriched with the song sung by that singer before Royalty itself. Additions to the gramophone records of song hits in the music halls are often of wide news interest, too—as a new humorous by the Scotch comedian, Harry Lauder. Here's the way such notices run in the newspapers:

"Lovers of grand opera will welcome the first record made by Mr. John Coates on the gramophone. It is included in the new records issued this month by the Gramophone and Typewriter Co. The eminent tenor has given a masterly rendering of "Cielo e Mar" from "Gioconda," which is reproduced to perfection. There are also two contributions from Mr. Edward Lloyd-Clay's popular ballad, "I'll Sing Thee Songs of Araby," and Liddle's song "A Farewell." Songs by such well-known singers as Mr. John Harrison, Mr. Hirwen Jones, Mr. Robert Radford, Mr. H. Lane Wilson and Miss Perceval Allen are also included. A feature of the September records is the unaccompanied singing of the Westminster Cathedral Choir; two records have been made, and with such success that it is to be hoped others will be speedily forthcoming. A couple of pianoforte selections by Mr. Vladimir de Pachmann are played with exquisite delicacy."

"Once a month these notices appear in papers like the London Tribune, Standard, Telegraph, Daily Mail, etc., and in provincial dailies like the Manchester Courier. They are regarded strictly as news. The musical journals also publish such notices.

"The same agency sent a photographer to take pictures of Edward Lloyd, the famous English tenor, singing into the gramophone to make records for the special pleasure of Queen Alexandra, and these got full-page places in the London illustrated weeklies. Another talking machine

IMPORTANT COLUMBIA-FONOTIPIA DEAL.

Emil Rink Arranges for the Manufacture by the Columbia Co. of the Entire Repertoire of the Fonotipia Co.—Interesting Chat With Mr. Rink Regarding Conditions in Europe as Compared With Here—Says the Duplex or Double Face Record Will Become Popular Here.

After being here a fortnight, Emil Rink, general manager of the Fonotipia, Ltd., London, Eng.; Societe Italiana Fonotipia, Milan, Italy, and of the International Talking Machine Co., Berlin, Germany, sailed for Europe, February 8, aboard the "Lusitania," of the Cunard Line. He arrived in New York January 25. Previous to his departure for home Mr. Rink chatted with The World on various trade topics in the subjoined strain:

"The main purpose of my visit to the United States is to conclude arrangements with the Columbia Phonograph Co., general, for manufacturing records for the entire repertoire of the Fonotipia Co. Preliminary negotiations had been carried on along these lines, but I have closed the deal, as you term it here. That is to say, we will furnish the masters and the Columbia Co. will make the stamping matrices and press the records, for which they have the exclusive sale in the United States and Canada. There is not to be a combination of any kind, but a consolidation of trading interests between the companies. The artists we control include a long list of operatic and vocal celebrities, among them being Bonci and Stracciari, of the Metropolitan Opera House; Mme. Russ and Signors Sammarco, Bassi, Zenatello and Didur, of the Manhattan Opera House, New York. Kubelik, the famous violinist, now here, is also another artist we control.

"The International Talking Machine Co., of Berlin, have concluded an agreement with the Fonotipia Co. to manufacture their entire list of records for the whole world. So from this you may gather something of the magnitude of our undertakings. Business has been very good, and we have not felt, as yet, the financial flurry from which you are now recovering. Possibly this may come along later.

scheme was a huge gramophone concert at Albert Hall, to which music dealers all over London had tickets to be given to prospective purchasers who hadn't finally made up their minds. The concert was a 'clinger' in many cases."

Seems as though our English cousins could still teach us one or two things regarding the publicity game.

While the metropolitan dailies might not be prevailed upon to review and criticize talking machine records it seems as though many dealers in smaller country towns might look into that really excellent form of advertising.

"TALKERS" FOR FOREIGN MISSIONS.

A Timely Letter from Dr. Isaac Prince on This Important Subject.

New York, Feb. 8, 1908.

Editor Talking Machine World:

Dear Sir—Having noticed in your valuable journal the various uses to which talking machines are put, viz.: to instruct in foreign

"There is a tendency to reduce prices in Europe. For example, we are getting \$1.20 for a record that sells here at 60 cents. Besides, we have duplex or double-face records. These are the only kind that sell, and I am sure they will become popular in the United States eventually. When we first put them on the market we were ridiculed and attacked by our competitors in the most bitter fashion. But inside of four years the opposition came around to the double-face record, nevertheless. The same will happen in this country. The duplex record proposition has not been handled properly when its introduction was tried here some time ago.

"We are having the same trouble in Europe over the accumulation of records," said Mr. Rink, "as you have. Our company yearly discontinues in our general catalog a fixed number of records that are specifically reported as slow sellers. We are watching this part of the business very closely, and aim to extend every relief in our power to the dealer by a system of exchange at fixed periods. One thing we do not have to contend with, and that is the amazing quantity of rubbish the American trade handle in the line of so-called popular music. Our music, of no matter what kind, grand or light opera or songs, is sung by our regular staff of artists. Your talent here have what may be called talking machine voices, but such records would not be accepted by the European trade or the public. For example, "The Merry Widow," "The Mascot," and others of the same grade, are sung by our best artists, of course, under different names, as the records bearing their own names sell at high prices. But the quality of voice is there and the merit of the music cannot be questioned. Our monthly bulletin varies. In season we may press up 25 or more, and when trade is quiet a much less number is offered."

tongues, to bring to many lovers of music what is best in vocal and instrumental harmony, and even to soothe disordered brains, I have been wondering if you could not by some timely editorial introduce them into a still higher realm. The cry among all religious societies, whether in the home or foreign field, is for more laborers to proclaim the message of redeeming love. Why not use the phonograph or graphophone? If upon records (whether disc or cylinders), some familiar hymns, Scripture portions, prayers, sermonettes, etc., could be recorded in Arabic, Chinese, Slavic, Thibetan, African Zulus, Japanese, Turkish, think how many might be reached long before or during the time in which the missionary was acquiring the language. In this way prisoners, seamen, Arabs of the desert, women in the harems, and, in fact, all classes could be reached with the gospel. At any rate, please give it a thought, and if approved of, your indorsement. What manufacturer is willing to start in this new direction, which would open world-wide opportunities? Yours sincerely,

DR. ISAAC PRINCE.

**QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST**

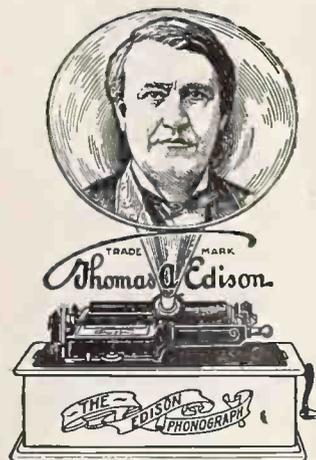
OF

Edison Machines, Records

AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.



A RUN AROUND THE BOSTON TRADE.

Neck-to-Neck Race This Month Between "The Merry Widow" and Tetrassini Records—Eastern Talking Machine Co.'s Effective Work—Business Much Improved—Big Call at Ditson's for Expensive Victors—Columbia Grand Demand Unequaled—I. C. S. Records Are Popular—Manager Andrews an Optimist of Optimists—Iver Johnson's New Building.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1908.

It is a neck-and-neck race this month between "The Merry Widow" and Tetrassini for popularity. The Eastern Talking Machine Co. and their agents are booming the newest opera singer in big type and huge posters and photographs, while the Columbia people are losing no time in making the fact known that "The Merry Widow" waltz is about the best ever. The result is that trade on these records is mighty big, and it all has an influence on the other grades of business.

So active has competition become here, that the various stores are using much more newspaper space and putting up better looking display windows than ever before. The Oliver Ditson Co. are the leaders in newspaper advertising, three solid columns in the newspapers being an ordinary stunt for them.

General business during January was very good all over town. Now that the talking machines have begun to find their way into the motion picture places, an increase in record sales is expected. The Hub Theatre here has put in a machine and patrons are greatly pleased with it. It is certainly an improvement on the singers that have been heard there and now the patrons can get grand opera music instead of that which usually accompanies the "ulcerated songs."

Manager Winkelman, of the Oliver Ditson Co. store, where Victors are exclusively handled, says that the sales on grand opera records have increased nearly 1,000 per cent. within the year, and are constantly growing. This store has an unusually high class of trade.

Retail Manager Blakeborough, of the Columbia Phonograph Co.'s store, says the record for sales

of grand opera records was broken during the first week of February, when out of twelve consecutive customers ten of them bought grand opera records, one of them some Christian Science song records, and the other one some instrumental records and one grand opera record. Wholesale Manager Yerkes has just returned from a brief trip to some of the Columbia jobbers and is greatly encouraged over the spring outlook for business. The new plan of the Columbia company, not to issue monthly lists and to place the good things on sale as fast as they are issued, will work greatly to the advantage of the retailers, it is believed by the "boys" at this store.

The I. C. S. French, German and Spanish records are quite a feature at the Eastern Talking Machine Co., and the Victrola is another. Business on these is particularly good. The entire Edison line, however, holds first place in point of business done. The enlarged floor space is proving none too large for the volume of business which is steadily increasing here.

Manager Andrews, of the Boston Cycle & Sundry Co., is an optimist of the optimists. He declares that this is to be the banner year for talking machines, because of the great advance in the structural equipment, the progress made in the development of records and the enterprise shown in securing selections for the records. Mr. Andrews is much interested in the progress of the business of manufacturing trays for holding records, because he is sure that his company makes the best in the market and is prepared to go to any lengths to prove it. As for carrying cases that he makes he says he doesn't have to worry about them, for they prove themselves

to be better than others, which relieves him of the trouble. Business has been remarkably good this month here.

Messrs. Read & Read are making a special bid for trade on the Zonophone line, including the Tetrassini records, which are meeting with big success.

The framework for the fine new building of the Iver Johnson Co. is now all up, and by next June the firm will be comfortable in its new quarters. Then its talking machine department will have a fair chance.

WHEN TO STOP ADVERTISING.

It is an axiom of business that when times are good, people can well afford to advertise because they then do not miss the money. But it is a better axiom that when business begins to slacken its pace—even a little, then every business house has simply got to get out and advertise vigorously in order to prevent getting on to the toboggan slide of decreasing orders.

A factory enjoying unbounded prosperity and practically unlimited orders may say in its folly that it does not have to advertise because it has as much or more business than it can attend to. It forgets that in thirty days conditions may change as regards its industry and that its orders may fall off 50 per cent. in a twinkling. It is then a little late to start in to hold trade together by beginning to advertise, for it will probably be several weeks or months before the new campaign is showing results. Meanwhile the mill does not have all it can do. Is that economy or money-making?

Advertising is an insurance policy in force to-day, while business is good, that it will continue to be good to-morrow. Do we all wait for a fire to begin to protect our property with insurance?

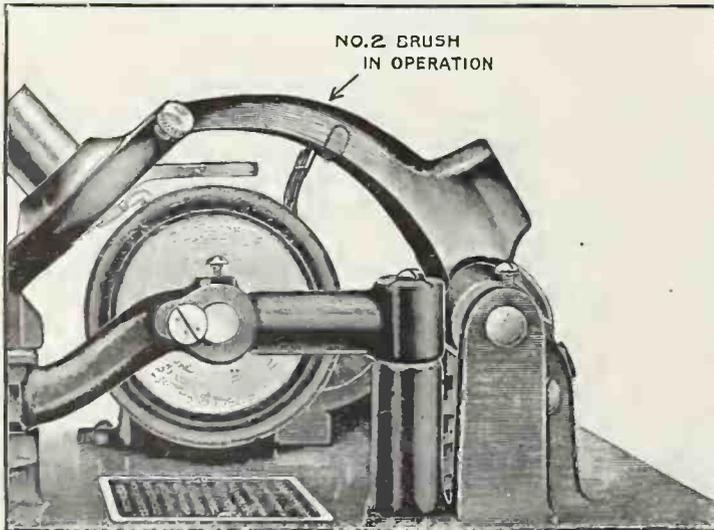
But whether every house will agree on this common sense postulate or not, none disagree about hard times making advertising absolutely necessary, because human intelligence tells every man that it is so.

BY USING

SAVE THE LIFE OF YOUR RECORDS THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED September 25 and October 2, 1906 and September 10, 1907



PRICE 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 Its Triumph.

No. 2 Standard and Home.

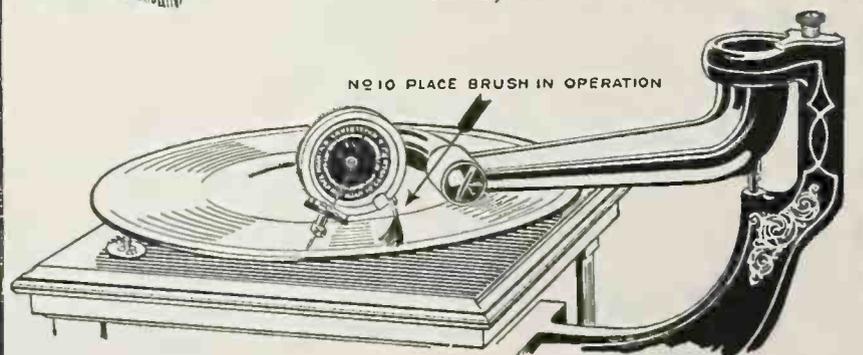
No. 3 Gem.



THE PLACE No. 10 DISK RECORD BRUSH FOR VICTOR EXHIBITION SOUND BOX

Patented Sept. 25th and Oct. 2nd, 1906.
Sept. 10th, 1907.

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
Proprietor
"The White Blackman"

AN IMPORTANT DECISION.

Handed Down Last Week in the Suit of the New York Phonograph Co. Against the National Phonograph Co.—Many Interesting Points Emphasized by Judge Hazel.

In the history of patent litigation involving vast moneyed interests few exceed the case of the New York Phonograph Co. against the National Phonograph Co., Orange, N. J., and the work of Thomas A. Edison in his invention and development of the phonograph. Suit after suit has been instituted in this particular reference, not so much on the validity of the patents, as on the territorial selling rights of this great industrial product and its commercial value. It would be a work of supererogation to give a resume of the litigation resulting from the successful introduction and sale of the present-day phonograph as compared with the crude, cumbersome and costly mechanism first given the world. The cases on the calendars of the United States Circuit Courts, which have jurisdiction in matters of this kind, have been so numerous as to be bewildering, and each new decision has added to the complexity; that is, so far as the layman is concerned. The last judicial opinion, rendered by Judge Hazel, United States Circuit Court, southern district of New York, relative to proceedings for contempt for alleged violation of the same court's decree, rendered February 6, is submitted below, the various points for complainant and defendant being as the court states therein. Of course it is understood the complainants are the New York Phonograph Co. against the National Phonograph Co., and others. The decision follows:

"This is a motion for an attachment against the defendant, National Phonograph Co., for violating the injunctive decree of this court. After an exhaustive discussion of the issues herein this court at final hearing reached the conclusion that the complainant was entitled to protection of its exclusive license contract rights as evidenced by the contracts dated Oct. 12, 1888; Feb. 6, 1889, and July 1, 1893, and its decree was subsequently affirmed by the Circuit Court of Appeals. The effect of the injunction is disputed.

THE ORIGINAL INJUNCTIVE ORDER.

"It reads as follows:
"Now, therefore, we do strictly command, enjoin and restrain you, the National Phonograph Co., and you, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with the National Phonograph Co., and each and every one of you under the penalty that may fall thereon, perpetually from directly or indirectly selling or leasing within the State of New York, phonographs and supplies therefor, to others than complainant and from using within the State of New York, phonograph and supplies therefor; and from causing to be sold or causing to be leased or causing to be used, within the State of New York, phonographs and supplies therefor, by others than complainant, and from selling for use or licensing for use, within the State of New York, phonographs and supplies therefor, by others than complainant in violation of the provisions of and of the rights of the complainant under certain contracts as extended, bearing date Oct. 12, 1888, between the North American Phonograph Co. and the Metropolitan Phonograph Co., and also between Thomas A. Edison, the Edison Phonograph Co., the Edison Phonograph Works, the North American Phonograph Co., and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Co. and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Co.

THE QUESTION AT ISSUE.

"The question is, Does the injunction restrain the use and sale by the defendant within the licensed territory of phonographs and supplies generally or does it simply restrain the use and sale in the licensed territory of phonographs and supplies which embody the patents and inventions of Thomas A. Edison, owned by complainant's licensor as restricted by its dissolution for insolvency and the sale of its assets?"

"The conclusions of the court that the rights of the complainant sprung from the contractual relation, that it was not chargeable with laches in the enforcement of its rights, that there was an extension of the license, that rights and privileges under the contract were not granted in perpetuity, that complainant's exclusive territorial rights at the date of the decree had been wrongfully invaded by the defendant, and that the complainant had not forfeited its license rights must be regarded as res judicata. Assuming the jurisdiction of the court the rule is well settled that the order of the court must be strictly obeyed even though it appears to have been erroneously made or to have given broader relief than was justified or warranted by the facts. To adjudge the defendant guilty, however, of a violation of the injunction resort must be had to the decision as interpreted and construed by the court.

CONTENTIONS OF THE DEFENDANT.

"The defendant contends that on the date of the injunction it abandoned and disposed with the use in its talking machine of certain unexpired patents issued to Mr. Edison, and that no legal right exists to this proceeding. To intelligently pass upon the question presented we must not overlook the original contract by which the title of the phonograph patents and the territorial rights were granted, 'in perpetuity,' nor the provisions binding Mr. Edison to assign patents and improvements under certain conditions for a period of fifteen years from Aug. 1, 1888. This court in its former decision held that a license to manufacture and sell a patented article could not be extended beyond the life of the patent, and by the term 'in perpetuity,' the parties could not have intended, in the absence of express limitation, to prolong such license rights for a period beyond the life of any improvement or patented invention.

"The American Company, by the contract of Oct. 12, 1888, secured the exclusive title and interest in and to the phonograph patents, inventions and improvements

for such period as the patentee then had or might, as provided in paragraphs 4 and 5 of the contract of Aug. 1, 1888, thereafter acquire the monopoly of his inventions. It is inconceivable that the complainant could obtain any greater or different rights than had its licensor. Properly interpreted the decision of the court must be deemed to hold that the complainant did not buy the right to sell, use or let phonographs and appliances separate and distinct from the patents under which they were manufactured. The language of the bill apparently supports this view.

RIGHT TO SPECIFIC PATENTS ONLY.

"Moreover the recitals in the numerous contracts emphasize the assignment of the phonograph patents and improvements. Concededly the phonograph and appliances are referred to in general terms also, yet, construing the original and subsequent contracts in their entirety, as we must to ascertain the intent of the parties, I think they intended to be understood as contracting in relation to phonographs and supplies which were invented by Mr. Edison and not in the broad sense contended by the complainant.

"The provisions of paragraphs 4 and 5 of the contract of Aug. 1, 1888, are of essential importance. They were wholly of an executory character and bound the North American Phonograph Co. to pay the sums of money specified for experimental expenses. Failing in this undertaking such executory provisions upon the dissolution of the said company and sale of its assets became inoperative, and, in my estimation, Mr. Edison was not thereafter obliged to make improvements or patent his inventions for the benefit of the North American Company.

BINDING CONDITIONS OF EXTENDED CONTRACT.

"The confirmation agreement by which the Metropolitan Phonograph Co. received renewed assurances of its contract rights, notwithstanding the failure of Mr. Lippincott and the North American Company to comply with certain conditions of the earlier agreement, did not suspend or annul the existing obligation to perform or pay for the experimental expenses in making improvements upon the phonograph and for procuring patents nor after the dissolution operate as a waiver thereof. It is probable if creditors or parties in interest had offered to perform the contract of the North American Company prior to sale of its assets that Mr. Edison could have been compelled to assign his later inventions or improvements; but without compensating him for experimental expenses or paying for the patents of the improvement subsequent to the dissolution I am unable in the absence of fraud to perceive any force in the contention that the complainant is entitled to the benefits of such later improvements.

"The fourth paragraph provides that inventions and improvements should be assigned to the company 'without further compensation,' but Mr. Edison probably would not have been obliged to conduct any experiments as a result of which improvements could have been made unless remunerated as specified in the fifth paragraph. The compromise agreement with the receiver of the North American Phonograph Co. specifically refers to claims for royalties and damages, and not to payment of the annual amounts under paragraph five.

"It is true that the principle of the cases cited in my former opinion is substantially to the effect that a purchaser of the assets of an exclusive licensor of a patent with notice of the existence of license rights succeeds to the ownership of the patent and the rights and responsibilities of the licensor. This principle, however, is not thought broad enough to justify the holding in this case that the defendant was bound to fulfill the conditions imposed by paragraphs 4 and 5, which as we have seen, complainant's licensor was unable to perform.

THE NEGATIVE COVENANT CONSTRUED.

The so-called negative covenant. The Haines contract dated Feb. 6, 1889, in the first provision prohibited similar grants to others of any rights for the use of the phonographs or supplies therefor, for the licensed territory during the period for which the license was granted. Much reliance is placed by complainant upon the phraseology of this provision which refers in broad terms to phonographs and phonographic supplies.

"There are other portions of the contract from which it may fairly be argued that all 'phonographs delivered were to be phonographs of the contract'; that is to say, that the grantors could not sell or license phonographs of any kind patented or unpatented except by permission of the licensee; yet the contracts in their entirety together with the situation and circumstances are believed to require a restriction of the negative covenants of the complainant's predecessors to the phonographs and phonographic supplies manufactured under the Edison patents and improvements prior to the dissolution of the American Company and the sale of its assets.

"Clause 4 of the agreement of Feb. 6, 1889, seems to support such view for it states that the phonographs and supplies which were agreed to be delivered to complainant were 'made and to be used under the patents and rights herein described during the continuance of this agreement.'

USE OF PATENTS FOR TALKING MACHINES.

"I now come to a consideration of the question: Has the defendant in the production of its talking machine used the patents, inventions and improvements made by Mr. Edison during the period from Aug. 1, 1888, to Feb. 18, 1896, the time of sale of the assets of the North American Phonograph Co.? The affidavits read on the motion show that the so-called gold-molded records used by the defendant in the State of New York were manufactured under Edison's basic patent No. 484,582, dated Oct. 18, 1892. The defendant contends that such patent is not infringed by the use or sale of its product and to sustain infringement that it must be proven that the defendant actually produced the process within this state. Inasmuch, however, as the rights of the complainant were contract rights, this contention is not maintainable.

"That said process for sound-producing records was manufactured by the Edison Phonograph Works and is used and sold by the defendant corporation to its customers, jobbers and agents in the licensed territory is undeniable. That the process was trivial and a mere feature or step in the general process resulting in a mold for making the record is thought unimportant.

VIOLATION OF INJUNCTION.

"Edison patents Nos. 414,760 of Nov. 12, 1889; 430,274 and 430,278 of June 17, 1890, were used by the defendant at the date of the injunction and in violation thereof, although such patents have since expired. And the unexpired patents, Nos. 448,780 of March 24, 1891, 465,972 of Dec. 29, 1891; 484,583 and 484,584 of Oct. 18, 1892; 499,879 of June 20, 1893, and 513,097 of Jan. 28, 1894, are used by the defendant in the manufacture of its phonographs and supplies, and, moreover, are used, let or sold in the State of New York through its jobbers, dealers or selling agents in violation of complainant's exclusive rights.

"The defendant also continues to wrongfully use patent No. 713,209, issued Nov. 11, 1902, subsequent to the insolvency of complainant's licensor. Such invention was held to have been made in 1888, as appears from the decision of the Circuit Court of Appeals, in National Phonograph Co. against Lambert. The defendant asserts that some of the patents enumerated are invalid for lack of invention or prior use, and that others which had first been patented in foreign countries have expired.

VALIDITY OF PATENTS IN SUIT.

"Under the circumstances of this case the defendant must be stopped to deny the validity of the patents in suit granted to Mr. Edison against this complainant. These adjudications emphasize the point that a patentee and a corporation controlled by him are in privity and both are stopped to assert the invalidity of the patent against an assignee thereof.

"Nor can the defendant successfully insist that such patents have expired since a prior foreign patent for similar invention has become the property of the public. The revised statutes, Sec. 4887, provide that patents which have been patented previously in a foreign country shall be limited to expire with the foreign patent, but as the right of the complainant was derived from the exclusive license in controversy the limitation contained in the statute is believed to be inapplicable. The United States Edison patents on their face conveyed monopoly rights for a period of seventeen years, and they make no reference to any foreign patents. Although in United Shoe Machinery Co., vs. Caunt, supra, the defendant expressly obligated himself not to contest the validity of a patent licensed by him, I regard the principle announced there as not inapt to the case at bar.

"The next point argued by counsel for defendant is that the defendant can without violating the terms of the injunction sell and license in New Jersey phonographs and phonographic supplies for use in the territory licensed to the complainant. This question is not open for review or further consideration. In the former decision it was held for reasons there stated that the defendant had wrongfully invaded the territory of the complainant.

CASE OF UNLAWFUL USE.

"A case of unlawful use of the patents and inventions hereinbefore specified in complainant's territory and a violation of the injunction granted on March 26, 1906, has been made out and such use of the phonographs and supplies having been intentional the defendant is guilty of contempt.

"The record of the trial and of this motion and briefs submitted are tremendously voluminous. The expenses of complainant for printing, etc., and preparations of this motion must have been large. Under the circumstances the judgment of the court is that the defendant pay a fine of \$2,500—\$1,500 of which shall be paid to the complainant for expenses incurred in the prosecution of this motion and the remainder to the United States. Attachment may issue accordingly."

The National Phonograph Co., when asked by The World for an expression of opinion regarding the above opinion, said they were very well satisfied. Not a few contentions heretofore overlooked by the court in the interpretation of the so-called original contract were cleared up, as well as the alleged perpetuity of certain claims. This suit concerned the National Phonograph Co. only and their trade was not affected in the most remote degree as to liability. An appeal had not been affirmatively settled.

The complainants, through counsel, appeared to be also in a pleasant frame of mind over Judge Hazel's dicta. Of course, they held every jobber and dealer in New York State would be affected. The learned attorney for the complainant, said the defense were entitled to an appeal as a matter of right, but the review by a higher court would mean a definition of the scope of the order above.

MOVING PICTURE MEN AT BUFFALO

Take Out Licenses Under Patents of Thomas A. Edison—The Companies Interested.

(Special to The Talking Machine World.)

Buffalo, N. Y., Feb. 10, 1908.

At a meeting of the leading moving picture manufacturers here on Saturday an arrangement was made whereby these concerns will hereafter operate under licenses issued by Thomas A. Edison for his sprocket feed device, on which the patent has been finally sustained and adjudicated. This appliance is indispensable to the automatic movement of the picture film in connection with the projecting machine. The report of a combination is nonsense. The companies named in this agreement are the Kinetoscope Co. (Edison), Orange, N. J.; Selig & Co., C. Kalin, and T. Essansy, Chicago; the Vitagraph Co., New York; Pathé's Cinematograph Co., and M. Millier's, Paris, France; S. Lubin, Philadelphia. The yearly income to Mr. Edison from this source will be something handsome.

JONES VISITING THE SOUTH.

Oliver Jones, of the Victor Co., left for a rather extended tour of the South and Cuba Monday evening, January 10th. Mr. Jones is known as one of the hardest workers in the talking machine trade, and his many friends will be glad to learn that he has lightened his labors by a rather extensive reorganization of the office and sales force, a wise move, and one which, in turn, we hope will enable Mr. Jones to in some measure lighten the load of General Manager Geissler, who himself has, as every one knows, a "few things" to do.

COLUMBIA FONOTIPIA ANNOUNCEMENT

The Columbia Phonograph Company now offers for the first time in America, a series of records by world famous singers who have been or now are under exclusive contract with the Fonotipia Company, of Milan, Italy.

This unique organization stands foremost among the European companies which are recording the voices of the great singers. It is an evidence of the highest celebrity for a singer to be engaged by the Fonotipia Company, as only artists of pre-eminent position are called upon to sing for them.

The remarkable collection of records which has thus been procured was not put on sale in America until the Columbia Phonograph Company recently offered its immense distributing facilities for placing them before the public.

Several of the artists are now in New York singing either at the Metropolitan or the Manhattan Opera House, and taking part in some of the finest performances that have been witnessed in this country.

The records themselves are faultless examples of the art of recording and manufacturing. They are clear and brilliant, and faithful in their portrayal of the original voices.

The Columbia Phonograph Company produces the discs direct from the originals as recorded in Europe, and each record bears the signature of the artist. This is not only your assurance that the record is a genuine Columbia-Fonotipia record, but it also means that the singer has heard the record and is willing to let it go out to the world as a correct reproduction of his voice.

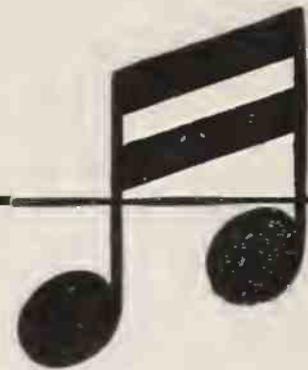
The agreement between these two leading musical organizations has now made it possible for these records to be purchased in the United States and Canada. In some cases the artists themselves have not yet been heard in America, but their fame has reached every land where grand opera is popular or known. In every instance the singers here represented are beyond question the greatest living exponents of the lyric art known.

Even without the names of the artists they would sell as fast as you could connect with lovers of classic music.

With those names, signed on every record-label, they will be money-makers wherever people read the newspapers.

A beautiful advance catalogue is now on the press, listing 27 of the finest records ever heard in either Europe or America. Be sure you see it quick. Ask your jobber, or get it from any of our branches, or write direct to

COLUMBIA PHONOGRAPH CO.
TRIBUNE BUILDING
NEW YORK



BONCI—Tenor

The great tenor who startled the country last season at the Manhattan Opera House and who is now the star of the Metropolitan Opera House. "He is a far greater artist than Caruso."—New York Journal.

4 10 $\frac{3}{4}$ -inch records at \$2 each.
 1 12-inch record at \$3.

ZENATELLO—Tenor

By far the greatest star who has come to America this season. He is one of the few great tenors. His voice is full and ringing and his phrasing is graceful. His records are loud, clear and brilliant.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

BASSI—Tenor

The famous tenor of the Manhattan Opera House, whose suave and tireless voice has won for him laurels in the greatest opera houses of the world. His records proclaim him one of the most finished artists of the musical world.

1 10 $\frac{3}{4}$ -inch record at \$2.

SAMMARCO—Baritone

The great baritone whose triumphs at La Scala Theatre of Milan have been repeated in New York at every performance at which he has appeared. Undoubtedly one of the greatest singers who has ever come to America.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

STRACCIARI—Baritone

The baritone "star" of the Metropolitan Opera House. The tribute of applause which is everywhere accorded him in the fullest measure can be well understood by those who hear his records.

1 10 $\frac{3}{4}$ -inch record at \$2.

DIDUR—Basso

Didur is the splendid new basso of the Manhattan Opera House, New York City. His voice is deep and pleasing and his records are surprisingly natural.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

RUSS—Soprano

Giannina Russ was one of the first great singers who came to the United States to sing at the Manhattan Opera House. She is a finished artiste and has not only captivated New York by her voice, but by the great ease with which she uses it. Her records are faultless.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

PACINI—Soprano

Pacini is described in Italy as the best example of the perfect soprano. Her voice is of the purest type and seemingly unlimited as to vocal effect. Although she has never been heard in America, the records of her voice will be sufficient to make her famous here.

2 10 $\frac{3}{4}$ -inch records at \$2 each.

BARRIENTOS—Soprano

A wonderful singer who has not yet been heard in the United States, but whose records are nothing less than perfect. They are pure, sweet and marvelously sensitive.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

KUBELIK—Violinist

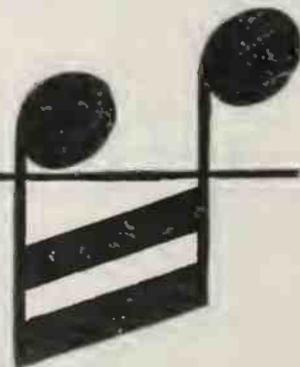
Perfect records of this "Wizard of the Violin." Kubelik's mastery of his instrument is so complete as to place him far ahead of all other living performers. The records we list are absolutely true to the playing of the master himself.

3 10 $\frac{3}{4}$ -inch records at \$2 each.

LA SCALA CHORUS

A record of unique interest, as it portrays the opening chorus of "La Favorita" exactly as it is sung on the stage of the most important opera house of the entire world. This is a distinct triumph in record making.

1 10 $\frac{3}{4}$ -inch record at \$2.



BROUGHT TO TERMS.

How a Chicago Paper Came to Change Its Reflections on the Talking Machine—Days Are Past When This Kind of Thing Can Continue With Impunity.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1908.

FOR SALE, MY GRAPHOPHONE.—When you are tired of your Graphophone you can sell it through our classified columns.

Many thousands of Chicagoites saw this advertisement of a leading Chicago daily in the street cars some time ago, and it very speedily came to the attention of C. E. Goodwin, manager of the talking machine department of Lyon & Healy, and the atmosphere became at once superheated.

Lyon & Healy took the matter up with the paper, telling that it was gratuitously hurting a great industry. The advertising department said that they would change the card. Absolutely nothing was done, however. Then Mr. Benjamin Jefferson, the Lyon & Healy advertising manager came out into the open and called on the paper in person. He was practically told that he was butting in, and the obnoxious advertisement still continued to exercise its mission of Simon blue cussedness. In the meantime Mr. Jefferson notified the Victor and Edison companies regarding the matter and enlisted their aid. They wrote the paper wanting to know why they insisted in their reflections on the talking machine. Still nothing was done. The end of the year came and with it a representative of the advertising department of the daily, seeking to renew their contract for advertising with Lyon & Healy, and, which amounts to about \$20,000 per year. Mr. Jefferson absolutely failed to see the point. He did not deny that the paper was a good medium or that they got good results, simply in respect to this particular daily he failed to see the point. Just about this time something like an earthquake happened in the office of the daily paper. The general manager of the advertising department had been West recuperating on a ranch. He came home on the wings of the morning, and called at the office of the advertising department of Lyon & Healy before breakfast. The interview with Mr. Jefferson is said to have been one of the most notable in the history of the trade. A complete report is not available, but we can judge it by the result. Within a few days the copy of the paper's card was changed to read as follows:

IF YOU WANT TO RENT YOUR FRONT ROOM, advertise in this paper.

WISDOM FROM DOUGLAS ITEMS.

Aside from the distinctive merit of the goods—machines, records and essential supplies—handled by the Douglas Phonograph Co., 89 Chambers street, New York, the wisdom emanating from the editorial pen of C. V. Henkel, president and general manager of the company, anent general conditions and how to meet and overcome obstacles in the selling proposition should not be overlooked. In the sprightly February issue of Douglas Items, Editor Henkel seems to have given some attention to the precepts of Solomon, or someone else who knew what he was talking about, as witness the pertinence of the appended observations:

"Our captains of finance and industry—as a unit—predict a prosperous year for 1908. Mere predictions, Mr. Dealer, will not bring about this result as far as you are concerned.

"Some people think prosperity means a time when buyers are so anxious to part with their money that it requires the assistance of a couple of policemen to keep them in line. When you make a legitimate profit on the capital invested in your business, you are prosperous."

Other paragraphs are equally timely and redolent of horse sense, consequently the progressive dealer would study the welfare of his own business by placing himself on the waiting list of the Douglas Phonograph Co.

EDISON PASSES 61ST MILESTONE.

The Birthday of the Great Inventor Honored by His Associates—Just a Big Family Reunion.

On February 11 Thomas A. Edison passed the sixty-first milestone of his life. In commemoration of the anniversary the chiefs of the factory and business departments at the Edison plants (Orange) gave their honored principal, the world-known inventor and original genius who discovered the phonograph, developing and perfecting this marvel of modern civilization, a dinner. This is the second event of the kind, which was held in the Dutch room of Krueger's Auditorium, Newark, N. J. The tables were arranged in the form of the letter E, and William E. Gilmore, president of the National Phonograph Co., and other of the Edison enterprises, presided, acting as toastmaster, a function he filled admirably. The sole guest of the evening, Thomas Alva Edison, sat at Mr. Gilmore's right, with James Burke, an electrician of note, at his left. The "wizard" was in a particularly happy frame of mind, and when off duty and away from his laboratories, he is the personification of jovial good nature, enjoying everything to the fullest extent.

As is customary, the songs of the day were made the most of, with Mr. Edison as the theme. The verses were written by Walter H. Miller, manager of the Edison recording laboratory, and the solos were rendered in capital style by Harry Anthony, with a tenor voice like a flute, and Ed. Meeker, whose rich baritone resembled the sweet tones of the French horn. Both are on the record staff of the Edison talent. One of these songs, a parody on "Harrigan," follows:

"Who is the man that is with us here to-night?

Edison, that's him.

Who is the man that is sitting on his right?

Gilmore, that's him.

For we're just as proud of them both as you can see, As any man in the world could be.

Who is the gent that is crazy to experiment?

Edison, that's him.

CHORUS.

E-D-I-S-O-N, a grand old man is he,
Proud of all the Yankee blood that's in him,
Never a word a man can say against him,
Edison, he's always in the swim,
Is a name that a shame has never been connected with,
Edison, that's him.

Another, a take off on "I'm Afraid to Go Home in the Dark," which was greatly enjoyed by Mr. Edison, is appended:

"The wizard has a battery, of storage type maybe,
It keeps him working overtime, such faith in it has he,
Sometimes he goes without his lunch and often stays all day.

That doesn't worry him a bit; such work for him is play.

When Mrs. E. demands the reason why,
Says he, 'I'll tell the truth or die.

"Madam, dear, just listen here; I'm afraid to go home in the dark.

The muckers are all ready to go upon a lark.

If I don't stay down at the laborator-

They'll think I'm an easy mark.

There is no place like home, sweet home,

But I am afraid to go home in the dark."

There were no speeches, and after the singing the latest kinetoscope pictures were enjoyed. The following were present: R. A. Bachmann, W. G. Bee, W. M. Brodie, F. A. Burnham, Jr., W. H. A. Cronkhite, D. A. Dodd, F. K. Dolbeer, N. C. Durand, F. L. Dyer, W. E. Gilmore, J. E. Helm, A. M. Hird, A. C. Ireton, W. S. Mallory, L. C. McClesney, H. F. Miller, John V. Miller, W. H. Miller, J. H. Moran, A. T. Moore, H. I. Moyer, C. S. Osborne, Fred Ott, William Pelzer, E. H. Rogers, Walter Stevens, A. P. Waterman, Peter Weber, A. Westee, C. H. Wilson, Albert Wurth, Charles Wurth.

MR. EASTON MEETS WITH ACCIDENT.

Coming in to New York from his home at Arcola, N. J., on an express of the Susquehanna & Western Railroad, January 23, Edward D. Easton, president of the Columbia Phonograph Co., General, had a miraculous escape from death. He was accompanied by William Morse, recently of the company's wholesale selling force, and as they were passing from one car to another, and while rounding a sharp curve, a lurch of the

train, loosening Mr. Easton's hold on the platform rails, threw him off. Mr. Morse, missing Mr. Easton, had the train stopped at once and backed up, when they found him lying alongside the track in a semi-conscious condition. Mr. Easton was taken at once to the Hackensack Hospital, and on an examination his head was found to have been severely cut, and otherwise bruised as he landed on his left shoulder. Mr. Easton was removed to his home later and this week the reports of his condition from the physician in charge are very favorable.

VICTOR CO.'S FINE SHOWING.

Their January Business Shows an Increase of 25 Per Cent. Over December—Improvement in Trade Most Marked.

(Special to The Talking Machine World.)

Camden, N. J., Feb. 11, 1908.

It will no doubt be reassuring to the talking machine industry to learn that the January business of the Victor Co. was almost 25 per cent. ahead of December business in records, and machine shipments showing no falling off. Louis F. Geissler, general manager, said: "Up to date in February, our record shipments are the best for the same number of days in any month since November, the machine shipments for the same date a small percentage behind recent months, so that on the whole, it seems that the talking machine industry is the least hurt of any so far reported. It would seem to be a department that music dealers and merchants can push to advantage during these strenuous times. People wish amusement, and there is no divertisement so entertaining, versatile and cheap as the talking machine."

O. A. GRESSING APPOINTED MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1908.

O. A. Gressing, well known to the trade in Chicago, and in fact, throughout the country, has been appointed manager of the St. Louis Talking Machine Co., of St. Louis, distributors for the Victor talking machines. Mr. Gressing, who has made Chicago a sort of unofficial headquarters for some time past, left a day or two ago for the Victor factory at Camden, N. J., to post up before going to the Mound City to assume his new duties.

Mr. Gressing resigned as traveler for Strich & Zeidler, piano manufacturers of New York, in order to go with the St. Louis company. He has a wide acquaintance with the music dealers in the Southwest, as well as in other sections, and, besides a good salesman, and a man of unusually fine personal qualities and address has had extensive experience in the line of credits and office management. He is well fitted for the responsible position which he has been called upon to assume.

MUSICPHONE CO. INCORPORATED.

The Musicphone Talking Machine Co., Jersey City, N. J., have been incorporated with a capital of \$100,000 for the purpose of manufacturing talking machines. Incorporators: Fred Knowlton, E. J. Forham and W. E. Allen.

The Gibbs stop attachment for Edison Home and Standard phonographs referred to in an advertisement elsewhere has come in for much favorable notice from the trade.

BUSINESS FOR SALE

A large and profitable Talking Machine and Sporting Goods Business; established 14 years in city, population 35,000, 25 miles from N. Y. City. Lines handled are Edison, Victor, Zonophone and Columbia. It presents an opportunity for someone to step into a prosperous going business and make money. I will sell all or a substantial interest to a good live man with a good capital; prefer to sell all on account of poor health; only those meaning business write; all matters pertaining to same held strictly confidential. Address "OPPORTUNITY," care Talking Machine World, 1 Madison Ave., New York.

100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISONPHONOGRAPHS
RECORDS, ETC.GENERAL SUPPLIES
FOR
CYLINDER MACHINES**Douglas Phonograph Company**MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

Our Always Complete Stock of

EDISON**Phonographs and Records****Is in better condition than ever before.
This fact should interest Country Dealers.**It will save expense and delay to have
of your orders filled and shipped the day received. **100%****A SUGGESTION:** When *New Customers* are scarce, get busy with your
Old Customers; sell them any of the following:**Practical and Useful Accessories****EUREKA RECORD CABINETS** {Protection and accessibility combined. A place
FOR DISC OR CYLINDER RECORDS } for each record and each record in its place.**TRUETONE AMPLIFYING HORN** {Made entirely of wood, improves the tone
FOR CYLINDER OR DISC MACHINES } and increases the volume.**MORRISEY REPEATING ATTACHMENT** {Easily attached—no holes to drill—
FOR EDISON HOME and TRIUMPH PHONOGRAPHS } quickly adjusted to any length record.**WILKESLYKE DEVICE** {For Edison Standard Home and Triumph Phonographs.
Automatically } Stops the machine at the end of a record
Starts the machine when placing record on mandril.**FOLDING HORNS** {Searchlight metal and Ideal leather.
A convenience in carrying machines from place to place, etc.**ALLTONES MODIFIER** {A sound regulator for Victor Taper Arm Machines, adds
no weight to speaker—operated while machine is playing.**N. B.** We carry in stock all Standard Supplies and Accessories
HORNS, CRANES, CARRYING CASES, etc., etc., etc.

TIMELY TALKS ON TIMELY TOPICS

The matter of insurance on stock is one of prime importance, and the companies are positively opposed to accepting other than a flat valuation for records. Seemingly they cannot understand or are indifferent to the distinctions of high-price operatic and the average record. This applies to discs mainly. In cylinder records the appraisal is easily made when a loss is to be adjusted, as the cost is fixed and, barring a certain list of opera selections, can be easily ascertained. With discs it is different, but the distinction and the difference the fire insurance companies are not disposed to recognize. In other words, they bluntly refuse to accept a risk unless a flat valuation is designated in the policy. Concerns who have had this experience rather than jeopardize their business, have named 60 cents as a fair figure, to cover every grade of record in the event of a fire loss.

While on the question of records, some of the best-informed and most intelligent jobbers and dealers are raising objections to the reproducing of the same music selections by different voices. It is admitted varying grades of quality and finish are created by this practice from which a dealer can make his choice. The dealer, on his part, feels disposed to order all the numbers of this kind, judging there might be a call for the entire issue. At the same time it is urged were only one record of this kind listed, the public would be just as well satisfied, and the dealer would not take the chances of accumulating dead stock, to say nothing of the resulting confusion.

Speaking of dead record stock, the views of Emil Rink, general manager of the International Talking Machine Co., of Berlin, Germany, appearing on another page, are an interesting contribution to this vexing subject. He frankly admits the problem of overcoming this disturbing factor in the trade is no light task, and the remedy proffered by his company and allied interests is a step in the right direction. Mr. Rink is an extremely practical talking machine man, and his study of every phase of the subject has been close and attentive, with the object of removing as many obstacles and eliminating as much friction as possible in the transaction of a profitable business to the manufacturer, jobber and dealer, a consummation devoutly to be wished.

The record exchange proposition is a formidable one, as the manufacturers frankly admit. It has been an open question whether such an institution is to be a permanent or only an occasional relief. Considering the maintenance of the protected price, whereby a dealer cannot make a "bargain" or "sacrifice" sale in order to clean up slower-moving or absolute "dead" goods, there should be a way out of the dilemma. One of the latest comers in the record-making field bind themselves to a quarterly exchange. The plan is said to work well, so far. The large companies may eventually adopt something of

this kind; perhaps at not so frequent an interval, but they would be obliged to install a permanent department to care for so impressive a departure. In the meantime the matter of creating an exchange of records with customers is being broached. The arguments advanced favoring such a radical step sound plausible in the abstract, but when it is regarded as a concrete proposition it is glanced at askance. Perhaps more will be heard of this suggestion in the immediate future, but it must be submitted in a more substantial form, with the haziness of the dreamer removed, else it will receive short shrift.

With the general "knocking" being indulged in by artists and composers regarding the mechanical music maker, player-piano and talking machine, it is quite a relief to hear these instruments praised and in a sincere way, too. Mary Garden, one of the stars of the Hammerstein opera company, is quoted as follows in *Everybody's* magazine:

"One great drawback for the masses here is that the opera season lasts but a few months, and that the prices of the limited number of representations during that brief period are so very high that the people generally cannot afford to go. It is dreadful to me to realize that it is the very people whose souls long for music, and who sooner or later will, I believe, be the chief factors in building it up here, as they have been in Europe, who are now denied the opportunity, not only of satisfying themselves, but of lending their aid to the spread of art feeling and comprehension.

"That there is a distinct longing for music among the masses is indicated by the enormous demand for the music furnished by the mechanical piano and the various talking machines. These clever devices have brought the great compositions and the great artists within the reach, indeed within the homes, of almost every one, and have brought them there without the handicap of critical cant or of absurd pretensions to knowledge."

On the occasion of his sixty-first birthday, February 11, Thomas A. Edison, inventor of the phonograph, and a world wonder when the measures of his accomplishments are recorded, was the guest of his associates in the Orange, N. J. plants and in the business departments of his several companies, in the evening at a dinner. It was an informal affair, but it is an occasion, this being the second event of the kind, when Mr. Edison is surrounded by his intimate friends and co-workers. Unless absorbed in the unraveling of some knotty scientific or mechanical problem, Mr. Edison is the ideal democrat in manners, speech and appearance. Nowhere is this kindly disposition, coupled with his natural modesty and simplicity of bearing, so emphasized as at this birthday party. Never a speechmaker, he enjoys the compliments, fun-making, stories, singing and the entertainment features, with the frankness and unconventionality of a boy, and,

so to speak, "joy is unconfined." This year's annual reunion, with Mr. Edison as the sole guest, has been no exception to the pleasure, which is mutual, and the "wizard of the world" is to be congratulated on his excellent physical and superb mental condition despite his sixty-one years of an honorable and brilliant life. Many fine tributes have been paid the subject of these remarks by prominent newspapers apropos the anniversary celebration.

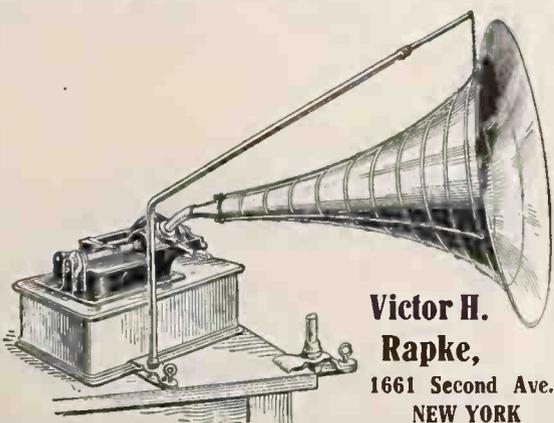
A book—only another one, by the way—just published is a life of "Thomas A. Edison," by Francis A. Jones. The author says in its preparation he had "the assistance of Mr. Edison himself, of Mrs. Edison and of many friends of the inventor." This may be true but, at the same time, the officers of the National Phonograph Co., who meet Mr. Edison daily, say Mr. Jones is unknown to them. However, that is neither here nor there. The work is not particularly valuable from a biographical point of view, yet its appearance at this time is a happy coincidence and proves the great public is keenly alert to the magnificent work this wonderful man has done, and every scrap of information concerning his history, personal habits and characteristics are a never failing source of interest. *Hoch der Edison!*

A news report from sunny Italy is to the effect that the leading operatic singers, male and female, are leaving for the United States as rapidly as offers are being made for their services. So fast has this been going on that the depletion is being commented upon in rather a sad tone by the vocal authorities over there. In fact, this feeling has reached so acute a stage that the Italian newspapers, in a mournful strain, express their dissatisfaction by saying, if this wholesale departure for America continues, "after a while we will have to depend upon the talking machine records for the famous voices of our land." At that our foreign friends have good cause for satisfaction, if not altogether pleased over the situation, as the records represent the very best efforts of the vocalists reproduced in a masterly finished style.

Why the double-faced or duplex records do not command a better sale here than abroad puzzles the people interested in the export trade. In Europe and South American countries these records are indispensable, if the reports of those familiar with the branch of the business can be relied upon. These experts declare it is a waste of good material to simply use one side of the record when the other is vacant or idle. To follow the facts, the experiment has been tried here, but without success, and those acquainted with the efforts made over the trial was not along the proper lines. That is to say, the samples sent the trade were few, and the price was no inducement. In other words, those who are firm believers in the future of the duplex record in domestic trade say the price should be little if anything above that of the ordinary disc. The attempt to charge nearly double the price is futile if not absolutely folly; and until this policy is adopted the double-face disc will continue to remain in innocuous desuetude.

(Continued on page 38.)

THE RAPKE COLLAPSIBLE HORN

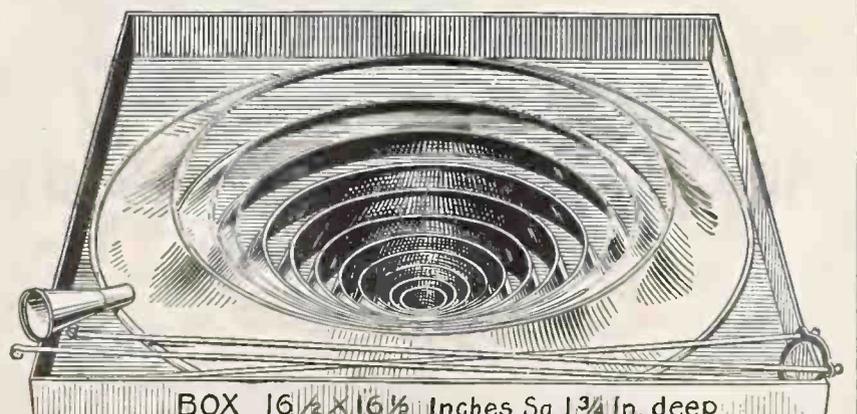


Victor H.
Rapke,
1661 Second Ave.,
NEW YORK

Has No Equal

Model No. 1
List Price, \$5 ⁰⁰

ORDER
THROUGH
YOUR JOBBER



BOX 16 1/2 x 16 1/2 Inches Sq. 1 3/4 In. deep

THE PROMISE A



Quick Hits and the Place of

And "The One Big Leak" is Being
Plugged, Sure Enough

"Hits while they are hits, and no more monthly lists."

We intend that all the record "hits" we issue shall take hold with the public, just as our January announcement took hold with the dealers.

And we couldn't hope for anything better than that.

If by any possibility you didn't gather the full significance of our announcement last month you ought to re-read this one paragraph:

"As manufacturers, we could keep this monthly list business going indefinitely; and likewise we are probably best able and most willing to assume all the responsibility of putting an end to it. We know that, just as we have been the pioneers in this business for twenty years, it is up to us to be the pioneers now. The burden of forty or fifty new records every month, with the consequent load of overstocking and deadstocking, is a burden that the dealer knows is getting more unbearable every month, and we propose to take that burden off our dealers' shoulders at once, whether anybody else in the trade follows us or not."

The dealer's prosperity is ours—of course—and the dealer would not prosper much longer if this one big hole in his cash drawer couldn't be stoppered.



Columbia Phonogra

TRIBUNE BUILDING

Columbia Disc and Cylinder Records fit any Talking Machine and

AND THE PROOF

ure Sellers Take Monthly Lists



Six new Columbia records have just been placed on sale without regard to the calendar.

Four are from "A Waltz Dream"—the new musical piece that has just made a sensation on Broadway; these four most emphatically come under the head of "hits," and they are out, and turning into cash several weeks ahead of the old plan—special printed matter and window-strips ready to help the dealer make the turn-over.

Two others are more of the "Merry Widow" music, and are sure to be big sellers.

WALTZES FROM THE OPERETTA "A WALTZ DREAM."
A perfect record of the orchestral part of the production which all New York is talking about, and which furnishes the musical theme of the piece.

Columbia XP Cylinder Record No. 33222. Columbia 10-inch Disc No. 3763, played by Prince's Orchestra.

"PICCOLO." A "buffo-duet," happy and captivating from beginning to end. The words are clever and the music is of extraordinary merit.

Columbia XP Cylinder Record No. 33223. Columbia 10-inch Disc Record No. 3764. Soprano and Baritone. Duet by Miss Stevenson and Mr. Stanley. Orchestra Accompaniment.

"LOVE'S ROUNDELAY." This is one of the distinctive triumphs of the performance and carries the air which runs all through the opera.

Columbia XP Cylinder Record No. 33224. Columbia 10-inch Disc Record No. 3765. Baritone and Tenor Duet. Sung by Mr. Stanley and Mr. Burr. Orchestra Accompaniment.

"KISS DUET." A languorous, dreamy, divine, ecstatic kissing song which will fire the coldest heart, besides-charming every listener with the unusual character of the music.

Columbia XP Cylinder Record No. 33225. Columbia 10-inch Disc Record No. 3766. Soprano and Tenor Duet. Sung by Miss Marsh and Mr. Van Norden. Orchestra Accompaniment.

"MAXIM'S." Tenor solo by Harvey Hindermeyer, with orchestra accompaniment. The gayest, happiest, most rollicking solo in the entire production. Recorded on Columbia Records exactly as sung in the operetta.

Columbia XP Cylinder Record, No. 33221. Columbia 10-inch Disc Record, No. 3761.

"WOMEN." The instantaneous chorus hit; tuneful, melodious, yet as lively and as jolly an air as has been heard for a long time.

Columbia XP Cylinder Record, No. 33220. Columbia 10-inch Disc Record, No. 3762. Sung by the Columbia Male Quartette, with orchestra accompaniment.

This is just plain MONEY. Don't miss your share.

Jobbers and Dealers say it's the "Best Move in Five Years"

A new "standing-room-only" operetta has just made
New York sit up and take notice



EDWARD JOHNSON AND SOPHIE BRANDT
In the "Kiss Duet."

"A WALTZ DREAM"

and the records are already on
sale through Columbia jobbers

ph Company, Gen'l

G, NEW YORK

ke it sound almost as good as the Columbia Graphophone

TIMELY TALKS ON TIMELY TOPICS.

(Continued from page 35.)

It is very gratifying to know that the daily newspapers throughout the country are becoming sensible that to ridicule and belittle the talking machine as a source of entertainment and pleasure is neither fair nor just. An editorial in a recent issue of *The World* on this subject has been copied by a large number of the leading papers, which have added further comment, indorsing and heartily approving the views therein expressed. The following from the Buffalo (N. Y.) News reflects the corrected attitude of the journals that have seen a "new light," their opinions being in the same vein: "The wonderful popularity of the phonograph and the extent to which it is aiding the introduction of good music into American homes is shown by the record of sales for 1908. More than half a million machines were sold during the year. In addition to this the sale of records totaled 40,000,000. Thoughtless writers and artists of various newspapers have used the phonograph as sort of a stock subject for cheap ridicule, but its popularity is the talking machine's best defense."

BUSINESS SHOW CLOSES

At the Coliseum, Chicago—Exhibitors Very Well Satisfied With Results—Edison Business Phonograph Co. and Columbia Phonograph Co. Represented—The Former an Outgrowth of the National Phonograph Co.

(Special to *The Talking Machine World*)

Chicago, Ill., Feb. 8, 1908.

The Business Show, which comes to an end at the Coliseum to-night, is not quite as big an affair in point of number of exhibits or in attendance as the previous shows, but it has been an eminently successful one from the viewpoint of the exhibitors. There has been a more strict regulation of attendance—fewer children and mere rubbernecks. The two exhibits of commercial talking machines have fared very nicely indeed and those in charge of them speak of many active prospects and a number of actual installations during the week as a result of their displays.

The Edison Business Phonograph had a fine representation as usual, but it was made under the name of the Edison Business Phonograph Co., instead of the National Phonograph Company, and thereby hangs a tale which can best perhaps be told in the language of an official statement as follows:

"We are now ready to make the selling of Edison Business Phonographs a dealer's proposition. For three years we have been selling these machines direct, through our own branches. We did this that we might personally supervise their use in business houses, learn of any shortcomings in the system and correct them. In short, for three years we have been experimenting with the result that we are now ready to offer the business world a "voice writing" system that is perfect. To take up the distribution of these machines in a national way we have organized the Edison Business Phonograph Co., have discontinued the branches of the parent company (the National Phonograph Co.) and will appoint dealers in each locality to sell the machines. We will maintain three distributing points, New York, Chicago and Atlanta, for the prompt shipment of goods and will have a corps of traveling salesmen for securing agents and giving them every assistance in their work. The thousands of Business Phonographs now in use and making good is but an opening wedge to sales that will equal the typewriter business of the country."

The exhibit was in charge of Edwin C. Barnes, western manager, assisted by J. D. Pahlman and C. A. Bergston. It showed the new eight-minute Edison business phonograph, and the spring motor which runs thirty minutes and rings a bell when almost run down. Special stress was laid on the new alternating-current motor which does not vibrate, does not get hot and consequently does not burn out. Frequent demonstrations were made for the benefit of interested visitors

and they were many. Handsome souvenirs in the shape of beautiful reproductions of the very latest photograph of Mr. Edison were distributed.

The Columbia Phonograph Co. had, as usual, a notable display in the north end of the hall, devoted to the Columbia Commercial Graphophone. In charge of W. W. Parsons, manager of the

Common Pleas court last week by Henry E. Cleveland, a stockholder. The company was organized for the purpose of manufacturing phonograph records, but never got past the preliminary stages. The plaintiff alleges that the company is not carrying on the business for which it was organized, that it is being mis-



EDISON BOOTH AT BUSINESS SHOW.

Commercial Graphophone branch, and E. A. Parsons and Miss McIntyre expert demonstrator.

The full line was shown to good advantage. A shaving machine was in evidence in a prominent location near the aisle and E. A. Parsons is authority for the statement that a country barber

managed, and is daily incurring expenses without any business from which it will receive an income, and that it is unable to pay its obligations.

The tangible assets are valuable only in conjunction with its intangible rights, the plaintiff



COLUMBIA BOOTH AT BUSINESS SHOW.

viewed it with bulging eyes, remarked that he never knew "gosh darn it, that they had got so far as to shave people by machinery," and wanted to get prices and terms instant.

A sign well displayed invited anyone to come in, dictate a graphophone and let us transcribe it to show you. Many took advantage of the offer and in this manner sent a letter with a minimum of effort on their part to the dear ones at home, telling them all about the show and their experiences thereat. The Parsons were well pleased with the results of the exhibit in a business way.

WANT RECEIVER FOR TACOMA MFG. CO.

(Special to *The Talking Machine World*.)

Toledo, O., Feb. 5, 1908.

Application for the appointment of a receiver for the Tacoma Manufacturing Co. was made to

alleges, and he says that unless a receiver is appointed to sell the property and divide the proceeds among the stockholders, creditors will levy on the assets and dispose of them at a loss.

The name "Edisonia," as applied to talking machine concerns or moving picture places, cannot be used without the consent of Thomas A. Edison. This is the decision of the United States Circuit Court, Philadelphia, Pa., in a suit brought by Mr. Edison against James McCusker, proprietor of an amusement parlor in that city. The permanent writ of injunction and the decree were issued Jan. 7.

The Talking Machine Co., of Chicago, were not affected by the fire which occurred in their building on Feb. 10th.

"TALKER" USED TO GIVE RETURNS

At Recent Municipal Election Held in Belfast, Ireland—Papers Slow in Comparison.

(Special to The Talking Machine World.)

Belfast, Ireland, Feb. 3, 1908.

The talking machine enjoyed what is popularly described as "a field day" on Jan. 15, in connection with the Belfast municipal elections. Under special arrangement made between the Citizens' Association and T. Edens Osborne, the names of the successful candidates for each of the thirteen city wards (or districts) were, as soon as officially declared, recorded by the said gentleman personally on a Pathe blank placed on an Edison "Standard"; the record thus made was instantly transferred to a "sound-magnifying Columbia phonograph," and reproduced, in fact, "thundered forth," through a 56-inch copper trumpet from the second floor of the association's offices, to a dense crowd assembled in the leading thoroughfare of the city—Royal avenue. Simultaneously the same information was flashed on a screen (erected at a right angle to the facade of the building), by a limelight lantern. This novel combination of light and sound appealed to both eye and ear of the assembled citizens, and was warmly appreciated. Evidently the Belfast evening papers—who made no allusion to the demonstration—were jealous because the crowd referred to had been phonographed the election results long before the said papers could paraphrase the news in "cold type."

LIST PRICES AND DISCOUNTS.

The Subject of a Very Interesting Chat With J. Newcomb Blackman—Why Small Manufacturers Fail to Sell More Supplies.

List prices and discounts and their effect on the sale of supplies have been the subject of careful study by J. Newcomb Blackman, proprietor Blackman Talking Machine Co., and

in a recent chat with The World, he said:

"We are almost daily approached by people who have something new to offer in the talking machine supply line. In most cases the list price is so high that the retail sale would be very limited. In other cases the discounts offered to the jobber and dealer are so small as to offer very little inducement.

"The successful sale of an article depends first upon its merit; second, in standing back of the goods; third, in a liberal campaign of advertising, to let people know that you have something good to offer; fourth, in providing profit for the jobber and dealer that will pay him to fill the demand and push the further sale of the goods.

"I am often criticized for not selling many articles because the discounts are not sufficient for both jobber and dealer, but this is usually where the profit is less than is made on machines and records.

"Records and machines are sold by the thousands, and fortunes are spent by the manufacturer in creating a demand. I therefore argue that the dealer or jobber cannot be expected to create the demand on a small supply article, and then be satisfied with much less profit than he makes on machines or records. I have made it a point on whatever supplies I market to make the list price low and the discounts large for both the jobber and dealer, for I do not think that small articles will receive the attention that is required to make a success unless the profit is at least as much as on machines and records.

"The talking machine and record business is so firmly established on a price restriction basis that it is also essential to offer the same protection when possible even on supplies. I would rather sell 10,000 of an article of merit under a liberal policy than 5,000 bringing the net profit the same but without a liberal policy, for in the former case the additional 5,000 sales advertise and stimulate the further sale of the goods. These facts may enlighten some manufacturers of supplies and account for the failure of large sales in some cases."

CASH SALES PREDOMINATE

In Cincinnati With an Increasing Demand for High Grade Machines—A Clever Wurlitzer Window—Run on Merry Widow Records—Link's Clever System of Handling Records.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 12, 1908.

The trade conditions in and about Cincinnati during January have been peculiar—much out of the ordinary. Business has been good, but sales have included few large orders, and everything is on a cash basis. The peculiar feature is that record-breaking sales of last fall should have been almost wholly along credit lines, and when business subsided to more conservative proportions, that no credit was asked, but the cash was immediately forthcoming. An unwarranted over-developed conservatism is probably the explanation.

The house of Wurlitzer reports a gradual and gratifying betterment of business conditions generally, and as usual, are contributing their share toward bringing it about. One of the Wurlitzer show windows that has attracted much attention on Fourth street contains an original exhibit in the form of a Japanese pagoda built of Japanese bamboo, and the "fiber needle" in the various stages and processes of manufacture, from the rough stalk to the highly polished "fiber needle."

The Kentucky tobacco troubles have affected the local jobbers considerably, and until they are settled in some way, the effects will prevail.

The salesmen throughout the town whose duties demand that they become familiar with the "airs that charm," especially referring to the handling of records and sheet music, are of one mind with the victim or hero of the new song, "I'm Looking for the Man that Wrote The Merry Widow." If there ever was a drive—a piece of music that was a fad, "The Merry Widow" is it. Whenever a customer steps up, the salesman automatically and unconsciously reaches for the record or the music of "The Merry Widow."

George H. Link, 1711 Vine street, has a very

INDESTRUCTIBLES ARE TRUMPS

And we hold the Trump Card

The Norcross Reproducer

Constructed Especially for Indestructible Records.

Produces an unparalleled volume of tone, and immeasurably superior to anything in its class. It reproduces the human voice as nature created it—in all its fullness and purity.

It does not sound like a machine—It's the real thing.

PRICE (including wood diaphragm) \$7.50. Type for Edison machines now ready. That for Columbias to follow soon.

THE DIAPHRAGM IS KING

OUR LATEST NOVELTY IS THE

WOOD DIAPHRAGM

For Model C and Columbia Reproducers

When subjected to the impact of sound wood is the most resilient of all known substances. This is proven by its successful use in violin bodies and sounding boards for pianos. No other material can take its place. By a new and novel process we have succeeded in making a four-ply composite diaphragm, two of very thin wood and two of cotton stalk tissue, all 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 finesse that is capable of being recorded is brought out by this invention. It proves conclusively that the art of recording has been far in advance of the methods of reproduction.

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

The biggest surprise to the talking machine community in years.

Don't be slow.

Get up to date quick.

Norcross Phonograph Co. New Lang Bldg., 662 Sixth Ave. (39th St.)
NEW YORK CITY

clever system in handling records. As soon as a new record is added to stock, he places it in a large heavy envelope, with proper description. When the record is sold the envelope is a memorandum in sending in his next order. This is a simple plan, and may not be new to everybody, but it's a good plan and prevents many oversights and saves trouble.

A PROGRESSIVE IRISH JOBBER.

One of the most enterprising jobbers in talking machines in Ireland is Thomas Edens Osborne, who conducts a very handsome emporium at 4 Donegall Square, West, Belfast. He was one of the first to bring the phonograph to the attention of our friends in the Emerald Isle, and year after year has developed his business to



THOMAS EDENS OSBORNE.

large proportions, carrying a fine stock of machines and records, and winning the support of the most fashionable people in his home city.

Mr. Osborne is a veritable "Yankee" in his desire to keep in touch with every new development, and there is little made in the old or the new worlds of a meritorious character that he is not acquainted with. He handles the Edison phonograph and Columbia graphophone, as well as a full line of the best makes of machines, records and supplies made in Great Britain.

We publish herewith a counterfeit presentment of our genial and progressive Belfast friend so that our readers in this country will be glad to become acquainted with a gentleman whose enterprise in the talking machine line has won the most remarkable testimonials from the press and public of Belfast.

DENY MOTION TO DISMISS INDICTMENT.

A motion to dismiss the indictment against James L. Andem, charged with forging certain documents in connection with the New England Phonograph Co., of which he was an officer at one time, argued before the United States Circuit Court at Trenton, N. J., was denied. The trial will now follow.

THE POPULAR "TOM" MURRAY.

With the appearance of Thomas L. Murray, (Tom for short) as everybody knows this indefatigable traveler for the Columbia Phonograph Co., General, came into New York Feb. 8. After a calm survey of his financial investments, Tom believed the sun was still shining and the future was bright with promise. On dit, Mr. Murray may accept a position in the foreign service of the company, and he is now busy visiting the Chinese laundries to acquire a pure Cantonese accent, and learn something of the functions and "pull" of the comprador. In fact, Tom may become one of those influential personages himself, if flying rumors may be accepted at their face value.

A LINE OF "TRADE WINNERS."

From actual canvassing and visits to the trade the lines of the General Phonograph Supply Co., 57 Warren street, this city, are admitted to be not only up-to-date, but most desirable for dealers to handle and carry permanently in stock. As the company express it "originality, merit and superiority are combined in our line." This includes their Eureka (Greek for "I have found it," and therefore a happy designation) carton cabinets, "a perfect and practical method for storing and cataloging cylinder records"—must be seen to be appreciated. The Eureka Library Cabinet for disc records, a positive method of locating any desired record and insuring the return to its proper place, with the records being absolutely protected against dust and damage. The Truetone amplifying horn, made entirely of wood, is what the company emphatically declare is acoustically perfect, with construction and design unequalled, and the tone and volume supreme. More detailed descriptions, together with prices, will be gladly furnished by writing the company at the address named above.

John P. Kelsey, who returned from calling on the New England trade in the interest of the General Phonograph Supply Co. last week, found the dealers in a more than receptive mood over the line, and a large number of orders were booked for immediate shipment.

C. D. Kelly, at the head of the shipping department of the Douglas Phonograph Co., New York, has succeeded H. G. Towne as assistant sales manager, the latter resigning to go with the Zonophone Distributing & Export Co., of the same city. Mr. Kelly will be recognized as the successful manager of that clever organization, the Douglas Baseball Club, the star of the amateurs.

This or next week Thomas A. Edison goes South, accompanied by his family, for the winter. He owns an estate at Fort Myers, Fla., where he stays regularly until May 1.

TURN YOUR RECORDS INTO CASH

By adopting our selling plan at absolutely no cost to you and dispose of all your old records. Send for particulars. : : :

Sample Lyra Phonograph
Two Dollars

Endorsed by leading Jobbers and Dealers

One Jobber writes:—

"We cannot conceive of any proposition that will stimulate trade and give such quick and satisfactory results as this one."

Spare Parts in Stock.
All types of
Lyra Phonographs

taken in exchange.
Send for our exchange system. : : :



Our Catalog of 1908 Novelties just issued

Lyra Phonograph

**1908 MODEL
STRONG MOTOR**

REINFORCED BASE

Immediate Deliveries

**Our Latest
Novelty**

**Automatic Vest Pocket
Cigar Lighter**

**100 Per Cent. Profit
Sample 50 Cents**

THE EDWIN A. DENHAM COMPANY, Inc.

498-500 BROADWAY, NEW YORK

BERLIN

CHICAGO

SAN FRANCISCO

APPROVE COLUMBIA POLICY.

Strong Letter from Mr. Sheble, of Hawthorne & Sheble Mfg. Co. on This Subject.

Philadelphia, Pa., Jan. 28, 1908.

Editor Talking Machine World, New York:

Dear Sir:—We have noted with considerable interest the Columbia Phonograph Co.'s advertisement in the Talking Machine World, wherein they declare their new policy in dispensing with the monthly list of New Records, and we feel we must write our approval as to the advisability of the plan as well as their courage in taking the initiative.

During a number of years' experience in retailing and jobbing records, as well as manufacturing same in a more recent period, we have found the most difficult point to contend with has been the accumulation of old stock, and we frankly believe that this accumulation has been largely brought about through the abundance of new selections that have been added by the manufacturers at such frequent periods.

Undoubtedly new selections are a necessity in order that the talking machine business may have a proper stimulant, but the fad for new records has grown so extensively that we deem it to-day a menace not only to the manufacturer having the rapidly accumulating investment in his matrices, but to the dealer as well, who finds it necessary to carry in stock far more records than his business would justify.

We feel that a large amount of the responsibility connected with the present situation can be traced back to the manufacturers, who in their over-zealousness to stimulate business have not taken into sufficient consideration that the education of the public to the point of expecting new selections monthly carries with it the fact that these same people will be loath to purchase anything that is not published on a recent list.

From a manufacturer's standpoint, independent of the additional investment required to accumulate these new selections monthly, an additional difficulty presents itself. A selection that is popular to-day may have passed its zenith within a comparatively short period, and as the process of record making at best is a slow and laborious operation, the accumulation of from twenty-five to fifty selections to make an attractive monthly list means that such list must be in course of preparation for at least two to three months, so that when the monthly supplement finally appears it frequently contains selections whose popularity have ceased to be a factor.

In placing the Star record on the market, we have refrained from issuing monthly supplements principally for this reason, and in place of which have issued our supplements bearing serial numbers, consequently when the customer in January calls for the latest records it is much easier for the dealer to dispose of them under a numbered supplement than it would be from a list bearing a previous month's dating.

We believe that every record manufacturer should decide on a reasonable number of selections that he would care to list in his catalog matter, and if any new ones be added, a proportionate number of obsolete titles be dropped. In this way a hardship would not be worked on the dealer and jobber, the manufacturer could keep his product in better shape and could fill his orders more promptly.

We have already written the Columbia Phonograph Co., congratulating them on taking the initiative in a direction that is bound to result to the lasting betterment of the business. Yours truly,
Hawthorne & Sheble Mfg. Co.

H. SHEBLE, Vice-President.

CONVENIENT RACKS FOR POST CARDS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 8, 1908.

Next to the quality and variety of stock carried, the most potent force in the successful merchandising of post cards is the manner in which they are presented to the public—by this we mean the neatness in appearance and accessibility of the cards. Knowing this, many manu-

facturers have devoted their attention to the production of practical racks or stands, but of all these none made a more sure bull's-eye than did the Early Novelty Co. when they placed on the market their famous suspension racks. These, as will be seen by turning to the advertisement of Jos. H. Tisdale, sole agent, which appears in this issue, are made up by a succession of units by which methods a dealer can enlarge his racks as his stock increases, without but little expense to him, and this not invested in non-working stock which only clutters up the store. Another important feature of the Early is that it can be used for displaying almost any small merchandise, and lends itself to any spare space and makes an admirable window display.



THE TALKER HAT—A PHONOGRAPHIC LYRIC.

Now that it's coming springtime,
The hats all must be new
To make girls more alluring—
(As if that could be true)
Bright horns, a silky feather
Bound tight with ribbon; that
Makes something quite the sweetest yet,
The "talker" hat.—

Howard Taylor Middleton.

FRENCH RECORDS POPULAR.

The National Phonograph Co.'s list of French records have proven to be in great demand among the French Canadians employed in the mills in Maine and other border states. E. M. Heath, a dealer of Lewiston, Me., recently sold two dozen French records to a family of laborers in that city and other dealers also report excellent sales from the French list.

Gatchel & Manning, 27 to 41 South Sixth street, Philadelphia, Pa., who do general illustrating, designing and engraving for the trade, have prepared and issued a booklet, wherein is printed a series of half-tones of different screens, from 65 to 175 lines to the inch, on different papers, so as to show just what screen produces best results on a certain style of paper. It is a booklet that will prove invaluable to anyone contemplating the production of a catalogue or illustrated printed matter of any description. A copy may be obtained upon request.

Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, who has been on a combined pleasure and business trip South of several weeks' duration, reported at the New York headquarters Feb. 10. As Walter is one of the best salesmen on the calendar, his success was as usual.

NATIONAL CO.'S BIG SELLING FORCE.

The selling force of the National Phonograph Co., Orange, N. J., cover the following territory: B. K. Barklow, New York city and Brooklyn, N. Y.; A. V. Chandler, Chicago and suburbs; H. D. Clark, New Jersey; W. P. Coughlin, Pennsylvania; F. W. Ewan, Ontario, Can.; F. L. Fritchey, Indiana, Michigan; C. S. Gardner, Arizona, California, Idaho, Oregon, Utah, Washington; J. H. Gill, Minnesota, North Dakota, South Dakota; G. A. Hedden, New York State; W. P. Hope, Wisconsin and Upper Peninsula; W. H. Hug, Kentucky, Ohio, Tennessee; F. M. Kitchen, Iowa; A. H. Kloehr, Kansas, Missouri; L. J. Kocher, Canada, east of Ontario; M. G. Kreusch, Illinois; E. A. Neff, Arkansas, Indian Territory, Oklahoma; G. A. Renner, Colorado, Montana, Nebraska, Wyoming; J. W. Scott, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; J. F. Stanton, Delaware, District of Columbia, Maryland, Virginia, West Virginia; W. A. Turner, Texas; R. H. Veale, Florida, Georgia; C. D. Warren, North Carolina, South Carolina.

McARDLE WITH COLUMBIA CO.

William McArdle has recently become associated with the Columbia Phonograph Co., general, and in the future will travel the territory previously covered by William Morse, who leaves the service of the company for another line of business. It is the southeast district, including that region south of Pennsylvania and east of the Mississippi river. Mr. McArdle is one of the best known men in the business, and this news will be welcomed by a great many of the old dealers and jobbers to whom Mr. McArdle has sold goods in the past. He has been associated with the old-time National Gramophone Co., no longer existing, and the Universal Talking Machine Mfg. Co. More recently he has been under the banner of the Hawthorne & Sheble Manufacturing Co., of Philadelphia, for which concern he covered a great part of the United States. During the past fall he has been in England for the latter concern. Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, who is responsible for Mr. McArdle's association with the Columbia people, predicts an enormous success for this latest addition to his traveling staff.

The Victor Distributing & Export Co. will be in their permanent quarters, 83 Chambers street, New York, about the close of the month. They were to be comfortably officed and in running order at this address Feb. 1, but circumstances over which they had no control interfered with this plan.

OFFICERS

OF THE

Talking Machine Jobbers' National Association

1907-08.

President, James F. Bowers,
Lyon & Healy, Chicago, Ill.
Vice-President, W. D. Andrews,
Buffalo, N. Y.
Treasurer, Louis Buehn,
Louis Buehn & Bro., Philadelphia, Pa.
Secretary, Perry B. Whitsit,
Perry B. Whitsit Co., Columbus, O.

EXECUTIVE COMMITTEE:

Lawrence McGreal, Milwaukee, Wis.;
C. V. Henkel, Douglas Phonograph Co.,
New York, N. Y.; C. W. Hickok, Whitney & Currier Co., Toledo, O.; W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Edward H. Uhl, R. Wurlitzer Co., Chicago, Ill.

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

NOTES FROM THE PACIFIC COAST.

Talking Machine Trade Holding Its Own—Records in Greater Demand Than Machines—Sherman, Clay's Victrola Sales—Some Columbia Changes—Eilers Purchase.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 8, 1908.

The talking machine trade is just about holding its own in the coast cities, and some lines of goods are moving rather slowly. The demand for the ordinary styles of machines has fallen off to some extent, and few sales are made in that line. Records, however, are moving very nicely, and the new issues of the principal houses are in good demand. The larger and more expensive machines, also, such as are suitable for houses of amusement, are showing up well.

Sherman, Clay & Co. have made a great many Victrola sales during the last few weeks. Owners of all sorts of establishments, from saloons up, are becoming interested, and many of the water-front men are buying these machines for the benefit of the navy men. The wholesale department has also had a rushing business on this line, for the attention of country dealers has been caught, and practically all of them are putting in a Victrola as a special attraction.

Francis W. Downe, coast manager of the Columbia Phonograph Co.'s commercial graphophone department, has gone east to confer with the management of the company in regard to the work on the coast. George H. Staff, who covers California and Nevada for this company, has left for his early trip. C. J. Moore, formerly in charge at Sacramento, has gone to Spokane, Wash., H. B. Marchand taking his place.

The Eilers Piano House at Portland, Ore., bought out the large stock held by the East Side Phonograph Co. a few weeks ago, and has been selling the machines off at a big sale at slaughtered prices.

The Southern California Music Co.'s branch in Riverside, Cal., has been undergoing some general improvements, chief of which is the instal-

lation of an up-to-date set of talking machine rooms. The company are doing some strong work with Edison goods, of which an enlarged stock will be carried.

BUSINESS HAS IMPROVED

In St. Louis in the Past Month—What a Talk With the Leading Jobbers and Dealers Reveals—Every One in Optimistic Spirit.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 4, 1908.

The talking machine trade for the month of January, while not as good as that for the same month a year ago, is deemed satisfactory, all things considered. Business has improved steadily since the 15th of January, and there is a feeling that it will continue to improve until it becomes normal again.

Manager Walthall, of the Columbia Phonograph Co., reports trade as improving, and that he sees no reason why it should not soon be back to its normal condition.

P. E. Conroy, president of the Conroy Piano Co., states that their talking machine business for January was fairly good and that it is steadily improving.

Mr. Brenner, of the Koerber-Brenner Music Co., states that their January business was better than that of a year ago, and that they have done much better than expected. He considers that business through this section of the country will be far better from now on than it was in 1907. F. J. Childs, formerly with D. K. Myers, the jobber of Zon-o-phones, has accepted a position with the Koerber-Brenner Music Co. and will cover the state of Illinois in their behalf.

The Silverstone Talking Machine Co. report a fair volume of business, with improving tendency. Marks Silverstone, president of this concern, is home from a week's trip through this territory.

In a \$200,000 fire at Peoria, Ill., on Wednesday, Feb. 5 the store of the Columbia Phonograph Co. was burned out.

Manager Brewer, of the Thiebes-Stierlin Music Co.'s talking machine department, states that their business for January was good, and that it is improving daily.

The Val Reis Piano Co. state that their talking machine business is picking up, and look for improving conditions right along.

Well-known visitors here recently were: W. C. Fuhri, district manager of the Columbia Phonograph Co.; E. O. Rockwood, treasurer of the Columbia Phonograph Co., and H. A. Kloehr, traveler for the National Phonograph Co.

D. K. Myers, the well-known jobber in Zon-o-phones, states that his business for January was better than that for the same month last year. He states that trade is improving right along.

A. D. Geissler, manager of the Talking Machine Co., of Chicago, spent several days here recently. He expressed himself as quite optimistic regarding talking machine trade conditions for this year.

The St. Louis Talking Machine Co. have leased the store now occupied by the F. G. Smith Piano Co., at 1012 Olive street,

and will move there from their present location at 916 Olive street on March 1.

The Columbia Phonograph Co. are negotiating for a new store, the selection of which will be announced later.

NEW CONCERN OPENS UP.

The Zonophone Distributing & Export Co. Latest Arrival in New York's Jobbing Circles.

The Zonophone Distributing and Export Co. is the latest arrival in New York's jobbing circle. They will be located at 77 Chambers street, occupying the same quarters formerly possessed by the Victor Distributing and Export Co. previous to the fire in October last. The new company will handle the product of the Universal



ZONOPHONE DISTRIBUTING CO.'S HEADQUARTERS.

Talking Machine Mfg. Co., Newark, N. J., exclusively. The officers are: President, James B. Landay; secretary and treasurer, Max Landay, both of Landay Bros., the well-known Victor distributors. Arthur P. Petit, manager of the Talking Machine Supply Co., will be general manager of the Zonophone Distributing and Export Co. The premises are now being fitted up, and will be ready for business March 1.

H. G. Towne, recently with the Douglas Phonograph Co., as assistant sales manager, has resigned to become the assistant manager of the Z. D. & E. Co., a position he is well qualified by experience and a successful record to fill adequately. The company are negotiating with another well known salesman to represent them on the road.

We manufacture and sell more

Repair Parts

For all kinds of Talking Machines

than any other house.

This is due to the high quality and low price that we make.

Our catalog contains about 200 parts and we are constantly adding to it.

A trial order will convince you of the above statement.

The Talking Machine Supply Co.

400 FIFTH AVENUE - NEW YORK

A. P. PETIT, General Manager

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Trade Situation Improving Not Only in London but Throughout the Provinces—Some Remarks Anent Colonial Policy—Pathe Freres Ltd. Activity—Warning to Cinematograph Users—Lauder Making Records for the National Phonograph Co.—Some Recent Litigation—Regarding the Simp Products—Sabine's Interesting Trip—Wm. Francis Passes Away—A New Comer in the Field—Important Invention of Mr. Newman—The Japanese as Competitors—The Columbia Forces Enjoy Reunion—Important Injunction—Milan Exhibition Awards—Interesting Budget of News from the Provinces—Business With the Principal Dealers Is Looking Up.

(Special to The Talking Machine World.)

London, Eng., Feb. 4, 1908.

The trade situation in European circles appears to be much easier than it has been during the last few months of industrial trial and financial troubles. A very welcome feature of the opening month of 1908 was the reduction in our bank rate to 4 per cent., which has already made a decidedly favorable impression on trade of all classes—not more so than in the talking machine industry. It would perhaps be too delicate a matter to particularize results in this connection, suffice it to say that the easing effect it has had upon the money market has given quite a remarkable impetus to businesses that have needed a deal of nursing during the high bank-rate period. In the talking machine trade the most favorable prospects now prevail. There are many local contributory factors to this view, not the least being the averting of the strike in the cotton industry. Happily matters reached an amicable settlement at the eleventh hour; had it been otherwise thousands of Lancashire workers would have been idle for weeks—probably months, and the adverse effect on the talking machine trade would comparatively amount to quite an appreciable loss of business. This satisfactory settlement is, however to some extent unfortunately set off by the distress which at present prevails on the Clyde, due to so many workmen being out of employment by the closing of quite a number of ship-building yards, owing to lack of trade. It is however highly probable that normal conditions will return in the near future. While there are other minor trade disputes still imminent, it must be remembered that they count for little in effect, and are not likely to seriously hamper talking machine sales. In view therefore of the many distinct troubles successfully overcome during the latter part of last year, prospects for 1908 are very satisfactory.

The Colonial preference policy should receive the

special attention of all English firms. Some very acceptable tariff reductions have been made, while in the case of Australia the 25 per cent. duty previously fixed on talking machine goods has been abandoned altogether. Both Canada and New Zealand offer special advantages to British manufacturers and factors, but it is a notable fact that no particular endeavor has been made to grasp the helping hands across the seas. Preference embodies a distinct invitation to English houses to regain their lost trade and it behooves them to wake up to the value of the trade fields which provide an unlimited sphere for enterprising men willing to cultivate these markets. A good publicity campaign is obviously most essential and immediate consideration of this fact should be determined upon. But, remember procrastination in a matter of this description is not wise; caution is an admirable quality, and it is certainly well to look before you leap, but if you stand and look too long your rivals will have leaped before you and have gained the trade that lies on the other side of the ocean. Remember, too, that exaggerated caution amounts almost to sleepiness. "Do not let us do anything hastily" is apt to degenerate into doing nothing at all. The live man will grasp at new opportunities—they attract him and while he is occasionally led into a mare's nest, his experiments spell progress. The development and prosperity of a firm, both depend to some extent on the making of experiments when there is a fair opportunity of success. To meet every suggestion with the remark that you are getting along very well in the old way is to often find when it is too late that somebody is getting along much more prosperously in the new way—breaking fresh ground for their wares. Don't neglect the home trade for colonial experiments; you can tackle both with equal facility and profit. Why not try it at once? (Advertise). A word or two in regard to the new patent law passed by parliament last year. Few perhaps realize its significance, but one result of the act is found in that foreign firms are beginning to understand that in future if they want to preserve the privileges of the British patent law they must work their patents in this country. The act prohibits retention on the register of patents or designs exclusively or practically exclusively manufactured abroad. As a consequence there have already been a number of inquiries in different parts of the country by foreign firms for sites whereon to erect factories. Several factories are already in course of construction, which will employ thousands of men. Quite apart from the legal aspect of this little act, the employment of these thousands of workmen who, no doubt, in many cases, would otherwise be idle, means an additional link in the 1908 talking machine prosperity chain.

The Music Pirate's Views.

When charged, a music pirate told the magistrate that if the law of the country prohibited men from earning their living in that way, it was nearly time the authorities provided a death chamber where such men could go and "get a voluntary death." He was fined the small sum of two shillings and six-pence.

Pathephone Demonstration.

One of the best concerts ever held in the talking machine industry was given on January 24 by Messrs. Pathé Frères in the Royal Albert Hall. This is, I think, the largest hall of its kind in London. Some evidence of the popularity of the Pathéphone was demonstrated on this occasion by the support of nearly 10,000 persons who attended. Several well known artistes appeared in person, together with the band of H. M. Scots Guards, who rendered some excellent music at intervals during the evening. The practice of playing the same record after the artiste has sung in person was followed, but a novelty was introduced by the Guards Band playing the accompaniment of the record, with which they kept perfect time—a very difficult execution. The grand concert Pathéphone—compressed air machine was responsible for a life-like reproduction of the records loud enough to be heard distinctly in any part of the hall. The concert was entirely free, but a collection was made in aid of our veteran soldiers' relief fund. Several of the Chelsea pensioners occupied a tastefully decorated box and Sergeant Greenhouse, of the late Eighty-second, foot, blew several calls on the actual bugle which sounded the historic charge at Balaclava. So successful was the concert and so numerous the number of applicants for tickets, that Messrs. Pathé Frères have decided to repeat the event next month. The opportunity of introducing some good advertising work was not lost; booklets, price lists, record catalogs and an elaborately gotten up program were handed to each person, and while the company's expenses must have been pretty heavy, the result of such effective publicity is inestimable. None can deny but what the evening was a decided success altogether and we congratulate Messrs. Pathé Frères upon the excellent work which they are doing.

Supplies Music for Dinner.

During the dinner of the Daily News composing staff, held at Frascati's, a selection of vocal and instrumental music was excellently rendered by a Pathéphone which was placed at the disposal of the stewards by Messrs. Pathé Frères.

Lyons & Co. Take Factorship.

Messrs. A. Lyon & Co., the well known city road factors, have recently taken up a factorship of the Pathé goods in which they report a continuously growing demand. Pathé's phonograph disc is making great strides just now in public

Missing—A Well-Known Dealer

DESCRIPTION: Considered a good business man, has fine store, smart, of great intellectual capacity, up-to-date, and unusually alive to every possibility and right there when it touches his pocket. Our books show that we missed him when we mailed out particulars of FAVORITE RECORDS the last month or two.

We Believe It's You! If That's So? You're Just Missing

your life's great opportunity. We can help you to just get bigger profits than ever before, and no bad stock. But you must write us. If you don't the probability is your neighbor will be getting a bigger safe (instead of you). Ninety-nine per cent. of talking machine dealers we know want to make their pile. We don't worry much over those, but it's that odd one we want to find. He is missing to his own disadvantage.

IF THE MISSING DEALER IS A FRIEND OF YOURS

we shall be very much obliged if you will send us his name and address. It is important that we write him. Communications will be esteemed and should be addressed to

The International Favorite Record Co., Ltd. (of Gt. Britain)
45 CITY ROAD, LONDON, E. C. 213 DEANSGATE, MANCHESTER



FROM OUR LONDON HEADQUARTERS—(Continued.)

THE
**"GRADUATED FLEX"
 DIAPHRAGM**

(Fully Protected)

Built Like a Wheel

Unequaled for volume, power and pure natural tone.

Vibration intense and far-reaching.

Built up of specially treated fibre in a novel form. Porcelain finish.

The outcome of years of experiments.

SUPERB FOR BOTH VOCAL AND INSTRUMENTAL RECORDS

Try one in your "Model C" Speaker or "EXHIBITION" Sound Box. Post free anywhere.

Price for Model "C" size, ea., 2/ or 50c.

" " "Exhibition" or larger sizes, each, 4/ or \$1.00

Full particulars and testimonials from the Sole Licensee:

DAWS CLARKE

Longford Place, Longsight
 Manchester, Eng.

favor and Messrs. Lyon's have wisely set out to meet the demand from their own particular customers. January business was said to be a record month in respect to sales of all classes of talking machine goods and future prospects appear to be very satisfactory.

Cinematograph News.

As a result of recent calamities in places of public amusement, the London County Council have issued warnings and advice to persons giving cinematograph entertainments, pointing out the grave responsibility that rests upon them. Speaking at the Society of Arts, Martin Duncan said that the cinematograph was originated as far back as 1826 by Sir John Herschel, who, while dining with a friend, asked the latter how he would show both sides of a shilling at once. Not satisfied with the suggestion that it should be held before a mirror, he took up the shilling, set it spinning upon the table and pointed out that if the eye were placed on a level with the rotating coin, both sides would be seen at once. From that simple experiment the animated picture was gradually involved.

Interesting Litigation.

A professional vocalist, Mr. William Platt, with a basso profundo voice, who said he had a twelve months' contract to sing only into the phonographs of the General Phonograph Co., recovered two months' fees, twelve guineas, in Shoreditch County Court from his employers. Their defense was that he had broken his contract by singing into a gramophone, but Mr. Platt said he had the permission of the agent who has negotiated the agreement to sing into a flat disc gramophone and Judge Smyley decided that this was sufficient.

The Decision Was Reversed.

The decision given in favor of the Edison Bell Co. was reversed last month in the Court of Appeals, in respect to the action instituted by the National Phonograph Co. against the Edison Bell people for obtaining and selling Edison phonographs in contravention of the plaintiffs (National Co.'s) agreements with their agents.

Latest Issues of Favorite Records.

The latest issues of Favorite records have been of such excellent quality and finish, that it is the intention of the company to strike out of their lists many of their first records which do not come up to the present standard. Mr. Vischer states that they will only have good records in the list, and he is striking out all which do not compare in quality with the best. Another example of good policy by this up-to-date company.

Suffragettes Now Converted.

Suffragettes are the latest converts to the talking machine. Mrs. Despard, the president of the Women's Freedom League, states that some of the members and well known people have had (Pathé, records made of their speeches, which will be delivered at meetings to be held all over the country. She thinks the Pathéphone will make the meetings more attractive, and the records will come in very handy when speakers are scarce—or scared.

Lauder Making Contracts for National Company

The one and only Harry Lauder is now under exclusive contract to make records for the National Phonograph Co. In a little booklet to hand seven of his most popular songs are listed, and under their respective headings each song is very interestingly explained, as to its composition and origin, while illustrations are also given of the popular comedian in the various characteristic costumes appropriate to each song. Dealers will no doubt by now have received this special supplement, which is issued with the February list.

Soothes the Savage Breast.

Denizulu, the old Zulu chief, now under arrest for disloyalty, has come in for quite a deal of complimentary press notices of late, principally because he has shown the best recognition of the old proverb regarding the charms of music to "soothe the savage breast." He is the proud possessor of a gramophone with which he delights his followers.

Death of Mr. T. Malyon.

Mr. T. Malyon, late assistant manager of the Zonophone Co., passed away last month after a long illness. He was most popular in the trade and his loss is widely felt.

J. Lyon Severs Connection.

J. Lyon, who was recently a partner in the firm of A. Lyon & Co., has severed his connection with that firm, and may now be seen busily engaged behind the counter of his own premises in Bishopsgate street.

James H. White Back at Business.

We are glad to state that James H. White, managing director of the General Phonograph Co., has sufficiently recovered from his recent illness to return to business.

Duty on Catalogs Sent to Africa.

A report states that under the Custom's Union Convention at present applying to all our South African colonies there is a duty payable on catalogs and price lists entering the country of 25

per cent. ad valorem, or 2d. per pound, which ever may be higher. Considerable objection has been raised to this item as tending to restrict trade and prevent British manufacturers from making their wares known in South Africa. The several parties to the union have, therefore, decided to relax the restrictions, and they have now decided that ordinary catalogs and price lists sent by post which weigh less than 8 oz. are free of duty, but in the case of South African firms sending large quantities through the post the duty still holds good. To avoid the inconvenience of assessing the customs duty at the other end, the Cape Colony, Transvaal and Natal governments have established a system whereby prepayment can be made by senders in Great Britain of the customs duty leviable. This they can do by obtaining stamps to the amount of the duty from the various agents-general in London. The Transvaal has already inaugurated the system, the agent-general for Natal is on the point of doing so, and the Cape Colony will not be long in following their lead. It is hoped, however, that when the custom's convention conference meets next March, the duty will be done away with, as it certainly seems inequitable that efforts to extend British trade should be handicapped in this way, especially as our fellow-countrymen in South Africa suffer from the fierce competition of Germany.

Anent the "Simp" Products.

In their advertisement this month, the Italian Talking Machine Co. draw attention to their excellent lines of disc machine and sound boxes styled the "Simp." It will be noticed that a double trumpet is fitted, and that there are two sound boxes and tone arms on each machine, quite distinct from each other. The advantages of this are fairly obvious and need no special remarks here; suffice it to say that the materials of construction are of the highest quality and workmanship, while the tone producing powers are really quite above the average disc machine. The "Simp" products can be handled with every advantage to both dealer and customer alike. A liberal profit is allowed to traders, and being quite an exclusive model, any wholesale house taking up this line will undoubtedly do excellent business therein.

J. A. Sabine's Trip.

John A. Sabine, of the Columbia Co., has just taken a ten-day trip to the Midlands and North, visiting twenty-two towns, and calling upon nearly 100 dealers which must be somewhat of a record. He says that trade in the Northeast

"There's Money in Them"
\$ STERLING RECORD \$

"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 1s.
 (25 Cents)
 Liberal Discount
 for Export

The Russell Hunting Record Co., Ltd.

13, 15 and 17 City Road, London, E. C., England

Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N.S.W.

coast shipping towns (Middleboro, West Hartlepool, Stockton-on-Tees, etc.) was in a stagnant condition, but the reason is not that the talking machine is losing favor, but trade generally is very bad and many workers are on strike. In the Midlands, too, general trade was none too brisk, although the new February titles (including practically all the pantomime successes) met with a good reception. Further North, Newcastle-on-Tyne and districts, Mr. Sabine says trade was most satisfactory, the dealers being quite enthusiastic over the new discs.

"Talker" Concert Popularity.

Remarkable recognition of the talking machine's ability to provide an entertaining evening was manifest in the demand for entry tickets for the recent Pathéphone concert at Albert Hall. Mr. Mellerio tells me that altogether nearly one hundred thousand applications were received at the Pathéphone offices. Truly a matter for congratulation!

Tetrazzini Records Please.

The Gramophone Co.'s recital of the "Tetrazzini" records at the Savoy Hotel satisfied the many well-known critics who were among the audience, that no better records of a brilliant soprano voice have yet been heard in London. In the scene of mad despair from "Lucia di Lammermoor" the whole beauty of the flute accompaniment was reproduced to perfection. The program included songs from operas by Verdi, Rossini, Mozart, Delibes and Donizetti.

Some Views on Trade.

Addressing the Cardiff Exchange the other day, our Board of Trade president had some pertinent words to say upon trade, as follows: "There are just a few indications that the ebb tide in trade is beginning. In my opinion—I base it upon investigations by the best intelligence department of the Empire, the Board of Trade—we are not going to have a bad ebb tide. The present depression started in America, they are feeling it in Germany, and our turn will possibly come, but it is not going to be a bad one, from all I

hear. It is going to be rather a shallow depression."

Death of William Francis.

One of the founders of the celebrated Mohawk Minstrel Troupe, William Francis, of the well-known music publishing firm of Messrs. Francis, Day & Hunter, died last month at his residence, Knoll House, Hastings. Mr. Francis, who was born at Burton-on-Trent in 1845, was an assistant in the firm of Messrs. Chappell & Co., when, in 1861, with his brother James, Mr. David Day and some others, he founded the famous minstrels. In 1877 the Messrs. Francis & Day leased a small shop in Oxford street and commenced business as music publishers. The first venture was a shilling volume of eighteen of the Mohawks' songs and ballads. After the Mohawk Minstrels and Mr. Harry Hunter's Manhattan Minstrels amalgamated Mr. Hunter joined the music publishing firm, which then assumed its present title.

New Concern in the Field.

Another new firm in this market is Harod & Spicer, Ltd., registered in December, with capital of £20,000, in £1 shares, with the object of carrying on the business of manufacturers of and dealers in phonographs, gramophones, disc machines, and cylinder and disc records, etc. Minimum cash subscription, £1,000.

International Congress in Madrid.

The next International Congress of Music Publishers, to be held at Madrid on May 27-30, will discuss subjects dealing with the sheet music trade, talking machines, and music piracies in Europe and in Egypt.

Deemed a Public Nuisance.

An orchestralphone 18 feet long, the volume of sound representing 42 musicians, figured in the English courts recently as a public nuisance. The owner was bound over to keep the peace!

Protection in France.

English music, owing to being pirated at the Paris variety theaters, became practically valueless for the French market from a commercial

point of view, but publishers of English plays have now obtained protection of their performing rights in France.

Now Reserve Permission.

Asherberg, Hopwood & Crew now reserve permission to reproduce their compositions on talking machine records. Other music publishers will no doubt soon follow, with the result that a clear understanding of this difficult question between music publishers and record manufacturers must of necessity be come to.

Chances for Business in Russia.

Russian manufacturers of musical instruments obtain most of their materials from foreign sources, and a consular report draws attention to the opportunities talking machine manufacturers have of increasing the sale of their goods in that country.

Tariff Reform and the Unemployed.

During the debate in Parliament on the unemployed question, Mr. Crooks remarked that "it is said tariff reform will solve the unemployed problem. The gramophone has said it, and one can't argue with a gramophone." Neither can one argue with Mr. Crooks.

Mr. Newman's Invention.

Mr. Newman, late of the Favorite Record Co., I am told, has invented a talking machine free from the usual style of record. By means of a film or band, upon which either photographically or mechanically produced sound-waves appear, the longest piece of music can be played, as the band would roll up into quite a small space. Exact details are wanting, but I understand the invention is not yet quite perfected.

Some Excellent Clarion Records.

Some first-rate recorded selections are included in the "Clarion" January list. They include well-known orchestral and band pieces, among which may be mentioned the famous "Merry Widow" waltz, which comes out in a tone of rich and full quality. Other selections include some popular songs and ballads, all of which I understand met with a good demand. The nine-

THREE SPLENDID TALKING MACHINES

The "White" Leader Phonograph, £3 : 3 : 0

The "Neophone" Machine

Six Models, £2 : 10 : 0 to £12 : 12 : 0

and the

Star Talking Machine

Three Models, £8 : 8 : 0, £12 : 12 : 0 and £17 : 17 : 0 Retail

These form a trio hard to beat, they are all grand instruments, and the younger member, the STAR, contains every improvement which skill and forethought have up to the present succeeded in evolving in the Talking Machine industry. The universal opinion is that

THE STAR TALKING MACHINE IS MILES BEFORE ANYTHING ELSE UPON THE MARKET

These machines and the celebrated "WHITE" and NEW NEOPHONE RECORDS, are all to be obtained from

THE GENERAL PHONOGRAPH COMPANY, Ltd.

1 Worship Street, Finsbury, London, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued).

penny cylinder "Clariou" record seems to be more popular than ever, judging by the excellent business the Premier Mfg. Co. have experienced.

Two Important Injunctions.

Two important injunctions were obtained by the National Phonograph Co. last month, one against Ernest W. Hipkins (trading as the Musical Production Co.), of Tib street, Manchester, restraining him from cutting prices of Edison phonographs and records; the other being to restrain Jack Levy, of Whitechapel, from duplicating records or otherwise selling Edison goods contrary to the terms of the company's agreements.

Reward of Adaptability.

What we call good luck is merely the ability to adapt oneself instantaneously to the unexpected. The men who are unable to fit in with the times are vaquished. Just as the traveling salesman who cannot adapt himself to local conditions and procedure is an out-and-out failure when it comes to selling goods.

Graphophone and Cinematograph.

The Columbia graphophone has been used in conjunction with the cinematograph at a series of concerts recently given at Hyde, Lancashire. An enterprising Columbia dealer, Mr. Marsh, operated the graphophone, which was the twenty guinea "Majestic" model. "Scenes from the Life of Christ" and "A Tour Through Norway" were the principal subjects portrayed by the living pictures. The graphophone discoursed appropriate carols, songs and instrumental pieces on Columbia records as the various episodes were enacted on the screen, and it was the opinion of all who attended that the combination was ideal, the appeal to both eye and ear being absolutely life-like. At the close of the series, the dramatic agent responsible for the concerts wrote to Mr. Marsh congratulating him on the great success of his ten days' engagement.

The Competition of the Japanese.

F. A. McKenzie, in his new book entitled "Britain Under the Japs," issues what may be regarded as a warning to European and American manufacturers. He says in effect: "The Japanese might naturally be expected to bring one new industry into this land—that of the production of bogus goods. In Osaka the manufacture of imitations of first-class European goods has reached quite enormous proportions. Some English houses do not like it, and recently one of the chief of them tried to induce the Japanese courts to convict an outrageous offender in this direction. It was proved beyond doubt that the man had openly imitated European goods with abominable substitutes. He admitted as much himself, but the court decided that it was no offense, and let him go.

"Talker" as Electioneering Agent.

Mr. Churchill, M. P., if we are to judge from his remarks, is evidently afraid of the gramophone's influence as an electioneering agent. Speaking to a gathering of his constituents the other day, he alluded to his recent tour, and said

CHEAP BUT GOOD

SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.

SOUND BOX SCREWS for any make.

SOUND ARMS (Cheap.)

SOUND BOXES (Cheap).

STYLUS BARS.

SAPPHIRES for all types.

SAPPHIRES in steel holder (needle sapphires), and other extra good "S" Lines.

APPLY TO
FR. RAUTH, MANUFACTURER FOR EXPORT **London, E. C.**
Lloyd's Chambers, 27-29 Worship Street
NOTE NEW ADDRESS

he remembered reading on the Upper Nile of the expedition of the twenty traveling vans which were to go in all directions to spread the light of tariff reform—if they could call it light—to the unfortunate people in the towns and villages. Apparently the gramophones which were carried in these vans were to speak out those statistics which had been so much knocked about that no one would agree to repeat them verbally, even for a livelihood. (Laughter). They would be delivered with unblushing effrontery from the brazen mouth of the gramophone. No tub-thumper or leather-lunged orator being good enough, they must get a mechanical mouthpiece. (Cheers). Cheers, yes; but hard words break no—records!

A Novel Concert Tour.

The band of H. M. Coldstream Guards started a short provincial tour with the latest gramophone records. The concerts will be of the usual ballad type. The songs are given by gramophone, while the band plays the accompaniment. The chief difficulty with this appears to be the fact that there is already an orchestral accompaniment on the records and many rehearsals have been rendered necessary in order to drill the players to keep time with the "invisible" ones. The slightest deviation in time would spell disaster, and as a consequence more than ordinary care has to be exercised.

Contest at Bishop Auckland.

Tiplady & Hall, the enterprising dealers of Bishop Auckland, were responsible for a very spirited talking machine contest held in that town on January 8. There were 27 entries for the contest, which was divided into various classes under phonographs and disc machines, and the records that carried off the first, second, and third prizes were from the Sterling and Odeon lists, respectively.

By One Who Knows!

The word Phonograph is derived thus: Phono: I speak; graph: through a tin tube.

Columbia Forces Dine.

The spacious ballroom of the Holborn Restaurant presented a gay scene the other night when the young ladies and gentlemen in the offices of the factory and the London headquarters of the Columbia Phonograph Co. assembled for a Merry Christmas and Happy New Year dance. There were about sixty present, including wives and sweethearts. The Banda Espanola, Casino Orchestra and other well-known organizations furnished the music through the medium of the graphophone, and there was a pianist as well. Besides the dances, recitations, songs and humorous character sketches gave variety to the program. The guests wore emblems each representative of some Columbia record title, and a prize was awarded to the one who correctly guessed the greatest number. A delicious supper was served at small tables prettily decorated with shaded lamps. Altogether the evening was most successful from every point of view. Among those present were Frank Dorian, European general manager; Marion Dorian, assistant general manager, and C. L. Fuunell, factory manager.

Gramophone's Good Influence on Prisoners.

A novelty was introduced in the celebration of Christmas and the New Year in the convict prison of Dartmoor. Instead of the usual cold and perfunctory services, the chaplain provided a cheerful and exhilarating entertainment. With the assistance of two vocalists from Plymouth, and with the aid of a phonograph, the prisoners were enlivened by a selection of songs and solos. The success of the experiment was so great and the moral effect so encouraging, that other concerts of a similar nature will, it is expected, soon be a feature of prison life. This remarkable innovation shows that the authorities are bestirring themselves to modify the hardship of penal servitude so that it shall, if possible, humanize rather than brutalize the prisoner. This is, indeed, a step in the right direction.

"CLARION" NEW PROCESS LONG, CYLINDER RECORDS

You can afford to import these records and after paying all costs, charges and duty, compete with any other make in the world.

A WORD REGARDING QUALITY—This is perhaps unnecessary, as they speak for themselves. Write us, the manufacturers, for samples and terms.

The Premier Manufacturing Co., Ltd., 81 City Road, London, England

FROM OUR LONDON HEADQUARTERS—(Continued).

Durham a "Talker" Stronghold.

Consett (Durham) seems to be a stronghold of talking machine enthusiasm, and record contests always awaken great interest. At one held a week or two back, the first prize was carried off by a competitor who used the smallest machine in the hall. In a letter from which we are privileged to quote, the prize winner (R. Harrison), says: "The machine I was most afraid of (costing £15) came in fourth. My machine was the smallest in the contest, and people laughed when it appeared." But he had the satisfaction of gaining the first prize, the records used being the Odeon No. A377, Xylophone Solo, "Carnival of Venice," and Ode on No. 551, Alan Turner's "Queen of the Earth." The judge remarked that he liked to hear a song which rendered the words distinct, and such was the case with this one. It is only fair to add that Mr. Harrison attributes his success to his dealer, Dawson Goodey, of Highbury, London, to whose judgment he left the selection of records.

Milan Exhibition Awards.

On Wednesday, the 8th inst., at the Mansion House, the distribution of awards was made to those British exhibitors at the Milan Industrial Exhibition of 1906 who were entitled to them. It will be recalled that the Italian government, to signalize the opening of railway traffic through the Simplon Tunnel, held a six months' international exposition in Milan two years ago. Those exhibitors in the British section who were honored with awards were invited to the Lord Mayor's official residence formally to receive their diplomas from the hands of the Italian Ambassador. The Lord Mayor occupied the chair and the proceedings included an address by the president of the British Commission, Sir Albert K. Rollit, the report of the executive commissioner, and a vote of thanks by the Italian Consul-General. Because of a personal bereavement, the Italian Ambassador was pre-

vented from being present, his place being taken by Count de Bosdari, who distributed the awards. There were 334 awards in all to Great Britain. Of these, the only one to a talking machine company was the grand prix, the highest possible award, to the Columbia Phonograph Co., General. Marion Dorian, on behalf of the company, attended the exercises, and received the official diploma, together with a handsome bronze medal, the gift of the British Commission. The Columbia Co. have thus added to their unbroken line of exhibition successes, having secured the highest possible honors at Paris, 1900; St. Louis, 1904; Portland, 1905; Milan, 1906, and Jamestown, 1907.

Contributors to Columbia List.
Prominent among the contributors to the Co-

lumbia February list is the famous Banda Espanola, which is responsible for some attractive numbers on both 10-inch and 12-inch discs.

Method in Business.

Another business exhibition will be held at Olympia from Feb. 27 to March 7. There will be on view labor-saving devices, the latest developments in writing machines, and every invention which can be supplied to the machinery of business. The Columbia and Linguophone companies are among those in this industry who will be represented. The advertising and printing exhibits should suggest some good ideas for talking machine advertisements. Those business exhibits have proven a great public attraction.

TRADE REPORTS FROM THE PROVINCES.

NORTH OF ENGLAND NOTES.

(Special to The Talking Machine World.)

Manchester, Feb. 2, 1908.

From present conditions and the experience of the past few months, the trade generally is beginning to find its level, from the dealer's standpoint. Customers who are interested in either disc or cylinder goods are becoming steadier buyers, but nevertheless much greater critics. In this city the traders appears to have had a very good season, so far; the leading houses reporting a very satisfactory increase of business. Disc goods, however, predominate in the sales.

Mr. Duwe, of High street, when visited, appeared quite satisfied with past results.

R. B. Geddes, the manager of Messrs. Richardson's, who have depots both in Manchester and Liverpool, stated that upon comparing the value of goods sold in 1907, as against 1906, the output

has been much greater during the past twelve months. It has also been much easier to handle, for the reason that dealers are better educated to the requirements of the trade and their customers generally, than hitherto. Further, they recognize the necessity of keeping their stock well up to the wants of their locality. Their orders, therefore, were placed long enough in advance to give the larger wholesale houses sufficient time to execute, within the specified time for delivery. This advance ordering has therefore been very satisfactory to both parties. Mr. Geddes also stated that they find the trade is better distributed and covers a greater area than formerly, and he thinks it would be better altogether if the wholesale factor endeavored to confine the business to those dealers who take sufficient interest in it to make it a satisfactory one both summer and winter. The talking machine dealer in the smaller towns is beginning to recognize the fact that the business is here to stay,

THE ITALIAN TALKING MACHINE CO., Ltd.

Every Up-to-date Dealer must stock the "Simp"!

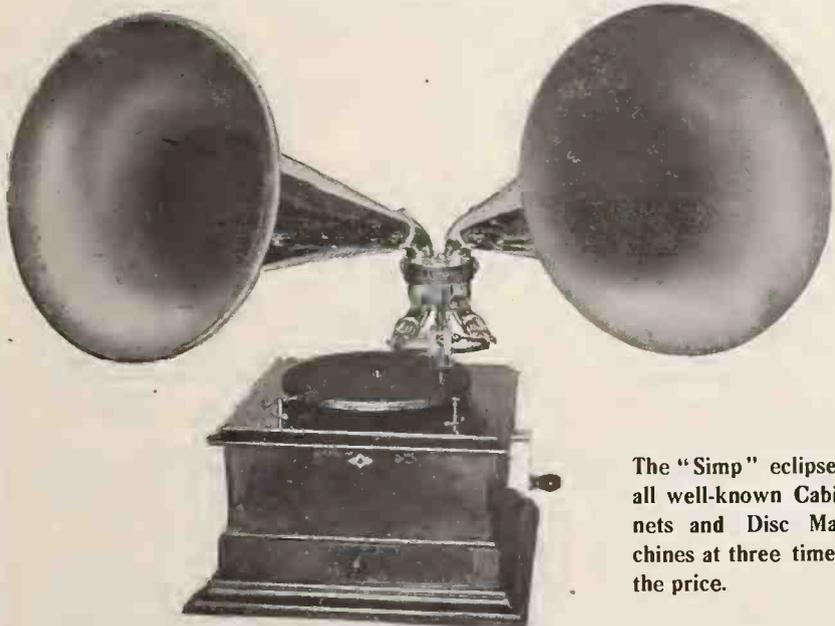
WHY! Because the "Simp" is the latest marvel of the world. Because the "Simp" reproduces faithfully the living human voice within the true meaning of the word. Because the "Simp" is the limit.

We Guarantee:

No more nasal tones, no more unnatural notes, no more hoarse and metallic sounds, no more rasping vibrations; **nothing but a natural clear, loud, rich, full, harmonious and mellow tone.** The "Simp" gives the true tone, the power and modulation of an orchestra.

The "SIMP" Disc Machine.

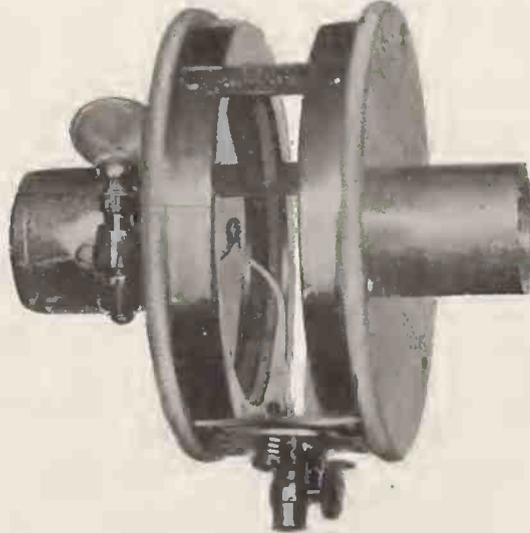
Retail Price from £5 12s. to £18.



The "Simp" eclipses all well-known Cabinets and Disc Machines at three times the price.

The "SIMP" Diaphragm.

(With a small trumpet) Retail Price, £1 10s. 6d.



Thrice louder, clearer, and sweeter than any detachable reproducer on the market to-day. It fits any disc machine and it trebles its value to the owner.

ASK FOR THE NEW CATALOGUE.

DEALERS—Push only the "Simp" and you will do the best business. This machine brings the fortune to you. **DON'T MISS IT.** Exclusive agency would be given to reliable firm in country where we are not represented.

Sole Concessionaire for the British Islands, Indies and Australia:

ST. DYKTOR, 9, Calthorpe St., Gray's Inn Road, London, W.C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

and that however lax he may have been in times gone by, it is not only necessary to keep his stock square, but the payment of his accounts also. In some cases, it is true, the smaller dealer is tempted to take long credit by several firms who can afford it, but owing to the few changes now occurring, and likely to occur in the prices, it is far more to his interest to pay his bills promptly, and take his discounts. This credit question, however, is one that needs very careful attention, and both the wholesale factor and agent would mutually benefit if credit were not offered and extended as much as it is done in some cases. Messrs. Richardson's being one of the largest factors in Manchester and Liverpool, the opinion of Mr. Geddes is the one as generally expressed by others in the trade. Stocking, as they do, Edison, Sterling, Edison-Bell, Zonophone, Odeon, etc., and having the whole of the trade at their finger ends, Messrs. Richardson's have given a very approximate idea of the trade conditions prevailing generally, which may be accepted as correct.

M. E. Ricketts has been placed on the northern territory to look after the interests of the Gramophone Co., Ltd. Well known as he is in the South and with a very genial personality, we believe that the change as made by the Gramophone Co. in their representative will prove mutually very advantageous.

The nine Tetrizzini records placed on the market by the Gramophone Co. promise to have an enormous demand. Concerts are being booked up over the north of England, in which the Auxetophone and H. M. Coldstream Guards Band of forty performers are heard. The records of Mmes. Tetrizzini, Melba and MM. Caruso, Scotti and other notable artists are heard to the greatest advantage. The combination of the auxetophone and the band is most successful, and came in for extended notice in the Manchester papers, where a concert was given at Free Trade Hall on Jan. 20, a large audience being present.

LIVERPOOL NOTES.

Liverpool, Eng., Feb. 4, 1908.

Trade, generally speaking, has been good in Liverpool during the past few months. The disc trade has been exceptionally large and the cylinder trade in many cases not as good as was

anticipated. Machine sales have been somewhat slow and have not come up to expectations by any means. Most of the leading houses have very fine displays, especially where gramophones are concerned.

J. Grahams reported active business in both machines and records. Messrs. Dibbs, Ltd., state that the demand for disc records has been tremendous, while Messrs. Johnson's who also have a branch in Birmingham, are well pleased with business, generally, especially in the country though a slight depression in the matter of prices was noticeable in the larger towns. Another house visited was that of Thompson Mossford & Co., who specialize in Pathé's goods and who are well satisfied with conditions, their business already having exceeded their contract with a steady increase in prospect.

At Messrs. Archer's and the Melograph Disc Record Co., a strong trade was reported in disc records for the various machines with prospects very encouraging.

At Messrs. Richardson's we were sorry to hear that the manager, Mr. Abbott, has been laid up for the last few weeks with pneumonia, which has been concurred 'ere now we hope.

Cutting is still fairly rife in Liverpool, one firm in Scotland Rd., announcing on their window 30,000 Columbia cylinders at 6d. (or 6½d) each.

At Messrs. J. B. Cramer & Co., Church street, a magnificent display of gramophone goods is still on view and it proves how a well dressed window appeals to the public at all times.

In Bury Lane the season has been generally regarded as a good one, the cylinder trade being specially bright, Edison's leading. Generally speaking the Bury houses have every reason to be satisfied with past sales.

In Warrington T. Boothroyd reports trade as being exceptionally steady and satisfactory.

In Altrincham Messrs. Noble & Son recently gave some very good concerts on the new Pathé compressed air machine, The results being exceptionally good. Messrs. Noble & Son are already considering the next season's requirements and will possibly put upon the market something very startling a little later on.

In Blackburn business appears to have been very good. Messrs. Sharples & Son are large musical instrument dealers and have recently

opened a special department for the sale of disc goods, gramophones and zonophones being their principal lines. They have recently given some very good concerts on the auxetophone under the able management of Nelson Sharples and Mr. Sefton.

Messrs. J. Wadson & Co. do essentially a high class trade, confining themselves solely to the talking machine business. The principal lines they handle are zonophone, Odeon, Edison and sterling. They have a good general trade and report that up to Christmas things were very brisk. Since then, however, there has been a slackening down somewhat, but Mr. Wadson looks hopefully towards the future. Established six years ago, Mr. Wadson was practically the pioneer of the talking machine business in Blackburn before, as he says, others ever thought of it. Messrs. Wadson have a very nice establishment.

Messrs. J. Walsh & Co. are the principal wholesale house in the town. They do a large trade in Edison, Sterling and other leading lines and are very well satisfied with the trade in general.

In Bolton the leading musical depot is James Vickers of Knowsley street. They have only recently taken on talking machines and we were informed that the season has been most satisfactory, the sales being very large in both machines and records. They are agents for the Gramophone and Zonophone Co. and concentrate upon disc goods, machines of medium price being most in demand. Messrs. Vickers are also exceedingly hopeful as regards the future of the new department.

J. Driver, who handles Pathé's solely in discs, with Edison-Bell and Clarion, does a large wholesale trade in these with the surrounding district. He also does a large retail trade in Edison and Sterling. One feature of his business is to help the sales of his customers by giving free concerts on the power machine of Pathé's, called the Pathéphone. He informed us that it helped the dealers very considerably, made a fine advertisement for the goods and roused considerable interest in the localities wherever it was shown.

Another first class house in Bolton is that of Messrs. Walter Smith & Co. Besides a large piano trade they also do a large and remunerative business in gramophone and odeon goods. Up to the end of 1907 Mr. Smith informed us

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

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

R. PRIEUR

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

EVERY WHOLESALE JOBBER

should get my export prices for Best French PHONO REPROS., RECORDS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE

write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

THE SEYMOUR REPRODUCER

NEW 1908 MODEL
Enormously Improved.

Absolutely the finest phonograph reproducer on the market. Price, 12 6.

Graphophone Carrier Arms for Edison machines to adopt same, with special sound-tight joint, from 10 6 to 12 6.

Send for illustrated lists of above and other up-to-date accessories.

THE MICROPHONOGRAPH COMPANY
191 Goswell Road, London, England

TALKING MACHINES

Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.

31 Tabernacle St., London, England

F. W. ROBINSON

"The Talkeries," 213 Deansgate,
MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS, CYLINDERS, ETC., and all goods connected with the trade.

WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited
PROMPT ATTENTION

Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.

SEE ADVT ADJOINING

To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write stating requirements, to

F. W. ROBINSON,
213 Deansgate, Manchester, Eng.

To the Talking Machine Trade:

We are the Manufacturers of artistic Pedestals, Record Albums, Exhibition Wire Racks, and Record Carrying Cases. All our goods are made by British Labor and we can compete with any maker on the market. Send for illustrated catalogue to

THE CITY MANUFACTURING CO.
56 City Rd., London, E. C.

that business was exceptionally good, but since then there has been a lull. Business has increased so considerably with this firm during the past season that they have had to double their business accommodation and have now one of the finest music show rooms in the north of England. Mr. Smith is well pleased with trade and anticipates that the disc record trade will keep steady in the future.

From the foregoing it will be seen that the business here is gradually getting into a better atmosphere. Better class agents, especially musical men, are taking a keen interest in the business than hitherto. This means that a step in the right direction has been made to interest the men who are prepared to sell all the year round instead of, as formerly, two or three months at Christmas. It is a very healthy sign and we are very pleased to see it.

YORKSHIRE NOTES.

Bradford.

In Bradford the cylinder trade has resulted in enormous sales Edison's still head the bill, Clarion's apparently coming second, Sterling and Edison Bell not so much. At Mr. Moore's the sales have been exceptionally large, but in machines the demand has either been for a very good one, or on the other hand, a very cheap one. Nevertheless Mr. Moore appears to be quite satisfied with the results up to Christmas. Messrs. Dyson's, Ltd., have concentrated their efforts upon cylinder goods principally, but they have recently taken up Pathé's records and these appear to be selling very freely. The Parker Phone Co. also report a very satisfactory turnover, while at Messrs. Appleton's, where their trade is exclusively wholesale, the business has also been up to expectations.

The Gramophone Co. have arranged with Messrs. Joshua Marshall & Co., Ltd., of Bradford, for the sole agency of their goods. Every effort will be made to cater to the highest class disc trade.

On the 15th inst. the company gave a private press show of the great Tetraxini records, which will be ready for distribution about the end of the month. We understand that this special show was most successful in furthering the advance of the company's goods.

Halifax.

In Halifax the trade appears to have been much the same as in Bradford.

At Messrs. J. Smith & Co., Albion street, they report the season has been very good up to Christmas. Handling Zonophones, Columbia, Edison Bell, Sterling and Clarion records, they have a good stock and keep right up to date. Keeping a large number of various machines, both disc and cylinder, Mr. Smith deplores the reduction of the various records from 1s. to 9d. He feels like other traders that 1s. is low enough to sell a good record at and taking into consideration the severe criticism of present buyers and the time expended in selling records, even at 1s., it leaves but a very small net margin of profit.

At Mr. F. Stoddart's phono depot Mr. Stoddart has experienced a very fair season and looks with confidence to the future. He states that next year he proposes to handle only gramophone, zonophone, Edison's and Sterling, he having so far done well with these lines.

Speaking with other dealers in the district in regard to this changing and allowance for old records, etc., the dealers are not altogether pleased with it. Take zonophones, for instance. This company stipulate that a customer should bring back four old or worn records to get a new one, and, in addition, they must purchase one which means that in selling these two records



Manufacturer of Ornaments for Gramophone Cabinets

B. SIMON

Manufacturer of Hardware BERLIN, W. RITTERSTRASSE, 76

the dealer only gets the profit on one, namely 8s., for which he has had the trouble and time, etc., in selling two. This reduces the dealer's profit to 4s. each on the two records and many have expressed themselves that it is not worth bothering with, but simply giving a lever to unprincipled shopkeepers to advertise new zonophones for old ones without qualifying the advertisement in any way whatever. The recent conduct of many of the manufacturers in reducing their prices and dodging exchanges which are neither beneficial to the retailer nor the manufacturer has evolved a state of insecurity and dealers will be for some time very careful as to the amount of goods they order at once.

Price cutting is still rife and one exceptionally large house has been cutting off the supply of a great many of the smaller dealers and we are afraid this will also be continued for some time to come, with those who have been doing a very small business during the last season the expenses of the various advertisements costing a great deal more per dealer than the profit is made by the dealers' sales during the year.

Staffordshire.

Reports from the various towns here state that business has generally been very good all around.

In Leek, Mr. S. Taylor had a good trade, concentrating principally upon cylinder goods, of which he handles all the best makes. Lately, however, he has opened up with the disc branch of the trade handling Zonos, Favorites, etc., with very good results.

In Hauler Burstein Longston a good cylinder business is done, but the discs are steadily increasing as regards sales and coming into favor.

Note.—On page 52, issue January 1908, a mistake occurs in my notes wherein they read: "Now the dealer paid 8s. per doz. (2½ per cent. 2s. 9d. doz.) etc." It should be: "Now the dealer having paid 8s. per doz. (less 2½ per cent. equals 7s. 9d. doz. net) for those goods. This leaves after the reduction at 9s. has been drawn, 1¾ profit, etc." The two take in (2½ 2s. 9d. etc.)].

VAN METER SELLS TO SAUERLANDT.

Goes to Russia in Connection With a Government Contract.

(Special to The Talking Machine World.)

Bad Sulza, Ger., Feb. 1, 1908.

J. W. Van Meter, well known in the talking machine industry in Europe, has transferred his complete business and plant at Sulza, Thuringen, to Mr. E. Sauerlandt. Mr. Van Meter goes to Russia where he is at the head of a London company, who have the contract for the furnishing of cable wax to the Russian government for the laying of their new cable.

The phonograph and gramophone industry owe a great deal to Mr. Van Meter for it was while he was consulting engineer of Messrs. Schlieman & Co., of Hamburg, that he succeeded in sep-

arating asphaltum from monton pitch, whereby the product could be used in connection with stearine for the manufacture of the hard molded phonograph record, which has brought the present cylinder up to the standard of perfection. He has also perfected a paraffin product for gramophone recording which has been adopted by the principal Gramophone companies of Europe.

TWO HANDSOME CATALOGS

Are Those Just Issued by the Deutsche Telephonwerke of Berlin—Some Handsome Designs Shown in These Volumes.

The Deutsche Telephonwerke G.m.b.H., Berlin, Germany, have favored us with copies of their latest catalogs. They are productions of exceeding merit, typographically, containing illustrations and descriptions of some beautiful examples of talking machines. The designs are most noticeable for their variety and adherence to accepted architectural schools. This is something that has not yet been generally applied in the making of talking machines. More than twenty designs of machines are shown in the regular catalog, and which bear the titles of such well-known composers as Mozart, Glinka, Gounod, Wagner and Beethoven.

Another catalog issued by the same firm contains illustrations and descriptions of their machines de luxe, all of which are most artistic in design and without the customary horn. Some twenty models are shown, embracing almost every form, suitable for parlor or music room. Indeed, they look more like objets d'art than a musical instrument.

The trade is deeply indebted to these manufacturers for the production of instruments of such exceeding attractiveness and merit. In addition to the special and regular styles referred to this company also put out a number of export models which we understand are winning a large degree of favor.

These new catalogs, issued by the Deutsche Telephonwerke, should be found in the library of every progressive talking machine man who desires to keep in touch with the developments of the industry.

RESTRAINING ORDER AGAINST MARTIN.

Judge Reed, of the United States Circuit Court, sitting at Dubuque, Ia., on January 14, continued the restraining order enjoining Edward H. Martin, a music dealer and prominent politician of Webster City, Ia., from interfering with the selling system of the National Phonograph Co., and from inciting Edison jobbers and dealers to sell him Edison goods in violation of their contracts. This case is said to be one of the most flagrant that has yet been prosecuted by the company's legal department. Frank L. Dyer, general counsel of the company, made a special trip to Dubuque to argue the case.

FLURSTEDT
bei Apolda i. Th. Germany

E. SAUERLANDT

CHEMISCHE
FABRIK

The largest manufacturing plant in the world devoted
exclusively to the manufacture of Master Waxes for

Gramophone and Phonograph Recording

Sole Manufacturer of

Sauerlandt's Material for Hard Moulded Records

Attention paid to the Manufacture
of any Special Material

ALL MATERIALS PROTECTED
BY PATENTS

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

Talking Machines of every description repaired.
Special terms to the trade. City address and price
list on receipt of postal. No job too small—no job
too large.

TRADE NEWS FROM COLUMBUS.

P. B. Whitsit's Good Report—Bowers a Visitor—Buckeye Co. Moving—Doerzbach's Success—Installing Moving Phonographs.

(Special to The Talking Machine World.)
Columbus, O., Feb. 10, 1908.

Business during the month of January was not quite as good as in former years. Under existing circumstances, however, this could not be expected. Dealers here report that their machine sales have fallen off slightly, but record business has not suffered in the least.

Perry B. Whitsit Co. says that their retail business during January was very good indeed, especially was this so of record sales. This firm placed several substantial orders for records with the manufacturers during the month. They sent one order to the National Co., which was the second largest order for stock records that they ever placed for immediate shipment. Mr. Whitsit stated that the wholesale business was not quite as good as in January of last year, but gave several reasons for what he considered only a temporary slump.

D. L. Cloud, manager of the Cincinnati office of the National Phonograph Co., commercial department, spent several days in the city last month. He was successful in installing a number of the Edison machines with a well known local manufacturer.

W. H. Snyder, Edison and Victor dealer, declares that his business during January was hardly up to his expectations. He is not the least bit discouraged, as he figures that there will be a much larger demand for talkers and supplies in 1908 than in any previous year.

J. F. Bowers, of Lyon & Healy, Chicago, and president of the National Talking Machine Jobbers' Association, spent last Sunday in this city, the guest of Secretary Whitsit. Mr. Bowers and Mr. Whitsit are both members of the Executive Committee of the association, and they framed up several matters of importance, which will come up at the meeting of the committee, which

will be held, very probably, some time this month.

Henry Goldsmith, who put in a full line of Edison and Victor goods just previous to the holiday season, reports that he is well pleased with his new line, and expects to be doing an excellent business as soon as he can get the public acquainted with the fact that he is handling the goods.

When the World representative called at the Buckeye Talking Machine Co. they were busy preparing to move to their new location at 17 East Spring street. Manager Sims did business up until the draymen loaded his goods, and said that he would be ready to resume business the minute they set them in his new store. He said that he did not have time to explain his system, which made this possible.

W. F. Davison, wholesale manager of Perry B. Whitsit Co., is on a three weeks' business trip through Northern Ohio.

The Columbus Piano Co. have been enjoying a nice business in the talking machine line, and report a fair business during January.

George J. Doerzbach, dealer at Sandusky, Ohio, was in the city several days this month. Mr. Doerzbach is one of the few dealers who is making the talking machine his exclusive business. He carries a complete line of Edison, Victor and Columbia goods. Mr. Doerzbach is a good example of what a dealer can do with talkers if he gives the line his whole attention. His store is in the heart of the town, and aside from paying a good sized rent he recently put in several booths for demonstrating records. His store would do some of the larger cities justice.

SIMULTANEOUS VICTOR RECORD DAY.

Regarding the shipment of their records, so as to be in hand and ready for sale at the same time by dealers, the Victor Talking Machine Co., Camden, N. J., recently issued the appended letter to the trade:

"The following changes in the method of handling our records in connection with the 28th, or simultaneous opening day, will be effective be-

ginning with our March records. (Going out on Feb. 27). The 28th day of the month remains the simultaneous opening day, and 8 o'clock a. m. the hour at which they may be retailed, but the distributors may ship the records and the printed matter to the dealers at 2 p. m. on the 27th of the month.

"Supplements and advertising matter may be mailed by both distributors and dealers to the public at any time after 2 p. m. on the 27th, but no newspaper or other advertising must be indulged in or shown before the 28th. When the 28th of the month falls on Sunday or a holiday, then the records may be placed on sale on the 27th, and shipments of records and printed matter may be made by distributors the day previous, or the 26th. When the 28th of the month falls on a Monday, distributors may ship records on the 26th, and both distributors and dealers may mail supplements after 2 o'clock on the 26th."

THE PLACE AUTOMATIC RECORD BRUSH.

These useful little brushes which are manufactured by the Blackman Talking Machine Co. have received the support of the trade in general, not only because of their merit, but on account of the liberal policy under which they are sold. The list prices are reasonable, the dealer and jobber receive large profits, and the supply of advertising matter is furnished free of charge for mailing list. Though this is a small article, prices have been restricted, and Mr. Blackman reports an increasing sale very largely based on the above facts.

As the National Co. have decided to discontinue supplying the regular camel hair brushes with their phonographs, this will very likely give a further opportunity to call attention of talking machine owners to this little brush. The Blackman Co.'s advertisement of Place Record Brushes in this issue should be of interest to both dealers and jobbers.

SPAULDING LINEN FIBRE HORNS

WILL PLEASE YOUR CUSTOMERS

WHY? Because they comprise all the qualities necessary for a PERFECT HORN. Being superior in finish, free from metallic tones, made in one piece without joints or seams, and more durable than wood or metal.

We publish herewith a partial list of Victor Distributors who approve and recommend the Spaulding Linen Fibre Horns. They will be pleased to furnish you with our goods.

Dealers' Discounts and Full Information

Write Them At Once.



BERLINER GRAMOPHONE CO., MONTREAL
Canadian Distributors

- Albany, N. Y. Finch & Hahn.
- Altoona, Pa. W. H. & L. C. Wolfe.
- Baltimore, Md. H. R. Eisenbrandt Sons.
Wm. McCallister.
- Bangor, Me. M. H. Andrews.
- Birmingham, Ala. E. E. Forbes Piano Co.
- Boston, Mass. Oliver Ditson Co.
Eastern Talking Machine Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
- Chicago, Ill. The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. Collister & Sayle.
Eclipse Musical Co.
- Columbus, O. The Perry B. Whitsit Co.
- Dayton, O. The Fetterly Piano Mfg. Co.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa Harger & Blish.
- El Paso, Texas W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bro.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Indianapolis, Ind. C. Koehring & Bro.
- Kansas City, Mo. Schmelzer Arms Co.
- Minneapolis, Minn. Minnesota Phonograph Co.

- New Haven, Conn. Henry Horton.
- New Orleans, La. National Auto. Fire Alarm Co.
- New York, N. Y. Blackman Talking Machine Co.
I. Davega, Jr.
S. B. Davega.
Chas. H. Ditson & Co.
The Jacot Music Box Co.
Stanley & Pearsall.
- Philadelphia, Pa. H. A. Weymann & Son.
J. E. Ditson & Co.
- Pittsburg, Pa. Powers & Henry Co.
Standard Talking Machine Co.
Pittsburg Phonograph Co.
- Portland, Me. Portland Talking Machine Co.
- Providence, R. I. J. Samuels & Bro.
- Rock Island, Ill. Totten's Music House.
- Salt Lake City, U. Cartensen & Anson Co.
- Savannah, Ga. Youmans & Leete.
- Sioux Falls, S. D. Talking Machine Exchange.
- Spokane, Wash. Eiler's Piano House.
- St. Louis, Mo. Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.

J. SPAULDING & SONS CO., Talking Machine Horn Dept., ROCHESTER, N. H.

TRADE HAPPENINGS IN PHILADELPHIA.

January Sales Showed Marked Improvement Throughout Entire State—More Attention Being Paid to Window Displays—Pays to Watch Theatre Bulletins and Feature Records—Keen-O-Phone Co. Will Manufacture Several New Inventions—Now Arranging for Manufacturing Quarters—Visitor from Boyertown—Musical Echo Co. to Handle Pianos in Addition to Talking Machines—C. J. Heppe Co.'s Business Ahead of December—Their Piano Chart Should Prove a Seller—Ashelman Joins Columbia Staff—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 7, 1908.

January sales in the talking machine business in this city and in most parts of Pennsylvania showed considerable improvement over the preceding four months. Of course, there was no big boom, but everyone, jobbers and dealers, found that a little gray matter put in the selling end returned very satisfactory results. One of the most encouraging phases was the marked improvement in collections, dealers as well as the public showing a disposition to clear off back bills and start the year with a clean sheet.

The World was greatly pleased in running around the trade here to find the tendency to pay more attention to window displays. Dealers in the past have been too prone to overlook the great importance of this kind of publicity, and any improvement along this line effectively demonstrates the fact that at least many are shaking off their lethargy and going after business in the right spirit. There might be some excuse for small firms not spending a large amount of money in advertising in their local papers—though we personally believe in all the publicity possible—but there is none for the man who neglects his window. In paying for his rent he pays for the window, and if he does not make the most of it, it's because he is either too lazy or incompetent, and in either case has no business to be in business for himself, and justly deserves the fate he is courting by such lax methods. Window display, however, does not mean a couple of outfits displayed without change and left to gather dust, so that at the end of six months they are eligible to the shop-worn list. No; the secret of effective window dressing lies not so much in what you use, as how you use it. Cleanliness is the cardinal point, artistic arrangement the satisfying one.

Perhaps one of the simplest and certainly one of the best trade-drawing methods of display is that of watching the Theatre bulletins, and as each show comes to town, obtain from them their most attractive advertising matter, such as signs, plain or electric, posters, etc. (this they will only be too glad to furnish gratis). Then look over your record list and pick out those numbers which are played in the show, and get up a sign setting forth the fact in bold type, that you have on sale these selections. A small advertisement in the dailies will do much toward helping things along, as in this way you call people's attention to your store who might or would not see your window.

The Keen-O-Phone Co., of this city, which have just been incorporated for \$500,000, will devote their attention to the manufacturing and marketing of several new inventions which have to do with improvements in sound reproduction and amplification. One of the head movers in the undertaking is Morris Keen, the well-known dealer of this city, and the inventor of the Keen horn attachment. The company have purchased a large piece of property in the city and are now proceeding to erect their own plant. They will not be ready for business much before the coming fall.

A recent visitor was I. T. Ihst, a prominent talking machine dealer of Boyertown, Pa., whose place of business is closely situated to the opera house which was destroyed by fire some time since with such disastrous results. Mr. Ihst is chairman of the relief committee which has taken charge of burials and the disposition of the property of the deceased, and though fortunately he lost no relatives in the fire, the awful strain has told with telling effect on this once jovial, smiling man. The World offers its sincere sympathy to the stricken city.

The Penn Phonograph Co. report trade as very fair for the past month, with a good outlook ahead.

Louis Buehn & Bro. are going after trade in their usual brisk, up-to-date manner, and seem well satisfied with the results.

The Musical Echo Co., of this city, have one of the most attractive windows of its kind seen for some time, on Chestnut street. The "Red Mill" is playing here now, and they obtained from this company a miniature red mill about five or six feet high. At night the fans are lighted by electric bulbs, and these, revolving by clock work, make a very effective display. Beside the mill stand billboards on which are attractively given the "Red Mill" selections to be had on the talker.

A very important move on the part of the Musical Echo Co. is their branching out in the piano business. They have secured the agency for the full line of pianos made by the Everett Piano Co., and will feature these instruments in their handsome showrooms. The Everett piano is one of the leading pianos and is being played by Mme. Carreno on her concert tour with great success.

The "Captain General," a new publication of the Weymann house, will appear in the March list of Victor records. This song should find a ready sale. Wm. Doerr, who has charge of the talking machine department, reports trade as very encouraging. This gentleman is well known among the Pennsylvania dealers, and by his able management is winning for his house an enviable reputation.

The C. J. Heppe Co. report business in both retail and wholesale departments as somewhat ahead of December and improving. In this issue they are bringing to the attention of the trade the well-known Heppe Piano Chart. This chart as will be seen by glancing at their advertisement, which appears in the side line department, has been gotten up to facilitate beginners in reading music, and so marvelous are the results obtained that dealers will find it but little trouble to place in the home of almost all their customers. The profit is very large, and when

ordered in fair quantities your name is printed on it, which is, of course, an excellent thing from an advertising standpoint.

Louis Buehn & Bro. have taken on the new indestructible record and will job them in this locality.

A recent addition to the Columbia Phonograph Co.'s retail sales staff is W. Ashelman, formerly of Chicago, and who is starting up business in great shape. The commercial graphophone is making great headway here. The last court stenographer to hold out against it bought one recently. Among the business houses a recent convert was the Merchants' National Bank. The Columbia report trade as satisfactory.

COMEDY WITH TALKING MACHINE.

How It Fooled Four Hundred Employes Who Thought They Heard a Member of the Firm Speak and Not a Substitute—Manager Relates His Experience.

Comedy with a talking machine proved a great success at a dinner given by a large firm to over four hundred of its employes. All were seated at seven long tables with a "talker" on the stage which rendered popular songs and band selections while the dinner was served. The climax was reached when the laughing song by Henry Klauser was started. Everyone looked everywhere to see who felt so happy, and few realized it was a talking-machine. All were obliged to join in a hearty laugh and not until the operator stepped up to stop the machine did they know where it came from. Another clever thing was done to aid a member of the firm, afflicted with bashfulness, when called on for a speech. He stood by his chair and moved his lips with jesting manner while the talking machine behind him caused Bert Shepard to relate his experience with a pair of trousers. Moral: If you can't talk, let a talking machine do it for you.

A manager of one of the large talking machine stores, tells how a talking machine fooled several customers and the clerks, as well as himself. He was trying some new records, among which was "School Days." While it was playing every one became excited at the sound of bells, presumably those of the fire department. All rushed to the front windows and looked in vain for the engines. On resuming the former playing of the same record it became a huge joke which recalled the experiences of Uncle Josh with the talking machine. When he dropped in his nickel a band started to play and he went out to see it. When he returned the machine had stopped, so he didn't hear what it had to say.

We Know

¶ That we can supply the dealers of Northern Ohio and Indiana and all Michigan, both promptly and to the very best monetary advantage.

¶ That there is going to be a good steady demand for Edison Phonographs, Gold Moulded Records, Horns, Cranes, Repeating Attachments, and all sundries. ¶ That we have put in and will keep up full lines every day in the year and thus be prepared to fill all orders immediately. ¶ That we can, and do, ship orders the same day we receive them—no room nor time for delay or disappointment here. ¶ That you can wire or 'phone orders to us and be assured we have the goods in stock when you want them. ¶ That we are giving the "bargains of the age" in Record Cabinets—let prices talk—just ask prices from us. ¶ That prosperity has not deserted these United States—those who think so are dyspeptic doubters—and doubters always suffer. ¶ That we earnestly solicit your trade—try us and see how joyously we do business.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

THE "TALKER" ON THE STAGE.

Is Now Employed to Simulate the "Noisy Rabble" as Well as the Roaring of the Lion and Other Animals—Recent Experiment in London by Chas. Hawtrey Has Proven to be One of Exceeding Interest.

The talking machine is being utilized to good purpose these days by the stage manager. In the past it was necessary to employ a lot of men to duplicate the "noisy rabble" in certain historic plays, but this has been so successfully duplicated by means of records on the talking machine that the human talkers or shouters have been dispensed with entirely.

Another development along these lines is the "canning" of the roar of a real African lion, which has been introduced into "The Cuckoo," a farce which is being produced in England by Charles Hawtrey, who plays the principal part. In one of the scenes the roaring of a lion is heard outside of the door of the house, and the hero is supposed to go out and demonstrate his powers over the king of beasts.

The great difficulty which the stage manager encountered was the inability to secure some fellow, or fellows, with leather lungs, who could bellow as lustily as the lion, so the idea had to be dismissed. Another suggestion was that Mr. Hawtrey procure a lion from a circus and place him behind the stage, and when occasion called for it, he should be annoyed to the extent that he would display his anger by vigorous roars. This, however, was objected to very strenuously by the company. After much consideration the happy suggestion was made that talking machine records could be made of the lion's roar so perfectly that everyone would be deceived. The improvements in the loud-sounding talking machines have made this possible, so that fortissimo, as well as pianissimo tones can be reproduced. This suggestion of using the machine was eagerly accepted.

The New York American, in telling the story, said in part:

A machine of the newest type, belonging to the London Gramophone Co., was taken to the London Zoological Gardens, and installed in the cage occupied by a splendid specimen of the lion family and his two wives. At first it was hoped that the lion would roar into the gramophone of his own accord. It is the habit of the noble beast to roar at times simply for the exercise of his lungs, just as the cat yowls and the dog barks, merely for pleasure and to satisfy a physical craving.

When the machine was placed in the lion's cage he eyed it suspiciously, walking about it and lashing his tail as if in irritation. He did not like the machine, evidently. He suspected a trap, but he was not to be caught in it. He heard the light clicking noise of the machinery in the interior of the apparatus. That seemed to irritate him very much. He lashed his tail some more and his whiskers stuck out angrily. He gave vent to an ominous growl. Everybody was hoping that he would let off a terrific roar in front of the machine, and then it could be hurriedly snatched away from him, heavily charged with noise.

But the lion disappointed them. He came closer to the machine and looked carefully all over it. He peered down the trumpet, which happened to be made of pasteboard. He saw that it was empty. Then he smelt it carefully. The smell seemed to please him. Suddenly he took an enormous bite at the trumpet and then sat down and calmly ate it. The theatrical men hastily snatched away what was left of their machine, without any roar in it.

They decided that it was not worth while leaving an expensive talking machine in His Majesty's cage. They would have to adopt more artful and ingenious means of accomplishing their purpose.

The machine was then placed about two feet in front of the bars of the lion's cage. A fine, tempting piece of steak, weighing about fifteen pounds, was held on a pitchfork between the mouth of the receiving trumpet and the bars.

The lion naturally put his paw between the bars and reached out for the meat. As he did so, the meat was drawn away from him toward the trumpet, till it was just out of his reach.

This naturally angered him terribly, and he gave vent to a roar that made the machine shake and filled it with sound.

"Gr-r-r-r-rah-h-h-h" roared the lion.

Again and again the trick was tried, and the lion uttered every expression of rage known to his family. He gave loud and deep roars, short and long ones. He leaped about his cage and hissed terribly. He made the kind of noise which would shake the forest and make all the other inhabitants tremble for their lives. Only when he is terribly insulted does the king of beasts make such a tempest of sound. The worst insult you can offer to a lion is to place a fine piece of meat before him and then take it away. The sounds he was caught making at the London Zoo were the same that you would hear in the jungle if some other lion or some very rash animal had attempted to take a nice young deer away from him.

At last the theatrical men, excited by their success, moved the apparatus too near the lion's cage. Out shot the huge yellow paw of the infuriated beast, and quick as lightning it crashed through the trumpet.

The same experiment was tried again, with a little more caution, and finally the tormentors were able to carry away the only perfect records of a lion's roaring ever secured.

When the machine was set to work in the play, and the public heard the roaring of an angry lion just as it sounds as he is about to leap at his victim, the effect was electrical, and everybody was held spell-bound with interest and excitement. Everybody recognized the evidence of realism in the sounds. Few of the audience, however, knew what interesting scenes had been enacted when the records of the lion's voice had been secured, scenes that were fully as interesting as any in the play.

While the lion's voice was being recorded a series of moving pictures of his actions was taken, which will be reproduced, so that the public can see just how he sniffed at the gramophone, chewed up one trumpet, grabbed at the meat and finally how he smashed another trumpet.

This experiment suggests a series of entertainments which might be arranged with the assistance of any large public menagerie. All the noises made by the various animals might be recorded. Take the howling of the leopard, the trumpeting of the elephant, the snorting of the rhinoceros, the grunting of the bear, the squealing of the pig, the singing of the bird, and so on, and record them on the talking machine. Have the same animals photographed by a moving picture machine, and let these pictures be shown while the animals are uttering their characteristic noises. Thus the life of the jungle might be brought before the inhabitants of the city in a very realistic, but perfectly safe manner.

European experts are now planning a combined moving picture and phonographic apparatus, which will give the world an altogether new knowledge of natural history. It can be left in the wildest part of the jungle so that a perfect record may be obtained of the sights and sounds that occur there when no human eye is present. Then we shall see, perhaps, the sort of animal assemblies and hear the debates that were described by Rudyard Kipling so ably in his "Jungle Tales."

The places where the jungle people can hold their meetings undisturbed and really behave as they please are now very rare, even in the heart of Africa and Asia and soon they will disappear altogether. One of the Indian princes has found it necessary to establish an enormous preserve for tigers in order that that interesting family may not be wiped out. But even then his tigers are half civilized. It would, therefore, be a great service to knowledge if science could secure for us some accurate and interesting pictures of the wildest forms of jungle life before civilization ended that life forever. Here is where the "talker" aids the picture machine immeasurably.



Recommended as Best By those Who Know Best

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

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

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

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

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

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

PRACTICAL SUGGESTIONS AND COMMENTS.

TELEPHONOGRAPH AND TELEGRAPHONE.

Newtonville, Mass., Feb. 1, 1908.

Editor Talking Machine World, New York:

Dear Sir—A notice of Edison's "Telephonograph" appeared in the Engineer, Vol. xlvi, page 425, which I suppose must have been quite a long time ago, but am unable to fix the date. As I understand the invention, it will record a message over the telephone upon a wax cylinder, so that a phonograph machine will deliver it just the same as though the record had been made by the voice direct. If this is so I want to get a Telephonograph machine to use in some experimental work I am doing, and I will feel greatly obliged if you will direct me as to where the machine can be obtained. I have inquired at the Boston office of the Graphophone Company and they referred me to you, as they did not know of its existence.

Also can you tell me where I can get information concerning a recent invention for recording upon a disc or wire by means of magnetism the sound of the voice? The machine was on exhibition in Boston about a year ago but I was in Europe at the time and so missed seeing it. Doubtless you know about it and can tell me where to address an inquiry. Any information you can give me concerning the above will be much appreciated by, yours truly,

ARTHUR J. MUNDY.

[Ans.—Regarding the first mentioned inquiry, Frank L. Dyer, general consul for the National Phonograph Co. has been kind enough to inform the editor of the Talking Machine World in reply to inquiry that the telephonograph is an apparatus in connection with which Mr. Edison has devoted considerable thought ever since the original invention of the phonograph. About the year 1889 an elaborate experiment was conducted between Philadelphia and New York for the phonograph recording of telephone messages. The

combination of a telephone and phonograph is a perfectly operative apparatus for the purpose, but the telephonograph as such, has never been manufactured for commercial purposes or sale.

The machine for recording upon a disc or wire by means of magnetism inquired about is the telegraphone which has been exhibited in Boston, also in New York during the past few years. It is the invention of Poulson, who, by the way, is now prominently identified with wireless telephony in Europe. The American rights for this invention are controlled by the Telegraphone Co., whose offices are located at 41 Park Row, New York, with a factory at Wheeling, W. Va. As far as I know they have not yet marketed this device, but are constantly working to the end of making it a commercial possibility.]

REGARDING OLD RECORDS.

Baltimore, Md., Jan. 21, 1908.

Editor Talking Machine World, New York.

Dear Sir:—What is the best process for giving old graphophone records a smooth surface so that they can be used for taking new musical selections? Respectfully,

L. CRAIGEN COYLE.

[Ans.—If the records in question are wax they can be shaved off, for which a special device may be obtained from the Columbia Phonograph Co., their agents, or from any of the manufacturers where names and addresses appear in the advertising department of The World. On the contrary, if the ordinary commercial singing or talking graphophones are referred to by our correspondent, they cannot be used again for recording graphophones are referred to by our correspondent of the average person not engaged in this special line of manufacturing.]

JOBBER'S OF SHEET MUSIC.

Grafton, W. Va., Jan. 6, 1908.

Editor Talking Machine World, New York.

Gentlemen:—Will you please give me the names and addresses of a number of the best

jobbers of sheet music? I want to get in touch with a good house from which I can get the music of all publishers. Also can you tell me where I can get a good line of ten-cent music?

H. C. COMPTON.

[Ans.—New York jobbers of sheet music are: The Publishers and Distributing Co., 51 West 28th street; Crown Music Co., 12 West 17th street; Enterprise Music Co., 46 West 28th street; New York Music Supply Co., 17 East 10th street. The publishers of ten-cent music are: The McKinley Music Co., 74 Fifth avenue; The Century Co. (Century Edition) 134 West 37th street.]

SAPPHIRE NEEDLES FOR DISCS.

Los Angeles, Cal., Jan. 15, 1908.

Editor Talking Machine World, New York.

Dear Sir:—I would like you to tell if you know of such a thing being on sale in America as a sapphire needle for disc talking machines. Kindly advise and oblige, yours truly,

WM. H. RICHARDSON.

[Ans.—If by a sapphire our California inquirer means a reproducing jewel for a disc record with the lateral or zigzag cut or sound wave, we can say there is none in existence, as they are not made. So far this kind of a point is among the impossibilities without destroying the record. The sound wave on the disc record of commerce has such acute angles that the sapphire breaks down the walls, being much harder than the steel needle. Experiments are under way to accomplish this end, that would be tantamount to a revolution in this particular line of trade developments, but yet no practical results are reported. The ball-pointed sapphire, that is used wholly on cylinder records, on the undulating or up and down cut, can be had from any record manufacturer or general supply house. This kind of a sapphire may also be used on a disc if the same sound wave is employed. A French firm of disc record makers have equipped their machine in this wise, but it is unknown on any American machine.]

NEW PROCESS OF RECORDING.

A new process of recording has been discovered

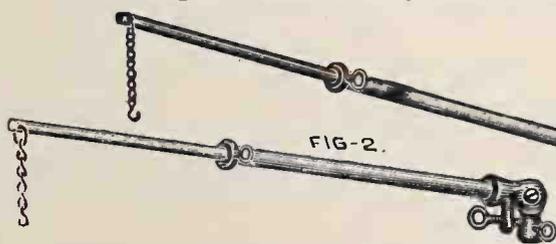
Automatic Stopper

For EDISON STANDARD and HOME PHONOGRAPH

Just demonstrate to your customer that with an Automatic Stopper on his Edison he need not touch the machine again after once starting it. It stops after record is finished. Everyone appreciates what this means. Result—quick and growing sales!

Retail price for "Home" style is 25 cents. Retail price for "Standard" model is 75 cents each.

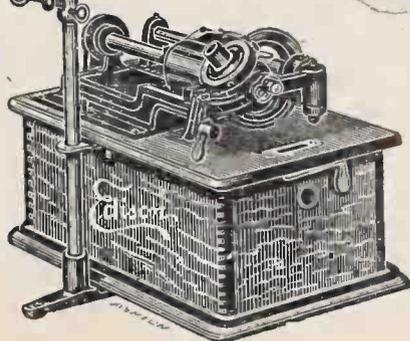
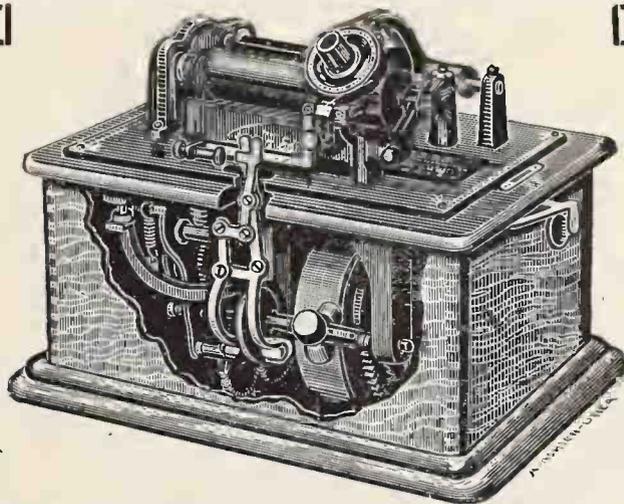
Place your order through your jobber; if unable to get them of your jobber, write us.



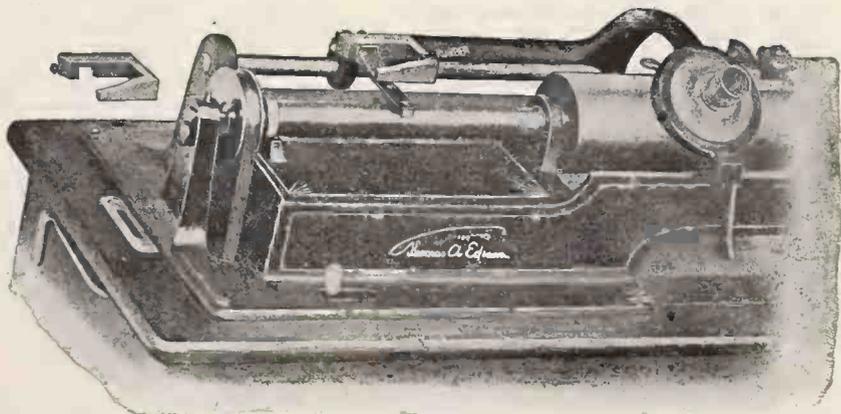
Adjusting Device for the Edison Crane

Use with any Horn

Retails at \$1.00



EASY SALES



Regular machine discounts to dealers. If you want samples send price, less discount, with the name of your jobber—we will see that you get them.

UTICA CRANE CO.

MAKERS

UTICA - - N. Y.

in Scotland, wherein a form of photoengraving is used to make it possible to record the most delicate vibrations not possible with the ordinary form of recorder. Plates are provided, preferably of polished plate glass, with suitable holes drilled in the center for holding in position. These plates are cleaned and coated with a non-actinic or opaque solution which will dry sufficiently soft to permit the needle to cut through to the plate without encountering undue resistance. To clear away particles cut by needle point, an air jet is employed alongside of it during recording, to blow particles off plate, but the completed record is removed from table and carefully brushed or washed to clear track or lateral vibrations thoroughly. In some cases these plates may be smoked, and the record made through that medium. At this stage we have obtained a mechanically made record negative of a performance independent of photography; this negative can be used to reproduce molds, by means of any suitable photoengraving process either sunk or in relief to any size required or for making negative with transparent lines of record. Careful attention is necessary to microscopic focussing so as to obtain sharp, clear lines from the original, and also fineness of materials. By this process copies can be made to give stronger or finer vibrations than original mechanical record negatives so as to perfect reproduction required. These record negatives are suitable for producing twin track records by superimposing them so as to produce a combined copy of a solo track and an accompaniment track on one side of the record, but a machine to give wider spacing between the tracks is required for alternative placing of two record negative spirals, one track spiral being solo and the other one track spiral of accompaniment. This allows full volume and also perfecting of accompaniment being recorded to a perfect solo performed on Charassophone or vice versa at any time, but to obtain correct timing the instrument is placed near conductor or soloist and either veiled or turned away from recording apparatus when doing so. Two reproducing diaphragms with holders and needles are used, coupled and with a device to adjust them to twin track of record by moving each diaphragm holder with needles near or from each other to center of lateral spiral vibrations; four or more tracks are possible but two enable two kinds of diaphragms to be used at same time if required. These record mechanical negatives can be used to produce copies for turntables running in either direction or the combined track negative similarly.

"Surprise
and
Delight"



It will please
you and
please your
friends

The Mello-Tone

Attachment is a great
improvement for the

Talking Machine or Phonograph

Produces tones natural.
Eliminates all metallic sounds and blasts.
Regulates and mellows the tone.
Can be adjusted while machine is playing.
Goes in the horn, opens and shuts.

Price \$1.00 Each

Sample and prices
submitted to dealers

MELLO-TONE CO.

40 Harrison Avenue

Springfield, Mass., U. S. A.

IMPORTANCE OF OILING.

We have had several inquiries lately from dealers regarding queries made by purchasers about the matter of oiling. The subject is so well covered in an article which appeared in The New Phonogram over a year ago, and which was prepared by the assistant superintendent of the Edison factory, that we have taken the liberty of reproducing it as it covers this matter very fully and authoritatively. It is as follows:

"In regard to the parts that need oiling in the phonograph, they are those parts which are moving, as in any other machine—the bearings of the shafts, both on top of machine and in the motor; the back rod on which the diaphragm arm slides, and the main shaft screw on which the feed nut travels.

"As to how often it needs oiling, your own judgment should determine this. As long as there is a slight amount of oil in the bearings they need not have any more. The main spring is graphited here in the factory and this should last quite a long while; as long as the main spring unwinds evenly, without any jumping, it shows that it is properly lubricated.

"In regard to your record slowing up, or rather your mandrel slowing up in the center of almost every record, this would tend to denote that there is a bind in the travel of your diaphragm arm at this point. We would judge that the trouble might be in the feed nut or the thread of the main shaft. If you would let the arm down and feed it across, holding the finger very lightly on the feed nut spring, you could feel whether there was any roughness in the thread of the main shaft. Sometimes rust accumulates in these threads and makes considerable friction at that point, which would cause your trouble. There can be no other reason for

slowing up at one point every time. We think if you examine this closely you will find the trouble.

THAT HUMMING NOISE.

"If the humming noise in your motor is appreciable when the cabinet is closed, then there is some part which is fastened to the motor frame that touches the top part of the machine. This motor frame is suspended between spiral springs to neutralize the vibrations in the same and not transmit them to the top plate of the machine. Possibly your starting lever, when thrown over to start the machine, touches the side or end of slot through which it comes. This would cause the trouble you speak of. Or, the crank may be touching the thimble hole in the cabinet. If neither of these two parts are causing the trouble, we would suggest that while your machine is running you take hold of motor frame with the cabinet opened up, and twist it around a little on the springs and see if this overcomes the hum. If you find that it does, then one of the screws which goes through the springs probably touches in the hole of the motor frame where it passes through. These screws, which pass through the spiral springs and which screw into the top plate of machine, should not touch any part of the motor frame casting, as if they do they will transmit all the vibrations of the motor frame casting to the top part of the machine and cause the humming noise you speak of."

ORDERS ARE MORE PLENTIFUL.

Manufacturers Getting Back to Full Forces—
Jobbers and Dealers Also Report Improvement—Collections Easier.

Another notch in the improvement scale has been registered this month. Manufacturers aver orders are becoming more plentiful, in several instances special departments at the factories being as much engaged as before the slump in November occurred. Jobbers are of the opinion that business has brightened perceptibly, collections have become again dependable, and dealers are buying much more freely. In turn retail trade has also assumed a more satisfactory condition.

PETITIONED INTO BANKRUPTCY.

An involuntary petition in bankruptcy was filed in the United States district court Monday of last week against the Talk-o-Phone Co., of Toledo, by Theodor Kuudtz, of Cleveland, alleging a claim of \$5,699.95; Standard Metal Manufacturing Company of New York, \$4,295.41, and C. J. Campbell & Co., of Toledo, \$116.27.

FIRE DAMAGES I. DAVEGA STORE.

A fire in the establishment of I. Davega, Jr., 125 West 125th street, New York, January 18, inflicted damage to stock to the amount of \$5,000. It was fully insured, and since then the loss has been satisfactorily adjusted. The place is re-decorated and rearranged throughout, the wholesale talking machine department now being transferred to the basement, 20 x 85 feet, which is entirely occupied for this purpose. The retail department is on the second floor with the sporting goods stock in the store off the street. Mr. Davega occupies the entire building, and reports business greatly improved.

If you want to know

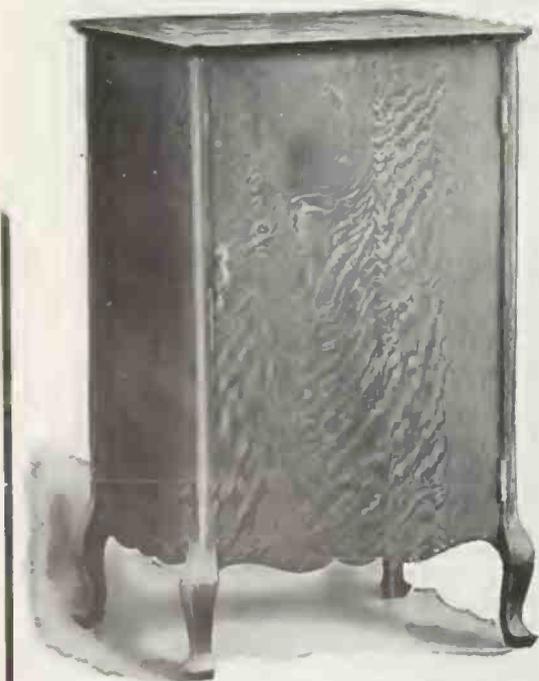
where you can buy the Record
Cabinets that will make you
the most money send for the
Catalog of

Humphrey Record Cabinets

It illustrates and prices the most complete and attractive line of Cabinets for both Cylinder and Disc records produced. We've got 'em all beat on Quality, Selling Points and Price. Comparison proves it. Get the Catalog and compare; OR ORDER A SAMPLE CABINET FROM YOUR JOBBER.

NOW is the time. Write to-day.

Humphrey Bookcase Company
DETROIT, U. S. A.



DISC RECORD CABINET NO. 103.
Holds 200 12-inch Records.

A very handsome and popular style embodying the finest workmanship and finish. Its simple, beautiful lines commend it to all desiring a strongly built cabinet at a medium price. Each division accommodates three records, keeping them in perfect condition. May be had in genuine quarter sawed Oak, Golden Finish, or in Mahogany finish (genuine Mahogany front and top), all four sides rubbed and polished.
Dimensions: Height, 32 1/2 inches; width, 19 1/2 inches; depth, 17 1/2 inches; shipping weight, 72 lbs. crated. PRICE, \$15.00 List.

RECORD BULLETINS FOR MARCH, 1908.

COLUMBIA "XP" (CYL.) RECORDS.

- 33208 Blossom (Intermezzo Two-Step).....Sam Fox
PRINCE'S MILITARY BAND.
BARITONE SOLOS.
Orchestra Accompaniment.
- 33211 Dixie DanArthur Collins
- 33212 I've Got a Tickling Sensation 'Round My
Heart for YouBob Roberts
- 33213 From Your Dear Heart to Mine.....
.....Frank C. Stanley
TENOR SOLOS.
Organ Accompaniment.
- 33214 Hark! The Herald Angels Sing.....Henry Burr
Orchestra Accompaniment.
- 33215 See SawByron G. Harlan
- 33218 I Can't Leave the Old Folks, Jeemie....
.....Harvey Huidermeyer
SOPRANO SOLO.
Orchestra Accompaniment.
- 33216 Sunrise at the Zoo (with animal imitations
by Gilbert Girard).....Ada Jones
BARITONE AND TENOR DUET.
Orchestra Accompaniment.
- 33209 Come On and Kiss Your Baby.....
.....Collins and Harlan
SOPRANO AND BARITONE DUET.
Orchestra Accompaniment.
- 33210 Make Believe. Miss Stevenson and Mr. Stanley
TALKING RECORDS.
- 33217 Sheriff's Sale of a Stranded Circus.....
.....Len Spencer and Gilbert Girard
- 33219 Old Dog Sport..Len Spencer and Gilbert Girard

NEW COLUMBIA "BC" (CYL.) RECORDS.

- 85158 'Neath the Old Acorn Tree, Sweet Estelle
.....Albert Campbell
TENOR SOLO.
Orchestra Accompaniment.
- 85156 Wedding Bells.....Ada Jones and Len Spencer
UNCLE JOSH WEATHERS'BEE'S LAUGHING STORY.
- 85157 Uncle Josh Gets a Letter from Home....
.....Cal Stewart
VAUDEVILLE SPECIALTY.
Orchestra Accompaniment.

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3739 Blossom (Intermezzo Two-Step).....Sam Fox
3740 Bye Bye Dearie Medley...Arr. by C. A. Prince
3748 Red Wing (Indian Intermezzo).....Kerry Mills
BANDA ESPAÑOLA. C. A. PRINCE, DIRECTOR.
- 5755 Me quitas el sueño—Tango (You Haunt My
Dreams).....Nicola
COLUMBIA ORCHESTRA.
- 12752 Ballsiren Walzer—Die Lustige Witwe
(The Merry Widow).....Franz Lehar
SOPRANO SOLO.
Orchestra Accompaniment.
- 3752 Sunrise at the Zoo (with animal imitations
by Gilbert Girard).....Miss Ada Jones
VOCAL QUARTETS—MALE VOICES.
Organ Accompaniment.
- 3750 Black JimColumbia Quartet
Unaccompanied.
- 3751 Tell Mother I'll Be There..Columbia Quartet
- 3752 When the Roll Is Called Up Yonder.....
.....Columbia Quartet
VOCAL TRIO—MIXED VOICES.
- 3753 Nothing but Leaves.....Metropolitan Trio
BARITONE AND TENOR DUETS.
Orchestra Accompaniment.
- 3741 Come On and Kiss Your Baby.....
.....Collins and Harlan
Organ Accompaniment.
- 3754 Beyond the Smiling and the Weeping.....
.....Stanley and Burr
- 3755 Some Day You'll Come Back to Me.....
.....Stanley and Burr
- 3756 What a Friend We Have in Jesus.....
.....Stanley and Burr
SOPRANO AND BARITONE DUET.
Orchestra Accompaniment.
- 3742 Make Believe. Miss Stevenson and Mr. Stanley
VIOLIN SOLO.
Orchestra Accompaniment.
- 3749 Medley of Jigs and Reels—"The White
Cockade".....Chas. D'Almaine
BARITONE SOLOS.
Orchestra Accompaniment.
- 3743 I've Got a Tickling Sensation 'Round My
Heart for You.....Bob Roberts
- 3757 From Your Dear Heart to Mine.....
.....Frank C. Stanley
TENOR SOLOS.
Orchestra Accompaniment.
- 3744 'Neath the Old Acorn Tree, Sweet Estelle.
.....Albert Campbell
- 3745 School Days.....Albert Campbell
- 3746 See SawByron G. Harlan
- 3747 Way Down in Colon Town.....Billy Murray
TALKING RECORDS.
- 3759 Sheriff's Sale of a Stranded Circus.....
.....Len Spencer and Gilbert Girard
Accordion and Piano Accompaniment.
- 3760 Them Were the Happy Days.....Steve Porter

NEW COLUMBIA 12-INCH DISC RECORDS.

- 30104 Radetzky March.....Johann Strauss
- 30105 The Merry Widow Selections.....Franz Lehar
- 30106 The Merry Widow Waltz—Dance Music....
.....Franz Lehar

12-INCH GRAND OPERA DISC RECORDS.

- 30107 Air of Nilakantha "Lakmé" (French)....
.....Charles Gilbert
BARITONE SOLOS.
Piano Accompaniment.
- 30108 La Jolie Fille de Perth (Drinking Song)
(French).....Charles Gilbert
- 30109 Les Rameaux (The Palms).....
.....Anton Van Rooy
BASS SOLOS.
Orchestra Accompaniment.
- 30110 Brindisi (Drinking Song) from "Martha"
(Italian).....Signor Vittorio Arimondi
- 30111 La Mia Bandiera (Canto Popolare) (Ital-
ian).....Signor Vittorio Arimondi
SOPRANO SOLOS.
Piano Accompaniment.
- 30112 Cherry Ripe (English).....Mme. Lillian Blauvelt

- 30113 Les Filles de Cadix (The Maids of Cadiz)
(French).....Mme. Lillian Blauvelt
Orchestra Accompaniment.
- 30144 Cavatine from "Les Huguenots" (Song of
the Page) (French).....Mme. José Grayville

NEW VICTOR RECORDS.

- | No. | ARTHUR PRYOR'S BAND. | Size. |
|---|--|-------------------------|
| 5345 | Captain General March..... | Louka 10 |
| 5343 | Angel of Love Waltz (Ange d'Amour)..... | Waldteufel 10 |
| 5344 | Eileen Asthore Medley..... | Olcott 10 |
| VICTOR ORCHESTRA. | | |
| 5369 | The Dream Waltz (from "A Waltz Dream")
(Ein Walzertraum)..... | Strauss 10 |
| 5356 | Jewel Song (Faust)..... | Gounod 10 |
| BARITONE SOLOS BY ALAN TURNER, WITH ORCH. | | |
| 31690 | The Bravest Heart May Swell (Dio
posente)..... | Faust-Gounod 12 |
| 5359 | Prologue from Padliaccl..... | Leoncavallo 10 |
| 5351 | Good Bye, Sweetheart, Good Bye.Von Tilzer | 10 |
| CORNET AND FLUTE DUET BY KENEKE AND LYONS, WITH ORCH. | | |
| 5347 | Voice of Love—Serenade..... | Schumann 10 |
| TROMBONE SOLO BY ARTHUR PRYOR, WITH BAND ACCOMP. | | |
| 5346 | Oh, Dry Those Tears..... | Del Riego 10 |
| CONTRALTO SOLO BY CORINNE MORGAN, WITH ORCH. | | |
| 5357 | Bid Me Good Bye..... | Tosti 10 |
| BARITONE SOLO BY PERCY HEMUS, WITH ORCH. | | |
| 5348 | The Sailor's Prayer..... | Mattei 10 |
| HYMN BY FREDERIC C. FREEMANTEL, WITH ORCH. | | |
| 5341 | The Ninety and Nine..... | Sankey 10 |
| TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH. | | |
| 5352 | One Little, Sweet Little Girl (from "O'Neill
of Derry")..... | Olcott 10 |
| TENOR SOLO BY BYRON G. HARLAN, WITH ORCH. | | |
| 5349 | Two Little Baby Shoes..... | Morse 10 |
| COMIC SONGS BY BILLY MURRAY. | | |
| 5355 | I'm Afraid to Come Home in the Dark.. | Vau Alstyne 10 |
| 5358 | I'm Looking for the Man that Wrote the
Merry Widow Waltz..... | Furth 10 |
| DUET BY COLLINS AND HARLAN, WITH ORCH. | | |
| 5361 | The Family Tree (Jungle Song)..... | Morse 10 |
| MINSTREL RECORD BY VICTOR MINSTREL CO., WITH ORCH. | | |
| 5363 | Victor Minstrels No. 9..... | 10 |
| MALE QUARTETS BY HAYDN QUARTET, WITH ORCH. | | |
| 5362 | Jesus Christ Is Risen To-day (Worden)
(Easter Hymn—"Alleluia")..... | Davidica 10 |
| 5353 | Mollie Darling..... | Hays 10 |
| DUET BY DUDLEY AND MACDONOUGH, WITH QUARTET
CHORUS AND ORCH. | | |
| 5368 | Red Wing..... | Mills 10 |
| "COON" SONG BY ARTHUR COLLINS, WITH ORCH. | | |
| 5360 | I Got to See the Minstrel Show..Von Tilzer | 10 |
| DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH
ORCH. | | |
| 5354 | Climbing the Ladder of Love..... | Englander 10 |
| MUSICAL ACT BY SPENCER AND MOZARTO, WITH ORCH. | | |
| 5367 | Sim and Sam (A comedy musical act).... | ARTHUR PRYOR'S BAND. 10 |
| 5324 | International March..... | Roberts 8 |
| COON SONG BY BILLY MURRAY, WITH ORCH. | | |
| 5361 | He's a Cousin of Mine..... | Smith-Heim 8 |
| BILLY MURRAY AND HAYDN QUARTET, WITH ORCH. | | |
| 5330 | I'm Happy When the Band Plays Dixie... | 8 |
| DUET BY STANLEY AND MACDONOUGH, WITH ORCH. | | |
| 5366 | Some Day You'll Come Back to Me...Ball | 8 |
| GOSPEL HYMN BY THE HAYDN QUARTET, WITH ORCH. | | |
| 5365 | Ring the Bells of Heaven..... | Root 8 |

NEW RED SEAL RECORDS.

- 88106 Dom Sebastien—In terra solo (On Earth
Alone).....Donizetti 12
A NEW CARUSO RECORD.
- JOHANNA GADSKI, SOPRANO—IN GERMAN—PIANO ACCOMP.
- 87016 Standchen (Serenade).....Richard Strauss 10
- 88112 Standchen (Serenade).....Schubert 12
- 88111 Gretchen am Spinnrade (Margaret at the

- Spinning Wheel).....Schubert 12
- GERALDINE FARRAR—ANTONIO SCOTTI—IN ITALIAN—
WITH ORCH.
- 89015 Don Giovanni—La ci darem la mano (Thy
Little Hand, Love).....Mozart 12
- BESSIE ABBOTT, SOPRANO—IN ITALIAN—WITH ORCH.
- 88110 Parla Waltz (Speak!).....Arditi 12
- ABOTT AND ANCONA—IN ITALIAN—WITH ORCH.
- 89013 Rigoletto—Tutte le feste al tempio (Ou
Every Festival Morning) Part I.....Verdi 12
- 87500 Rigoletto—Tutte le feste al tempio—Part
II.—Si vendetta (Yes, My Vengeance)..
.....Verdi 10
- MARCEL JOURNET, BASS—IN ITALIAN—WITH ORCH.
- 74103 Contes d'Hoffman—Air de Dapertutto (Da-
perture's air from Act II).....Offenbach 12
- 74104 Barbieri—La calunula (Slander's Whisper)
.....Rossini 12

ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 976 Bugle Call Polka.....
- 977 Emperor Frederick March.....
- 978 Girl I Left Behind Me—Humoresque.....
- 979 Marche Turque—Patrol.....
- 980 Smiler—A Joplin Rag.....
- ZON-O-PHONE ORCHESTRA.
- 994 Folle Extase Waltz.....
- 995 Gavotte and Jig—From "Tom Jones".....
- 1000 Tipperary Twinkle—A Celtic Oddity.....
- BELL SOLO BY ED. KING, WITH ORCH. ACCOMP.
- 981 Sweet the Angelus Was Ringing.....
- WHISTLING SOLO BY JOE BELMONT, WITH ORCH. ACCOMP.
- 982 Dance of the Song Birds.....
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 992 An Evening in a Hungarian Restaurant...
.....Zon-o-phone Mixed Quartet
- 993 Daddy.....Henry Burr
- 993 Dixie Dan.....Billy Murray
- 984 Don't Get Married Any More, Ma.....Ada Jones
- 985 Flanagan at the Barber's.....Steve Porter
- 986 How Firm a Foundation.....Frank C. Stanley
- 996 I Got to See de Minstrel Show..Arthur Collins
- 987 Make Believe.....Ada Jones and Billy Murray
- 997 Mary McGee—From "The Dairy Maids"....
.....Zon-o-phone Mixed Quartet
- 988 Rambler Minstrel No. 7.....
- 989 So Long, Bill.....Billy Murray
- 998 See Saw.....Henry Burr
- 999 The Peach that Tastes the Sweetest Hangs
the Highest on the Tree.....Arthur Collins
- 990 Uncle Josh and the Insurance Company...
.....Cal Stewart
- 991 Winter Song.....Peerless Quartet

NEW EDISON GOLD MOLDED RECORDS.

- 9770 Cavalry Charge.....Edison Military Band
- 9771 When the Springtime Brings the Roses,
Jessie Dear.....Mannel Roman
- 9772 Sahara.....Collins and Harlan
- 9773 Her Bright Smile Haunts Me Still.....
.....Edison Venetian Trio
- 9774 Golden Sails.....Florence Hinkle
- 9775 Upper Ten and Lower Five...Favor and Meeker
- 9776 "Moolbarri".....James Brockman
- 9777 The "Teddy Bears' Picnic"
.....Edison Symphony Orchestra
- 9778 When You Love Her and She Loves You...
.....Byron G. Harlan
- 9779 Sheriff's Sale of a Stranded Circus.....
.....Spencer and Girard
- 9780 I'm Afraid to Come Home in the Dark...
.....Billy Murray
- 9781 The Marriage of Figaro—Overture.....
.....Edison Concert Band
- 9782 The Heart You Lost in Maryland You'll Find
in Tennessee.....Frederic Rose
- 9783 To the Work.....Edison Mixed Quartet
- 9784 Nothin' Ever Worries Me.....Arthur Collins
- 9785 "Smile, Smile, Smile" and "Kiss, Kiss, Kiss"
.....Albert Beuzler
- 9786 Bygone Days.....Harry Anthony
- 9787 Muggsy's Dream...Ada Jones and Len Spencer
- 9788 I Marched Around Again.....Edward Meeker
- 9789 The Merry Widow Selection.....
.....Edison Symphony Orchestra
- 9790 Flanagan's St. Patrick's Day.....Steve Porter
- 9791 The Sword of Bunker Hill...Edison Male Quartet
- 9792 She Forgot to Bring Him Back.....Ada Jones
- 9793 From the Field March.....Edison Military Band

Disc Record Cabinets

UDELLE

Cylinder Record Cabinets



NEW Patterns now being manufactured eclipse all previous efforts. Big improvements have been made and a new idea worked out in our Cylinder Cabinets. These *New* Cylinder Cabinets will *not* contain the pegs but will be arranged to hold the complete flannel lined Car-tons. Possibility of breakage greatly reduced and the protection from dust and dirt perfect.

Write for Illustrations and Prices.

No. 507. CYLINDER RECORD CABINET
Mahogany. Golden Qt. Oak. Serpentine Front.
Holds 250 Records.

The Udell Works
Indianapolis, Ind.

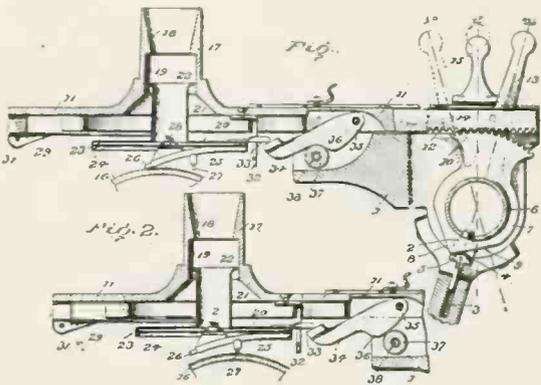
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Feb. 6, 1908.

COMBINED RECORDER AND REPRODUCER FOR TALKING MACHINES. Thos. H. MacDonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 874,973.

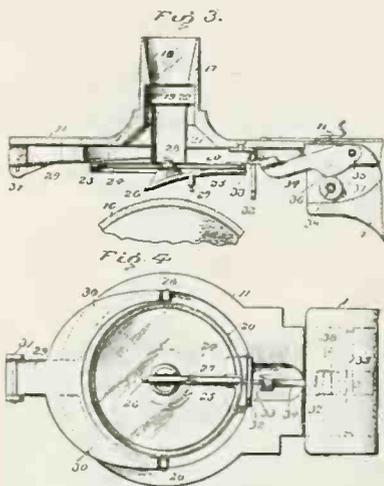
This invention relates to a combined recorder and reproducer for talking machines, and has for its object to provide such a device which will be readily shifted from the recording to the reproducing action, or from either the recording or the reproducing action to a position of inactivity, while at the same time providing a device which will be simple and cheap to manufacture and efficient in operation.

With these objects in view, the invention consists in a slide and means for operating the



same, upon which slide is supported a diaphragm carrying a recording stylus and a reproducing stylus, which diaphragm is supported on the slide by means which, as the slide is reciprocated will move the diaphragm toward or from the record, as the case may be, while always maintaining the diaphragm in a plane practically parallel with the movement of the slide.

Moreover, the invention further consists in the construction of the recorder and reproducer head whereby the sound-tube or neck leading to the



space to the rear of the diaphragm is formed integrally with the head itself, instead of being jointed thereto, as heretofore.

Figure 1 is a central transverse vertical section, showing the parts in the position which they occupy when the recording stylus is in contact with the record; Fig. 2 is a like view with the reproducing stylus in contact with the record; and Fig. 3 is a similar view with both the recording and reproducing styli lifted from or out of contact with the record. Fig. 4 is a bottom plan view.

GRAPHOPHONE. Thos. H. MacDonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 877,207.

This invention relates to talking machines and more particularly to machines of this character in which the reproduction of sound is obtained from a disc-shaped or flat record tablet having a record groove thereon in the shape of a spiral upon the flat surface of the tablet, though certain features of the invention are applicable in connection with other forms of record.

In talking machines of the disc type the reproducer has heretofore been carried on the end of a hollow swinging arm, with the stylus of the reproducer resting in the record groove and the

reproducer being moved bodily with the arm across the face of the record during the act of reproduction, the reproduced sound waves being conveyed to a suitable horn through the hollow arm. Furthermore, it has heretofore been proposed to employ in talking machines a relay device in the form of a friction roll and shoe between the stylus and diaphragm of the reproducer, the undulations of the record groove being utilized to govern the application of power for imparting vibrations to the diaphragm of the reproducer. Relay devices of this character have only been applied to machines employing cylindrical records and provided with means for moving the reproducer in a right line past the record during the act of reproduction.

One of the main objects of the present invention is to provide means whereby a relay device may be introduced between the stylus and diaphragm of the reproducer in connection with machines employing the flat or disc form of record, as distinguished from the cylindrical record.

A further object is to provide a disc machine wherein the reproducing diaphragm and its casing shall be fixed in position, thus doing away with the mechanism heretofore employed for moving these parts with relation to the record, and particularly doing away with the hollow reproducer-carrying arm heretofore universally employed.

With these objects in view the invention consists of a flat or disc record with mechanism for revolving the same in combination with a reproducing diaphragm remaining in the same place or location throughout the act of reproduction, a reproducing stylus in operative relation with the record, and connections between said stylus and the diaphragm, a suitable relay device, as a friction roll and shoe, being introduced into or acting upon said connections.

The invention further consists in a fixed or

permanently located reproducer diaphragm, a continuously driven friction roll, a friction shoe bearing on said roll and connected at its respective ends to the diaphragm and to a reproducing stylus bearing upon a flat disc-shaped or other style of record, and means for simultaneously revolving said record and friction shoe.

Referring to the drawings—Fig. 1 is a detail vertical broken section, parts being shown in elevation; Fig. 2 is a broken plan view of the parts shown in Fig. 1, portions of the reproducer head being broken away and the friction roll shown in horizontal section; Fig. 3 is a detail vertical section showing the means of connecting the stylus-bearing parts with the friction shoe.

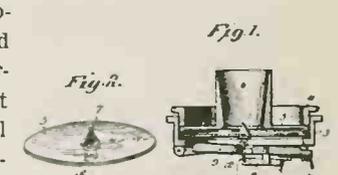
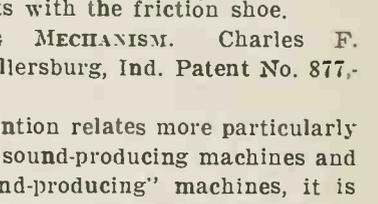
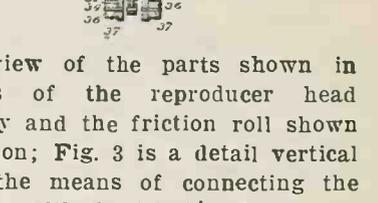
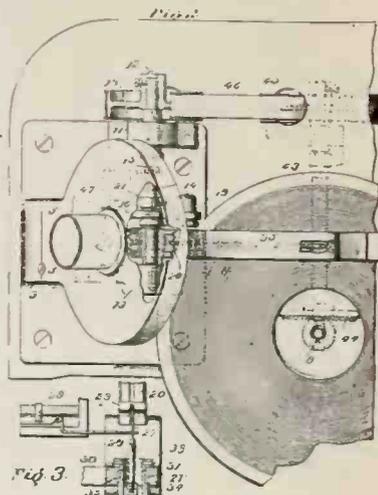
SOUND-PRODUCING MECHANISM. Charles F. Graham, Near Suellersburg, Ind. Patent No. 877,327.

The present invention relates more particularly to diaphragms for sound-producing machines and by the term "sound-producing" machines, it is intended to include all of those types wherein diaphragms are employed for recording sounds or reproducing sounds already recorded. The principal object is to provide a simple device that will accurately produce and record sounds with clearness and without harsh or mechanical resonance, will permit the ready attachment thereto of the actuating or recording means without the necessity of any additional adhesive, and may be readily manufactured in any desirable shape.

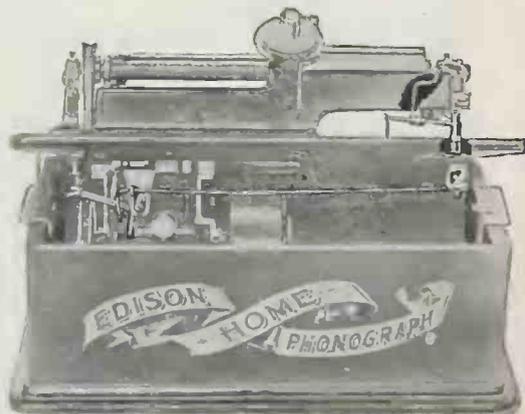
Figure 1 is a sectional view through a reproducer, showing the improved diaphragm in place. Fig. 2 is a perspective view of said diaphragm.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 877,184.

The object of this invention is to provide cooperating interlocking means for fastening



**WILKESLYKE
Automatic Start and Stop
ATTACHMENT**



This scientific attachment is made to fit the famous Edison Standard, Home and Triumph Phonographs. It automatically starts the machine on closing the gate and stops at the end of record, thus enabling the operator to wait on customers or perform other duties.

RETAILS \$3.00
JOBS AT 1.80

Every dealer should have one on his display machine—sells on sight. Ask your jobber to supply you.

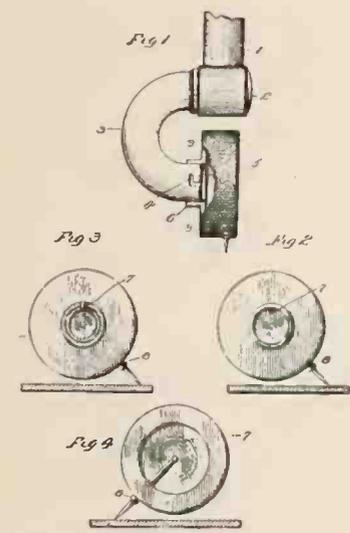
W. D. ANDREWS
SOLE DISTRIBUTER

SYRACUSE, N. Y.

BUFFALO, N. Y.

sound boxes, which are used in connection with talking machines, to the sound tube or swinging arm thereof, in such a manner that the same may be quickly and securely locked together in position, and as readily unlocked, said means, in addition to performing the above functions, also forming a guide or stop for positioning the stylus bar with respect to the record so that the stylus, which is carried thereby, may form the correct working angle with the record.

Figure 1 is a plan view of the end of the sound conducting tube with the sound box in position thereon and showing a part of the sound box broken away; Fig. 2, a side elevation of the sound box removed from the tube and showing the part thereof which engages said tube; Fig. 3, a sectional view taken substantially on the line 3-3 of Fig. 1; and Fig. 4, an elevation of the sound box showing the outside thereof, or that opposite to the sound tube.



SOUND RECORDER FOR TALKING MACHINES. William N. Hunter, Blanchester, O. Patent No. 875,352.

This invention relates to devices for taking and receiving the sound waves developed by a vibrating diaphragm, whether vibrated directly, or by mechanical action, to collect the waves and deliver the vibrations into a tubular passageway, and the object of the invention is to provide a chamber for the reception of the wave vibrations, with a plurality of passageways therefrom into the conveying tube, whereby the vibrations may be collected, condensed, and delivered more perfectly than with the sound recorders heretofore in use.

Heretofore it has been customary for talking machines and the like to provide a cup-shaped chamber in the rear of the diaphragm, which receives the sound vibrations, and to deliver these vibrations from the recorder through a single central passageway. It has been found by repeated experiments, however, that if an annular chamber is provided and the sound waves conveyed into the tubular passageway through a plurality of openings from this annular chamber, a very much smoother and better volume of

sound is produced, or conveyed by the apparatus.

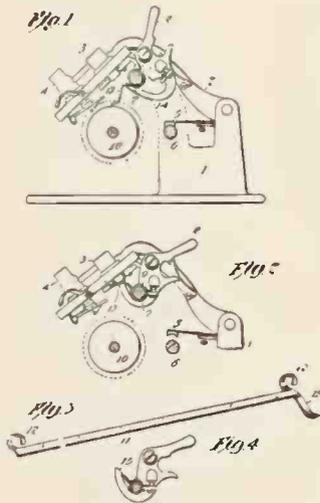
While this improved construction can be employed for the collection and conveyance of sound vibrations delivered directly into the recorder, this device is especially adapted for recorders for talking machines where the vibrations are developed mechanically, and for such machines the extraneous sounds produced by the scratching of the recording point as it passes over the plate or cylinder, upon which is impressed the record to be reproduced, are almost completely cut out, so that a pure and sweet volume of sound is reproduced identical with the original sound waves delivered to the apparatus.

In the drawings, Figure 1 is a central vertical section of the improved sound recorder. Fig. 2 is a plan view of same. Fig. 3 is a perspective view.

PHONOGRAPH. Edw. L. Aiken, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 875,309.

This invention relates particularly to means for positively preventing the placing of a phonograph blank or record on the mandrel, or removing it therefrom, when the recorder or reproducer is in such position that they would be liable to be injured by such record or blank. Since, in order to properly reproduce or record sounds on a phonograph it is necessary that the reproducer stylus or recording stylus shall rest upon the record, a lifting lever is provided by means of which the recorder or reproducer may be lifted away from the record surface.

If, however, a record or blank were to be placed upon the mandrel without first operating the lifting lever to raise the recorder or reproducer, which ever happens to be in use, the stylus will be suspended in the path of the record and there will be danger



of the stylus or its support being broken, or, if the cylinder is removed from the mandrel without first raising the recorder or reproducer away from the surface of the cylinder, the cylinder will be scratched in being so removed and injury may be done to the recorder or reproducer.

The object of the present invention is to provide a device which shall prevent such breakage in the placing of a cylinder on the mandrel and will prevent the removal of the cylinder from the mandrel unless the recorder or reproducer is first raised so that the stylus will be lifted above the path of the cylinder which is being inserted or removed.

In the said drawing, Figure 1, is a cross-sectional detail view showing the application of my invention to an Edison business phonograph; Fig. 2, is a similar view showing a different position of the lifting lever; Fig. 3, is a view in perspective of the device for preventing the insertion or removal of a cylinder, except at the proper time; and Fig. 4, is a detail view similar to Fig. 2, but taken on a plane at some distance behind the plane upon which the view shown in Fig. 2 is taken.

TALKING MACHINE. Arthur J. O'Neill, Chicago, Ill., assignor to the Aretino Co., same place. Patent No. 874,985.

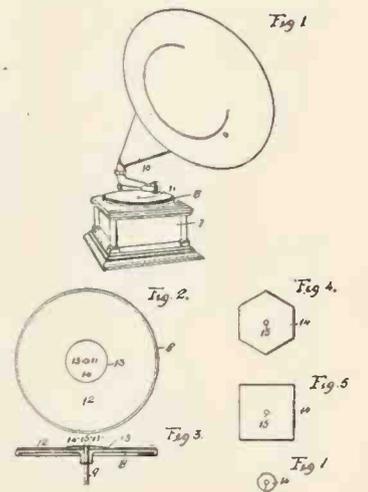
In the sale of talking machine records, it is desirable that the record be shaped with special reference to the machine for which it is primarily intended in order that the manufacturers of machines may control the sale of records to be used therewith. This policy enables the manufacturer to sell or rent a talking machine at low cost and thereafter make a reasonable profit out of the sale of records therefor. It is obvious, however, that if the machine is so constructed as to permit the use of records of all styles and sizes it will be difficult, if not impossible, to control the sale of records to the user of the talking machine, whereby the major portion of the talking machine business will be lost with the profits incident thereto. It is desirable, however, that records, peculiarly constructed for use on a particular machine, be usable on machines of different makes in order that the sale of records may be increased to the greatest possible extent.

With this end in view, the object of the present invention consists in the provision of a record of distinctive shape which can be used on talking machines of standard make by the employment of the supplemental disc or plate, which more especially forms the subject matter of the present invention. This enables a record, designed for a particular machine, to be employed on all machines without permitting standard records to be used upon the particular machine.

In the drawings, Figure 1 is a perspective view of a talking machine of standard make; Fig. 2 a top or plan view of the turntable, record, and supplemental disc or plate of the present invention; Fig. 3 a sectional elevation of the parts shown in Fig. 2; and Figs. 4, 5 and 6 various styles of supplemental discs or plates of various shapes and sizes.

METHOD OF MAKING SOUND RECORDS. Isidor Kitsee, Philadelphia, Pa. Patent No. 874,966.

This invention relates to an improvement in method of making sound records. Its object is, to produce copies of master records in an efficient and economical manner. The underlying principle of this invention resides in, first, producing the master record; second, producing a reverse therefrom; and, using both of these records, one as a male, the other as a female, to produce copies by compressing a suitable material between the two records.



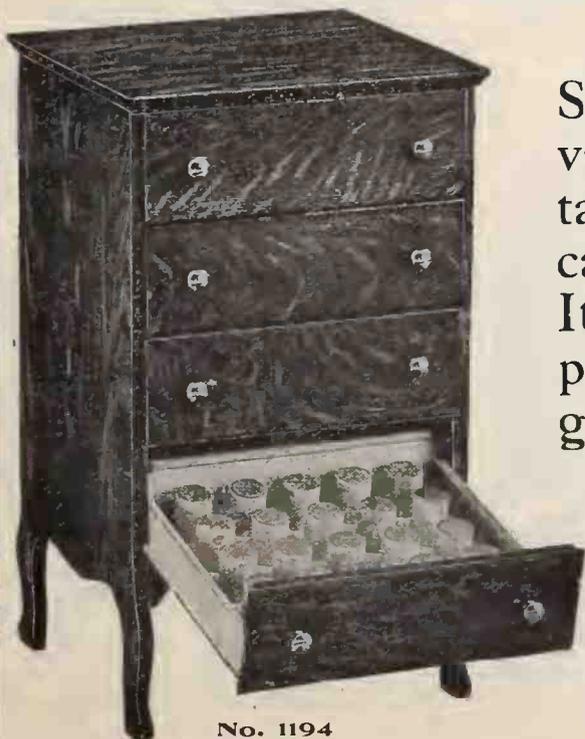
Talking Machine Record Cabinets

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.

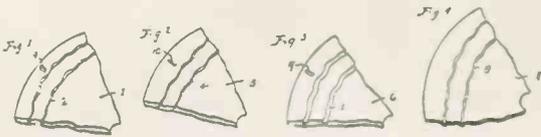
Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.



No. 1194

In the drawing, Figures 1, 2, 3 and 4 are perspective views of records. 1 is the master record; 2 the recording lines therefor; 3 the reverse with



the recording lines 4; 6 the master record with the enlarged recording lines 5; and 7 is the copy with the recording lines, 8.

GRAPHOPHONE HORN. George W. Duncan, Chicago, Ill. Patent No. 875,790.

The object of this invention is to provide a graphophone horn having means whereby all metallic or screeching sounds will be eliminated so that the sounds passing therefrom will have a clear natural tone.

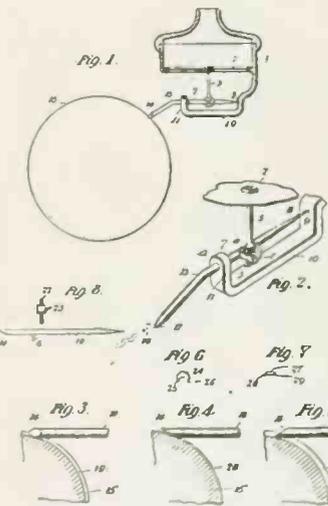
In the accompanying drawings, Figure 1 is a side view of a horn arranged in accordance with the invention; and

Fig. 2 is a longitudinal sectional view of the same.

SOUND RECORDER AND REPRODUCER. Morris Schwartz, New York, assignor of one-third to Solomon Flaum and one-third to Max Bornstein, same place. Patent No. 875,853.

The sound recording and reproducing apparatus of the so-called talking machines, heretofore in use, have undulations or indentations produced by the sound waves recorded either in the base or bottom of the groove cut or formed on the record by the stylus, or in the sides of such groove, in which latter case the groove is sinuous. In many of these known devices only the movement of the diaphragm in one direction, is recorded or reproduced.

This present invention seeks to utilize to the fullest extent the movement of the diaphragm in either direction of its vibration, and a further object of the present invention is to record the undulations of the sound waves in both the sides as well as the bottom or base of the groove, though this is not an essential feature of certain parts of the invention.



Still other objects are to maintain the diaphragm horizontal with the stylus substantially parallel therewith, and further to mount or support the cutting tool or stylus in suitable bearings in a bracket independent of the diaphragm from which the stylus receives its motion through suitable link or other connection.

Figure 1 shows an improved apparatus in vertical central section with the recording or reproducing stylus bearing upon the cylindrical record. Fig. 2 is an enlarged perspective view of the apparatus together with a diagram in dotted lines of the sinuous record groove. Figs. 3, 4, 5 and 8, are views of modified forms of the cutting tools or stylus, shown as operating in conjunction with a cylindrical record, which is shown in section in Figs. 3, 4 and 5. Figs. 6 and 7 are end views of modified forms of the point of the stylus or cutting tool.

SOUND REPRODUCING AND MODIFYING DEVICE. William W. Young, Springfield, Mass. Patent No. 876,035.

The object of this invention is to produce a

simple and inexpensive device which may be readily adjusted in place and which will result in the giving forth of clear and distinct sound waves free from confusion and free from the metallic, resonant and scratching effect frequently found in machines of the class referred to.

In the accompanying drawings, in which like letters of reference indicate like parts, Figure 1 is a transverse sectional view of one form of the invention in which the simplest form of air chamber is shown; Fig. 2 is a similar view of the device showing a diaphragm arranged in the air chamber next to one of the walls thereof; Fig. 3 is a similar view showing a diaphragm centrally arranged, thus forming two

air chambers; Fig. 4 is a like view showing one inner diaphragm centrally arranged in the air chamber and one diaphragm located adjacent one outer wall; Fig. 5 is a like view showing a different shape of the outer casing; Fig. 6 is a like view showing two interior diaphragms, thus forming three air chambers; Fig. 7 is a like view showing the outer edge tapering to fit into a taper opening; Fig. 8 is a perspective view on a smaller scale of a shell adapted to receive a device shaped like that shown in Fig. 7; Fig. 9 is a plan view of the device constructed as shown in Figs. 1 to 6, inclusive, and Fig. 10 is a view on a greatly reduced scale of a section of a sound conduit and a section of a horn with a diaphragm between. Figs. 1 to 7, inclusive, are on a scale greatly enlarged beyond the size of the device as ordinarily made for the instruments in common use.

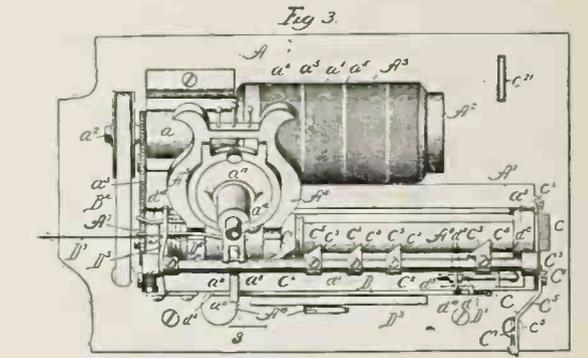
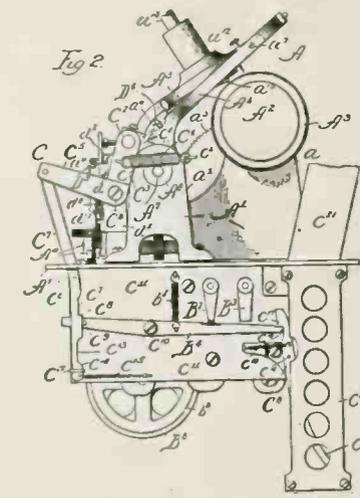
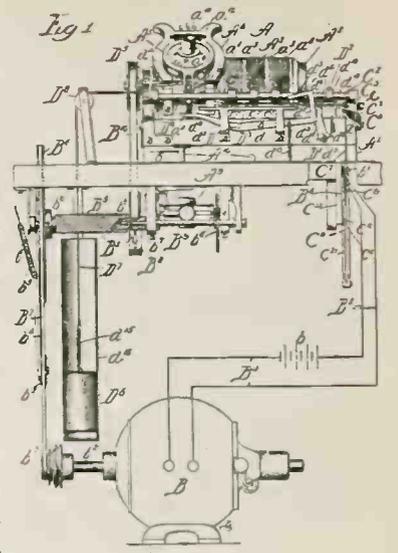
PHONOGRAPH AND OTHER SOUND-PRODUCING MACHINE. Herbert S. Mills, Chicago, Ill. Patent No. 876,006.

This invention relates particularly to motor-operated sound-reproducing machines and the primary object is to provide simple and efficient means for minimizing the ill effects resulting from variations or fluctuations in speed of the operating motor, such, for instance, as may result from fluctuations in an electric current,

where an electric motor is employed for operating the sound-producing instrument. In musical instruments, such, for instance, as a phonograph employed for reproducing music, the matter of speed regulation in the operation of the instrument is exceedingly important, since fluctuations in the speed of the record of a phonograph will result in relative changes of pitch with consequent loss of harmony of tone.

A further object of the invention is to provide means whereby a phonograph may be caused to operate two or more times before the technically so-called reproducer thereof completely traverses the record-bearing member and whereby the reproducer will finally, after completely traversing the records, be returned automatically to the original or starting position.

In the preferred embodiment of the invention as applied to phonographs, there is employed in connection with the phonograph an electric motor



MIRAPHONE



Combination Music Box and Talking Machine

In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

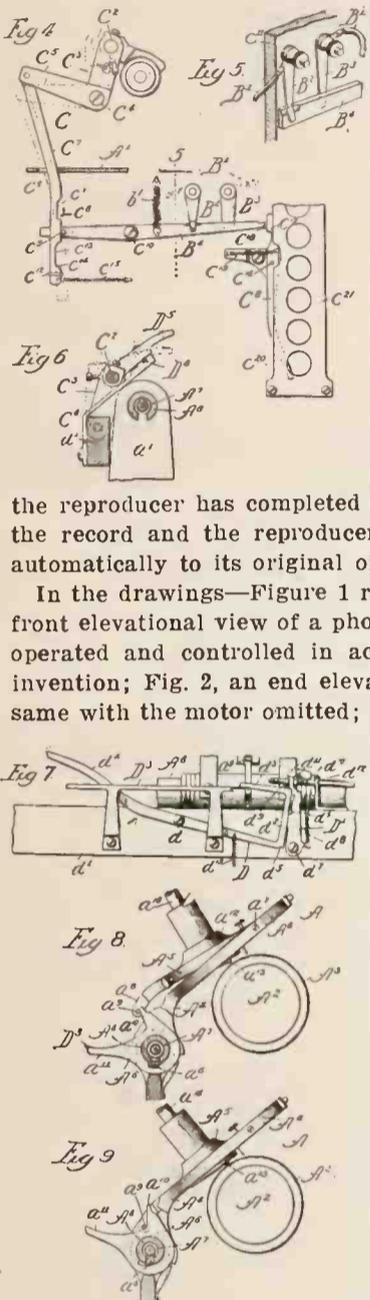
Write for Catalogue, Terms and Prices

Jacot Music Box Co. No. 39 Union Square, New York

provided with a controlling-circuit; a power-transmission torsion spring interposed between the motor and the phonograph-record which it actuates and serving to dissipate the variations in speed and transmit a substantially unfluctuating speed of rotation to the phonograph record;

means whereby the controlling circuit of the motor may be interrupted when the reproducer has reached any desired intermediate point in its traverse over the record, without the return of the reproducer to its starting position; and means whereby the circuit is interrupted after the reproducer has completed its traverse across the record and the reproducer is then returned automatically to its original or starting position.

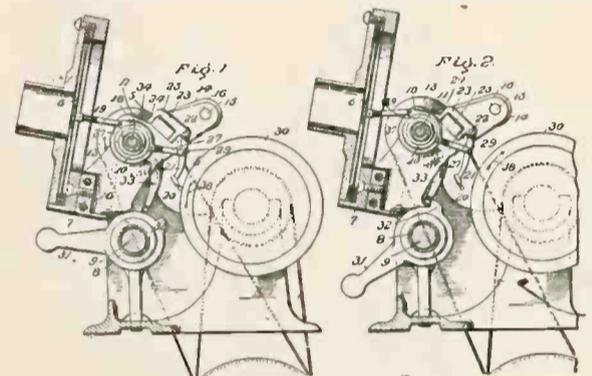
In the drawings—Figure 1 represents a broken front elevational view of a phonograph, equipped, operated and controlled in accordance with the invention; Fig. 2, an end elevational view of the same with the motor omitted; Fig. 3, a plan view of the same; Fig. 4, a view of circuit-controlling mechanism employed and taken in the same direction as the view shown in Fig. 2, the switch-lever, being in a different position from its position shown in Fig. 2; Fig. 5, a sectional view in perspective, the section being taken as indicated at line 5 of Fig. 4, showing the relation of the switch to the contact points; Fig. 6, a detail section taken as indicated at line 6 of Fig. 1 and illustrating the manner in which a shiftable cam-equipped bar employed for actuating the switch of the circuit-controlling mechanism is held in a retracted position to permit the return of the reproducer-carriage without the cam carried thereby encountering the cams on said cam-shaft; Fig. 7, a front elevational view of certain parts and showing the position of said parts an



instant after the retaining pawl or latch of the reproducer-elevating lever has been tripped; and Figs. 8 and 9, sections taken as indicated at line 8 of Fig. 3 and showing, respectively, the non-engaging and engaging positions of the reproducer-carriage with relation to the feed-screw which actuates said carriage during the reproducing operation.

GRAPHOPHONE. Daniel Higham, Bridgeport, Conn. Patent No. 876,350. This invention relates to phonic apparatus wherein frictional means are used to amplify the force of the sonorous vibrations. Apparatus of this character are described in Patents No. 678,566 of July, 16, 1901, and No. 783,750 of February 28, 1905.

The object of the present invention is to simplify and improve the construction and operation of the apparatus of the general character specified above. The main improvement effected



by the present invention consists in dispensing with the floating weight heretofore employed to keep the stylus in contact with the sound-record with yielding pressure, and in so constructing and arranging the stylus-lever that the swinging shaft serves both to press the friction wheel against the friction shoe by gravity and also to press the stylus against the sound-record by gravity.

Figure 1 is a vertical section through the center of the diaphragm; Fig. 2 is a similar view showing the stylus raised out of contact with the sound-record; Fig. 3 is a bottom plan view of the friction devices; Figs. 4 and 5 are detail views of said friction devices, Fig. 4 being a perspective view, and Fig. 5 a view looking downward in the direction of the line 5-5 Fig. 1.

NET EARNINGS GAIN SHOWN.

American Graphophone Co. Announce Splendid Increase in Surplus.

The annual report of the American Graphophone Co. for the year ended Sept. 30, 1907, which was issued the past month, shows net earnings of \$994,851, an increase of \$152,585, and balance, after preferred dividends, of \$635,753 an increase of \$149,150. This balance is equal to 24.18 per cent. on the \$2,626,450 common stock.

Following is the detailed income account for the year, with comparisons:

	1907.	1906.	1905.
Net earnings	\$994,851	\$842,266	\$803,643
Chgs., dep., etc.....	212,418	209,770	174,094
Surplus	\$782,433	\$632,496	\$629,549
Preferred dividends..	146,680	145,893	117,210
Balance	\$635,753	\$486,603	\$512,339
Common dividends...	130,878	102,843	54,067
Surplus	\$504,875	\$383,760	\$458,272
Reserve account.....	200,000	190,000	160,000
P. and L. surplus	\$244,875	\$193,760	\$298,272
Previous surplus.....	1,221,514	1,027,754
Total surplus.....	\$1,466,389	\$1,221,514

A "LIVE" TERRE HAUTE HOUSE

Is the Wabash Music Co. Who Are Handling Talking Machines and Records at Wholesale—Carry the Indestructible Line.

(Special to The Talking Machine World.)

Terre Haute, Ind., Feb. 3, 1908.

The Wabash Music Co., 823 Wabash avenue, recently branched out into the wholesale business in connection with the sale of talking machines and records. The company are said to be the only jobbing house in Indiana handling the new indestructible records. A large stock has been put in and two men will soon be put on the road. The company will supply territory extending 150 miles from Terre Haute and also will handle mail order business from more distant points. J. Frank Dennis is manager of the company, who occupy two floors with their stock and salesrooms.

NEW UNIVERSAL MFG. CO. JOBBERS.

The Duffy-McInnerney Co., who conduct a piano and music adjunct to their large department store in Rochester, N. Y., have become jobbers of the Universal Talking Machine Manufacturing Co.'s line. Other new Universal jobbers include, W. H. Reynolds, Mobile, Ala.; Columbus Piano Co., Columbus, O., and Taylor Bros., Houston, Tex.

A subscription dinner is talked of by the executive committee or board of governors of the Phono Club of New York. This programme may be carried out at an early date.

NORTHWESTERN DEALERS

TRY US

WE ARE

JOBBER AND DISTRIBUTERS

EXCLUSIVELY OF

EDISON

Phonographs

VICTOR

Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Avenue, So. MINNEAPOLIS :: MINN.

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 any other house in the Talking Machine business, so our customers tell us.

150 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, horns, cranes, and carrying cases.

KNIGHT MERCANTILE CO.

211 N. Twelfth St., ST. LOUIS.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE
1021-23 Golden Gate Ave.

RETAIL
1113-15 Fillmore St.

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Chas. H. Ditson & Co.

Have the most completely appointed and best equipped

VICTOR TALKING MACHINE Department

IN NEW YORK CITY

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

Nos. 8-10-12 East 34th St., NEW YORK CITY

HARGER & BISH

Western Distributors for both the

VICTOR EDISON

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

BABSON BROS.

19th St. and Marshall Boulevard

CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

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

EDISON VICTOR JOBBERS DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE MCGREAL, Milwaukee, Wis.

PITTSBURG PHONOGRAPH CO.

VICTOR JOBBERS and EDISON JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

COLUMBIA JOBBERS

N. W. IOWA, NEBRASKA and SOUTH DAKOTA

Write to-day for terms necessary to become dealers

W. A. DEAN COMPANY 315 FOURTH STREET SIOUX CITY

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

Eclipse Phonograph Co., Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

THE ECLIPSE MUSICAL COMPANY

JOBBERS OF EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.

LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.

925 Pa. Avenue WASHINGTON, D. C. 231 No. Howard St. BALTIMORE, MD.

Wholesale and Retail Distributors

Edison Phonographs
Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

KOHLER & CHASE

Oakland, Cal. Seattle, Wash.

Jobbers of

STAR, ZONOPHONES AND EDISON PHONOGRAPHS

WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

Victor & Edison Goods

STANDARD TALKING MACHINE CO.
435-7 WOOD ST., PITTSBURG, PA.

Why not try a jobber who can fill your orders complete and ship them the day order is received.

WEYMANN & SON

WHOLESALE DISTRIBUTERS

EDISON Talking Machines RECORDS & Supplies VICTOR

Place your name on our mailing list. We can interest you.

1010 Chestnut St., Philadelphia, Pa.

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

Jobbers of

EDISON VICTOR COLUMBIA

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

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

Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
 Talking Machines and Records. The Biggest Assortment of Hebrew Records.
 1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
 Albany, Troy, Schenectady.
 Jobbers of Edison, Victor and Columbia
Machines and Records
 300,000 Records
 Complete Stock Quick Service

D. K. MYERS
 712 North Second St. ST. LOUIS, MO.
 Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
 We Fill Orders Complete Give us a Trial

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

THE OLDEST TALKING MACHINE HOUSE
 IN PENNSYLVANIA
C. J. HEPPE & SON
 1115-1117 Chestnut St.
 PHILADELPHIA, PA.
EDISON and VICTOR A Stock that is always Complete
GOODS and ALL ACCESSORIES

C. B. HAYNES W. V. YOUMANS
C. B. HAYNES & CO.
 WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
 ALL SUPPLIES
 602-604 East 4th St., Richmond, Va.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



F. M. ATWOOD
 160 N. MAIN STREET
 MEMPHIS, TENN.
EDISON JOBBER

J. K. SAVAGE
 The New Indestructible Cylinder Records
 Star Disc Machines and Records
 At Wholesale. Complete Stocks.
 921 Franklin Avenue, ST. LOUIS, MO.

PRICE PHONOGRAPH CO.
 54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
 Send us your Order, you get the Goods
 We don't retail. We take care of the Dealer.
 Large Stock - Quick Service

THE REGINA CO.
 TRADE-MARK
 BROADWAY and 17th ST., NEW YORK
 Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago
 WHOLESALE AND RETAIL
REGINA MUSIC BOXES REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS
 DISTRIBUTORS IN NEW YORK FOR
 Victor Talking Machines and Edison Phonographs
 Complete Stock. Prompt Deliveries.

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 March list.

VICTOR ADVERTISING.

Have Started on a Great Campaign for 1908—
 Will be Helpful to the Dealers Handling the
 Victor Line—A Bigger Campaign Than Ever.

In sending out samples of their store posters
 —of striking design and rich color—and maga-
 zine advertisements, to the trade, the Victor
 Talking Machine Co., Camden, N. J., circularized
 their dealers as follows:

"The copies of Victor advertising enclosed
 herewith only gives you a faint idea of the
 'big things' we are going to do in 1908. We
 are going to increase the demand for Victors
 and Victor records with the best and biggest
 advertising in the history of this company. This
 is going to make business for you. The only

reason why hundreds of people in your vicinity
 haven't a Victor is because they don't know
 what a Victor really is and won't know until
 you get them before the horn of a Victor for
 about fifteen minutes. This enormous Victor
 advertising, if backed up by the proper adver-
 tising and effort on your part, will make Victor
 business for you."

A PROGRESSIVE PORTLAND HOUSE.

(Special to The Talking Machine World.)
 Portland, Ore., Jan. 30, 1908.

Among the most successful talking machine
 dealers in this city are Graves & Co., who have
 built up an immense trade for Edison machines
 and records. In fact, there are almost continu-
 ally some goods on the road to them, one ship-
 ment alone received by them recently consisting
 of 440 machines, a carload, and another carload
 of gold-molded records weighing over ten tons.
 The company have their own building for han-
 dling their wholesale business, in the northern
 section of Portland, while they maintain hand-
 somely appointed retail parlors opposite the
 Imperial Hotel, on Washington street. And it
 is all the result of only a few years' rapid
 growth.

Fred W. Graves, head of Graves & Co., ex-
 hibits with great pride a letter recently received
 by him from Thomas A. Edison acknowledging
 the receipt of some fine red Spitzenberg apples
 sent him by Mr. Graves, and which were raised
 in Oregon. Mr. Edison, in the letter, stated
 that they were the best apples he had ever
 tasted, and in appearance far surpassed those
 raised in the East.

J. V. CASTERAN SAILS FOR HOME.

J. Victor Casteran, of Buenos Ayres, Argen-
 tine, S. A., left New York January 29, on the
 "Adriatic," of the White Star line, for South-
 ampton, Eng.

He will make only a brief stay in Europe and

expects to take the "Aragon" from Liverpool for
 his home direct. Mr. Casteran while in the
 United States kept in close touch with the talk-
 ing machine manufacturers, transacting a large
 amount of business through E. N. Burns, manager
 of the Columbia Phonograph Co.'s export de-
 partment. He was also a frequent visitor at the
 laboratory of the Universal Talking Machine
 Manufacturing Co., to see Henry J. Hagen, an
 intimate friend of many years' standing. When
 Mr. Hagen is in Buenos Ayres he headquarters
 at Mr. Casteran's establishment.

SMULLEN WITH MUSICAL ECHO CO.

Edw. J. H. Smullen, formerly traveler for the
 late Lewis Talking Machine Co., of Philadelphia,
 and previously to that one of the Columbia
 Phonograph Co. representatives, has entered the
 employ of the Musical Echo Co., and will travel
 in eastern Pennsylvania, southern New Jersey
 and Delaware and West Virginian points, jobbing
 Victor talking machines and Edison phonographs,
 record supplies and talking machine novelties, in
 the interest of the Musical Echo Co., of Phila-
 delphia.

WHITNEY-CURRIER VICTOR CONCERTS.

The Whitney-Currier Co., Toledo, O., have
 been packing Victor Hall, in their building, dur-
 ing the free concerts given for the purpose of
 demonstrating the records made by the leading
 singers for the Victor Talking Machine Co. Dur-
 ing the concerts many are forced to stand in
 the salesroom or on the stairways leading to the
 hall and by doing some hustling the salesmen
 have succeeded in landing some excellent pros-
 pects. It is the intention of the Whitney-Cur-
 rier Co. to continue the concerts for an indefinite
 period or as long as they bring results.

S. H. Opperheimer, for several years manager
 of the talking machine department of Youmans
 & Leete, Savannah, recently severed his connec-
 tion with that concern.

NYOIL
 FOR

Talking Machines,
 Typewriters, Phono-
 graphs, Adding Ma-
 chines, Cash Regis-
 ters, Guns and Tools,
 and on all Polished
 Instruments.

It Absolutely
 Prevents Rust.

NYOIL

Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
 NEW BEDFORD, MASS.



SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

We have been the recipient of numerous letters from both dealers and jobbers in various parts of the country asking our advice anent paying side lines, and it was to fill this want that this department was started. Among the various lines referred to in these columns few offer so wide a field of choice as that which bears the name of "sporting goods." Under this heading appear athletic goods, such as everything used in football, baseball, basket ball, hand ball, lacrosse, tennis, golf, gymnasium and track outfits, pennants, banners, etc. The gun and fishing tackle section covers rifles, shotguns, revolvers, ammunition, reels, poles, lines, bait, special clothing, kennel supplies and a hundred and one other articles to tempt the fancy of the sportsman. Bicycles, motor cycles with a full line of accessories and parts, easily come under this line, many of the larger firms even going so far as to add automobiles to the list. We therefore have something to suit almost everyone, from the small dealer, whose capital is limited to the largest houses in the country. In going into this line, however, the talking machine man must not try to deceive himself by thinking that all he has to do is to order a few things, place them in his window and pocket the profits. If such is his intention he is in a fair way to be grievously disappointed. Season of the year and location are the first things to be considered. If you only intend adding a small line confine yourself to such things as are most in demand at the time in your city. For example, if it's in the fall of the year and you are in the neighborhood of good hunting put in a comprehensive line of guns, traps, ammunition, clothing, etc. If in the spring, and you are located near a school or college, baseball, basket ball and kindred lines will be the best to make a start with. However, it is to the man with a fair amount of capital that the biggest chance for success lies open, inasmuch as it is but natural that the larger and more complete the line the greater are the opportunities.

Perhaps the best recommendation that can be given for handling sporting goods is that prices on all the well-known brands are restricted, which does away with unfair competition and gives the smaller man a good fighting chance. In putting in a stock of these goods dealers should above all at first get only the lines that have won for themselves a name, for in no other field have trademarks a more potent selling force. For instance a new addition to the ranks of nimrods, may drop into your store, and, knowing absolutely nothing about guns he calls for one of a well-known make. Even if the one he has set his mind on is unsuited for the work at hand and you, from your experience, recommend others as better you are only too often

wasting breath. He knows what he wants when he wants it—such is the power of advertising. In order to better illustrate several plans for pushing sporting goods, we will say that you have just added a complete line and are ready to commence your campaign. The first thing on the program is your salesmen. These should be chosen with care for, not only should they know thoroughly the line they are to sell, but if possible they should be men known in local athletics or at any rate be men who through their love for sport will be in sympathy with all its phases. From experience it has been found that buyers of sporting goods are enthusiasts and when purchasing their goods are very apt to open up on their hobby and the salesman who can meet them on an equal footing, swapping yarn for yarn, is worth ten of the men who disinterestedly hands out the goods asked for.

Having now everything on the inside ready for trade, how are you to get the public interested? The answer is obvious—by advertising. In this line the window is the first thing to be considered, for no class of goods depends more on intelligent window advertising than sporting goods, and no class of merchandise lends itself more readily to that purpose or shows better returns for the effort expended in arranging such displays. Properly used there is little doubt that advertising in local papers can be made to pay. To announce the simple fact that a big line of goods can be found at your store is not the best way, however, for every advertisement should carry the notice of some particular kind of goods. The time to put the most energy into this work is just before or during the season when the goods advertised are to be used. One of the best and most effective schemes of advertising is by letter or circular sent to the users of sporting goods. This local list can be started by taking the members of fishing, shooting and athletic clubs, and can gradually be increased by keeping a record of your customers. Letters or circulars should be carefully gotten up, should be short and to the point, and should call especial attention to seasonable new goods. Of course there are many other details to be gone into, but our space would not permit us to even attempt to cover them all in one issue. However, the above suggestions, we believe, are the most important and will give those looking for side lines a fair idea of the field open to them.

Bicycles and Motor-Cycles.

Of all other lines the bicycle probably needs the least introduction to the talking machine trade, this because of the fact that a large proportion of the men in this field owe their start in life to these machines. Caught in the tide of popularity accorded the birth of the "talker" in-

dustry however, most of them lost track of their old line and we are safe in claiming that but few realize the rapid recovery of the cycle business in this country in the past year. This rejuvenation has been brought about to a large extent by the modern motor cycle. These machines at first, like the "talker," were looked upon by the public as not only a crudity, but a pest to be avoided, but owing to improvements they have become, if not an actual necessity, at least a most desirable means of transportation both from an economic and pleasure standpoint. This field is just opening up and by no means has attained its stride. It therefore would be well for those contemplating adding a paying side line to do some investigating in this direction, as the earlier one gets in the better for him. Everyone cannot afford the luxury of a motor cycle, so it would be wise to have a good assortment of bicycles on hand. Don't get the idea that there is no market for these goods, for if you lack confidence in a line, how can you expect to enthruse the public to the point of purchasing? The old saying "if the people hear a thing often enough they will believe it" is mighty true and if you preach enough in the way of publicity about the enjoyment, health, etc., to be derived from pushing a pedal, you will have more trouble in filling your orders than in looking for business.

"Diabolo."

"Diabolo" which has been revived in France after a sleep of a hundred years, not only has crossed to England, but has invaded America and taken us by storm. Already this game is being manufactured by a half a dozen different firms here under such names as "Fra Diavolo," "Mephisto," "Diabolo," "Topsy-Twirl," etc. So far its popularity in this country has been more or less confined to children, displacing tops and kindred sports in the schools. But the game is one to appeal to the old and the young alike, few games having so wide a scope. From the little tot, who can just spin the "Diabolo," to the expert who plays "Diabolo tennis" is a long jump, but in this long jump is the secret of the wide appeal. Not only have many of the athletic clubs taken it up, but special "Diabolo" clubs are being formed, and everything points to a good healthy well-developed craze by the time spring arrives. It is scarcely necessary to add that the talking machine man who is looking for a live line should find in this one to his taste.

Inexpensive Watches.

Talking machine men will find that a little money invested in these goods will show very satisfactory results. In fact, though the writer has for some years been conversant with these inexpensive timekeepers, he was most astonished

For Ready-Selling Popular-Priced Post Cards

The JAMES-LEE COMPANY is the firm to deal with.

On account of the number of colors used in lithographing our ILLUSTRATED SONG CARDS it would be impossible to reproduce them in black and white and give even a vague conception of the variety and beauty of coloring. We will therefore send SAMPLES FREE to members of the trade, providing all requests are written on their letter heads.

Up-to-Date Goods,
Low Prices,
Prompt Shipments,
Courteous Treatment.

Samples and Prices sent to well-rated
Jobbers on request.

A SAMPLE PACKAGE of 300 Assorted
Cards sent for ONE DOLLAR

TWENTY MILLION CARDS ALWAYS IN STOCK

SOMETHING NEW—Illustrated Song Cards—Double Stereoscopic View Cards

THE JAMES-LEE COMPANY

397 Broadway, New York

7-15 W. Madison St., Chicago, Ill.

when shown the figures of one manufacturer regarding the remarkable growth of this industry. Nor are the sale of these watches restricted to the poorer classes or the masses, many well to do men, finding them perfectly accurate, preferring them to the more expensive and ornate styles. Then, too, the profit to the dealer is considerable and as in the talking machine business, firms buying in large quantities are put on the jobbing list, being protected by the manufacturer and the prices are maintained.

Safety Razors.

Each succeeding year ushers in some new improvement over the methods used by our fathers. So it has been in this field and, gradually, but surely, the safety razor is surplanting the old unprotected blade. There are a half a dozen large companies manufacturing their own patented product, which on account of the established price, make an excellent and paying side line. These companies are all carrying on an enormous advertising campaign in all the magazines, which is of inestimable value to the retailer. One point especially recommends this line to the dealer, for once he has sold a customer a razor outfit he can count on his continued trade in blades, which of course is an important item. Other things such as brushes, shaving cups, soap, etc., offer further inducement for those desiring a more complete department.

Illustrated Post Cards.

There is every indication that this year's business in post cards and albums will break all records, for instead of the dropping off predicted by many sceptical persons there has been a decided increase in the demand for these little remembrances. Especially has this been true of the high grade lines, the cheap shoddy products published by the many "fly by night" firms that sprang into existence early in the craze, giving place to the more substantial products of the reputable houses. We have been asked by a number of men in this trade, what were the "salient" points necessary to the successful merchandising of this line? We believe them to be as follows: quality of cards, quantity or variety of stock,

aided by energetic push and a liberal amount of publicity. While the above covers everything in order to make it a little more comprehensive to the unsophisticated we will go more into detail. As to quality, a buyer must take into consideration three things: the cardboard or stock used, the printing or lithographing on same and the subject represented; two often a new buyer becomes careless, especially when purchasing the very cheap grades, or what are known as penny cards, blinding himself with the belief that anything is good enough for a cent, and while this practice might have been all very well some two years ago when this business was in its infancy, it does not hold to-day when on every street corner, and in drug and stationary stores can be found a more or less enterprising competitor. While, as we have said, the trend of the public demand is gradually verging toward the higher priced cards, there will always be a more or less call for the cheap product, especially as long as what are known as "comics" are printed in this grade. Up to the present time the comic card has undoubtedly been the biggest seller, and it is natural therefore, that more manufacturers are turning out these goods than of any other class. Consequently it follows that in purchasing them it is somewhat of an arduous task to pick the wheat from the chaff and, as is usually the case, it is of vital importance to the success of the department that the choice should be a wise one. As to the variety of the cards we are scarcely in a position to give advice to the trade as a whole, inasmuch as locality, class of patronage and seasons of the year, all have a bearing on the choice of stock; but a few things hold true in all cases. One should test the wants of his trade and then to the best of his ability fill them, carrying as comprehensive a line as is compatible with good judgment, always being in mind that one satisfied customer is worth ten who have been "stung." "Views" are always good sellers and unlike "comics," are a substantial line and we do not mean by this simply local views, although these of course should have a place in every dealer's stock, but those of leading places

both in this country and abroad. Of these, one of the most unique sets that it has been our pleasure to see is that of the capitol buildings of every state in the Union, with condensed reading matter and state seals, which not only make them a valuable addition to any collection from an artistic standpoint, but are educational as well. We only speak of the above as a sample of the view cards that all dealers should handle. As to the "Push" this needs but little treatment at our hands, as every live talking machine man realizes the importance of properly training his salesman. Publicity in this department lies in two directions, store decorations and newspaper space, each are important. As to your store, attractive windows are perhaps of most value and the least taken full advantage of. Inside, stock should be kept neatly in counter or wall racks, which are easily accessible, and albums to suit all purses should be attractively displayed. A very good night display can be made by the use of a post card projecting machine and a sheet stretched taut across the window. These machines can also be sold to the public with much profit.

THE TRADE-MARK.

The trade-mark under which a business has advertised its wares extensively for a number of years is often its most valuable asset. A child remembers a story in a nursery book when he sees the picture illustrating it. It is the picture he carries in his mind. Every man and woman is a grown-up child. We photograph an odd trade-mark or advertising catch phrase upon our memory, to remain long after the argument that went with it has faded away.

The trade-mark existed in all its glory before modern advertising was developed. Our forefathers in this and the old country bought their tobacco at the shop with the sign of the bear; dined at the White Horse Tavern; purchased their small clothes at the sign of the Green Gentleman, and advertised in the paper printed at the sign of Gutenberg Printing Press.



**Our 1908
Easter Post Card Assortments**

will surprise our dealers

¶ The number of designs, the quality of the Post Cards, the superior artistic talent shown in the designs, making altogether a combination not surpassed in



Variety, Quality and Salability added together spells **Large Profits for Our Dealers**

EASTER POST CARD ASSORTMENT No. 200/31. 100 New Embossed Easter Post Cards 100 Designs, \$1.00
By Mail at our risk 8 cents extra.

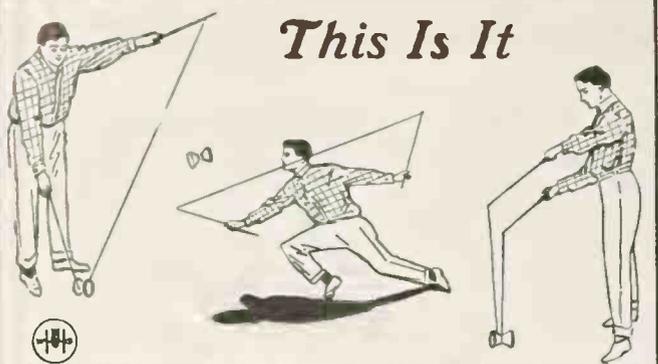
EASTER POST CARD ASSORTMENT No. 200/32.	158 Designs	
100 New Embossed Easter Post Cards	100 Designs	156 Assorted all Big Profit Cards Only \$2.50
12 Gelatine Easter Post Cards	12 "	
12 New Gold Easter Post Cards	12 "	
12 New Plush Raised Flowers Cards	12 "	
10 New Bromide Post Cards	12 "	
5 New Perfumed Asst. Post Cards	5 "	
5 New Silk Post Cards	5 "	

EASTER POST CARD ASSORTMENT No. 200/33.	288 Designs	
250 New Embossed Easter Post Cards	200 Designs	350 Assorted all Big Profit Cards Only \$5.00
24 New Gelatine Easter Post Cards	12 "	
24 New Embossed in Gold Post Cards	24 "	
12 New Plush Raised Flowers Cards	12 "	
10 New Bromide Cards	10 "	
10 New Metal Captions Post Cards	10 "	
10 New Air Brush Embossed Cards	10 "	
5 New Perfumed Asst. Cards	5 "	
5 New Silk Cards	5 "	

156 Total.

350 Total.

The American News Company, Post Card Department Desk R. NEW YORK, N. Y.



This Is It

THE POPULAR GAME

Fra Diavolo

The Biggest Selling
Game of the Season

PRICES BEAT ALL OTHERS 50%

Retail at 10, 15, 25 and 50 Cents

We've Got Them All Guessing How We Do It

Order to-day—then you'll not get left.

They're selling to beat the band.

"THE HOUSE FOR GOOD THINGS"

W. S. HEAL, 34-36 Cooper Square, NEW YORK CITY

PICTURE SHOWS NOT BARRED.

Court Continues Injunction Forbidding Closing
Them on Sunday.

Continuing a temporary injunction restraining the police from interfering with the production of moving-picture shows at Keith & Proctor's 125th Street Theatre on Sundays, Justice Vernon M. Davis, of the Supreme Court, declared that in his opinion Section 265 of the Penal Code applied only to out-of-door exhibitions and entertainments. He also said he believed the present confusion in the interpretation of the different sections and ordinances dealing with the Sunday law should be clarified by an opinion from the Appellate Division.

Section 265 reads: "All shooting, hunting, fishing, playing, horse racing, gaming, or other public sports, exercises or shows upon the first day of the week, and all noise disturbing the peace of the day are prohibited."

"These words," Justice Davis says, "refer only to those shows which are outdoor in public view. This section first enumerates shooting, hunting, fishing, playing, horse racing, and gaming. These acts all have the common attribute of being outdoor and within public view."

He said also that his decision did not conflict with Justice O'Gorman's ruling, and also the section of the city charter under which this decision was returned had been superseded by the corporation ordinance passed by the Aldermen on December 17. And this ordinance, he said, did not cover the subject of moving pictures.

The only restriction that Justice Davis put upon moving pictures which may be shown on Sunday was that they must not be of an indecent character or which might tend in any degree to corrupt morals. And he said that it was the duty of the police to suppress such shows on every day of the week.

The Eden Musee injunction was also continued recently by Justice Greenbaum. He took the same position as Justice Davis.

POST CARDS OF SPECIAL DESIGN

Prepared for the Seasons or National Holidays
Are Offered in Great Variety by the American
News Co.

The sale of post cards of the better sort designed especially for the different seasons and our great national holidays has steadily increased during the last two or three years. This is especially true with those dealers who have kept up-to-date by always having on hand the latest and best designs and the largest variety of subjects. The large factories have anticipated this demand of the public for new subjects and great variety so well, that dealers who order reasonably early make secure, in many of the season cards, from 100 to 200 different designs.

The plans for publishing assortments of this kind are made twelve or more months in advance of the season or holiday, for which the designs are especially prepared. To do this it is needless to say that a very large amount of money is invested a long time before there is

any possibility of realizing on the investment.

The American News Co. have always kept pace with the fastidious requirements of the trade, and are now offering their new line of Easter post cards for the season of 1908. Their European factories have been at work for many months and their stock is now being delivered to them. Without the least bit of exaggeration, it is safe to say that their line of Easter cards in variety, beauty and quality of workmanship, has never been excelled and if the advance orders received from rough proofs of the goods is any criterion to go by as to the sale on these cards, they will have by far the largest sale ever known on Easter post cards.

They have made up assortments showing the number of designs in each group, with a brief description of the many different kinds offered ranging in price from \$2.50 to \$10 for each assortment. Their method in this respect is unique and painstaking to the last degree. Their success has been phenomenal largely because of the thought and care given in filling orders exactly as given and described in their letters, circular matter and catalog. Their new 1908 catalog will be ready about February 20th. It is a very handsome one and may be had on request.

DETACHED COIN RECEIVERS

For Coin-Operated Pianos Will Prove Profitable.

It has been suggested, and quite rightly too, that the proprietors of cafes, restaurants, etc., would realize a greater profit from their coin-operated pianos and other musical instruments if they had separate coin boxes placed close to each table. Detached coin receivers have been invented by means of which the automatic instrument may be started from any part of a room.

It must be remembered that when one is comfortably seated at a table it is not the most pleasant thing to get up and tread one's way between chairs and tables and over outstretched feet for the sake of depositing a coin in the machine, while perhaps, if the coin receptacle was in reach it would only require a sufficient supply of nickels to keep the instrument playing continuously.

It frequently happens that when a special piece of music is desired it is necessary to tip the waiter for inserting the coin, thereby making the music rather expensive for the economical man. To sum up, it may be said that the earning capacity of a machine by the installation of separate coin boxes, may be increased in ratio to the number of tables equipped with same.

THE SPORTSMEN'S SHOW.

The Philadelphia Sportsmen's Show Association, composed of men well known in the automobile and sporting goods trade, has completed arrangements for a show to be held at the First Regiment Armory Building, Broad and Callowhill streets, from March 9th to 14th, 1908. This show will immediately follow the annual Sportsmen's Show at Madison Square Garden, New York, and will be conducted on somewhat similar lines.

Our New and Exclusive Process of Lithographing Enables us to Lead the World

In the production of Superior Post Cards of Every Description at Lower Prices than any others. Better than Air Brush Cards, as our colors remain unchanged. We give careful attention to special designs. You will be a winner if you investigate our FLORAL, EASTER, VALENTINE, CHILDREN, LANDSCAPE, BIRTHDAY and NAME CARDS before ordering elsewhere.

OUR DEALERS MAKE 500% PROFIT

Send for Special Assortment of 2,000 Cards for \$10.00. Every one retails at two for five cents. If they do not suit you we will exchange them for others without charge. Our line excels all others in beauty of design, harmony of colors and quality of stock. ALL PRICES AND GRADES, from \$3.00 to \$100.00 per thousand. When in doubt write us.

KEYSTONE SPECIALTY COMPANY, 111 South Eighth Street PHILADELPHIA, PA.

PLAYWRIGHTS NOW WAKE UP

And Exhibit Fear That the Automatic Theaters Will Supplant Them in Public Favor—Want Copyright Protection.

It is said that many of the song writers and composers who are displaying such an antipathy to the liberal provisions of the new copyright bill introduced by Senator Smoot and Representative Currier in Washington, are to be reinforced in their fight by the playwrights who are alarmed by the activity of the automatic theatrical trade. The growth in popularity of the automatic theaters, which reproduce in pictures the scenes of a play and with the aid of a talking machine, the words and music also, have so frightened these gentlemen that they also seek protection. The novelists, who are always jealous of their stage rights nowadays, and the playwrights, like the song writers and composers, are protected under existing laws only against the piracy of publishers and living singers, instrumentalists, actors, and their managers. The cheapness and popularity of automatic performances are not to be questioned. Congress is asked to prohibit the use of copyrighted music and words in these shows, and in the records used on their machines, both discs and perforated paper rolls. Now will you be good!

A CLASS OF TRADE TO AVOID.

One feature of the post card craze business which is to be decried, inasmuch as it has injured what is proving to be a very important industry, is the use of obscene cards. Month after month tons of these objectionable cards have been confiscated and dumped into pulp vats, while thousands of cuts have also been destroyed. The manufacturers of this kind of stuff continue to ply their trade much to the disgust of clean-minded people. The manufacturer, jobber, or dealer who desires to succeed will give this obscene literature but little consideration.

GOOD WINDOW DISPLAYS PAY.

How Sporting Goods May be Effectively Utilized With Talking Machines to Make Attractive Show Windows.

The talking machine man who handles sporting goods as a side line has rare opportunities for attractive window display. These goods, owing to their variety and interest to the public, never fail to catch the eye of likely customers. To the artistic window dresser, sporting goods combined with talking machines, afford a splendid chance for working out clever ideas, something entirely out of the ordinary. The possibilities of working in lighting effects for night display are many, and no better medium could be utilized for attracting attention to the up-to-date talking machine store.

A point that might be utilized in connection with the displays is the offering of prizes for competition at athletic meets. Then there is the chance in the early summer and all through the hot months, of vacation suggestions through the medium of cleverly dressed windows. In fact, sporting goods can be utilized at all seasons of the year, and the most important fact to the talking machine dealer is that the talking machine and records work in with this scheme of publicity in a most admirable way.

CASTLE ORIGINAL MAKER OF GOLF BALLS.

In a recent suit brought by the Haskell Golf Ball Co. against the Marshall Field Co., of Chicago, for infringement of Haskell patents in making golf balls, Samuel D. Castle, an old man living in Des Moines, Ia., testified in a deposition that he is the original inventor and patentee of the modern method of making golf balls. Castle produced papers taken out in 1880, showing the rights given to him then to make the rubber centered gutta percha golf ball, the first ever made. Castle claims the Haskell method the same as his and therefore Marshall Field is not infringing

on Haskell. Castle's first ball was made of Buffalo hair.

INJURY THROUGH IGNORANCE.

Moving Picture Machine Not Accountable for Boyertown Holocaust—Injuring a Reputable Industry Through Misstatements.

In an effort to counteract the harm done to the moving picture trade owing to the report that the recent holocaust in Boyertown, Pa., was caused by the explosion of materials used in operating a moving picture machine, the National Phonograph Co., of Orange, N. J., have issued a statement which reads in part as follows: "There was no moving picture machine in the building. An illustrated lecture was being given with glass lantern slides, but the damage was done irreparably when the report was printed that an explosion of a film machine caused the calamity. The result has been to keep hundreds of thousands of admirers of the moving pictures away from the nickelodeons and halls in which they had been enjoying the innocent pleasure of watching the 'motion pictures.' No amount of publicity can now overcome the damage which has been done to this popular form of entertaining."

TO LEGALIZE SUNDAY SHOWS.

Senator Frawley's Bill Permits Stage Performances as Concerts.

(Special to The Talking Machine World.)

Albany, N. Y., Jan. 30, 1908.

Senator Frawley to-day introduced a bill designed to overcome the effect of the "blue Sunday law." It amends the Penal Code so as to permit the giving of stage performances on Sunday under the name of concerts.

The actors may not wear costumes, but the purpose of the bill is to legalize performances of the character given in New York city before the recent agitation.

ARE YOU LOOKING FOR A PROFITABLE SIDE LINE?

Do you want to "take on" a side line that will not only add to your sales and profits but will build up your business as well, a line known everywhere and appealing to everybody?

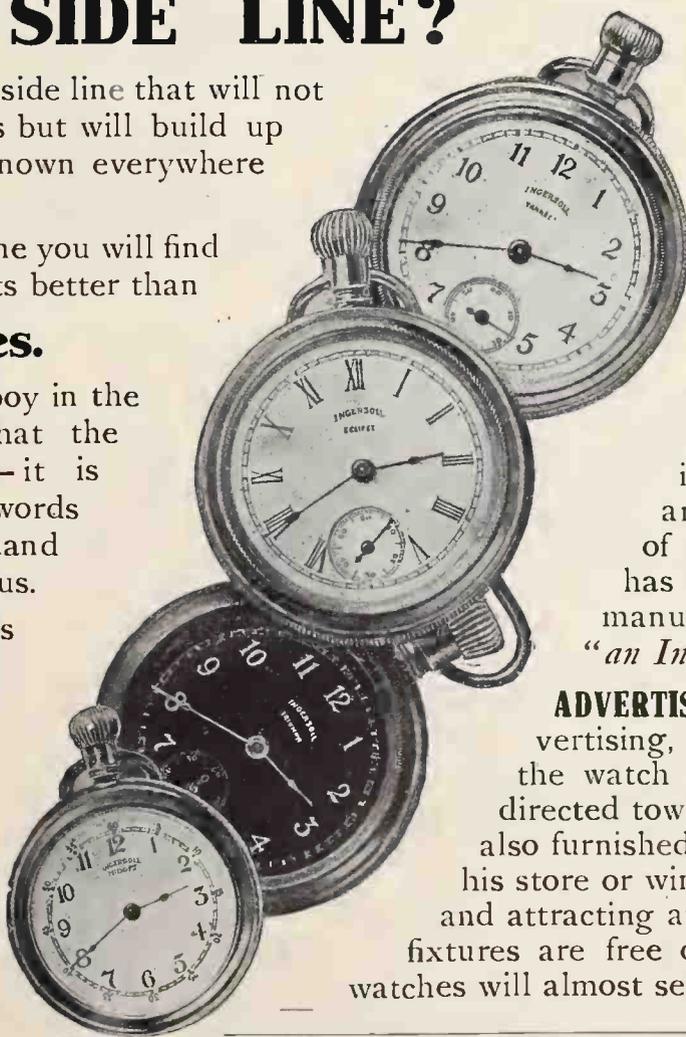
If you are looking for such a line you will find none meeting these requirements better than

Ingersoll Watches.

There is hardly a man or boy in the country who does not know what the name "Ingersoll" stands for—it is coupled instantly with the words "Dollar Watch"—and the demand for these timepieces is tremendous.

Over *three million* Ingersolls were sold last year alone, an average of ten thousand watches every day, making a total of more than *fifteen million* in use.

This year, with the demand for luxuries decreased, owing to business conditions, the number of Ingersolls sold should be *greater than ever before* and there is no better time to begin handling these watches than *right now*.



Some Advantages of Selling Ingersoll Watches.

PRICE MAINTENANCE: Ingersoll dealers are absolutely protected against unfair competition and price cutting. The watches are sold under a strict price maintenance plan rigidly enforced, which assures every dealer a *certain* profit without fear of underselling by his neighbor.

GUARANTEE: Every Ingersoll Watch carries a binding guarantee in its case, which protects the buyer and seller alike, relieving the dealer of all responsibility *after* the watch has left his store and placing it on the manufacturer instead. In other words, "*an Ingersoll Watch once sold stays sold.*"

ADVERTISING: Besides the widespread advertising, almost as familiar to the public as the watch itself, and the results of which are directed toward the *dealer* alone, the latter is also furnished with attractive display devices for his store or window for showing up the watches and attracting attention to them. These signs and fixtures are free of charge, and if properly used the watches will almost sell themselves.

Write for prices and for our special plan for talking machine dealers. Address ROBT. H. INGERSOLL & BRO., 500 Jewelers Court, New York.

WHOLESALE HEADQUARTERS FOR

STAMP CASE



POCKET-BOOK



MUSIC PORTFOLIO



LEATHER

- Post Cards
- Albums
- Music Rolls
- Music Portfolios
- Card Cases
- Pocket Books
- Bags
- Pipe Racks
- Pillow Covers
- Wall Hangers
- And Other Big Selling Novelties

**AGENTS WANTED
WRITE FOR PRICE LIST**

**Risley-Bird Mfg. Co. 94 Fifth Avenue
New York**

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

No dealer, no matter how small the assortment of post cards he may start with, can afford to neglect having a full line of albums in his stock. Now albums are bought by people who are making collections and who, for the most part, are so solicitous about their collections that they want only first class books to keep them in. It is, therefore, important that the dealer get the best the market can offer at a price that is within bounds. Such a line is manufactured by the Risley Bird Mfg. Co., one of the largest leather specialty houses in this business. Their albums are all handsomely bound in leather, hand painted in exquisite oil colorings and burnt. They sell to the trade at the following prices per dozen: \$4.50, \$6.00, \$9.00, \$12.00, \$15.00 and \$18.00 each, holding from 50 to 500 cards. Big profits are made by their agents both on their albums and leather post cards.

A most interesting display of novelties, games and sporting goods is shown in the complete catalog of the E. I. Horsman Co., manufacturers, wholesale agents and importers, which we have at hand, notable among which is their well-known line of tennis rackets, balls, nets, etc. A remarkable little mechanical toy called "The Wondergraph," also in the list, designs as if by magic beautiful and original figures such as no artist could produce and yet so simple is this contrivance that any child can operate it, the only work being that of inking the pen and turning a little wheel. This machine, if such it may

be called, was one of the features at the recent advertising show held at Madison Square Garden. This retails at \$1.00 with a good margin of profit for the trade, and dealers who have handled it claim that with the assistance of window demonstrations its sale has not only been large, but the number of people drawn into their stores out of curiosity aroused by same, materially increased their sales in other departments.

A very comprehensive new line of leather post cards has just been placed on the market by W. S. Heal. These consist of a large number of



A FEW OF HEAL'S COMICS.

strictly American comics which are alive with clean healthy humor, and should prove good sellers.

The merchant who takes advantage of the opportunities which present themselves during the year is the fellow who gets the lion's share of the profits in post cards. Now that the year 1908 is upon us it will be well for every post card dealer to keep in touch with the new things that are constantly being placed on the market. A new line of cards which will no doubt meet with the

approval of the buying public, is a line of leap-year cards that are being published by the Paul C. Koeber Co. These goods are attractively printed in colors and comprise eight up-to-date comic subjects.

Needing more space to display their 1908 lines, the F. L. Harding Novelty Co. have removed to larger quarters at 41 Union Square. Among their new lines are desk sets made in the beauti-



A HARDING SPECIALTY.

ful brushed brass finish and consisting of inkstand, blotter, paper rack, pen tray, paper knife, stamp box, file, calendar, clip, etc., known as the Capital desk set.

As everyone knows, it is only by manufacturing in enormous quantities that the best results can be given on cheap goods. This is especially true in the post card field. The man who publishes on the large scale can afford to give better value for the money, and when this is combined with the practice of catering exclusively to the demand for cheap cards the highest point of excellence is reached. Such a firm is the James Lee Co., of New York, who devote their whole attention to this work.

A very attractive new series has just been added by the James Lee Co. called The Illustrated Song card. This line is very handsomely printed and looks like a winner.

The Clover Souvenir Mfg. Co. are now compiling a new catalog of their complete line of leather specialties, which should be of much value to those interested in this line of goods.

POSTERITY'S LOSS.

Napoleon was reviewing his army. Suddenly he frowned. "Why do you appear displeased?" asked an aide-de-camp.

"I was thinking," said the great general, "how much posterity is missing because there are no moving picture machines to record my battles." And then he frowned some more.—Cleveland Plain Dealer.

INGERSOLL WATCHES AN IDEAL SIDE LINE

While there are of course numberless lines that lend themselves admirably to exploitation by the talking machine man, few indeed embody in their make-up so many of the important features found in the well-known line of watches manufactured by Robt. H. Ingersoll & Bro., of this city. Jobbers and dealers who are looking for a real live money-making line will do well to get in communication with them at once. The possibilities open to their agents through their enormous advertising appropriations in all the leading magazines and newspapers in the country are enormous. Not only are the prices upheld, but they offer big inducements to reputable houses who desire to job the Ingersoll, and in every way possible aid him in placing the goods among dealers. The Ingersoll advertisement, which appears in the side line department of this issue, is worth reading.

VISIT OUR NEW SAMPLE ROOMS

WE ARE SELLING AGENTS FOR

THE LEE PAPER CO.
(Papeteries and Flat Paper)

THE NEW YORK POST CARD ALBUM CO. (The Open Flat Albums)

THE BENZIGER CO.
(Brass and Copper Art Novelties)

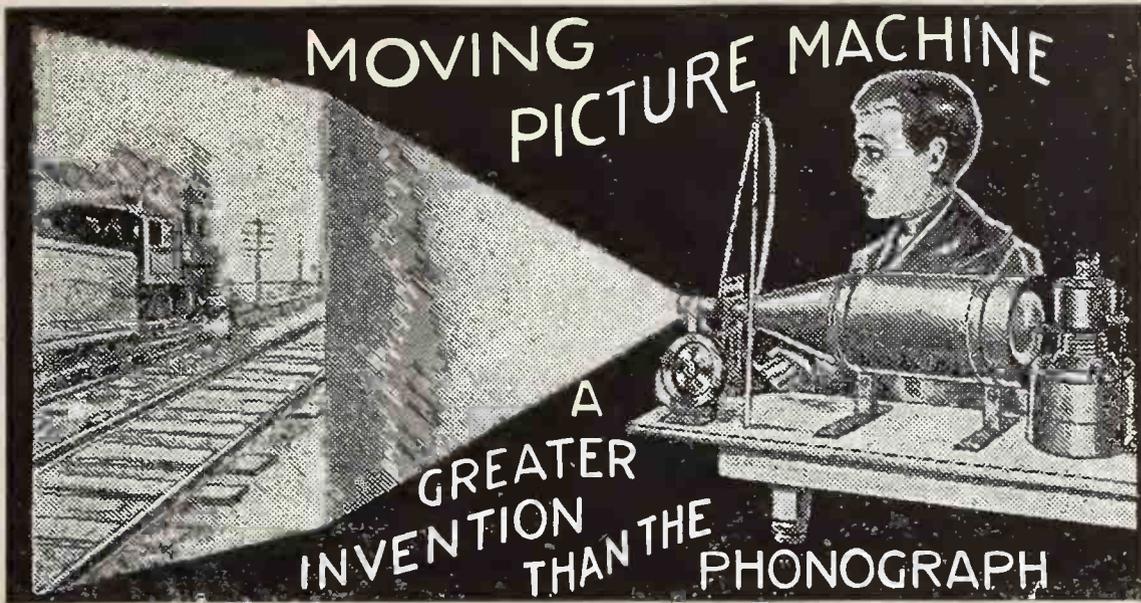
THE MILLER-LEWIS CO.
(Tablets and Composition Books, Etc.)

GEO. W. CAPEN CO. (Hand Decorated Novelties and Valentines).

**THE F. L. HARDING NOVELTY CO. 41 Union Square
NEW YORK**

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of Our Many Specialties which will Interest Talking Machine Men



The "LIMA" Moving Picture Machine

The machine is made of Russian metal, black japan; eight wheel mechanism which drives the moving pictures; excelsior diaphragm lens, triple polished, standard double extra reflector, throwing ray of light 20 ft., enlarging the picture up to about 4 ft. in diameter; lamp is fitted with great safety carbide generator, and produces the highest light power. Has far greater light power than the ordinary electric light, producing 500 candle-power on the screen and bringing out every detail of the picture with pronounced distinctness. The carbide is absolutely safe, much safer than a kerosene lamp. We guarantee its absolute safety.

With the outfit we send book with instructions, telling how to operate this marvelous machine. Any child can learn in five minutes how to run this marvelous machine.

RETAILS AT **\$10.00** | Sample to the Trade **\$6.00**

THE WONDER GAS LAMP



This lamp is the only acetylene self contained lamp on the market. It is absolutely safe. It is the only lamp which can be turned on or off at will and not waste the carbide in use.

Price to the Trade **\$2.50**

RETAILS at **\$3.50**

THE MYSTIC REFLECTOR

The ORIGINAL POST CARD PROJECTOR



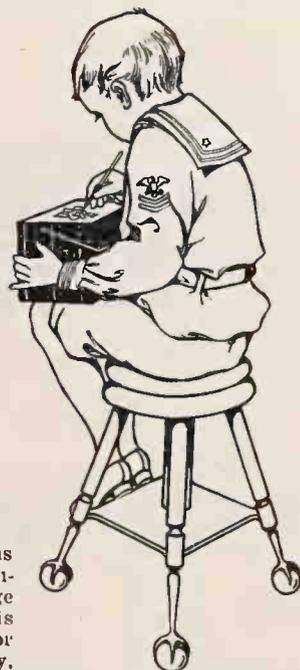
This remarkable machine projects Souvenir Post Cards, Photographs, Etc., in original colors.

Retails at **\$5.00**

Samples sent the Trade for **\$3.00**

Illustrates Songs

The FINDOSCOPE



The Findoscope is an optical instrument which is provided with a very powerful lens which, when directed toward a landscape or object, projects the image on a sheet of ground glass by reflection. With this remarkable instrument it is possible for any boy or girl, no matter what the limit of their artistic ability, to make beautiful pictures simply by placing a sheet of paper on the ground glass and following the outlines with crayon or pencil, which can afterwards be prettily water colored.

Retails **\$2.00** | Price to the Trade **\$1.25**

The "Surety Door Catch and Burglar Alarm"



This is the biggest selling article on the market this year. It is a wedged shaped alarm which is simply slipped beneath the door and if any attempt is made to open the door the wedge tightens and prevents it. At the same time the bell will ring, which would instantly arouse the house and frighten off the intruder. It sells everywhere for one dollar. (Price restricted.) Price to the trade six dollars a dozen.

ALL TERMS NET F. O. B. N. Y.

Write at once to be the first in your locality to handle these articles. Also to be put on our monthly list of bulletins of the latest goods.

NEW YORK & LIMA TRADING COMPANY

203 WEST BROADWAY

Department T

NEW YORK



Send for our

1908 CATALOGUES

of lines upon which you can make a good profit.

Fishing Tackle, Spring Athletic Goods, Etc.**EDW. K. TRYON****"PENNELLS"
RODS AND REELS****611 Market Street, - PHILADELPHIA, PA.****"TRYON"
BASEBALL GOODS****EVERY CARE TAKEN IN NEW YORK**

To Avoid Danger Through Explosions of Moving Picture Machines—Precautions Taken at the Instance of the Insurance Underwriters and the Department of Gas and Electricity.

Manufacturers and sellers of moving picture machines and supplies in this city said recently a repetition of the Boyertown disaster would be impossible in New York because of the precautions which have been taken here at the instance of the insurance underwriters and the department of water, gas and electricity.

They ascribed to carelessness of unskilful operators of moving picture machines those accidents which have occurred. For more than a month the officials of the department of water, gas and electricity have been examining the men who operate the moving picture machines in various theatres in this city. Managers of moving picture machine companies said this week they had begun to insist upon stricter discipline and more extended experience among their operators than they had formerly exacted. In New York the condition of the machines themselves is held to be safeguarded by the fact that most of them are operated under temporary permits. Under these permits it is possible for the machines to be inspected by the city inspectors every thirty days.

The underwriters insist upon the use of fire-proof magazines upon each moving picture device. Automatic shutters upon each machine are another safeguard, the use of which is insisted upon in New York.

That the films used in moving picture machines are made of celluloid, which is of necessity inflammable, was said by the makers of machines to be the most dangerous element in the use of the devices, barring only operators who are careless or inexperienced.

With the present laws insuring public safety Deputy Fire Commissioner Charles C. Wise, in charge of Brooklyn and Queens, said that a loss of life similar to that occasioned by the fire at

Boyertown would be almost impossible in Brooklyn.

"It could only occur through a terrible panic on the part of the people themselves," he said. "There are so many doors unlocked in local playhouses during the performances that only a fool would take a roundabout way of getting out. I do not think it would take more than a minute to empty our largest houses in case of emergency to-day."

TAFT'S PHOTO IN BIGGEST DEMAND

Patrons of the "Nickelodeons" All Want to See Him.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1908.

That the Bowery is yearning for a good look at "Big Bill" Taft, and that the people who visit the 20,000 "nickelodeons," the five and ten-cent theatres the country over are more anxious to see the secretary of war's likeness than that of any other presidential candidate is what F. J. Marion, of New York, an artist who takes moving pictures, told the President to-day. He is an old friend of Mr. Roosevelt's and was presented by Representative Bennet of New York.

Mr. Marion said that he and those associated with him had set out to get moving pictures of presidential candidates, and before doing so had made inquiries of their customers as to what candidate the public wanted to see most. From New York city and everywhere else the reply came "Taft."

"There are 800 of these theatres in New York and 20,000 in the entire country," said Mr. Marion, "and they have a patronage, on an average of 500 a day. It is rather remarkable that Taft should be in the greatest demand not only on the Bowery, but practically all over the country."

The moving picture man has arranged to take a series of pictures of the secretary of war to satisfy the public's thirst for a sight of him. He will depict Mr. Taft reviewing troops, riding

horseback, and in various attitudes. It has been suggested that the secretary on horseback jumping hurdles would be a "good thing," but Mr. Marion said he wasn't hopeful of obtaining such a "thriller."

PEERLESS PLAYERS ARE MONEY MAKERS.

The Peerless coin-operated pianos are steadily gaining in popularity, and those who have installed one of these instruments in their places of business are most enthusiastic over their profit-earning capacity, and many letters are received attesting to the fact. F. Engelhardt & Sons frequently receive letters of rather humorous nature and at the same time interesting, one of which reads as follows:

"Gentlemen—We have had a little misfortune with the glass panel of our Peerless player; the fact is, a man slightly under the influence of our Mountain Dew was so entranced by the beautiful strain of 'The Merry Widow' waltzes issuing from the wonderful player, that he lost his head completely, as well as his feet, and fell through the panel, breaking it into numerous pieces. We wish you would send us another panel by express at your earliest convenience, and oblige, etc."

CHINESE PICTURE POST CARDS.

How American Collectors May Secure Them by Exchange.

Consul Wilbur T. Gracey, at Tsingtau, sends the following report regarding collectors of picture post cards and stamps in China: "This consulate and others in China are continually importuned by collectors of post cards and stamps in the United States, and for the benefit of these attention is called to a Shanghai monthly magazine called "Social Shanghai" (published by Mina Shorrock, 39 Kiangse road), which contains lists of persons in various parts of the world who are collectors of picture post cards. This list is known as the "China Post Card Exchange List," and so far as I can discover no

This Harp Retails
for
15 Cents



No. 04

40%
PROFIT for the
Dealer

We caused a stir with our 10c. Harp which we introduced last month.
This was BUT ONE of the many "good things" offered by the line of

FR. HOTZ HARMONICAS

Excellent Sellers from 10c. to \$1.00

No. 04, THE LION BRAND, is a first class Harmonica, with heavy brass plates, finest nickel plated heavy covers, has 10 holes and 20 perfectly tuned reeds. The covers and plates are securely fastened and the instrument is made with open back. The curves of the cover offer an excellent and comfortable mouthpiece for the player. As a fifteen cent instrument this number has no equal and affords the dealer about 40 per cent. profit.

Send for our illustrated catalogue showing the entire line. Ask your jobber for Hotz Harmonicas.

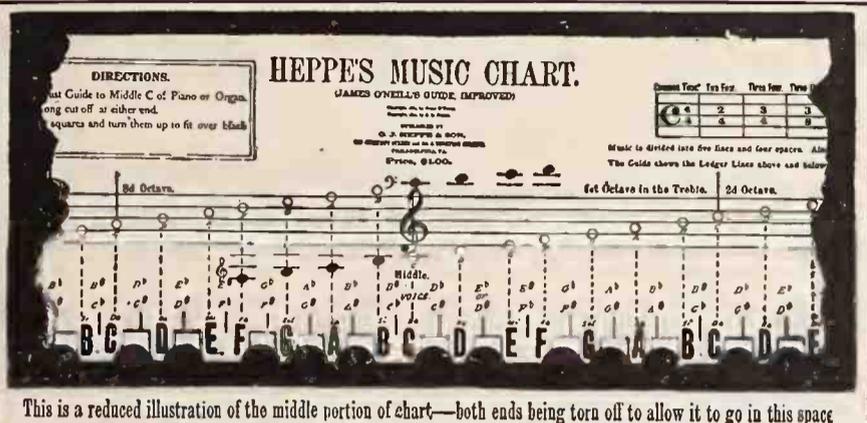
Factory: Knittlingen, Germany
ESTABLISHED 1828
The Oldest Harmonica Factory in the World

FR. HOTZ
475 BROADWAY
NEW YORK

Canadian Office:
76 York Street
Toronto

HEPPE PIANO CHART WILL FIND A READY SALE

IN EVERY HOME



By means of the Chart any person entirely without knowledge of music can read every note—name it—and play correctly, without other instruction.

RETAILS AT ONE DOLLAR WITH BIG PROFIT

We guarantee the Chart fully according to our claims for it, or money refunded.

C. J. HEPPE & SON, 1117 Chestnut St., PHILADELPHIA, PA.

charge is made for the insertion of names therein. The list has the following heading: "The following desire to exchange post cards with collectors in China. It is desirable on the first exchange to send good quality views and to use Chinese stamps." The list is edited by Denniston & Sullivan, an American firm, to whom addresses should be sent for insertion.

POST CARDS BY THE KAISER.

Plan of European Royalties for Raising Money for Charity.

The Queen Dowager Carola of Saxony, who died a couple of weeks ago, and the Princess Mathilde, who is 44 and unmarried, originated a few months ago a new way of raising money for charity which is being generally copied in Germany. They designed six colored postal cards of scenes in Saxony and had them lithographed and placed on sale in Dresden with their signatures as the designers. The proceeds were devoted to the care of consumptives.

Various Princesses have since adopted the plan, and a Dresden newspaper now announces that the Kaiser himself is designing a set of cards which will not only bring in good returns for charity but also demonstrate to the world his ability with pencil and brush. It is rumored that the subjects will be allegorical, dealing with the destiny of the Hohenzollerns and the relations between the people of Germany and the imperial house.

LESSENS DANGER OF MOVING PICTURES.

A bill has been introduced in the Senate at Albany by Senator McCall and in the Assembly by P. J. McGrath, which these gentlemen believe will, if enacted, minimize the danger of moving picture machines. It provides that all moving-picture theaters in cities of the first class must have a permit from the head of the fire department; it provides for an inspector to see that machinery, scenery, furnishings and effects are inclosed in fireproof booths; that there is protection in case of fire and sufficient exits, and that the operator is over twenty-one and competent. In view of recent occurrences, particularly the Boyertown disaster, this measure will be received with interest. Indeed, too much care can't be taken.

Heretofore licenses have been issued on the approval of either the fire or the building department, and licenses have been secured by compliance with the requirements of either alone.

DON'T BE TOO NECESSARY.

A man's value to a business is not always in proportion to the influence of his personal presence. Sometimes the ability to leave a business for a time and have it go on as smoothly as ever is the best test of a man's control over it.

A manager was taking an extra hour away from his work one noon, and remarked to a

friend, with apparent pride: "I must be going back, or everything will be at a standstill. I can't leave the shop for two hours without causing a difference in the work. It doesn't take long for things to be going at loose ends unless I am right there to watch."

This man, trying indirectly to raise himself in his friend's estimation, was really confessing his own weakness, and laying bare his secret misconception of the functions of a manager. The humor of the situation is apparent when we remember that many of the owners and managers of vast business establishments are able to be absent from their offices for weeks and even months at a time.

The good organizer, unless he is limited to very poor material, is usually the man who makes his own personal presence less and less of a necessity to the harmonious working of the system.

REGINA CO. EDUCATING THEIR EMPLOYEES.

(Special to The Talking Machine World.)

Elizabeth, N. J., Feb. 3, 1908.

An exhibition of products manufactured in the Regina Co.'s works will be held this evening in the club-room recently fitted up by the management for the benefit of its employes in the factory building on Campbell street. The exhibit promises to be very interesting.

A feature of the room in which the exhibit will be held is that it is a sort of school for the men, as in it are not only the handsomely finished articles, but likewise the many different parts

separate. The employes are expected to make themselves thoroughly familiar with each piece, the especial object for which it is designed and also the manner in which the pieces are fitted together.

PERCENTAGE OF PROFIT.

Method of Figuring It as Generally Adopted in Retail Stores.

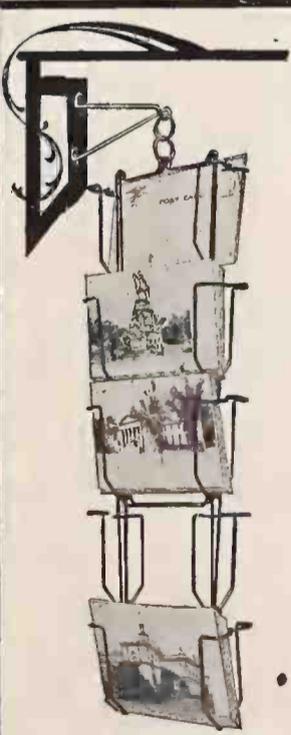
The following information as to the method of figuring the cost of doing business and the profit—that is to say, whether the rule is to figure the percentage on the cost of the goods or on the selling price, is written by an authority and while designed for other than "talker" dealers, it will be found of interest to them we believe:

In marking goods the profit is added to the cost, and the percentage will differ according to whether it is figured on the cost or on the selling price. For instance, if an article costs 50 cents, and the merchant thinks it should bring a profit of 50 per cent., he marks it 75 cents; but while the profit on the cost is 50 per cent., on the selling price it is only 33 1-3 per cent. This would be the way in which the buyer would figure his profit, and, of course, it would come to the same thing whether he figured an average of 50 per cent. on the cost or of 33 1-3 per cent. on the selling price.

The head of the firm, however, figures the profit in an entirely different way. At the end of the year he has before him the total amount of the sales, and against this he sets the cost

Post Cards Well Displayed Are Half Sold

Early Suspension Post Card Holders



display full surface of card and at the same time serve as a rack from which to sell. THEY FIT ANYWHERE.

A MILLION IN USE. EVERYBODY LIKES THEM

NOTE

- S**lant base which elevates front card, making it easy to remove one card at a time.
- A**djustable ends which provide for the variations in the size of post cards.
- L**inking feature, original only with the Early Holders, permits them to fit and fill any available space.
- E**ntire surface of front and back of card is exposed to view; a most desirable feature.
- S**ales of post cards have always multiplied where the Early Holders have been installed. Think of the many vacant places where they may be used, against walls, columns, partitions, or in windows.

Rust Proof or Tinned Finish

"IDEAL" Style holds 35 Cards, weight a half oz., packed 10 in a box. Ideal for stock or display purposes. Price \$2.50 per 100 units. Special price on 1,000 lots.

"DISPLAY" Style holds 6 Cards. \$2.50 in gross lots. 25c. per doz.

Panorama, \$4.00 per 100 units.

WE MAKE A SPECIAL INDUCEMENT TO JOBBERS HANDLING OUR LINE

JOS. H. TISDALL (Sole Agent for Early Novelty Co.)
904 ARCH STREET, PHILADELPHIA, PA.

of his merchandise and his expenses. Taking the difference, he divides it by the amount of the sales. Hence in this case the percentage of profit is figured on the selling price, and not on the cost.

WHY SOME MEN FAIL.

A searching examination of the returns of three of the largest mercantile agencies, for the past two years, leads to an interesting conclusion as to why mercantile houses fail. This summary



Leather Postal Pillows, \$28.50 per 1,000. 10 Designs, Hand Painted BURNT LEATHER POST CARDS AND NOVELTIES
All our work is of the best quality, finely burnt and hand painted. We manufacture besides burnt leather postals, burnt velvet, embossed and applique postals. We sell to responsible jobbers only. Send for price list.
CLOVER SOUVENIR MFG. CO., 186 William St., New York

may be made up in the following table of percentages:

	Per Cent.
Lack of capital.....	31.5
Incompetency	25.5
Specific or local causes.....	15.5
Fraud	10.5
Inexperience	4.1
Unwise credits.....	3.2
Neglect	3.7
Failures of others.....	2.1
Competition	1.4
Extravagance	1.3
Speculation	1.2
Total	100.0

There is food for thought in these figures, especially concerning the first two. The lack of capital is not often given as a reason by those who have failed; incompetency never—and yet the two are responsible for over one-half the smash-ups that occur.

HERR MAUSER'S INVENTION.

Herr Mauser has invented what he considers an improvement on his well-known rifle by which it reloads itself automatically from a cartridge chamber.

RECENT INCORPORATIONS.

Electrograph Company, New York, (moving picture machinery); capital, \$50,000. Directors—Frederick Beck, 274 Humholdt street, Brooklyn; James W. Gunby, 199 Third avenue; Allyn B. Carrick, 120 West Ninety-ninth street, New York.

Readograph Company, New York (novelties); capital \$100,000. Directors—Edward A. Auerhach and Leo Dussner, 8 East Fourteenth street; Charles F. Getzlinger, 29 Liberty street, New York.

Photophone Company, Newark; capital, \$100,000. Incorporators—William Arthur, Otto Zimmerman, and Ulysses Perrier. The company is to manufacture photophones, etc.

S. Ojserkis Company, Atlantic City; capital, \$50,000. Incorporators—S. Ojserkis, Max Fischer and Robert R. Saunders.

Peppler Souvenir Post Card Envelope Company, New York; capital, \$1,000. Directors—Emaline Peppler and John G. Peppler, Weehawken, N. J.; Edward B. Bradley, 38 Park Row, New York.

Avenel Amusement Company, New York; capital, \$2,000. Directors—Frederick J. Seelig, 147 Hooper street, Brooklyn; Joseph Freiland, 331 East 16th street; Joseph Herbig, 322 East 13th street, New York.

GOOD LINE OF SPORTING GOODS.

A thoroughly up-to-date catalog is the new 1908 one of the Edw. K. Tryon Co., of Philadelphia. In it will be found listed at attractive prices everything that makes up the stock of the progressive dealer in sporting and athletic goods. The Tryon Co. are one of the oldest in the field and beside being manufacturers they are agents for almost every well known article in this line.

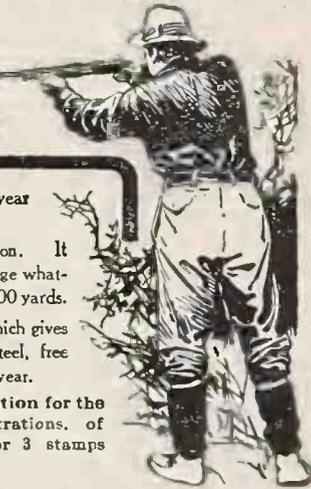
Harmonicas are one of the most profitable side lines, and it will pay to look up the Hotz ad. in this issue.

POPULAR SIDE LINE FOR Talking Machine Dealers

AUROCROME POST CARDS sell fast at good profit. Never out of stock. You can reorder at any time. Ask for our price card. Do it now, and use your letter-head.

Send 6 cents in postage for a sample of our SWEETHEART line. Each card retails for 10 cents.
DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.

Marlin



THE Marlin Model No. 20 22-Cal. Repeating rifle put out this year leads all other products of any maker.

This rifle is a take-down with popular trombone or "pump" action. It is chambered to handle .22 short, long or long-rifle cartridges with no change whatever in the mechanism and covers all small game and target shooting up to 200 yards.

The barrel is special Marlin steel rifled with the Ballard system which gives perfect accuracy and long life. The frame is of best quality gun frame steel, free from seams. The working parts are of crucible steel hardened against wear.

The "Marlin Book" has 136 pages jam full of information for the up-to-date shooter, and contains a full description, with illustrations, of all Marlin repeaters, rifles and shotguns. It's FREE for 3 stamps postage. Send for it to-day.

42 Willow St., The Marlin Firearms Co., New Haven, Conn.

THE MUTOSCOPE

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

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street, NEW YORK CITY
PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.



TYPE E

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY — These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

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

Instrumental — Paula Vaise Caprice

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

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

Everything in NEW and S. H. Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS DESIGNS COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

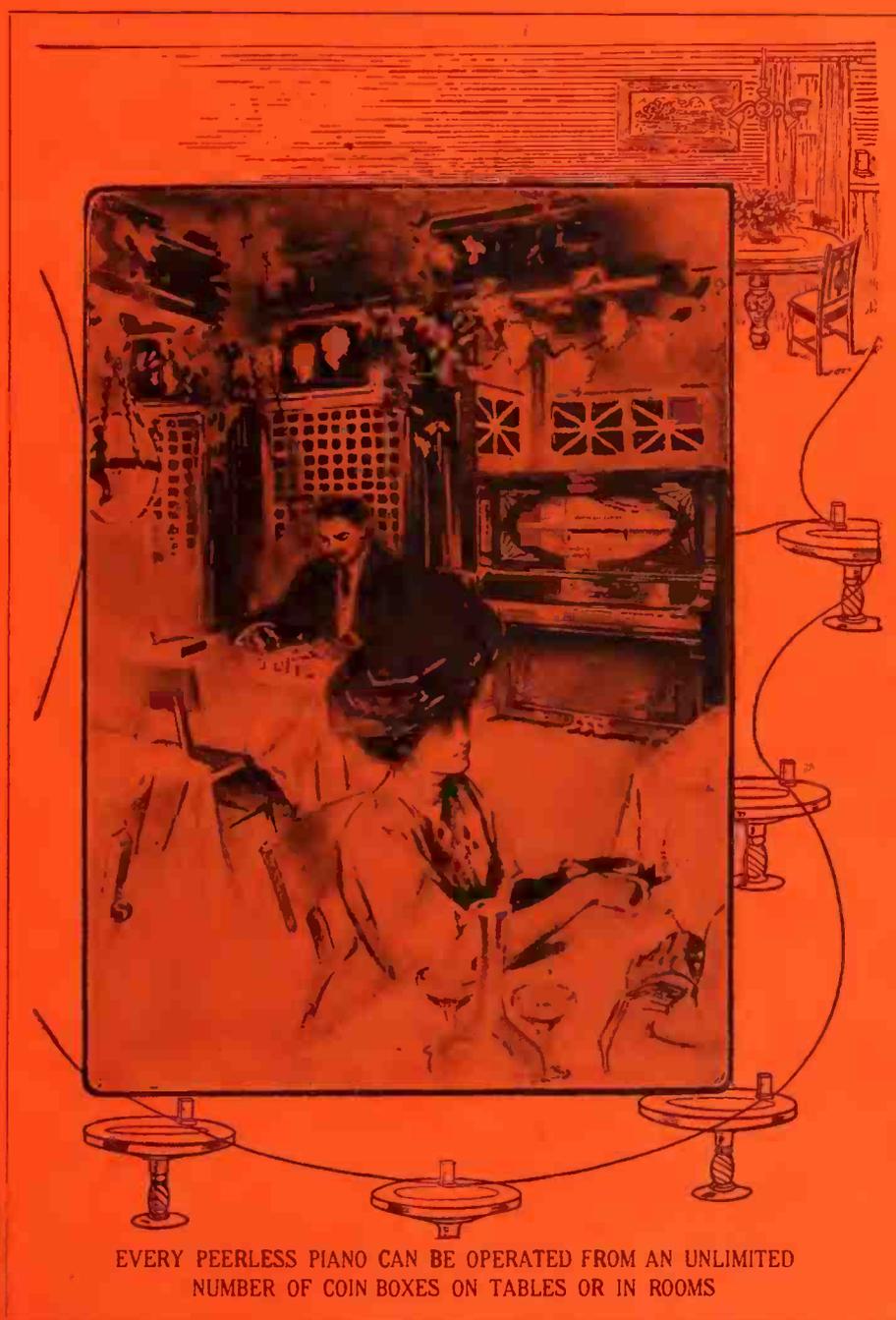
SATISFACTION ALL WAYS WITH PEERLESS COIN OPERATED PIANOS



"DON'T"

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.



EVERY PEERLESS PIANO CAN BE OPERATED FROM AN UNLIMITED NUMBER OF COIN BOXES ON TABLES OR IN ROOMS



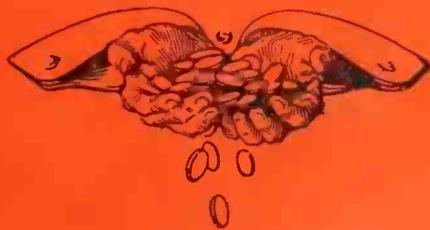
Extracts from Easy Money Catalog— Suggestions for Salesmen

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 has it 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.

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.



Get Our Easy Money Catalog

OTHER AWARDS:

Pan-American Exposition, Buffalo, 1901
St. Louis World's Fair, 1904
Lewis & Clark, Portland, 1905

FREDERICK ENGELHARDT & SONS

(Successors to ROTH & ENGELHARDT)

(Props. PEERLESS PIANO PLAYER CO.)

Offices: WINDSOR ARCADE, FIFTH AVE., NEW YORK CITY

Factory: ST. JOHNSVILLE, NEW YORK



Will You Ride or Walk?



How about your campaign?

Have you made aggressive plans for the year or are you going to be over-conservative and wait until the clouds roll by?

Why don't you help them to roll by?

One thing is pretty certain, that when the business atmosphere shall have entirely cleared again it will be discovered that the men who were over-conservative have been left behind in the race. It's not the time for over-conservatism. The sun still shines—the country is not going to the deminution bow wows and there's good business to be secured, but not by the man who sits down and figures that conditions will not warrant going ahead on any reasonable basis.

We are going ahead and we know some people who are going to ride on our vehicle and they, too, are going ahead. We are positive of that. Now, you can go ahead with us.

Your route is clear and we will carry you as far as we go and check you over other lines of prosperity.

We conduct a trade newspaper organization which is exceeded by very few, if any, in the world, in point of size. Our specialty is publishing trade papers and our business has kept on growing larger every year. Not a phenomenal increase, but just a steady growth showing that the manufacturers and dealers desire just such publications as we are putting forth. Read this letter:

W. H. BARRY

F. D. HALL

THE

"B. & H." Fibre Manufacturing Co.

208 KINZIE STREET

CHICAGO Jan. 2, 1907.

The Talking Machine World,
1 Madison Ave., New York.

Dear Sir:—It may be of interest to you to know that out of the many thousand letters that we have received in answer to our advertisement in your paper that among them were letters from different portions of the world that we hardly realized were ever reached by a trade journal. It might be amusing also to state that it surprised us to know that in the far distant lands the talking machine is so much in vogue. Among them were several letters from Johannesburg of the Transvaal; one from Colombo, Isle of Ceylon; two from Calcutta; one from Bombay, India; also from Dunedin, New Zealand; Sidney, New South Wales; Melbourne, Victoria and just received one from the Cape of Good Hope.

We thank you for having charged so little for so much. With best wishes for the season, we remain, Yours truly,

C. C. - F. D. H.

"B. & H." FIBRE MF'G. CO.

It's worth reading, is it not?

It tells the story. The right kind of a story at that to every advertiser. We have received many more along similar lines.

This publication has fairly earned its place and it has earned a reputation for reliability, but that alone is not sufficient—there must be enterprise of the right kind which will provide a large reading constituency. The above letter and hundreds of others which we have received show that we have the constituency all right.

This paper appeals to thousands of the best business men in the country: the men who are the best buyers—the best sellers—the men who are looking for novelties—the men who are looking for every opportunity to increase their business—men who read The World from cover to cover, therefore

doesn't it seem reasonable that an advertisement in our columns will be worth the price or, in other words, be of infinitely greater advantage to the advertiser than the same amount of money invested in a paper which does not occupy the same position?

A difference in trade papers? Lord bless you, of course there is. A man who is conducting a trade paper must first of all make up his mind to deliver the goods to the advertiser.

There is no uncertainty about our work. The goods are there, now the question is do you want them? Do you want to ride in our vehicle?

Do you want to pay our price and get the dividends which will come to every advertiser? It is up to you. Will you ride, go horse back or walk?

EDWARD LYMAN BILL.