



Originality—Merit—Superiority

ARE COMBINED IN OUR LINE

Mr. Dealer | A few predictions
| which time will confirm.

Within a reasonable period the trade will have universally adopted

Eureka
TRADE MARK

CARTON CABINET
For CYLINDER RECORDS

Truetone
TRADE MARK
AMPLIFYING
HORN

FOR ALL TYPES OF
CYLINDER AND DISC MACHINES

Eureka
TRADE MARK

LIBRARY CABINET
For DISC RECORDS

You know what happened to the Early Bird.
The Progressive Dealer who carries our line
Will Catch the Customers.

A prominent Jobber recently stated to us that all our goods were
Practical, Useful and Salable—but, “if I show them to my cus-
tomers, what will I do with the goods I have on hand now?”

A word to the wise is sufficient, Mr. Dealer.

If your Jobber does not carry our line, let us send you the name of a Jobber who does

The volume and quality of tone and the detail of reproduction of cylinder records greatly increased.

Wood, when subjected to the impact of sound waves, is the most resilient of any known substance. Its successful use for violin bodies, piano sounding boards, etc., confirms this fact.

The Truetone Wood Diaphragm is scientifically constructed of two layers of selected Spruce Veneer (the most satisfactory wood used for musical instruments) covering two layers of cotton stalk tissue, the grain of each layer running in opposite directions to obtain uniform vibrations.

These four plies of material are cemented and compressed together under great pressure to the thickness of about seven one-thousandths of an inch.

Truetone
TRADE MARK

WOOD DIAPHRAGM

FOR

EDISON

Model “C” Speaker

The TRUETONE WOOD DIAPHRAGM is furnished complete with Link and Aluminum Crosshead, which is mechanically clamped to the Diaphragm, no cement being used.

It is an admitted fact that the art of recording sound is far in advance of its mechanical reproduction.

Every detail of sound vibration and tone finesse that is capable of being recorded, is reproduced by the Truetone Wood Diaphragm.

Complete directions for properly mounting the Diaphragm in the Speaker are furnished with each Truetone Wood Diaphragm.

Price, 50c. each, complete

General Phonograph Supply Co.

57 WARREN STREET, NEW YORK CITY

DESCRIPTIVE LITERATURE AND PRICES SENT ON APPLICATION



The Talking Machine World

Vol. 4. No. 4.

New York, April 15, 1908.

Price Ten Cents

THE "TALKER" AS CAMPAIGN ORATOR

Time for Manufacturers and Jobbers to Get in Touch With the National Committees of the Republican and Democratic Parties to the End That Talking Machines May Promulgate Their Policies Throughout the Country—How English Politicians Utilize the Talker—Will Prove a Vote Getter.

In last month's World we made reference to the value of the talking machine as a campaign orator, and suggested to dealers and manufacturers the wisdom of looking up the leaders of political parties in their respective localities and presenting the claims of the talking machine as a means of stimulating interest in their policies. It is needless to say that records made by eminent speakers will reach parts of the country where campaign speakers are never heard. They carry the ideas and policies of eminent personalities into the home, and a permanent educational campaign is thus inaugurated which must be prolific of results.

There is no reason on earth why the national committees of both the Republican and Democratic parties should not utilize the talking machine the same as the great parties in England are doing. Over there in the last national campaign, and in fact in the leading questions before the people to-day, the talking machine is very effectively employed to promulgate the ideas of great political leaders.

Recently we received from T. Edens Osborne, the progressive talking machine jobber of Belfast, Ireland, several newspapers containing some lengthy articles on the latest novelties shown at his emporium. We noted reference to a series of political gramophone records which contain portions of speeches delivered by the foremost politicians upon questions of public interest, which have already engaged, or will in the near future engage, the attention of the House of Commons. Not so long ago it was the ambition of a lifetime to hear the speech of some great public man as it was actually delivered. Indeed, there are many instances where people have traveled immense distances to hear a speech delivered by Gladstone, John Bright or Dan O'Connell, so that by actual impressions, formed on the spot, they might enter more fully into the spirit of the arguments and catch the enthusiasm of these great leaders. This has, however, now been revolutionized, and if one is fortunate enough to possess a good gramophone there is no need to go outside their own home to hear the speech of some of our present-day political leaders. To demonstrate the possibilities of the records Mr. Osborne placed one of them on an ordinary gramophone. It was a speech on home rule by the Right Hon. Walter Long, M.P., leader of the Irish Unionist party, and every word was enunciated so clearly that it was quite easy to follow.

Thus the conservative party of England carry on their campaign. And this utilization of the talking machine record by the opposition party of Great Britain is a success, in view of the fact that the present Liberal Government has been meeting with some very serious defeats at recent by-elections.

There is a lesson in this for the great political parties in this country, and it will be a wise move on their part if they get the talking machine into action. It will prove a most effective campaign orator, and, moreover, will not seek office. There will be no necessity of rewarding the successful speakers with a cabinet or ambassadorial position. The talking machine will always be "on the job" enunciating the doctrines of the respective party by whom it is employed, and will surely pay well for whatever investment is made.

H. Anthony is a new talking machine dealer in Oroville, Cal.

MORE FANCY THAN FACT

In the Story Regarding the Commercial Talking Machine Which Appeared in the Sun—Writers Find It Convenient to Libel This Valuable Business Accessory.

We clip the following from the New York Sun of recent date: "A company that makes a business of preparing the speeches delivered by public men for publication finds it convenient to use the commercial talking machine for the production of "copy" for the printer, and, as a result, some choice typographical errors have appeared in print. Here are several illustrations that a man of the company has collected: 'Mark Hanna, that well-known vote-catcher,' came out of the cylinder 'Mark Hanna, that well-known goat-catcher.' Another speaker who told how 'the President's action had been validated' doubtless would have been astonished to read that 'the President's action was salivated.' That sentence so dear to all students of Latin was turned out: 'All gall is divided into three parts.' And there was no indication as to where he distributed them."

This makes excellent reading, but as a matter of fact printers who use "copy" from the commercial talking machine experience far fewer mistakes than those encountered from bad copy or illegible written matter. The commercial machine virtually makes a photograph of the voice, and it is not right to blame the machine for the faults of the dictator. There is a knack in talking into a commercial machine, and those who have mastered this "art," as we may call it, of expressing themselves clearly and intelligently, will always get a faithful response. There will be no trouble in the way of mistakes. The use of the commercial machine by noted stenographers in the leading law courts as well as in the Congress of the United States is a positive proof of its merits. In no other place is accuracy so necessary.

This Sun story reminds us of a man with an over-plus of brains and a limited knowledge of the English language, who, in order to be in touch with progress, purchased a commercial talking machine. After dictating three or four letters and having examined them, after being copied by the typist, he flew into a rage and claimed that he never expressed himself in such language as appeared in printed form. It is needless to say that the letters were full of grammatical errors, and the typist, being a new one, failed to correct them as her predecessor had done when dictation was given her. The commercial talking machine is unquestionably susceptible to environment, and when it gets into bad company it becomes "one of the boys" and talks like them, but in good society and among intelligent men it is a faithful chronicler of all the confidence imparted to it.

MUSICAL CULTURE EXTENDED

Through the Use of the Talking Machine and Self-Playing Musical Instruments Says Chas. H. Ditson of C. H. Ditson & Co.

Chas. H. Ditson, head of the famous house of C. H. Ditson & Co., is a firm believer in the influence of the automatic musical instruments, including the talking machine, of course, as a means of stimulating musical culture in this country. Neither does he believe that trade in small musical instruments has been injured by the advent of these creations. In a recent talk on the subject he said: "We contend that the talking machine has helped the small goods business and has also helped singing. The natural conceit of young people has saved the day. They are conceited in this respect, that if there is any playing to be done they want to do it themselves. Talking machines have no doubt in a few cases

taken the place of an orchestra, but these cases are so small in number, as compared with the effect these same machines have had on the ambitions of young people who are musically inclined that the balance is strongly in favor of the talking machine as an educator. There are in New York City fifty-three violin schools under the supervision of one Catholic society. There are many other schools of the same character conducted by other religious denominations. In these various schools many very talented children are discovered who later become first-class musicians. Most every military school, high school and college throughout the country to-day has an orchestra.

PATHE AND GAUMONT HONORED.

Nominated for the Cross of the Legion of Honor by the French Government.

Emile Pathé, head of the great talking machine and cinematograph house of Pathé Freres, and M. Gaumont, who is well known as an inventor and manufacturer of moving picture machines, have been nominated for that honor so dear to every Frenchman's heart, the Cross of the Legion of Honor. This recognition by the French Government of our Parisian confreres is an honor to the industry throughout the world, and we cordially felicitate Messrs. Pathé and Gaumont on the honor to be bestowed upon them.

"COLONEL" STRONG IN PRISON.

Convicted of Swindling Several Persons by the Sale of Interest in a Fictitious Company.

Joseph M. Strong, fifty-two years old, 442 Manhattan avenue, who says he is a salesman, but who, the police assert, is one of the most notorious confidence men in the country, was convicted in General Sessions last week of grand larceny. Judge Crain sentenced him to serve not less than three years and three months and not more than four years and six months in State prison.

The complainant against him was Otto Jacobson, of Great Barrington, Mass. It was shown in the trial that Strong was the originator of a device known as the Anglo-American Record Exchange Library and Bulletin Co.

The plan unfolded to the victims was that agencies of this company either had been or would be established in large cities, where phonograph records could be exchanged for a small sum of money, thereby saving considerable money to those intending to purchase such records. Jacobson fell and paid \$900 for a half interest in the company.

There was ample evidence that there was no such concern as the Anglo-American Record Exchange Library and Bulletin Co., and that the prisoner had sold the same "rights" to at least twenty-five other persons for sums ranging between \$250 and \$1,000.

RELATIONS OF BUYER AND SELLER.

The man with something to sell has always the optimistic view surrounding his wares, and every sensible buyer knows and appreciates this. When both have it, there's a sale; when it isn't catching, there's cold water. Whether one or the other, it is usually up to the buyer to be civil. The other fellow nearly always is, because he has to, on the face of the situation. But many a buyer, from his momentary point of vantage, treats the other with nearsighted lack of courtesy that can only be harmful to himself as affecting his temperament, character and usefulness. Courtesy and the fair deal make buying less difficult and selling less strenuous. Confidence and mutual respect between the two begets pleasure and profit.

LOS ANGELES NEWS BUDGET.

Trade Improves—A Visit from J. D. Beekman Who Secures Many Orders for the Zonophone Line—Southern California Music Co. Items—Preparing for the Arrival of the Fleet—Quite a Demand for the Harry Lauder Records—Other Items.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 5, 1908.

Trade is growing and improving more and more, the weather has been of the kind Southern California is famous for, which means most perfect. John D. Beekman has paid this section a visit and has schooled all zonophone dealers and left many new and beneficial ideas behind him. The good he has done for the Zono line is very noticeable, as he has on his route along the line installed many new jobbers and dealers. He expressed much surprise at the great development of the trade here.

The George J. Birkel Co. have just received a special order of new Victor Tetraxini records which they are advertising extensively. In their show window is arranged a neat display of these new records.

The Southern California Music Co. have received one of the new Victor Victrola XX., which was sold the same day as it was displayed. They predict a considerable demand for this type of machine owing to its distinct type of designs. Their Edison wholesale department is very busy. It has had a great run on the new Harry Lauder records.



The picture herewith has been adapted by the Southern California Music Co. for their talking machine trade mark and relates to a lonely cowboy on the Mojave desert with a talking machine out on the rocks near his cabin where he is kneeling before it with greatest interest. It is entitled "My Partner," and was painted by Wm. H. Richardson, of the firm's talking machine department.

The Angelus Talking Machine Co. (formerly The Edison Co.) are doing a nice Edison business selling a great many machines on their instalment system.

The Pathfinder Squadron of the Battleship Fleet has been at anchor in several nearby ports. Great excitement prevails and preparations are being made for the entertainment of the officers and men of the fleet. Several dealers are making splendid window displays for the occasion.

The samples of the new Victor records for April are very attractive, especially the Red Seal records, and the "Merry Widow" selections.

At Santa Barbara the Southern California Music Co.'s Branch is almost ready to move in to their new store, which is the most complete and modern store in the city; the main part of the new house is to be occupied by the talking machine department, was specially built sound proof rooms for demonstrating and selling records. A concert hall for weekly recitals is among the advantages found in the new location.

Owing to the great increase in business their old store, which was just recently refitted and enlarged, was too small. The prospects in the new location seem very promising and an extensive advertising campaign is in full sway. Several very successful concerts have been given in the surrounding towns with the zonophone. Ari-

zona and New Mexico are sending some nice wholesale orders to the jobbers in this city. Many dealers who heretofore sent their orders East are patronizing the West as much as possible. It is expected that many dealers from outlying sections will visit the city during the fleet's stay here. This will greatly benefit wholesale trade.

POPENBERG RESTRAINED

By Injunction from Selling Victor Machine and Records Under Price—Powers Eventually Buys Stock so That Trouble Is Ended.

(Special to The Talking Machine World.)

Buffalo, N. Y., April 8, 1908.

On March 25 the Victor Talking Machine Co. secured a permanent injunction against G. H. Poppenberg, Albert Poppenberg, or any of the several corporations alleged to be operated by them, restraining them from selling Victor talking machines, records and attachments for less than regular prices, the Poppenbergs having purchased a large amount of Victor goods at the sale of the assets of the bankrupt Grohs Piano Co. The stock, valued at retail at about \$8,000, was offered by the purchasers at greatly reduced prices, raising a storm of protest from the other dealers in the city.

G. H. Poppenberg claimed that his brother bought the goods while he (G. H.) was ill, and that as the referee in bankruptcy gave absolute title, the purchasers had the privilege of disposing of the goods at any price they saw fit.

The injunction was returnable on March 24, but before that date P. H. Powers, a local talking machine dealer, purchased the goods from Poppenberg, and it was stated that he intended to dispose of them at regular rates, hence the trouble was ended.

TO SEEK UNKNOWN TRIBE.

Harvard Ethnologist to Study Eskimo Indians on Coronation Gulf.

After having spent thirteen months among the Eskimos on the north coast of Alaska in 1906 and 1907, V. Stefansson, ethnologist, of the staff of the Peabody Museum of Harvard University, will start again on April 15 for the Arctic, and winter on the coast of Coronation Gulf, Prince Albert Land, among the tribe of Eskimo Indians of whom nothing is known.

On this expedition, as on that in 1906, Mr. Stefansson will travel with a dog team and native guide. He will depend entirely on his

gun and fishing net to supply him with food on the journey. Staple goods, like flour, sugar, tea, coffee, and salt, can be purchased from the trading posts of the Hudson Bay Co. at various points until Fort Macpherson, the most northerly post in Canada, is reached. He will carry as part of his equipment a talking machine and plenty of records, which, by the way, now form a regular part of the make-up of every explorer.

On his last journey Mr. Stefansson went as the ethnologist of the Anglo-American Polar Expedition, and this time he will go under the auspices of the American Museum of Natural History, with the object of studying the different tribes of Eskimos, and more especially those living in Victoria Land, along the shores of Coronation Gulf.

Mr. Stefansson is about 30 years old, over six feet tall, with a robust frame. He had planned to do the trip quite alone, but now it is possible that a naturalist from the American Museum of Natural History will accompany him, as that institution is paying an equal share of the expenses with himself.

TALKER EXCITES ELOQUENCE.

Professor Blake gave a fine gramophone concert at the home of Mr. and Mrs. John Marshall the other night. The professor has a fine gramophone and about 250 choice records, and the fine brass band pieces from Pryor and Sousa, the harp and violin melodies and the sacred songs make the professor dance around in such æsthetic joy that sometimes, 'tis said, he plays till the golden sun of morn tears the silvery veil of frost from the jeweled brow of night, kissing the frosty frost sparkles trembling upon every fence and tree, while the unpurpled east blushes to behold old Sol dancing on his orient hills of glory. Mount Morris (Ill.) Index.

THE CENTURY TALKING MACHINE CO.

The Century Talking Machine Co., of Dover, has been incorporated with the Secretary of State of Delaware, with a capital of \$250,000. Incorporators: Samuel Cohen, 439 Manhattan avenue; William Kersting and Simon J. Shlenker, 30 Broad street, all of New York.

Nature has enabled some animals to see objects behind them as well as in front—i. e., the horse, the hare, the giraffe. Among human beings there are some business men who, if they had additional eyes in the back of their head, under each ear and two on top of their head, they could not see the advantage of good advertising.

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



Are you making the most of the great opportunity that Victor Red Seal Records offer you?

We secure the world's foremost operatic stars and other celebrated artists at enormous expense to make records exclusively for the Victor, and we spend thousands of dollars every month advertising these famous names in connection with the Victor.

Play a Red Seal Record to a prospective customer—and it seldom fails to make an instant impression.

Few hearers can resist a fine operatic selection sung by Caruso, Calve, Eames, Farrar, Gadski, Homer, Melba, Plancon, Schumann-Heink, Scotti, Sembrich or Tetrzzini. Such a record shows the Victor in its true light, as a genuine and high-class musical instrument. It converts the veriest skeptic, and often clinches a good sale on the spot.

The "Red Seal" habit is a good one to encourage. A steady buyer of Red Seal Records is a highly profitable customer.

An established Red Seal business not only means continuous profits from the sale of records, but it helps you to sell the higher-priced Victors—puts your entire Victor business on the most prosperous basis.

The demand for Victor Red Seal Records is increasing rapidly. Thousands of dealers are getting the benefit of this profitable trade.

Are you getting your share?

Victor Talking Machine Co, Camden, N. J.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results use only Victor needles on Victor records

Full information can be obtained from the following Victor dealers:

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

TALKING MACHINES IN NATIONAL LEGISLATURE

Employed Most Successfully by the Expert Stenographers Who Comprise the Corps of Official Reporters of the Senate and the House of Representatives.

(Special to The Talking Machine World.)

Washington, D. C., April 5, 1908.

This is an unusually busy year with those always busy men—the official reporters of the Congress of the United States who chronicle the proceedings of the National Legislature. For this is Presidential year and the opportunity is seized by many legislators—as similar occasions have been at intervals of four years in the past—to make political hay while the sun shines. Therefore, the country has a surfeit of debate liberally flavored with politics, while the Congressional Record is burdened with innumerable speeches in which national issues are discussed to the neglect of the measures ostensibly under consideration.

All this means hard work and, plenty of it, for the expert stenographers who comprise the corps of official reporters of the Senate and House of Representatives. Dozens of these speeches in Congress will later be sent broadcast as campaign ammunition. Naturally, the authors are solicitous as to how their efforts will appear in cold type and make revisions and corrections almost without end. However, the official reporters are well equipped to keep tab on the sayings of the nation's lawmakers. A system has gradually been developed which makes it possible to present a complete detailed record of all that has transpired at a daily session of either house of Congress in an almost incredibly short space of time after the body has adjourned. This is accomplished by having the official reporters work in relays and by the introduction of the most up-to-date mechanical equipment, not the least notable feature of which is found in the business talking machine into which most of the reporters now "talk" their notes instead of dictating them to stenographers or personally transcribing them.

The present-day working system and equipment of the official reporters, like this body of shorthand experts itself, has been brought to the stage of perfection as the result of a gradual evolution. At the outset the official reporters took their notes in shorthand and then at their leisure laboriously transcribed the record in long-hand. When the typewriter was invented it revolutionized the labor of transcribing the reporter's notes, and more recently another advance almost as notable has been made by the introduction of the business phonograph or grapho-

phone. Some of the veterans of the corps of official reporters still prefer to dictate their notes to assistants, who take them stenographically and transcribe them on typewriters, but the majority of the experts dictate to the "talker," the cylinders of which are at once taken by typewriters and a transcript made.

It is claimed that the talking machine method is the most economical of time, and it also offers superior advantages against error. If a type-



TRANSCRIBING FROM COMMERCIAL TALKING MACHINE.

writer has reason to believe that he has made an error in transcribing from this machine he has only to turn back the cylinder and again listen to the remarks regarding which he is in doubt, but if there is a suspicion of error in stenographic notes, there is, of course, no way for the typewriter operator to determine the matter without consulting the official reporter who gave the dictation. While on the subject of economy of time in this work it may be noted that the highest attainment in this line is possible where men can read one another's shorthand notes, but this is a rare accomplishment. However, some of the Murphys—a family conspicuously identified with the whole history of congressional report-

ing—had this gift, and it was at one time possible for one member of the family to remain practically continuously on duty in the Senate chamber, merely turning over his notes for transcribing to his brother, who acted as his assistant.

There are six official reporters in the service of the Senate and an equal number engaged in the House of Representatives receiving, approximately, \$5,000 each per year, and in but few of the largest business houses in the country can there be found a more complete equipment of talking machines than is now installed at the Capitol. An interesting feature of the array of "tools of the trade" to be found at the headquarters of the congressional reporters is the shaving machine.

The function of this apparatus is to rejuvenate the records so that they can be used again and again. After a record has served its purpose and the chronicle it held has been put in typewritten form the cylinder is placed in the shaving machine and the delicate wax surface is shaved down until it is ready to again record dictation.

That the congressional reporters must keep up their whirlwind writing in abbreviated form not merely for a minute or an hour, but for a working day of six or seven hours, is attested by the fact that at one recent sitting of the House of Representatives there were spoken and recorded

in the legislative chamber an aggregate of 67,000 words. Of course, no one reporter keeps tab on the proceedings for any protracted interval. When his note book is filled he is relieved by another reporter and repairs to the workroom of the corps at the Capitol, where he reads his notes to a receptive phonograph or a listening stenographer. This done, he can, if need be, go back and in turn relieve his alternate. Meanwhile his dictated notes are being transcribed on the typewriter, and later in the day he must correct the manuscript—a duty of a very exacting character. Just to illustrate the skill of the official reporters it might be cited that one of them in a recent demonstration before the students of a shorthand school wrote on an ordinary blackboard with common chalk at the record-breaking speed of 260 words per minute, making characters that were legible in all parts of the large school-room. The principal of the school was so dumfounded that he had the blackboard photographed and had a number of the persons present make affidavit to the time occupied by the test.

DYER & BRO.'S "PAGLIACCI" CONCERTS.

(Special to The Talking Machine World.)

St. Paul, Minn., April 7, 1908.

J. W. Dyer & Bro. recently gave the entire opera of "Il Pagliacci" with the Victor Victrola before an audience in which local society was well represented. Arrangements for the production were made with Leoncavallo, the composer of the opera, and sixteen Victor records, made by famous Italian singers, were required. In connection with the concert interpretative readings of the opera were given by Miss Eleanor Miller and the whole affair proved a most unique success, for which J. W. Dyer & Bro. received the congratulations of all who were privileged to enjoy the performance.

HAVE BUILT SPECIAL ROOMS.

S. Inch & Son, Placerville, Cal., will in future devote much attention to the sale of talking machines and records, having had built a special salesroom for that purpose.

TALKING
MACHINE

RECORD CABINETS

That Speak for Themselves

OUR CATALOG will convince you that in

Cylinder and Disk Cabinets

WE SET THE PACE

We also manufacture a complete line of SHEET and PIANO-PLAYER ROLL MUSIC CABINETS and BENCHES

CATCHY DESIGNS HIGH-GRADE QUALITY
QUICK-ACTION PRICES

Cadillac Cabinet Company, Detroit



May List of New Victor Records

Get the complete list. Be in position to give every customer what he wants when he wants it. Don't make it necessary for a single customer to go to your competitor's for a record that you ought to have.

All vocal selections have accompaniments by the Victor Orchestra

8-inch 35 cents.

- No. 5345 Captain General March... Arthur Pryor's Band
- 5391 Vilia Song (from "The Merry Widow").
Elise Stevenson
- 5416 Love Me and the World Is Mine.
Harry McDonough

10-inch 60 cents

- 5395 "Darkies' Spring Song" March.
Arthur Pryor's Band
- 5405 Rigoletto—Quartet Arthur Pryor's Band
- 5408 Glow Worm—Intermezzo.
With Vocal Chorus.
Victor Orchestra (W. B. Rogers, Conductor)
- 5411 Happy Days March (from "The Soul Kiss").
Victor Orchestra.
- 5412 The Evening Star (from "Tannhauser") Violoncello Solo Victor Sorlin
- 5404 Fifth Nocturne (Leyback). Violin Solo (Orchestra Accompaniment).... Howard Rattay
- 5417 American Polka. Accordion Solo.
John J. Kimmel
- 5407 Sweetheart Days..... Harry Macdonough
- 5396 Hoo-oo! ("Ain't You Coming Out To-Night?")
Byron G. Harlan
- 5413 Brown Eyes (Del Riego)..... Alan Turner.
- 5418 I Love and the World is Mine (from "A Waltz Dream") Henry Burr
- 52005 Lo, Here the Gentle Lark (Flute Obligato).
Eleanor Jones
- 5414 My Heart at Thy Sweet Voice (from "Samson and Delilah"). In English.. Corinne Morgan
- 5415 In Old Madrid..... Corinne Morgan
- 5374 That Friend of Mine..... Clarice Vance
- 5403 The Peach that Tastes the Sweetest Hangs the Highest on the Tree..... Eddie Morton
- 5397 Smile, Smile, Smile. Miss Jones and Mr. Murray

- 5410 Muggsy's Dream. Descriptive Specialty.
Miss Jones and Mr. Spencer
- 5406 Thim Were the Happy Days. Irish Specialty.
Steve Porter
- 5401 An Evening at Mrs. Clancey's Boarding House.
Victor Vaudeville Company
- 5402 The New Parson at Darktown Church.
Peerless Quartet
- 5398 The Heart You Lost in Maryland You'll Find in Tennessee..... Haydn Quartet
- 5409 He lifted Me (Revival Hymn).. Haydn Quartet
- 5399 My Gal Irene..... Collins and Harlan
- 5400 Jerusalem the Golden..... Trinity Choir

12-inch—\$1.00

- 31697 Madame Butterfly—Selection.
Arthur Pryor's Band
- 31698 La Fleurance. Flute Solo..... Darius A. Lyons
- 31699 The Colleen Bawn (from "The Lily of Killarney")..... Alan Turner
- 31700 Saviour, When Night Involves the Skies.
Trinity Choir

New Victor Red Seal Records

Enrico Caruso, Tenor

- 88115 Valse Lente (Caruso-Barthelemy) "Adorables Tourments." 12-inch, with orchestra, \$3. In French.

Johanna Gadski, Soprano

- 88116 Fliegende Hollander (Wagner) Troft ihr das Schiff (Senta's Ballad from "Flying Dutchman"). 12-inch, with orchestra, \$3. In German.
- 88117 Irish Folk Song (Foote). 12-inch, with orchestra, \$3. In English.

Ernestine Schumann-Heink, Contralto

- 88118 His Lullaby (Carric Jacobs Bond). 12-inch, with orchestra, \$3. In English.

Emma Calve, Soprano

- 88119 Serenade—Chantez, riez et dormez (Gounod) (Sing, Smile, Slumber). 12-inch. Flute Obligato by Darius Lyons, \$3. In French.

Geraldine Farrar—Antonio Scotti

- 89016 Boheme (Puccini) Mimi, Io son! (Mimi, Thou Here!) 12-inch, with orchestra, \$4. In Italian.

Geraldine Farrar—Enrico Caruso

- 89017 Madama Butterfly (Puccini). Finale Act I.—O, quanti acchi fisi (Oh, Kindly Heavens). 12-inch, with orchestra, \$4. In Italian.

Marcella Sembrich—Emma Eames

- 95202 Nozze di Figaro (Mozart) Che soave zeffiretto (Letter Duet—"Song to the Zephyr"). 12-inch, with orchestra, \$5. In Italian.

Farrar—Caruso—Viafora—Scotti

- 96002 Boheme (Puccini) Quartet, Act III. 12-inch, with orchestra, \$6. In Italian.

Sembrich—Caruso—Scotti—Journet—Severina—Daddi

- 96,200 Lucia (Donizetti) Sextette, Act II. Chi mi frena (What Restrains Me). 12-inch, with orchestra, \$7. In Italian.

A splendid list! And every record with that remarkable musical tone-quality that distinguishes Victor Records from all others, and makes them the easiest sellers and the best money-makers.

We help along the demand for these new records by advertising a complete descriptive list in the daily newspapers throughout the country around the end of April.

Stock up and get the full benefit.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

NOW PERPETUALLY ENJOINED.

Receiver of the Talk-o-phone Co. Consents to This Action in the Suit Brought Against Them by the Victor Co.

(Special to The Talking Machine World.)

Toledo, O., April 6, 1908.

Harry Ensign, receiver of the Talk-o-phone Co., has been granted permission by Common Pleas Court to consent to the company being perpetually enjoined from making disc-record talking machines. The company was put out of business by temporary injunctions secured from the Federal Court by the Victor Talking Machine Co. Preparations are being made to finally wind up the affairs of the local company, and in order to avoid a judgment for damages for infringement of patents the officials have agreed to having the injunctions made perpetual, they to pay the costs of the proceedings personally.

A deal was recently on for the Talk-o-phone Co. to assume a contract for the manufacture of phonographs for another company, but it fell through because of the failure to make financial arrangements. An appraisal of the company's \$100,000 plant has been made, and its effects will be sold, very probably, in due course.

HARRY LAUDER'S RECORDS

Are Greatly in Vogue Throughout the Country —The Clever Scotsman's Quaint Humor and Songs Effectively "Photographed."

The records made by Harry Lauder, the Scotch comedian, who scored such a great success in New York recently, for the National Phonograph Co., are proving to be among the greatest successes ever issued by this enterprising company. They are "live" ones in the truest sense of the word, because in hearing them one feels that he is listening to Lauder himself, so accurately "photographed" on the record are all the quaint and winsome ways of this inimitable artist.

In his special line Lauder probably has no



HARRY LAUDER.

equal. He may in a measure be compared with Chevalier, the singer of Coster songs, because both endow their numbers with an individual character that cannot be duplicated, although it is often tried.

Lauder's career is a most remarkable one.

Fifteen years ago he was a miner in the coal pits of West Scotland, glad to earn a shilling at times by singing at local entertainments. His fame, however, spread, and to-day he is one of the most popular and best-known comedians in Great Britain. His success in all the songs he scored with in the old country was not only duplicated, but augmented during his limited engagement in New York. The fact that he is to make another visit to this country in the near future will certainly stimulate additional interest in the Lauder records, not merely among his countrymen, but among all who love clean humor and the broad, delightful "brogue" of the canny Scot.

UTICA CYCLE CO.'S NEW QUARTERS

Secure Site at 11 and 13 Columbia Street, on Which Handsome Building Will be Erected —Will be Ready October 1st.

The Utica Cycle Co., who are distributors for Edison phonographs and records in Utica, N. Y., have purchased the property at 11 and 13 Columbia street, and will erect a modern four-story building 55 x 112 feet. The site will be completely cleared and the work of erecting the new block will be started about May 1, with the expectation that it will be finished about October 1. The front and side walls of the building will be of Indiana limestone, which will give it a most attractive appearance. On the ground floor there will be two stores having a frontage of about 26 feet, with an entrance to the upper floors in the center. The Cycle Co. will use the store No. 13 as an office and salesrooms, the second and third floors as stock rooms and the fourth floor as a shop and repair department. The Utica Cycle Co. began business in 1895. The firm consists of M. J. and W. F. Carroll.

The Broad Street Music House, Grass Valley, Cal., have installed a complete line of talking machines and records.

A SOUND ARGUMENT IS NOT ONE COMPOSED LARGELY OF NOISE

SPAULDING LINEN FIBRE HORNS

SPEAK FOR THEMSELVES.

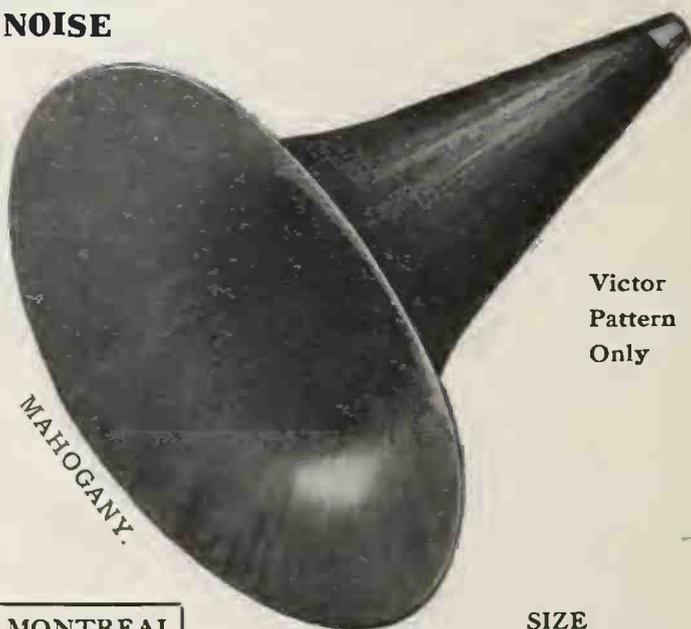
THEY REPRODUCE RECORDS WITH A CLEAR AND NATURAL EFFECT. FAR ABOVE THAT CLASS WITH NOISE. THEIR PERFECT APPEARANCE AND DURABILITY APPEAL TO ALL WHO SEE THEM.

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



Victor Pattern Only

SIZE
21 in. Bell, 24 in. Long



RETAIL PRICE
\$8.00

Quartered Oak
NON-METALLIC

- 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.
Neal, Clark & Neal.
- 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. A. J. Friedrich.
- Indianapolis, Ind. C. Koehring & Bro.
- Kansas City, Mo. Schmelzer Arms Co.
- Minneapolis, Minn. Minnesota Phonograph Co.
- Mobile, Ala. Wm. H. Reynolds.

- 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 Co.
Chas. H. Ditson & Co.
The Jacot Music Box Co.
Stanley & Pearsall.
- Philadelphia, Pa. H. A. Weymann & Son.
J. E. Ditson & Co.
Musical Echo 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 NOTES FROM ST. LOUIS.

Jobbers and Dealers Report Trade Improvement—St. Louis Talking Machine Co. in Their New Store—Columbia News Changes—Concerts at Leading Clubs—F. E. Miles Missing—Some Recent Visitors—Woodward With Conroy—About Store Equipment.

(Special to The Talking Machine World)

St. Louis, Mo., April 7, 1908.

Trade reports from the jobbers show that business for the month of March has been about fair, with signs of improvement right along. The retail dealers are complaining, and, with few exceptions, report the month to have been quiet.

Manager Gressing, of the St. Louis Talking Machine Co., has had a fair trade for the month of March, and reports business improving right along. They moved into their new store, at 1012 Olive street, on Monday, March 30. It is probably one of the finest and most complete talking machine stores in every detail in the country. Five sound parlors of Colonial architecture, all in white, furnished in mahogany, glass and white enamel, are arranged in a very artistic manner. All the furnishings will be equally elaborate, including handsome rugs for the floors.

A. L. Owen, traveler for the St. Louis Talking Machine Co., is on a four weeks' trip through southern Illinois, Kentucky and southeast Missouri. L. A. Cummins, traveler for the same company, is in from a two weeks' trip through northern Missouri and Illinois. Manager Gressing, of this company, was presented recently with a very valuable Scotch collie dog by a friend in Milwaukee.

Manager Walthall, of the Columbia Phonograph Co., reports business fair for the month of March, and that it is improving. This concern will probably announce their new location soon. They are distributing monthly a very handsome catalog of their new grand opera records, and which are named the Fonotopia Series. Louis L. Murphy, formerly manager of the Columbia Phonograph Co., at Memphis, Tenn., has been appointed assistant to Mr. Walthall, and will have charge of the retail sales department. This company recently had a nice window display of a facsimile of a red mill in honor of the Red Mill theatrical company that played here two weeks at the Olympic Theater, and in the window they also had displayed fifteen records of songs that they had which were sung in the Red Mill show.

The Val Reis Piano Co. recently gave two very fine talking machine concerts, one at the swell St. Louis Club to its annual stag party, and the other at the Amphion Club, a prominent musical organization. The finest records were played, and as both entertainments were in charge of Alex. McDonald, of this concern, they proved a great treat.

W. Woodward, formerly connected with the talking machine department of the Conroy Piano Co., but who has been with the Columbia Phonograph Co. of late, has returned to the Conroy Piano Co.

The Silverstone Talking Machine Co. report a fair wholesale business. A. K. Stein, traveler for

this concern, left on April 3 for a trip through Illinois.

The Union House Furnishing Co. have added a line of Victor talking machines and established a talking machine department.

Fred E. Miles, manager of the sheet music and talking machine departments of the O. K. Houck Piano Co., Memphis and its branches, is missing. Mr. Miles disappeared Friday, February 28, and since that time nothing has been heard from him, and a diligent search by his relatives and employers has failed to reveal his whereabouts. Mr. Miles had been acting peculiarly for some time prior to his disappearance, and his friends are apprehensive lest some accident or possibly foul play has befallen him. Mr. Miles came to Memphis from Nashville about fifteen years ago and has been employed continuously by the O. K. Houck Piano Co. since that time. His father, F. W. Miles, is employed at the Nashville house of the same firm. His wife is also in Nashville, but neither has any information as to his whereabouts.

Clement Beecroft, of the Tea Tray Co., was a visitor here during the month.

John Winkler, a dealer of Mascoutah, Ill., was a recent visitor here.

The St. Louis Talking Machine Co. are having all the perpendicular disc record racks removed and are replacing them with horizontal racks in order to insure their stock being kept in first class condition. It has been found by experience, claims O. A. Gressing, the manager, that no matter how much care is used the disc records are almost sure to warp when placed on edge for any length of time, and as the company's racks are in such a position that the sun strikes them for part of the day, the heat causes the records to buckle very rapidly. In future all disc records carried by the house will be stacked perfectly flat.

VICTOR PUBLICITY IN MILWAUKEE.

The Work of the Victor Co. Splendidly Aided by Local Jobbers and Dealers.

In the regular monthly budget of advertising matter sent out to their dealers, and together with the announcement of the material to be supplied for the simultaneous opening day March 28 in the various newspapers all over the country, the Victor Talking Machine Co. took the opportunity to distribute a reproduction of a page from the Milwaukee Journal of February 28, showing the manner in which nine Victor dealers in that city took advantage of the opportunity to place their announcements on one page with the two column advertisement of the Victor Co.

It was strictly a Victor page, for the one column not occupied by advertisements was given over to an excellent story on talking machines and how they tend to elevate the musical taste of the public. In speaking of the growing popularity of the talking machine the article stated as follows: "The famous Victor, made by the Victor Talking Machine Co., is made under the Berliner patents, the vibrations being recorded on the sides of the grooves of the record, which is traced in spiral form on a flat disk of hardened material. The Victor has been given world-wide fame through its clever advertising picture, His Master's Voice. This picture is known in every quarter of the world, and last year the sales of Victors reached the enormous figure of over \$25,000,000. Some of the greatest artists of the world sing exclusively for the Victor Co. in the making of records, among them Caruso, Eames, Scotti, Melba, Plancon, Sembrich, Campanari, Schumann-Heink and the great Patti herself."

Write-ups were also given to Lawrence McGreal and the Hoeffler Mfg. Co., portraits of Mr. McGreal, J. H. Becker, Jr., manager of the Hoeffler Co., being reproduced in the articles.

TALKING MACHINE DEALER FAILS.

Alpha Gross, a talking machine dealer of Springfield, O., failed recently with liabilities of \$2,800 and assets of \$2,000.



Is not
NOW
the time to set aside
preferences and to be
governed solely by
RESULTS
in selecting
YOUR
DISTRIBUTOR?

Every good feature
which

EXPERIENCE
and
JUDGMENT

could suggest to
improve

OUR SERVICE

has been incorporated
in our

BUSINESS

*Get Acquainted
With Us*

by signing a Victor
contract with us and
following it up with
your order.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

The Only Exclusive Victor Distributors
in Missouri

The J Repeater



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.

People No Longer Want Merely a Machine that will Reproduce Sounds

The novelty of a sound reproducing device has worn off. It used to be like the dog that could stand on his head; he interested people not because he did it well, but because he was able to do it at all.

The wonderful thing about the Edison Phonograph is not that it reproduces sounds but that the reproduction is as perfect as the voice or instrument it reproduces.

It is the tone qualities of the Edison that appeal. The wax cylinder Records, the sensitive reproducer, the smooth, long-running motor, the mechanical excellence of all the parts and the large, specially made horn, give the Edison Phonograph a sweetness and clearness of tone and a faithfulness of reproduction that attracts trade and makes quick, easy sales.

The Edison Phonograph has the reputation, the popularity and the advertising to make it the one instrument calculated to yield you the biggest returns with the least effort.

*Order a stock from the nearest jobber, or
if you carry the line, keep it complete*

**NATIONAL PHONOGRAPH COMPANY, 15 Lakeside Avenue
ORANGE, N. J.**

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chattanooga, Tenn.—J. H. Templeman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery, Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Ilsen & Co., L. E. McGreal, Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Nichaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Hopkins Bros. Co., The Vim Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—William Werner.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phono. Co.
Harrisburg—S. K. Hamhurger.
Helena, Mont.—Frank Buser.
Houston—Texas Piano & Phono. Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono Co., A. B. Wahl & Co., Inc.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynolds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Nashville Talk. Mach. Co., Magruder & Co.
Newark, N. J.—Douglas Phono. Co., A. O. Petit, Rapke Phono. Co.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Douglas Phonograph Co., Jacot Music Box Co., Victor H. Rapke, The Regina Co., Siegel-Cooper Co., John Wanamaker, Alfred Weiss.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Pittsburg Phonograph Co., Powers & Henry Co., Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves & Co., Inc.
Providence—J. M. Dean Co., J. A. Foster Co., J. Samuels & Bro., A. T. Scattergood Co.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phonograph Co.
Reading, Pa.—Reading Phonograph Co.
Richmond—C. B. Haynes & Co.
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—D. S. Johnston Co., Kohler & Chase.
Sharon, Pa.—W. C. De Forest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—The Conroy Piano Co., Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Koehler & Hinrichs, Minnesota Phono. Co.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Geo. R. Youmans.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.



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J. B. SPILLANE, Managing Editor.

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Boston Office: ERNEST L. WAITT, 100 Boylston 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: San Francisco Office: CHAS. N. VAN BUREN. 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, APRIL 15, 1908.

COMPETITION is always regarded as the life of trade, and is it not so in the truest sense? It is your competitor who keeps you wide awake. You are watching to see what he does in the way of improvement and innovation in business methods—new styles, new products—and no one watches competitive advertising more closely than the man who has to meet it. Then let us be thankful for competition, for it is competition which brings out the best that is in one. It is because we have competition that the trade of this country has been pushed forward in such a marvelous manner, and the men of the talking machine trade, whether manufacturers, jobbers or dealers have a keen interest in all kinds of competition. Everyone studies carefully the new announcements of innovations made from time to time. Every wide awake man studies advertising of his competitors, whether local or world-wide; it matters not. The idea is to watch the game as it is played by the others who are striving for trade in the same field as yourself. There are many things to consider in business building, and there are a good many things worth the watching, which interest the talking machine trade.

THERE are some jobbers who have figured that because they have had a number of dealers that they are doing a big business, but are they? It doesn't always mean that quantity pays the best, but it is the quality which counts in the end. A dozen good representatives who appreciate the possibilities of the talking machine business, and who are located in good territory which has trade possibilities, are worth infinitely more to jobbers than a hundred careless, indifferent men who buy an almost microscopic amount of stock and call themselves talking machine dealers. They are not dealers in the truest sense, and it is such men who devote neither time, energy nor perseverance to the conduct of their business who have grown disheartened and

have in a degree injured other better intentioned and more deserving men. The object of every jobber should be to build character trade rather than quantity trade.

SALESMEN who are out drumming for wholesale orders should size up each individual dealer. Simply because the salesman may be successful in interesting a number of dealers to the extent of securing orders it does not necessarily follow that he is doing a paying business for his employer. The best kind of salesman are those who show a keen, well-balanced judgment in the selection of representatives. Salesmen who can start the right kind of men in business are worth a good deal to their employers, and the salesman who figures that one good dealer is worth a dozen indifferent pins and needle fellows is the man who will be a business builder for his chief. Good salesmen, among other essentials, should understand advertising. Talking machine manufacturers have done much for this industry through their publicity campaign, and every traveling salesman who would be up-to-date should make the most out of the publicity which his products have received in the periodicals of great circulation.

ADVERTISING helps to sell goods, and the greater the publicity any special product has the easier it is for the salesman to dispose of it. Now the talking machine salesman who travels among the smaller dealers knows how these men are influenced by what they read, and it should be the duty of these traveling salesmen to impress upon the dealer the advantage which he has received by the widespread general advertising carried on by some of the great talking machine corporations. If the right kind of instructive talk is put forth along these lines the small dealer may be influenced to such an extent that he is ready to make an investment in local advertising, and all advertising is helpful. It will assist the successful dealer in getting more business, and the traveling salesman can as well impress upon the small dealer the importance of sending out good advertising matter direct to the individual prospective customer. Circularizing customers direct and employing follow-up systems much as the mail order houses do, only on a much smaller scale, can be carried on by every talking machine dealer in this country.

THEN again, the salesman should impress upon the members of the retail trade the necessity of keeping stock in condition. Ware-room stock should be displayed in a most up-to-date, attractive manner. Talking machine business will not pay if treated indifferently. Brains and intelligence are necessary for its development. Again, the road men can impress upon the dealers the importance of having some member of their wareroom staff call upon the people at regular intervals who have purchased machines. These calls can be made with a double object in view. That of ascertaining the real condition of the talking machines sold, whether they are in good repair, and whether they are giving perfect satisfaction in every way; also with the idea of showing off some new records. These records can be taken from slow selling stock, and there may be plenty of beautiful musical selections which for some cause or other have remained in the racks until they have become dead stock. That is a form of advertising,

if carried on intelligently, will result in bringing new trade to the talking machine establishments and create among the users of talking machines a greater respect for the houses putting them forth. In other words, it will cement friendship, and that is a good thing in a business way, and still better when it creates added business for the talking machine merchant.

THE salesman can impress upon the dealers the fact that publicity which will draw people into the store and sell goods is something which should be considered most carefully by them. Business getting plans which have succeeded elsewhere, and which bear the earmarks of success, should be looked into by all up-to-date merchants. There is always information which the wise salesman can gather from every possible source and impart to his clients. A talking machine dealer will think more of the jobber who, through his representative, supplies him with new ideas which result in getting business for him than he will of the men who simply sell him goods and do not help him to move stock. Every jobber should be thoroughly alive to the importance of helping the retailer. There are many things which can be done, for it should be understood that all talking machine dealers are not trained merchants. Some, perhaps, have only been in the business a short time. They have not an adequate conception of business rules and methods. Such men should be given models of letters and circulars which they can use to good advantage. Arguments should be given them which they can profitably employ in getting business. Co-operation between the jobber and retailer should be the aim of the salesman to develop. The closer one gets to the distributing trade the better it is, and the link between the jobber and retailer is the traveling salesman. He is the man who studies for the wholesaler the actual conditions at his hand. He can supply his house with much that is valuable.

THE small dealer often gets his plans all confused, and at such times the jobber should try to co-operate with him. The dealer should be straightened out—set right. Instances have been known where dealers, through ignorance, have followed wrong plans and have gotten out copy so poorly written that the whole force of their publicity has been practically nullified. The salesman should endeavor to direct the local dealer's campaign, but to do this it is absolutely essential that he has an intelligent grasp of the advertising and business policy of his firm, and possesses as well a practical knowledge of publicity in general. The traveling man is on the spot and his house is often hundreds of miles away, and through the retailer can often get suggestions which may be of advantage to the home office. There should be a helpful co-operation between all the forces—manufacturing, distributing and retailing. When this is worked out intelligently and carefully it can only result in benefit to the entire trade. If there is that desire to work together existing between the forces it must mean better things for everyone.

We should never get out of touch with each other, and the closer the harmony existing between all branches of the trade the better it will be for all. There are plenty of problems, yes, but these problems can all be solved easily if intelligent and harmonious thought is applied toward their solution.

MILWAUKEE A BUSY TRADE MART.

Conditions Steadily Bettering—Hoeffler Manufacturing Co. Take Agency for Edison Business Phonograph—McGreal Chats of Limiting Record Output—His Analysis of Trade Conditions—Recent Visitors.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 8, 1908.

Trade with the talking machine people of this city is still very good, and improvement that has evidently come to stay is reported by all the dealers. There is plenty of activity in both the wholesale and the retail lines, with enquiries coming in week by week and orders growing larger. Sales in the larger and high-priced machines are steadily advancing, some of the dealers reporting that they can sell more of the Victor Victrola machines than they can secure. As the amount of money in the city increases fewer machines are sold on the instalment plan, and collections are gradually improving. The sale of Red Seal records is especially good, and the appearance of grand opera stars seems to have increased the demand in this line. April records of the leading brands are proving to be very popular, and the sales bid fair to be equal to the record-breaking sales of the past month.

The Milwaukee agency for the Edison business phonograph will be managed in the future by the Hoeffler Manufacturing Company, 306-308 West Water street, and J. Eilhardt, with the firm, will take charge of the sales in this line. Mr. Eilhardt has had considerable experience in the talking machine field, and it is believed that he will be successful in placing many of the new machines in local business houses. Milwaukee is proving to be an excellent field for the business phonograph.

Lawrence McGreal, the enterprising talking machine jobber, has recently returned from the meeting of the advisory board of the National Association of Talking Machine Jobbers at Buffalo, N. Y. Mr. McGreal approves of the plan advocated by the association in limiting the out-

put of records by the manufacturers. It seems that the question will be definitely decided at the next meeting of the association in July.

"As the situation now stands," said Mr. McGreal, "the manufacturer issues books in which a great number of records are cataloged. The jobber finds it necessary to supply himself with all of the records listed, and the result is that there are great numbers that are never sold and losses accrue to the jobber. The resolutions passed at the recent meeting suggest that the matter be taken up with the manufacturers, and that they be asked to limit the output of records so that the jobber will be assured of better returns on his investment.

"All the eastern cities seem to have been affected far more severely by the recent financial flurry than has Milwaukee. The talking machine business seems to be much better here in the West just at present than it is in the East. It may be that the general effect has not yet reached Milwaukee, but I am of the opinion that Milwaukee will escape the conditions existing in the East, and that business will continue to improve as it has in the past few months. It is certain that nothing better could be asked for in trade conditions in the talking machine field here in Milwaukee."

The latest Victor Victrola, "Louis the Fifteenth," first made its appearance at the Hoeffler store, in Milwaukee, and has been attracting considerable attention. The machine is sold at \$300 and is proving to be one of the best machines that have been put upon the market by the Victor people.

The records of Mme. Luisa Tetrazzini, the latest prima donna from Italy to win international fame, are being sold by Lawrence McGreal and are proving to be much in demand.

"Business is certainly on the gain," said A. D. Herriman, manager of the Columbia Phonograph Co.'s store, "and it is much better than we expected it would ever be some months ago."

"The sale of Victor Victrolas goes on unabated," said J. H. Becker, Jr., the hustling manager of the talking machine department at the Hoeffler

Manufacturing Co. "Business in general is good, and I believe that the April records are selling even better than they did last month."

George D. Ornstein, general sales manager of the Victor Co., Camden, N. J., was recently calling on the Milwaukee trade.

W. P. Hope, Wisconsin representative of the National Phonograph Co., spent a few days visiting the local talking machine dealers. He reports much improvement in trade conditions about the State, and says it is of a healthy aspect.

Robert White, of New York, formerly with A. D. Herriman at Davenport, Ia., is soon to be with Mr. Herriman here in Milwaukee as salesman and general instalment manager.

W. C. Fuhri, district manager of the Columbia Phonograph Co., with headquarters at Chicago, was recently making a general inspection of the Columbia business in Milwaukee, and with A. D. Herriman closed an important wholesale deal while in the city.

HIGH CLASS MACHINES SELL

In Washington, D. C., Where Business Is Steadily Improving—Much Interest Displayed in Recent Copyright Hearings—Norfolk Branch of Columbia Co. Sold—Situation Is Excellent.

(Special to The Talking Machine World.)

Washington, D. C., April 4, 1908.

The talking machine men in this city have been manifesting no small degree of interest in the copyright bill, particularly in the hearings before the joint Patent Committee, which occurred on March 26, 27 and 28. The subject of royalty, which loomed up largely in the discussions, has been discussed pro and con by local talking machine men with varying views as to the outcome. The lack of unanimity as to a definite policy between the opposing forces may result in the bill again going over to the next session of Congress.

Business in this city is slowly but surely recovering, and the leading jobbers report an excellent demand for high priced Victor and Edison machines. Victor Victrolas, particularly the Louis XV. style, recently placed on the market, are proving tremendous favorites. The operatic records issued by this company, particularly those by Tetrazzini, are winning their way into a large degree of favor.

Washington is a particularly good city for high class goods and the more expensive records made by the National Phonograph Co. are also in great favor with discriminating purchasers. The Edison commercial machine is also in excellent demand.

The Norfolk branch of the Columbia Phonograph Co. has been sold outright, and this transaction will give Manager Grove, of this city, more time to devote to local trade. A recent Columbia window which attracted much attention was devoted to the "Merry Widow" records. It took the form of a miniature widow in mourning attire revolving merrily in the window, and while the garb was sad the movement was certainly joyous, the contrast attracting considerable attention. Manager H. C. Grove reports excellent sales during the past month with a steady increase in the volume of business.

E. F. Droop & Sons' Co., Sanders & Stayman, E. J. Whitson and other talking machine men express themselves well pleased with general conditions.

GOODWIN OPENS NEW STORE.

Francis Hare-Goodwin, who recently sold out his talking machine business in The Mission, San Francisco, Cal., to Benj. Curtaz, has opened a new store at the corner of Van Ness and Willow avenues, where he has installed a complete stock of talking machines and records.

HANDLES THE VICTOR LINE.

One of the most progressive talking machine jobbers in Florida is Mrs. Helen A. Colcord, who handles the Victor line in Jacksonville.



It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I. C. S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

EXPRESSING GOODS TO MEXICO.

Consul-General Gottschalk Explains Why Goods Are Not Often Received by the Consignees.

Consul-General A. L. M. Gottschalk, of Mexico City, invites attention to the fact that his office is frequently in receipt of complaints from persons in the United States who, having entrusted to some American express company goods for forwarding to Mexican points, discover that after many weeks the goods have not been received by the consignees. He therefore explains the difficulties involved and how they may be overcome, and his remarks should prove of value to many manufacturers and dealers in the talking machine and allied trades.

Although the goods may have been sent "expressage prepaid" from the United States, writes Mr. Gottschalk, the consignees in Mexico justly refuse to pay the local charges at the Mexican end of the line or to receive the goods. In a country like the United States, where so many firms advertise that they will sell goods on monthly instalments or subscriptions, delivering them to the purchaser, "all charges prepaid," it would be well that shippers, as well as the American living abroad, understood that trade between nations, "international" or "export" trade, cannot be carried on in the same fashion as between towns in the States, and that they should not ignore such rudimentary requirements as those

of the consular invoice, the payment of import duties in foreign lands, local municipal charges in foreign cities, etc.

Certain express companies in the United States would do well to inform themselves as to the local laws and customs of Mexico before allowing their customers to believe that they have "prepaid all charges" on express packages which are being sent to Mexico. The acceptance of such a commission on the part of an American express company amounts almost to a misrepresentation. The shipper, after such an assurance, writes in all good faith to his consignees that he has "prepaid all charges"; the consignee in this country on being confronted with the bills for freight from the American frontier to the point of delivery, duties, stamp charges, certificates of origin, internal revenue, or storage (through the American shipper's delay to send down original bills of lading), naturally refuses to accept the goods; and everybody concerned writes indignantly to the consulate-general.

The matter would seem to be a particularly important one, as a great number of firms in the United States who desire trade with Mexico make it a practice to ship samples by express to firms or persons in the country who naturally have no desire to pay charges for the privilege of examining American goods.

THE OUTLOOK IN TEXAS.

Business in Texas Picking Up—Some Changes in Houston—Unique Co. Reconstruct Store—Jewelers and Furniture Dealers Taking on Talking Machines—Galveston News.

(Special to The Talking Machine World.)

Houston, Tex., April 5, 1908.

The talking machine business in Texas has been picking up rapidly of late.

There have been some changes in the Texas Piano & Phonograph Co. Mr. Holleman, the founder, has disposed of part of his stock, leaving Mr. Burchfield in active charge. Mr. Conckling, the former secretary, has sold his stock in the company and accepted employment with the local house of Goggan & Bro.

C. N. Fisher is doing a nice business in Victor and Edison goods, besides catering to the public amusement proposition with automatic pianos, moving pictures, machines, etc.

E. T. Wilton, jeweler, with talking machines as a side line, is pushing the Star machine.

Taylor Bros., jewelers, have a separate establishment for their talking machine business and are dealers in Edison and Victor goods, besides being jobbers for the Zonophone product.

Mr. Hudson, dealer in furniture, has the Victor as a side line, and is doing a considerable business in instalments.

The Unique Talking Machine Co. have divided their large store and devoted one side to talking machines, handling the Victor and Columbia goods. They report the demand for Columbia cylinder records growing fast. The other portion of the store is devoted to typewriters and automobiles.

A flying trip to Galveston shows Mr. Swanson doing a splendid business in Edisons and Victors. The Unique Talking Machine Co., under the able management of Messrs. Herrle and Brick, doing, as they say, "fine and dandy" with Victors and Columbias, besides being strictly in the swim with their moving picture show. Goggan & Bros., still pushing the Victor, both as distributors and dealers, report trade holding up well both in and out of town.

Take it all in all, the conservative dealer who bought for cash, had no debts to pay, and was careful of his instalment sales, has weathered the storm with but little trouble, except the discomfort of seeing daily sales fall behind the prosperity of last year.

Mexican superstition: If a bride while dressing for her wedding pricks her finger so that it bleeds, great misfortune will follow. If a bridegroom should accidentally sit on a tack—do you understand Spanish?



We were the first makers of needles in the world sold commercially for disc talking machines.



Our needles are to-day more exclusively used than any others in America.



We supply not only manufacturers, but jobbers.

SIDE LINES AND MONEY

Q 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?

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

Q 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.

Q 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.

Q 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



TRADE-MARK.

*Will not wear rough or scratchy—
Moulded wax records wear quickly, break easily.*

*Disc records wear the reproducing point—
We guarantee our records will not wear a sapphire point*

DEALERS CAN GET FULL INFORMATION FROM US
OR FROM THE NEAREST JOBBER

ESTABLISHED JOBBERS

NAME	ADDRESS	NAME	ADDRESS
AMERICAN TALKING MACHINE CO.	586 Fulton St., Brooklyn, N. Y.	KILLEA, W. J.	72-74 So. Pearl St., Albany, N. Y.
ANDREWS, W. D.	Seneca St., cor. Wells, Buffalo, N. Y.	KNIGHT DRUG COMPANY	103 Broughton St., Savannah, Ga.
ANDREWS, W. D.	218 Railroad St., East, Syracuse, N. Y.	MAGRUDER & CO.	27 The Arcade, Nashville, Tenn.
BALL-FINTZE CO.	12 Canal St., Newark, Ohio.	MASSACHUSETTS INDESTRUCTIBLE RECORD CO.	72 Bedford St., Boston, Mass.
BALL-FINTZE CO.	108 West Third St., Cincinnati, Ohio.	MONTENEGRO-RIEHM MUSIC CO.	523 Third Ave., Louisville, Ky.
BOLLINGER, R. C.	704 Garrison Ave., Ft. Smith, Ark.	MUSICAL ECHO CO.	1217 Chestnut St., Philadelphia, Pa.
BUEHN, LOUIS, & BRO.	45 No. Ninth St., Philadelphia, Pa.	McARTHUR PIANO CO.	Aberdeen, S. D.
BULLENKAMP, F.	922 Columbus Ave., New York City.	NATIONAL AUTOMATIC FIRE ALARM CO., THE	614-618 Gravier St., New Orleans, La.
CABLE COMPANY, THE	Cable Building, Charleston, S. C.	PIANO PLAYER CO.	16th and Douglas Sts., Omaha, Neb.
CADWELL, O. C., & CO.	127 Phillips Ave., South, Sioux Falls, S. D.	POMMER, A. J., & CO.	829-831 J St., Sacramento, Cal.
A. B. CLINTON & CO.	33 Church St., New Haven, Conn.	PORTLAND TALKING MACHINE CO.	418 Congress St., Portland, Maine.
CONROY PIANO CO.	S.W. Cor. 11th and Olive Sts., St. Louis, Mo.	POWERS & HENRY	Fulton Building, Pittsburg, Pa.
CURTAIN MUSIC HOUSE	15-17 West Sixth Ave., Helena, Mont.	REYNALDS, W. H.	167 Dauphin St., Mobile, Ala.
EDISONIA CO., THE	57 Halsey St., Newark, N. J.	SAVAGE, J. K., SUPPLY CO.	921 Franklin Ave., St. Louis, Mo.
FETTERLY PIANO MFG. CO., THE	14 East Fifth St., Dayton, Ohio.	SMITH, R. C., & CO.	68 Church St., Burlington, Vt.
FINCH & HAHN	504 State St., Schenectady, N. Y.	STANDARD MUSIC CO.	9-11 East 8th St., Chattanooga, Tenn.
FINCH & HAHN	3 Third St., Troy, N. Y.	SWITKY, BENJ.	27 East 14th St., New York City.
HARGER & BLISH	910 Main St., Dubuque, Iowa.	TALKING MACHINE CO.	2007 Second Ave., Birmingham, Ala.
HOUGH, THOS. C.	704 Hennepin Ave., Minneapolis, Minn.	WABASH MUSIC CO.	823 Wabash Ave., Terre Haute, Ind.
KELLY, P.	374 St. Catherine St., West Montreal, Canada.	WHITNEY & CURRIER CO.	Toledo, Ohio.
		WHITSIT, PERRY B.	209-213 S. High St., Columbus, Ohio.

Retail At 35 Cents The Record

THE

Indestructible Phonographic Record Co.

Albany, N. Y., U. S. A.

THE RECORD CABINET AS A BUSINESS DEVELOPER

Important Facts Presented by M. A. Carpell in a Logical Way Which Must Appeal to the Dealer and the Salesman in Connection With the Record Proposition.

Isn't it a fact that every retail dealer in phonographs or talking machines or graphophones realizes that he doesn't sell a cabinet for holding records, either cylinder or disc, to every customer that buys a machine? Isn't it a fact that a cabinet doesn't go with but every fortieth machine that is sold, and why does this condition exist?

In the first place, the retail salesman who does the actual selling to the consumer seems to have the idea that after he finds out how much money the customer can really expect to spend on a machine and the records, he never thinks of the cabinet. It oftentimes happens that while he talks the machine to the customer, inducing him to make the selection, the machine is sitting on top of a cabinet, and, in spite of this, the cabinet is forgotten. It seems to be a fixed idea that a customer will demand a cabinet later, and I don't believe that any salesman realizes the important relation of the cabinet to the machine—doesn't realize that the cabinet is originally and fundamentally a record seller—doesn't consider that it is the cabinet that makes a place in the home for the talking machine, and, in consequence, he fails to push it with the first original sale.

A customer goes into a store and buys a machine. It may be a man and wife—may be the husband alone; may be the wife alone—whatever may be the case. For instance, we will say the husband has bought a machine and twenty-five records as a Christmas present for his wife. His attention is not drawn to the cabinet, and, in consequence, he does not buy it. The machine is sent to the house, is unpacked and naturally causes a great surprise, and a welcome one. Of course, it is going to be set on the table in the parlor first. Oh! what joy and pleasure that machine affords the first two or three days. The recipient can barely keep away from it; in fact, is playing it every spare minute. Whenever a friend calls he is given a little concert. When the baby doesn't want to keep quiet the machine is played for it. When "hubby" comes home at night he is entertained with a few selections on the new machine—all in all happiness is complete and nothing seems to be missing. Saturday comes, the day when the house is cleaned, and the machine is lifted off the beautifully polished parlor table, and, to utter dismay and astonishment of its owner, the table is found all scratched up. Of course, remarks are made, and it is decided that the machine can't be kept in the parlor, so it is removed to the table in the sitting room—the living room. This one is oak. So the lady removes the machine from the parlor into the living room and leaves it there for a week until she finds out that the library table has been as badly scratched up as the parlor table. In the meantime the baby has played with several records, pulling them off the table and breaking them. Now, she has all she can possibly do to prevent her husband from playing that machine at night for fear he might discover a broken record and get angry! Luckily, he comes home with a package of new records, and, playing them that night, he doesn't discover that some of the old ones have been broken. But she naturally says: "What are we going to do with all these records? They are on the window-sill, they are on the tables, they are on top of the chairs, they are on the bureaus and on the chiffoniers, and wherever I look I find records, and the worst feature is when I want to play one I don't know where to find it. Oh! I do wish my husband wouldn't buy any more of those records. I am getting tired of that machine anyway; I think I will put it on the floor in a corner of the room and take the horn off and put it on top, and when we want to play it will put it back on the table and put a cloth under it so it won't scratch the table. I am going to tell my husband not to buy any more records; we have got enough. Oh my! we have only had the machine about six weeks now, and I am so tired

of it. It is in the way wherever I look—the horn is in the way, the machine is in the way, the records are in the way, and I can't keep the baby away from it, and I don't want to hear it at all. Oh! John, please don't play that machine!"

Now, Mr. Salesman, that is about the end of your record sales. That is about the end of the enthusiasm that you have aroused in your customer for the main thing that you have got to sell. It is very likely that at the first opportunity this party will dispose of the whole outfit at half the cost. But the argument the salesman will bring forth is, that that is just the time for a salesman to sell this disgruntled customer a cabinet. Which is true—at least it would be if the customer would ever come back to the same store; if he doesn't get disgusted with the proposition before then to throw it overboard; if his old enthusiasm isn't lost by that time by the continuous complaining of his wife and her request to sell the outfit, so he won't go near the store. It is true that when he does get into the store you can sell him a cabinet. At least in one case out of forty you succeed, but the other thirty-nine cases do not come back, and you have lost thirty-nine chances to sell a cabinet, which perhaps to some salesmen would not be a great loss. But it is a loss when one considers that these thirty-nine cease to buy records, and that the dealer makes his money to a great extent on the sale of the records. He can sell one family one machine, but he can make a good account out of each one of them if they continue buying

records, and they would if they had a cabinet.

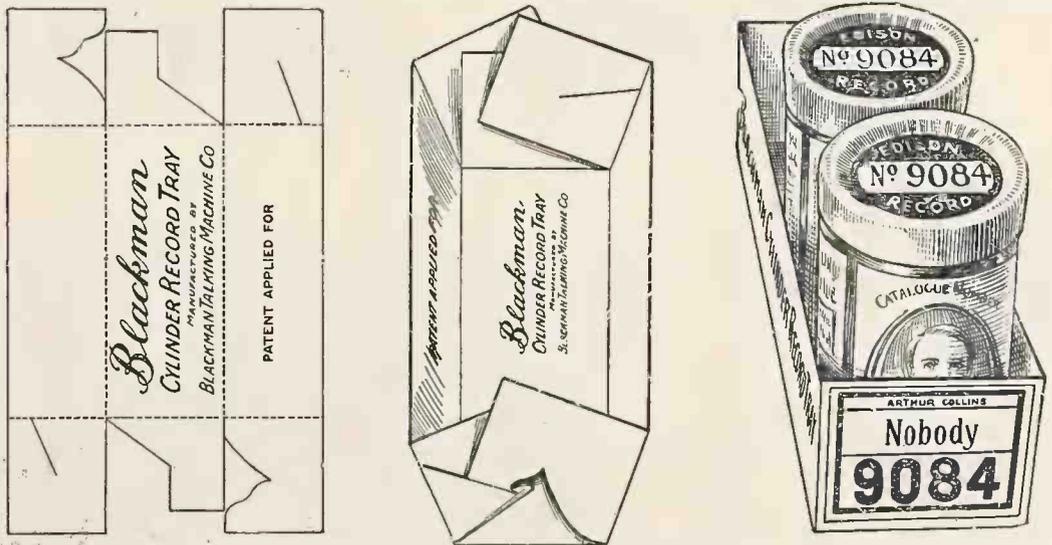
Now, we will reverse the proposition and see how this thing works when the cabinet is sold at the time the machine is sold. Once more Mr. Husband buys the outfit for his wife for Christmas. The A1 salesman realizes the situation thoroughly—has found out that the man has \$75 to spend. He sells him a \$40 machine, a \$20 cabinet and \$15 worth of records. All are sent up to the house, put in the parlor, cabinet is put in a convenient corner, the machine is put on top of the cabinet and the records placed inside and in the proper places according to the index that comes with the cabinet. "Oh! what a beautiful outfit this is," the recipient exclaims. "Everything such a perfect match; everything has its place. I am so delighted with it, for it is so easy to find those records. But we have got to buy more records yet, for the cabinet is pretty nearly empty!" Mr. Husband in due course is sent back to the store, or goes there himself, and in a feverish haste buys all the records he can possibly carry in order to fill his cabinet. All the friends coming to the house are shown the machine. It is played for them, and with a great pride their attention is drawn to the great amount of records that they have got, and still there is not enough to fill the cabinet, but they will keep on buying all the new hits that come out once a month until the cabinet is filled—and just think, when the cabinet is filled, they have a chance to buy more records! They have an index that comes with the cabinet, which is so arranged that when the cabinet is filled with about 200 records there is usually some among them that are not played very often. Then the old ones are put away and some of the new ones that are being secured from time to time are indexed in their place. Thus the newest things

INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



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

NET PRICES TRAYS ONLY

(Subject to Change.)

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

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

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

NET PRICES RAPKE LABELS

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

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

are always in stock, the cabinet is kept full and any record can be found at a moment's notice.

These are two different views on the subject, which, in a rather graphic description, I wish to draw the attention of the retail trade. I have said before that there is only one cabinet sold with every fortieth machine. It further proves that every man that has a cabinet is, in a very short time, the owner of at least 200 records, while the 39 customers that have not a cabinet very likely have not any more on an average than 50 records apiece. Just think what an increase of business that would mean to every retailer if he could sell 40 customers 200 records apiece (if all of them had a cabinet) over what he does today in selling one customer out of 40 200 records and the other 39 only 50 records apiece. It would mean an increase of 4,850 records to those 40 customers. What an amount of profit there is in 4,850 records! It is needless to figure it, as every dealer knows only too well himself how much it amounts to, and perhaps realizes better how much it amounts to when he has not sold them.

In connection with this, I will say, perhaps one reason why so many dealers sell machines and records only and not cabinets is because only a few carry a full, complete line. A great many only handle them in very small quantities, and most of them don't handle any, because they claim they have no room in their store to show them. This last excuse is positively ridiculous. No matter how small a man's store may be, I have never seen the machines sitting on the floor anywhere, but I did see them sitting on the counter. Some counters take up a great deal of room in the store, yet the smaller places will have a pattern of each machine sitting on the counter. How many counters, Mr. Dealer, do you sell in a year? Did you ever stop and figure out how much room a counter takes up and how much rent you pay in proportion, according to the size of your store, for the counter which serves mainly for sitting the machines on top of it and showing them off? Wouldn't it be far better to take these

counters and throw them out and buy a cabinet for each machine suitable for the particular design and price of the particular machine that you want it for? Show the machine on top of the cabinet and try very hard, with every sale of a machine, to sell a cabinet and in that way help to realize a profit on the same room that was formerly taken up by the counters—a profit on the cabinet, a good, substantial profit—and besides make a customer when you sell a machine and the cabinet, that will use 200 records instead of only 50. Thus you will keep up his lively interest and enthusiasm in your goods instead of getting disgusted with them and trying to dispose of them at half-price after he bought it.

Mr. Dealer, sit down, think it over, consider it and send your opinion about this article with your order for cabinets to your jobber, who always carries a full stock of them for you.

M. A. CARPELL.

BUSINESS IMPROVES IN SAVANNAH.

Dealers Are Benefiting from Publicity—Rhodes & Haverty Have Columbia Agency—Phillips & Crew Buy the Youmans & Leete Business.

(Special to The Talking Machine World.)

Savannah, Ga., April 6, 1908.

The talking machine business in this city is steadily improving and conditions at present are practically normal and quite satisfactory in the general run. The various dealers are advertising liberally and giving free concerts. Rhodes & Haverty, for instance, have made the last a daily feature, the concert being given between 4 and 6 o'clock every week day and also from 8 to 11 o'clock Saturday evening, and being liberally advertised. Many sales are said to have resulted from among members of the audiences. Rhodes & Haverty are furniture dealers, but have the agency for the Columbia line and push it with a will and are very successful.

The Ludden & Bates Southern Music House

are also advertising liberally, making a specialty of their instalment plan of selling.

The Phillips & Crew Co. have purchased the wholesale and retail Victor talking machine department formerly conducted by Youmans & Leete, and will hereafter operate one of the largest Victor departments in the South. The system for handling a complete stock of records, red seal, foreign and domestic, is now being installed, and when finished will be complete in every detail. By this transfer the Phillips & Crew Co. become one of the largest and strongest distributors of Victor goods in the Southern states.

NEW ORLEANS TALKING MACHINE CO.

(Special to The Talking Machine World.)

New Orleans, La., April 6, 1908.

Articles of incorporation for the New Orleans Talking Machine Co. were filed in the office of the Recorder of Mortgages last week. The concern is authorized to deal in merchandise of all descriptions, but will devote itself particularly to talking machines and talking machine supplies. The authorized capitalization is \$10,000. James I. Lyons is president, John Dymond, Jr., is vice-president and John M. Lind is secretary.

AN UNIQUE RECORD.

The World recently received a rather unique record from T. Edens Osborne, a subscriber in Belfast, Ireland, namely, that of a baby girl only five weeks old, in the act of sobbing bitterly. It is certainly a unique contribution to The World archives. As Mr. Osborne says: "The reproduction is so painfully natural that when heard especially by ladies the 'stop lever' has to be used, by request, ere half of the record is rendered, on account of the intense feelings of sympathy and pity which the infant's 'tale of woe' engender."

Mediocrity is almost worse than failure, says The World philosopher.

YOUR DISTRIBUTOR

WHY not get your supplies from one distributor who can fill ALL your wants instead of having your shipments come in small lots from different points. Send for our General Musical Instrument and Talking Machine catalogs. You will find it good business economy to send us your orders.

THE RUDOLPH WURLITZER CO.

DISTRIBUTORS

Victor Talking Machines, Edison Phonographs, Zonophones, I. C. S. Language System, Herzog Cabinets

MANUFACTURERS

TALKING MACHINE SUPPLIES AND MUSICAL INSTRUMENTS

CINCINNATI

DISTRIBUTING POINTS

CHICAGO

INDIANAPOLIS NEWS BUDGET.

Increase in Trade During Last Month—Columbia Fonotipia Records in Demand—"Mme. Butterfly" Window—Albert Morley Convalescent—Unique Phonograph Co. Increase Trade 20 Per Cent.—The Commercial Amusement Co. Incorporated—Nickelodeon Business Improving—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 6, 1908.

Indianapolis talking machine dealers report a slight increase in the trade on machines during the last month with about the same class and volume of trade on records. There have been no new conditions materially to affect the talking machine business, though the dealers expect better business within a short time, as the summer camps and club houses will begin to open. This always causes an increase both in the sale of records and machines.

The Columbia Phonograph Co. have just received their first large shipment of the Fonotipia grand opera records. There had been an unusual demand for these records before the shipment arrived and since they have been received there has been an exceptionally good sale. Records by Zenatello, Didur and Russ have been in special demand. Indianapolis has been having a great deal of grand opera recently and this probably accounts in part for the brisk demand for grand opera records.

The appearance of the Savage Co. here with Madam Butterfly a week ago gave Thomas Devine, manager of the Columbia Co., opportunity for some advantageous advertising. Mr. Devine arranged with the Savage Co. whereby he was enabled to use in his show window a large painting of the scenes from Madam Butterfly. These scenes from the last act of the opera formed the background for the window and in the window were placed a number of tastefully decorated machines and 12-inch disc records of selections from Madam Butterfly.

Albert Morley, of West Indianapolis, one of the most enthusiastic talking machine men in Indianapolis, has been ill for several days, suffering from an attack of appendicitis. His condition has not been serious, however, and it is believed he will recover soon. Mr. Morley, although he is not now and has never been engaged in the talking machine business, is a regular subscriber to the Talking Machine World. While he was confined to his house with illness, Mr. Morley passed many pleasant moments reading the Talking Machine World. He is one of the enthusiastic talking machine patrons of the city.

The Indiana Phonograph Co., who handle Edison machines, have had increased business during the last month. Officers of the company say that the machine business has been fully 20 per cent. better during the last month than it was during the previous month. The record trade also has been better, it is stated.

The Kipp-Link Co. have had a good business during the last month. This company are unusually well equipped to take care of the jobbing trade, and it is stated that the jobbing trade is keeping up to a high standard. The Kipp-Link Co. handle Edisons and Victors.

The five-cent theater business is booming as never before. A number of new houses have been started and the five-cent theaters and penny arcades report excellent business. This is no doubt in part due to the great number of state meetings and conventions which have been held in the city during the last month. Perhaps 75,000 or 100,000 people from out in the State have attended conventions in the city during the last month.

E. J. Sutherland, who owns the Bijou, the Bljou Dream and the Mystic, will open another theater on West Washington street to be known as the Casino. This gives Mr. Sutherland four shows within five squares of each other, and in the main business portion of the city. The Mystic, which was the first five-cent theater in Indianapolis which was established to live up to

an exclusively high-class trade, is coming up to expectations.

A new theater has been started on Indiana avenue for the benefit of the colored trade. This one is called the Dixie, and this suggestive name is expected to attract many patrons. The place is owned by William Skinner. He will use a Columbia Twentieth Century graphophone.

The Commercial Amusement Co., of Indianapolis has been incorporated at the office of the Secretary of State. The capital stock is \$10,000. This company is a reorganization of the Manhattan Amusement Co., which has been running a five-cent theater in West Washington street. The new company will continue to operate the West Washington street place. The directors are Edward F. Reynolds, who was identified with the old company, and Theodore E. Brown and Frank Lux.

TALKER IN CHURCH WORK.

Utilized Most Successfully in Devotional Service in Lynn, Mass., Church Recently.

(Special to The Talking Machine World.)

Lynn, Mass., April 8, 1908.

For the first time in the history of church work in Lynn, a talking machine has been utilized at a strictly devotional service, not only as an adjunct to the musical service, but as a dramatic agent through reproduction of a scene from a famous melodrama.

The innovation was introduced at the North Congregational Church last Sunday evening, and proved to be such a success that the talking machine bids fair to become a part of the equipment of this and other churches in Lynn. The unique idea originated with Francis Haseltine, principal of the Whiting grammar school.

The services opened with congregational singing, and then the talking machine was heard singing in the next room, "That Will Be Glory for Me." The machine also gave the church scene from the "Old Homestead," where the father, Uncle Josh Whitcomb, searches for the wandering Reuben, his boy, and finally meets him in front of the Grace Church, New York. After this the machine rendered, "Where Is My Wandering Boy To-night?"

"SHOW YOUR GOODS."

A business philosopher would reverse an old adage. Don't say, "If you don't see what you want, ask for it," he advises, but "Show a man

what he wants and he will ask for it." Lead the customer up to such things as you think he may need; to see a thing coveted or needed is one of the surest ways of causing its purchase. The street boy who threw a brick through the jeweler's window and stole a watch advanced his plea of justification in these words: "It made me sick to look at it there every time I went by. You ought to have kept it out of sight." The best advice that can be given to a merchant is, "Show your goods!"

IRISH FILES BANKRUPTCY PETITION.

(Special to The Talking Machine World.)

Toledo, O., April 9, 1908.

A. L. Irish, prominent broker and real estate dealer and vice-president of the Atlantic Phonograph Co., filed a voluntary petition in bankruptcy in the United States Court to-day, placing his liabilities at \$464,790, and assets at \$76,000. The failure is the result of loans and indorsed notes, executed principally for the Atlantic Co. and the Talk-o-Phone Co., in which Irish was interested.

TONIC FOR THAT "TIRED FEELING."

Here's a tonic needed to a greater or less extent by all of us, and a few doses will go far to tone up the business of the downhearted dealer:

DR. P. ROSPERITY,

SUITE ONE, BUSINESS BUILDING,
EVERYWHERE.

Office hours:

All the time.

MR. BUSINESS MAN:

B.

Cheerfulness—1 overflowing measure.

Confidence—Sufficient.

Courage—To win.

Nerve—to stick at it.

Common Sense—A plenty.

Smiles—Enough for everybody.

Ginger—All you've got.

Optimism—To spare.

Mix fresh every day and take "straigh" every morning until cured. Avoid "cold feet."

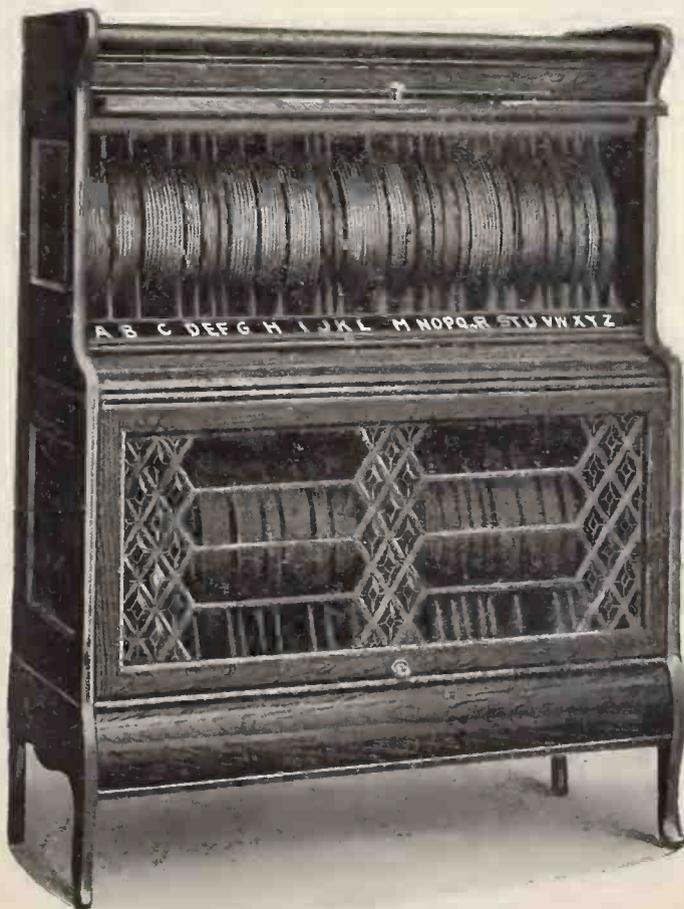
DR. P. ROSPERITY.

Phone:

Hustler A-1.

WEYMANN AT FURNISHING SHOW.

H. A. Weymann & Son, Philadelphia, Pa., had extensive display space at the House Furnishing Show held in that city last week, at Horticultural Hall, and featured especially the Victor Victrola and Edison Ideala phonograph. Their exhibit attracted much attention, their space being continually crowded with interested listeners when demonstrations were being made.



Elastic Rack

FOR

Disc Cabinets

This rack can be used with ANY Music Cabinet, or Sectional Bookcase or any make Disc Cabinet.

1. It increases the Capacity of a Cabinet.
2. Permits classification of records by titles or alphabet or singers, etc., etc., by means of adjustable indexes.
3. Every record can easily be found and to its place returned.
4. Inexpensive and attractive.

PATENT FOR SALE

For information apply to

X. CUKIER
2025 Broadway, N. Y.

PAT. No. 877,832. JAN. 28, 1908.

Cut showing ELASTIC RACK fitted to 2 Units of Sectional Bookcases. Upper section (open) for 10-inch Records. Lower section (closed) for 12-inch Records. Records kept in alphabetical order.

A GRAPHOPHONIC COURTSHIP.

How S. C. Woodward Captured His Better Half
—An Interesting Story.

A courtship of over a year, carried on by means of graphophones, culminated recently in the wedding of S. C. Woodward, a salesman with the St. Louis, Mo., store of the Columbia Phonograph Co., and Miss Florence Conreux, a saleswoman connected with the same store for the past three years. Mr. Woodward went to St. Louis about a year ago and was immediately smitten with the charms of Miss Conreux. Being somewhat bashful by nature, however, Mr. Woodward looked about for some unobtrusive means of displaying his emotions. The graphophone solved the problem, and according to report the courtship progressed somewhat as follows:

Mr. Woodward began with "I Could Learn to Love You When You Smile, Smile, Smile." Miss Conreux smiled and he was repaid. For a while Mr. Woodward contented himself with "Dreaming." Then he switched to "When You Know You're Not Forgotten by the Girl You Can't Forget." He looked at Miss Conreux so expressively that it began to dawn on her that something was ailing him. To ease his mind of a terrible dread he asked her by machinery one day: "Who Do You Love?" He watched her for the answer. It may have been a coincidence, but it tickled him nearly to death when another machine began to coo "You-u-u-u." Woodward reached for "Love Me and the World Is Mine," and as its triumphant notes pealed through the store he walked up and down like he really did own the universe. "Won't You Be My Honey?" was the next step, and "Honey Boy" came back from the other end of the store. "I'd Like to See a Little More of You" came next. He was getting bold. "Won't You Come Over to My House?" was the coy answer.

He went, and the result was that the happy couple faced the minister not long afterward and then left for Sulphur Springs, Tex., where Mr. Woodward will manage the new Columbia

store recently opened there. It is safe to assume that the curtain lectures of the future will be delivered by a more direct means than the graphophone.

NEVER TALK ABOUT A COMPETITOR.

It is a mighty good rule to never talk about a competitor. There is a little bit of logic which says: A wise man talks about the virtues of that which he has to sell, a vain man talks about himself, and a fool talks about his competitor. There is never a cent made by telling your customers what a competitor is doing. If they insist on telling you what he is doing, it is a good policy to listen to it all, and then when it comes time for you to express an opinion, merely pass the matter over as of little consequence and proceed to interest them in what you are selling. So long as you have the ear of the customer you have the advantage over all competition, and it is your duty to proceed to fill that ear with the kind of information which will convince its owner that he must buy the identical thing you have to sell, not only because it will exactly fill his needs, but because he wants to buy it of you, so you can get the benefit from his trading. That is the feeling everyone who sells goods should strive to create. It makes no difference what your competitor says when you once create that feeling, and you can only succeed in accomplishing this object by concentrating your entire attention on the matter in hand, forgetting all about your competitor, and letting him take entire care of himself, while you land the order.

CONSTANTINO BROUGHT SUIT.

Claiming that records made by him have been advertised as being made by Caruso, Constantino, a tenor with the San Carlos Opera Co., appealed to the St. Louis Circuit Court to have R. Wagner enjoined from continuing the practice, as alleged. The specific charge was that Wagner had placed records from the operas "Martha" and

"Aida" and an aria on machines, and placarded them as being Caruso numbers. When Constantino undertook to listen to Caruso's voice he claims he heard his own instead, and therefore feels that a great injustice has been done him in accrediting a rival with his work.

FOREIGN VICTOR RECORD CATALOG.

The Victor Talking Machine Co., have sent out to their dealers a new and up-to-date addition of their foreign record catalog, wherein are listed all records in foreign languages. In connection with the catalog, the Victor Co. sent a strong letter to the dealers urging them to push the records especially in those sections of the country where there is a large foreign population. Continuing, the letter says:

"While it is a fact that the great majority of foreigners in America speak English, at the same time nothing appeals to them quite so forcibly as some old recollection of their native land as, for instance, some song with which they are familiar, sung in their mother tongue. The foreigners in the United States are a great music-loving class, yet they are practically neglected by Victor dealers; by neglected, we do not mean to say dealers are not selling to some foreigners, but there is not that concerted action or solicitation there should be. A systematic and direct effort applied to this great branch of the buying public will show splendid results, and there is no way you can do this better than by familiarizing yourself with the records listed in this catalog and approaching each nationality with a specific Victor argument, pointing out the reminiscences of home and fatherland that can be obtained so perfectly through the Victor and Victor records."

WHAT INSURES BUSINESS SUCCESS.

Spasmodic attempts to get business rarely succeed permanently. It is the deliberate moving, cautiously, gradually and intelligently, that makes the final success.



HAVE YOU EVER STOPPED TO CONSIDER **WHY**

We can afford not only to carry on a progressive campaign pushing the now well-known

MUNSON FOLDING HORN

FOR ALL CYLINDER MACHINES

But have doubled our investment in order to perfect and market the

New Munson Folding Horn for all Taper Arm Disc Machines

BECAUSE Notwithstanding the regular horn business is rather dull, **there is a demand** for a good, practicable, one-piece indestructible folding horn. The public wants and needs one. The Munson Horn meets all requirements—made of selected "Leatherette" with highly finished metal parts. Can be opened and closed in 30 seconds. Tonal quality perfect. *All horns guaranteed not to rattle or blast.*

In solid colors, Gold, Black and Red, - - Retail \$5.00
Handsomely decorated by hand, fast colors, Retail \$6.00

Patent 813814

If your jobber cannot supply you, write us direct and we will put you in touch with one in your territory who can. And remember, **THIS HORN HAS NO RIVAL**, therefore there is no price-cutting competition to contend with.



THE FOLDING PHONOGRAPHIC HORN CO. 650-652 Ninth Ave.
NEW YORK CITY

FROM OUR CHICAGO HEADQUARTERS

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

Improvement in Business Well Maintained—
Outlook Improves Weekly—New Orleans
Talking Machine Co. Organize—F. M.
Tracy a Benedict—Mr. Lewis Describes Con-
ditions in Mexico—Few Failures Among
Talker Dealers—Goodwin Believes in Re-
citals—Edison Advertising Commended—
Manager Geissler's Enterprise—C. F. Baer's
Success—Messrs. Hawthorne and Bentel Re-
cent Visitors—Latter Discusses Trade Con-
ditions—High Grade Goods in Demand at
Lyon & Healy's—Big Orders for Fibre
Needles—Manager Plume's Eastern Trip—
Ivory Needle Selling Well—Feinberg Takes
on Player Pianos—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1908.

Although the past month's business in the talking machine line has not been equal to that of last year, when a rather unusual volume of business was transacted, still the relative improvement noticed during February has been maintained. It is evident that western talking machine dealers, as well as those in other lines, have been going through the cleaning-up process, and it is safe to say that stocks were never in better condition than at present.

Local retail trade has been of rather erratic nature, as is usual to be expected at this period on account of the variable weather. The managers generally say that the month rounded up a rather better volume of business than they anticipated.

James I. Lyons, the well-known pioneer talking machine jobber, of this city, went to New Orleans last night and created some news in the Crescent City. Five years ago Mr. Lyons opened a branch in the Theater Arcade, in New Orleans, but was succeeded year before last by L. S. Gard-

ner & Co., Mr. Lyons, however, retaining an interest in the business. Mr. Gardner retired from the business entirely last month, and the Chicago man succeeded in organizing the New Orleans Talking Machine Co., with a capital stock of \$10,000, to continue the business in the same location, which is considered one of the best in the city. The officers are: James I. Lyons, president; John Diamond, Jr., vice president, and John M. Lind, secretary and manager. Mr. Lind was for some years connected with the talking machine department of the Automatic Fire Alarm Co., and has recently been manager of the talking machine department of the Cable Company's New Orleans branch. The company will confine itself to the retail business, for the present at least.

Frank M. Tracy, manager of the Mills Novelty Co., gave his bachelor friends a shock last month. He went on a business trip to Philadelphia. He had luncheon with Miss Genevieve West, whom he met when she visited Chicago friends three years ago, proposed to her between courses, was married at the house of a friend the same afternoon and sailed for Europe with his fair bride a few days later.

Henry E. Pearson, a well-known talking machine and piano dealer of Appleton, Wis., was a Chicago visitor recently.

The Musical Supply Co., of South Bend, Ind., who handle talking machines extensively, have opened a branch store at Wolcutville, Ind.

The Eggleston Music House, at Danville, Ill., discontinues the musical instrument business April 1. Miss Ruth Gay, who has had the small goods and talking machines, continues the talking machine business. Genial Jake Eggleston will probably go on the road for some piano house.

Judging from the tenor of a personal letter received at the Chicago office of The World from

L. L. Lewis, who recently went from Chicago to Mexico City, Mexico, to assume the management of the Mexican National Phonograph Co., that gentleman is contented and happy in his new surroundings. Lewis literally thrives on work, and with four or five lines to handle, including Edison phonographs and records, kinetoscopes and films, and the business phonograph, he certainly has little opportunity to become home-sick.

Spring has made her debut in Mexico, and Mr. Lewis describes the weather as ideal. He rises at 6 a. m., dresses with doors and windows wide open and sits at the window overlooking the street in his shirt sleeves and in perfect comfort. The acquisition of the fruit habit is a simple matter, with oranges at a penny apiece and bananas at 5 cents a dozen. The æsthetically inclined can simply revel in flowers, as you can buy a fresh bouquet of American beauty roses, fifty in a cluster, for 25 cents gold. With these advantages, added to the fact that Mr. Lewis is an accomplished linguist and speaks Spanish like a native, his sojourn in the land of the Aztec will prove a pleasant one indeed.

Considering the fact that talking machines are generally classed as a luxury rather than a staple, the few failures among the dealers during the last few months of stress and strain is gratifying indeed. One dealer, however, in Elgin did find it necessary to take advantage of the bankruptcy law a few weeks ago and the stock was closed out at auction by the trustee in bankruptcy. His stock included nearly 3,000 Edison records, and the method adopted by the National Phonograph Co. through his Chicago representative, A. D. Chandler, to protect their interests is worthy of note. Chandler was early in the field and readily induced G. S. Adams, another Edison dealer in Elgin, to make a bid for the entire Edison



Send for our new cut catalogue and supplement

TO DEALERS!

Give us your business and we will keep you posted monthly with a plan that has built up a talking machine business worth while. Follow us in your town and you will reap the harvest too. *Lyon & Healy*
It pays to be on our list. Try it. CHICAGO

SPECIAL! HAVE YOU TRIED THE VICTROLA YET?

Do you know that it is selling better (in dollars) than anything else on the market? We can fill your order to-day and give you the limit of time to pay for it. Also let us supply your Victors all ready for the fiber needle.

COMPLETE STOCK—VICTOR and EDISON—COMPLETE STOCK

CHICAGO

Lyon & Healy

CHICAGO

stock. Chandler also saw the officials and arranged to have the Edison goods put up for a lump bid, and, as a result, the stock was speedily transferred to the Adams store. Other record stock in the store of the defunct dealer was closed out at all sorts of prices to consumers.

The cylinder business in the little city of Crown Point, Ind., just across the State line, is evidently going to experience a boom. Both C. F. Heidy and Phillips Bros. & Weil have recently been made Edison dealers.

George Ornstein, sales manager of the Victor Talking Machine Co., was a recent Chicago visitor.

Andrew McCarthy, treasurer of Sherman, Clay & Co., San Francisco, and manager of the company's extensive talking machine department, was again in Chicago the latter part of last month on his return to the coast from the East. He paid a visit to the Victor factory at Camden.

C. E. Goodwin, of Lyon & Healy, is a dyed-in-the-wool advocate of talking machine and record exploitation via the recital route. He says that they have made a number of sales of the entire series of Victor "I Pagliacci" records directly traceable to the presentation of the complete opera every afternoon for a solid week in Aeolian Hall recently.

A great deal of favorable comment is heard regarding the extensive advertising in the local dailies by the National Phonograph Co. Not only is large space being used, but the text is forceful and convincing and presents in simple but strong manner the advantages of owning a phonograph. A systematic campaign such as the Edison people are making along these lines cannot but enable Edison dealers to make sales to many people whom they have not hitherto found it possible to interest.

J. G. Brown, piano and talking machine dealer of Galion, O., moved into new quarters last month and held his opening on March 28. The store was handsomely decorated for the occasion, and an Auxetophone and Victrola concert was given. The talking machine department had a room to itself.

Among the visitors at the Talking Machine Co. the past month were the following: Mr. Smith, manager of the Wisconsin Music Co., of Madison, Wis.; the Messrs. Vandenberg Bros., of Green Bay, Wis.; N. E. Reynolds, of the N. E. Reynolds Mercantile Co., Burlington, Ia.; Mr. Tate, of Tate & Bowerman, Munising, Mich, and Joseph A. Pitts, Kenosha, Wis., Paul Warner, son of W. W. Warner, well-known talking machine dealer of Madison, Wis., called on Mr. Geissler this week. He was on his way to Florida, where he will spend a month fishing and hunting.

Malcolm B. Henry, who has successfully trav-

eled Indiana and Illinois for the Talking Machine Co., has gone to St. Louis to take charge of the outside city trade for the retail department of the St. Louis Talking Machine Co. He will be succeeded by Samuel L. Straud, a young man of long traveling experience in another line. General Manager Geissler says that he has had peculiar success in training in bright, energetic men from outside the trade, but they are always given a rigorous training in the store before introducing them to a wider field. Roy Keith, the sales manager of the company, George Davidson, Mr. Geissler's secretary, and Cecil Davidson are all illustrations of this policy.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned a couple of weeks ago from a visit to headquarters in New York. He reported that the officers of the company felt greatly encouraged at the outlook, and that he was surprised at the shipments that were being made to all sections of the country.

C. F. Baer, manager of the Chicago branch of the Columbia Phonograph Co., is one of the younger men in the talking machine trade of Chicago who has won a responsible position in a comparatively short space of time by virtue of sheer grit and faithful attention to duty. He went with the company nine years ago, starting in the counting room was soon made cashier and in turn credit man, then assistant manager, and a year and a half ago, when Mr. Wilson went to New York, was made manager. Mr. Baer is an enthusiastic wholesale man and points with pride to the record of 53 new Columbia dealers started in the last three months in the States of Illinois, Wisconsin, Iowa and Indiana, the territory directly tributary to the Chicago office.

E. A. Hawthorne, president, and Theo. G. Bentel, secretary and treasurer of the Hawthorne & Sheble Mfg. Co., spent several days in Chicago this week, leaving for the East to-day. Mr. Bentel, who is accompanied by his wife, were on their return from a six weeks' trip to the coast. They visited Portland, San Francisco and Los Angeles, spending some time in the latter city. "It was not primarily a business trip, but I called on our distributors in the cities I visited," said Mr. Bentel. "The trade situation in the Far West is showing gratifying improvement, although business cannot be said to be fully back to normal volume as yet. The progress toward complete recovery, however, has been such as to make the jobbers and dealers very optimistic, and the excellent crops furnish further reason for believing that the future is very bright. California is now gathering the biggest citrus crop in the history of the state. Rains at the proper time enable the planting of grain under the best possible conditions. New sections are being developed wonderfully, and the fruit

If you want a pleased and satisfied customer, and want to retain his patronage, sell him a

"TIZ-IT" HORN CONNECTION



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

"There's MORE than a reason."

It will improve the best machine ever made.

Will fit all Edison Phonographs and Cylinder Graphophones.

Retails at 50 Cents.

Send for Descriptive Circulars and Discounts to the Trade
Manufactured only by

KREILING & COMPANY

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

and cantaloup industries of the Imperial valley in Southern California are growing in a manner that is simply marvelous. Talking machine distributors on the coast always carry large stocks but, under the conditions of the last few months, there has been little buying and they have done little more than to order the new monthly records. Stocks are being depleted rapidly and were probably never lower than at present. On our way out we were accompanied by Mr. O'Neil, of O'Neil & James, and his wife, and we had a delightful and interesting journey. We spent some days in the mining district of Arizona, and the ladies of the party were naturally interested in seeing for themselves the actual processes of winning the treasures from the earth."

Mr. Hawthorne spoke encouragingly of conditions the country over as reflected by their business. "It was exceedingly gratifying to me," he said, "to find that last month our sales were 33 1/2 per cent. ahead of February."

Save Records By Using

BALDWIN'S IVORY NEEDLES FOR DISC TALKING MACHINES

PATENTED

Eliminates Scratching Preserves the Records Gives a Beautiful Tone

The Baldwin Ivory Needles for Disc Talking Machines are made of the finest and hardest ivory, chemically treated, so that they give a beautiful tone.

Among their particular advantages are the absence of metallic sound and freedom from the scratching noise peculiar to metal needles. Each needle may be used several times without change, and when worn, the point may be easily removed on the renewing block in each box.

It is unnecessary to have any change made in the regular needle holder of the Talking Machine on account of the triangular shape of the Ivory Needles, as a Special Holder is Furnished with each box.

Retail price per Box of 25 Needles, including Special Holder Attachment and Renewing Block, \$1.00.

WHAT USERS SAY

I have made a thorough test of your Ivory Needles and am greatly pleased with them. I have tried, I think, every kind of Talking Machine Needle offered the public and consider the Baldwin Ivory Needle superior to all others, as it has the quality of not wearing the record.

Evanston, Ill., March 26, 1908.

Yours truly,
J. H. WILBUR.

Samples and full information sent to regular jobbers and dealers on application. Mention make of machine when writing.

THE BALDWIN MANUFACTURING CO.

122 MONROE STREET, CHICAGO

The Hawthorne & Sheble Manufacturing Co. have closed their branch office in Chicago and have made arrangements for the handling of their business here by their present Chicago affiliations.

L. C. McChesney, advertising manager of the National Phonograph Co., spent Thursday and Friday of last week in Chicago conferring with the company's representatives here.

The proportion of sales of high priced goods at this time, when total sales are admittedly below high water mark, is a matter of surprise in the trade. C. E. Goodwin, of Lyon & Healy, says that he never saw the Victor-Victrola business better than at present. One of Lyon & Healy's travelers has averaged a "V-V" a day for several weeks. Dealers have evidently learned their little lesson and are going after the better class of trade vigorously. In a local retail way, too, the Victrola looms up large. The photograph of Alice Nielson listening to the Victrola, which was sent to about everybody in the Blue Book, brought more traceable results than were thought possible. This is simply an illustration of what an original and artistic piece of advertising can accomplish.

F. D. Hall, president and treasurer of the B. & H. Fibre Mfg. Co., received an order this month for 1,000,000 fiber needles from one European concern, and several others were from 250,000 to 500,000. These orders were placed after tests covering periods of from four to five months. Actual shipments the past month have shown conclusively that the fiber needle has passed the introductory stage and has come into its own in a large way. The Chicago branch of the Rudolph Wurlitzer Co. have a solid window devoted to the B. & H. The quantities of bamboo poles are used in the display, and the various stages of manufacture are illustrated. Various Japanese decorations and curios distributed through the window give to the display an oriental aspect and attract at once the attention of the passerby.

The Columbia Phonograph Co. have discontinued their Lincoln avenue store, having secured a good dealer in the vicinity who will handle the complete line of Columbia goods exclusively and will go after the trade energetically. Peter M. Streit is the new dealer, and he will devote the entire store at 1010 Lincoln avenue to the talking machine department.

W. H. Gray, of the traveling force of the Chicago branch of the Rudolph Wurlitzer Co., has just returned from a trip through Wisconsin. He says the dealers report that the farmers are recovering from their timidity and are beginning to buy goods other than the necessities of life with some freedom.

Among the recent visitors at the Wurlitzer Co. were E. A. Vaughn of Princeton, Ill., and Mr. Stephan, of Ashton, Ill.

E. C. Barnes, western manager of the Edison Business Phonograph Co., is back from a trip to Cincinnati and Louisville. On the train he made a delightful acquaintance in Senator Bailey of Texas. Oil was not the topic of conversation, however.

The W. G. Walz Co., of El Paso, Texas, have evidently worked the talking machine in their territory very thoroughly. They say that they have a dealer for either the Victor or Edison line, or both, in every town of 300 people or more within a radius of 600 miles of El Paso.

E. C. Plume, western wholesale manager for the Columbia Phonograph Co., returned on Friday from a flying trip to headquarters in New York. Mr. Plume was very much pleased to find that President Easton is rapidly recovering from the effects of his recent accident.

The new ivory needle for disc machines promises to become an important factor in the trade. Large local dealers who are handling it report that it is giving satisfaction to their customers. The makers, The Baldwin Mfg. Co., 122 Monroe street, have perfected attachments for both Columbia and Victor machines, which are instantly attachable and removable and hold the ivory needle firmly in place.

Charles G. Myers, who was recently made manager of the Aurora store of James I. Lyons, has increased the business materially since he took hold.

C. F. Crane, well known to the piano trade of the West, and formerly representing the Krell Auto-grand and later the Playola Co., has been made sales manager of the United States Music Co., manufacturers of perforated music. The company have met with great success in cutting music for electric pianos. "The electric piano proposition presents greater difficulties to the music roll cutter than one not acquainted with the fact would imagine," remarked Mr. Freisted, of the company. "We have found it necessary to make special music for each of the well-known electric pianos, the various instruments requiring not only different widths, but also paper of different textures. It has required a great deal of experimenting, but we have the satisfaction now of knowing that we can furnish music exactly adapted to the peculiarities of any electric player." Now that the company have moved to their new factory at Milwaukee and Western avenues, they are preparing to greatly increase their output and the scope of their operations.

B. Feinberg returned last week from his eastern wedding trip. While in New York he made arrangements with F. Engelhardt & Sons for the Illinois State agency for the Peerless electric coin-operated piano, and a shipment of the well-known instruments is now on the way. The line will be shown at 6 Madison street. Mr. Feinberg will have a capable assistant in the person of

Edison Jobber
Zonophone Distributor



Carrying Cases
Wire Record Racks

RECORD CABINETS
SPRINGS for all makes and sizes
"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines

JAMES I. LYONS
192-194 Van Buren Street
CHICAGO

P. P. Bender, who was formerly connected with the Chicago agency of the Peerless, and has been at the factory at St. Johnsville, N. Y., for the past six months thoroughly posting himself on the construction of the instruments.

GROWTH OF "TALKER" INDUSTRY

Has Been Remarkable in Every Way—Its Influence in an Educational Way—Its Merits Acknowledged the World Over.

In a recent article under the caption of "Operas at Home," the Milwaukee (Wis.) Journal dwelt at length upon the increasing popularity of the talking machine in the home, having the following to say, in part:

"The growth of the talking machine business during the last decade has been marvelous indeed. A few years ago talking machines were handled chiefly by musical instrument stores as a mere novelty. To-day, these same stores derive a large part of their revenue from the talking machine business, and many large institu-

A. D. GEISSLER
General Manager.

Cable Address "TALKMACH"

Long Distance Telephones CENTRAL 1334
1335
AUTOMATIC 8052



The Talking Machine Co.

VICTOR

TALKING MACHINES
RECORDS AND SUPPLIES

72-74 WABASH AVE.
Chicago



HIS MASTERS VOICE
GRAND OPERA RECORDS

If this letter-head does not greet you regularly when you open your mail, write us and return mail will bring you interesting news.
THE TALKING MACHINE Co.

tions have sprung up that rely solely upon this commodity. The great popularity which the talking machine has attained is due largely to the perfection to which the instrument has been brought and to the fact that the talking machine satisfies an inborn longing for good music.

"The industry has developed certain marked characteristics. One of the most obvious of these is the largely increased demand among people of refinement and means. But by far the most important characteristic is the rapidly growing popularity of the records of a better class of music.

"It is an interesting study for the merchants selling records to note the stages of development through which the talking machine owner passes. The first records are bought to amuse only. The mere novelty of song and speech suffices. In this primary stage the favorite selections are comic songs, martial strains and dance music. After a few months the desire for better music becomes apparent. The purchaser now shows an interest in operatic music and selections from the masters. In every case the change is always in an upward direction, which is perfectly natural for, as all faculties are developed through exercise, the sense of musical appreciation is at first stimulated and then becomes discriminating, leaning toward the higher order as the sense is developed. While there have been musicians of note who in the past may have rebelled against the mechanical reproduction of music, there is at present no doubt of the important part the talking machine is playing in elevating the musical sense of the world's inhabitants. This development of the musical taste, through the medium of the talking machine, is especially noticeable in children, and in no other way can the child's musical education be so cheaply and thoroughly obtained. Dealers are placing these machines in homes on an easy payment plan.

"That the popularity of the talking machine is not confined to the poor is best shown by the fact that many of the crowned heads of Europe delight in listening to the sound reproductions of these marvelous entertainers. King Edward

of England has a machine aboard the royal yacht. The king and queen of Spain each have their instruments and spend many happy hours in the romantic halls of the palace in Madrid listening to the melodious strains of the masters of music. The shah of Persia is quite an enthusiast. He possesses many of the largest and smallest talking machines extant. The sultan of Turkey also whiles away many a happy hour listening to the sweet strains of music. When talking machines were first introduced in Turkey they created quite a serious discussion. Many claimed that it was a sacrilege for a good Musselman to listen to this device of the evil one, but all superstitious opposition is now swept away and quite a healthy trade in the machines is carried on with the Ottoman empire."

CADY SECTIONAL CABINETS

Are Destined to Prove Most Popular With the Trade—Something of Their Individual Features Set Forth.

The Cady Cabinet Co., Lansing, Mich., have put on the market an entirely new and original style of cylinder record cabinet, namely, the Sectional Cabinet, illustrated herewith, which makes it possible for the talking machine owner to start with one or two sections, sufficient for a limited supply of records and as his stock increases more sections may be added as needed. Only the best quarter-sawed oak is used in the construction of these cabinets. All parts are hand rubbed and polished, the drawer bottoms are three-ply veneered and are equipped with strong paste-board pegs. The idea of the folding shelf, which can be attached at any time, however, is only to be used when the cabinet becomes too high for placing the machine on top.

The cabinet has proved an immediate success wherever shown, and so strong has the demand for them become that the large stock prepared by the company for the spring trade was entirely exhausted in a fortnight after the first samples



THE CADY SECTIONAL CABINET.

were sent out, and the Cady factory has been pushed to capacity to turn out the sectional cabinets in sufficient quantity to keep up with orders.

"NOES" THAT LEAD TO SAFETY.

A commercial man while in New South Wales not long ago copied the following from a placard suspended in the window of a small shop:

"If I rest I rust,
If I trust I bust;
Therefore—
No rest, no rust,
No trust, no bust.

Four "Noes" that indicate, as plain as the nose on a man's face, the road that leads to safety.

Cheap goods at low prices win sales; good goods at fair prices, customers. The quality is remembered after the price has been forgotten.

If you have a stock purchased at high cost and wish to realize on it—advertise.

B & H

"The Fibre Needle has secured for us nearly 1,000 new customers and a sale approximating 15,000 every day."

Fibre Needles

PATENT ISSUED
NOVEMBER 12, 1907

The above is from an advertisement in the Chicago daily papers, by one of the largest dealers in the country.

THIS TELLS THE STORY!

Write for samples and full information

No Scratching
No Rasping
No Blasting

B. & H. Fibre Mfg. Co.
208 East Kinzie Street, Chicago

Records
Good Forever

TRADE HAPPENINGS IN PHILADELPHIA

Business on Healthy Basis—Jobber Believes Too Many Non-Salable Records Are Placed on the Market—Weymann & Sons' Display—Buehn & Bro. Secure Agency for Edison Business Phonograph—High Class Goods in Demand at Penn Store—Erwin Says American Public Is Being Educated by The Talker—Columbia Opera Records.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1908.

The talking machine business in this city and surrounding territory showed quite a favorable increase during the early part of March, but, as is always the case during the Lenten season, it has fallen off toward the last of the month, and while April has been fair, jobbers and dealers are not looking for much until after Easter. This is very far from discouraging, however, as general conditions have greatly improved, with collections very fair. Dealers who were compelled to give notes have been meeting them promptly on the day of maturity; in turn the jobbers (who, it might be well to state here, have more ready money now on hand than in many months) were enabled to discount all bills with the factories.

A subject much discussed in trade circles here, and one which is probably of more or less general interest, is the issuance by the factories of a specified number of records each month regardless of the season of the year or the quality of selections obtainable or chosen for exploitation. In speaking of this one jobber said: "There are a number of things that I believe should be changed by the factories, and one in particular which under the present conditions is doing both jobbers and dealers a great deal of harm. I speak of the putting out by the factories of too many non-salable records simply for the sake of a showing or to keep to a specified number regardless of the season. For instance, in the fall and winter, when the theaters are all open and well patronized, there is bound to be a larger call and demand for a larger variety of records than in the summer or even late spring, when the public devotes its attention more to outdoor recreation. For the same reason there are always more popular songs to choose from in the former period. Therefore, in marketing the same number of records the year round, what is bound to and is happening? In the winter it is often the case that the selections are too few, while in the spring and summer the reverse is always true. The consequence is that jobbers and dealers, but most emphatically the former, sees his stock of dead, non-salable stuff steadily increasing. He knows when ordering it what is bound to happen, but because it's listed he's got to have the goods. Now, it strikes me that if the men higher up would just split things up a little, come on us a little heavier when business is good and help us instead of hindering when it is light, they would be working more not only for the betterment of the trade in general, but themselves, too, which, after all, amounts to the same thing." Another suggestion, which seems just and practical, was that when a manu-

facturer contemplates bringing out any new style machines, jobbers should be notified confidentially some time before dealers. The reasons for this are obvious. Only too many of the latter order from hand to mouth, and the minute one of these hear of a new model, the first thing he does is to inform his customers, prospective and otherwise, of the change. What is the consequence? They naturally want the latest. You couldn't sell them the older styles. The dealer doesn't mind this; he has none to work off. It's the jobber, however, who is up against it.

One of the features at the House Furnishing Show which was held in this city during the week of April 6, at Horticultural Hall, was the handsome exhibit of H. A. Weymann & Sons, the well known talking machine jobbers. It consisted of demonstrations of the Victor Victrola and Edison Ideal phonograph, the other lines exhibited by them being their own line of "Weymann Keystone State" violins, mandolins, guitars, and banjos, Weymann pianos, and sheet music. This company occupied space 47, which, though one of the best, did not prove half large enough to handle the large crowds that were drawn by their display and attractive musical program.

Louis Buehn & Bro., of this city, reported trade as very satisfactory. This company have taken on the sole agency here for the National Phonograph Co.'s commercial machine, and are doing a regular land office business. Trust them to know a good thing when they see it, and the ability and push to drive it through on the jump.

The Penn Phonograph Co. are enjoying an especially lively demand for high-class goods. The call for Red Seal records keeps them busy filling the orders. In this line the new sextet from "Lucia" is taking the palm. Though retailing at \$7, and beyond the sane purchasing limit of the ordinary buyer, so wonderful is the tone quality of this record that few indeed who can raise the price can tear themselves away without carrying it along with them.

Both Edison and Victor lines made a good showing at the house of C. J. Heppe & Son last month. "As with others, the demand to-day," said Mr. Erwin, in a chat with The World, "seems to verge toward better machines and better music, which I believe is due to the fact that the American public is fast being educated by the 'talker.' Primarily not a musical race, the taste for high-class music is rapidly spreading, the cheap ragtime giving place to light or grand opera, which, of course, is a step forward not only from the educational standpoint, but what is more, to the point with us, from that of profit. For there is no question that the better the grade of goods, the more profitable are the sales."

The Columbia Phonograph Co. had a very satisfactory report to make regarding March business, a new and interesting feature of which was the large demand for their line of Fonotopia records. This company are making a special hit with those numbers made by Hammerstein's "song birds," the reason being that since the opera king has decided to build a large theater here, anything connected with his "stars" aroused intense interest.

Writing from Frankfort-on-the-Main, Germany, under date of March 16, A. P. Petit, general manager of the Zed Co., New York, says to The World: "Talking machine business good. Novelty aplenty. Competition the life of trade. Discs are the biggest sellers; this I have found in every city." Later A. P. was heard from at Berlin and Nauheim, where he was taking the "waters."



Whose Fault?

When a customer comes into a store and can't get what he wants, the dealer generally blames it on the jobber—the goods are ordered but haven't arrived.

Then the jobber blames it on the maker, and the maker on someone else. It's always the other fellow. And by the time the explanations are over the customer is out of sight.

Suppose the delay is the jobber's fault! Isn't that the dealer's fault? If you blame your jobber for not being able to give you what you want, you surely haven't any kick coming if your customer blames you for the same reason! And the customer is right.

He wants what he wants when he wants it. He isn't interested in your tale of woe—he wants the goods. And if he can't get them from you, he'll get them from some other dealer.

That's the thing for you to do, too. If you can't get goods promptly from one jobber, try another. Try us. We have a complete line of Victors and Victor records, record cabinets, trumpet horns, English needles, fiber cases and all other specialties—and we ship every order the very same day it reaches us.

Don't wait until your jobber falls down again and drags you with him before getting our catalogue. Write for it today and we'll send it by return mail.

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

THAT LATEST SONG HIT

they're all asking for will be out first on



Barrels of them at your disposal. Write for catalogue.

F. BULLENKAMP
New York Jobber 922 Columbus Ave.

Rapke's Labels Now in Stock



JUST A LITTLE REGINA- PHONE TALK WITH YOU

Of Course You Know The REGINAPHONE.

¶ It is one of the popular members of the large and popular Regina family.

¶ It is a family, too, which is known all over the world and there has never been any race suicide theories applied to the Regina family.

¶ It is being steadily augmented each year by the advent of some new and captivating Regina youngster.

¶ The REGINAPHONE takes high rank and at once sprang into trade popularity.

¶ It is a talking machine and music box combined.

¶ It has all the attraction, force and reliability of the Regina music boxes together with the best talking machine mechanism and the best motor that can be found in any talking machine no matter how much money you pay for it.

¶ These are plain facts and we stand ready to prove the truth of every assertion which we make. Take our word for it, it will pay you to send an invitation to have the REGINAPHONE pay you a visit. You will be in need of frequent visits after that for every visit will pay you dollars.

¶ We will be glad to supply you with any further Reginaphone information that you desire.

¶ Write, and write now, because delays are sometimes dangerous and in this case you are delaying money making.

THE  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 Street, New York

259 Wabash Avenue, Chicago



GRINNELL BROS.' NEW STORE.

One of the Most Completely Equipped in the Central West—Fourteen Rooms Alone for Talking Machines—Formal Opening Later.

(Special to The Talking Machine World.)

Detroit, Mich., April 6, 1908.

Grinnell Bros. took possession of their magnificent new building on March 28, and are now comfortably settled in their new home. The building contains seven floors, and is one of the most modern and best equipped in this section of the country, being in marked contrast to the little frame Grinnell building of 1882.

The basement and first floor are all complete, and it will be difficult in this or any other country to find more elaborate quarters for the display of talking machines. Fourteen rooms have been set aside on the basement floor for showing these musical devices, which have become so popular in the last few years. The floor also has a capacity for 200,000 records, and every particle of the space will be needed.

On the main floor are the business offices of the concern, the miscellaneous display of musical instruments and the sheet music section. In this department are 560,000 copies of sheet music and in the storerooms 160,000 copies more, practically everything in music of prices from 10 cents to \$20 a copy.

Thirty rooms are given over to the display of pianos; there is a music roll library containing 30,000 rolls, located on the fifth floor, and a special display of the celebrated Welte-Mignon has been arranged on the fourth floor.

For some time to come Grinnell Bros. will have two stores on Woodward avenue, and besides their establishments in this city, the firm have seventeen branch stores in the largest cities of Michigan and one branch at Madison. Their sales last year exceeded more than \$2,000,000, which most emphatically tells the story of enterprise and success.

GREAT VICTOR SHOWING.

Orders for Machines and Records Show Phenomenal Increase for March as Compared With February.

The Victor Talking Machine Co., under recent date, sent out a most gratifying document to the trade in which they referred to the "March of Prosperity," and said: "March was a month to be thankful for," and then added this cheery information:

"Machines—Received orders for twice as many machines in March as we shipped in the whole month of February.

"Records—Received orders for 75 per cent. more records in March than we shipped the whole month of February.

"Cancellations—Almost none (only 46 machines) for entire month.

"Dealers 'Get Busy'—Don't live from hand to mouth any longer. Put in a stock and go after some of that money that everybody in the country has—a Victor, properly shown, will take it from them."

HE COULDN'T "LEARN" HIM.

"The president of a great house employing many traveling men," said a business expert, "appropriated a large sum to be invested in the education of his corps of salesmen, and equipment of a class in scientific salesmanship. A few weeks after the study had been installed he went to one of his salesmen and inquired how he was getting along with the work. The reply was: 'The author of that course don't know anything about our line. He can't learn me nothing!' And, sure enough, he could not. When selling goods that salesman just opened his mouth and let come out of it what would, and it was generally filled with air."

Spring is in the air, and it is the time for the manufacturer, jobber and dealer to assume the dress of optimism.

RECORDS OF INDIAN MUSIC.

Native Songs Preserved by the Phonograph—Miss Fletcher Finds in the Music of the Red Men Resemblances With Modern Composers, Including Wagner—Much Power of Expression in the Melodies.

The phonograph has recently been used by the Bureau of Ethnology, in Washington, D. C., to register the native songs of the Indians. Several hundred songs have thus been obtained and it is designed to secure the most complete record possible of the vanishing melodies. These Indian songs as transcribed from the phonograph records have elicited the interest not only of scientists but of professional musicians as well. Credit for the records is due to Miss Alice Fletcher, an employe of the bureau, who for a number of years has interested herself in the subject of Indian music.

In the records of the talking machine Indian music has for the first time been recorded in a satisfactorily authentic manner and the transcriptions which have been made from them are scientifically accurate. The Indians have no musical notation and apparently no theories of music. Their songs are handed down by tradition and the phonograph will be of great value in perpetuating them.

"Contrary to what I have found to be a general impression among those ignorant of the subject," said Miss Fletcher, "the songs of the Indians are not meaningless chants, devoid of sweetness, power and expression. The Indian is a natural musician. On transcribing a number of these songs, for instance, a striking circumstance was noted, namely, the use of the major chords of the over third and under third. As you probably know this is one of the most notable characteristics of our modern romantic composers.

"We find more or less of it in Beethoven and Schubert, still more in Schumann and Chopin, most of all in Wagner and Liszt. This fact shows, I believe, that the great romantic writers in going outside of the accepted harmonic limits made a genuine discovery of natural harmonic relations. This has long been the belief of a number of musicians, but these Indian songs afford strong confirmation of the justness of the theory, for whatever else they are there can be no question that they are absolutely natural.

"What may be called opening of the Wa-wan or Pipe of Peace choral reminds one strongly of numerous passages in Wagner. Yet it is perhaps more daring than any of that master's compositions, for it is a twelve measure song, beginning

in B flat and ending in C. Surely this composition is worthy of the attention of every student of harmony as well as of the scientist. It seems a bold statement to make, but it is amply justified, that all melodic and harmonic resources to be found in our music, especially the most modern and advanced, are also to be found in this primitive music among a people who have no musical notation, no musical theories, no systematized scientific knowledge of it.

"Nor is it in harmony alone that this Indian music reminds us of the present day ultra romanticists as well as older masters. The Indian rhythms are frequently as complicated and difficult as any to be found in the works of Schumann and Chopin. I have, for example, songs simulating precisely the rhythm of some of Mendelssohn's 'Songs Without Words,' as well as of compositions by Schumann and pieces of the modern and most advanced school. One rhythmic peculiarity of some of the songs is the frequent use of a short note on the drumbeat or emphatic portion of the measure, exactly such as we find employed in ancient Scotch music.

"Every tribe has hundreds of original songs which are its heritage. Many of them have been handed down through generations and not only embody the feeling of the composer but record some past event or experience among the tribe or clan. The people treasure them and great care is taken to transmit them accurately.

"We with our written music have a mechanical device by which a tone may be uniformly produced, as by the vibrations of a chord of given length and tension, this tone becoming the standard by which all others can be regulated. The Indians have no such mechanism for determining a pitch, and there is no uniform key for a song, which can be started on any note suitable to the singer's voice.

"Yet the songs, as is shown conclusively by some of the phonographic records which have been obtained from different singers, are repeated without any material variation. Men with good voices take pride in accuracy of singing, and often have in their memories several hundred songs, including many from tribes with the members of which they have exchanged visits.

"The Indians did not object to having the music of some of their solemn ceremonial rites reproduced by the phonograph, but on the contrary were kind enough to accede to my requests for the obtaining of good records. Perhaps that of the Calumet or Wa-wan ceremony is the most notable of these specimens of what may be called Indian sacred music.

"The music is dignified and impressive throughout, in some parts strikingly beautiful,



The New \$200,000
Grinnell Building

Conceded to be the most beautiful and best equipped Music House in the U. S.

Grinnell Bros.

— DETROIT, MICH. —

Largest Michigan Jobbers of the complete

EDISON and VICTOR

Lines, including Records and Accessories

We have everything in SUNDRIES, including: AUTOMATIC STOPS, REPEATING ATTACHMENTS, HORN CONNECTIONS, CRANES, TONE MODIFIERS, BRUSHES, ETC.

No annoying delays if you order from us. All orders filled same day received.

We carry every Record listed by the Edison and Victor Co.'s. Not one of each, but dozens, yes, hundreds each of the more popular numbers.

An extensive line of RECORD CABINETS at prices that are **RIGHT**.

If you are a Victor or an Edison Dealer in our territory communicate with us and learn of something very much to your advantage and profit. Address:—

GRINNELL BROS., Grinnell Building
DETROIT, MICH.

although the phonograph has not been as successful here as in instances in which a single singer has made the record. An accurate transcript has, however, been made from the machine of this wonderful melodic expression of 'Peace on earth, good will toward men.'

It is interesting to hear Miss Fletcher tell how she came to acquire an interest in Indian music. "The first occasion," she says, "on which I attended one of their ceremonies I was certainly not favorably impressed with the music. Indeed, I was nearly frightened to death by the whole arrangement, savage and barbarous in the extreme to my uninitiated eyes and ears. Concerning the music I gleaned the impression that while it might possess a certain degree of simple rhythm it had little melody, the few tones being iterative and almost if not quite lacking in expression. But some songs which I had heard before this did not support this conclusion.

"While I was living among my Indian friends I was stricken with a severe illness and lay for months ministered to largely by my companions of the Omaha tribe. As I was thus shut in from all the world, the Indians coming and going about me in their affectionate solicitude, I would ask them to sing to me. Because I was weak, I suppose, they sang softly. There was none of the distracting drum, and, devoid of the barbarous noise which had displeased me, I realized the sweetness, the beauty and the meaning of those wonderful songs.

"Color and dramatic action are marked qualities of Indian music. Every religious, tribal and social ceremony, as well as personal experience, is expressed in the melodies and there is hardly a phase of life that does not find in a manner of speaking its representation in sound.

"Strange to say, the funeral song is expressive of joy and hope. That of the Omahas, of which I have a record and which is the only one possessed by that tribe, suggests in its major strains sunshine, birds and verdure and has a fleet, happy movement. Nevertheless there is a latent harmony between the song and the ceremony.

"Music, in the Indian's belief, has power to

reach the unseen world. They think the spirit of the dead man can hear the song as it leaves the body, and the glad cadences are to cheer him as he goes from those to whom he was attached on earth, the mourners showing their grief by mutilating their bodies.

"From a purely scientific standpoint these phonographic records are very valuable. The songs of the Indian give us an interpretation of his character. We can discern from these melodic records his religious nature, his attitude toward the unseen powers that control him.

"In a way, too, they are a revelation of his social and tribal relations. In no song is there mention of the father or the wife. The grandfather is not alluded to as personal kindred, but as one whom age has made wise and fit to be trusted. The mother is only indirectly referred to, but the sister is the representative of the family, and personates the women of the tribe in many songs.

"The explanation for all this is found in the peculiar structure of the tribe and in the non-development of the family idea as we understand it. In fact the only recognized relationship is the clan, or gens, a political subdivision of the tribe.

"Among Indians, with few exceptions, the woman carries the clan, and kinship is traced only through her, the children being counted in her clan and not in that of the father. As a man can never marry in his own clan, he must be as a stranger to his wife and to his own children; and when he dies, his brothers and sisters, who constitute his family, are his heirs.

"So when an Indian sings of his home, his sister, with whom he has a recognized relationship, represents that home, rather than the wife and children, who can never belong to him. The Indian's love song is practically a song without words, consisting of unmeaning syllables.

"Friendship is a common theme in Indian songs. There are no songs of labor. The mystery song has a peculiar origin, as it is supposed to come to the composer in a vision, after days and nights of fasting and supplication. The rev-

elation often comes in the form of some animal, typifying the supernatural agency friendly to the supplicator, and in praise of which the song is composed.

"Sometimes the revelation is the same to different persons, and in this case the one song becomes common property, creating a bond of fellowship and sympathy. In some of these songs there is an element of the weird that is truly impressive. Indeed, in this Indian music I am sure that the accomplished composer of to-day can find a vast world of new motifs."

GODWIN BECOMES JOURNALIST.

Earl H. Godwin, an assistant in the Columbia Phonograph Co.'s advertising department and for several years connected with the firm's leading New York store, has resigned to accept a position on the Washington, D. C. staff of the Baltimore Sun. Mr. Godwin, who is also a son-in-law of Edward D. Easton, president of the company, severed his connection on March 7. The good wishes of many trade friends follow Mr. Godwin into the journalistic field, where he will doubtless make his mark, as he is a writer of versatility and resourcefulness, with a "nose for news."

MORE TALK-O-PHONE SUITS.

(Special to The Talking Machine World.)

Toledo, O., March 30, 1908.

Suits for \$20,067.23 as balance due on two notes have been filed in common pleas court by the Bank of California against the Talk-O-Phone Co. and Albert L. Irish. The notes were for \$40,000 and \$12,000, given respectively Sept. 20, 1905, and April 16, 1906.

John Buckhardt, treasurer of the General Phonograph Supply Co., New York, who has been severely ill with hemorrhage of the stomach for over a fortnight, is slowly mending. Mr. Buckhardt is also paying teller of the Germania Bank, and is well known among prominent bankers and financiers of the metropolis.

The Wonderful Orchestraphone

(Patent Applied For)

MAKES THE TALKING MACHINE PERFECT

Takes Place of Horn—Tone Acoustically Perfect—Pleasing to the Eye—Makes a Perfect Hornless Talking Machine

The ORCHESTRAPHONE has met with a wonderful success. Its many good qualities at once present themselves to a person acquainted with the principles involved in the Talking Machine.

The ORCHESTRAPHONE has been designed by an expert Acoustician. It is acoustically perfect and its wonderful tones quickly appeal to everyone.

The ORCHESTRAPHONE can be easily adjusted to any Disc Talking Machine and conveniently holds in its chambers enough records for an evening's entertainment; in another chamber all the other accessories; also a dust proof chamber in which the sounding box and record are operated, free from any outside influences; also a sound amplifying chamber in which the sound is projected and amplified, having all the advantages of the largest horn which may be adjusted to practically eliminate the blasting and scratching sound so objectionable in the Disc Machine.

Dealers have been quick to see the value of the ORCHESTRAPHONE as a fast seller and a profit maker. They sell themselves. It has more points of merit than have ever been presented in a talking machine accessory.

Easy to adjust; easy to operate. Machine can be started and stopped quickly and conveniently.

The "ORCHESTRAPHONE" Retail at **20.00**

USUAL DISCOUNTS TO THE TRADE

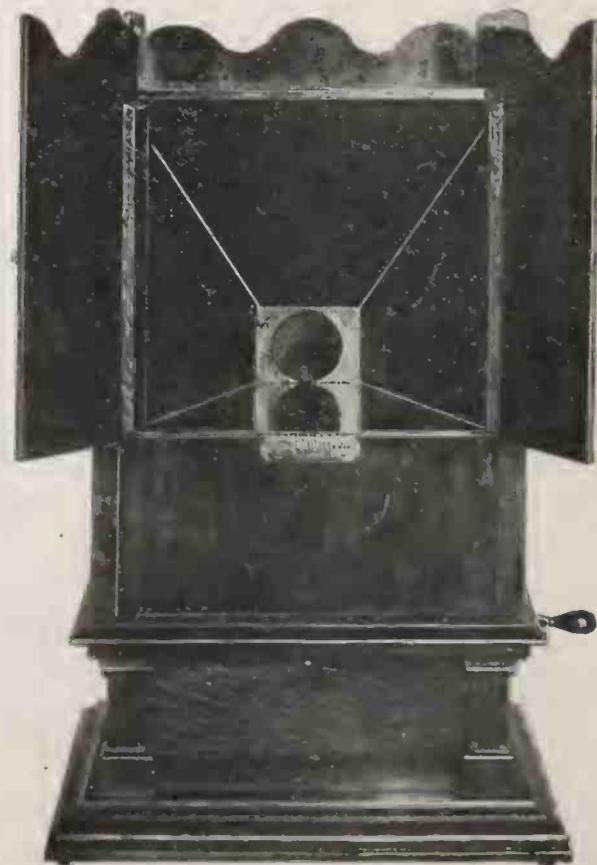
When ordering state make and style of machine it is wanted for.

MANUFACTURED BY

THE ORCHESTRAPHONE CO.

No. 815 Harrison Street

KANSAS CITY, MO.



The "ORCHESTRAPHONE" in Position for Playing

CONDITIONS IN CLEVELAND

Are Most Encouraging—Factories Opening Up and Talking Machine Houses Feel Trade Impetus—Some Recent Visitors to the City—Columbia Co. in New Quarters—McMillin Concerts Well Attended—Bailey Co. Zonophone Distributers.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1908.

Taken as a whole, conditions in local talking machine circles are encouraging. During the past month trade has held its own, and in some instances a good per cent. of increase is shown.

Business generally, in all industrial lines, is regaining its normal condition, and dealers note with satisfaction the continual return of old customers from the ranks of mechanics and laborers, which constitute a large per cent. of the trade.

All the dealers are selling records, and most of them are kept busy as they have been during the past month. The machine trade is reviving, and a number of sales of the higher priced ones within the past few days are reported.

A. R. Shade, representative of the Ball-Fintze Co., Newark, O., was in the city a few days ago. He was on his return home from a two months' trip through this section of the Middle West, and stated that, all things considered, he found the talking machine business good, that dealers were all doing well, and that he had been successful in making a large number of sales.

The Devineau Biophone Co. are now busy at their factory turning out the attachment in large numbers. Sales are reported increasing.

At the Gaumont Chronophone Co.'s office, on High street, it was stated they were doing a good business in the West, but no particulars could be obtained.

Daniel G. Williams, representative of the Udell Works, manufacturers of talking machine cabinets, Indianapolis, Ind., spent several days in the city the first of the month and booked several good orders.

The Columbia Phonograph Co. have moved from Ninth street to 420 Prospect avenue, corner of Fourth street East, a more central location, and affording better facilities. The new store has been fitted up with attractive fixtures and conveniently arranged for the transaction of business. Mr. Probeck, manager, said trade was fairly good and the prospects very encouraging. H. E. Jones, formerly in charge of the commercial department, has resigned, and J. H. Roach has been appointed to the position and is doing remarkably well.

Prof. L. A. Luckmeier, in charge of the music and talking machine department of Flesheim & Smith, stated that business was very fair, considering conditions. The company handle the Victor and Zonophone, and Regina music boxes, with a full line of records and accessories. Trade, the professor said, was improving, and he feels sanguine of a good year's business.

Business is moving along very satisfactorily at the store of W. J. Roberts, Jr. He made sales of a number of Victor and Edison machines during March. He stated that sales of records were excellent and the demand increasing. "The April lists are unusually fine," he said, "and are selling rapidly. They are the best that have yet been produced, and our customers are all highly pleased with them. Prospects are fine for a good season's trade in the talking machine line."

The Tuesday Red Seal concerts inaugurated by McMillin are well patronized and have proven very attractive. They are also business-bringers and have awakened considerable interest in the Victrola and the Miraphone, a number of sales, it is stated, being traceable to that source. Concerts are given with Red Seal records on the Victrola; alternating with other records on the Miraphone, using Pagliacci, Tetrizzini, Campanari and other records. Mr. McMillin says their trade has grown to nice proportions since the opening of the store less than a year ago, and that while the business depression affected their trade somewhat, it is reviving and daily improving. He reports the sale of a number of

machines within the past six weeks, with a constant and growing demand for records.

The May Co. report trade good, with bright prospects ahead. They carry a complete stock of Red Seal Victor and Columbia records. D. E. Lower, formerly manager of the Barberton branch of the Geo. S. Davis Co., Akron, O., has taken charge of this department. He is an energetic, experienced talking machine man, and is a valuable acquisition.

Phil Dorn, in charge of the talking machine department of Collister & Sayle, says sales of machines, including an occasional Victrola, were fair, and that the April records were selling rapidly.

Hugh Gully, No. 924 Prospect avenue, reports he is doing a very good business, and that his March sales showed an increase over February.

B. L. Robbins, of Robbins & Emerson, 145 The Arcade, said they had made a number of sales of the higher priced machines, as well as some of the cheaper grades, during the past month. He stated business was noticeably improving.

"Business during the past month was a considerable improvement over the previous one," said W. H. Buescher, of Buescher & Son. "This improvement in our trade I account for by reason of the resumption of business in the mills and factories again furnishing wages to the mechanic. I look for a good steady business all summer."

The Bailey Co. have been appointed exclusive distributors of the Zonophone for Northern Ohio, and are pushing sales of that popular machine. The manager of the department stated business all along the line was very fair, and that they had made sales of a number of Victor and Edison machines during the past month.

By resolution of the city council the chief of police was instructed to suppress at a local moving picture show pictures of the recent Collinwood schoolhouse fire, wherein 170 children were burned to death. The resolution alleged that "there are too many aching hearts over that disaster to permit it to be revived for a morbidly curious crowd." And yet for several days the daily papers published pictures of the ghastly horrors, without comment from the city authorities.

March 4 Loring Leeds, general sales manager of the Leeds and Catlin Co., left New York on a special business errand to Chicago. He recently booked an order there for 250,000 flat records from one concern. Mr. Leeds expects to be away about ten days. On his return he will go South to call on the leading jobbers and catalog houses.

AUTOMOBILE RACE WINDOW.

Special Display Made by the Columbia Co. in Denver in Connection With the New York to Paris Race Which Has Been Highly Praised.

(Special to The Talking Machine World.)

Denver, Col., April 6, 1908.

The Columbia Phonograph Co. made good use of the opportunity offered by the New York to Paris automobile race to have in their window a very unique automobile display while the cars were racing through Nebraska, Wyoming, Utah, and to the Coast.

This race attracted special attention in Denver, as E. Linn Matthewson, a local automobile enthusiast and president of the Matthewson Automobile Co., drove the Thomas car from Cheyenne, Wyo., across the Rocky Mountains and Great Continental Divide to Ogden, Utah. These facts, together with the attractiveness and appropriateness of the window display, induced practically every person passing to stop and take notice.

The automobile used in the display was built entirely out of a B D graphophone, disc records, small horns and supply parts, and its general make-up, originality and the signs or cards used in the display caused no little comment.

Since Mr. Matthewson had purchased a graphophone from the Columbia store some few months ago, it was in order to use this in the display.

The two cards in the window read as follows:

(1)

COLUMBIA GRAPHOPHONES
New York—Paris and Everywhere.

(2)

E. Linn Matthewson is owner of
A Columbia Graphophone.

Some of his favorite records are:

"Thomas C—t," No. 522; "Little Chauffeur," No. 3431; "Out in an Automobile," No. 3320; "In My Merry Oldsmobile," No. 3564.

Aside from the window cards the display included maps, etc., giving in detail the progress of the race. The entire window display was gotten up by C. L. Woodward, with the local Columbia store, and was only one of the attractive displays he arranges from time to time, and which always attract great attention.

All the road men of the Universal Talking Machine Mfg. Co., Newark, N. J., are on their territory, and business is coming in at a very nice rate.

"JOBBER'S ATTENTION"

Our *Advertisement* in last month's *World*, regarding our complete line of

TALKING MACHINE SUPPLIES

has brought us *Orders* from almost every *Jobber* in the *United States*. If you have not sent us an order, *do so at once* and you will save 100% clean profit. Besides repair parts, we sell *Needles*. Write for our *Net Prices* and *Samples at once*.

Talking Machine Supply Co., 400 Fifth Ave. NEW YORK

TIMELY TALKS ON TIMELY TOPICS

A new line of disc machines and records is soon to appear upon the market. The goods in question have been under consideration for some time, being held back by reason of litigation into which the concern interested was led unwittingly. The firm have since gone ahead on what they claim to be original appliances, neither purposely designed to evade existing patents, but what they term "something entirely new." Doubtless the so-called "mechanical feed" will figure in the construction of the reproducing device, while the up-and-down or vertical cut of sound wave will be used on the records, in connection with the sapphire point or needle. The vertical cut on a disc record is practically unknown in the American market, though a prominent French manufacturer has been producing records of this kind for a long time, and in connection with which the results have been very satisfactory—the tone quality being free from scratch, smooth, even and resonant. The arrival of the new line will be awaited with interest by the trade, not only on account of the claims set forth, but its ultimate success when the current situation is considered.

New dealers are apt to make a mistake, in placing their initial order with the jobber, by an insufficient selection of record stock. That is to say, dealers who aim to be sagacious merchants and not fakers on the trade politic. Prudence and wisdom would suggest accepting the assistance and advice of the more experienced jobber under these circumstances, but the sooner the entire catalog of any manufacturer whose goods are handled is ordered the better. Of course, conditions are to be considered also.

Another honor showered on the Victor Talking Machine Co., Camden, N. J., is that of makers of talking machines to Her Majesty, Queen Alexandra of England, the greatly beloved consort of Edward VII. Perhaps this added luster is not appreciated so highly by the American trade as with the loyal subjects of Great Britain and of her vast colonial possessions the world over. Nevertheless it is a distinction highly valued and of no insignificant commercial value to its possessors. Dealers here who have a clientele likely to be impressed with this endorsement are not slow in using the royal warrant in connection with their printed matter. The further west one goes, however, the less is the "appointment" glorified in any relation whatever.

The annual meeting of the National Association of Talking Machine Jobbers at Atlantic City, July 6 and 7, promises to be one of the most important gatherings of this active and progressive organization. As it stands the association, less than a year old, has assembled under its banner nearly a half of the representative jobbers of the country. So far, the Pacific Coast, Southwestern and Southern trade are not ade-

quately represented in the ranks, but it now seems they will no longer hold aloof, which may be ascribed more to geographical conditions than to any unwillingness on their part to become members. The July convention, which will supersede the constitutional date this year, for obvious reasons, should be attended not only by the regularly enrolled, but by other jobbers who may merely come as "onlookers in Venice." The latter will meet the very best men in their line—men whom it is a pleasure to know socially and profitably in a business way.

First and foremost the sessions of the association will be fraught with interest to everyone who is concerned in placing the trade on a sounder and more satisfactory basis. This is the sole aim and purpose of the association. Then, as an added attraction, and one that was taken into account when the place was selected, is the glamor of Atlantic City itself at the height of the summer season. The Committee of Arrangements, for which three better equipped gentlemen than those having this honor could not have been chosen by President Bowers, are determined to leave no stone unturned to make the stay of their colleagues at this spot one ever to be remembered. These facts should be borne in mind, and The World joins most heartily in urging upon each individual member and those as yet "outside the breastworks" to now commence arranging their affairs and make preparations with a view of being on hand at Atlantic City on July 6 and 7, at least. If they can tarry longer to enjoy a brief vacation with their families so much the better.

So far as the United States courts have passed upon the gold molded or casting processes for making cylinder records, their decisions relate solely to certain privileges under territorial selling contracts, the final adjudication of which is still pending on appeal. An important opinion on this question appears on another page, and a close and careful reading will make clear this particular point: that is, the validity of the patent was not before the court in any sense, and if anyone should imagine this to be the case they will be laboring under a grievous error.

In the very interesting illustrated lecture given Thursday of last week by R. G. Knowles at Carnegie Lyceum on "New York: Things You Haven't Seen," he threw on the screen a number of pictures of the East Side of the city, and among others a view of a talking machine store with a large crowd listening to some Hebrew records being played at the door. It was a splendid advertisement for the Victor Company, whose sign appeared on the window, and for the owner of the store. And it was entirely gratuitous. Mr. Knowles is one of the most noted lecturers of the day, and his studies of out of the way places in New York have been admirably put into

lecture form. He has proven to New Yorkers how little they know of their city and how many pretty spots, as well as dark spots, there are in this cosmopolitan city of ours.

Some time ago one of the record makers of repute imported a "line" of singers from England in order to obtain the "true accent," etc. This undertaking was at no little expense, and great pains were taken to reach the very best results. The records, on being placed upon the American market, although principally for British consumption, proved "frosts." In fact, when the imported singers had an opportunity to compare themselves with the domestic "talent," they were astonished at the cleverness and ability shown by the native artist, which was of a much higher order than they realized in their most generous estimates. Briefly, coming with exaggerated ideas of their own importance, and with limited knowledge, apparently, of record-making conditions here, the so-called artists of British brand were astonished at what they saw and heard. The net results of the visit is that the company bearing the expense of the importation are greatly disappointed with the demand for what they were led to believe were destined to be great sellers. As a matter of fact, outside of the famous operatic singers, it seems a waste of money to bring in, duty free, a bunch of popular singers, who may or may not have a reputation in "dear old Lunnon," to swell the catalog of strictly American record manufacturers. At least, this is what the company in point asserted, and in reciting the facts, they added, "and we were stung good and hard."

Court cases of considerable interest were disposed of during the past month. The apparently interminable suit of the New York Phonograph Co. against the National Phonograph Co. and others has reached another stage in its development. Precisely the attitude of the litigation as it concerns the trade direct is hard for a layman to determine. One is safe, however, in reporting progress, after perusing the latest opinion of Judge Hazel, that appears on another page of this issue.

Possibly the trade at large are not familiar with the enormous business in talking machines and records handled by a number of mail order or catalog houses, especially in the West. It is not altogether in the hands of firms whose names are best known. One concern in mind, and not in the generally credited front row, places orders for records at the rate of 300,000 at a time, and machines—premium, of course—in the same ratio. These concerns travel as many as 40 men regularly, but they do not call on the recognized dealers. They have other fish to fry.

Again the copyright bills are before Congress, and the talking machine representatives specifically concerned in this legislation have appeared before the Patents Committee and submitted their arguments and statements, and filed briefs.

Linoid

Recording Horn



RETAIL PRICE, \$2.00

A Good Margin for Dealers and Jobbers

WRITE US FOR DISCOUNTS

¶ This Horn is made of pure linen, moulded in one piece without seam or joint, insuring the best results for record making. Size, 25x6, the correct proportion for this purpose. Handsomely finished in black enamel and gold striped.

¶ Dealers can increase their customers interest by pushing the record-making possibilities of the machine and further the sale of such articles as these horns, blank records, etc., by doing so.

The Pardee-Ellenberger Co.
NEW HAVEN, CONN.

The controversy has reached an acute stage once more as between the music composers and the record manufacturers, the particulars of which are given at length on another page of The World. Yeoman service has been rendered by Messrs. Cromelin and Cameron, for the Columbia Phonograph Co., General; Horace L. Pettit, for the Victor Talking Machine Co., and Frank L. Dyer, for the National Phonograph Co. They have made a marked impression upon Senate and House committees in charge of the bill, and their opposition to the embodiment of a royalty on copyright music reproduced on records has been consistent and strongly maintained. Rather than see the bill fail of passage they will yield to a compromise, but not of the kind so far proposed. They have their own ideas of what is right and proper under the circumstances. These gentlemen are to be congratulated upon the sturdy fight they are waging, as much from principle as of commercial advantage.

The Mexican trade is evidently very desirable. During the past month representatives from three of the large record manufacturing companies have been in the capital of the sister republic, either looking after business and placing it on a more satisfactory basis, or securing material and selections for additions to their list of records. The gentlemen are experts in their respective fields of activity, and it is hoped that they have met each other ere this, felicitated each other on soon returning to God's country, and then had a stein of pulque or something else more palatable and less perilous, as evidence of good-fellowship.

WANT RECEIVER REMOVED.

Stockholder and Creditor Says Receiver of Talkophone Co. Represents Conflicting Interests and Therefore Should Retire.

(Special to The Talking Machine World.)
Toledo, O., April 8, 1908.

Application has been made to the common pleas court, by a creditor of the Atlantic Phonograph Co., to have Harry H. Ensign removed as receiver of that concern, alleging that as a stockholder and a creditor of the Atlantic and Talk-O-Phone Companies he represents adverse and clashing interests.

The creditor also asks that the court ascertain the solvent stockholders of the Atlantic Co., out of the \$2,000,000 stock, of which one-half was issued to purchase the property and rights of the Talk-O-Phone Co., and that sufficient be collected on the unpaid stock subscriptions to satisfy the demands of the creditors.

The application states that when the Talk-O-Phone Co. was bought out it was wholly insolvent, and that its assets were exceeded by its liabilities, so that the Atlantic Co. received nothing of value for its \$1,000,000 worth of stock. The creditors of both companies are claiming payment out of the assets of the Atlantic Co., which are, the petitioner says, not sufficient to wholly satisfy the claims of the creditors of either company.

The creditor asks that Ensign be required to surrender the books and the records of the companies of both before and after his appointment as receiver; that a new receiver be appointed to collect the assets and bring suit on the unpaid stock subscriptions of which the creditor asks the court to take an accounting.

The advent of the Zed Co. on Chambers street, New York, completes the representation of every manufacturing concern on "talking machine row" between Broadway and Church street. Professor Aal could form an interesting class in language study on the block.

Last month, having the price, Frank E. Madison, in charge of the National Phonograph Co.'s correspondence bureau at their New York headquarters, indulged in a trip to Atlantic City, N. J., for a week end's recreation. Needless to say, Mr. Madison enjoyed the diversions of the board walk.



THE ECHO-TONE
(For. and Dom. Pats. Applied for)

Descriptive
Literature
Mailed for
the asking

Retail prices are adjusted so that the jobber will be afforded liberal profits.

DO NOT
DELAY AN
INVESTIGATION
OF THE
ECHO-TONE



Showing sectional view of the Echo-Tone

Here's something entirely new
Mr. Talking Machine man
THE ECHO-TONE

The Echo-Tone is an Entirely New Talking Machine Horn. The sound waves pass through an inner-conductor, are projected against the sound reflector in the rear of the horn, and rebound to the ear of the listener, giving a wonderful reproduction of true tones of superior richness and melody and of great range and volume. The principle involved is the principle of the echo. The mellowing effect of an echo on sound is known to all.

The principles of construction of The Echo-Tone give this horn an immense advantage over all others.

Its tones are absolutely non-metallic.

The objection to metal horns is thus overcome.

Its tones are brilliant and mellow in quality.

It produces great volume without agitating the ear-drum, and yet interprets clearly the faintest passages.

Needle scratching

is practically overcome,

for as these sounds rise, they are dispelled by the louder sounds from the horn.

It is but 10 inches in length, does not project, need not be disturbed when changing records, and in no way interferes with the operator.

The Echo-Tone can be applied to cylinder as well as disc machines.

As a demonstrator The Echo-Tone is unrivalled. Its pleasing tone effects and reproductive qualities show off any machine to its utmost advantage, and it brings out every bit of music in the records played. The horn is graceful in design and beautifully made. It is a triumph of the metal-worker's art. We have a brass and copper horn, a brass horn and an oxidized horn. The first is particularly attractive in appearance, with its alternating plates of the two metals, and is specially adapted to demonstration purposes. As a show-window feature it is invaluable, for its distinctive beauty and novelty unfailingly excite interest.

We want to interest YOU first in The Echo-Tone. We know for certain that when you have a line of samples to show customers their orders will follow as a matter of course. You will find that no matter how many other horns a man already has, when he has seen and heard it, he will want an Echo-Tone. That this is not an idle boast you can soon learn by ordering a sample.

The J. E. Frey Manufacturing Company
118-120 Park Avenue BROOKLYN, N. Y.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C. April 6, 1908.

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

MARCH 10.

Berlin, 13 pkgs., \$878; Bombay, 8 pkgs., \$281; Buenos Ayres, 19 pkgs., \$2,232; Callao, 2 pkgs., \$455; Corinto, 6 pkgs., \$189; Havre, 28 pkgs., \$548; Havana, 5 pkgs., \$335; 12 pkgs., \$317; 4 pkgs., \$317; Kingston, 6 pkgs., \$473; London, 9 pkgs., \$675; 707 pkgs., \$7,820; 29 pkgs., \$1,780; 8 pkgs., \$411; Manchester, 10 pkgs., \$792; Melbourne, 51 pkgs., \$2,162; Naples, 1 pkg., \$577; Porto Plata, 6 pkgs., \$395; St. Thomas, 5 pkgs., \$399; Shanghai, 9 pkgs., \$318; Sourabaya, 6 pkgs., \$151; Vera Cruz, 9 pkgs., \$754; 16 pkgs., \$300; Yokohama, 45 pkgs., \$2,462.

MARCH 17.

Auckland, 6 pkgs., \$153; Berlin, 5 pkgs., \$478; Dublin, 2 pkgs., \$201; Glasgow, 4 pkgs., \$161; Hamburg, 4 pkgs., \$450; Havre, 13 pkgs., \$1,156; Havana, 5 pkgs., \$344; Kingston, 19 pkgs., \$231; London, 14 pkgs., \$511; 80 pkgs., \$5,428; 23 pkgs., \$1,538; Manila, 17 pkgs., \$477; 2 pkgs., \$687; Mel-

bourne, 409 pkgs., \$10,549; Singapore, 4 pkgs., \$187; St. Petersburg, 2 pkgs., \$102; Trinidad, 8 pkgs., \$132; Vera Cruz, 48 pkgs., \$1,749; Vienna, 11 pkgs., \$369.

MARCH 24.

Berlin, 6 pkgs., \$115; Corinto, 7 pkgs., \$337; Colon, 3 pkgs., \$323; Dalny, 8 pkgs., \$1,219; Guayaquil, 2 pkgs., \$228; Hamburg, 8 pkgs., \$198; London, 37 pkgs., \$1,892; 5 pkgs., \$156; 5 pkgs., \$375; 13 pkgs., \$775; Milan, 28 pkgs., \$515; Natal, 6 pkgs., \$150; Rio de Janeiro, 36 pkgs., \$992; St. Johns, 7 pkgs., \$194; Vienna, 2 pkgs., \$76; 4 pkgs., \$184; Vera Cruz, 12 pkgs., \$1,009.

MARCH 31.

Berlin, 3 pkgs., \$196; Bombay, 17 pkgs., \$1,073; Callao, 4 pkgs., \$309; Colon, 5 pkgs., \$120; Glasgow, 6 pkgs., \$370; Havana, 3 pkgs., \$5,991; 2 pkgs., \$211; 3 pkgs., \$214; Havre, 44 pkgs., \$1,202; London, 61 pkgs., \$7,033; 9 pkgs., \$474; 15 pkgs., \$890; Progresso, 23 pkgs., \$876.

APRIL 7.

Callao, 2 pkgs., \$254; 8 pkgs., \$182; Cooktown, 7 pkgs., \$100; Cristobal, 35 pkgs., \$1,113; Hamburg, 2 pkgs., \$120; Havana, 13 pkgs., \$1,012; Havre, 3 pkgs., \$151; Liverpool, 3 pkgs., \$240; London, 113 pkgs., \$6,612; Para, 3 pkgs., \$143; Progreso, 10 pkgs., \$694; Rio de Janeiro, 1 pkg., \$209; St. Petersburg, 35 pkgs., \$2,102; Vienna, 27 pkgs., \$967; Warsaw, 3 pkgs., \$162; Yokohama, 14 pkgs., \$2,733.

F. M. PRESCOTT BACK FROM EUROPE.

F. M. Prescott, formerly president and general manager of the International Talking Machine Co., Berlin, Germany, and also of the Odeon Co., of London, Eng., with a trading arrangement with the Fonotopia Co., Milan, Italy, who retired from business last year after selling out his European interests, after being abroad since January, got back to New York April 5, on the Amerika. Mr. Prescott went over to "collect," in which he was eminently successful, and without resorting to pressure. He also visited the Leipsic Fair, a yearly institution of importance on the Continent, and saw a number of new things and novelties in the talking machine line. Mr. Prescott lives in retirement at Summit, N. J., and devotes his time mainly to raising fancy fowls. Like W. Barry Owen, now and then the story goes forth that Mr. Prescott is too young a man and has too much valuable talking machine experience at his command to rest on his laurels, and that a new enterprise in the line of world proportions, will soon materialize, with himself as the chief executive. These tales cause him to smile quietly, but never a word is vouchsafed, either in affirmation or denial.

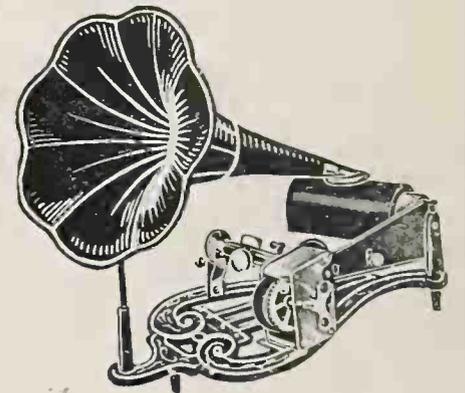
Minges & Muzzarelli, phonograph dealers, at 64 North 13th street, Philadelphia, have dissolved partnership, the business being taken over by John D. Muzzarelli.



Revive Your Business

Educate the public to use Phonographs and to buy Records.

AND THE BEST WAY TO DO IT



is to distribute our

LYRA PHONOGRAPHS 1908 MODEL

in large quantities in your neighborhood.

They reproduce as well as any \$15.00 Talking Machines. They can be profitably retailed at \$2.50 or even less, and will soon be exchanged for larger machines. Write for information respecting our new distributing propositions which are highly endorsed by leading jobbers and dealers.

WE CARRY A LARGE STOCK OF SPARE PARTS

Reproducer Metal Caps with Reproducing Points	15 cents each	Brass Nickered Horns	35 cents each
Reproducers Complete	30	Aluminum Horns	40
Grand Opera Reproducers	45	Flower Horns	50
Clockworks Complete	60	Governors Complete	55

Agents Wanted Everywhere

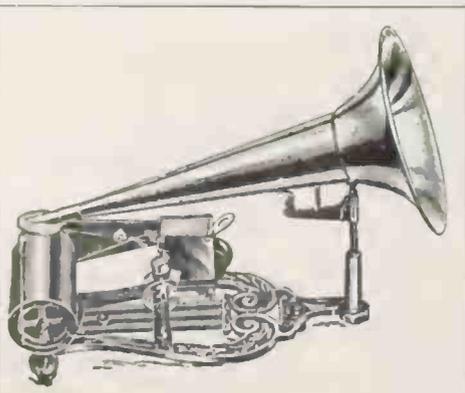
THE EDWIN A. DENHAM COMPANY

498-500 Broadway, NEW YORK

BERLIN

NEW YORK

Write for our 1908 Catalogue of Novelties



LATEST DEVELOPMENTS IN COPYRIGHT SITUATION

Recent Hearings on Copyright Bill End with Tentative Agreement for Compromise on Part of Certain Interests—Royalty Provisions Not Approved by Talking Machine Men—Two Separate Copyright Bills Suggested by O'Connell—Is Royalty Confiscatory?—Compromise Details May Be Worked Out by Congress—Law Not Likely This Session.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1908.

The copyright situation is more turbid at the close of this week than ever before. The hearings before the Joint Patents Committee of the Senate and House, which closed April 28, with the talking machine, mechanical instrument, and perforated music roll manufacturers, together with the music companies and publishers, presenting their varying views on that date, finished up that part of the proceedings. The representatives appearing for the talking machine trade were: Frank L. Dyer, counsel for the National Phonograph Co., Orange, N. J.; Paul H. Cromelin, president of the American Copyright League, and Philip Mauro, for the Columbia Phonograph Co., General, New York; Horace L. Pettit, counsel for the Victor Talking Machine Co., Camden, N. J.; John J. O'Connell, counsel for the Leeds & Catlin Co., New York.

Among other matters discussed at the hearings it was held by certain theatrical managers that moving pictures with talking machine attachments, reproducing plays and the accompanying dialogue, were ruining their business.

THE SO-CALLED COMPROMISE AGREEMENT.

Immediately following the adjournment of the hearings an agreement was signed April 30, in the nature of a compromise between certain interests involved, but to which the record and the majority of the perforated roll manufacturers and all music publishers were not parties. A verbatim copy of this agreement follows:

Washington, March 30, 1908.

The Honorable Committee on Patents, United States Congress:

Pursuant to the understanding reached at the final hearing of your committee, the undersigned have met in conference, and have arrived at the following mutual understanding:

That we jointly request the pending copyright legislation be amended to include the following:

That copyright protection be extended to include all mechanical reproductions or representations of whatsoever sort, and all modes and manners of expression by which the copyrighted work may be expressed, exhibited, or reproduced to the appropriate sense; provided, however, that such right of mechanical reproduction of a musical composition so copyrighted shall be open to everybody upon the payment to the composer of a royalty of two cents for each and every perforated roll, phonograph disc, record or cylinder, music-box cylinder, or other reproducing device, whether such device is claimed to reproduce expression, or to be purely mechanical.

That such royalty be paid through the medium of copyright stamps, to be purchased at the copyright office and to be affixed to each and every mechanical reproducing device, one stamp to be affixed for each copyrighted composition reproduced thereon. The sale or lease of any record without such a stamp shall subject the vendor to the penalty provided by this act.

That the provisions of this act as to mechanical reproduction of music shall relate only to compositions copyrighted after the act goes into effect.

That the composer shall file with his application for copyright his address and an affidavit, duly executed, to the effect that he is the composer of the work sought to be copyrighted and that, to his best knowledge and belief, he is entitled to a copyright thereon.

That the fairness and propriety of full protection to dramatic works having been uniformly admitted before the committee at its hearing and believed to be proper by us, appropriate legislation in this regard is requested.

Upon substantial incorporation of the foregoing suggestions we and each of us pledge ourselves and the interests we represent to support Senate Bill 2499 both before the Patents Committee and in the halls of Congress.

Very respectfully,

JOHN J. O'CONNELL, on behalf of the National Piano Manufacturers' Association of America.

LIGON JOHNSON, on behalf of the National Association of Theatrical Producing Managers.

LIGON JOHNSON, on behalf of Dramatic Club.

CHARLES S. BURTON, on behalf of Melville Clark, Melville Clark Piano Co., and Q. R. S. Co.

HARRY H. WILLIAMS, on behalf of Words and Music Club of America.

WM. SHILLABER, Jr., on behalf of the Tel-Electric Music Co.

GEORGE W. POUND, general counsel, etc. (public performance omitted).

If it can be legally done I am in favor of a universal royalty, but believe that composers should get more

than 2 cents upon a roll, and that no affidavit should be required.

VICTOR HERBERT.

We, as authors and composers, endorse the foregoing joint statement in each and every detail and specially request that provisions as to affidavit be retained,

WILLIAM KENDALL EVANS,
DAVE REED,
GEORGE H. BELL,
HARRY H. WILLIAMS,
ERNEST R. BALL.

LEGALITY OF STATUTORY ROYALTY QUESTIONED.

The signature of Victor Herbert in the above agreement follows an expression of his attitude in his own handwriting, to the effect that he thinks more than two cents a record should be paid. The talking machine interests are understood to favor royalties, but of less than two cents. This is a difference in detail, and all questions of detail will have to be settled by the committees and by Congress. It is, however, a great step in advance to secure an agreement upon principle.

Concerning the question of constitutionality, or legality, as Victor Herbert calls it, Chairman Currier said last week he does not regard that as at all troublesome. He pointed out that the patent lawyers who appeared before the committee agreed, with one exception, that the royalty provision would be constitutional. This single exception was Albert H. Walker, author of "Walker on Patents," who believes it would be unconstitutional. Chairman Currier pointed out last week to your correspondent that the Supreme Court of the United States had held, in a very old case—the Wheaton case—and more recently in a case other than the Smith-White case this winter, that when Congress grants such rights as those of copyright under the constitution Congress may attach conditions. Mr. Currier believes that the requirement of the payment of a royalty is one of the conditions that may be thus attached by legislative enactment.

WILL THE TWO-BILL PROPOSITION PASS?

The agreement having been reached the question now is, Can the bill or the two-bill proposition pass before Congress adjourns about May 15? Senator Smoot and Chairman Currier believe legislation can be had this session if a unanimous report can be laid before Congress from each committee. An effort will be made to have a rule introduced in the House setting time for the debate on the measure and also a date for a vote. Important legislation always has a precarious chance toward the end of a session,

but the copyright situation has so changed during the past week that Senator Smoot and Chairman Currier both expressed themselves to-night as extremely hopeful.

THE COMMITTEE CHAIRMEN OPTIMISTIC.

Still Senators Smoot and Currier are optimistic and expect to accomplish something. This may be done by following the suggestion of Counsellor John J. O'Connell, that two separate copyright bills be reported—one providing for general copyright legislation, the other for merely a musical copyright. In connection with that suggestion Mr. O'Connell submitted to both Senator Smoot and Representative Currier the text of a proposed bill dealing with musical copyright. It covered some twelve typewritten pages and was intended to "provide revenue to composers of music from devices for mechanical reproduction." It was framed to cover the granting of "mechanical musical copyright," and this is the phrase by which its object is designated throughout the measure.

The text of the measure cannot yet be published. The fact that this bill has been laid before the two chairmen does not necessarily indicate that it will be embodied into law either partly or in toto. The committees are in no way bound to observe the features of the proposed "Mechanical Musical Copyright" bill, and are not even bound to introduce it in Congress for reference to their committees. It is practically certain neither Senator Smoot nor Chairman Currier approve all of its provisions. In fact both of them would incorporate changes of a material character into the O'Connell suggestions.

INTENT OF THE MECHANICAL MUSIC BILL.

While the text of the bill cannot yet be printed it is understood that the O'Connell idea proposes that the rights that would be secured by the proposed "Mechanical Musical Copyright Bill" should constitute an estate entirely distinct and separate from that which might be derived or acquired by virtue of any other copyright statute. The O'Connell idea also contemplates that the mechanical musical copyright to be thus secured should be the exclusive right of an author or composer of music to receive the compensation of 2 cents a roll, record or other device used in the reproduction of their copyrighted compositions automatically to the ear.

Then in elaborate detail the O'Connell proposition goes into every phase of the subject. It goes into such detail, in fact, that members of the Patents Committees would insist upon careful scrutiny of the measure before enacting it into law. Unless the various interests come together the Congressional committees will probably de-



No. 122

Cylinder Record Cabinet

A Good Cabinet at a Reasonable Price.

Holds 125 Cylinder Records. Height, 32½ inches; Width, 17½ inches; Depth, 17½ inches; Shipping Weight, 70 lbs., crated. Quarter-sawed Oak top, front and back. Finish: Golden or Mahogany. All four sides and back rubbed and polished. Note raised panel drawer fronts.

Price \$13.00 List.

Humphrey Record Cabinets

All Styles

All Sizes

All Finishes

At the Right Prices

Ready for Immediate
Delivery

Send in your orders

HUMPHREY BOOK CASE CO.
DETROIT, MICH.

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—EXPORTSalesroom, 89 Chambers Street
Cable Address, Doughphono, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

A Complete Stock of

EDISON**Phonographs and Records**

permits us to fill and ship orders the day received

NEW FRESH GOODS—NO SUBSTITUTES**LAST CALL—ONLY A FEW LEFT**

Capacity 120

**CYLINDER
RECORDS**

4 Shelves of 30 each

GENUINE QUARTERED OAK

Finished and Polished all Sides

32 Inches High 18 Inches Wide
20 Inches Deep

STYLE No. 100

Every Record Owner
should have a Cabinet.A permanent place for
the Phonograph.Records easily found
when wanted.Eureka Alphabetical
Index furnished with
these cabinets.**PRICE \$11.50 LIST****TRUETONE WOOD DIAPHRAGM for "MODEL C" (Edison) REPRODUCER**

PRICE 50 CENTS EACH—Complete with Crosshead and Link

MR DEALER: You can sell one to every customer. Just the thing to stimulate your business and renew customers' interest in their Phonographs.Increased Volume Tone and Detail. Easily mounted—complete directions with each Diaphragm.
Money back if not perfectly satisfied.

cide to go ahead on their own volition and frame a measure in accordance with their ideas of the justice of the situation without further awaiting the attempt to bring the various interests together. As understood here the attitude of the talking machine and piano player people is not wholly against the proposed royalty provisions. They are understood to be of the opinion that there should be no royalty paid on the ground that they do not believe the Constitution contemplated the inclusion of mechanical music reproducing devices without the scope of exclusive copyright domain, but it is believed by members of the two committees that the piano player and talking machine interests would consent to the royalty stipulation if insisted upon by Congress.

ROYALTY NAMED DECLARED CONFISCATORY.

If that should be the course adopted the chief concern of those interests would be the amount of the royalty to be paid. Some of the talking machine and piano player concerns have already indicated informally to the committees their belief that a royalty of two cents a roll, as contemplated by the "compromise" of last week, would be confiscatory. Another question interesting Congressional members is whether the imposition of a royalty would ultimately fall as a tax upon the people. If the payment of the proposed royalty stamps would be added to the retail price of the music rolls, perforated rolls, or talking machine records, there might be a howl from the consumers, especially in the rural districts which would be very influential with members of Congress from suburban districts who are nearly always solicitous about the complaints of the farmer.

Again certain perforated roll representatives have intimated that it would be easier for the talking machine manufacturers to add the two-cent royalty cost to the price of their records than it would be to add it to the retail price of the perforated rolls, for the reason that the latter are generally sold in multiples of 25 cents. They say that the public when accustomed to paying multiple prices, like 25, 50 or 75 cents for a staple article, would immediately object to paying 27, 52 and 77 cents for those same articles; that it would be as difficult to raise the price of a perforated roll with success from 25 to 27 cents without a howl from the public as it would be to increase the price of a loaf of bread from 5 to 7 cents. On the other hand they declare that as talking machine records are sold at various irregular prices, not in multiple prices, the extra charge of two cents could be added to the price of discs and cylinders without attracting public attention and criticism, in the same way that the variation in price of meats several cents one way or the other is paid by the public without objection. Both interests contend that if they have to pay the two cents a roll or record royalty it would be unconstitutional because confiscatory.

CONGRESS TO WORK OUT COMPROMISE DETAILS.

These are some of the phases of the royalty proposition which will attract attention before the committees and on the floor of Congress if it is pressed, but Congress can be safely trusted to work out these details. The members of both committees want to act with justice, but it has been difficult to reconcile all of the conflicting interests. This cannot be done without compromise. In this respect the copyright bill very closely resembles tariff legislation. Schedules cannot be framed to satisfy everybody. There must be a compromise in all legislation of this character, and Congress will insist upon drawing the line of compromise itself, after hearing the arguments of all sides.

This week a form letter, emanating or inspired by the Authors' and Composers' League of America, has been coming in bunches to Senator Smoot and Chairman Currier. The tone of these letters is the same and almost identical as to the subject-matter. They violently oppose a statutory royalty proposition as illegal, unconstitutional, un-American, unfair and a grave imposition on music writers and composers. The officers of the league are: John Philip Sousa, president; Reginald De Koven, secretary, and Victor Herbert, treasurer.

CONTENTIONS OF THE TALKING MACHINE MEN.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, has been here since last Friday. He has had several conferences with Chairmen Smoot and Currier, the last taking place Wednesday and yesterday. Mr. Cromelin urged on the part of the American Copyright League, which includes the talking machine and perforated music roll people in its membership, and of which he is president, that records and rolls or any other device for automatic or mechanical reproduction of music should be included in the domain of copyright as a matter of right. This view, he declared, would be urged upon the committee, but if they were disposed to believe all interests at stake would be subserved by a statutory royalty fee or charge, then the talking machine trade would submit gracefully, at the same time submitting what they consider would be an equitable arrangement. The Patents Committees are expected to report out a bill within the next week or ten days.

TIME TO FALL IN LINE.

Talking Machine Jobbers Should Attend the Meeting of the National Association to be Held at Atlantic City, July 6th.

Perry B. Whitsit, secretary of the National Association of Talking Machine Jobbers, has sent out the following communication, dated Columbus, O., March 27, 1908, to members of the trade who are not now affiliated with the association:

"The next meeting of the National Association of Talking Machine Jobbers will be held at Atlantic City, N. J., on July 6, 1908, and we would be very much pleased to have you attend, as we believe that you will profit by attending this meeting many times for the expense and time you will be put to.

"We have written you several times in regard to joining the association, and we trust that we have interested you to some extent at least. We are making, we feel, rapid progress, as our association is hardly six months old, and we have to-day one hundred and one (101) members, which is considerably more than one-half of the talking machine jobbers of the United States. Our membership comprises many of the most prominent talking machine houses, and we feel that we are not making a false statement when we say that the membership of our association handles at least from two-thirds to three-fourths of all the talking machine goods sold in the United States. We need you as a member of

the association, and we feel that you need us, as we know that through the combining of your efforts with ours we can more quickly accomplish things, which to all of us appear for the betterment of the business.

"Our Committee of Arrangements will select hotel, and make other arrangements for this meeting, and as soon as we receive their report, we will forward you a copy of same, and trust that you will be able to attend this meeting. The Committee of Arrangements consists of J. N. Blackman, 97 Chambers street, New York; Louis Buehn, 49 North Ninth street, Philadelphia, and C. V. Henkel, 89 Chambers street, New York."

Secretary Whitsit has also sent a letter to the members urging them to attend this meeting, and to induce all talking machine jobbers who have not yet joined the association to be present.

JAMES LANDAY TO MARRY.

James Landay, treasurer of the Zed Co., and also senior member of Landay Bros., the Victor distributors, of 400 Fifth avenue, New York, will be married to Lillian Shone, of California, on June 2. On the following day he and his bride will sail for Europe on the New Amsterdam, of the Holland-American Line, for a honeymoon of two months.

At a recent directors' meeting of the Zed Co., Zonophone jobbers, 77 Chambers street, Max Landay was elected president, and James Landay, secretary and treasurer. A new general sales manager, in Siegfried Aal, an experienced talking machine man, assumed office March 30.

RECENT INCORPORATIONS.

The United Talking Machine Co., New York, have incorporated with a capital stock of \$25,000. Directors: Clinton B. Repp, Andrew J. Morrissey, and Charles A. Curtin, all of New York.

* * *

The Multi-Phonograph Co., a Michigan corporation, have filed incorporation papers with the Secretary of State of Illinois, giving their address at 1602 West 12th street, Chicago.

* * *

Humanatone Introducing Novelty Co., New York, have incorporated with a capital of \$15,000. Directors—George W. Stivers, James J. Stivers and John H. Dreyer.

Politeness is worth money. Increase your courtesy 50 per cent. and see if you don't attract your employer's attention in a little while.

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.

PRICE, including Cross Head and Link, \$1 EACH.

Norcross Phonograph Co.

New Lang Bldg., 662 Sixth Ave. (39th St.)

NEW YORK CITY

TRADE NOTES FROM PACIFIC COAST.

Trade Shows Some Improvement—Clark Wise Featuring Edison Goods—Excellent Columbia Report—Some Curtaz-Goodman Changes.

(Special to The Talking Machine World.)

San Francisco, Cal., April 4, 1908.

Ben Curtaz has bought out Francis Hare-Goodman's store on Mission street, and Mr. Goodman has opened a new place on Van Ness avenue, at the corner of Willow. He makes a specialty of the Victor and Zonophone lines, but carries a full stock of miscellaneous talking machine goods. The new store is well arranged and neatly fitted up, with a number of individual demonstration rooms, and a tasteful display is carried in the windows. Mr. Goodman is very well satisfied with his new place, as the opening has been marked by great success.

Sherman, Clay & Co. are expecting a large shipment of Tetraxini records for the Victor machine, and report many liberal orders for them from the local trade.

A good many of the Coast talking machine dealers still complain of dulness, but there are many favorable reports. Altogether, the trade seems to show some improvement, as there is more inquiry at nearly all the stores, and some lines of talking machine goods, particularly popular and high-class records, are having a good sale.

Clark Wise & Co., while they have for a long time carried Edison goods in stock, have never really "featured" them. This week, however, they have departed from this custom, and have their window well filled with Edison machines and records. They report a better business on talking machines than they have had for some time.

The Columbia Phonograph Co.'s Van Ness avenue store has had about three times as much business for the past week as during the first week in February, and continued improvement is looked for from now on. The afternoon concerts have been unusually well attended, with the people showing a gratifying disposition to buy. Particularly good sales have been made on records from "The Merry Widow," particularly the waltzes. In the absence of F. W. Downe, who is still in the East, Mr. Blumenthal is handling the commercial graphophone. The local branch is looking forward to the arrival of the new Fonotopia records, which are expected to make a great hit here.

The Sultan of Turkey has ordered "The Merry Widow" score to be phonographically recorded for his entertainment and the delectation of the ladies of the seraglio.

WHAT CINCINNATIANS REPORT.

Revival in Trade—Rudolph Wurlitzer Co. a Busy Trade Mart—Smith & Nixon News—Symphony Grand Admired—Margraf's Trip.

(Special to The Talking Machine World.)

Cincinnati, O., April 10, 1908.

The revival in the talking machine trade of this city continues steadily, and dealers report a strong demand for medium-priced machines and the many up-to-date accessories now on the market. The jobbing trade state that orders are plentiful for all the various styles of machines, and that the popularity of that form of music makers is steadily on the increase.

One of the busiest concerns in the city are the Rudolph Wurlitzer Co., who have been exploiting the Victrola in an energetic manner, with the result that the demand for those instruments has kept the stock at a low point for some time past. Many of those constituting the elite of the city have heard the Victrola, and having heard have ordered one sent to their homes. The above company have also had great success with their tone regulators for all styles of machines, which combine simplicity with practicability, and are reasonably priced.

The Smith & Nixon Piano Co., who handle the Victor and other lines, have had great success with the higher class Victor records, especially that wonderful Victor production—the opera of I Pagliacci—which has created such a furore wherever introduced. This firm report good business, which is steadily improving.

The new Symphony grand, the latest Columbia product, still holds the center of the stage at the local branch of the Columbia Phonograph Co. Manager Nichols states that its elegant appearance, owing largely to the fact that the often unsightly and cumbersome horn is entirely done away with, appeals to the better-class trade, with the result that the Symphony grand is finding a place in the drawing rooms of many prominent people.

Harry Margraf, who represents the Rudolph Wurlitzer Co. in the Southern territory, has returned to Cincinnati with a very encouraging report upon conditions in that section of the country, and backs it up with a liberal bunch of orders. Mr. Margraf looks for normal conditions again as soon as the cotton growers obtain the higher prices they are holding out for and turn their crops into cash.

Rafael Cabauos, formerly manager of the National Phonograph Co.'s branch business in the City of Mexico, has severed this connection and is now an Edison jobber in the same place.

PENDING IN THE COURTS.

As the Appellate Division of the New York Supreme Court, second department, will not hand down any decisions until April 24, the disposition of the case of the New York Phonograph Co. against S. B. Davega and other jobbers and dealers in New York State is deferred until then at least, and possibly later.

It has been definitely settled that argument in the case of the Leeds & Catlin Co., appellants, against the Victor Talking Machine Co., appellees, will not be reached in the Supreme Court of the United States before the October term. The court will adjourn before reaching the calendar numbers, namely 307 and 308. The hearing will probably come on in November.

Testimony is still being taken in the suit for alleged infringement of the Berliner patent, brought by the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich. Argument of the case may be heard this spring. The Duplex Co.'s factory is running, however.

THE ECHO-TONE THE LATEST HORN.

Something entirely new in the line of horns is the Echo-Tone, which is referred to very fully elsewhere in this issue. The principle represented is unique. In this horn the sound waves pass through an inner conductor, are projected against the sound reflector in the rear of the horn and rebound to the ear of the listener, giving an excellent reproduction of the especial quality of the voice or instruments represented in the record. Experts who have examined the Echo-Tone are especially enthusiastic over its ability to bring out all the details of the music in the records played. The horn does not project and can be used for both cylinder and disc machines. The manufacturers will be pleased to give fullest details to inquirers.

JOHN E. HELM'S "FIND."

When John E. Helm, treasurer of the Douglas Phonograph Co., New York, was in Europe, he ran across a plaster group of the old couple that figure in Massenet's picture of the Edison phonograph, and whose delight is so expressively displayed. It was an odd find in an out-of-way town of Germany, and he brought them back with him. The Douglas Co. will doubtless have the uproarious old chap and his delighted wife recast, and offer them to the trade as an effective window show piece.

INJUNCTION AGAINST SCHAEFFER.

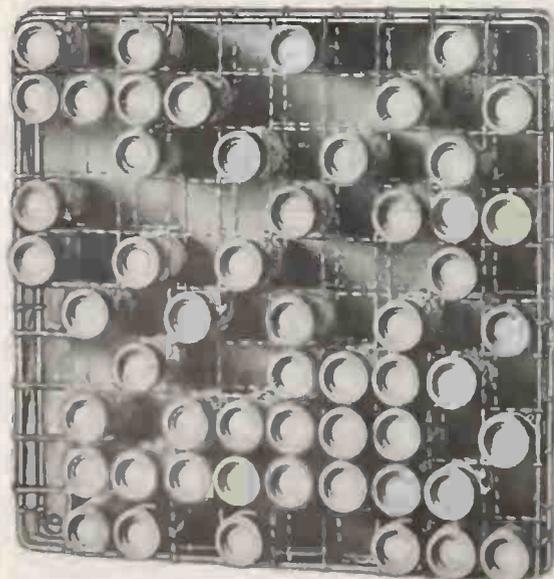
The National Phonograph Co., Orange, N. J., obtained a permanent injunction against Fred G. Schaeffer, a dealer of Philadelphia, Pa., for selling Edison records at less than the prescribed price. Schaeffer obtained his goods through a licensed dealer, and thus imagined he was exempt from the company's restrictions. The Circuit Court of the United States, eastern district of Pennsylvania, in issuing the enjoining order recently, said: "The patentee has an exclusive monopoly of the right to manufacture, use and sell the patented article. These substantive rights to manufacture, use and sell may be granted together or separately and subject to such restrictions in each case as the patentee may see fit to impose. He may limit the minimum price at which his licensee may sell at retail to the public, and a violation of the license by the latter is an infringement."

HAGEN RETURNS FROM MEXICO.

Henry J. Hagen, manager of the Universal Talking Machine Mfg. Co.'s reproducing laboratory in New York, who has been in Mexico since early in March, sails from Vera Cruz for New York April 16. Mr. Hagen has secured a number of excellent instrumental and vocal originals, which will shortly appear on the Zonophone list of Mexican records.

Sell Wire Racks to the Record Buyer

The "Heise System" 100 and 150 Space Racks—Immensely Popular



Only two months since we announced the manufacture of our Wire Record Racks in smaller sizes for home use; in that time dealers all over the country have ordered and re-ordered. Are you sharing in the sale?

These racks are made in the same style as our store racks, which are in use everywhere. Their convenience immediately appeals to record owners. There's a good profit in them and you ought to get busy right away.

Dealers' Printed Matter is Ready

The 100 Space Racks ^{like} _{cut} in half doz. lots, \$15
The 150 Space Racks ^{crated} " " " \$20

Send to your jobber or us for complete catalog of racks for store use.

SYRACUSE WIRE WORKS, SYRACUSE, N. Y.

Canadian Representatives: THE R. S. WILLIAMS & SONS CO., Toronto and Winnipeg

SOME IMPORTANT POINTS

On Copyright Matters Sent by S. T. Cameron to Representative Leake.

S. T. Cameron, counsel for the American Graphophone Co., has sent an interesting letter to Hon. Eugene W. Leake, of the Patent Committee of the House of Representatives, dated March 30, the salient points of which we can only present, owing to lack of room. The letter has been ordered included in the official report of the copyright hearings:

Dear Sir:—During the hearings before the joint committees on patents of the Senate and House on Saturday last, you asked several of the gentlemen who were addressing the committee to tell you why, if Congress included in the copyright bill a provision recognizing the mechanical reproduction of musical compositions as an infringement of the copyright for such musical productions, Congress should be asked to couple with such a clause a provision for the granting of universal royalties to all parties who might desire to mechanically reproduce the musical composition. Some of the gentlemen thus questioned by you gave partial and, to my mind, very incomplete and unsatisfactory reasons for this requirement, and others (doubtless because of the shortness of time at their disposal) failed to answer the question at all.

It appears to me that the question is a very pertinent one and that, as a member of Congress delegated to pass laws for the best interests of all the people, you were entitled to have received a frank and full answer to your question. The fact that you were not fully and clearly answered, and the further fact that I believe I may be able to throw some light upon the subject, are my excuses for intruding upon your time with the present communication. I am one of those who believe that such an act, if passed, would be unconstitutional, but it is not my purpose at this time to discuss that question, and what I say hereafter will be based on the idea that you assumed the constitutionality of the act in asking your question.

There can be no question that in order to be within the constitution every act granting copyright or patent protection to authors or inventors must have for its object "the advancement of science and the useful arts." A study of the copyright and patent laws now on the statute-books will make it perfectly clear that such laws are based upon the proposition that, in consideration of some benefit moving to the public from the author or inventor, the people grant to the author or inventor certain specified monopolies. Thus, the law in relation to patents requires that before the exclusive right to make, vend and use a given invention shall be accorded to the inventor, he shall file an application in the Patent Office describing his invention in such full, clear, concise and exact terms as will enable one skilled in the art to make, construct, compound or use the invention for which patent is sought. The manifest object of this requirement is that after the expiration of the seventeen-year monopoly granted by the patent, the public shall be in full and complete possession of the invention in such form that all these skilled in that art may utilize it. If the inventor fails to do this; if perchance he obtains a patent and it can be made to appear that he has purposely concealed or withheld information in regard to some essential feature of his invention which the public was entitled to have, his patent will be void for this reason.

Now under the present copyright laws, it has been held by the Supreme Court that the author shall have for a certain limited time the monopoly of the right to make copies of his writings, and it has likewise been held that the mechanical reproduction of the music or the thought expressed by the written characters is not an infringement of this monopoly granted by the law to the author. The composer now comes forward and asks the public through their representatives to grant them an extension of the monopoly which they now possess; asks that that monopoly be expanded so as to include the mechanical reproduction of the music or the thoughts represented by the written characters. Assuming that Congress has authority under the constitution to grant this at all, and assuming that Congress believes that such a measure would make for the advancement of science and the useful arts, is it not perfectly proper that in granting this extension of the monopoly heretofore granted they should reserve to the public the right to reproduce on mechanical instruments the musical conception of the author by any member of the public who is willing to pay a certain stipulated royalty to the composer? I think it is. Such an act offers an additional incentive to the composer.

The author in return for the exclusive monopoly granted him for a limited period to publish copies of his composition puts the public, through such published copies, in possession of his composition, and by paying a stipulated price for such copies the public gets the use of the composition, and the courts have held that they have also acquired the clear right to the mechanical reproduction of a musical composition. The people are now asked to part with this right, and it is manifestly clearly within the rights of the people to say to the composer: We will grant you the exclusive right to collect royalties for this mechanical reproduction of your composition, but we will reserve to the entire public the right to this mechanical reproduction upon the payment to you of the stipulated royalty, believing that thereby we will contribute to the advancement of science and the useful arts in a way best calculated to promote the interests of all the people.

It should be borne in mind that a patent or a copyright is granted to the inventor or author under the law because, as the moving reason for the grant, it is believed that to do so will advance science and the useful arts, and therefore will be in the interests of all the people. Otherwise, no patent or copyright would be granted at all. Now manifestly of Congress in its wisdom believes that the interests of all the people would be best served by placing certain limitations upon the extension of the copyright monopoly of the character under consideration, there is every reason why such restriction or limitations should be placed thereon.

JUST INCORPORATED.

Among the incorporators filed with the secretary of the state on Saturday was that of the Manufacturers' Outlet Co., New York, to handle talking machines and all kinds of side lines; capital \$15,000. Directors: Walter L. Eckhardt, New York; H. D. Roosen, Brooklyn, and G. H. Haulenbeck, Stamford, Conn.

THE HERZOG CYLO-PHONE.

Clever Invention in Which the Talker Is Concealed—Of Interest to Talking Machine Men.

Last month we made mention of a clever Herzog creation in the form of a novel cabinet in which a talking machine is hidden completely from view. Some very clear illustrations representing this new trade novelty will be found on page 39 of the present issue of The World. These views should be studied carefully, for they give to the beholder, a comprehensive idea of what the Herzog Co. term their Cylo-phone.

It will be seen upon examination that the phonograph is always ready for use, cleverly concealed in this new Herzog invention, but a mere external examination does not convey an adequate impression of the benefits of the Cylo-phone. The cabinets are very cleverly designed and all who have listened to the phonographs



HEARING THE PHONOGRAPHS NEAR THE NORTH POLE.

within them have not hesitated to express themselves in the warmest terms of approval of this wonderful trade invention. The musical qualities are not impaired in the slightest and the Cylo-phone is a new claimant for trade patronage which is destined at once to attract interest of talking machine people everywhere.

B. B. GOODMAN A VISITOR.

Last week B. B. Goodman, manager of the talking machine and music departments of the Bailey Co., the leading dry goods emporium of Cleveland, O., was in New York and Philadelphia lately. He visited the plants of the National Phonograph Co., Orange, N. J., and also the New York headquarters; the Victor Talking Machine Co., Camden, N. J.; the Universal Talking Machine Co., Newark, N. J., the lines of which his establishment handles. Speaking of the Zonophone goods, recently added, he said: "We consider the Zonophone line the equal, if not the superior, of any in the market, and we are confident of doing a splendid business with it—probably going ahead of the others."

OFFICERS OF NEW COMPANY.

The officers of the United Talking Machine Co. whose corporation is referred to elsewhere, are: C. B. Repp, president; C. A. Curtiss, vice-president, and A. J. Morrissey, secretary and treasurer. They will market a complete line of disc and cylinder machines, records and supplies.

Besides handling talking machines as distributors and dealers, the F. W. Rouss Co., Brooklyn, N. Y., also carry a line of pianos, musical merchandise and sheet music, doing a good business in all of them.

PHONOGRAPH IN THE ARCTIC.

Interesting Letter to Mr. Gilmore from Major Hersey, Who Accompanied the Wellman Expedition.

Just before the Wellman Expedition left on its search for the North Pole, President Gilmore, of the National Phonograph Co., presented Major H. B. Hersey, the prominent meteorological expert and executive officer of the expedition, with a handsome Edison Home phonograph and a liberal supply of records. How the members of the party enjoyed the gift while located in the Arctic regions was described by a letter sent to Mr. Gilmore by Major Hersey last summer, which, however, failed to reach Orange. The letter was accompanied by a photograph of the party enjoying the phonograph music, and fortunately the National Phonograph Co. succeeded in getting duplicates of both letter and picture, both of which we reproduce through their courtesy.

The letter, dated Camp Wellman, Dane's Island, Spitzbergen, July 25, 1907, reads as follows:

"I want to tell you how the phonograph works up here in the Arctic close to 80° north latitude. We unpacked it soon after arriving here and found it to be in perfect condition. The records came through the rough trip without injury. Dr. Fowler,

our surgeon, was appointed 'master of ceremonies,' and soon had the records rolling out the sweet song that carried us back in spirit to the homes and friends we left far away.

"And you have no idea what a treat it is up here in this land of eternal ice and snow to listen to this music. Nearly every night, if we may say night when the sun shines 24 hours in the day, we have the instrument at work, and we seem never to tire of it. Two or three times a week we take the outfit over to 'Pike House,' where our Norwegian workmen sleep, and give them a serenade. They enjoy this keenly. The other evening we took a photograph of their quarters with the phonograph working. The expression on their faces is so good that I am going to send you a copy of it. In closing I will add that the phonograph and records have given splendid satisfaction in every way. H. B. Hersey, Executive Officer."

MERWIN E. LYLE MARRIED.

March 25 Merwin E. Lyle, assistant manager of the Baltimore office of the Columbia Phonograph Co., general, was married to Miss Rita Adams, of Hackensack, N. J. The ceremony, which was strictly private and informal, took place at Passaic, N. J., at the home of a friend, in the afternoon at 5 o'clock. Geo. W. Lyle, general manager of the Columbia Co., Merwin's uncle, and Mrs. Lyle, were present. The young couple went South for their honeymoon, and on returning, in about ten days, they will reside in the City of Monuments.

Jacob Wester, of Newark, N. J., removed to new quarters at 332 Waverly avenue, that city, on April 1.

THE HARMONY COMPANY, Chicago, U. S. A.

Largest Manufacturers of

GUITARS, MANDOLINS, GUITARS

FOREIGN TRADE SOLICITED

WRITE FOR CATALOG

The 4 Biggest Columbia



The "BQ" Cylinder Graphophone

No question about it—this "BQ" tone-arm cylinder machine has certainly made the hit of the season. We have advertised it pretty extensively as the "king of all cylinder machines" and it's matching up with that claim. We said some time ago that no man who intended to buy a cylinder machine would hesitate very long between this "BQ" and the old types, and evidently the dealers of the country agree with us. Compact, convenient, shapely and simple, no rubber tube, no horn crane, no horn stand—it has talking points enough for half a dozen machines!

It's good money. Is any of it getting by you?



The Symphony Grand Graphophone

The Symphony Grand Graphophone is about the biggest sign of the times in sight of the talking machine trade this minute. Every man who owns a piano-player, every man who ever *intends* to own a piano-player, every man who likes to have the new things ahead of his neighbors, every man who loves music and likes to entertain—there's your immediate field.

One sale of a Symphony Graphophone makes a heap of difference in your ledger. And don't forget that the man who puts \$200 into a Symphony Grand Graphophone isn't going to be a small buyer of Columbia Records, either.

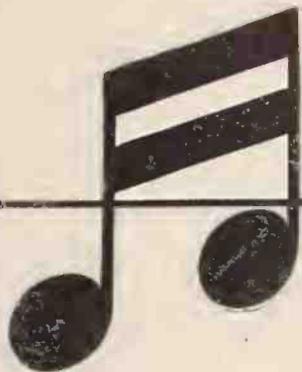
There's no one thing that will broaden the influence of a talking machine store in the community like this one incomparable musical instrument.



Columbia Phon

TRIBUNE BUIL

Money-Makers Right Now



The New Grand Opera Records

In addition to the thirty-three magnificent signed records described in our Advance List of Columbia Grand Opera Records (Fonotopia series) we have just issued a supplement containing thirty-three more.

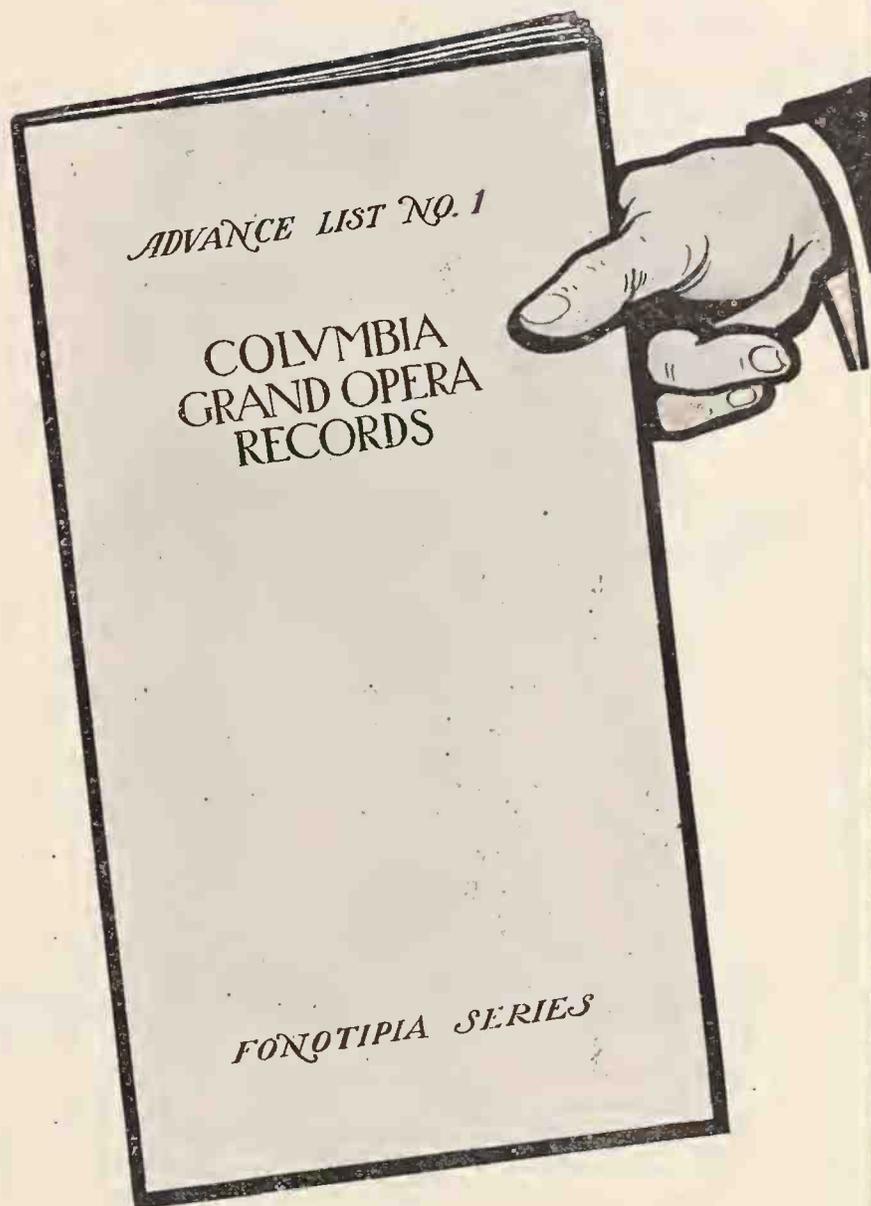
This new list includes records by five artistes never before listed—Pinkert, Magini-Coletti, Luppi, Parsi-Pettinella and Vignas; likewise additional records by Bonci, Didur, Stracciarì, Barrientos, Sammarco, Pacini, Russ and Kubelik, together with soprano-and-baritone duets by Eugenia Burzio and Antonio Magini-Coletti. The singers here represented are beyond question the greatest living exponents of the lyric art.



The "Hits" and "Specials"

It's hard to argue against a success.

Columbia dealers have been getting their "hits" and turning them into money good and early. They are not tying up their best-selling opportunity to an "opening day," subject to the weather—and meantime they are getting their people into the store *between-times*. It is pretty well proved that almost every man who used to buy Columbia Records by the old system is buying *more* Columbia Records now. Columbia dealers are getting a square deal, and that enables them to turn a square deal over to their customers—and it seems to be mighty popular all round.



Hits while
they are hits
and sold as
soon as they
are made

graph Co., Gen'l
NG, NEW YORK

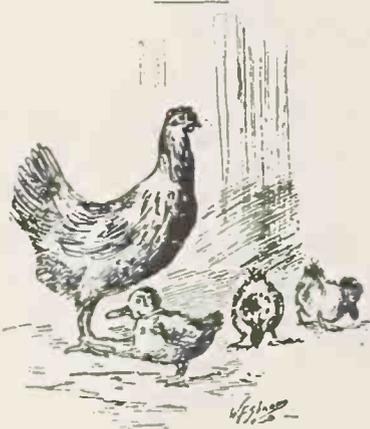
THE WORLD'S JOKE BOX

New Hand (in store): "Please, sir!"

Matured Salesman: "Well?"

New Hand: "Please, sir, there's an English record here among the Chinese records."

Matured Salesman: "Yes; that's to keep 'em in order."—Ernest Werninck.



A FOWL SUBSTITUTE.

Here's my contribution to the World's funny column for this issue and I will use the elopers as a center of attraction.

"Isn't pa awful?" sobbed the young bride who eloped.

"What now?" faltered the bridegroom anxiously.

"Why, you know you told me to wire pa and tell him that we were really in need of food."

"And—and did he send the money?"

"No, he sent a talking machine with some Caruso and Tetrassini records, accompanied by a note stating that as music was the food of love he hoped we would get on all right until we returned."—Joe Cose.

His Honor—"I don't quite understand, officer, why you arrested this man. You say he was playing a phonograph in his house. Is that the only charge you have against him?"

Officer (lately imported from Emerald Isle)—"Shure it is, yer honor! Didn't the chief himself, himself, tell me to arrest any one running a sphake-aisy, at all, at all."—Ernest Werninck.

HAWTHORNE & SHEBLE MFG. CO. OFFER.

The Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., make an exceptional offer to dealers in their advertisement on the cover page of this issue. This company have been in the talking machine business for a long period, and their offer to give away absolutely free a Star talking machine and twelve Star records is something entirely out of the ordinary, and will doubtless incline dealers to send in coupons and learn further regarding this offer.

BURGLARS ENTER PRICE STORE.

Burglars entered the main store of the Price Phonograph Co., 129 Greenpoint avenue, one night recently, and took between \$500 and \$600 worth of machines, records, and other articles. One of the machines, a Victor, was worth \$100, while the records were of the disc variety, valued at from \$1 to \$5, and were presumably chosen for the ease with which they could be packed. How the thieves, laden with the bulky machines, were able to elude the police, is one of the numerous Brooklyn mysteries. Various supposed "fences" were watched by the police, but the loot was not recovered.

FIRE IN PITTSBURG, PA.

The Pittsburg Phonograph & Supply Co., Pittsburg, Pa., suffered a loss, estimated at over \$20,000, in a fire which destroyed the building at 937-939 Liberty avenue, in which they were located, on April 10.

Excuses are the enemies of advancement.

TRADE MORE ENCOURAGING.

Jobbers So Report the Outlook—Mail Order Houses Now Optimistic.

Reports from jobbers of talking machines are on the whole of a very encouraging nature. Business is not quite up to last year's standard at this season but it is steadily improving. An important thing to note is that the big mail order houses who were pretty hard hit, some of them, during the holiday trade, in their talking machine, as well as their many other departments, say that the past few weeks has shown a marked resumption of activity in talkers and that for the season of the year business is not bad at all. Whatever view the readers of this paper may take as to the mail order business it remains a fact that the big concerns located in Chicago and which do a retail business spread over a wide expanse and territory are criterions in a large measure as to the pulse of trade in the small cities and agricultural districts; consequently the reports from this source are full of encouraging significance.

BRIEF AND TO THE POINT.

The Indestructible Phonographic Record Co., Albany, N. Y., are preparing to erect a new building in Brooklyn, N. Y., for a recording laboratory and mold-making plant. Their present quarters are said to be much too small.

After a strenuous week in Washington, D. C., following the hearings before the Senate and House Patents Committee on the copyright bill, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., general, returned to New York last Friday. Mr. Cromelin has been working like a beaver on the copyright controversy, not only recently, but for over a year.

Substantial gold-lettered signs, of impressive size and appearance, with S. B. Davega Co., the new corporate name thereon, now adorn the store front of this very successful jobber and dealer on East 14th street, New York. Lip. Kaiser's smile is now a permanent feature.

J. Charles Groshut, secretary of the Edwin A. Denham Co., New York, who had been in Europe for six weeks, reached home March 17, in time to join the parade on that date. Mr. Groshut said he found talking machine business in Germany exceedingly slow.

On March 19 Geo. J. Warner and Frederick Burt, assistants of Walter H. Miller, manager of the National Phonograph Co.'s recording laboratory in New York, sailed for the City of Mexico, via Vera Cruz. They will be under the direction of Walter Stevens, now down there, in obtaining additional Mexican selections for the Edison catalog.

The Porter-Wrigley Co., 70 North Broad street, Atlanta, Ga., have taken the agency for Edison phonographs, the department being in charge of P. R. Stockton, who formerly represented the National Phonograph Co. in Atlanta.

G. W. Guthrie has bought the talking machine stock of the Harding & Miller Music Co., Princeton, Ill., and will add a complete line of small goods. Mr. Guthrie was formerly manager for the company.

The Blackman Talking Machine Co., 97 Chambers street, New York, who have leased the entire building, running through to Reade street, for a term of years, will not occupy the entire space at present. On May 1, however, they will add 20 feet to each floor, and the several basements, the remainder of the capacity being let on short term leases, as the room may be required for their own use in a very short time.

April 4, A. E. Villard, assistant general manager of the Regina Co.'s New York store, resigned to go in business for himself in another line.

NOW FOR ATLANTIC CITY.

First Meeting of Committee of Arrangements in Connection With Gathering of Talking Machine Jobbers at Atlantic City.

The first meeting of the committee of arrangements, appointed by President Bowers, at the recent convention of the National Association of Talking Machine Jobbers in Buffalo, N. Y., to make preparations for the gathering at Atlantic City, N. J., July 6 and 7, was held at the office of the Blackman Talking Machine Co., 97 Chambers street, New York, on March 31. The entire committee was present, namely, J. Newcomb Blackman, chairman; Louis. Buehn, of Buehn & Bro., Philadelphia, Pa., and C. V. Henkel of the Douglas Phonograph Co., New York City.

General plans were discussed at length, and many suggestions were offered looking to the perfection of arrangements that will make the meeting a memorable occasion. Application for special railroad rates will be filed in time for the Eastern Committee of the Trunk Line Association, who convene in New York April 14, to take action upon. Mr. Buehn was appointed a committee of one to visit Atlantic City and get in touch with the hotels, principal boarding houses, etc., with a view of arranging rates and accommodations for the members of the association and their families or friends who may accompany them to the meeting. The committee will hold its next session in Atlantic City on some Sunday in the near future, when the reports of the sub-committeemen will be heard and definitely acted upon.

The convention will take two days to dispose of the business before them, which consists of a complete revision of the by-laws, the election of officers and various other important matters now in the hands of the executive committee. It is therefore urged upon the members to come prepared to stay for July 6 and 7, and as the opportunity for visiting this famous and delightful resort under such pleasant auspices does not occur often, the committee of arrangements suggest the wives or family should be brought along for a week's recreation and enjoyment. It will do them all good. The association now numbers 101 on the roster, and fully 30 or 40 new members are expected to be added before the July convention, which will supersede the regular annual meeting in September.

The Edwiu A. Denham Co., of New York, have been recently working a scheme which they affirm have proved to be quite a stimulant to business. This plan has been worked by many of the leading jobbers and dealers of the country. In this connection Mr. Denham said:

"One jobber with whom we recently worked the deal states that he is still one hundred machines behind-hand on his orders for large machines sold in connection with this proposition. Another large jobber in the East stated that he had increased his sales \$1,500 in one month to one single dealer who had been working the scheme."

The Denham Co. are now preparing to elaborate on the proposition, and will cover every section of the country.

General Manager MacNabb, of the Universal Talking Machine Mfg. Co., Newark, N. J., made a special trip to Cleveland, O., going out March 23 and coming back the 28th following, when he placed the Zonophone line with the Bailey Co., the leading department store, handling pianos, music, etc., also. It was a splendid deal, and "Mac" has been warmly congratulated by the company officials for the superb manner in which the matter was consummated. The initial order was "fat and juicy."

Fire escapes are being erected on the Reade street side of the building occupied by the Douglas Phonograph Co., 89 Chambers street, New York. John Kaiser now expresses himself as being safe from the fiery demon.



No. 740.

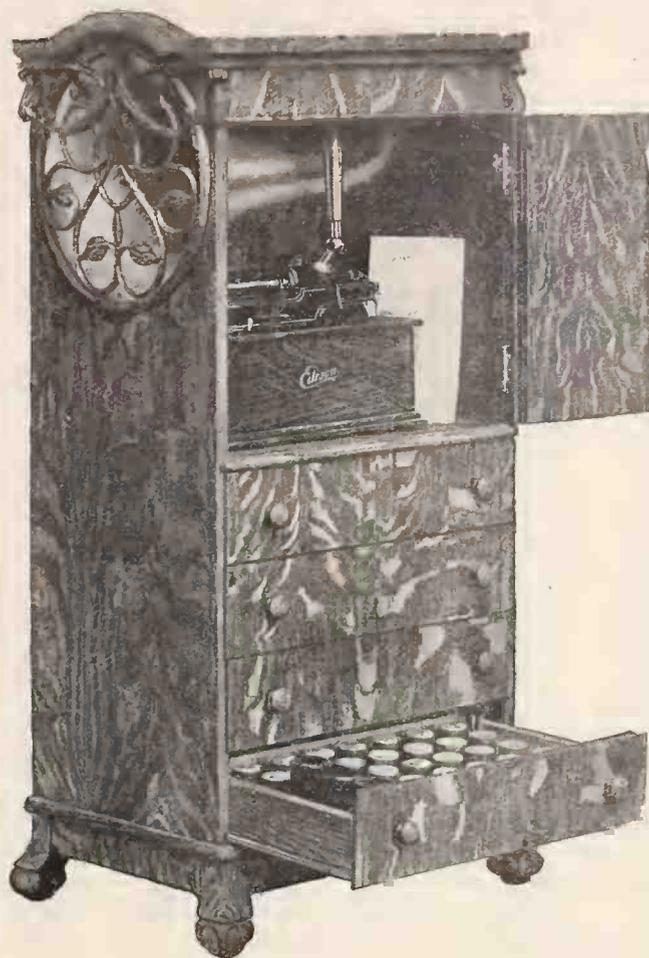
Concealed Horn Cylinder Record Cabinet
140 Records.

Listen To

THE CYLO-PHONE

A PERFECT TONE

Hear it at Your Jobber's



No. 740.

Golden Oak or Mahogany

"A Wonderful Seller."

Herzog Art Furniture Company

SAGINAW, WEST SIDE, MICHIGAN

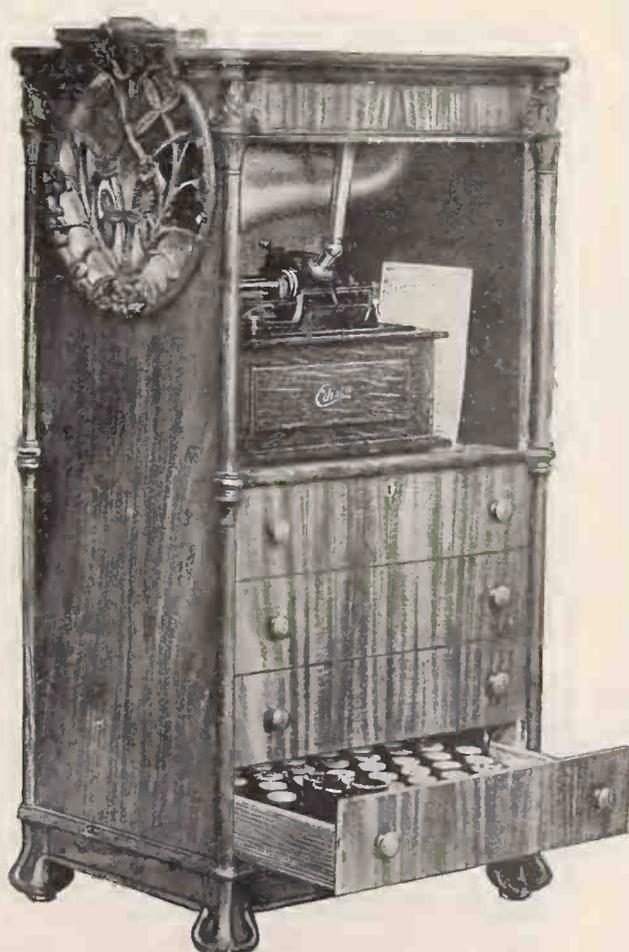


No. 742

Concealed Horn Cylinder Record Cabinet
196 Records.

Our
Complete Lines
of
Cylinder
and
Disc
Cabinets

in Stock by
all Jobbers



No. 742

Golden Oak or Mahogany

"A Beauty."

"Everybody's Favorite."

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Conditions Unsettled—Credits Too Easy and Overplus of Competition—Export Trade in Talking Machines Steadily Improving—Litigation Still Continues Prominent—Important Edison-Bell News—Premier Mfg. Co. Discuss Export Trade—Lower Freight Rates Desired on Talkers—National Co. Makes Good Report—Displays at Business Show Much Admired—The Enterprising Japanese—Four New Discs—New Columbia Model—The Graduated Flex Diaphragm—The Edison Bell vs. National Co. Decision—A Careful Analysis of Conditions in Various Branches of the Trade—Letters from Various Cities in the Provinces Contain the News of the Month That Is Worthy of Mention.

(Special to The Talking Machine World.)

London, E. C., April 5, 1908.

This country is passing through very unsettled times just now, and in consequence general business is suffering to a considerable extent, more particularly so when we come to such luxuries as the talker, of which sales are anything but pleasing. One must recognize the fact, but nevertheless that's no brief for pessimism, as it's the reverse that pulls men out, to win in the long run. Business is a sensitive plant, and long faces of a certainty will not stimulate growth. You can indulge in greater luxuries than the talking machine, for dismal growls and gloomy forebodings are of the most expensive kind. But don't do it now. Wait until business is better, then you can afford to; but not now. Get a ten-cent move on you, and in the most unexpected quarters you may wake up business; certainly not by bemoaning fate with everybody you meet.

Collections have been slow this past month, and in certain directions there is a greater element of chance in getting one's money than in the fascinating sport—known only, of course, to tipsters—of spotting the wiener. It is easier to obtain credit in England than any other country, and debts are allowed to stand unpaid for a much longer period. The British system has degenerated into almost unlawfulness, and it is near the marking time when we shall need to reorganize the giving and taking system of indiscriminate long credit and bill renewing if we don't want to go to the wall.

There is not the slightest question but what competition is the bugbear of the talking machine trade to-day. Demand may increase, and it does, but it is far below the enormous increase in production that is accentuated with every new firm that comes along—and they are many. New goods are rushed upon the market without sufficient regard to conditions or financial backing.

The result only increases the number of distributors, who far outweigh the average buying capacity of the public, and the result is disaster. To make a business you must advertise, and there is precious little in this trade. It's not a bit of going, leaving progress in the hands of dealers, quite a large percentage of whom know no more of the possibilities of a talking machine than they do of keeping proper trading books, except if it's any qualification to figure up in a penny exercise book, and that's where we are to-day in the home market. But what of export trade? There is no question but what the British export trade in talking machines is very much on the increase. It is a matter for hearty congratulation, but not sufficient reason why any one firm should ease up on mail matter or advertisement publicity. Colonial dealers are showing at the present time a great desire to handle English-made records and machines, and while there are so few of the latter on the market—which is to be deplored—I think that in the matter of both disk and cylinder record sales manufacturers would greatly benefit, now that the colonial season is here, were they to devote closer attention to the requirements of our friends across the seas.

In any correspondence with English houses regarding orders, or inquiries for new goods, foreign dealers should always give the fullest particulars of their requirements.

The New Patent Law.

I believe the new patent law is having a highly beneficial effect in this country, but certain talking machine patents manufactured abroad will lose right of protection after August, this year, unless they are wholly manufactured here. The matter is already under discussion with certain German firms.

Some Important Litigation.

In the case of the Gramophone & Typewriter Co., Ltd., against Josiah Walter Stanley, surveyor of taxes, the court was asked to determine whether an English company which had acquired the business of a German company were assessable for income tax on the profits made in Germany. The matter came up by way of appeal by the Crown from a decision of Justice Walton on a case stated to him by the Commissioners of Inland Revenue. The respondent company was registered under the Companies Acts, 1862 and 1898, to acquire the business of the Gramophone Co., Ltd., as a going concern. The capital was £600,000, divided into 100,000 preference shares of £1 each, and 500,000 ordinary shares of £1 each. In January, 1900, a German company was incorporated and registered in Germany, one of the promoters being the Gramophone Co., Ltd.

The respondent company was registered in December, 1900, and acquired the Gramophone Co.'s business, together with the large interest which it had in the German company. It now held all the shares of the German company; members of the Board of Management of the German company and the directors of the respondent company were the same, and the members of the Board of Supervisors of the German company were the nominees of the respondent company. In the year in question the total profits of the German company amounted to £79,348, of which £15,000 was transferred to the depreciation fund, relating to the German company's patent rights. The question now to be decided was whether the respondent company was chargeable for income tax in respect to the £15,000. Justice Walton had held as against the Crown, that the fact that the English company carried on business in this country and held all the shares of the German company did not make the business of the German company the business of the English company, so as to render the latter assessable upon the full amount of profits made by the German company; hence the appeal. The Master of the Rolls, giving judgment, held that the Crown could only succeed by making out that the German company was merely the agent of the English company, as principals in a business, and, as they had failed to do so, the appeal must be dismissed with costs.

Stirring Times at the Edison Bell Co.

Some interesting items are to hand from this well-known house, of which the following new arrangements are worthy of mention. Firstly, the trade will shortly welcome the issue of a double-sided needle-cut disk at the extremely low figure of 2s. 6d. I am given to understand that only the best talent will be presented; secondly, it has been decided to also issue in the near future a double-sided disk of the phonograph cut type. Size will be 3½ inches and the price 1s. 6d. That a steady demand will soon accrue, upon these terms, is obvious.

The Edison Bell 9d. cylinder has had a good run, but it has been found that this price is not only destructive of all profits in every department of the trade, but that to continue manufacturing would be a suicidal policy, therefore the Edison Bell Co. have taken the bull by the horns and have decided to cease making any further records of this type. This means a resurrection of the standard price of 1s. To this end an improved record has appeared, which has been clothed in a label of a particularly, not to say original, design. This box label was the recent subject for competition among dealers, and while no individual idea has been used, parts of vari-

A REVELATION IN THE ART OF RECORDING

Favorites! Favorites! Favorites! Favorites!



Grand Tone
and Finish

NEW SUPPLEMENTARY LIST FOR APRIL JUST OUT!

Extra-Super-Fine !!!

No Scratch; Sweet,
Clear and Mellow



Try these latest numbers, and like Oliver Twist of Dickens fame, you will want more. Obtainable from all up-to-date Dealers. Through Factors only, lists free.

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued).

ous designs have gone to make up the beautiful whole.

Interviewed upon the question of exchange policy, Mr. Hough stated that "both factors and dealers will be very liberally dealt with. They will have the opportunity three times a year to clear their shelves without any loss whatever. The company's expense in this matter will be a large item, but it is not regarded too great in comparison with the all around satisfaction that must result. There will be no reason now for dealers to retain out-of-date or obsolete records, but rather shall we see clean shelves stocked with up-to-date records. Dead stock being impossible, the dealer has no occasion for jobbing old records at cut prices, and we may therefore regard this movement as a step in the right direction to give every possible encouragement to retailers, not only to refrain from undermining their own profits and everybody else's by cutting prices, but as a certainty of these satisfactory terms placing at least one section of the trade on a more stable footing. In these efforts the Edison Bell Co. have our hearty wishes for success.

Here's an Optimistic Mortal.

When talking machine sales are slow, sell flycatchers! No, don't blame me. That's the remark made to me by the head of a large concern handling both talking machines and other musical merchandise. The flies have not come yet, but he is ready for them when they do—poor things! Still, whatever you may say, it suggests a spirit of optimism hard to beat. But I would not recommend such a side line to dealers, for if our enterprising men took up the sale, the demand could not last long because the fly race would soon be entirely exterminated. And a flycatcher is not a flycatcher when there are no flies to catch. See what I mean?

Opportunities for Colonial Trade.

In their advertisement this month the Premier Mfg. Co., of Clarion record fame, draw the special attention of Colonial dealers to the merits and adaptability of their product for export. I would say here that the price alone of Clarion records is a temptation, quite apart from their very excellent quality, why dealers abroad should introduce them to their customers. A generous discount is allowed to the trade, by which a good margin is apportioned against duty charges, where such is in force. The company are willing to treat with reliable concerns who seek to stock a record that will bring repeat orders, and sample sets will be mailed on the usual terms. Mr. Force, who guides the destiny of this house, gave me some very interesting information in the course of a recent chat I had with him, which was to the effect that we may probably see an early issue of something good in the disk line. From certain masters I saw, it appears that the possibilities of a phonograph art disk being issued by this house is not far from an established fact. Yet as it occasions subject for expectation, I would add, certainty or time of its appearance has yet to be definitely decided upon. Judging from the success which their cylinder record has achieved, the advent of a disc record from the Premier Co. will no doubt be eagerly awaited for by the trade at large. In view of the very keen competition which at present exists in the disc trade branch of this business, it will need to be something especially good, and we have every reason to believe it will be.

The Progressive Germans.

Reports from Germany state that a great improvement has been made in wireless telegraphy, whereby with the aid of a new diaphragm which admits light every time it receives a wave, the necessity of somebody being at the receiver the whole time is obviated. Instead of silver, as hitherto used, the new coherer is prepared with finely powdered aluminum. The result is that each signal received gives a feeble light in the coherer, under which is fixed a slowly moving photographic plate, which, when developed gives an exact account of the message.

Microphonograph Specialties.

The Microphonograph Co., whose specialties, by the way, are now controlled exclusively by Mr. Seymour, have just issued a new thing in needles. The "Seymour" Iridised Disk needle, as it is called, has many good points (although a needle is generally supposed to have only one point). In this case it is different because the many sale-creating points include quite a few, among which may be mentioned: wears longer than others, minimizes scratch, gives solid tone, and is cheap. They are creating quite a demand, and dealers would therefore find this a profitable line to handle.

The "Talker" in Politics.

The Conservative gramophone van political campaign has attained a well deserved success. By its means the voices of our great statesmen carried influence at no less than 2,147 meetings, and it is estimated that close upon a million people were addressed by the talking machines. Quite apart from its party significance, the campaign should have done not a little good to still further popularize the products of this industry. Owing to the very unsettled conditions, however, which are permeating even the average spender, we fear that the benefits are not so great as they might otherwise have been. But there is not a doubt that by this campaign indirect influence in favor of the talker has been brought about and has laid the foundation for future sales.

A National Co. Announcement.

The following appears in the Edison Phonograph Monthly this month: "We have as yet been unable to obtain a satisfactory alternating current motor to run on other frequencies than the regular, as given in our catalogue, and until we can secure such a motor we will be unable to fill orders for Alva phonographs and Acme coin-slot machines to be operated on special frequencies. The trade will be advised as soon as these conditions can be changed."

Want Lower Freights on "Talkers."

Owing to the very exorbitant freight charges of the various railway companies for the transit of talking machine goods, several leading trade members, at the instigation of Paul Mellerio (Pathe Freres) and G. H. Hallett (Premier Mfg. Co.) have handed together to discuss ways and means of securing a reduction of rates. Instances are not unknown where the freight to certain parts has entirely swamped profit on goods sent. Every now and again, and for quite

a long time, individual protest has been made, but now that a combination of traders is to come about, a determined attempt will be made to secure advantages from the railway companies in this matter. To insure success, the whole trade must do their level best in support of such a most necessary movement, for only as a body can they hope to obtain redress. The strongest possible effect is produced by combination, and we have no doubt that action along these lines will secure the desired result.

New Factor Appears.

Yet another new factor has been appointed by the Premier Mfg. Co., i. e., Messrs. Cooper Bros., of Goswell Road, who, I understand, will rack extensively all titles of the now popular Clarion records.

Hunting's New System of Recording.

Russell Hunting's new system of recording has still further enhanced the quality of "Sterling" specials, which, by the way, I notice are now selling at the old price of 1s. without any allowance whatever to the public. While I have never advocated a 9d. record, although one has to welcome what comes along, the opinion seems to be gaining ground fast that justice cannot be done either to the manufacturer, factor, dealer or the man in the street in producing a record under the price of 1s., and as instance of this it is noteworthy that both the Sterling and Edison Bell companies are upholding—what apparently seems to be the standard—the price of 1s. for cylinder records. Buyers—and they are many—feel quite a grievance if any one company has not produced all the songs and selections with which they are familiar and maybe want, and they must be educated to the fact that it's an expensive job paying artistes fees and keeping by hundreds of matrices, quite apart from the many other items of cost which this involves. All of which means only one thing, which is: that at the present rate of demand there is little profit in either handling or producing a record under 1s.

A New Turntable Attachment.

A new thing to be introduced on this market is an ingenious turntable attachment particularly adapted for use when playing over warped records. It emanates from the Phonos Co., of Canonbury, London.

Good News from National Co.

Quite a revival in business is reported by the National Phonograph Co., whose city depot, by the way, has now been entirely transferred to their new factory at Willesden, excepting the

"There's Money in Them"

\$ STERLING RECORDS \$

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

"THE RECORD THAT'S HALF AN INCH LONGER"

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

**Price 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.

FROM OUR LONDON HEADQUARTERS—(Continued.)

recording department, which remains at the old address pending the fitting up of a suitable West End depot.

Sound Waves and Passion Service.

How sound waves interrupted a pastor's service was demonstrated very forcibly in legal arguments presented in a recent action at the courts. The Rev. Edward Heath sought to restrain an alleged nuisance by the Brighton Corporation's electrical works. He complained that either by air waves or ground waves the machinery caused such a humming noise in the church as to hinder the conduct of divine service. The locality and intensity of the noise was said to vary in a peculiar manner. In some parts of the church it could be heard only when kneeling; in other parts, only when standing or sitting. Certain members testified that the sound waves generated into quite a musical hum, something resembling a spinning top, while another member said it gave him the fidgets. For the defense it was stated that the whole action was ridiculous, the noise being so infinitesimal that there was no word in the English language that could properly describe the character of the sound. In dismissing the action his lordship was of the opinion that such sound, if any, was rather of a musical character than otherwise, and that any ordinary healthy individual would not therefore be inconvenienced.

Exhibitors at the Business Exhibition.

From every point of view, the Business Exhibition which was held last month at Olympia proved to be a gigantic success. It was just a big indication of the wonderful advance and progress of commercial education to-day, for never was it more manifested than in this gathering together of business men from all parts of the country, anxious to avail themselves of any appliance which meant a saving of time, labor and money. The exhibition was the center of interest for some of the leading men of the day, and came also under the patronage of the Prince of Wales, who showed very keen interest in the Dictaphone, the Columbia Phonograph Co.'s invention for correspondence dictation. The Prince and Princess of Wales paid a visit to the Business Exhibition, where the Columbia people had a prominent Dictaphone stand. The Prince

spent a considerable time investigating the merits of the mechanical amanuensis. At his request a letter was dictated and transcribed, and the cylinder was shaved in readiness for further dictation, so as to illustrate the efficiency of the entire process. "Very clever and useful," was the Prince's comment. He particularly asked as to the reception this up-to-date invention was securing, and was pleased to receive a long list of leading British firms employing the Dictaphone, as well as private users, including the Duke of Marlborough, the secretary of state for war, and the postmaster-general. To these distinguished names of Dictaphone users we understand that of the Right Honorable A. J. Balfour has now to be added.

The International Linguaphone Co. were also represented by a well arranged stand displaying a series of records of many languages, which excited quite a deal of interest among the visitors, some of whom, on the occasion of my visit, I saw with text-book in hand deeply engrossed in intricacies of foreign pronunciation as told by the useful Linguaphone record. Sales were brisk, and at the end of the week results were far in advance of the best expectations.

Artistic Combined Disc Cabinet.

One of the most artistic combined disc machine cabinets I have seen in a long time is one recently designed by Barnett Samuels & Son. Although it is not quite ready for introduction to the trade, Mr. Balcombe was good enough to explain its principal points, which I now present for the benefit of dealers who wish to handle what I should style an easy selling and profitable line. At the retail price of 25 guineas a very substantial profit is allowed to the trade. The case is beautifully made and finished throughout in solid mahogany, inlaid and with cabriole legs, the whole outside measurement being about 2 ft. 6 in. square, by 5 ft. in height, which, as will be seen, forms quite an imposing piece of furniture for the drawing room. The motor in one winding will run for twenty-five minutes, and I understand is of a very superior make. One great novelty in connection with this machine is an invisible horn, made entirely of the same Swiss pine wood as is used for pianoforte soundboards; further, it is shaped on the model

of a human mouth, and I may say there is no metal whatever used in connection with this horn. Although it has been said that a metal horn is the only proper conductor of sound, it is obvious that there can be no standard, as in this case the wooden horn seems rather to improve the tone of records, and is certainly not in any way inferior in volume to the metal products. Messrs. Barnett Samuels intend to construct this machine also in oak, as more suitable for dining rooms. Known as the Boudoir Dulciphone, it will rank foremost in the now well-known and popular Dulciphone series of products specialized by this go-ahead house.

Japanese Enterprise.

In connection with the absence of business honor in Japanese commercial life, and which I have previously had occasion to comment upon in these columns, the following letter from a certain London house will be of much interest to those interested in Eastern markets, and from which it may be gathered that Western determination and enterprise is not on the wane. In effect the letter states that the trade mark of this firm, which was registered by a Japanese merchant and upheld by the court in Japan, has, in the face of further appeal and agitation, assisted by strong representation through the foreign office, now been canceled. Other manufacturers who have suffered from fraudulent imitations should take heart by this example and make another effort to establish their rights.

Musical Reciprocity.

With the object of establishing musical reciprocity between Great Britain and Canada, Sir Frederick Bridge will visit that country shortly.

Building Up Clarion Lists.

Evidently a determined attempt is being made by the Clarion people to build up still further their now rapidly growing lists. The March issues of this popular record contain quite a galaxy of good things. We have several splendid orchestral and various instrumental pieces, while the song selections cover many of the ever welcome old ballads. The quality generally is excellent, with the exception of that beautiful song, "Mary," which leaves room for improvement.

The Klingsor Cabinet.

H. Lange's successor informs me that their

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 REPRODUCERS, RECORDERS, 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
291 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.

The City Mfg. Co.

56 City Road, London, E. C.

We are the ONLY MANUFACTURERS IN ENGLAND who are able to produce a genuine British-Made article, superior quality, to stand Foreign competition.

**Records, Albums, Pedestals
Exhibition Wire Racks**

are our principal lines, and we can claim to be

The Cheapest on the Market

Wholesale only. List on Application.

The PREMIER MANUFACTURING CO. LTD.

81 CITY ROAD, LONDON, ENGLAND

— OFFER —

The "CLARION" NEW PROCESS CYLINDER RECORD

To Progressive Colonial Dealers

FULL LENGTH

THE MOST PROFITABLE LINE

to handle is a record that will sell quickly. You don't want to tie up your money in stock that you can't sell — THAT YOU'LL AGREE. SEEK where you will, for GOOD QUALITY and QUICK-SELLING the "CLARION" RECORD



THE "CLARION" IS A GOLD-MOULDED CYLINDER RECORD

recorded under a new process which reproduces both instrumental and vocal music with lifelike fidelity. We don't want to say too much, but are prepared to stand by your opinion. Why not

SEND FOR A SAMPLE SET and test them for yourself?

FULL LENGTH

FULL VALUE

STANDS PRE-EMINENT

It's the line you should handle, for it's quality and price that tells — brings repeat orders — and Clarions are there all the time. RECKON UP the advantages and ask yourself if it's not worth while getting into touch with us?

FULL VALUE

"CLARION" RECORDS

QUALITY EXCELLENT

Points to Remember

A GENEROUS PROFIT IS ALLOWED

THERE IS NO DELAY WITH YOUR ORDER WE SUPPLY PROMPTLY

The "CLARION" RECORD is a money-making record, not because we call it the quick-selling record, but simply that the price and quality

Tempt Buyers to Come Again



WE ARE SEEKING

the best class of Dealers to stock "Clarion" Records, and if YOU are wanting the best class of record — the easy-selling record — LOSE NO TIME in applying for our complete lists and particulars of trading in your country.

DON'T PUT IT OFF. Write now to the manufacturers,

The Premier Manufacturing Co.
81 City Road, LONDON, ENGLAND

Up-to-Date Lists of Popular Selections

TONE PURE AND NATURAL

BETTER than any SHILLING RECORD on the market

EXTREME CLIMATIC CHANGES DO NOT AFFECT "CLARION" RECORDS

SHOW BIG PROFITS

All Go Ahead Jobbers are Handling These in Australia and New Zealand. Are You?

FROM OUR LONDON HEADQUARTERS—(Continued.)

Klingsor cabinet disc machines have been not only considerably improved in tone and workmanship, but that it is proposed to make certain reductions in the prices previously charged which the trade will receive full particulars of in due course. The Zora sound box, a new line handled by this company, certainly and fully fills the proverbial long-felt want. The stylus bar is attached to the diaphragm in an original manner and quite different from the usual way of fitting up. By this arrangement it holds permanently the sapphire point for phonograph cut discs without in any way affecting the needle holder. Thus the combination is both clever and useful and will surely provide dealers with a quick selling line.

The British Sonogram Co.

The state of affairs of the now defunct British Sonogram Co., who, it will be remembered, went into voluntary liquidation last year, do not seem to warrant the hope of any inflated dividends being announced either to shareholders or creditors.

Four New Discs.

Apart from the new Elephone double-sided record at 3s., placed on the market recently by the Universal Talking Machine Co., we are to see the advent of no less than three more disc records in the near future. No. 1 will emanate from the Edison Bell Co., a double-sided needle-cut disc, selling at the extraordinary price of 2s. 6d. Later a phonograph cut disc, 8½ in., double-sided, is to be issued at 1s. 6d. No. 2, from the Premier Mfg. Co., will be a phonograph cut record, double-sided, and the price is yet to be fixed. No. 3, of which no particulars are to hand, is by Russell & Co., makers of the indestructible cylinder record. There are already about a dozen disc records on the English market, and competition is very keen, yet supply is greater than demand, good though that may be. Four more discs added to this will considerably upset matters for somebody—there is not room for all—and because the majority of disc records are about on a par with each other in point of quality, in the great survival from the competitive price cutting which inevitably follows only those firms that have given due regard to the financial side of their undertaking will be in evidence.

To Wind Up General Phonograph Co.

A petition was presented last month for the

winding up of the General Phonograph Co., 1 Worship street, London, E. C.

Growth of Foreign Trade.

As some indication of the advance in exports, and also of the value of publicity in The Talking Machine World, is the news to hand from Messrs. Robinson, 213 Deansgate, Manchester, who report vast strides in their foreign shipping department. Recent exports include shipments of goods to such places as Persia, China, California, Australia, etc. And although Favorite records predominate, Messrs. Robinson do a large business also in many other makes. They are in a position to execute any foreign order completely and promptly, and traders abroad could not do better than place their instructions with this firm.

Odeon Single-Sided Records.

The Sterling & Hunting Co., Ltd., have decided to discontinue the manufacture of Odeon double-sided records and expect to issue within a few days a complete catalog of the Odeon single-sided records, which will be 10¼ inches in diameter, containing the pick of their existing catalog. The retail price of their new records will be 3s. each. In order to protect their customers against loss of stock in hand they have arranged to allow a rebate of 6d. on each 10¼-inch Odeon double-sided record purchased between December 1, 1907, and March 19, 1908. What occurs to one very naturally is that the alteration of a double-sided record at 5s. to a single-sided record at 3s., not being a proportionate reduction, is therefore an increase in price, and it has been suggested as more satisfactory to buyers, that the price should be divided as equally as the music has been. But dealers must remember that the Odeon is a 10¼-inch record of first-class quality, giving a good profit to the trade, and as such it is a record worth pushing.

Must File Assets and Liabilities.

The Lancashire Traders' Association write to the Cycle Trader in reference to the 21st section of the Companies' Act, 1907, under which all public companies will be required to forward to the registrar for filing a statement in the form of a balance sheet, which will contain a summary of its capital, all its liabilities, and of all its assets. A private company will not be required to do this, but, unless the requirements of section 37 of the act are complied with, the company will be regarded as a public company, and the particulars referred to will have to be given. It is therefore necessary to preserve the private character of the company, to pass and confirm special resolutions altering the articles of association, so as to bring the company within the definition of a "private company." These requirements come into operation on July 1 next, so that the matter should be given immediate attention. Furthermore, under the 12th section of the act, it is required to forward a statement showing the total amount outstanding of all mortgages or charges as defined by the 10th section, except those created since 1900, which require registration under the 14th section of the act of 1900. The penalty for default is £50 per day.

Waltz Dream Records.

Two of the most fascinating selections—waltz and march—from the new musical play, "A Waltz Dream," figure on a double-face disc in the Columbia Supplement for April.

The Columbia "Crown" Model.

A most notable development in cylinder talking machines is found in the Columbia "Crown" model—a cylinder instrument fitted with the famous Columbia aluminum tone-arm. It will be remembered what an important step forward was taken when the Columbia people first applied the aluminum tone-arm to the disc talking machine and in the adaptation of the device to the cylinder variety, similar momentous consequences to the trade may be expected. It is a well-known fact that aluminum metal has the

unique property, as a sound conveyor, of producing a particularly mellow, realistic quality of tone, and this always-desired effect is fully secured in the "Crown."

The Graduated Flex Diaphragm.

Daws Clarke, of 5 Longford place, Longsight, Manchester, has given me the opportunity of testing his Graduated Flex Diaphragm, and I must say it is all that he claims for it. The reproduction is extremely good; the tone being as faithful to nature as it is possible to obtain at the present day. I would strongly recommend talking machine dealers to handle this line. Built up of a specially prepared, tough, fibrous paper, and celluloid stiffened radially in the form of a double star, or wheel, the Graduated Flex Diaphragm thus obtains intense vibration over a maximum effective area, and, moreover, is unbreakable and impervious to climatic changes, which obviously makes it very adaptable for sale in the tropics. Mr. Clarke claims that his diaphragm, being very light, moderates both wear and metallic scratch of the record. It can be fitted to any sound box or reproducer. Dealers everywhere should write Daws Clarke at above address.

Edison-Bell vs. National Co. Decision.

In the matter of the now famous circular which the National Phonograph Co. issued in September, 1905 to the effect that no one but themselves had a right to use the name Edison, and from which statement emanated the Edison-Bell Co.'s action for libel, judgment was delivered in March, 1907, in favor of the plaintiffs, with an inquiry as to damages sustained therefrom. Defendants all along claimed that plaintiffs' trade had declined not through the issue of their circular, but to competition. In his summing up at the time, Justice Neville said that it was quite clear to him that plaintiffs had suffered damage, as the issue of the libelous circular was immediately followed by a notable falling off of their trade, and he found that general loss of business had been proved. This judgment was confirmed by the Court of Appeals on November 28, 1907. The finality was reached in the High Court of Justice last month (March) when the official referee gave his decision as to damages, as follows: I have come to the conclusion that the evidence and figures produced by the plaintiffs, and put in by them, have proved damages with the certainty and particularity which is reasonable, having regard to the circumstances, and to the acts themselves by which the damage was done. As to the directors not having thought that the loss was the result of the circular, I have carefully considered the points urged by the learned counsel for the defendants as to the report of the directors referring to the loss to increased competition, and the absence from the minutes of any reference to the circular, and also Mr. Fox's evidence, and I come to the conclusion that, notwithstanding this, they did consider the loss was due to the circular and other causes. It is clear from the letter of Sept. 4, 1905, from Mr. White to Mr. Marks, referred to by the Lord Chief Justice, and from other evidence, that the defendants intended to convey, and did convey to the factors and dealers, and the public, that the plaintiffs had no right to the name of Edison, and that their records were not genuine, and that the factors and dealers must not buy the plaintiffs' goods, but that they, the defendants, did not object to their buying the Russell Hunting Co.'s Sterling records, which were selling at 1s., the same price as the plaintiffs'. There was clearly a demand for the 1s. records, as shown by the plaintiffs' sales. The circular

THE "GRADUATED FLEX" DIAPHRAGM

(PROTECTED)

BUILT
LIKE A
WHEEL



The loudest and most living reproduction yet obtained. Read what users say of it.

For Edison "C," or Columbia Lyric, 2 or 50c.
For Disc Boxes or large Phono-Speakers, 4 or \$1.00
Post free anywhere, with instructions for fitting.

Fitting, adjusting and testing (if required) all sizes, extra. - 1

Try one in your Exhibition Sound-box or Model C. Full particulars and testimonials from

DAWS CLARKE

Longford Place, Longsight
Manchester, Eng.

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.

FROM OUR LONDON HEADQUARTERS—(Continued).

said in effect that the plaintiffs had no right to sell them; if you buy them we will boycott you; so the buyers went to the Russell Hunting Co., and in that way the circular increased the sales of the Sterling records. After considering the whole of the evidence, oral and documentary, before me, and the arguments of the learned counsel, I find that substantial damage was caused to the plaintiffs by the circular; that it increased the competition of the Russell Hunting Co., and was the cause of the plaintiffs reducing their price and making rebates to their customers. In arriving at what is a reasonable amount for that damage to allow to the plaintiffs, I must take a broad view of the whole case, and I do not propose to go into specific figures. I must bear in mind that the plaintiffs were selling records on a large scale, the figures being in 1904, 1,800,000 odd, and in 1905, 2,400,000 odd, so that any interference with their trade would not have a slight effect. I must bear in mind that though the reduction in price caused a loss to the plaintiffs by their being obliged to sell at less, on the other hand the reduction in price led to an increased number being sold, and the profit from this must be set off against the loss; that some part of the falling off of the records being sold in 1905 at the original price of 1s., as compared with those sold in 1904, was due to some factors being cut off by the plaintiffs, and to some being bankrupt, and that some of the falling off must be allowed for the competition of the records of the Russell Hunting Co., a new company being in the market at 1s., as shown by their sales before the circular. I must also bear in mind the fact that the plaintiffs' business was increasing up to September, 1905, and that there was a reasonable prospect, as the whole general trade was progressing and the demand for these records increasing, of the increase of the plaintiffs' trade becoming larger had not this circular interfered with it, and also that the plaintiffs had to allow a rebate of some £1,200 to their customers owing to the reduction in price, and also increased expenses in refuting the statements in the defendants' circular. After endeavoring to give due weight to all these considerations, and, as I have said, reviewing the whole evidence, I find that the plaintiffs have sustained damage to the amount of £4,000, by reason of the circular issued by the defendants on Sept. 13, 1905, as set out in the statement of the claim.

Universal Talking Machine Co. Publicity.

The Universal Talking Machine Co. have issued their first list of instrumental records, and also machine catalog, which is worthy consideration.

An Enjoyable Recital.

At the Assembly Rooms, Wandsworth, a very successful graphophone recital was recently given. The concert was organized by the Columbia Social Club, an association of the members of the Columbia Co.'s London factory staff. Every available seat was occupied, and standing room was in demand as well, and the crowded house thoroughly appreciated the excellent graphophonic fare provided. In addition to the varied selections by the Protean mechanical artist, enjoyable items were contributed by several well-known singers in person. A Limerick competition held in connection with the entertainment evoked much local interest. The Limerick was printed on the back of the admission ticket and the holder was invited to fill in the last line in competition for a prize consisting of a graphophone and records. The popular editor of the Wandsworth Borough News undertook the adjudication. Altogether the affair passed off most happily.

LIVERPOOL NOTES.

(Special to The Talking Machine World.)

Liverpool, Eng., April 3, 1908.

Since our last report nothing very startling has occurred in the Liverpool district. The sales generally have been well maintained, especially in gramophone goods. At Messrs. Cramer's, sev-

eral good sales have recently been effected for the Far East. At Thompson, Helsby & Co.'s the boom in Pathe goods has also been well maintained. They speak very highly of the latest numbers. At Archer & Sons', where an enormous quantity of gramophones, odeons and zophonones are kept in stock, business has been pretty good. The same is true of Messrs. Dibbs, of Ranelagh Place. Most of the dealers, however, are looking forward now to a slight lull. The beautiful springlike weather now being experienced will no doubt make a little difference in sales, but we do not think it will be much.

Edison records in Liverpool have had a big run, especially those made by Harry Lauder. At Messrs. Richardson's, of Paradise street, we were informed that out of the first consignment of 10,000 records received, over 7,000 were despatched to various customers the same day. For a day's despatch we should think this was a record.

MANCHESTER NOTES.

(Special to The Talking Machine World.)

Manchester, April 4, 1908.

Trade in Manchester during the past month has fallen rather flat. There have been very few new sales, the present sales being principally with past customers who always keep in touch with each month's new goods as they are placed upon the market by the manufacturers. The recent action of the government with regard to the licensing question may have some effect upon the sales in the future; the disc machine being in the North practically a necessity in nearly every licensed house. Hitherto the licensing laws have allowed the publican to have concerts during the evenings, but this has, to a large extent, been replaced by talking machines, of which a large number have been sold.

Speaking to a prominent dealer a few days ago, the opinion was expressed that the talking machine in a licensed house tends to keep the customers more sober and orderly than if it did not exist. In the ordinary way, where the proprietor did not possess a machine, customers would chat and drink, consuming far more liquor than where there was a machine, which considerably attracts the attention of the customer from drinking only, besides providing a nice evening's entertainment at practically a very nominal cost.

The season now being fairly well advanced, business is not too brisk. In view of the Easter holidays which occur in April, the public are chary of spending too much money. This, and the fine weather, probably accounts for the slight depression we are now experiencing.

We were glad to learn from D. Fraser Watson, of Manchester, that the recent concert given in this city on the new electric air compressor "Pathephone" was a great success. The audience was exceptionally large and the repertoire excellent. Mr. Watson tells us that he has had a very fine sale season as regards Pathe goods, with which he makes a specialty of, and he also expresses very bright hopes as regards the future season's trading.

BRADFORD AND HALIFAX.

(Special to The Talking Machine World.)

Bradford, April 4, 1908.

In Bradford a decided lull is being experienced by those in the trade. As is well known, the western side of Yorkshire is principally a cylinder district, and although the sale of cylinders has undoubtedly been larger than ever, there is no doubt but that the disc trade has increased very considerably over that of the past season.

The difficulty at the end of every season is that certain goods appear to drop out of the market and, not being renewable lines, the dealers are forced to sell, in many cases, practically at cost price or slightly under to effect a clearance.

As foretold in The Talking Machine World a few months ago, this state of affairs has been brought about by over-production and the multiplicity of new records each month, which is

bound to have a serious effect upon the trade and prices generally. It has been suggested, and rightly so, that if manufacturers were to confine their attention to producing fewer new numbers per month, of a superior quality, it would be beneficial all around, and to this we are inclined to agree.

Mr. Moore, of Bradford, reported that business was fairly steady. With him there has been a drop in sales, it is true, but nothing very serious.

At Messrs. Dysons' Ltd., Mr. Tedswell is somewhat optimistic as regards the future.

Joshua Marshall, Ltd., of Bank street, Bradford, who were appointed a few months ago the sole agents for the Gramophone Co., report a very satisfactory state of business as regards gramophone sales, their leading lines being principally the higher grade goods, which have been selling very freely.

At Appleton's, business was also reported to be in a very satisfactory condition. They have had enormous sales with Clarion records, and in this district these records are well holding their own. Pathe discs also have figured largely in the Appleton business during the past season and, we understand, very successfully.

In Halifax, A. Smith & Co. report business as still very well maintained, their principal line in disc machines being the Columbia Regal, price eight guineas, which they state they have done exceedingly well with. In addition, however, to Columbia machines and discs, they handle all the leading lines in other discs and cylinders, reporting altogether a very satisfactory season.

At the Phono Supply Stores, Halifax, a good season has also been experienced, and Mr. Stoddart is looking forward to having a very good summer's trade, his line being principally Gramophone, Zonophone and Edison.

G. L. Goodday, formerly a well-known New York talking machine man, is now manager of the Berliner Gramophone Co., the Victor Talking Machine Co.'s Canadian representatives, of Toronto.

**AN OPPORTUNITY for
Foreign Manufacturers
To Create Business
In America**

I am ready to close satisfactory deals with European manufacturers of Talking Machine specialties who desire representation in this country. There is a great field here for specialty manufacturers and the American dealers are ready to take on side lines which are attractive. I know the business, having had years of experience with the dealers, and realize the possibilities of enormous output here for the right kind of trade attractions. Address

TRADE SPECIALIST

Care of The Talking Machine World

1 Madison Avenue

NEW YORK

VISIT TO LEIPZIG'S GREAT FAIR.

Notable Manufacturers of Talking Machines, Records and Supplies from All Parts of the Continent and England in Evidence—Taper Arm Discs Dominate—Interesting Letter from Our Correspondent.

(Special to The Talking Machine World.)

Berlin, Ger., April 3, 1908.

Fate having decreed that this paper should be published on the 15th of the month, this is the first opportunity I have been able to secure to present to your readers a report of that popular fair held twice a year at Leipzig, where the leading members of the European talking machine trade foregather in search of novelties, and, let it be whispered softly, that they may enjoy things and wax merry to their heart's delight. There appears to have been nothing very startling in the way of new productions. Peterstrasse, as usual, was the chief center of the talking machine industry, so there was little difficulty in obtaining a fair sight of the various exhibits. Some of your readers are no doubt pretty familiar with the general arrangements adopted on these occasions, but to those not so acquainted I may say that the usual manner of exhibiting all appertaining to talking machine goods is just in ordinary shops and offices in the locality. You have a fair idea of things when I tell you that in viewing talking machines you must at the same time see boots and such-like goods which more often than not are in juxtaposition. The principal exhibitors, however, occupy an entire floor to themselves, and keen rivalry is not unknown to exist among the manufacturers in securing the best positions, which the landlords usually take advantage of by charging quite exorbitant prices for the week's rental. The fair this year was particularly notable for the display of taper-arm machines, practically no different to the gramophone tone arm patent, which company, by the way, I understand, is being fought by two well-known manufacturers for cancellation of this patent. The usual large number of disc records were on view, and there appears to me to have been more than average competition could stand. Two new issues were to be noticed: that of the "Jumbo" and the "Dacopa." Both are double-sided discs retailing at 3s. And so far as the Dacopa record label goes, it would be impossible to obtain a closer imitation of the Zonophones than that. Varieties of needles, sound boxes, and machine furniture formed a very important feature of the fair. And although nothing really new was to be seen, the fact of the fair still drawing, if anything, a larger number of visitors than ever before is some demonstration of the advance and progress of this industry.

Among the more prominent exhibitors was Louis Bauer, Leipzig, who manufactures the Henreka talking machine and automatic devices of various kinds, and who displayed a double tone-arm automaton Henreka machine, equipped with two reproducers, tone arms and horns, but only playing one record. The reproducers may be used either singly or together, the latter method being especially desirable for halls and other public places. The machine is made for both private use or for coin operation. Mermod Frères, Ste. Croix, Switzerland, exhibited a new Starkton talking machine, a machine using neither electricity nor compressed air. They also attracted considerable attention with the world-known Miraphone combination of disc machine and music box.

The Deutsche Sprechmaschinen Werke took the opportunity to show their new electric machine, and also displayed a new tone arm machine with a soundbox that can be turned around for inserting a new needle without moving the tone arm proper.

Another novelty seen at the fair was a Phoenix machine with a triple horn, which greatly increases the volume of sound, making it especially desirable for halls, parks, etc. There was also shown in the Phoenix booth a fine line of hornless machines equipped with richly decorated stands for drawing rooms.



Manufacturer of Ornaments for Gramophone Cabinets

B. SIMON

Manufacturer of Hardware BERLIN, W. RITTERSTRASSE, 76

The Deutsche Novophon Werke, displayed their noiseless ball-bearing motors, fancy metal fastened cases in which absolutely no glue is used, and their new reproducers with double mica diaphragm; the Excelsior Werke, m. b. H., exhibited over half a dozen new styles of disc machines; C. Beltrame displayed his own attractive line of machines, and a nice showing of Globos double-sided records was made. Carl Lindstrom, G. m. b. H., had an attractive exhibit of the Starkton machine, somewhat like the Auxetophone, and some very handsome horns; the Vereinigte Deutsche Sprechmaschinen Industrie, G. m. b. H. featured their new low-priced record, which, it is claimed, may be played 500 times without noticeable deterioration in quality of tone.

Other exhibitors were the Zonophone, Ltd., the Schwabacher Nadelfabrik (needles); Klingsor Doppleton Nadel (Klingsor double-toned needle), the Vereinigte Schallplatten Werke, the Deutsche Bardeon Gesellschaft, m. b. H.; the Jumbo Record Fabrik, G. m. b. H., and Herr T. Opel (talking machines.)

F. Ad. Richter & Cie, Rudolstadt, exhibited a new hornless machine made especially for export to tropical countries. They also displayed a sound-box into which a needle could be inserted without disturbing the tone arm.

During the fair two trade meetings of importance were held, the Verband Deutsche Musikwerke und Automaten Händler, of Berlin-Leipzig, convening in the Krystall Palast on March 3. and the des Bundes Sprechmaschinen-händler of Germany, on March 4.

Among the members of the trade from England who visited the fair were George Murdock and R. Fulton (Murdock & Co.), A. Balcombe (Barnett-Samuels), W. Samuel, and John and Francis Nottingham (American Talking Machine Co.), Mr. Johnson, of Liverpool; Mr. Gilbert, of Sheffield; O. Ruhl (Beka Record Co.), Fr. Rauth, Bernard Andres, M. Woolf, Mr. Bowman, F. Whitworth (Colmore Cycle Depot), C. Hertzog (New Polyphone Supply Co.), W. T. Forse (Premier Mfg. Co.), Mr. Maurice (H. Lange's Succrs.), and A. F. Vischer, of the Favorite Co.

TRADE NEWS FROM GERMANY.

Death of Ernest Loewe of the Beka Co.—New Giant Horn—Tax on Talkers—New Disc Record Factory Opened—Austrian Tariff and Talking Machines—Other News.

(Special to The Talking Machine World.)

Berlin, Germany, March 27, 1908.

The talking machine trade in this country, while not over active, still keeps up to a very satisfactory standard, and the various manufacturers are endeavoring to stimulate the business by introducing new and improved features in both machines and accessories. Lenzen & Co., Krefeld-Königshof, for instance, have purchased the rights to a giant horn, formerly made by Feucht & Fabi, and are conducting extensive experiments in an effort to perfect its reproducing

qualities. There is considerable doubt expressed by many factors and dealers as to the advisability of increasing the size of horns, many already being of unwieldy dimensions. It is argued that as the larger part of the talking machines are purchased by the general public, who are in many instances residing in none too large dwellings, large horns frequently take up space that could be used to advantage for other purposes and therefore tend toward making the whole outfit unpopular. No action has been taken in the matter, however.

A tax has recently been imposed on talking machines in that town, where they are used in public places. Automatic shooting ranges and cinematograph shows are also to be assessed. The rate is as follows: On talking machines, m. 150 per year; automatic shooting ranges, m. 60, and on cinematograph exhibitions given in a hall accommodating 200 or more people, m. 10 daily, or more according to the size of the audience.

A new disc record factory has been opened in Budapest by the Erste Ungarische Schallplattenfabrik, Aktien-Gesellschaft (First Hungarian Disc Record Factory), and will be under the management of Herr Max Winter, well known in the talking machine trade in Germany.

A very interesting little journal is sent out to dealers each month by the Grammophon Gesellschaft and the International Zonophone Co., m. b. H., in conjunction. The journal is called the "Offizielle Grammophon Nachrichten," and is devoted exclusively to information regarding the new styles and novelties produced by those two firms.

The Deutsche Sprechmaschinen Werke, G. m. b. H., have met with considerable success with their special series of records for language study, which are very clear, every word being readily distinguishable, a point to be appreciated when some of the other makes of foreign records have been once heard.

The Beka-Gesellschaft have succeeded in getting a number of excellent records of the Rheinland Carnival, comprising tunes of South Germany and the Rhein district.

The Deutsche Cronophon-Gesellschaft, m. b. H., have increased their capital from 160,000 marks to 200,000 marks, and will expand the business.

Talking machines are far from being especially favored in the Austrian tariff lists. On the machines themselves the tax is 24 kronen per 100 kilos, while the records, both cylinder and disc, are classed as scientific instruments and assessed 150 kronen per 100 kilos. A society has been formed in an effort to have the latter tax reduced to fair proportions.

Herr Ernst Loewe, director of the Beka Record Co., G. m. b. H., died suddenly of heart failure on March 14. He was a prominent figure in the German talking machine trade, with which he became connected in 1901, when he joined the Adler-Phonograph Co. He was later identified with other firms, and upon the establishment of the Beka Co. he became business manager of that concern.

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

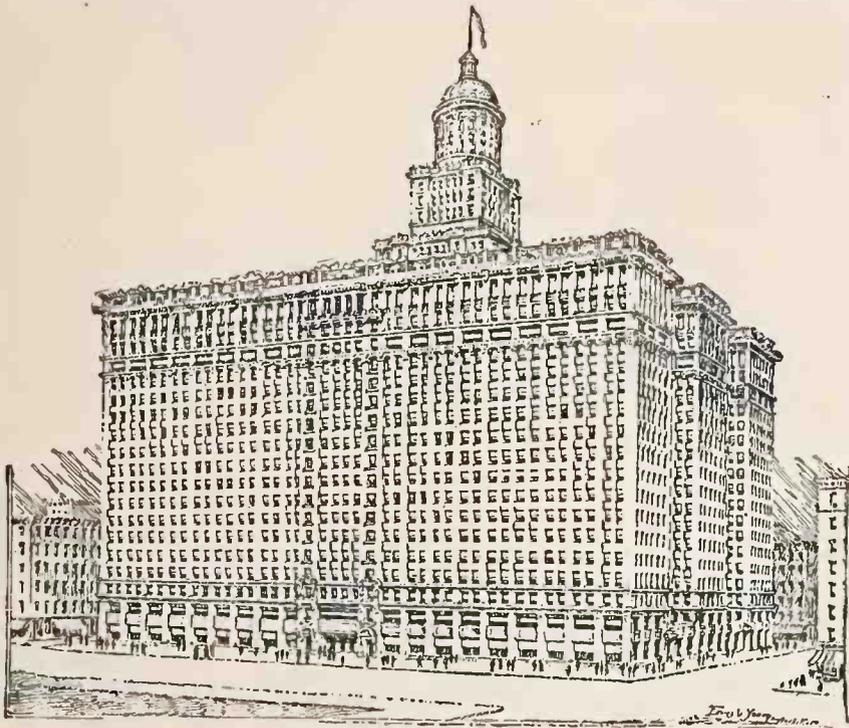
ST. LOUIS' GREAT TRADE MART.

Buyers' Club Building to Cover a Block to be Erected Where Manufactured Goods of All Kinds Will be Exhibited for Buyers' Benefit.

(Special to The Talking Machine World.)

St. Louis, Mo., April 7, 1908.

A new type of business building is under way at St. Louis, Mo., which presents many unique



PERMANENT EXPOSITION BUILDING.

features never before utilized on such a large scale. It is to be called "The Buyers' Club Building," and will occupy the entire block bounded by 17th, 18th and Chestnut and Pine streets, and will be 18 stories high. All lines of goods are to be exhibited from the basement to the roof, special sample rooms being provided on each floor. The plan is to bring the buyer to the seller and make this building a sort of trade exchange.

It is the intention of the Buyers' Building Co. to bring 10,000 buyers to St. Louis twice annually, and a number of plans in this connection are outlined, which at least seem feasible on paper, to the end of attracting the best classes of buyers from great distances. On the seventh floor, which will consist of miscellaneous manufactures, will be installed pianos, "talkers" and all kinds of musical merchandise. One of the features of the building will be a convention hall, committee rooms, etc., the use of which will be given free, together with the club privileges, to visiting buyers and to conventions where the delegates are in a position to buy goods or influence their purchase.

BUFFALO CO. INCORPORATE.

The Seneca Street Phonograph Co., Buffalo, N. Y., have incorporated with a capital stock of \$20,000. Directors, E. M. Bartlett, W. W. Chamberlain and Lauretta M. Cass, all of Buffalo.

SPLENDID BUSINESS OPPORTUNITY

An old established retail Talking Machine company, controlling several retail establishments in several Eastern cities and vicinity, desires to concentrate upon wholesale trade and will dispose of its entire retail stores, either singly or the entire number to one purchaser. Big opportunity for the right man. Satisfactory terms can be arranged. Opportunity of a lifetime. Firmly established, paying business. Address,

TALKING MACHINE RETAILER
Care of TALKING MACHINE WORLD
1 Madison Avenue, New York

POST-CARD INSTRUCTION.

German Educators Introducing Them Into Public Schools.

Consul Frank S. Hannah, in the following report from Magdeburg, tells of the new educational use of pictorial post cards in Germany: "At the recent meeting of the German Geographical Society the idea was advanced for the first time to employ picture postal cards as means of instruction in the schools. The postcard industry has made enormous progress in the last few years, and in the last few months cards have been brought into the market illustrative of natural history, political history, and for use in instruction in the German language, which have met with the hearty approval of professors and teachers of reputation.

"The school museum at Breslau has undertaken to form a collection of these cards, and for this purpose has requested the various publishers to forward them samples of their output, that it may be determined to what extent they may be used for purposes of

instruction. Further, two teachers in Leipzig have established a central bureau for meritorious post cards of all sorts intended for purposes of instruction, collection and travel. They have also developed and offer for sale two practical systems for the display and filing of the cards. These gentlemen select and arrange the cards most carefully according to pedagogical principles. Such prominent educators as Harms, Tischendorf, Rudolf Schmidt and others have endorsed the plan of using illustrated cards as an aid in instruction, and even official bodies, such as the Provincial Schulkollegium in Potsdam, anticipate favorable results from them."

IMPORTANT NEW ZONOPHONE JOBBERS.

Byron Mauzy, San Francisco, Cal., has become a zonophone jobber. He placed an initial order of \$5,000 with the Universal Talking Machine Mfg. Co., Newark, N. J. The Eilers Piano Co., Portland Ore., have also created jobbers of the zonophone line by J. D. Beekman, the company's manager of salesmen, when in that city last month. It is likely the goods will go into the entire chain of Eilers stores on the coast.

A FEW WORLD BRIEFLETS.

Quit thinking about what this or that competitor of yours can seemingly do so much better than you.

Stop fearing the retail mail order houses, and this or that store so much "bigger" than yours.

Work your own field. Use all your own tools. No matter how little you are you can win.

Determine what territory you can reasonably hope to draw trade from. Set out to make everyone in that territory know you and your store.

Admit that you cannot advertise on the scale of the big fellow. Don't try to do so. Do less, but make that distinctive.

Keep changing an offer of one or two things that many people will want hard enough to come to your store for it.

LYONS AGAIN IN LINE.

James I. Lyons, Chicago, is again a zonophone jobber, the rehabilitation occurring last month. His order for machines and records was of good size.

NOTICE

To Dealers

Be on your guard and put in a line of

ZON-O-PHONE RECORDS

and

MACHINES

AT ONCE

otherwise your competitor will take all your trade away. Don't you know that the *Latest "Hits"* can only be had on the *Zon-o-phone* records, and if you wait for the other companies to make them you will be losing business, while your competitor who has *Zon-o-phone Records* and *Machines* will be reaping a harvest. *Don't Wait*, write for a catalogue of *Zon-o-phone Records* and *Machines* or drop us a postal card and we will have our *Representative* call to explain our proposition.

ZED COMPANY

Formerly

Zon-o-phone Distributing & Export Co.

77 Chambers St., NEW YORK

Telephone No. { 3822 } Worth
 { 3825 }

PRACTICAL SUGGESTIONS AND COMMENTS

AUGMENTS INTENSITY OF SOUND.

F. W. Weisman writes as follows: "A year or more ago, if I mistake not, something appeared in The World regarding a device for increasing the intensity of sound, patented by some Frenchman. Would you be good enough to let me know the nature of this invention, for which I shall feel extremely grateful."

The invention referred to is credited to Messrs. G. Laudet and L. Gaumont, of Paris, and is said to be of great value in amplifying phonographic reproductions, particularly in large auditoriums. The principle underlying the construction of this apparatus consists in transmitting the sound vibrations concerned to and from a convenient flame. After the first experiments made in this connection, utilizing the human voice, had given satisfactory results, the voice assuming a remarkable intensity, the experimenters continued their investigations, employing sources of sounds of mechanically determined intensity, with continued success. The instrument consists of an equilibrated distributor to regulate the amount of the burning gas mixture, and a burner wherewith the gases are consumed in an ignition chamber. The apparatus submitted to the French academy was arranged for registering the reinforcement of sounds of any kind on ordinary phonograms. Air and acetylene were employed as burning gases. The distributing mechanism consists of a chamber into which the combustible mixture is introduced under pressure through a conduit. A vane, supported on knife edges, is mounted at the bottom of the chamber, an elastic ring being provided to insure air-tightness. Any motion given to the pencil is transmitted to the vane inside of the distributor. Openings are provided through which the gaseous mixtures are allowed to issue in respectively equal amounts as long as the vane is immovable. Any displacement will, however, result in an increase of the amount of gas issuing on one side, while the amount issuing on the other side is reduced. The total amount of utilized mixture remains constant, and the pressure in the interior of the chamber is also unaltered. The gases are collected and conveyed to the burners through a series of conduits. The burners consist of a series of discs cooled by an air current, the gases being expanded and reduced to a temperature such that combustion always occurs in the chamber, just at the point where the gases escape from the

openings of the burner. The apparatus comprises two funnels. The power of the sounds obtained, which is truly remarkable, depends on the amount of gas mixture used and on the energy expended during its combustion.

IMPORTANCE OF THE STYLUS.

W. L. Gentle, an English subscriber, who has experimented considerably with both cylinder and disc machines, says he has found that considerable and valuable alterations in the tone and inflections of the record may be obtained by means of the stylus, and adds: "Eight years ago, when talking machines were not so numerous and more expensive, I made one myself. It was very effective, but eventually I sold it and bought a machine. I was then led to experiment in reproducers, one of which I made of wood with a mica diaphragm, another with a diaphragm of ferrotype, the latter giving a mellow tone, while a third, consisting of a watch case with mica diaphragm, though rather metallic, proved to give more volume than the other two. My main motive in this letter is to show that the stylus receives insufficient attention. I contend that it is a most important factor in the question of reproductive values; most of them are too large—especially those of the button type—to reproduce sound faithfully and minutely, as they do not fit the grooves properly, and thus some part is lost. The sapphire I maintain enjoys a popularity which is not entirely deserved, as through its bardness it causes in a short time scratches and great wear to the record. It will be found, and I have proved it to my own satisfaction, that a glass stylus has all the clearness of the sapphire without the evil consequences of the latter. Care must be taken, however, to get a well shaped point, not too sharp and yet not following the button pattern, but rather like the smaller ellipse of an egg. Coupled with this it must be smooth and even, and the result will be correct traveling of the indentations, thus obtaining exact reproduction."

OVERSTOCKING OF RECORDS.

Dealers who suffer from an accumulation of old records should be interested in the manner in which a Victor dealer has solved the problem, and which is described in a letter sent out to all their dealers by the Victor Talking Machine Co., which reads as follows: "A Western distributor says there is no excuse for an accumulation of old records or an overstocking of records in the talking machine business. This dealer's ingeni-

ous and effective way of stimulating the sale of dropped records and records which he considered he had accumulated an overstock on, is a splendid red flag idea, and well worthy of emulation on the part of Victor dealers—quite simple, too. His record numbers on the front of his record bins (in which pieces of cardboard are held in little tin slips, making them very readily removed) are marked on white, blue and red papers. The white paper designates his regular salable stock, but when a number becomes dropped, he takes out the white paper, putting in a blue one. When he considers he is overstocked on a certain record he places a red card in the holder and offers his employees a small commission on the sale of red records and double as much on the blue label records. It is surprising to see what energy the salesmen will use to work off what is considered undesirable stock. The buyer will come in, pick up a catalog, and ask to hear some of the records, with which he is familiar, when many of these red and blue label records are better and far more musical, and they would be glad to buy them, if the clerks would take the trouble to play them. This dealer states that the red and blue labels have done wonders for him. He has a report put on his desk each morning, showing the previous day's record sales, with the reds and blues marked, and his salesmen take great interest in having this list as large as possible."

SOMETHING ABOUT OZOCERITE.

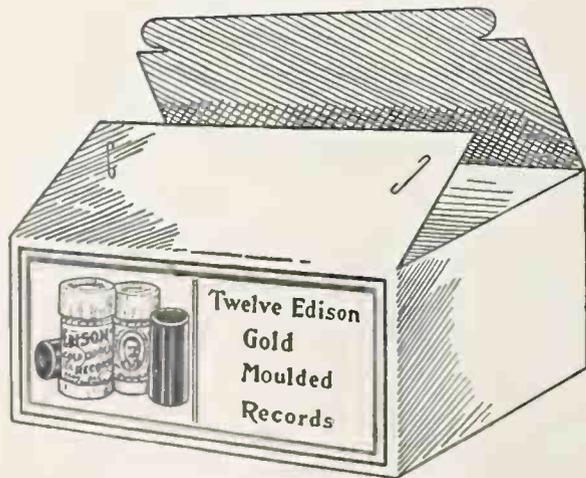
In several parts of the world a resinous substance called ozocerite, and bearing considerable resemblance to beeswax, is found, usually in connection with rock salt and coal. There are depots in Austria, Russia, Roumania, Egypt, Algeria, Canada and Mexico, but, says an eminent authority on the subject, ozocerite has not so far been discovered in sufficient quantities to pay for mining anywhere except in the district of Borislav, in Austrian Galicia, and on an island on the west coast of the Caspian Sea. In mining this mineral wax shafts are sunk until a bed, or "nest," of ozocerite is struck. Then connecting galleries are driven. There is considerable danger, and many lives have been lost in consequence of the sudden forcing up of the soft wax into the shafts by the enormous pressure to which it is subjected. It is used largely for manufacturing ceresin, which is employed, together with beeswax, for making wax candles, as well as in the manufacture of phonographic cylinders, and for many other similar purposes.

SHELVING FROM RECORD BOXES.

In a communication to The World, F. M. Atwood, the well-known talking machine jobber of Memphis, Tenn., writes: "I have lately increased the capacity of my Edison record bins from 12,000 to 22,700. The new part I consider to be both novel and original. It is what I call sectional shelving and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf, leaving the cleats on to give strength. The shelf is then nailed on the top of two of the ends also piece on the back. They hold six records deep and ten wide. Of course the width may be divided to suit the jobber or dealer. I use no partitions in them, but use gum labels over each number. They could also be used in connection with tray system. These shelves are set one on top of the other and the lower sections are held in place by quarter-inch iron rod run through a hole at each end. The base should be made about 6 inches wider to project in front and is 12 inches high. This projection of the base is very convenient to step on in getting records from the top shelves. I have stained the front of this a dark green and it makes a very nice appearance. In conclusion, will say that my wholesale business so far this month is more than double what it was the entire month of March last year."

The World would be glad to hear from other dealers on practical topics.

THE JENKINS RECORD BOX



SHIPPED "KNOCKED DOWN"

Send us \$4.85 for a Sample Lot of (100) one hundred each size

THREE-CYLINDER RECORD BOX, \$1.10 PER HUNDRED
SIX-CYLINDER RECORD BOX, 1.50 PER HUNDRED
TWELVE-CYLINDER RECORD BOX, 2.25 PER HUNDRED

THE J. W. JENKINS' SONS MUSIC CO.
1013-15 Walnut Street, Kansas City, Mo.

Largest Talking Machine Distributors in the West

THIS is the box that pleases the customer. No wrapping, no tying.

It is the most convenient package for delivering records.

It often sells "one more to fill the box."

Your customers will appreciate it so much that you will never be without it.

"Surprise and Delight"



It will please you and please your friends

The Mello-Tone

Attachment is the most widely used Modifier in the world for

Talking Machines or Phonographs

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.

\$1.00 Each

Discounts and samples to dealers on application.

MELLO-TONE CO.

40. HARRISON AVE.

SPRINGFIELD, MASS.

GRAND OPERA HELPS BOSTON SALES.

Appearance of Metropolitan Opera Co. Last Week Resulted in Great Demand for Grand Opera Records—Ditson Co. Make Good Use of the Event—Steady Growth of Business With Eastern Talking Machine Co.—Doc O'Neill a Visitor—Expansion With Osgood—Call for Edison Goods at the Boston Cycle and Sundry Co.—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., April 10, 1908.

May be grand opera week, with the Conried Company here, didn't help the talking machine trade! It certainly made the dealers smile, for grand opera records were selling like hot cakes, and despite the fact that most of the dealers stocked up pretty well, there were a number of rush express orders for more before the week was half over. Almost all of the dealers made especial window displays, and used up good space in the newspapers.

Tetrazzini records had the call at the Oliver Ditson Co., on the Victor Red Seals, with Caruso a close second and Plancon third. The unusually bright and catchy advertisements issued by General Manager Bobzin, of the Ditson Co., in the papers and theatre programs, were great pullers of trade. The local trade was flooded early in April with the handsome booklet, "Tetrazzini on the Victor," with extracts from her songs, etc., and this contributed to the good results. Retail Manager Winkelman reports also an excellent sale on the Spaulding linen fiber horns.

Wholesale Manager Chamberlain at the Eastern Talking Machine Co. was radiant this month over the increase in his department, and the fact that the outgoing shipments kept pace with the incoming ones. The new department on the third floor has been a great advantage to the sales force and unusually good retail business on the higher grade goods is reported.

"Doc" O'Neill, of the Victor staff, was a visitor here recently, and says the dealers of New England speak very encouragingly of the spring trade. He has done good business in his district on Victor goods.

Preparations are being made daily now for transferring the talking machine department at Iver Johnson Co.'s store to the fine new building on the corner. The building will be ready for occupancy very shortly.

"Business is fine, and we're happy," said the manager of the Columbia Phonograph Co., this week, and Retail Manager Blakeborough echoed his sentiments. The two fine window displays here have done much to call transients into the store.

At the Edison Co.'s store a big feature has been made of the original phonograph which inventor Edison used. It has been a great drawing card.

The two new display rooms recently added to the department at C. E. Osgood Co.'s are in constant use. This department is fortunate in that the music which issues from it can be heard in the various other departments while customers are there, and it acts as a lodestone to them.

Only the fact that his present quarters are filled with orders or machines in point of transit, keeps Manager Andrews, of the Boston Cycle & Sundry Co. from doing a war dance of joy at the growth of the spring business with him in Edison goods. He has made some big additions to the list of dealers he supplies, and says that busi-

ness looks bright for the summer months as well.

The Massachusetts Indestructible Record Co. is now well settled in its new quarters and, with Ambassador Gateley out through New England, a big trade has already been worked up. Manager Pease has moved his personal effects from New York, and will remain here permanently.

E. N. BURNS TO MEXICO.

Edward N. Burns, vice-president of the American Graphophone Co., and manager of the export department of the Columbia Phonograph Co., General, on April 8 left New York for the City of Mexico via New Orleans. He went to the Crescent City by the steamship "Momun," of the Southern Pacific Railroad line, and thence to his ultimate destination by rail. Mrs. Burns will accompany her husband, and he will be away about a month. J. Coffea has had charge of the Columbia Co.'s business in Mexico, vice Smith, and it is probable he will be formally installed as permanent manager. As Walter Stevens, manager of the National Phonograph Co.'s export department, is now in the Mexican capital, the two, who have never met, may get together in a pleasant way and compare notes, and possibly indulge in a lemonade a la Mex.

ORCHESTRAPHONE GROWS IN FAVOR.

The Orchestrathone Co., of Kansas City, Mo., whose advertisement appears elsewhere in this paper, are much pleased with the manner in which the orchestrathone has been taken up by the trade. As a result of the orders which came in the last few weeks as well as the words of appreciation accompanying them, they are making arrangements to turn out these cabinets in larger quantities. It is their intention to make a number of improvements in the new case, of

which we hope to show an illustration next month. The orchestrathone has been built by an expert acoustician and can be easily adjusted to any disc talking machine. Through its use the horn is entirely eliminated, the tone improved, and any noise incidental to the mechanical operation largely removed.

SIMULATES HAND ORGAN.

Victor III Machine Employed by a Daughter of a Talking Machine Dealer in Highland, Ill., to Good Purpose.

(Special to The Talking Machine World.)

St. Louis, Mo., April 9, 1908.

O. A. Gressing, manager of the St. Louis Talking Machine Co., recently received the accompanying photograph from C. Schiettinger, a Vic-



tor dealer at Highland, Ill. In the picture will be found two young ladies about fourteen years of age each dressed as peripatetic Italians for a character party given recently for charity. The girl who is grinding the organ is a daughter of Mr. Schiettinger, and her friend and neighbor is making the collection.

The point of the story is that this organ is nothing more or less than a Victor III. in a small box with a paper horn to make it weigh light,

Buy in Boston

It is the Hub of New England and we are located in the centre of the

Hub with trade spokes radiating every way and in every direction. We can fill your orders promptly and have them on their way to you only a short time after they have reached Boston.

We sell everything in the Talking Machine line; machines, horns, accessories, manufacture a number of specialties and devote our entire energies to the wholesale trade. The retail business is all right, but we are specialists—jobbers—and carry the biggest and best assorted stock to be found in New England.

When you want anything QUICK and want it RIGHT we will appreciate your orders and you will not lose by placing them with us.

Boston Cycle and Sundry Co.
48 Hanover Street Boston, Mass.

while the whole is covered up to give it the semblance of the family type of small organ used by the sons of sunny Italy.

It is hardly necessary to say that this clever idea gotten up by these girls made quite a hit and they collected quite a sum of money for their favorite charity.

TRADE NEWS FROM BALTIMORE.

Grand Opera Season Destined to Help Sale of Records—Cohen & Hughes Big Victor Trade—Droop & Sons Co. Have Big Demand for Tetrzzini Records—Trade as a Whole Satisfactory.

(Special to The Talking Machine World.)

Baltimore, Md., April 9, 1908.

With the approach of the grand opera season in this city during Holy Week, the talking machine dealers are looking forward to good sales of operatic records. Baltimoreans, as a whole, are great lovers of operas, and if history repeats itself the homes of the rich, middle classes and the poor will resound over and over again with the strains of the familiar selections from "Tannhauser," "Faust," "Il Trovatore," etc. This was the case last year after the operas had been played here, and that the same condition will prevail is almost an assured fact, for the reason that already orders have been received by the dealers for these particular records. While the operatic records for the next week or two will hold the center of the stage, there has not been any decrease in the sales of the popular records. There have been a number of new musical companies in the city the past month, and the latest airs have consequently been greatly in demand. So much for the record end of the trade. The sales of the various makes of talking machines have also been gratifying to the dealers the past thirty days. The demand for this simple form of musical amusement seems to increase weekly and there seems to be no end to their popularity.

Messrs. Cohen & Hughes, who are local jobbers for the Victor machines, report that while they have had a very good month in the way of sales it is not quite up to the standard of last year, but that the demand for records has been excellent. The firm during the last two weeks opened up two new agencies in this city for the Victors. They also sold several big machines during the past week.

Messrs. Sanders & Stayman, who handle both the Victor and the Columbia machines, declare that business has continued in excellent style

OFFICERS

OF THE

Talking Machine Jobbers' National Association

1907-08.

President, James F. Bowers,
Lyon & Healy, Chicago, Ill.
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ney & Currier Co., Toledo, O.; W. F.
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.

and that the prospects for the spring trade are very encouraging. The sale of high grade records has been particularly brisk.

Manager Joseph A. Grottendick, of the local stores of the E. F. Droop & Sons Co., reports that the sales of Edison and Victor machines by the firm have been satisfactory during the month of March. Records are also going along nicely.

The most popular records heard during the last two weeks have been the selections sung by Mme. Tetrzzini.

Messrs. H. I. Eisenbrandt & Sons have also had a good month both in the way of sales of the Victor machines and the records of popular music.

EDISON'S GREAT MASTERY.

Of All Things and His Capacity for Taking Pains Well Illustrated.

Thomas A. Edison, so unusual in personal appearance and manner, so extraordinary in habits of life and methods of work, so defiant of what most men regard as the laws of health, that he is as different from other men in the things of

the every-day world as he has proven himself to be above them in his mastery of the subtle fluid that is as efficient in driving a railroad train as it is in lighting a house. And yet Edison does not think it comes from genius. He recently told a friend that it was about 2 per cent. genius and 98 per cent. hard work that made him successful, says a writer of some eminence.

A hundred instances of his unfailing capacity for taking pains might be mentioned. One is the case of his phonograph records. The ones he first made were not quite satisfactory. He sent his agents to the remotest corners of the world to look for a suitable substance. Wax after wax was tried, hardening process after hardening process was experimented with. At last some one, after the five years of fruitless search, suggested soap. Finally he found a soap, too hard to wash, but a soap all the same, and this he uses for his records.

The germ of Edison's phonograph was evolved by him in his telegraphic work at Indianapolis. He was working on a "plug" circuit, with another boy, the regular operator having been a frequent imbiber of the cup that cheers. They would each take a turn, thus being able to keep up with the operator at the other end of the line. Then Edison found two old Morse registers. The one would receive the copy from the other end at the rate of forty words a minute, making the dots and dashes on the paper. The other would take it off the tape thus made at the rate of speed desired by the operator. This went well for a long time, and the "copy" those boys turned out was the admiration and despair of other telegraphers and the delight of the newspaper offices. Finally came a presidential election night. Stuff came in so continuously at the rate of forty words a minute that their twenty-five word space put them an hour and a half behind in short order. There was a howl from the newspaper offices and an investigation. The new invention did not score very well then, but it did lay the foundation for the phonograph.

J. D. BEEKMAN RETURNS ILL.

J. D. Beekman, manager of salesmen, who has been traveling in the Far West for the Universal Talking Machine Mfg. Co., Newark, N. J., was taken sick when in Portland, Ore., and under instructions of the attending physician he was advised to return home as quickly as possible. Mr. Beekman arrived Monday in fair condition, considering the long journey, and is now under the care of his wife at his residence in High Bridge, N. Y., and is doing as well as could be expected. He had been making an unusually good trip, creating a number of new Zonophone jobbers among the leading firms on the coast and throughout the West. Mr. Beekman started on his journey in the latter part of January and did not expect to get back to headquarters until the end of June, his itinerary taking him into Mexico and Cuba. He has since recovered.

UNIVERSAL CO. OFFICERS RE-ELECTED.

The annual meeting of the stockholders and directors of the Universal Talking Machine Mfg. Co., Newark, N. J., was held in New York Friday of last week. The present officers were re-elected: President, B. G. Royal; vice-president and general manager, John A. Macnabb; secretary, A. C. Middleton; treasurer, Gus Vielage. The yearly report showed the company were doing an excellent business, and the usual dividends were ordered paid.

FIRE CAUSES \$1,200 DAMAGE.

(Special to The Talking Machine World.)
Philadelphia, Pa., March 30, 1908.

A fire in the building occupied by the Keen Phonograph Co., 4250 Main street, Manayunk, caused a damage of \$1,200 on Thursday. The blaze, which is believed to have been caused by a defective flue, spread with great rapidity. About 200 talking machines and a large number of records were damaged.

BUILD UP SPRING TRADE

- ☞ Our experience of many years is at your service in trade building.
- ☞ We job talking machines all over Michigan and adjoining territory and the steady growth of our jobbing business shows that dealers appreciate quick and prompt service and accuracy in filling orders.
- ☞ We know the needs of talking machine dealers and it has been our aim to attend to those needs down to the minutest detail.
- ☞ There is no house in Western Michigan which can compare with us in age and in reputation for reliability and prompt service.
- ☞ That surely should be worth something to you, Mr. Talking Machine Dealer and if you are anywhere in or near our territory write to us. ☞ You can save time and you can save money and you can build trade through a business alliance with us.

JULIUS A. J. FRIEDRICH, Grand Rapids, Mich.

RECORDING OF SOUND WAVES.

Practical and Interesting Remarks on This Always Interesting Subject by Henry Seymour in the Phono-Trader—Why the Ribbon Film Gives a Continuous Line of Straight Track Instead of a Continuous Curved Track as in the Disc Record.

Numerous patents have been taken out during the last few years in connection with the recording of sound waves by means of rays of light. It has long been known that a very close analogy exists in the pulsatory movements connected with the propagation of acoustic waves and light rays, the only important difference arising in their different periodicity, on account of a greater vibratory impulse originating one series of movements than the other. It is not surprising, therefore, that since the advent of the talking machine, experimentalists have devoted some attention to the production of sound records by photography, and perhaps Cervenka may be named as the first worker in this field to bring the subject within the sphere of practical application.

Cervenka's experiments appear to have been confined to the disc form of record, and, if I remember aright, he demonstrated the possibilities of his method to the students of a German university nearly five years ago, but little has been heard of it since, and no attempt has apparently been made to put the discovery or system to commercial profit, notwithstanding its wonderful potentialities. My own experiments in the same line were rather limited in scope, and I must confess that I could find no really satisfactory method of duplicating records made in this manner, and there I left it. Later experiments by others in the reproduction of sound by the agency of light, in which the well-known action of selenium cells is called into requisition, have done a great deal toward the final solution of the problem, and I have every reason to think that in the near future the methods of sound recording now in use will be entirely superseded, and by methods very much like those at present em-

ployed in the manipulation of the cinematograph.

The obvious advantages in recording sound by means of the camera and the sensitive blank film consist in the circumstance that no resistance at all is interposed between the vibrating disc and the blank, which enables the disc to be absolutely free in its vibratory activity; and it is claimed that the usual surface noise incidental to the engagement of the reproducing apparatus with records as at present made will be entirely eliminated. I am not quite sure if this claim is well founded, and I have some reason to suspect otherwise, yet I am disposed to think that any extraneous sound as referred to is likely to be reduced very sensibly. The amplitude of sonorous waves is too restricted, I fear, to enable any separating process in reproduction to be available, so as to preserve the multifarious and diverse sinuosities in the track which are responsible for the recreation of the sounds which made them, and yet for the track itself per se to be quite neutralized. For, even in sound photography, the idea of a track is not to be dispensed with, and the mere agitation of the instrument, by means of which sound prints are acoustically manifested, would be sufficient to produce a foreign vibration equivalent to the present surface noise, even though the line of track in its neutral parts were perfectly straight. It is this circumstance which unfits the disc form in a great measure for the purposes of photography, and I am apparently not alone in this opinion, as I learn that the ribbon form of record has presented fewer difficulties up to the present. The great advantage in the ribbon film, worked on spools over the disc, is that the record is practically a continuous line of straight track, instead of, as in the disc, a continuous curved track.

I conceive that a method might be employed to enlarge the sinuosities of the track (which is transparent) in the ribbon form by means of a lens interposed between the film and the cell; and by means of a very nice adjustment, the straight or neutral portion of the track might be eclipsed, and the tremulous portion actuated, which would be impossible in a disc with close

spiral track. This is perfectly feasible, and would decidedly remove all foreign noise in the nature of "surface" or "track" vibration per se, as the straight line of track (which, of course, contains no portion of a record) would be excluded from operating upon the cell, and therefore would not produce sound. Every increase in the magnification of the record track, however, would of necessity have to be accompanied by a corresponding increase in the rate of speed of the record in the reproduction which, curiously enough, would not raise the pitch of the tones, as in the case when operating talking machines on present lines.

The duplication of such records may be conveniently accomplished by the ordinary method of rapid photographic printing, or in the manner employed in the reproduction of films. The great difficulty associated with the ribbon type of record, however, is the great length of material required for the making of a single record. Such a record would present itself as a long sinuous transparent line, on an opaque ground, on pliable material, equal in length to the length of such line. Some idea of the length of material required may be gathered from the actual measurement of the line of track on any record now in use. Take for example a small Edison gold molded cylinder record, which plays for about two minutes, on an average. Such a record is, say 2 1/8 inches in diameter, which is therefore almost 7 inches in circumference. The record, measured lengthwise, is say 3 1/2 inches. The pitch of the track, similarly ascertained lengthwise, is 100 to the inch. From this data the length of the whole track is, therefore, about 68 yards!

HENRY SEYMOUR.

BLACKMAN INCORPORATES.

The Blackman Talking Machine Co., New York, have incorporated with a capital of \$30,000. Directors—J. Newcomb Blackman and Ada L. Blackman, East Orange, N. J. George G. Blackman, New York.

If you do not wish some one else to profit at your expense in your own field—advertise.

THE CADY SECTIONAL CYLINDER RECORD CABINET

(PATENT PENDING)

Constructed on the plan of the Sectional Book Case, but more practical, as owners of Phonographs are adding to their collection of Records oftener than book collectors do to their libraries.



No. 100A. BASE

The Base includes two drawers attached, each containing 42 pegs for Records. Size, 21 in. x 21 in., 14 in. high, capacity 84 Records.



No. 100B. TOP

The Top includes one drawer containing 42 pegs for Records. Size, 21 in. x 21 in., 6 in. high.



No. 100C. DRAWER SECTION

A Single Drawer Section contains 42 pegs for Records. Size, 19 in. x 19 in., 5 1/4 in. high. The illustration shows the three metal pegs which are inserted into metal sockets on the next Section to hold the Sections in place. Each Section also has three hooks for locking so that the sides and back are as solid as if they were made from one board.



TOP AND BASE ATTACHED

Here we show the Base A and Top B attached making a complete cabinet 20 in. high, having a capacity of 126 Records. The Sections are connected with three hooks so that the cabinet may be carried from one room to another without separating—a feature not contained in the sectional bookcase.

These Cabinets are equipped with Pasteboard Pegs.

All Drawers have veneered bottoms. No tools are necessary in connecting sections.

Write for exclusive agency as we will only sell to one dealer in each city. Territory rapidly being assigned.

WRITE FOR CATALOG AND PRICE LIST.

THE CADY CABINET COMPANY (INCORPORATED)

LANSING, MICHIGAN, U. S. A.



SIX DRAWER CABINET

Here we show a Sectional Cabinet containing one Base A, one Top B, and three Drawer Sections C, giving a capacity of 252 Records. As many more C Sections can be added as the height of the room will permit.

"SNAP SHOTS" AT VICTOR FACTORY.

Distinguished Visitors at Great Plant in Camden—Delighted With Recording Room and Interested in the Process by Which Records Are Made and Preserved—Excellent Portraits of Mme. Gadski and Miss Farrar.

Among the many distinguished visitors at the Victor factory in Camden, N. J., recently were Mme. Johanna Gadski, Miss Geraldine Farrar, Sig. Scotti and Frank La Forge, all of whom expressed themselves as amazed at the extent of the Victor plant. To quote from the "Voice of the Victor" in this connection:

The singers were especially delighted with the new recording room in the laboratory building, pronouncing it acoustically perfect and declaring it a pleasure to slug in such a room. In fact, Mme. Gadski, Miss Farrar and Signor Scotti, who were scheduled to sing at the Victor's New



MME. GADSKI ENJOYING THE MEISTERSINGER QUINTET

York laboratory, readily consented to come to Camden to make these records in the new recording room.

As the visitors naturally desired to know something of the process by which the great voices of the age are preserved for future generations, they were shown through the various departments of the laboratory, and were greatly interested. Mme. Gadski, in particular, never having seen



MISS FARRAR LISTENING TO "I'M AFRAID TO COME HOME IN THE DARK," BY CLARICE VANCE.

anything of the mechanical part of recording, marveled at the perfection of detail and the delicate adjustments necessary in the production of the original matrix. Her impression had been that the process was a comparatively simple one (as indeed the production of an ordinary disc record is), but it was explained to her that much of the high quality of Victor records is due to the extreme care taken in every step of the work.

Miss Farrar, who before signing an exclusive agreement with the Victor, had previously made records in the laboratories of the principal European companies, was greatly impressed at the magnificent equipment of the Victor plant, and at the care and attention which marked every part of the process of record taking. Signor Scotti, who has always been much interested in the technical part of record making and is familiar with the European recording rooms, declared that no laboratory in the world could be compared to the Victor plant.

Particularly interesting and impressive to the visitors were the massive fire and burglar proof vaults, in which are stored in absolute safety more than 16,000 priceless original matrices. This is the greatest collection of voice impressions in the world, and the knowledge that it is stored here in such perfect security is most satisfying, as many of these records, including several by singers now dead, could never be replaced.

Mme. Gadski and Miss Farrar kindly consented to pose for photographs while listening to their new records, with which they were much pleased. Miss Farrar's highly amused expression in the photograph shown, however, is inspired by a record of Clarice Vance's "I'm Afraid to Come Home in the Dark," and her enjoyment of it is quite evident. Mme. Gadski is shown intently listening to the great record of the Meistersinger Quartet, which delighted her beyond measure.

The enthusiasm of the visitors is apparent from the entries in the visitor's book. Mme. Gadski wrote: "It is simply wonderful," while Mr. La Forge's opinion of the Victor is expressed as follows: "A source of the greatest enjoyment, instruction and a wonderful teacher."

EDWARD D. EASTON'S HEALTH.

The health of Edward D. Easton, president of the Columbia Phonograph Co., General, who miraculously escaped death by being thrown off a rapidly moving railroad train about a month ago, is slowly improving. The shock to his system was greater than at first diagnosed by the physicians. He is out riding for a few hours every day, and it is likely he will go to Europe—an annual trip—before returning to business.

W. D. MOSES & CO. CREATE QUITE A STIR.

(Special to The Talking Machine World.)

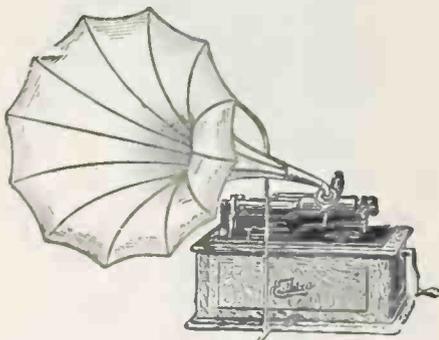
Richmond, Va., April 5, 1908.

Walter D. Moses & Co., the well-known talking machine jobbers of 103 East Broad street, this city, created quite a stir in musical circles in this city upon receipt of the famous Tetrizzini records made by the Victor Co., by sending out a number of dainty invitations to their daily Victrola concerts. Special attention was called to the nine records by the great soprano; the entire opera of "Pagliacci," by Caruso and the La Scala chorus; the Merry Widow Waltz by Sembrich, and Caruso's Don Sebastian, all the foregoing numbers being rendered at the daily concerts which took place from 4 to 6 p. m. The concerts given by Moses & Co. have done much to maintain the interest in Victor records in Richmond and vicinity.

The Zed Co., exclusive jobbers of the Zonophone line for Greater New York, have issued their first circular to the trade. Their place is now in running order.

The law of gravitation is a peculiar thing. Just as a man feels that he is getting to the top, the bottom drops out of things.

Mrs. John O'Reilly will shortly open a talking machine store in La Porte City, Ia.



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 spring campaign.

Yours for business.

LAWRENCE McGREAL



DOLBEER RETURNS FROM BERMUDA

Much Improved in Health—Chats of Business Conditions as They Look to Him at Various Points of the Country.

On March 26th, F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., returned from his three weeks' vacation, with Mrs. Dolbeer, at Hamilton, Bermuda Islands, W. I. Mr. Dolbeer had been badly run down by pressure of business care to such an extent that he was a victim of chronic insomnia. His rest in the balmy air of the semi-tropical Bermudas supplied the needed restorative, and when he appeared at the sumptuous New York Edison quarters, 10 Fifth avenue, Monday, he looked like a different man, and as he expressed it, "I am feeling fine, and the trip has been greatly beneficial."

Mr. Dolbeer found the talking machine business a negligible quantity in the Bermudas. "Not a single exclusive dealer is in Hamilton," he remarked, "and such goods as are carried are handled as a side line, and cylinders only. I was out walking one day and right ahead of me was a darky carrying a Standard, much to my surprise, and had it not been for an engagement I was then on my way to meet, I should have followed the man to the delivery of the machine, simply from amused curiosity."

"On my return to New York," continued Mr. Dolbeer, "I found conditions very much better than I expected. There has been a decided improvement in the business situation, and there is no doubt in my mind whatever that a normal state of affairs will prevail ere long. Yes; I am inclined to think the western country is rendering a better account of itself, phonographically speaking, than the East. The Texas and Southwest reports, however, are not at all encouraging, while in California there seems to be a dearth of ready money, and consequently business is greatly hampered. Locally, I understand, sales are not as brisk as they might be, but they



F. K. DOLBEER.

are bound to increase with the approach of warmer weather, which is about due."

A very striking photograph of Mr. and Mrs. Dolbeer in a donkey cart is one of the souvenirs of their very pleasant and enjoyable journey. Clad in white duck, wearing an immense Panama hat, and driving under the great bending palms, the genial sales manager of the National Co. and his wife make a perfect picture of repose and contentment.

VALUE OF ELECTRIC LIGHT SIGNS.

The sparkling brilliance that compels attention is now reasonable possible since electric sign making has become a popular industry and is developing into an art. The advertising possibilities involved are tremendous, and money invested in this channel is promptly productive.

Figuring on the lasting quality of the signs and their insistent demand on attention, it would seem a first-rate proposition in every way. By its extra supply of light it adds to public comfort and safety; it particularly emphasizes your share in the world's work, and so, being all around pleasant and unobjectionable, leaves a good impression—which is a prominent result of clever advertising.

The flash signs are preferable, meaning those arranged by mechanism to turn on and off automatically in quick succession. They change from darkness to light and back again, compels attention even from the least observing.

ORIGINAL PUBLICITY SAYS.

A certain merchant once said he did not care to advertise because others were advertising. He was converted by one question being asked him if he was going to stop selling merchandise because his competitor was doing the same thing? Now, his direct competitor advertises, and so does he, but because both advertise it cannot be said the one is following the other, unless they make advertisements identical. Differences in advertising methods give individuality in the same manner as differences in window displays make them exclusive and individual. You may have the same class of goods, but not presented in the advertisement upon the plan of your neighbor. Give your advertisements originality and they will be read.

The Indestructible Phonographic Record Co., of Albany, N. Y., are doing a tremendous business and receiving most flattering communications from jobbers and dealers regarding the excellence of their product.

The salesman who allows his own feelings to prevent him from being courteous and patient with customers has much to learn. To be successful with others, any man must put self into the background.

JUST THE HORN TO TAKE TO COUNTRY HOME OR CAMP

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 17½
 " 23 " " 24½ " " Disk

THE IDEAL FASTENER CO.

380 PEARL STREET

NEW YORK

CLEVER COLUMBIA EXPONENT

Is H. A. Yerkes, the New Manager of the Wholesale Department of the Columbia Phonograph Co.

H. A. Yerkes, who succeeded W. L. Eckhardt as manager of the wholesale department of the Columbia Phonograph Co., General, began with



H. A. YERKES.

the company in Philadelphia, Pa., from where he was promoted to be assistant manager at Baltimore, Md. After serving there more than two years he was placed in charge at Detroit, Mich., and under his management that store came to be regarded as a model. From Detroit he went to Boston, Mass., and later became district manager for the New England chain of stores. Mr. Yerkes combines with a good business head an extremely pleasing personality and a very attractive manner. He is tactful, energetic and industrious, and will doubtless score a success in his field of usefulness.

If your purchases were made advantageously and you wish to develop new inquiries—advertise.

MOTION FOR RE-ARGUMENT

By National Phonograph Co. in the New York Phonograph Co.'s Suit Has Been Denied.

On a motion for a reargument by the National Phonograph Co., Orange, N. J., on the decision rendered by Judge Hazel, February 5, relative to the manufacture of records under Edison patent No. 713,209, the court decided adversely. The case is the celebrated one of the New York Phonograph Co. against the National Phonograph Co., et al, the opinion being handed down on March 26 by Judge Hazel, United States Circuit Court, Southern District of New York, sitting at Buffalo, N. Y., where argument was submitted earlier in the month. The full text of the decision follows:

"It is insisted by the defendant on this motion that it has not used or employed the so-called expansion process specifically described in the Edison patent No. 713,209, since the issuance of the injunction herein; in fact, that its cylindrical records are manufactured under what is known as the casting process, covered by letters patent No. 683,615, dated Oct. 1, 1901, to Miller & Aylsworth, which is claimed to be radically different from the expanding process. Complainant rejoins that such processes are equivalent, and, moreover, that claims 2 and 3 of the Edison patent properly construed include the precise process used by the defendant. The record discloses that as early as Oct. 26, 1888, Mr. Edison filed a caveat in the patent office covering the process described in his patent for duplicating phonograms, which patent was issued to him more than ten years later. That Mr. Edison regarded the invention as a pioneer in the art, notwithstanding the issuance to him of several other patents in 1888, covering the process, is clearly evident from the opinion of the Circuit Court of Appeals in National Phonograph Co. against Lambert Co. (142 Fed. Rep. 164), where the patent was held void for prior public use, and from the testimony of defendant's witness Dyer quoted in the defendant's brief. It may be safely concluded that although the application for the patent was not filed until March 5, 1898, the invention was actually conceived and used in 1888.

"The difference between the expanding and the casting processes for making phonograms is as follows: In the expanding process the blank cylinder having a smooth surface of wax-like material is inserted within a tubular mold, which carries on its inner surface a negative presentation of the record; the blank, by application of heat or internal pressure, is expanded outwardly and is then contracted or shrunk by process of chilling. In the casting process the annular tubular mold or matrix, having the record in relief on the inner surface, is placed in a vat of molten wax; the chill of the mold causes the wax to congeal within it, forming a deposit of predetermined thickness. The interior of the record is then reamed out and chilled to cause its shrinkage or contraction from the inner side of the mold and allowing its easy removal.

"Claims 2 and 3 of the patent under discussion broadly specify a hollow cylindrical plastic phonogram, which is formed within the matrix having a reverse phonogram-record on the inside wall, while claims 4, 5 and 6 specifically provide for forming the wax blank prior to its insertion in the matrix and then applying heat or internal pressure thereto, to produce the required expansion and its subsequent contraction by chilling to enable its withdrawal from the mold.

"To emphasize the pioneer character of the invention complainant points out that claims 2 and 3 were expressly inserted in the patent to bring about an interference in the Patent Office with the application of one Joyce, which involved both the casting and the expanding processes, and that said interference resulted in narrowing the Joyce patent. This would seem to conclusively indicate the scope attributed to the invention by the patentee. Indeed, the defendant admits that prior to the decision in National Phonograph Co. against American Co. (135 Fed. Rep. 809), the claim was insisted upon that the patent was of pioneer scope

and included both the expansion and casting processes. But the defendant now relies upon the decision last mentioned, where it was held by Judge Platt that claims 2 and 3 were limited to expanding the blank within the matrix, and that the casting process, though claimed by the patentee, was not included in the scope of the patent.

"The defendant urges that as the scope of the patent has been limited by such decision to the expanding process, the complainant cannot now be heard in favor of a broad construction to cover the defendant's present method of making records. Judge Platt did not have before him the proofs showing the earlier conception by Mr. Edison of the processes mentioned, and upon the limited showing before him of the state of the art he properly restricted the scope of the patent. That Edison was the pioneer in the record-making art of the class under consideration is clear. That is to say, he was the first to make a suitable tubular mold or matrix for forming within it a wax-like phonogram-record and then shrinking or contracting the same to enable its removal from the mold. In my estimation claims 2 and 3 as to the complainant are entitled to a construction of sufficient scope to include the casting or dipping process, or a process of making records equivalent to that which is described and claimed by the patentee.

"A different rule controls this controversy than in a case where the patent is claimed to have been infringed by a stranger. In view of the peculiar situation and circumstances springing from the contract rights the defendant is estopped to limit the patent and eliminating from its apparent scope, a process which was claimed to be included therein. No limitation is found in the assignment of the patent. What was actually included in the invention became the property rights of the assignee and the asserted claim of the assignor regarding the scope of the patent became of material importance. It is not wholly a question of legal construction of the patent to determine whether there has been an infringement of the claims; such rights as the complainant has are found in the contract of license as heretofore interpreted by this court.

"It is unnecessary to dwell upon the different decisions enunciating conflicting doctrines of estoppel. This case is thought to stand peculiarly by itself, and I think complainant should have the full benefit of the unexpired patents and inventions under which the phonograph was manufactured in 1888, and while the contract was in force. The complainant is entitled to a fairly liberal consideration of the questions presented, and therefore the interpretation which the defendant and Mr. Edison have hitherto placed upon the patent considered in connection with claims 2 and 3 is entitled to weight.

"It indicates the understanding of the parties to the contract in relation to the character and scope of the patents and inventions assigned to the North American Phonograph Co. For the foregoing reasons the defendant is estopped to deny the validity of the patent or to invoke the prior art to limit or narrow the claims as allowed by the patent office (Siemens-Halske Elec. Co. against Duncan Elec. Mfg. Co., 142 Fed. Rep. 157; United States against Harvey Steel Co., 195 U. S. 310). Upon this point there is no scarcity of authority justifying the application in a proper case of the principle invoked. (See cases cited in former opinion on this motion; see also Time Telegraph Co. against Himmer, 19 Fed. Rep. 322.)

"Other propositions discussed in the briefs do not call for any modification of the views of the court heretofore expressed. The motion for rehearing is denied. The order of attachment will be withheld as requested by the defendant, sufficient cause having been shown, for a period of sixty days from Feb. 21, 1908, the date when the motion for settlement of the order was heard. If within that time the defendant appeals from this decision to the Circuit Court of Appeals then the attachment will be stayed until the determination of such appeal; provided, of course, that the appeal is perfected and prosecuted within a reasonable time. So ordered."

OBEYS COMMAND OF THE "TALKER."

The manager of the talking machine department of George T. Fisher, Tucson, Ariz., sends the following to The World, which emphasizes the force of the talking machine: "Recently at our store three gentlemen called and asked about talking machines; taking them back to one of our demonstrating rooms, the gentlemen were asked to be seated, but they replied that they preferred to stand and listen. Asking them a second and third time and after playing a musical number, one of the Christy minstrel records was put on the machine, but before starting the machine again asked them to be seated, but received the same reply, that they would stand and hear the record. Just then the record started with the opening overture and upon saying the words, 'Gentlemen be seated,' as if by force, down went all three."

ARE YOU STILL CHORE BOY?

Away back, when you first started, you simply had to be all things to all customers. Then yours was a one-man business. As your business grew, have you grown with it? Probably you have nodded your head in agreement many a time to the statement that the modern business problem is how to avoid waste. But is there any more costly form of waste than to use the time and energy of yourself for what could be done by a low priced clerk? All through your store, seek the answer to the question—Am I paying more than I should for this particular class of work, either directly or because I do not provide lower priced help that would relieve other help for more valuable use elsewhere? Think it over—are you still chore boy?

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.

RECORD BULLETINS FOR MAY, 1908

NEW VICTOR RECORDS.

ARTHUR PRYOR'S BAND.

No.	Size.
5395	10
5405	10
31697	12
5408	18
5411	10
5412	10
5404	10
31698	12
5417	10
5407	10
5418	10
5413	10
31699	12
5396	10
52005	10
5414	10
5415	10
5374	10
5403	10
5397	10
5399	10
5400	10
31700	12
5406	10
5402	10
5410	10
5401	10
5398	10
5409	10
5345	8
5391	8
5416	8
96200	12
96002	12
89016	12
88115	12
88116	12
88117	12
88119	12
89017	12
95202	12
88118	12
92014	12
92015	12
92016	12
92017	12
92018	12
92019	12
92020	12
92021	12
92022	12

NEW EDISON GOLD MOULDED RECORDS.

9818	Edison Concert Band
9819	Allen Waterous
9820	Ada Jones and Len Spencer
9821	Anthony and Miller
9822	Stella Tobin
9823	Edison Symphony Orchestra
9824	Frederic Rose
9825	Edison Mixed Quartet
9826	
9827	

9828	Irving Gillette
9829	Edison Military Band
9830	Arthur Collins
9831	Edward M. Favor and Chorus
9832	Billy Murray
9833	Charles D'Almaine
9834	Byron G. Harlan
9835	Alleu Waterous and Chorus
9836	Edward Meeker
9837	Albert Benzler
9838	Ada Jones
9839	Edison Vaudeville Co.
9840	Steve Porter
9841	Edison Military Band
8765	Billy Murray
8739	Albert Benzler

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.	
1037	Album Leaf (Ein Album-Blatt)
1038	Cotton—A Southern Breakdown
1039	Radetzky March
1040	Red Wing—Indiana Intermezzo
ZON-O-PHONE ORCHESTRA.	
1041	Luna Waltz—From the Opera "Lady Luna"
1042	Much Obligated to You—Medley Two-Step
1043	Musette
1044	Original Reels
1045	The Talk of New York—Waltz
1046	Virginia—A Yankee Intermezzo
VOCAL SELECTIONS WITH ORCHESTRA ACCOMPANIMENT.	
1047	Cupid's Wedding Bells—Duet
1048	Id Rather Be a Little Too Soon than Just a Little Too Late
1049	I Just Can't Keep My Feet Still When I Hear the Band Play
1050	I Love and the World Is Mine
1051	I'm Looking for the Man that Wrote "The Merry Widow" Waltz
1052	Jimmie and Maggie at "The Merry Widow"—Descriptive
1053	Maggie Murphy's Lawn Party—Descriptive
1054	Pass It Along to Father
1055	Praise Ye the Lord—Sacred
1056	Rambler Minstrel No. 8
1057	Sing, Smile and Slumber—Gounod's Serenade
1058	Under Any Old Flag at All—From "The Talk of New York"
1059	Violoncello—From "Miss Hook of Holland"
1060	Warrior Bold
1061	Won't You Waltz "Home Sweet Home With Me for Old Times Sake"

NEW INDESTRUCTIBLE RECORDS.

754	Military Band
755	Byron G. Harlan
756	E. M. Favor
757	Fred Van Eps
758	Billy Murray
759	Concert Band
760	Stanley & Burr
761	Bob Roberts
762	Orchestra
763	Ada Jones
764	Collins and Harlan
765	Miss Stevenson and F. C. Stanley
766	Military Band
767	F. C. Stanley
768	Quartette
768	John Kimmel

MUSIC TO CALL US IN THE MORNING.

Slumbers to be Broken by Song or Instrumental Solo.

An alarm clock attachment for a phonograph has been patented by P. M. Ravenskilde, of Cary, Ill. By means of the attachment a phonograph may be made to play at any time at which the clock is set, the same as an alarm will ring at the hour set. He thinks he can rig it up so that it will also set a player-piano in motion. While it is simply a novelty, yet it has some very attractive features. For instance, a record of some favorite song or piece may be put on the phonograph before retiring at night and at the desired hour in the morning the operator will be awakened and have his first impression of the day inspired by the music's charms.

Special records can be made for special purposes. The father of a young girl may place the machine in the corner behind the piano and at 9.30 it starts: "Young man, it is time for all fellows like you to seek their own trundle beds." Then again on the proper day, when the thought happens to come to him he can put on the record which will say to him about 7 o'clock: "Tonight is lodge night, old man. Don't forget to be on time." Of course, the good wife will be likely to substitute something like this: "Old man, tonight is lodge night, but you'd better stay at home and get acquainted with your family."

A French professor complains that we jump out of bed too suddenly, and that responding instantly to an alarm clock is likely to bring on insanity. He says we should lie awake half an hour after the call, and that our first call should be a gentle one. To be called from slumber by the soft notes of a piano-player or the more raucous heigh-ho of a sailor song from a phonograph ought not to be a very nerve-racking experience, says Presto. And here seems to be the opportunity for the Americans to Gallicize their method of getting up in the morning—as it were coming out of the shell of sleep Frenchily and fastidiously.

HOAG WITH INDESTRUCTIBLE CO.

Andrew Hoag, who has been the superintendent of the Universal Talking Machine Mfg. Co. for many years, has accepted another position with the Indestructible Phonograph Record Co., Albany, N. Y.

A. Pasquel, who conducts the People's Store in Winnemucca, Nev., has taken the agency for the Edison line.

Good Cabinets Cheap

Is it not good policy when you make a sale to also make a satisfied customer? We know it is and you know it. When you sell Cabinets for Records why have any for sale except those that will give your store a good name and additional prestige? Think it over.

WE make the Cabinets that YOU should buy

THE UDELL WORKS, Inc. INDIANAPOLIS, IND., U. S. A.

Catalog to the trade.



No. 436 DISC RECORD CABINET

Mahogany and Golden Quartered Oak. Holds 190 12-inch Disc Records.

DEVELOPS MUSICAL TASTE.

The Educational Importance of the Talking Machine in Inculcating a Love for Music Among the Masses Admirably Set Forth.

In view of the marriage of automatics and art illustrated so potently in many musical instruments which are playing such an important part in the development of culture these days, the utility of mechanical musical contrivances is a timely topic which has been considered by many of our writers. In a recent issue of *The Dominant* Arthur E. Clappe had some well-thought-out remarks on this subject which are worthy of presentation to World readers. He said: "I have always held all kinds of mechanical musical instruments, such as music boxes, talking machines, player-pianos and aeolian's, so-called, to be of infinite usefulness in development of a taste for music among the masses. So firmly am I convinced of their utility and the soundness of my position, I would, were it in my power, have each school in the land equipped with both talking machine and player-piano, and from the possibilities of each educate children to the perception and appreciation of what is purest and best in music. Such demonstrations of vocal and instrumental excellence should be supplementary to practical tuition. As they would, at the same time, prove interesting, restful and afford variation from the monotony of ordinary school tasks, there can be no doubt of their beneficial disciplinary effectiveness any more than of their power to cultivate a keen perception of the beauties of music. Further, and for much the same reason, phonographs could be used among amateur bands and orchestras as high exemplars of what is best in performance of instrumental performances of the best bands and orchestras are available.

"Failing opportunity to hear the originals, I know of no better method of learning from good models than by listening to renditions, at second hand, of our best phonographs. Artists and sculptors learn from studying the works of masters in their craft; they study drawing, perspective, color, lights and shadows, form, symmetry, their eyes gain in perception and hands in deftness. In its early stages education is largely imitative, originality comes afterward and is the outgrowth of the sowing and cultivation of imitation and effort to get beyond the copy. Aural and mental training of instrumental musicians to appreciate the fine points in performance, by means of the phonograph, is no phantasy; it is practical and a possibility. The intelligent instructor will not fail to realize that with such a contrivance in hand, he could bring home truths in teaching more palpably than by any other means. He may be a master of verbal description, or extremely proficient in illustrating

on his instrument some point he desires to make clear, or enforce with greater emphasis, but neither one, nor both, afford the concrete example to be had by listening to a well-made record wakened into life by the mechanism of the phonograph.

"Points to be illustrated, as to tempo, technic, balance of tone, tune and many other incidents in finesse of performance can be brought out and impressed upon learners by many repetitions and suitable comments thereon, arousing the imitative faculty and sparing much of the labor that students, without a model to work by, must otherwise perform. The foregoing remarks are equally applicable to all other forms of musical studies, vocal, instrumental, individual or collective. Hence, the utility of mechanical musical contrivances will be apparent as well in practical education as in the broader field, and upon the higher plane of universal cultivation of our people to appreciate music as an art and superior to the present general conception of it as an ephemeral amusement."

LATEST VICTOR LITERATURE.

A Budget of Interesting Reading Matter for the Trade.

With the usual hangers, monthly bulletins, copies of magazine advertisements, etc., sent the trade this week by the Victor Talking Machine Co., Camden, N. J., is the front page cartoon from a recent issue of *Judge*, the illustrated comic newspaper. It represents a United States battleship, with a horn-shaped cannon rigged up in the bow, pointing toward Japan, where a frightened dachshund hears "His Master's Voice." The famous fox terrier has been cartooned times out of mind, and always apropos to the point in hand, but this is one of the cleverest take-offs yet. The picture is in its original colors and full size, making a capital attraction in any store. An interesting sketch, with beautiful cuts of Tetrizzini, is given in a separate booklet, with a list of records and accompanying descriptive letter press; also the words of the operatic selections. Publicity Manager Brown is right on his job.

GOOD NEWS FROM THOS. A. EDISON.

Word has been received by the officials of the National Phonograph Co. that Thomas A. Edison, who went South recently, had arrived safely at his Florida home, Fort Meyers. He is in prime condition, according to the letter, and is enjoying himself with the delights of that beautiful country, on the Gulf side, below Tampa, and situated on a small river affording splendid bathing and fishing. Mr. Edison was accom-

panied on his journey by one of the surgeons assisting at the operation for mastoiditis in the Manhattan Eye and Ear Hospital, New York, and who will remain with his distinguished patient until his return North, along about the middle of April.

THE DEADLY PARALLEL COLUMN

Being Effectively Utilized by a New York Paper in Connection With Copyright Legislation.

Been a lot said lately about "canned music," an expression given to words and airs sufficiently attractive to merit reproduction.

The word "attractive" is used advisedly as distinguished from "meritorious." Whether a musical effort is meritorious or not will remain as much a mystery as whether or not Raphael outclasses Michael Angelo in marble or on canvas. It all depends on who is doing the arguing.

But back to our mutton, or our music rather.

Whenever music or words have been produced sufficiently attractive to be whistled on the streets keen agents of phonograph companies assimilating the same, breathed or howled them into cunningly devised machines and thence they were reproduced on phonographs and sent widespread.

It became a big business, so big that the song writers or composers of music think they ought to share in the profits of the phonograph concerns, and a delegation has petitioned Congress for legislation to that effect.

George Ade, not unknown to fame and Indiana politics, who has been assisting those trying to secure protection for the brainwork of himself and others, is described as "down in Washington trying to get Congress to pass a law which will put a tax on every man, woman and child in the United States who buys a phonograph record for the benefit of the composer of the music."

Case stands like this:

You have no idea of this phonograph business. Out through the corn belt every family has a graphophone or phonograph. The farmer comes in at night, takes off his hoots, hangs his feet on the stove and says: "Boys, turn her loose." The boys "turn her loose" and the darn thing plays the whole evening. — George Ade for the contestants.

Our guess is that when it comes to a vote the farmer and his phonograph will win out and that out in the farmhouses of Dakota and the mining camps of Nevada, leagues distant from any spot which an orchestra will ever visit, these modern entertainers will continue to brighten the lives of those not so fortunate as their city cousins.—The Phonograph company, for the other fellows.

Know nothing of the merits of the case, and hold no brief for either side, but it looks like a good fight.

And after that last Burns-Roche episode a good fight is not to be sneezed at.—New York Evening Telegram.

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.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., April 8, 1908.

SOUND-REPRODUCER. Richard Bartholomew Smith, New York, N. Y. Patent No. 881,831.

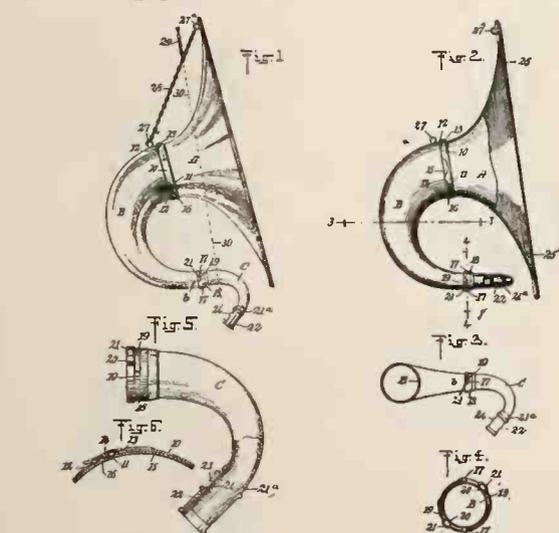
This invention relates to reproducers, such, for instance, as are employed in connection with talking machines, the more particular object being to provide for greater freedom of movement of the stylus lever in order to permit a more faithful reproduction of the vibrations and to avoid undue wear upon the record and stylus. More particularly stated, this invention relates to means for permitting the stylus lever to travel freely in a direction lateral to the general direction of travel of the diaphragm.

Figure 1 is a central vertical section on the line 1-1 of Fig. 2, through a reproducer of the so-called "Edison type," equipped with the invention, this view showing the diaphragm, the stylus lever for actuating the same, and the means employed for allowing the stylus lever to turn or rock in a direction approximately parallel to the diaphragm; Fig. 2 is a rear elevation of the reproducer, showing how the stylus lever is mounted upon the rocking disc by aid

of a staff pivotally mounted upon the rocking disc; Fig. 3 is an enlarged central section on the line 3-3 of Fig. 1, through the rocking disc, showing more particularly how the staff is supported thereupon and how the stylus lever is connected with the staff; Fig. 4 is a perspective showing one form of swivel carrier for supporting the stylus lever; Fig. 5 is a perspective showing a different form of swivel carrier for supporting the stylus lever.

PHONOGRAPH HORN. Charles Anton Beppler, New York, N. Y. Patent No. 881,843.

The purpose of the invention is to so construct a phonograph horn that the tip can be adjusted with equal facility to either a disc or a cylinder record without changing the position of the body or the bell of the horn. Another purpose of the invention is to render the horn compact in use, it having an S-shape or is formed upon the lines of a compound curve, whereby to bring the tip below yet not in contact with the flaring portion of the bell, and also to con-



struct the horn in three separable parts, namely, a bell section, a body section, and a tip section, in order that the horn may be stored in a minimum of space.

Another purpose of the invention is to render the tip section not only detachable but adjustable, and to provide said tip section with a sliding ferrule member capable of being moved to and from the record, and further, to so construct the bell section that the surface at and

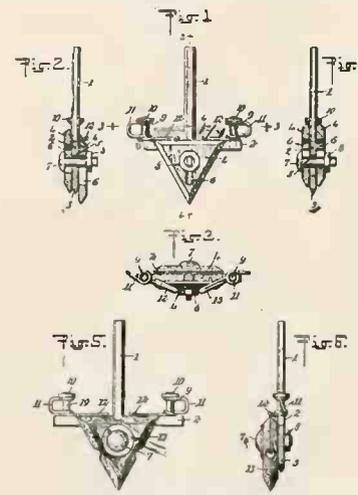
adjacent its outer marginal portion will be substantially flat or of cymbal formation, whereby to distribute the sound over a maximum of space.

Figure 1 is a side elevation of the improved horn having its tip set for use in connection with the cylinder record; Fig. 2 is a sectional side elevation of the horn showing its tip set for use in connection with the disc record; Fig. 3 is a horizontal section taken practically on the line 3-3 of Fig. 2; Fig. 4 is a vertical section taken substantially on the line 4-4 of Fig. 2; Fig. 5 is an enlarged sectional side elevation of the tip section of the horn; and Fig. 6 is a detail section through a portion of the receiving end of the bell and entering end of the body, illustrating the application of a latch device thereto.

STYLUS FOR TALKING MACHINES. Samuel Gollfaden, New York, N. Y. Patent No. 881,792.

This invention relates to talking machines, and has for its object to provide a stylus which can be adjusted in numerous different ways so that it will always have a good point to trace the record, thereby actuating the diaphragm in such a manner that the sound waves produced will be even and the sounds harmonious and clear. Another object is to provide auxiliary styli which are secured to the principal stylus, with means to secure one of the auxiliary styli in an operative position with one of its several points below the principal stylus. Still another object is to provide means for rigidly securing the auxiliary styli to the principal stylus.

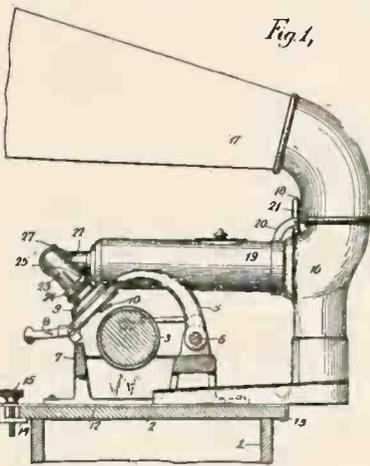
Figure 1 is a front view of the stylus with one of the auxiliary styli secured with its point below the point of the principal stylus; Fig. 2 is a transverse sectional view on line 2-2 of Fig. 1; Fig. 3 is a sectional view on line 3-3 of Fig. 1; Fig. 4 is a sectional view similar to that shown in Fig. 2 but with the points of the auxiliary styli above the point of the principal stylus; Fig. 5 is a front view of a modification



of the invention; and Fig. 6 is a side view of the same.

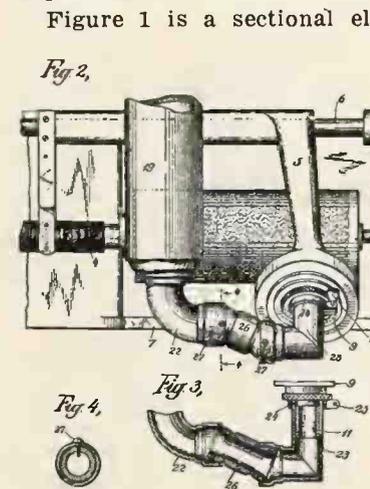
TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 882,785.

This invention relates to talking machines and has reference more particularly to machines of the type employing a cylindrical sound record, a



reproducer movable across the same, and a tone arm pivotally mounted at one end and having its free end connected to the reproducer. The object of the invention is to effect certain improvements in the construction of machines of this type with respect particularly to the devices for supporting the tone arm and amplifying horn upon the box of the machine and the tubular connection between the free end of the tone and the reproducer.

Figure 1 is a sectional elevation of the machine, Fig. 2 is a top view of the same, Fig. 3 is a sectional detail view showing the tubular connection between the tone arm and reproducer, and Fig. 4 is a sectional detail view on line 4-4 of Fig. 3.



TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 881,322.

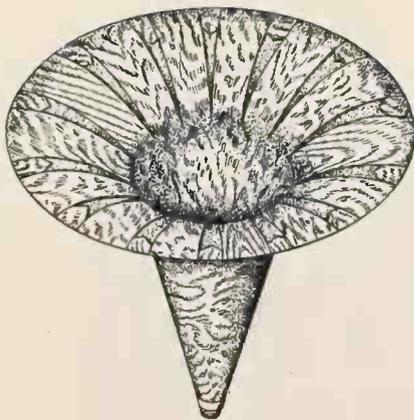
This invention relates to talking machines and has reference, more particularly, to the sound-conveying devices of such machines. The invention is directed to the provision of an improved construction of sound-conveying device for a talking machine having therein means for modifying the sound carried thereby as desired, with respect to tone, magnitude, etc.

The invention is of particular utility in a talking machine in which the reproducing

The invention is of particular utility in a talking machine in which the reproducing

THE HORN of the hour THE WOOD VENEER HORN

FOR CYLINDER AND DISK MACHINES



The Wood Veneer Horn has the advantage over other makes because of its purity and mellowness of tone.

- 33-inch Horn, 17-inch Brass Bell, \$7.50
- 42-inch Horn, 20-inch Brass Bell, 10.00
- 24-inch Morning Glory Style, 22-inch Bell, for Disk Machine 10.00
- 32-inch Morning Glory Style, for Cylinder Machines, 22-inch Bell 10.00

40% Discount to the Trade

Jobbers should handle only these horns, as we believe that no jobber can handle horns on 10% basis. Prices quoted the Jobber on application.

W. D. ANDREWS SYRACUSE, N. Y.
BUFFALO, N. Y.

SOLE DISTRIBUTOR

mechanism is secured upon the end of a tubular tone arm which is pivoted upon a support fixed in the motor box of the machine, and which connects with an amplifying horn, the sound-modifying devices being located within this tubular tone arm and adjustable from outside the same for the purpose of effecting the desired modification in sound.

Figure 1 is an elevation of a portion of a talking machine, Fig. 2 is a longitudinal section of the tone arm thereof, and Fig. 3 is a transverse section of the tone arm on line 3-3 of Fig. 2.

SPEAKING MACHINE. Charles L. Chisholm, Marysville, New Brunswick, Can. Patent 881,546.

The invention relates to acoustic instruments, and particularly to recorders and reproducers for phonographs and similar machines, and the object in view is to provide a construction and arrangement of diaphragm and stylus whereby the sound waves or beats affect the diaphragm on truly concentric lines and the stylus receives an accurate vibration in accordance with the sound or sounds attacking the diaphragm to avoid the formation of secondary or false vibrations due to obstacles in the way of a true and accurate and free vibration of the diaphragm, and thus avoid the formation of such a record as in reproduction will result in secondary or false tones or harmonics. To accomplish this it has been found necessary in the first place to support the diaphragm so that its surfaces are entirely unobstructed and are free to vibrate and to receive the true wave beats of sound without interference, and to construct and arrange the parts so that the center of the diaphragm is as free as any other portion thereof to receive the impulses of the sound waves, the stylus receiving its motion from the accurate center of the diaphragm on a point which is substantially, if not theoretically, what is known as a geometrical point of no appreciable area. Moreover, it has been found that with the extremely thin and sensitive diaphragm ordinarily employed in machines of this type and made necessary by the fact that the attachment of the stylus is accomplished by wings or discs which obstruct and prevent the vibration of the cen-

tral portion of the diaphragm, and, also, by the attachment of the stylus arm to the surface of the diaphragm from the central point to the periphery thereof, that not only are the vibrations of the diaphragm broken and interfered with, but the secondary or reduced vibrations, owing to this flexibility or sensitiveness, produce false tones and harmonics, and the real over tones which are necessary to give character to the fundamental tones reaching the diaphragm are lost or are disposed in opposition to each other, so as to be usually changed in character or nullified. Therefore, it has been further found that by leaving the diaphragm entirely unobstructed from this central point, which, as above indicated, is of practically no appreciable area to its periphery, a very much thicker and more rigid diaphragm can be employed, and that the over tones can be reproduced and the vibrations accurately and truthfully covered to the record so as to be subsequently reproduced.

In addition to the foregoing it has been found that the necessary intimate relation or true contact of the stylus with the center point of the diaphragm can be effected without securing the point of the stylus arm to the diaphragm at such central point, and that depending upon the conditions under which the machine is being used the bearing of the point upon the center of the diaphragm can be varied to produce greater or less tension, and with these and other objects, which will appear as the invention is more fully disclosed, the invention consists in a certain construction, combination and arrangement of parts, it being understood that various changes in the form, proportion, and minor details of construction may be made without departing from the spirit of the invention.

In the accompanying drawings—Figure 1 is a sectional view of a recorder constructed in accordance with the invention. Fig. 2 is a face view of the same. Fig. 3 is a detail view showing the means for adjusting the spring tension. Figs. 4, 5 and 6 are diagrams of diaphragms showing sound wave formations.

REPRODUCER. Charles L. Chisholm, Marysville,

New Brunswick, Canada. Patent No. 881,547.

The invention relates to talking machines, more especially to reproducers, and the object in view is to provide a construction and arrangement of diaphragm and stylus whereby the sound waves or beats affect the diaphragm on truly concentric lines starting from the precise center of the diaphragm, and the stylus receives an accurate vibration in accordance with the impressions on the record, and conveys them with the least resistance and a minimum number of parts directly to the diaphragm at its center to avoid false or secondary vibrations in the diaphragm due to untrue vibrations of the conveying means, the diaphragm being supported only at its periphery, being wholly unobstructed on both surfaces, and there being no attachment to the diaphragm of the means by which the vibrations of the stylus are conveyed thereto.

In the drawing: Figure 1 is a side view of a reproduced constructed in accordance with the invention. Fig. 2 is a sectional view of the same. Fig. 3 is a detail view in perspective of the stylus arm applied in the operative position to the supporting table. Fig. 4 is a detail sectional view of the contact end of the stylus arm showing the preferred embodiment of the invention.

TALKING MACHINE NEEDLE. Gabor Konigstein, San Francisco, Cal. Patent No. 881,594.

This invention relates to talking machines, and especially to the needles through which the records upon the discs are transmitted through the remainder of the apparatus. It consists in a novel form of the needle, so that by changing its position, a loud or soft tone may be transmitted.

PROCESS OF MAKING PHONOGRAMS. Ritter P. Winne, Brooklyn, N. Y. Patent No. 881,644.

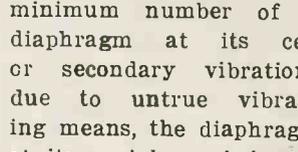
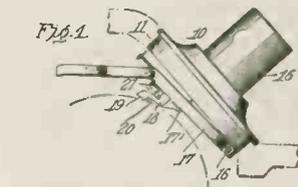
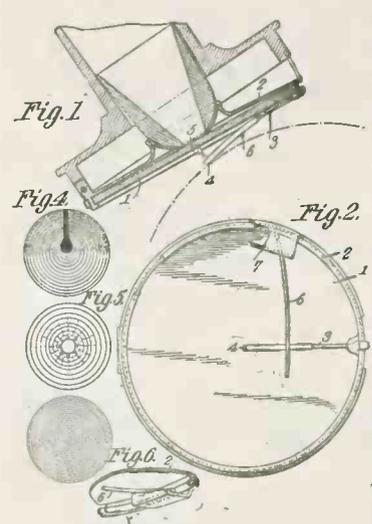
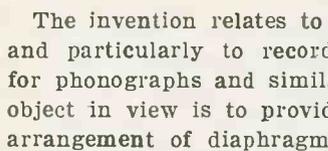
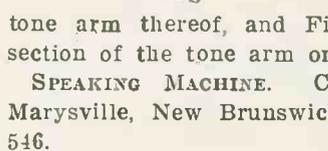
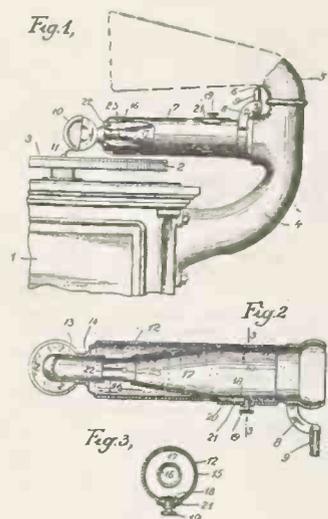
The present invention pertains to an improved phonogram and method of making the same, reference to same being had to the annexed drawings, wherein

Figure 1 is a vertical sectional view of one form of apparatus employed in carrying out the process; Fig. 2, a sectional elevation of the completed phonogram or record; Fig. 3, a similar view of the matrix or mold; Fig. 4, sectional elevations of various members of the apparatus; and Fig. 5, a like view of the expanding member employed to force the outer face of the phonogram blank into contact with the matrix.

The main object of the invention is to produce a superior celluloid phonogram, and preferably one in which the backing member for the record surface is molded or given its required and finished form at the same time the record is impressed upon the record surface. The phonogram in its preferred form may be said to comprise an outer face or record surface made of celluloid, and an inner cylindrical backing or body of pasteboard, which is molded to form in the process of manufacture.

SOUND-REPRODUCING APPARATUS. Francis W. H. Clay, Pittsburg, Pa. Patent No. 881,664.

This invention relates to the art of recording and reproducing sound vibrations, and is intended principally to carry out the process of photographically recording sound as set forth in the



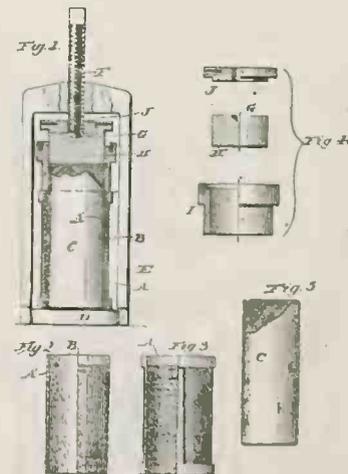
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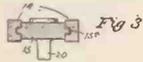
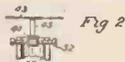
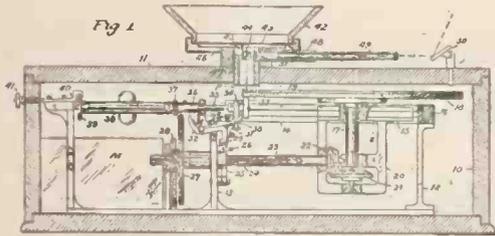
The Cady Cabinet Company

No. Lansing, Mich.



depending application for patent thereon, No. 47,389, filed Feb. 15, 1901.

The objects of the invention are, to provide apparatus for vibrating a beam of light in strict



consonance with the motions of a sound-actuated body and to cause the vibrating beam to traverse the surface of a sensitized film in a general spiral path so that the said beam of light traces an undulating path on the film; to provide a recording machine which is easily adjusted to rotate a plate either uniformly or so as to move it with varying velocity in order that the moving point under the impinging beam of light (or other recording means) may travel at a uniform speed under the said point, whatever the radius of motion thereon may be; to provide improved means for vibrating the beam of light; to provide an improved mechanical motion for the purposes; to easily and accurately adjust all the apparatus, and to generally improve the design and operation of a machine for the above purposes and others. Though the machine is particularly designed for recording, it is as well adapted to the function of actuating a record for reproduction.

Figure 1 is a vertical longitudinal section through the camera, showing the machine there-in partly in side elevation and partly in section, and the simplest form of the actuator for the light.

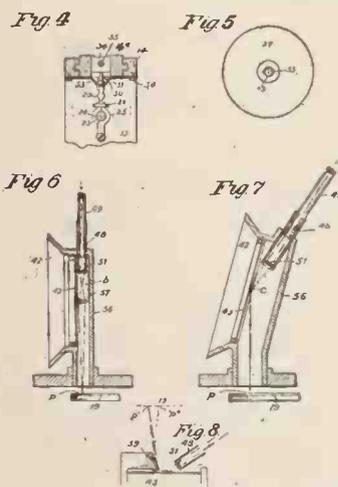


Fig. 2 is a partial section through the tube containing the pivots for the reflector 44 in Fig. 1. Fig. 3 is a cross section through the carriage and guide bars of the table, taken along line x in Fig. 1. Fig. 4 is a vertical section through the regulator spindle and shifting screw, taken just in front of the bearing block 34 in Fig. 1, showing also the split nut for the shifting screw, etc. Fig. 5 is the elevation of the gear 27 in Fig. 1. Fig. 6 is a vertical section through a modified form of the means for actuating the beam of light, and its housing, etc. Fig. 7 is a section of another modification of the light-vibrating means and its housing. Fig. 8 is a diagram illustrating another arrangement of reflectors for vibrating the beam of light.

COMPOSITION FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 880,707.

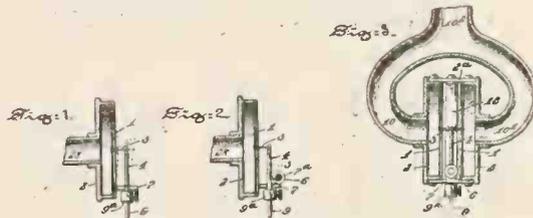
In patent No. 782,375, of February 14, 1905, is described an improved composition for making phonograph records, in which a hard wax such

as carnauba is added to the usual stearates of soda and alumina for the purpose of making a hard composition

having the desirable properties pointed out for use in this particular art, a non-hygroscopic ingredient, such as ceresin, being also preferably added and a black pigment being employed to give to the resulting composition a dark color. The supply of carnauba wax is relatively limited, and the demand created for the same in this art has been so great as to make the price objectionably high. In the search for a suitable ingredient that could be used in these compositions to replace the carnauba wax there has been discovered a material which is suitable for this purpose.

GRAMOPHONE OR OTHER SOUND-REPRODUCING OR RECORDING MACHINE. Luther T. Haile, Philadelphia, Pa., assignor, by direct and mesne assignments, of one-fifth to Maurice N. Weyl and William A. Mackie, one-fifth to Joseph W. Shanon, one-twentieth to Frederick J. Geiger, and one-twentieth to Logan W. Mulford, Philadelphia, Pa. Patent No. 880,879.

The improvements of this inventor have for their general purposes or objects to cause the instrument to produce a clearer, louder and more natural and pleasing tone, by means operating to confine the vibrations which reach the reproducing diaphragm to those only which are caused by the original sound waves recorded on the record; also to wholly prevent the direct vibratory contact of needle with diaphragm and the consequent transmission of vibrations caused by scraping of the needle on the record, due to such direct connection as such parts are usually constructed, this object being effected by the pro-



vision of an intermediate flexible and preferably elastic connection between the head of the needle and diaphragm with means to effect such connection; also the provision of simple means to create a tension thereon for regulating the volume or intensity of the sound.

To these ends this invention comprises the means to accomplish these several objects.

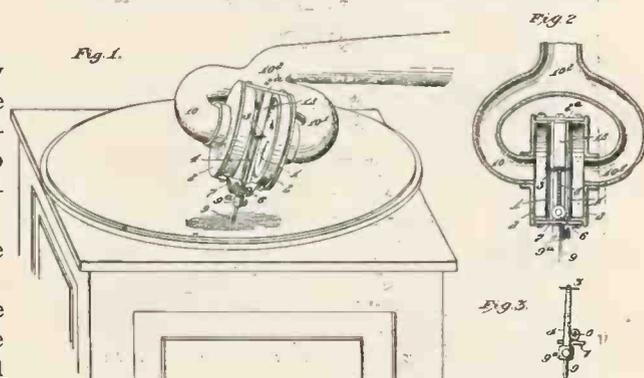
In the accompanying drawings illustrating the invention, Fig. 1 is a sectional view of the diaphragm and its supporting frame, the record needle and its flexible connection with the diaphragm being shown in elevation, the dotted lines indicating its movements. Fig. 2 is a like view showing a needle, hollow for part of its length below its head, and the cord, forming the flexible connection, passing through the same; Fig. 3 is a section, partly in elevation, of a double diaphragm and a single record needle intermediate the same, with flexible connection between the needle and each diaphragm, sound passages into which each diaphragm directly discharges its sound waves, and a single horn into which both of said sound passages discharge the sound waves.

GRAMOPHONE. Luther T. Haile, Philadelphia, Pa., assignor by direct and mesne assignments, of one-fifth to Maurice N. Weyl and William A. Mackie, one-fifth to Joseph W. Shanon, one-

twentieth to Frederick J. Geiger, and one-twentieth to Logan W. Mulford, Philadelphia, Pa. Patent No. 883,135.

The object of this invention, in devices of the class of sound-reproducing machines, is to effect a duplication of the sound vibrations created by a single stylus or needle, by causing it to act on two diaphragms, to vibrate them simultaneously and in opposite directions to each other; then to receive and collect the sound waves created by the pulsating diaphragms in independent sound chambers or boxes operating as diaphragm holders, and finally to discharge such sound waves from both chambers through a single horn having a plurality of branches leading respectively to said independent sound chambers.

To these ends this invention, which is a division of former and pending application Serial No. 324,978, filed July 6, 1906, for Letters Patent, consists in the provision of means to mount a pair of diaphragms face to face, in spaced relation, to cause them to be simultaneously vibrated, in opposite directions, by a single stylus or needle operatively interposed between them; said combined elements being so disposed relatively to each other that the vibratory swing of the



upper end of the needle-holder caused by the lateral play of the needle in the sound grooves of the tablet, will be in a plane parallel with the plane of the faces of the diaphragms and will always be maintained substantially equidistant between them; independent holders for each diaphragm, constructed and adapted to operate as sound-collecting chambers, means to mechanically connect and operatively support the diaphragm holders in spaced relation to each other and to the interposed needle, and operatively to the record or tablet actuating the needle; and sound-conveying means consisting of a sound horn having a plurality of receiving branches operating to independently receive the sound waves collected in each sound chamber of the diaphragm holders and merge and discharge them through the single terminal horn.

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TALKING MACHINE JOBBERS MEET.

Executive Committee of National Association
 of Talking Machine Jobbers Held Meeting
 March 15—A Chat with C. V. Henkel.

(Special to The Talking Machine World.)

Buffalo, N. Y., March 21, 1908.

The executive committee of the National Association of Talking Machine Jobbers met here Sunday, at the salesrooms of W. D. Andrews. All were present excepting Mr. Buehn, of Philadelphia. The committee were in session the entire day, and matters of more than usual importance were disposed of in the most amicable manner, but not without vigorous discussion, carried on, however, in the best of spirit. Of course, being a secret session, nothing was divulged excepting in the most general way.

On adjournment C. V. Henkel, chairman of the Press Committee, said to The World: "We

had a very satisfactory meeting, indeed. Matters of interest to the association, and which the committee has had in hand for some time, were acted upon. The committee ordered a special general meeting of the association for July 6 at Atlantic City, N. J. The Committee of Arrangements appointed by President Bowers consists of J. Newcomb Blackman, chairman, of the Blackman Talking Machine Co., New York; L. Buehn, of Buehn & Bro., Philadelphia, Pa.; C. V. Henkel, of the Douglas Phonograph Co., New York. The time and place were chosen expressly for the purpose of attracting a large attendance, and, furthermore, as the date follows closely on the heels of the national holiday, so that members who desire to have their families accompany them can start Saturday and enjoy a pleasant outing or holiday for a few days or a week. Everyone who knows the delightful attractions of Atlantic City at practically the height of the summer season will take advantage of this unusual opportunity to visit this leading capital on the eastern seaboard.

"If I do say so myself, the personnel of the committee is such that the members may rest assured that neither time nor trouble will be spared to make their presence, not only profitable in a strictly business sense, but the social features will be of a nature to be warmly endorsed as a success. The time between now and July 6 is ample for the committee to make proper arrangements, such as they never had before. No doubt special rates may be obtained from the railroads, and also accommodations of the same kind with the hotels and boarding houses, so that members may feel assured that the comfort of their families and themselves will be guaranteed.

"The meeting, which is really the annual gathering of the association, is specifically called to amend the constitution. To be sure this cannot be done excepting at the regular yearly meeting in September, unless the president calls a special convention, which he has done in this instance. Other matters of vital interest to the trade will also be discussed, of course, and due action will follow. The Executive Committee, in the mean-

time, will follow the usual routine of corresponding with each other on various subjects, so as to have them in shape for the convention's pleasure."

It has been suggested that the July meeting will render the September, or constitutional date, superfluous, or unnecessary, and therefore that event will be cancelled. The following were present: L. McGreal, Milwaukee, Wis.; C. V. Henkel, Douglas Phonograph Co., New York; C. W. Hickok, of the Whitney & Currier Co., Toledo, O.; W. E. Henry, of Powers & Henry Co., Pittsburg, Pa.; E. H. Uhl, with the Rudolph Wurlitzer Co., Chicago; also the officers of the association, ex-officio, namely, J. F. Bowers, president, of Lyon & Healy, Chicago; W. D. Andrews, vice-president, of Buffalo and Syracuse, N. Y.; Perry B. Whitsit, secretary, of P. B. Whitsit & Co., Columbus, O. Besides the foregoing E. C. Goodwin, of Lyon & Healy, Chicago, was here; also Pat Powers, of this city, and Will Smith, of The Talking Machine Co., Rochester, N. Y.

BOMBERGER HAS BEEN ARRESTED.

Franklin E. Bomberger went to York City, Pa., a short time ago and, representing himself as an agent of the National Phonograph Co., secured a lease of a prominent store for the purpose of handling a line of talking machines and records. His actions, however, aroused suspicion, and the officers of the National Phonograph Co. at Orange, N. J., were communicated with. They informed those interested that Mr. Bomberger was an imposter and asked that he be arrested. Bomberger, however, fled the city. A few days ago, however, he was captured in Lancaster and is now in the county jail in York awaiting a hearing. He is charged with improperly securing a signature to a lease for a room and with falsely representing himself as an agent for the National Phonograph Co. in making a lease for a Bell telephone.

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Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

It has been the aim of The World since opening this department to put dealers in touch with manufacturers in well known lines that could be handled with profit by the talking machine trade. That we have succeeded to a large extent in this effort is known to many of our subscribers and advertisers. There is certain work, however, that must be done by both parties interested, and that is to follow up prospects. As in the past The World, as well as its correspondents in leading centers, will continue to keep in touch with dealers looking for profitable side lines, and if any of our readers find themselves up against a puzzling problem, and we can do anything, we shall be glad to do it, provided we are furnished with particulars. If there is anything the dealer wants, and does not know where to obtain it, we will endeavor to set him on the right track, for, being the official organ of this trade, we feel it our duty to help our subscribers in every way within our power, whether it be in the line of talking machines, or general supplies.

We have made it a point as far as possible in our recommendations to confine ourselves to standard, well known and advertised lines, and have avoided the "fly-by-night," new, or untried articles, for, while these may be all right, and in many cases sell well, on the other hand they may not prove successful sellers, and the retailer cannot afford to run any risk of tying up capital in dead stock.

There is another thing of importance that we would lay particular stress upon here, and that is, the necessity of co-operation on the part of the trade. By that we mean, if a jobber or dealer comes across an article that has proven a particularly good side line, or can make any suggestions toward improvements of any kind we earnestly request them to write us, and we will keep the ball rolling by passing the helpful information along. There can be no question as to the need in this trade of other substantial lines to help out the dealer; we therefore hope that we will receive all the assistance possible in order to further a cause that is so beneficial to the members of the industry as a whole.

The Post Card Situation.

The outlook for 1908 in the post card business, as far as one can judge from the business done in the last three months, is decidedly encouraging. Instead of this field being narrowed by any financial stringency, it has broadened out. People instead of investing in more expensive gifts have evidently resorted to these beautiful and inexpensive remembrances to express their sentiments. As a consequence the use of post cards has increased and not diminished. Last year's post office reports showed a growth of 40 per cent. over all past records, and even if 1908 should not surpass 1907 we must remember that the present consumption of post cards is enormous and quite large enough to keep busy all of the reliable firms now engaged in their manufacture and distribution.

But what we have to concern ourselves about chiefly is the supply. This is most important, because in the case of post cards, as in all non-necessities, the supply frequently creates the demand. Thus the trade and the public act and react on each other, and it is practically impossible to say where one influence leaves off and the other begins.

Speaking generally the stuff for the coming season must be good, for the public has been educated to a certain extent, and the regular buyers at any rate come mighty near knowing a good card from a bad one, the shoddy product standing but a poor show. As to subjects: There is little question as to which card will be the biggest seller—we have in mind those known as views. These cards always have been and always will be the backbone of the post card in-

dustry. Pin your faith to them, order them largely, but order them carefully, for there are bad as well as good cards, obsolete as well as up-to-date subjects, and on your choice will depend your success.

Local views, especially at this time of the year, are a mighty good investment, because of the great amount of traveling done during the summer. As a matter of fact, almost the first thing done by tourists or visitors in landing in a town is to buy all the post cards of local interest to mail to their friends at home. If you think best to have exclusive views (and unquestionably this is advisable), pay a fair price and get a reliable article. Do not be too greedy. Probably as re-

tailers you get the full published price, and, moreover, unlike most of the other articles you sell, each little picture post card bearing your imprint is a powerful advertisement—powerful because it is the best form of advertisement, viz., an unconscious one. And like everything good of its kind, if the public has had some, it generally wants more.

About Sporting Goods.

Dealers who are handling sporting goods have no just cause to grumble about the recent weather conditions. January and February have been followed by a more than ordinarily pleasant March, which caused a brisk demand for goods that are usually not requested until weeks later, and

Read What a Prominent Talking Machine Jobber Says About

INGERSOLL WATCHES AS A SIDE LINE



S. B. DAVEGA CO.
DISTRIBUTOR OF TALKING MACHINES
VICTOR EDISON PHONOGRAPHS
CAMERAS, KODAKS, CUTLERY, ETC.
SPORTING GOODS
32 East 14 St.
126 University Place
NEW YORK
NO BRANCH STORES
Phone: 984 Stuyvesant

Robert H. Ingersoll & Bro., April 3, 1908
500 Jewelers Court, New York.

Gentlemen:

We find it very pleasant from time to time to receive commendatory letters from our dealers telling us of the success with which they are meeting. In view of which, it has occurred to us as possible that a slight acknowledgment of our appreciation of the Ingersoll product is due you. We have handled your watches for a number of years and can heartily recommend them to any one desiring a good, live side-line.

Yours truly,
S. B. DAVEGA CO.

THIS IS THE WAY ALL OUR TRADE TALK

Don't You Think You Had Better Get in Line?

Write for catalogue and full information regarding INGERSOLL WATCHES; also OUR SPECIAL ADVERTISING OFFER TO TALKING MACHINE DEALERS.

ROBT. H. INGERSOLL & BRO., 500 Jewelers Court, New York

Just a Word to You and All

Progressive Dealers

The Gillette Safety Razor has been accepted by over two million men in the last three years as the easiest, quickest and most convenient method of obtaining a comfortable and satisfactory shave.

During this year thousands of men will be added to the ranks of self-shavers as a result of our extensive advertising in the leading publications of this country which is constantly pointing out the superior features of the "Gillette" and its advantages as a time, money and labor saver.

And it is you—the dealer—who must supply the demand. This because our advertising is planned to create sales in your store.

Perhaps the tremendous money making possibilities of the Gillette Safety Razor have never occurred to you.

The two million men now shaving the "Gillette" way must be supplied with new blades. Your profit is not limited to the sale of the razor alone. Between the razor and the blades you have one of the greatest propositions for a steady and liberal profit on the market to-day.

Write for full information and prices, and remember—when we come into your store with our goods, we come in with every possible assistance in the way of making sales.

Booklets, circulars, window cards, electros furnished free of charge upon request. Write to-day.

Gillette Sales Company

914 KIMBALL BUILDING
BOSTON

914 Times Building
NEW YORK CITY

914 Stock Exchange Building
CHICAGO



The Gillette Safety Razor Set consists of a triple silver plated holder and twelve double edged, thin, flexible wafer-like blades (24 keen edges) packed in a velvet lined leather case. Price \$5.00. Also made in Combination Sets in a variety of styles with toilet accessories retailing from \$6.50 to \$50.00 each.

April is making a splendid showing so far. There has been no "between seasons" dulness. Everybody had wearied of cold weather, and with the first opportunity were abroad and ripe for sport. Such conditions do not repeat themselves very often, but in this instance the dealer who was forehanded in stocking with spring goods had no reason to regret his move.

Talking machine men who are contemplating adding sporting and athletic goods as a side line should not put off ordering a day longer than necessary, because once the season has fairly opened, manufacturers and jobbers of these lines will be so swamped with the inrush of business that it will be impossible to give anything like prompt attention to newcomers. At best it means delayed shipments, and the talking machine dealer or jobber who desires to get the best results out of this line cannot afford to let the public overlook his new addition.

As we stated last month, we firmly believe that if one would make a great success out of sporting goods he should emphasize quality rather than price. It is not a question of how cheap but how good. For, while there will always be a class of trade that will look for bargains, they are, after all, working under a delusion, for no matter how little is paid for a worthless article, it is dear at half the price, while if by paying a reasonable sum something is secured that is high-class and worth what you paid, you can justly feel that you have obtained a bargain in the true sense of the word. But there are other reasons why the "quality policy" is advisable, especially in this field. Those customers who are real "dyed in the wool" sportsmen want only the best the market can afford, and if you cannot furnish them they will go elsewhere. Why, even the newsboy would scoff at anything but the real "league ball," the kind that sell for \$1.50, even if through circumstances he is compelled to use the cheaper grades when he can't get one of the others by waiting outside the fence for a long foul from the bat of one of the "profs." playing inside. Then in selling well-known lines the retailer has all the hard, grinding missionary work taken off his shoulders. The public are conversant with his goods, their quality, price, etc., and all he has to do is to make an attractive show and hang out his sign. Those who pass will see and if they want, will buy.

The Baseball Outlook.

The successful opening of the baseball season in New York marks the opening of a busy time for the dealer, jobber and manufacturer. Prominent baseball supplies manufacturers in all parts of the country say that the amount of business done in such goods this year will exceed any previous one at least 50 per cent. Already dealers are beginning to brush up their stocks and jobbers say that they have had all they could do during the past month or so in getting out orders placed from three to four months ago. The tremendous hold that the game has secured upon the fancy of the American people is a continuous source of wonderment to those persons whose interests are in one way or another related to some phases of the national game. Always a widely popular game in the United States, it seems of late years to have compounded popular interest.

Boom in Bicycle Business.

The excellent spring weather of the past month has caused a boom in the bicycle business generally throughout the country, and dealers are re-

ANNOUNCEMENT JOBBER ATTENTION

Owing to the large demand that there has been for the leather cards made by us, we have found it necessary to handle a full line of

PAPER CARDS

We have searched through every nook and corner of Europe and the domestic markets and only those cards that are the most popular and best sellers will be handled by us. Hereafter it will be unnecessary for any jobber to have a large stock of cards on hand, as jobbers will be able to find the largest assortments to be had anywhere, and what is more, we will keep stock on hand so as to be able to fill orders at once on the best sellers in both paper and

LEATHER CARDS

post card pillows, pillow tops, banners, etc. As we are acknowledged leaders in LEATHER CARDS it will pay you to write for further information.

**Clover Souvenir Mfg. Co. 156 William St.
NEW YORK**

ceiving daily calls from prospective buyers of new wheels. This is also true in the motorcycle line. A large manufacturer in a recent interview said: "Though last year was the best in our experience, the craze is rapidly spreading, and notwithstanding the recent slump, we look for a big increase all along the line." In fact, in looking over this field, about the only fault one can find with it is that dealers have had their troubles in getting the goods fast enough to supply the demand. However, now on account of the number of new motors on the market and the increased facilities of the older plants, this should be almost done away with.

Portable Window Platforms.

Window trimmers who have to work with small windows should have on hand a set of easily portable and interchangeable boxes which may be combined in different ways to form platforms increasing in height toward the back of the window. According to an authority, these boxes can be made of unpainted pine, but they should be substantial enough to stand one upon the other securely and to bear considerable weight. The window trimmer should figure out for himself what their dimensions should be, but for the ordinary small window, boxes half as long as the window is wide and about 12 inches square will be found convenient. Enough of these boxes should be provided so that a series of steps or platforms rising in height toward the back of the window may be easily and quickly built up. Some suitable covering of a shade which will harmonize with the goods to be displayed can easily be thrown over these steps or platforms and arranged in loose folds and puffs so as to present a very artistic appearance.

Big Field for Post Card Albums.

A very excellent suggestion has been made whereby dealers in post card albums can help their sales tremendously by a little intelligent effort. They should encourage collectors to classify their cards, using, for instance, one album for comics, one for European views, one for American views, one for cards of sentiment, etc. The dealer's knowledge of the kinds of cards that each collector buys should enable him to suggest still further classifications. This orderly arrangement will not only lead to a greatly increased sale of albums but will wonderfully stimulate the sale of post cards themselves, because each customer will, from that time on, have, not one collection, but several or many collections to be augmented at every possible opportunity. Some collectors who have adopted the separate album plan operate a dozen or more

albums. So much for the customer who is already a systematic collector, but more important still is the great majority—the desultory "occasional buyer" of post cards. All such a customer needs to make him a confirmed collector and steady patron, is a good album. If every person who comes into your store to pay a nickel for two post cards were shown an attractive album and given a hint of the delight and satisfaction following its use, the sale of albums would be increased tremendously. It is certainly worth trying.

DIABOLO CAME FROM MALABAR.

Koravas Have Played It for Ages, Catch Spool Without Seeing It and Do Wonders on Tight Rope.

The origin of the game called diablo, which now is almost as popular in India as in the West, has been traced to Malabar, on the coast of India south of Bombay. In Malabar there is a class of people called Koravas, who from time immemorial have played this game almost in the same manner as its Western devotees do at the present time. They are an interesting people of nomadic habits. The men are clever acrobats and rope dancers, and their women are fortune tellers and ballad singers. The rope dancers perform many wonderful feats, among them being the playing of diablo while walking to and fro on the tight rope.

The Korava acrobat spins the wooden spool on a string fastened to the ends of two bamboo sticks, throws it up to the height of a coconut tree, and when it comes down he catches it on the string to again throw it up. There are experts among them who can catch the spool on the string without looking at it. There is no noteworthy difference in make and shape of the spool used by the Koravas and those of Europe, except that the Malabar spool is of solid wood and a little larger and heavier than the Western toy.

The Koravas are a very primitive people, but as acrobats and rope dancers they have continued their profession for very many generations and there is no doubt they have been expert diablo players for more years than can be told. They are a people who have never traveled beyond their own region and therefore could not have imported the game from elsewhere.

THE POST CARD IN POLITICS

Will Unquestionably Form a Big Feature of the Coming Presidential Campaign.

With the ever-increasing interest manifested in the approaching presidential campaign, it is very probable that there will be a record breaking demand for post cards bearing the portraits of the various candidates. The use of post cards in politics is no experiment, but has been thoroughly tested in years past and found to be a very successful way for bringing the candidate's name, his portrait and his claims to the attention of the voter. Owing to the present uncertainty regarding who, from among the many contestants on both sides, will be chosen to take the field, not much preparatory work can be done in preparing the cards, but as soon as the conventions have settled the matter the various post card manufacturers should go after the business with a will.

MINERVA 4 1-2 H. P.



Speed 8—60 miles an hour

MOTORCYCLES AS A SIDE LINE

Minerva the Standard of Europe.

2 3-4 H. P. Model	-	-	-	\$210.00
3 1-2 "	-	-	-	240.00
4 1-2 "	-	-	-	275.00
8 "	-	-	-	350.00

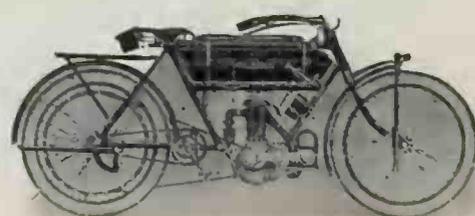
MAGNETO AND SPRING FORKS EXTRA

WAGNER AMERICA'S BEST

\$ 200.00

George V. Lyons Motor Co., B'way near 87th St.
NEW YORK

MINERVA 2 3-4 H. P.



Speed 6—40 miles an hour

Sixteen Million Families Moving Picture Mad



THINK OF IT, Mr. Talking Machine Dealer! Think of what it means for **YOU** to be able to supply this want right in the homes of your patrons. Think of what it means for **YOUR** patrons to have in their own homes the pictures of mirth and magic, the pictures of historic interest, scenes and incidents from all over the world that are nightly crowding the greatest theatres of our large cities.

Not common, crude, lifeless magic lantern or stereopticon views, but actual moving pictures of life and action, real photographic reproductions of actual scenes, places and people.

THE IKONOGRAPH

Home Moving Picture Machine

does this, and does it just as well, barring size, as any professional machine made. Five pounds of mechanical perfection and artistic appearance. Any convenient light, acetylene, electricity; a white sheet, a window shade or wall to throw the pictures on; any one to turn the handle. The results will astonish you.

The moving picture tide is sweeping the land, and with every day it grows and fastens on young and old, rich and poor, as no other form of amusement or recreation has ever been able to do.

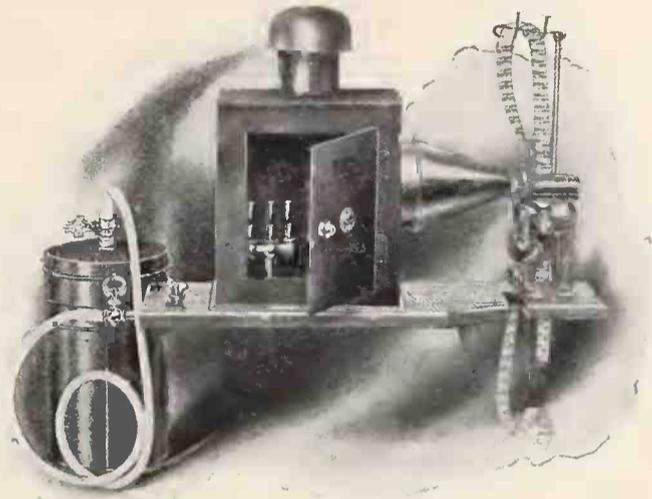
Get Busy Now, Before it is Too Late

Mr. Talking Machine Dealer, Here's the Business that Means Dollars for You. All you need is some space for demonstrating some gray matter, and the returns will equal if not exceed the palmy old days of the talking machine business. Don't write soon, but **NOW**.

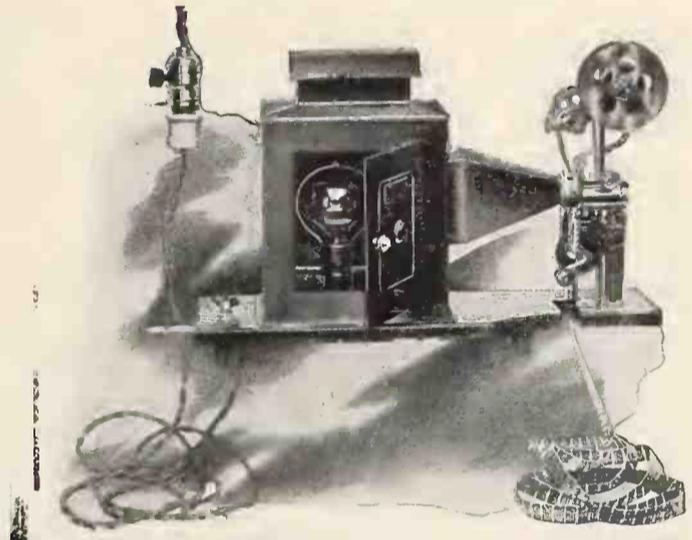
SOLE SALES AGENT

The JOHN NEWTON PORTER CO.

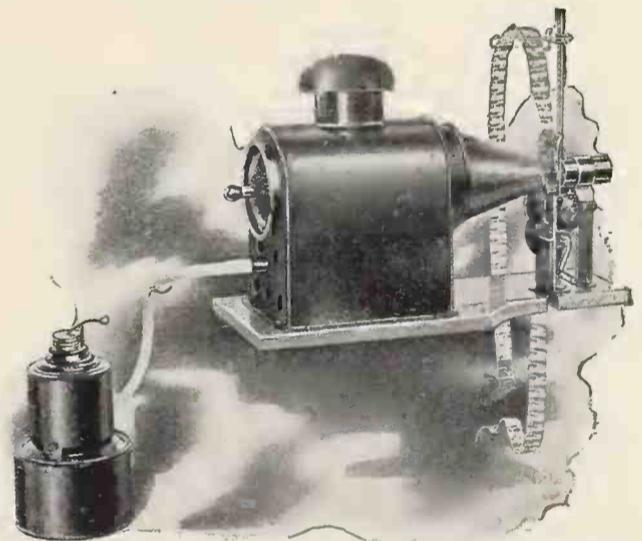
253 BROADWAY, NEW YORK



MODEL C, WITH 25 FEET OF PICTURE FILM.
RETAILS FOR \$15.00



MODEL B, WITH 50 FEET OF PICTURE FILM.
RETAILS FOR \$25.00



MODEL D, WITH 10 FEET OF PICTURE FILM.
RETAILS FOR \$10.00



IKONOGRAPH MOVING PICTURE CAMERA.
With 75 feet of Film, Daylight Loader

SAVES POST CARD PICTURES.

Order Doing Away With Postmarking at the Office of Address.

(Special to The Talking Machine World.)
Washington, April 5, 1908.

Postmaster-General Meyer has issued an order doing away altogether with the postmarking of postal cards at the office of address. This action is taken on account of the complaints that have been received at the postoffice department on account of postmarks placed on the message side and on the picture side of post cards.

The department ruling heretofore in force required that all cards be postmarked with the date of receipt at the office of address, and in order that the messages and pictures should not be obliterated or defaced the ruling provided that the "received" stamp should be placed on the address side of cards instead of on the back as in the case of letters. This has not proved satisfactory, and the only postmark that will appear hereafter will be that of the sending place canceling the stamp on the card.

MOVING PICTURE CONTROL.

Assembly Passes Bill Placing Licensing of Shows with Police.

By a vote of 111 to 6 the Assembly, at Albany, N. Y., on March 26, passed the Gluck bill, placing the licensing of moving picture shows in the hands of the Police Department and increasing the license fee. The friends of the bill declared that the character of the moving picture shows, which are of mushroom growth in New York City, was such as to contaminate the morals of young children, who constitute the majority of their patrons. "Paradise Jimmy" Oliver and Assemblyman Eagleton, both Tammany members of the Assembly, were the most combative of the half-dozen that opposed the bill and voted against it.

MARCUS WARD & CO. FAIL.

Marcus Ward & Co., the well-known manufacturing stationers, with offices at 299 Broadway, made an assignment recently to F. S. Keller, after which a petition in bankruptcy was filed against the company. Henry Melville has been appointed receiver, and authorized to continue the business temporarily. It is stated that the liabilities are about \$50,000 and assets approximately \$90,000. Marcus Ward & Co. made a specialty of calendars, post cards and a number of other specialties handled as side lines.

800 MOVING PICTURE THEATRES.

It is said that there are 800 moving picture theaters now in operation in this city. A very large proportion of these are known to have been opened within the last six months. Theaters and music halls hitherto devoted to vaudeville, with moving pictures as a single feature, have been made moving picture theaters, pure and simple. The craze caught Europe before it came

to us, and those Continental cities where a majority of the stages are occupied by moving pictures furnish impressive object lessons of what we may be coming to. It is a remarkable event in the history of amusement enterprises.

THE ORIGIN OF BASEBALL.

W. M. Rankin Presents Some Interesting Facts to Show That New York Has Good Claims to Being Its Birthplace.

The old subject of the origin of baseball has materialized with the springtime, and W. M. Rankin takes issue with a writer in The World, who claims the game was first played at Coopers-town, N. Y., under the direction of Abner Doubleday in 1839. He says: "This matter in relation to the origin of the game of baseball has been discussed in papers for nearly forty years. It can be shown by the files of all the New York papers that began writing up the game about 1853 that its origin was with the old Knickerbocker Club, of this city. Bostonians, with their round ball, or rounders, and Philadelphians, with town ball, were among the first to acknowledge New York City as the birthplace of our present game of baseball. The former did so in 1858 and the latter in 1860. Messrs. Charles A. Peverelly and Henry Chadwick, both Englishmen, claimed that baseball sprang from the English game of rounders, although the latter did in 1861 say: 'The game of baseball is, as our readers are for the most part aware, an American game exclusively as now played, although a game somewhat similar has been played in England for many years, called "rounders," but which is played more after the style of the Massachusetts game. New York, however, justly lays claim to being the originator of what is termed the "American game." Mr. Peverelly in his book on American sports, published in 1865, did give credit to Alex. J. Cartwright for proposing in 1845 the organization of a club for playing the game, which many veterans claim he was the originator of. So you can see that "their report" does not "settle an old controversy," nor will it be settled until something more substantial is given than has been produced by this "commission.""

DEATH OF GEORGE A. CLARK.

George A. Clark, head of the Clark-Horrocks Co., Utica, N. Y., died at his home, No. 2 Steuben Park, in that city on March 15. He was born in Saquoit, N. Y., on July 31, 1826, and started in the sporting goods business in 1854, when he bought out his father's store, which was devoted to the sale of fishing tackle, house furnishing goods, toys and a general line of sporting goods, and later built up a big business in talking machines. He did business first at No. 40, then at No. 50, and later at No. 54 Genesee street, which store he finally bought. He was in business on his own account until 1881, when he admitted as partners Hugh J. Horrocks and James H. England. The firm became George A. Clark & Co. and remained till it was incorporated as the Clark-Horrocks Co.

THEATRICAL MANAGERS SORE

Over Success of Popular Priced Moving Picture Shows—Apply to Committee on Patents to Have Some Provision Embodied in New Copyright Bill Which Will Protect Them.

Many of the dramatic managers are feeling quite sore over the success of the popular-priced moving picture shows which are now so much in evidence in all the leading cities and towns throughout the country. At the copyright hearing before the joint committee on patents of the House and Senate on March 26, 27 and 28, in Washington, D. C., Wm. A. Brady took occasion on behalf of the dramatic producers and managers to score the moving picture men pretty hard, thus emphasizing that they have really become competitors of the standard theaters. Mr. Brady, who has been a theatrical manager for twenty years, and who has produced from 75 to 100 plays by American authors, told the committee that the situation was becoming desperate, and that "if this thing is not stopped it means the ruination of us and the men who write for the stage."

Mr. Brady stated that one of his companies had been forced off the road, owing to the fact that the play it was presenting was being produced throughout the United States by the aid of moving pictures with phonographic attachments. The manuscript had been stolen, he said, and sold for \$5. "There is no law," he stated, "by which we can go into the office of the Chicago concern which deals in stolen manuscripts and recover our plays. They not only steal our plays," said Mr. Brady, "but they likewise get hold of our lithographic paper and use it in front of a 5-cent theater to advertise our plays and deceive the populace." (Just think of it!)

Harry Doel Parker, a member of the National Association of Producing Managers, said that through the moving picture machines the public learns the story of the play, and said that when they have done this they lose their desire to see the original production.

"According to your theory," said Mr. Smoot, "how could there ever have been a successful production of Shakespeare?"

"There was never a successful production of a Shakespearean play," replied Mr. Parker, "without a great personality to bring it forth. The people don't go to see Hamlet, they go to see a Booth."

Daniel Frohman indorsed what Mr. Brady had said.

Charles Kline, the dramatic author, made a plea for the protection of authors. "The author should feel, when he has completed his work, that the work will belong to him," he said. He had been told that one of his plays, "The Music Master," now being presented in New York by David Belasco, was losing money in its gallery because a nickel theater in the vicinity is producing it. "And the gallery," he added, "is what profits."

The Ingersoll watches are among the most profitable of side lines.

If You Are Looking for Post Cards That Sell**THE FOLLOWING NUMBERS WILL INTEREST YOU:**

Floral Cards, 34 subjects, suitable for Tinseling and Name,	\$4.00 per thousand
" " 32 " Solid Gold Background, with or without text,	5.00 " "
" " 32 " Green and Gold Bronze Background, with or without text,	5.00 " "
" " 16 " Gold and Silver Background, with cats and landscape, also blank oval space,	5.00 " "
" " 32 " With Gold Outline,	5.00 " "
Birds and Flowers, 12 subjects, one of our leaders,	4.00 " "
Red and Purple Air Brush Card 12 subjects,	6.00 " "

We manufacture all our own cards.

OUR DEALERS MAKE 500 PER CENT. PROFIT



AS A SPECIAL INDUCEMENT TO TALKING MACHINE DEALERS We will get up a General Assortment of 1,000 of the above Cards for \$5.00



THE KEYSTONE SPECIALTY COMPANY 111 South Eighth Street PHILADELPHIA, PA.

GILLETTE RAZOR CO. IN LONDON

To Start Manufacturing Plant in Leicester,
Employing 250 People.

A cable from London says the New Patents Act, for which Lloyd George is responsible, is causing a large number of foreign firms to start factories in Great Britain. The act is really a protectionist measure, inasmuch as it provides that the continued validity of foreign patents in Great Britain shall be contingent on their being worked in the United Kingdom. The newest comer is the Gillette Safety Razor Co., of the United States, which have decided to establish English works. They have now acquired the Gordin Works, at North Evington, Leicester, on a seven years' lease, with the option to purchase. The company will at the outset employ about two hundred and fifty working people, with every prospect of the number reaching four hundred or five hundred in a few years' time.

THE SLOT MACHINE MAN.

His Work on the Subway Platforms Arouses
Interest Among the Passengers.

There is one operation that never fails to draw a crowd, and that is the work of the man who refills the chewing gum machines on the subway platforms. When he takes down the front of the slot machine the crowd begins to gather.

The man takes the weights off the tops of the columns of pieces of candy or gum and then dives down into his bag for the boxes he carries around. Very deftly he slides part of a column into place and eventually gets them all filled up. Then he puts back the weights and replaces the front.

The last stage of all interests the onlookers the most. That is when he pushes a slide and the cents come rattling down. He sweeps them off into a cardboard receptacle and then dumps them into a bag. There always follows some remark about "How much one of them things takes in in a week." And after the filling man goes away some two or three persons are bound to step up and try the machine to see if a free piece of gum won't come out by accident.

POST CARD IMPORTERS ORGANIZE

And Elect Officers—Will Work for the Mutual
Interests of Their Business.

The Post Card Importers' Publishers and Manufacturers' Protective Association, organized on February 29 with headquarters at 1193 Broadway, New York, has since been reorganized for the benefit of the body in general, and the present officers are: John Bergman, president; A. J. Brower, vice-president; S. Morawitz, secretary, and R. McCrum, treasurer. The dues are fixed at \$40 per year, payable semi-annually, it being the firm opinion of the organizers that the members would in the course of the year receive information from the association proper and other members, regarding credits, etc., worth many times the annual dues.

While the greatest efforts will be directed toward getting houses of standing in New York City and vicinity to join the association, still cordial invitations have been extended to western firms of standing to become members, and the prospects are that before very long the association will be national in its scope, despite the fact that a similar organization is now being formed in Chicago.

The association will endeavor to protect the members from loss by bad accounts, crooked salesmen, piracy, etc., and discourage unfair competition in every form. The meetings are held quarterly on the second Tuesday of every third month.

MILLS NOVELTY CO.'S NEW QUARTERS.

The Mills Novelty Co., Chicago, Ill., the well-known manufacturers of coin operated machines of all kinds, for arcades, parks and cafes, have

Dealers in Talking Machines



WARD & WRIGHT

Who want a fine side line that will bring to their store the better class of customers will find that

LAWN TENNIS GOODS

will do it. The Wright & Ditson line is the best known, and the STANDARD of the United States. Everyone knows their merits and they sell on sight. All the dealers have to do is to keep a stock on hand.

The Ward & Wright Racket, \$8.00	The Columbia Racket - \$3.00
The Pim Racket - 8.00	The Park Racket - 2.50
The Davis Racket - 8.00	The Country Club Racket 2.50
The Sutton Racket - 8.00	The Hub Racket - 2.00
The Sears Racket - 5.00	The Surprise Racket - 1.50
The Campbell Racket - 5.00	The Championship Tennis
The Champion Racket - 4.00	Balls - \$5.00 Doz.
The Golden Gate Racket - 4.00	The Club Tennis Balls, 3.50 "
The Longwood Racket - 3.50	The Deuce Tennis Balls, 3.00 "

NETS, TAPES, POSTS, RACKET CASES. RACKETS RESTRUNG
AT SHORT NOTICE AND BY EXPERTS

Catalogues with dealer's name on cover supplied free. Send for
Trade Lists to any of our stores.

WRIGHT & DITSON

344 Washington St., BOSTON
84 Wabash Ave., CHICAGO

18 West 30th Street, NEW YORK
76 Weybosset St., PROVIDENCE, R. I.

leased an eight story building, 118x195 ft., at the corner of Jackson boulevard and Green street, that city. It is said to be one of the best manufacturing buildings in that section of Chicago, and the annual rental is \$33,000.

TAFT RIDES FOR MOVING PICTURES.

His Evolutions in Field of Military Review
Caught for Films at Fort Myer.

Moving freely about in the evolutions incident to a review of the cavalry and artillery at Fort Myer, Secretary Taft was sketched, March 21, in a notable series of photographs by moving picture company representatives, who spent the day at the fort in an effort to depict Mr. Taft as Secretary of War, free from the posing incident to ordinary photographing.

Secretary Taft and General Bell, on their mounts, moved about the field at will. It was an ideal day, and the movements of all of the party which went from the city to the post across the Potomac, including Mrs. Taft and Mr. and Mrs. Charles Taft, were depicted clearly in the running work of the films, which showed in detail how the Secretary of War appears and acts in the field of military review.

COLORED PHOTOGRAPH PATENTS.

Chattanooga Artist Hopes Soon to Revolution-
ize Present Processes.

(Special to The Talking Machine World.)

Chattanooga, Tenn., April 5, 1908.

A. W. Judd, a local photographer, to-day announced that he had got patents on a process to make colored photographs through which the art will be simplified so that in future photography in colors will be the trade of every photographer. Mr. Judd displayed his work to-day. His photographs of flowers are complete even to the most delicate tints. There is one drawback, but this Mr. Judd hopes to overcome; it is impossible to make more than one picture from a plate.

RECENT INCORPORATIONS.

Bergen Amusement Co., Jersey City. Capital, \$25,000. Incorporators—Frank A. Robbins, Frank A. Robbins, Jr., and Charles A. Robbins. The company is to conduct amusement places.

Penn Amusement Co., Camden. Capital, \$125,000. Incorporators—N. A. Henry, H. Stern and M. E. Kerr. The company is to engage in theatrical business.

MOVING PICTURE SHOWS SAFER.

Steps to Protect Patrons from Fire and Panic—
Operators Must Prove Their Fitness to Run
the Machines—Many of Them Have Been
Incompetent in the Past—Other Precautions
to be Taken if Needed.

A municipal examining board to pass upon the qualifications of operators of moving picture machines is the result partly of the recent catastrophes at moving picture shows in various parts of the country.

When the authorities got to studying the causes of moving picture disasters elsewhere they found that no matter how closely ordinances might be lived up to, if the machines were in the hands of incompetent operators the women and children who usually make up the audiences at these cheap shows were constantly in danger. The component parts of a panic were always present, and it only needed a false move on the part of the careless operator to bring the parts together successfully.

Investigation of the fire at the moving picture show in this city revealed the fact that the machine was operated by a boy who was not only unfamiliar with the apparatus he was running, but was too young to understand that the slightest slip on his part might be fatal to scores of persons who were entirely unconscious of the risk they were running. In this case the cause of the fire was due to the operator allowing the arc lamp used with the moving picture machine to set fire to the film.

The Department of Water Supply, Gas and Electricity found that it was clearly up to it to take steps to prevent such occurrences in the future. It was then determined to supplement the efforts already taken by other city officials to make the moving picture shows less dangerous by investigating the conditions under which these machines were operated and to put in effect such restrictions as were necessary.

As a preliminary the shows to which licenses had been granted were looked up. It was found that many boys were permitted to run machines which should have been in the hands of none but competent electricians. This was apparently due to the fact that the proprietors were determined to hire assistants as cheaply as possible.

It was decided to withhold licenses from persons who could not carry on an intelligent conversation with the inspectors of the various departments, as well as from those who, after a few days, could not read the instructions clearly. The department has also undertaken to register

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.

the names and addresses of all persons operating moving picture machines, giving them a number and making a record of their years of service and their ability to run the apparatus.

The examination into the fitness of the operator for the work he has to do is a feature of the department's work. The operators are taken to the department's laboratory, where a machine has been fitted up. The operator is then told to go ahead and discover all the faults he can. These usually include paper and films littered about the operator's booth where they might be set on fire by the arc lamp, places where smoke and flame could find exit from the booth, imperfect shutters which might cause a fire, exposed connections, changes in the rheostats. If the operator fails to detect these dangers and apply the proper remedies, or ask for assistance, the license is withheld.

The department has solicited the aid of the manufacturers of these machines in devising safeguards, and has secured their co-operation to such an extent that when the machines are delivered they are as safe as they can be made. Each machine has a number corresponding to that on the certificate issued for its operation. If any one is found operating an inferior machine or violating any of the regulations laid down his license is to be revoked.

It is expected that these safeguards will prove entirely sufficient, but if in the future a new danger arises the department will rearrange entirely the conditions governing the location of such machines. It may be necessary for the department to refuse to issue permits for moving picture shows in the center of long blocks, and to confine them to corner stores where there are side exits and ample space for front exits.

The rearrangement may mean that the machines themselves will be constructed within a metal-lined cabinet. The entire front of the building may have to be constructed so that it can be thrown into a single wide doorway if necessary.

HERE'S A MONEY MAKER.

The Peerless Coin Electric Piano Takes in Over Eight Dollars a Day.

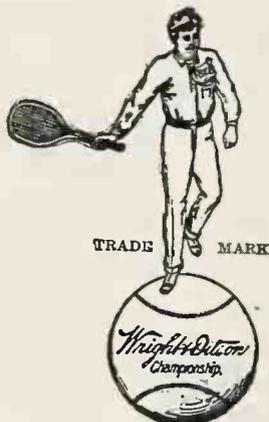
F. Engelhardt & Sons, proprietors of the Peerless Piano Player Co., of New York City and St. Johnsville, N. Y., have received the following eloquent tribute to the money-making powers of their Peerless coin electric piano from S. J. Morris, Clifton, Ariz., through Messrs. Jenkins & Paddock, their agents in El Paso, Tex.:

"My Dear Sirs—It is just seventeen days since you placed the Peerless Coin Electric Piano in my place, and it pleases me to state it has taken in \$137 in nickles, up to date, an average of \$8.06 a day. From a musical standpoint it by far excels any instrument of the kind I have ever seen. Works like a charm, never giving the

slightest trouble. If properly cared for, I see no reason why it should not wear a lifetime. Wishing you the success you deserve for selling so perfect an instrument as the Peerless Electric Piano, I beg to remain, yours most respectfully, L. J. Morris."

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.]



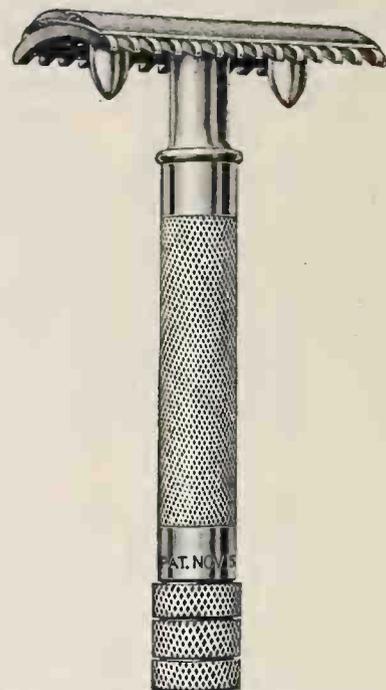
here reproduced, is that of Wright & Ditson, and is not only known the world over, but wherever the game of tennis is played it stands for the highest standard of excellence. Their "championship" balls for the past twenty-four years have been adopted and used exclusively by the National Lawn Tennis Association in all the championship tournaments held by them, their other cheaper grades being equally popular in amateur circles. In rackets the famous Ward & Wright, Pim, Davis, Sutton, Campbell and Sears, have been names to conjure with, each having been made after the designs originated by these past masters of the art. Their complete line of nets, posts, presses, marking tapes, cases, etc., is most complete, and if dealers are looking for a first-class up-to-date line and one which for the next six months will be a hummer, they should not hesitate to write this concern.

If we are to judge by the reports which reach this office, the well-known line of Gillette Safety Razors seems to have been just what this trade



was looking for. Those who have handled them for some time say that it is one of the best and

easiest to sell on the market. To quote one talking machine jobber: "It sells itself. All you have to do is to let the public know you have them. There are no technicalities to go into, they know all about it, and realize the name Gillette



stands for guaranteed quality." Such is the power of advertising. It is such articles as these that this trade needs that have a standard price, a good margin of profit. We take pleasure in recommending fully this company's excellent product.

Of all classes of post cards the "local view" is unquestionably the best and most regular seller. The special day card moves fast for a short time, but soon dies out and it is the former that the retailer depends on for his regular assured profit. Hitherto dealers have been compelled to place large orders three and four months in advance, these cards having all been made abroad, until



the F. & H. Levy Co., of this city, came to the rescue with their novelty local view card. This card is not a novelty in the strict sense of the word, but a standard, and might aptly be termed the 3 in One—as it is a combination of the floral, the greeting and the local view card. These cards are really works of art and are made to order for the trade from photographs, pictures or post cards of scenes the dealer desires to be reproduced. Interested parties should write them for a sample which will show the class of work done; also for their new catalog, which has some mighty clever things in it.

The George V. Lyons Co. have a mighty interesting proposition to offer this trade in handling their famous Minerva line of motorcycles. Though they have had the United States agency for some time they have done little until recently to introduce this cycle to the trade, because of

ARE YOU LOOKING FOR SOMETHING NEW?

WE HAVE IT IN OUR

NOVELTY LOCAL VIEW CARD



A view beautifully executed on a highly colored embossed floral card. An idea up to the minute, one which has created a sensation in the Post Card trade. No expense for Photos—any Post Card can be reproduced. **16 DESIGNS TO THE 1000. THE ONLY COMPANY TO GUARANTEE DELIVERY OF LOCAL VIEW CARDS IN 10 DAYS—AND WE CAN PROVE IT.** Our Catalogue has some mighty interesting listings. A copy and sample of our view card with prices—FREE UPON APPLICATION. WE ARE STILL "HUNGRY FOR BUSINESS."

F. & H. LEVY MANUFACTURING CO., 113 EAST 14th STREET NEW YORK

ZON-O-PHONE

ANNOUNCEMENT TO DEALERS

WITH the extensive advertising being done in the magazines at present to familiarize the public with the merits of the Zonophone machines and records, dealers should not miss this opportunity of placing themselves in a position to be benefited by this campaign. The present advertised features are the splendid Zonophone records from the popular



THE MERRY WIDOW

THE WALTZ DREAM

and the rage of the season, which has proven so remunerative to dealers, namely the records by the most famous soprano,

MME. LUISA TETRAZZINI

All Zonophone records and a complete line of Zonophone machines will hereafter be carried in stock in New York, and orders will be filled the day received. If our salesman has not as yet called upon you, write us and one of our representatives will be sent to you at once.

Side Lines for the Talking Machine Trade

We carry in stock the best side lines, goods on which there is the biggest profit. Write us for our complete circulars of our Moving Picture Machine, Mystic Reflector, Simplicity Sewing Machine, Rex and Dandy Talking Machines, Wonder Gas Lamp, etc.

THE EWING COMPANY,

JOSEPH EWING,
President

FORMERLY THE NEW YORK & LIMA TRADING COMPANY

203-205-207 WEST BROADWAY

NEW YORK

the difficulties they have had in supplying the demand for it in this city. However, now that they are in a position to fill all orders within reason they are pushing things along at a lively pace, and those who are looking for something really high-class had better get their bids in early as the territory is fast filling up. The Lyons Co. have certainly got the right idea in that they allow their dealers exclusive territory, the only stipulation made being that if a man does not make good inside of one year he is likely to lose his agency, as they want only live firms to represent them.

A series of post cards that are certainly burning things up around this section of the country are those showing the interior workings of the famous McAdoo tunnel which runs from Manhattan Island under the North or Hudson river over to Hoboken on the Jersey side. These pictures are wonderfully clear in detail and give a very comprehensive idea of this masterpiece of engineering; and though, of course, they are what might be termed a New York local card, they would prove just as big sellers elsewhere on account of the national interest in this great undertaking.

Though the demand for bromide post cards has always been more or less active, the sale has been retarded because the number of subjects has been limited. To meet this difficulty a prominent firm of this city has just published a large edition of over one hundred subjects which include comics, illustrated songs, landscapes, children, animals and many other interesting subjects.

A large and attractive line of Decoration Day cards are now to be had by dealers. These are handsomely embossed in colors symbolic of the event, such as the Grand Army hat, guns, badges, flags, etc., and should sell well to patriotic Americans.

SHEET MUSIC

☞ This should interest all Talking Machine Dealers as a side line. Write us, we have one of the best propositions to offer as a money-maker and free advertiser.

H. A. WEYMANN & SON
Publishers and Jobbers
1010 Chestnut Street, Philadelphia, Pa.

The silk embossed State Girls post card is one of the prettiest and best made in the line of state cards on sale at this time. These cards are in assorted tints, with deep rich colors, the name of the state appears in clear-cut gold letters. Each card has the state seal, the national flag and a lady neatly gowned, the dress, coat or waist in silk.

A good line of patriotic cards always prove satisfactory. These are now to be obtained in countless variety, such as the United States army and navy, our presidents, presidential possibilities in the coming campaign, state capitols, Panama Canal, Philippine Islands, Cuba, Porto Rico, etc.

One of the most active sports (perhaps the most active) with our young people at the present time is roller skating. The craze seems to have caught on in nearly all parts of the United States. It is therefore meet that we should have a series of post cards illustrating the typical attitudes so well known to the beginner as well as the expert roller skater. This new line consists of twelve subjects, and will sell wherever the pastime is indulged in.

It is now almost time for the dealer to turn his attention to buying a good assortment of summer cards. These consist of scenes from seaside and mountain, summer girls, etc.—all of them alive and up to date. This season's stuff is especially showy and high-class.

Without question the new line of floral cards just brought out by the Keystone Specialty Co. are not only one of the most beautiful series ever seen in this country, but are by far the most comprehensive. Even now their factories are pushed to the limit of their capacity, and if the talking machine trade take hold of these cards as they did this company's older ones, they bid fair to be swamped. Their special offer to this trade, which appears in their advertisement in this department is a liberal one and worth consideration.

The A. J. Reach Co., the well-known manufacturers of baseball and other athletic lines, are now working overtime in an effort to keep abreast of their big orders. In a chat with The World they said: "Notwithstanding the rather desultory conditions in other trades, the baseball manufacturers are facing what will prove the biggest year since the starting of the industry. This, of course, means that dealers handling these goods will experience an exception-

ally lively season and one which will do much toward making up the deficit caused by the slack during the past few months." All of which will be good news for those looking for or handling the line.

A very profitable line for talking machine men is sheet music, in that it fits in so well with the regular trade. Weymann & Son, the well-known publishers and talking machine jobbers of Philadelphia, have a very attractive proposition to offer. Don't fail to write them.

Talking machine dealers who are contemplating adding post cards as a side line would do well to write the American News Co. of this city and get their complete spring catalog which, besides listing all that is good and new on the market, gives many helpful hints that will be of immense aid to the unsophisticated. This company is one of the largest in the world, and beside their regular business of distributing to the four corners of the earth everything in the line of papers, magazines, books, etc., do an enormous business in stationery of all kinds, athletic goods and novelties galore.

THE MEN WHO SELL THE GOODS.

Who keep the wheels of the factories going? Who empty the warehouses and deplete the shelves of the jobbers?

The men who go out to sell the goods. The Captains of Commerce, who hoist their sails on all the railroads of the country, in all the days of the year, and go up and down the land, seeking whom they can stock up with a new lot of goods. The salesmen—the men who know how to present their wares in such manner that the party of the second part will snap them up. As an expert observer says: "The world lifts its hat to the man who can produce sales."

"The trained salesman," says another business philosopher, "can always get a position when every other line is closed, and can command a high salary when other men are looking for positions. This is proven by the large proportion of 'salesmen wanted' ads. in the daily papers, and by the many employes who are constantly asking for trained salesmen—men who know how, and can make good without fail.

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 Valse Caprice

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

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



TYPE E

THE MUTOSCOPE

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

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street
NEW YORK CITY
PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

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.

Everything in NEW and S. H. Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.

Harbach & Co., 809 Fibert 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 newdealers.
MUNN & Co. 361 Broadway, New York
Branch Omco, 625 F St., Washington, D. C.

An Owner of a Peerless Automatic Piano Writes

Gentlemen:

It is just seventeen days since you placed the Peerless Coin Operated Piano in my place and it pleases me to state that it has taken in \$137.00 in nickels (an average of \$8.37 a day).

From a musical standpoint it far excels any piano of its kind I have ever seen.

It has never given the slightest trouble and if properly cared for I see no reason why it should not last a lifetime.

Wishing you the success you deserve for making so perfect an instrument, I beg to remain,

Yours very truly,



SIGNED.

Are You Surprised Then That a Dealer Writes as Follows

Gentlemen:

In looking over the number of pianos we sold last year and the profits made from them we find we made more money from our Peerless sales than any line we handled.

Owing to your inability to furnish us with pianos fast enough we were compelled to buy a few Automatic pianos elsewhere, but found it was hard to sell anything but Peerless.

Our experience has been that the Peerless has given us less trouble than any Automatic piano we ever sold and to-day we would not give it up for any line we know of.

With best wishes for the success of the Peerless Piano Player Co., we beg to remain,

Sincerely yours,

SIGNED.

Don't you think this is a proposition worth looking into?

SOME DESIRABLE TERRITORY STILL OPEN

PEERLESS PIANO PLAYER CO.

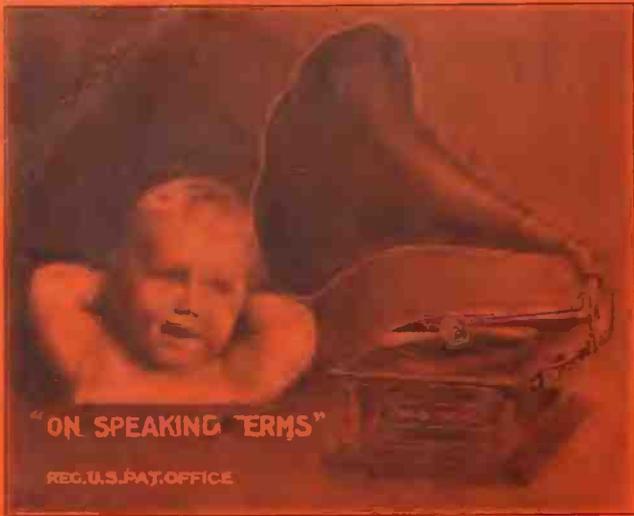
F. Engelhardt & Sons, Props.

OFFICES

Windsor Arcade, Fifth Avenue, New York City

FACTORIES

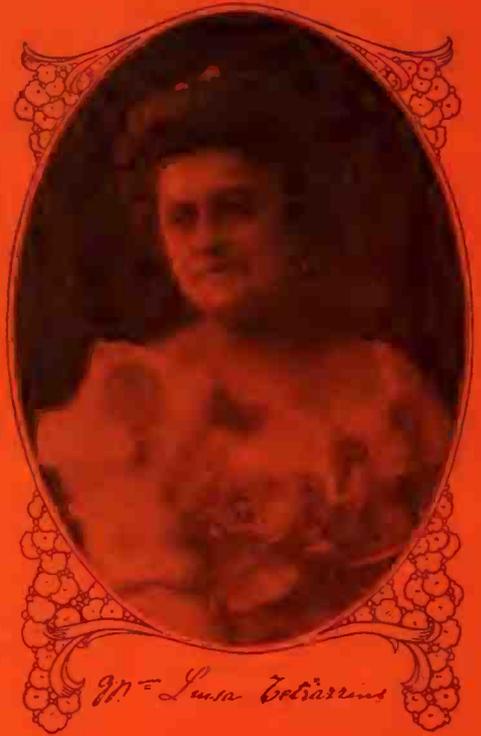
St. Johnsville, N. Y.



IT PAYS

TO PUSH

ZON-O-PHONE



TETRAZZINI RECORDS

It pays because the fame of this artist now encircles the globe. It pays because her records yield the dealer greatly increased profits. It pays in the satisfaction afforded your customers through their receiving an exact duplication of this great soprano's voice. It pays, as the popular price of 75 cents and \$1.25 each, guarantees many sales to people who either will not or cannot pay more.

As a Merchant who is on the lookout for

GOODS THAT PAY

we hope to be favored with your request for particulars concerning the Zon-o-phone line, as an experiment will prove that everything we manufacture pays big, quickly and all the year round.

Universal Talking Machine Mfg. Co.

CAMP AND MULBERRY STREETS

NEWARK, N. J.

Factory Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds.

ARIZONA

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

CALIFORNIA

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

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

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

FLORIDA

Jacksonville... Metropolitan Talking Machine Co., 323 Main St.

ILLINOIS

Chicago A. C. McClurg & Co., 215 Wabash Ave.

Chicago Dunj. Allen & Co., 121-141 Wabash Ave.

Chicago James J. Lyons, 192 Van Buren St.

IOWA

Des Moines... Robert R. Smallfield.

KANSAS

Topeka Leighton & Spielman Furn. Co., 519 Broadway.

LOUISIANA

New Orleans... W. H. Fox & Co., Ltd., 148 Baronne St.

MAINE

Portland W. H. Fox & Son, 42 Exchange St.

MARYLAND

Annapolis Globe House Furn. Co.

Baltimore C. S. Smith & Co., 649 W. Baltimore St.

Baltimore Louis Mator, 1423 E. Pratt St.

MASSACHUSETTS

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

Boston Read & Read Co., 13 Essex St.

MINNESOTA

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

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

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

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

Springfield... Morton Lines, 325 Boonville St.

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

St. Louis D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Newark Edisonia Co., 57 Halsey St.

Hoboken Eclipse Phono. Co., 203 Washington St.

Paterson J. K. O'Dea, 115 Ellison St.

NEW YORK

Astoria (L. I.)... John Rose, 99 Flushing Ave.

Buffalo Neal, Clark & Neal Co., 645 Main St.

Brooklyn F. W. Rous Co., 435 Fifth Ave.

Brooklyn B. G. Warner, 368 Livingston St.

Rochester Duffy-McInerney Co., cor. Main, W., and N. Fitzhugh Sts.

New York City... J. I. Blackman & Son, 2737 Third Ave.

New York City... Zed Company, 77 Chambers St.

NORTH DAKOTA

Fargo Stone's Music House, 614 First Ave., N.

OHIO

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

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

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

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

Cleveland Flesheim & Smith, 161 Ontario St.

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

Columbus Columbus Piano Co., North High St.

PENNSYLVANIA

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

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

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

SOUTH DAKOTA

Aberdeen McArthur Piano Co.

TEXAS

Austin Petmucky Company.

Beaumont K. B. Pierce, 223 Regan St.

Dallas Dallas Talking Machine Co., 218 Commercial St.

Houston Taylor Bros.

VIRGINIA

Richmond ... The Hopkins Furniture Co., 7-9 West Broad St.

CANADA

Toronto Whaley, Royce & Co., Ltd., 163 Yonge St.

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