

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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Star Talking Machines

LATEST MODEL No. 40

List Price \$40.00

Two barrel spring Motor,
Oak Cabinet, 11 inch Turn
Table, Horn wood finished to
match Cabinet, made with our
patent panels.



STAR RECORDS

Comprise originality, superiority, and tone qualities that appeal. WE are daily adding new jobbers and dealers on the Star. If YOU are a progressive Talking Machine Dealer, you should send us a sample order. You cannot longer afford to be outside of the list of live STAR dealers. New models, new list prices, new discounts, 15 years' experience. Catalogues and terms for the asking.

HAWTHORNE & SHEBLE MANUFACTURING COMPANY, Four Factories
PHILADELPHIA, PA.



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 customers, 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.

37 WARREN STREET, NEW YORK CITY

DESCRIPTIVE LITERATURE AND PRICES SENT ON APPLICATION



The Talking Machine World

Vol. 4. No. 5.

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Price Ten Cents

THE "TALKER" AS AN EDUCATOR.

Editorial Writers in the Daily Papers Who First Made Light of the Talking Machine Are Now Commencing to Realize the Importance of This Machine—The Structure of the Great Symphonies Is Learned and a Better Understanding of Music Made Possible.

The educational value of the talking machine, particularly in the domain of music, has been the subject of many articles in *The Talking Machine World* from time to time. Many of the musical writers in the daily papers who first made light of the talking machine and considered it a toy rather than a serious factor in the educational field, are now seeing the light of reason and are doing justice to the talker.

Truly it is about time. Only recently the Portland Oregonian, in the course of a very well considered editorial on the musical season in that city, and the importance of an increased appreciation of the classical composers, had this to say:

"Music is a language which expresses thought and emotion. Unless one knows its vocabulary and syntax he is as much at a loss to discern what the composer is driving at as he would be listening to a Greek tragedy. People of means who own musical instruments and have the skill to play them can, to a degree, overcome this difficulty. There is no good reason why they should not learn the language of music as they do French and go to hear recitals with full understanding of what is said by the singer or the violin or the piano.

"The talking machines and self-playing pianos have made it possible for music to make a genuine appeal to a much wider audience than it could a generation ago. Say what one will about the defects of these instruments, their mechanical baldness, their lack of expression, nevertheless they use the language of music and use it correctly. A person can, with a talking machine or automatic piano, learn the structure of Beethoven's symphonies, memorize their massive sentences, gain some insight into the master's thought, and therefore prepare himself to listen with understanding and rational enjoyment to performances such as the Portland Symphony Orchestra or the Chicago Symphony Orchestra gives, where music appears not as a mere skeleton of rhythmic phrases, but clothed with the beauty of passionate life.

"People in most European cities of a hundred thousand population are provided with opportunities to hear good music at public expense. We teach our children to read English and cipher out of the general treasury; we even make an effort, not very successful, to teach them to appreciate Shakespeare and Milton. But thus far we have not thought it worth while to elevate their musical taste above ragtime. Has the thought ever occurred to our pedagogical leaders that it is just as ruinous to the mind to dissipate with bad music as with bad literature? Plato thought it was worse. We have probably got beyond that strange conception of art in general which looks upon it as a species of amusement. There was a time in our national history when we thought a novel was a book designed to be read when a man was too weary dollar chasing to use his mind, or when a woman needed a little relaxation after the ravages of bridge whist. The theater was deemed an excellent place to study anatomy, and music was created by Sebastian Bach and Wagner to lull one into refreshing dreams. What amusement is there in reading such a novel as 'The Turn of the Balance,' 'The Iron Heel' or 'Tess of the d'Urbervilles'? Who finds himself in any mood for slumber after seeing such a play as 'Mrs. Warren's Profession' or Hauptmann's 'Sunken Bell'? Is there anything funny about 'Paradise Lost' or 'Lear'?

"Art is a serious matter. The great artists have appealed not at all to minds jaded and weary. Their creations are not designed to be pastimes for the frivolous or recreations for the exhausted money grabber. They call upon the intellect for its keepest insight and most wakeful energies. To go to a concert where the 'Messiah' is to be played expecting to take in the music without any effort of attention is fatuous. One who does so may make believe that he has understood and enjoyed the mighty thoughts of the great oratorio, but his pretense will be just as silly as if he should sit down and pretend to enjoy Virgil without first learning Latin.

"Music is among the things which make life worth living, just as pictures are, and noble architecture. By proper education it would be as easy to teach the public to understand and enjoy good music as it is to create the taste for good books. Silly songs are as demoralizing as silly stories. People shake their heads after a concert where Wagner has been played or Schumann, and say, 'Very fine, no doubt, but it was above me.' They are mistaken. It was not above them. They were listening to a language which they had never taken pains to learn. That was the whole of the difficulty. When we have mastered municipal housekeeping somewhat better we shall probably perceive the utility of bringing the civilizing power of great music to bear upon the public, and shall find means to pay for it by what we can save from the claws of the grafters."

SOMETHING WORTH "TRYING."

A Few Pointers Succinctly Put Which are Worth Consideration by Salesmen and Dealers Alike—Why the Slogan Should be "Try It."

It is as easy to sell a good article as a poor one—try it. Enthusiasm is one of the most contagious things in this world; be reasonably enthusiastic about your goods and it will bring results sooner or later—try it.

Know your goods and know them thoroughly—try to be an authority on your line. The salesman who knows his goods, how to talk them, when to talk them, and to whom to talk them, will surely sell goods—and high-priced, profit-bearing goods, too—try it.

Convince your customer that you are trying to serve his interest as well as your employer's—it makes a favorable and lasting impression, and your customer looks upon you as his friend—try it.

Avoid misrepresentation; sell an article for just what it is—no more, no less. Sales made any other way are not well made; they don't pay either you or your employer. If you cannot make a sale on honest business principles—don't make it.

Don't lose interest in your customer after he has purchased; make it your personal business to see that goods have been delivered in good condition and customer perfectly satisfied. This may take part of your noon hour, or perhaps a few moments during the evening—but in either case it is time well spent. It frequently gives you an opportunity to suggest other purchases, something the customer may have forgotten or overlooked; if not, your customer will appreciate such attention and when they want more goods they will surely come to you—try it.

Remember that it is better to sell to one customer twice than to two customers once—try it.

Be pleasant at all times, smile, look your customer (and everyone else) straight in the eye and smile—always smile—it is a good tonic, both for you and those with whom you come in contact—try it.

Remember that your every word and action (out of the store as well as in it) is an adver-

tisement for or against your employer. See to it that every move is favorable—try it.

Remember that your employer's success is your success; by helping his interests, you help your own—try it.

If one of these thoughts appeals to your judgment as good or practical, don't simply say, or think so—but try it. Look them over again and see if there is not at least one which can be put into practice to-day, now—try it.

POULSEN'S WIRELESS TELEPHONY.

The Inventor of the Telegraphone Discusses His Latest Invention in an Interesting Lecture Before the British Institution of London.

Vladimir Poulsen, the inventor of the telegraphone (a talking machine which has been previously referred to in *The World*), and whose system of wireless telephony has been widely discussed, delivered a lecture recently before the British Institution in London, in which he explained the principles of his new wireless telephone invention. After detailing how he had succeeded in carrying the human voice through the air a distance of about 200 miles, that is to say, between Copenhagen and Berlin, Mr. Poulsen went on to say:

"The essence of my discovery is its simplicity, and it resulted from another discovery I made several years ago that the rapid passage of electricity to and fro produces an effect known as the 'singing arc.' This singing, I found, produced notes too low for the ear to hear and some that were too high to be understood; so, in order to make the notes understandable, I arranged an apparatus consisting of coils of wire, joined in a series to a condenser with leads to the source of the current, joined by two carbons in parallel.

"I found that the current flowed rapidly in the arc between the carbons, oscillating to and fro, and that the oscillation was enormously improved by occupying the interval between the carbons with hydrogen gas. This resulted in continuous, undamped waves which can easily be tuned to any desired pitch, so that they will only influence those instruments which are arranged to correspond with the sending instrument."

Coming to the pure telephone and efforts to establish wireless communication, Mr. Poulsen said that the waves that Bell had harnessed by the use of mirrors had proved to be without value, but with the undamped waves, each exactly like its predecessor, the problem had been solved. These regular waves transmitted sound perfectly, and by means of them it had been possible to telephone a tune, without wires, 290 miles, and to make a human voice recognizable at a receiving station 170 miles away from the person speaking.

At the conclusion of Mr. Poulsen's lecture a messenger from Queen Alexandra obtained a copy of his remarks for her Majesty's perusal. Later the Queen sent Mr. Poulsen a congratulatory letter.

E. F. DROOP & SON ENTERTAIN.

The E. F. Droop & Sons Co., Washington, D. C., created quite a sensation during the annual convention of the Daughters of the American Revolution in that city, recently, by giving daily concerts in their new Victor hall. The Auxetophone and Victor Victrola were used to great advantage at the concerts in playing records by Tetrizzini, Caruso and other operatic stars. Droop & Sons Co. also made a hit during the week the Metropolitan Opera Co. was in the city by giving a series of Victor concerts, using records made by artists appearing with the opera company. All their concerts pack the hall,

NEWS FROM SOUTHERN CALIFORNIA.

Visit of Fleet Brings Crowds to Los Angeles—Advertising Evolved for Occasion—"Uncle Josh" Stewart Souvenirs—Victrolas Selling Well at Sherman, Clay's—Riverside's Exciting Time—Holdgate of Reno Sells—Visitor from Ensenada.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 1, 1908.

The greatest interest of the general public centers on the Atlantic squadron, which received a royal welcome. The entertainment of the officers and men is on a stupendous scale, and everyone is doing his best to make their stay a pleasant one. Business is as usual, with prospects of a steady increase owing to the large number of visitors from outside towns and cities who are here during "Fleet week." Several novel and clever features for advertising have been introduced, among them being that of a large dancing academy, which has built on one side of its hall a large battleship on which the orchestra is seated; to the right are the forts of San Francisco, and on the left a submarine boat just coming to the surface in front of the Japanese forts with a Victor on its back. On one of the guns of the Japanese forts is the Victor dog with a white flag of truce, which represents "his master's voice."

F. Prosser, proprietor of the Standard Phonograph Co., reports the theft of a gold-plated Edison "Triumph," No. 58359, from his store one night last week.

"Uncle Josh" Stewart, together with Mrs. Stewart, have been filling a week's engagement at one of the local theaters. He happened into the Southern California Music Co.'s store and related some of the experiences of a record maker. His conversation was very interesting and instructive as to how records are made. He was induced by one of the local dealers to make a record, which is a very interesting one, being entirely new.

The fine new samples of the May Victor records have been received by Sherman, Clay & Co., among which are some of the finest selections ever listed, and which will be in great demand. The great Lucia Sextet is alone one of the greatest and finest works of the talking machine art. The dealers are well pleased with this addition to the Victor catalog.

Sherman, Clay & Co. have received a shipment of Victrolas in both XX and XIV styles. The new XX is greatly admired and will find ready sale to people who want the best.

Edw. Borgum, traveling representative of the Southern California Music Co., has returned from a month in Arizona and New Mexico, where he finds great prospects for future business.

The Columbia Phonograph Co. are presenting their patrons with the handsome new advance list of Fonotopia grand opera records of the great artists, such as Bonci, Bassi, Zenatello, Didur, Stracclari, Russ, Barrientos, Sammarco, Pacini, and Kubelik. Great public interest is shown in these new records of voices never heard in these parts, especially in those of the great Bonci.

Riverside has had a very exciting time which in many ways proved serious. On April 16, early in the afternoon, there was a terrific explosion of a large gasoline tank at the Standard Oil Co.'s yard, which was followed by a very hot fire. The Sells-Floto Circus tents were pitched not far away, and when the animals heard the noise and excitement they caused a stampede. The elephants broke loose and ran about through the city, doing great damage to property in general, killing one woman and also two horses. The heaviest property loss was to the Riverside Music Co. Here the animal "Snyder," the largest of the herd, wrecked a \$200 plate glass window and a piano and talking machine room to the amount of \$100 or more. Many other queer things were experienced by people who risked their lives to watch them.

A. L. Holgate, a prominent talking machine man of Southern California, has sold out his interests in Reno, Nev., where he had built up an excellent business with Victor and Edison goods.

The health of his wife and family depended on his leaving, and he is considering a location in or near Los Angeles, to open a new store.

C. R. Ptacnik, from Ensenada, Lower California, has paid this city a visit in the interests of his talking machine store. He had the pleasure of sailing from Ensenada to San Diego with the battleship fleet, and says it was an experience he will never forget.

CULTIVATING BRAZILIAN TRADE.

Splendid Opportunities for Business Long Neglected Now Being Taken Advantage of.

At least one group of American manufacturers are determined to get a strong foothold in South America and endeavor to take the trade from the Europeans, and they are the talking machine manufacturers. A systematic study of the cost of records desired is being made by the different companies, and in a short time an enormous quantity of records of Spanish and Parisian dances and songs, as well as the most popular Brazilian music, will be shipped to Brazil, where it is planned to begin the campaign.

Regarding the sudden interest manifested in the South American field, a recent consular trade report contained the following item: "American phonograph companies have apparently waked up to a realization that they were losing much good business in Brazil. For three years European manufacturers of phonographs have had Brazilian records on the market. They sent experts here to take records from Brazilian artists in various musical lines, and the result was that they sold not only most of the records, but a majority of the machines. However, American companies will no doubt regain their prestige now that they have come down here with that intention. One of the largest manufacturers has just completed a preliminary period of work in making Brazilian records, the originals in wax being returned to New York for duplication. Another company has experts at work here now and expects in two or three months to have hundreds of Brazilian records on the market. The latter company has contracted with an American doing business here for the agency in Southern Brazil with the expectation of doing \$60,000 worth of business the first year, and there is no reason why they should not realize their expectations."

WHEN TO STOP ADVERTISING.

When buyers forget to forget—when competition ceases to compete; when every actual and

prospective customer has been convinced that your product is the best of its kind and nothing better can be produced, then, and only then, will it be safe to get along without advertising.

BIRD SONGS IN PHONOGRAPHS.

Englishman Tells Philadelphia Ornithologists of Attempts to Produce Sweet Notes.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 2, 1908.

The sweet notes of the nightingale will soon be taken on phonographic records and heard in Philadelphia if the pet aspiration of Richard Kearton, one of England's most prominent ornithologists, develops into an achievement. Mr. Kearton appeared before Philadelphia lovers of birds a couple of days ago, exhibiting in Wither- spoon Hall a series of moving pictures of English birds. President Roosevelt saw the pictures in the White House several days ago, and adjudged them genuine studies from nature.

Mr. Kearton said he had made one attempt to record a nightingale's notes, but that it had failed because the songster heard the hum of the machine and stopped its flow of melody to listen. Since that time Mr. Kearton has nearly perfected a scheme whereby the bird will be unable to hear the scratch of the needle on the wax roll.

AN EFFECTIVE COLUMBIA WINDOW.

(Special to The Talking Machine World.)

Louisville, Ky., May 6, 1908.

Morris Silverstein, manager of the Columbia Phonograph Co.'s establishment in this city, is a great believer in artistic window display, and has been highly complimented for his skill in this direction by prominent authorities. One of his recent displays consisted of a full-size grandfather's clock made entirely of records—face, weights, columns, etc., are all records. It is certainly a marvel of ingenuity, and crowds are flocking to the store to see it. Mr. Silverstein's friends, and that means everybody, are congratulating him on this pretty piece of work.

Besides the clock, he has two BQ and two BO machines in the window. Two storks are suspended by black cords, from the top of the window, and in the stork's mouth is a ribbon attached to one of these machines. On the machines appear a card which reads, "A new increase in the Columbia family, BQ and BO Graphophone. Come in and have them talk to you."

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



Vital facts In the Victor business

The Victor is a perfect musical instrument.

Only on the Victor can the world's greatest artists and the most popular entertainers be heard.

These facts are the backbone of Victor supremacy and Victor success.

And the dealer who constantly emphasizes them is the dealer who puts his business on a higher level, and makes the most money selling the Victor and Victor Records.

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor needles on Victor Records.

BE READY FOR YOUR CUSTOMERS

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

Full information can be obtained from the following Victor dealers:

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

SENDING THE SINGER'S VOICE A THOUSAND MILES

John Noll, a Clever Young New Yorker, Has Given Us a Most Astonishing Invention—As Wonderful as Edouard Berlin's Invention to Send Photographic Images by Telegraph.

Quite the most astonishing of recent inventions is that which makes it possible to send a speaker's or singer's voice and a photograph of the person a thousand, two thousand or three thousand miles away, and reproduce both the image and voice in a distant city within twenty minutes.

By means of a little piece of mechanism, an electric valve, no larger than a watch, a person's voice may be picked up, hurled a thousand miles and reproduced in hundreds of places simultaneously as loud and distinct—in fact, even more distinctly—than it sounds when coming directly from the speaker or singer.

This opens up no end of interesting prospects. For instance, Geraldine Farrar, the famous opera singer, when giving one of her performances of "Madame Butterfly" in New York could be seen and heard at the same time in Philadelphia, Baltimore, Washington, Boston, Chicago, Denver, San Francisco and Los Angeles, or even in the Philippines.

Or the nominating speeches at the national conventions of the Independence League and Republican party at Chicago, and of the Democratic convention at Denver this coming summer may be reproduced simultaneously in every large city throughout the United States.

These speeches and images vibrating at the ends of electric wires may even be picked up by the wireless stations and flashed far out over the sea—in fact, all around the world and to ships on all the oceans.

This seems almost incredible, yet two devices lately invented make these things entirely practical. It was only last month, and, in fact, within the past fortnight, that John Noll, under the patronage, suggestions and assistance of Dr. William T. Jenkins, former health officer of the port of New York, got his invention, the telelectrophone, into working order.

By one of those coincidences that so often happen when some great scientific discovery is pending, an eminent Frenchman, Edouard Belin, invented an apparatus which completely solves the sending of photographic images by telegraph to great distances.

Here is where the Frenchman's timely invention comes in to make a complete reproduction of both voice, person and scenery simultaneously in far distant places.

The telharmonic system already sends instru-

mental music to a distance, but it is by a very complicated and expensive process. It is also possible to hear a speaker's or singer's voice over long distances by holding a telephone receiver to the ear. But the telelectrophone does away with this inconvenience and vastly broadens the scope of long-distance transmission.

An audience may be sitting in a large hall or theater and without any effort or straining of the ear hear a speaker a thousand or more miles away more distinctly than if he were on the platform in front of them.

For the horns from which the voice proceeds will be distributed all about the room, so that there will be not simply one voice, but a dozen or twenty voices all talking in unison, sounding like one powerful voice.

The possibilities of such an invention are almost unlimited. At a fashionable function the novelty may be introduced of Calve's voice coming out of the petals of an artificial flower in the conservatory. Caruso's high tenor notes may be heard piping from a bush, and other operatic favorites may warble in concert from the arc lights.

Or it may be possible in the not distant future for anyone who has a telephone in his home to have a telelectrophone attachment added to it, and by turning on a switch in the evening hear the opera, a lecture, a political speech or whatever happens to be the chief attraction in the city that evening, or some great performance in a remote city.

But the most striking and marvelous effects will be seen when both the telelectrophone and long-distance photography are used together, reproducing both voice and image so as to make it seem as if the person were really on the stage before the audience.

The best results in voice transmission will naturally be secured by using copper wire in transmission, so that the application of this invention is most easily done by connection with the present telephone circuits. These circuits, however, practically link together all the great cities of this country and Europe, so that there would seem to be no practical difficulty in putting the invention into operation all over the two continents.

The inventor says that by this system the voice could be sent by wireless, while the cable is carrying the photographic images. In this way

an opera in New York or a political convention in Chicago could be reproduced in Manila, greatly to the edification and enlightenment of Uncle Sam's Filipino subjects.

Travelers going to and from Europe may also soon hope to hear political speeches and first performances of operas in New York. In fact, an American prima donna giving a first performance in New York might be seen and heard in London, Paris and Berlin the same evening.

The only difficulty might be the difference in time, London being five hours earlier than New York, and Berlin six hours, so that the beginning of a performance in New York at eight would mean one o'clock next morning in London. But that inconvenience could easily be overcome by making it a matinee performance in New York. This would make it a noon function in San Francisco, an early evening affair in European cities, while the poor Filipinos would have to either sit up till about 4 o'clock in the morning or get up at that hour in order to take in the entertainment.

At the present time the greatest activity is going on at the Jenkins-Noll offices and laboratory, at No. 109 Broad street, to construct the necessary apparatus to launch the invention on a world-wide scale.

A previous invention to send photographic portraits by telegraph was made several years ago by Arthur Korn, of Munich. But in that case the image received was disfigured by curious checkered markings. M. Belin's apparatus transmits a perfectly clear photograph.

It remained for American inventive genius and adaptiveness to come forward at exactly the psychological moment with the one thing needed to give dramatic effect to a scientific discovery by reproducing the voice in connection with the image at far distant places.

John Noll is a smooth-faced young man of twenty-seven. For ten years he was in the employ of the Bell Telephone Co., but for the past year he has been doing experimental work. Even before that he had been working on an idea quite different from his recent invention, but which really led up to it. His first effort was to make a machine to cure deafness. He worked on a device to create by electrical vibration a pleasant stimulus to the ear and break up the deadlock of the small bones which produces deafness. To do this he made a sort of artificial electrical ear, but for lack of time and money the thing lay dormant for a long time.

Mr. Noll took his idea to Dr. Jenkins. In discussing it a broader idea occurred to them that this little electrical toy might be turned to far greater account than as a mere medical instrument. Young Noll set to work and made an electric valve which would reproduce sound vibrations over wires to long distances. What the talking machine horn does by direct contact with a disc this little electrical wonder will do at the end of a wire a thousand miles away, says a writer in the New York American.

Almost equally marvelous is the method by which the person's image may be transmitted clearly and distinctly by telegraph to any distance. The first thing is to throw a strong lime-light or electric light upon the person and the surrounding scenery which it is desired to reproduce. The photograph which is made is printed on carbon paper in strong relief. The black shades are represented by a heavy layer of material, and the lighter tones by less until white is nothing but smooth white paper.

The photograph is wound around a cylinder, which as it revolves touches a screen and imparts to it a series of vibrations representing the irregularities on the surface of the picture. The screen transmits these vibrations to a rheostat. This in turn modifies an electric current according to the vibrations. The current thus affected puts in action a little mirror at the end of the line, which oscillates before a black chamber pierced by a hole. In this black space a cylinder covered with sensitive paper revolves, and the rays from the mirror reproduce on it the original picture. An ordinary stereopticon can then be used to throw it on a screen. The process of making and transmitting takes twenty minutes.

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



New Victor Records for June

No other records sell so easily, pay such liberal profits, make so many friends, or help your business so much as Victor Records. They have that magnificent true-to-life musical tone-quality that everybody wants—and the only way that people can get it is by buying Victor Records.

All vocal selections have accompaniments by the Victor Orchestra

8-inch 35 cents

- No. 5395 "Darkies' Spring Song" March. Arthur Pryor's Band
- 5339 Under Any Old Flag at All (from "The Talk of New York").....Billy Murray
- 5380 Victor Minstrels, No. 10 (Introducing "Bye Bye, My Sailor Boy" and "Good-bye, Honey, Good-bye").....Victor Minstrel Company
- 5406 Thim Were the Happy Days. Irish Specialty. Steve Porter

10-inch 60 cents

- 5429 Kentucky Kut Ups. March and Two-Step. Arthur Pryor's Band
- 5430 Ruy Blas Overture.....Arthur Pryor's Band
- 5453 Medley of Harry Lauder Songs. Victor Orchestra (W. B. Rogers, Conductor)
- 5445 "A Waltz Dream." Selection. Victor Orchestra (W. B. Rogers, Conductor)
- 5436 Gypsy Airs (Zigeunerweisen). Part II. Violin Solo (Orchestra Accompaniment). Howard Rattay
- 5438 American Cakewalk. Accordion Solo. John J. Kimmel
- 5450 True Heart (March Ballad)...Albert Campbell
- 5431 Irish Love Song.....Percy Hemus
- 5454 The Laughing Spectator. Irish Specialty. Steve Porter
- 5437 Love Me and the World Is Mine. Harry Macdonough and Haydn Quartet
- 5448 When It's Moonlight on the Prairie. Harry Macdonough and Haydn Quartet
- 5446 Kiss Duet (Sweetest Maid of All). From "A Waltz Dream." Miss Stevenson and Mr. Macdonough

- 5451 Santiago Flynn (An Irish Mexican Episode). Descriptive Specialty. Miss Jones and Mr. Spencer
- 5456 Cat Duet (When the Song of Love is Heard). From "A Waltz Dream." Miss Jones and Mr. Murray
- 5455 Smarty.....Miss Jones and Mr. Murray
- 5449 Victor Minstrels, No. 11. (Introducing "Make a Lot of Noise" and "Every Day She Wanted Something Else.") Victor Minstrel Company
- 5440 Big Chief Smoke.....Billy Murray
- 5433 Bon Bon Buddy (from "Bandanna Land"). Billy Murray
- 5439 All She Wants from the Iceman is Ice. Miss Jones
- 5434 A Mighty Fortress (Luther Hymn, "Ein Feste Burg").....Trinity Choir
- 5432 Way Back.....Collins and Harlan
- 5447 Summertime.....Haydn Quartet
- 5435 Krausmeyer's Birthday Party. Descriptive Specialty.....Spencer and Mozart

12-inch—\$1.00

- 31702 Genee Waltzes (from "The Soul Kiss"). Victor Dance Orchestra
- 31701 Gypsy Airs (Zigeunerweisen). Part I. Violin Solo (Orchestra Accompaniment). Howard Rattay

New Victor Red Seal Records

- Enrico Caruso, Tenor**
- 87017 Rigoletto (Verdi). La Donna e Mobile (Woman Is Fickle). 10-inch, with Orchestra, \$2. In Italian.

- 87018 Rigoletto (Verdi). Questo o Quella ("Mid the Fair Throng"). 10-inch, with Orchestra, \$2. In Italian.
- 88120 Lolita (Buzzi-Peccia). Spanish Serenade. 12-inch, with Orchestra, \$3. In Spanish.
- 88121 Trovatore (Verdi). Ah, Si Ben Mio ("The Vows We Fondly Plighted"). 12-inch, with Orchestra, \$3. In Italian.

Louise Homer—Enrico Caruso

- 89018 Trovatore (Verdi). Ai Nostri Monti ("Home to Our Mountains"). 12-inch, with Orchestra, \$4. In Italian.

Emma Calve, Soprano

- 88123 (a) Ma Lisette (18th Century), (My Lisette); (b) Le Printemps (Gounod), (The Spring). 12-inch, Piano Accompaniment, \$3. In French.
- 88124 Carmen (Bizet). Les Triangles des Sistes (Gypsy Song "The Sound of Tambourine"). 12-inch, with orchestra, \$3. In French.

Geraldine Farrar, Soprano

- 88125 Nymphs et Fauns (Bemburg). Waltz Aria (Nymphs and Fauns). 12-inch, with Orchestra, \$3. In French.
- 88126 Don Giovanni (Mozart). Batti Batti (Seold Me, Dear Masetto). 12-inch, with Orchestra, \$3. In Italian.

Antonio Scotti, Baritone

- 88122 Tosca (Puccini). Cantabile Scarpia (Venal, My Enemies Call Me). 12-inch, with Orchestra, \$3. In Italian.

A large advertisement, giving complete descriptive list of June Records, will be published in leading daily newspapers all over the United States on May 28th, our "Simultaneous Opening Day." (Particulars by mail later).

Get ready to follow this up, and remember that the dealer who has the complete list of Victor Records has a big advantage over less enterprising competitors. He not only sells more records to his own customers, but gains new customers who can't get what they want at other dealers.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records

RECORD OF THE DEWEY PARADE.

A Rare and Valuable Record of the Days Just After the Spanish War.

A unique and valuable phonograph record is owned by the editor of Army and Navy Life. It is a record of the famous Dewey Land Parade in New York taken shortly after the arrival of the Admiral from the Philippines after the close of the Spanish war. It is believed to be the only one of its kind in existence. The editor of this well-known publication occupied a seat in the front row of a stand opposite the Waldorf-Astoria Hotel, and for his delectation had with him a phonograph, which he set to work just before Sousa's band came within range. Faintly through the din of cheering the music of the "Stars and Stripes" can be heard, gradually growing clearer, and then passing away in the overwhelming thunder of applause which greeted the sailors of the Olympia, and which well-nigh broke the recorder when Admiral Dewey hove in sight.

BAD PACKING COMPLAINTS.

Justified According to a Report from Peru—Even Phonographs Are Not Exempt.

Charles M. Pepper, special agent of the Bureau of Manufactures, writing from Lima, Peru, gives the following terse summary of one day's complaints of American bad packing, etc., handed him by the managers of the largest houses on the west coast of South America, whose headquarters are in New York city: Vermicelli machinery arrived broken; three phonographs broken and one phonograph missing from each of the three cars; woodworking machinery rusty and one piece broken; nickel tubes rusty; printing paper damaged by sea water and torn; dog-cart damaged; lavatory accessories broken and cracked; typewriters in bad condition and parts broken; bath and washstand broken; automobile

damaged to extent of \$300, and pumping machinery damaged. Many other instances of loss on American goods by bad packing are cited by the special agent, and furnish actual evidence that the often complained of packing of American exporters really results in loss on all sides, both in a pecuniary and in a business sense. It's an oft-repeated lesson that should have borne fruit long ere this.

MAKE EDISON RECORDS IN MEXICO.

Temporary Recording Plant Opened in the Mexican Capital—Messrs. Werner and Burt Are in Charge.

(Special to The Talking Machine World.)
Mexico City, Mex., May 3, 1908.

A temporary recording plant of the Edison Phonograph Co. has been opened at Santa Clara, No. 20½, for the making of the new Mexican records. Records will be made from masters of the leading singers and brass bands of the republic. Up to the present time fifteen new selections have been made. The work will be continued for the next three months, during which time the company will secure the best talent of Mexico for the making of its models. G. J. Werner, assisted by Frederick C. Burt, of the New York recording plant, are in charge of the work in Mexico.

NEW SOUND REPRODUCING DEVICE

Invented by Irving Kimball, a Young Inventor of Boston—Contains Many New Ideas.

The Phonographic Symphony is the title of a sound-reproducing device designed for use in connection with the ordinary Edison phonograph, which has been invented by Irving Kimball, the young Boston inventor, who has made a scientific study of the reproduction and transmission of sound. His experimental work in this connection has been with the idea in view of obtaining a perfect reproduction of music.

Those who have had the privilege of examining Mr. Kimball's invention state that he has secured results in a reproductive way heretofore believed beyond mechanical possibility. Perhaps one of the most important and at once most appreciated improvements will be noticed in the wonderful depth of tone and freedom from mechanical noise and harsh metallic effect. The delicate soft tones of orchestra music, the deep rich volume of a full band, or the beautiful solo work of individual instruments are reproduced with an accuracy that delights even musical critics.

Mr. Kimball's work in this field will doubtless interest readers of The World, and we shall watch his labors with much interest. Mr. Kimball is the inventor of numerous mechanical, chemical and electrical specialties.

MADE HIM YOUNG AND GIDDY.

Frank Schollaert was happy with his wife, six children and his mother-in-law on their farm near Macon, Ga., until recently, when he purchased a phonograph and many records, says a dispatch from that city. The talking machine caused a change to come over him. The strains of such ditties as "Just a Little Rocking Chair and You," "I'll Wed You in the Golden Summer Time" and the like rolled the weight of 30 years of toil off his shoulders and he became a new man. So new, in fact, that after each day's work he would hurry to the house, wash, grease his boots, sleek up and take his phonograph under his arm and away. The mystery of the excursions was solved a few days ago when Schollaert and Mattie Upton, a neighbor's daughter, eloped. Man, girl, phonograph and \$4,800 were found in Clinton, Mo., where an arrest was made for wife abandonment.

PRECIOUS POSSESSIONS.

Look well to your credit and reputation. They are the most precious possessions a business man can have.

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

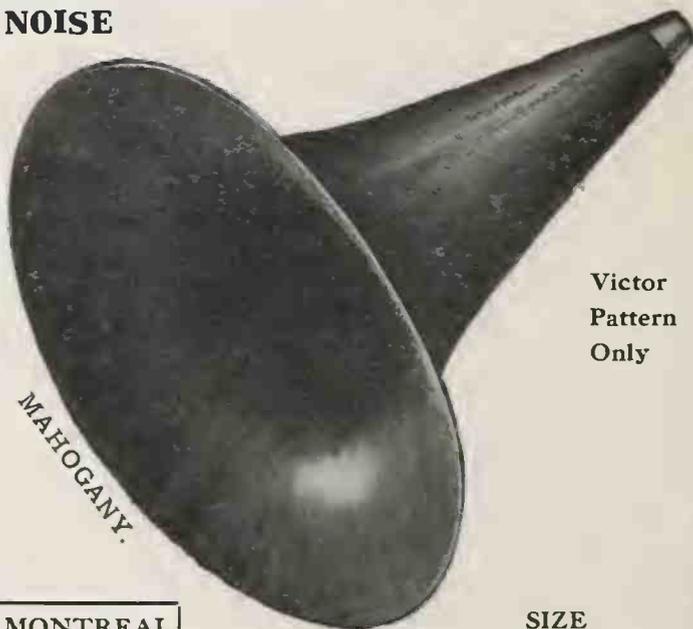
Write Them At Once

BERLINER GRAMOPHONE CO., MONTREAL
Canadian Distributors

RETAIL
PRICE
\$8.00



Quartered Oak
NON-METALLIC



Victor
Pattern
Only

SIZE
21 in. Bell, 24 in. Long

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. J. A. J. Friedrich.
Indianapolis, Ind. C. Kochring & 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.
J. 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 & Lecte.
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.
Kochler & Hinrichs.
Syracuse, N. Y. W. D. Andrews.

J. SPAULDING & SONS CO., Talking Machine Horn Dept., ROCHESTER, N. H.

NEWS FROM THE SAINTLY CITY.

April Made Splendid Showing in St. Louis—
May Has Opened With Improving Conditions
—Henry Joins St. Louis Talking Machine
Co.'s Forces—Recent Victor Visitors—Base-
ball Men Entertained—Big Sale of Premium
Machines—Manager Brewer's Report—Suit
for Infringing Edison Kinetoscope Patents.

(Special to The Talking Machine World.)

St. Louis, Mo., April 30, 1908.

The talking machine business here for the month of April is reported to have been the best for any month since the first of the year, and the jobbers are feeling better with the improving conditions.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., reports an improvement for the month, with more favorable conditions for the future. Malcolm Henry, a well-known talking machine man, has joined the sales force of this company as city salesman.

L. F. Geissler, general manager; Mr. Childs, head of the recording laboratory of the Victor Talking Machine Co., and G. T. Williams, manager of the Victor Distributing and Export Co., spent a day here recently.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., and Stephen Evers, of the Baldwin Co., recently entertained Frank Chance, manager of the Chicago National Baseball Club, and John Evers, a player for the same organization, and a cousin of Stephen Evers, at dinner at the Buckingham Annex.

A. L. Owen, salesman for this concern, recently returned from a two weeks' trip through Kentucky and Tennessee. L. A. Cummins, also salesman for the same concern, is home from a ten days' trip through Missouri. Both reported that general conditions were improving.

Manager E. B. Walthall reports that he had the best month's business in April that he has had since the first of the year, and that the demand for high-class machines was quite good. He reports having closed a deal with the Benedict Mfg. Co., an eastern concern, for 500 machines, which are being delivered to the Simmons Hardware Co. of this city, to be used in connection with a premium arrangement by them. Mr. Walthall also states that this deal may lead to the sale of 5,000 for the same purpose.

J. W. Helbling has accepted a position as salesman and outside solicitor for the Columbia Phonograph Co.

W. A. Brenner, of the Kocrber-Brenner Music Co., recently returned from a week's business trip to Kansas City and St. Joseph, Mo. He reported that he found trade fair on his trip.

Marks Silverstone, president of the Silverstone Talking Machine Co., returned recently from a trip to Newport News and Richmond, Va.

S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., reports trade for the month as being fair, and that he has sold a number of high-class machines. H. L. Brewer, assistant in this department, has resigned to accept a position in another line of business.

D. K. Myers, Zonophone jobber, reports a fair improvement in trade conditions.

Mr. Knight, of the Knight Mercantile Co., re-

ports having a very good record trade. His store was robbed recently of about \$75 worth of talking machine goods, and the thieves were captured and convicted, receiving terms in the penitentiary.

A suit charging infringement on a pattern belonging to Thomas A. Edison on a kinetographic camera was filed here on April 22 in the United States Circuit Court against James A. Fortee, an artist, of this city. The plaintiff is the Edison Mfg. Co., of Orange, N. J.

Walter Langley, salesman for the Herzog Art Furniture Co., makers of talking machine cabinets, was a recent visitor here.

HUMAN BRAIN AND PHONOGRAPH.

Wherein the Similarity Exists and Where It Does Not—Dr. Thomson's Interesting Paper.

Briefly the two brain hemispheres in our head are analogous to two phonographs, because phonographs can no more themselves cover their wax leaves with words expressing ideas than they can make wax think, writes Dr. William Hanna Thomson in the May Everybody's. The phonographs are wonderful instruments, but they are never anything but instruments, and so the brain hemispheres are the instruments of the thinker, and nothing more, for if they could themselves think, then both hemispheres would think as a matter of course, when, as a matter of fact, only one of them has a single imprint of the human mind in it.

What is it, therefore, that thinks? Unquestionably the human personality, which is itself independent of the brain that it uses. So far as the brain is concerned, it is simply physical in its structure and chemical in its composition. But in one of its halves we are face to face with the tremendous exception to everything earthly. The evolutionist can make a good showing that in structure man's brain differs but little from the chimpanzee's, just as it ought to in the ascending series of animals. But when it comes to the human mind, the evolutionist has to quit. What but a mind worked by a man could both weigh and accurately locate in the heavens a great planet, which neither he nor anyone else had yet seen? And so the human world abounds with innumerable utter impossibilities for mere animals to achieve. Every article in an ordinary city house, be it a thermometer or a book, or anything else in it, is equally an impossibility for animals, by any process of evolution, to attain the power of producing.

Mentally, therefore, man is as much out of keeping with the entire success and developments of evolution as any being from another world would be, and those who would still say that because the human brain so closely resembles that of the ape, these two cannot be far apart, are themselves their only good arguments. Meanwhile, for this human thinker one instrument for thinking is enough, and he does not need two hemispheres any more than a violinist needs two violins. The second hemisphere is then only to provide against accidental damage to the first, when, if he be yet young, the thinker can in time teach it to become human also in mental powers, but not if its chords have become too stiffened with age.

THE OPTIMIST.

Ef Ah ax fur rain, an' Ah gits de snow,
De Lawd run de wedder—an' Ah guess He kno'!
Ef Ah ain' no place furto res' mah haid,
Praise be to Gawd, Ah kin wo'k fur bread!
Ef de co'nmeal riz, an Ah kain't buy none,
Dar's a coon dog handy—an' Ah got mah gun!
Ef de shot all gone, an' de coons roos' high,
Dar's de w'ite man's chickens fur a chicken pie!
Why should Ah mo'n 'cause Ah is so por'?
De Lawd made de niggah—an' Ah guess He kno'!

J. P. Nuckels, a music dealer of Dallas, Tex., has taken the agency for the Rudolph Wurlitzer Co.'s line of electric pianos for that section, and is preparing to give those instruments an excellent representation.



¶ We enjoy the reputation and the popularity of filling ALL your wants.

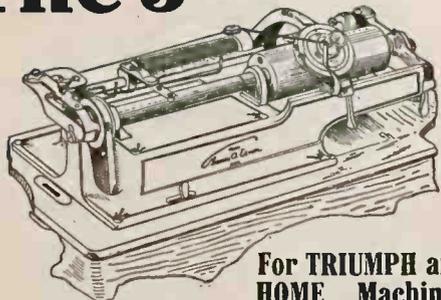
¶ Our PERFECT SERVICE is winning over to us the most discriminating and exacting Dealers in the country.

¶ No matter how small or how big your order may be, PROMPTNESS, INTELLIGENCE, and THOROUGHNESS will characterize its EXECUTION.

¶ Don't "wonder if it's so." Let us prove it.

¶ Get acquainted with us by signing a VICTOR Contract with us and following it up with your order.

The J Repeater



For TRIUMPH and HOME Machines

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

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

You Will Find the Average Talking Machine Buyer Pretty Well Posted.

The talking machine for you to push is the one that not only has advantages which the buyer can appreciate, but also which the buyer knows about in advance. Everybody who reads knows that the

Edison Phonograph

is Mr. Edison's perfection of his own idea; that it has had its closest attention for years and the benefit of his genius.

Everybody knows about its fine construction, its even, long-running motor, its delicate, indestructible reproducing point which makes constant needle changing unnecessary, its sensitive wax records which perfectly record and produce sounds and music and its large, specially made horn.

We have presented these facts to possible Phonograph purchasers so persistently and so clearly that the advantages of the Edison Phonograph are understood by all.

This advertising by us is done in your interest as we never sell direct. It benefits you in proportion to your energy in supplying the demand it creates. When you give Edisons the preference you are only doing the natural thing—making your money and building up your business along the lines of least resistance.

NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Ave. 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-Pintze Co., Ilsen & Co., The Milyer Music Co., Rudolph Wurlitzer Co.
 Cleveland—Eclipse Musical Co.
 Columbus, O.—Perry B. Whitsit Co.
 Dallas, Tex.—Southern Talking Mach. Co.
 Dayton, O.—Nichaus & Dolise.
 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 Smith, Ark.—R. C. Bollinger.
 Fort Worth, Texas—Cummings, Shepherd & Co.
 Gloversville, N. Y.—American Phono Co.
 Harrisburg—S. K. Hamburger.
 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. Reynalds.
 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-Pintze Co.
 New Bedford, Mass.—Household Furnishing Co.
 New Haven—Pardec-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. Hepp & 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. Scatteredgood 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-Daynes 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. Johnson 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., 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. Periss, 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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Berlin, Germany, CHAS. ROBINSON, Breitestrasse 5.

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NEW YORK, MAY 15, 1908.

NO business concern is so large or so prosperous that it does not need the constant watchfulness of some responsible party to prevent unnecessary expenses from creeping in. The expense account is a very important one, and unless it is carefully supervised it may grow to alarming proportions. It is always difficult to adjust because some men, when trade begins to slow up, immediately look around to see where they can pare their expense, and too frequently they are not in touch with their trade and they make slashes in departments which seriously impair the efficiency of their business. No sudden decrease in business expenses should be made unless the one who makes the reduction has an intimate knowledge of the conditions prevailing in that special department. No manufacturer or merchant can afford to reduce his earning capacity in such times as these through reduction of expense in departments which are vital to the success of the business. No business man can afford to forego such expenditures that will increase trade, nor can he afford to add to those which do not increase trade.

NO one for a moment should encourage cheapness or a niggardly policy, but expenditure without due thought is to be avoided to the extreme of caution. Everyone, however, should always be in the closest touch with every department of his business enterprise. No institution, however small, should be clogged by indifference or lack of system or lack of knowledge on the part of the working force. These are times when every business man should be close to the subject. He should familiarize himself with every department of his business. It is a question in our minds sometimes how many manufacturing, jobbing and retail houses in this country can stop a given article at any moment of passage through their establishments and figure the cost incurred at that moment. We might take a leaf from the department stores with profit in this connection,

for the department stores are past masters in the art of system. They hammer system week in and week out into the minds of their department managers until system is everywhere in the big stores. And as a result the heads of these great business emporiums are in touch with every department of their business at all times.

WITH the change of times it is necessary perhaps to change one's policy, at least if that policy has not been productive of good results, but there should be no radical substitution of the policy unless the proprietor himself or his chief of staff is in the closest touch with the system which has been in vogue in his establishment. Therefore the absolute necessity of getting in touch with every department of one's business, for by so doing we approach nearer to the heart of the business. After all, every man in business is working primarily to increase his trade and the legitimate earning capacity of the enterprise under his management. How then can he do it in a more thorough and complete manner than by acquainting himself with the strength or weakness of certain policies which are at present in force?

ON the whole the talking machine trade has been better during the past month in the smaller towns than in the great manufacturing centers. This condition may be easily explained on the ground that a large number of men have been out of employment in the great cities and consequently have not been distributors of money to a large degree. The depression has not been felt in the agricultural communities and in the lesser towns where the industries have not been so vitally affected. There is one thing, however, that is most gratifying when we survey the whole business field, and that is that there have been comparatively few failures in this trade which have developed as a result of the financial depression. This condition in itself is not only gratifying to those who have the best interest of the talking machine industry at heart, but it furnishes the most positive argument of the latent strength of the talking machine trade and the fact that we were not overdoing the business to such a degree as many had believed.

WITH the enormous resources of this nation; its almost phenomenal growth of population; its great needs for everything required in the development and building up of a comparatively new and growing country; with magnificent crops demanding good prices and the people charged with a laudable ambition, it certainly does not seem possible that we can remain at a position approaching a standstill for any extended period. With the coming of spring there appears to be a reasonable return to cheerfulness. The talking machine jobbers and dealers who have discussed with The World present and future conditions appear expectant of a good season's trade. On the whole, all things considered, trade has been very good. It has required, however, stronger effort on the part of business men to keep up the record to a fairly satisfactory figure. Reports from the West and South indicate that the financial depression does not seem able to check the growth in these specially favored regions. Dealers have been permitting stocks to run down during the past four or five months, and some jobbers who had stocked up heavily are now finding their stock so depleted

that they are compelled to place comparatively large orders in order to take care of the demands which are being made upon them. Taken altogether, the situation is steadily improving. Things have not gone bounding ahead at an exhilarating pace, but there has been constant improvement in financial and business conditions.

IT is interesting to hear the comments made in many trades regarding the evil effect of the cutting of prices, and the talking machine trade may count itself extremely fortunate, in that price cutting is absolutely prohibited in this industry. Some men agree that trade in any line cannot be stimulated along healthy lines by cutting prices, and certainly we believe that there has never been a time of depression when there was so little recourse to unwise price cutting as there has been during the past few months. If price cutting were generally adopted in the talking machine trade the business would be ruined so far as stability is concerned, and very quickly at that, and it is to the men who have so wisely safeguarded this industry that we owe sincere thanks and praise. With such pressure as has been brought to bear upon the business world during the past few months the talking machine trade would have been seriously affected had it been possible to have indulged in price cutting to any great extent. As we view the situation, everybody is feeling much better than a short time ago. Dealers' stocks are light. They are not nearly as heavy as last year at this time, but we do not believe that merchants will place unusually large orders for spring shipment. They will replenish from time to time as sales deplete their stock. The trade will come in a fragmentary manner during the entire spring for the tendency of business men in every line is to buy only for present requirements.

A NUMBER of national advertisers have been in the habit of inserting coupons to be filled out and mailed by those interested in the article advertised, and it may interest a number of World readers to know the opinion of one who has tried coupon advertising. Humphrey O'Sullivan, the founder of the rubber heel shoe industry in this country is one of the largest general advertisers, and Mr. O'Sullivan followed up the plan of inserting coupons in his advertisements for quite a period. He remarked recently to The World that he was much disappointed at the returns which he had received from this form of advertising. He stated that he had placed these return coupons in nearly all of his advertisements for a while, and included in the list papers of enormous circulation. The total number of replies which he had received from this form of advertising had been infinitesimal. He also tried the same plan with a number of the leading trade journals, and with the same result. Another well-known advertiser remarked that he had also tried coupon advertising, and he found that 92 per cent. of all the replies which he received came from children and others entirely without interest in his product. As far as trade journals are concerned, a straight forceful advertisement appeals to the business man better than a coupon in which the advertiser makes some special offer. The business man is not looking for chromos or gifts. What he does read closely is an intelligent announcement of some special product. That appeals to him, and he has no time to fill out coupon blanks in a trade paper,

MILWAUKEE MAKES GOOD REPORT.

Retail Trade Active—What McGreal Says—
Call for High Class Goods at Hoeffler's—
How a Columbia Machine Increased Salary
—Edison Business Machine—Talker in the
Church—Grundman Honored—Edison Mfg.
Co. Bring Suit.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 4, 1908.

Milwaukee people buy talking machines and records, no matter what happens, and even when the financial situation was at its worst in the city, talking machine dealers did not find trade so dull at any time as to cause serious alarm. The retail trade the past month has been exceptionally good, and the prospects are that good times are ahead of the Milwaukee dealers. The wholesale field shows decided improvement, and dealers about the State are beginning to stock up once more. It is probable that at no time in many months were stocks so low as they were a few weeks ago, but returning confidence and increasing sales have brought a change. The May records on all of the leading machines are in even greater demand than were the records of the past month. The Red Seal and the more expensive styles seem to be much sought for by the best of the Milwaukee trade.

"The total of the talking machine business for this year up to the present time is even greater than for the same period last year," said Lawrence McGreal, Edison and Victor distributor at his new establishment, 172-176 Third street. "I would not say that the number of sales is so great, but the volume is very satisfactory, and I believe that this is a criterion of the talking machine trade in general for Milwaukee."

A. D. Herriman, manager of the Columbia Phonograph Co., said: "The retail and wholesale business are both showing improvement, although the change in the latter field is taking place more slowly. The new Columbia grand opera records are taking very well with the trade."

"The leading machines are selling well," said

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., 306-308 West Water street. "The spring business from summer resort keepers about the State is coming in at a rapid rate, and the call is for new machines as well as for records. There is a growing demand for the larger machines with all of our trade, and we have some more excellent prospects in this line. All of the new records are going very well, and we can scarcely meet the demand for the new Victor record, 'Smile, Smile, Smile.' The expensive sextet record, 'Lucia,' is much sought for also."

When a talking machine increases a man's salary it is getting to be a real money maker. A Columbia machine recently gave a Milwaukee man a needed raise of \$1.50 per week and made his employer realize that he could not run the establishment without him. The man in question recently entered the Milwaukee store of the Columbia Co., and the enterprising efforts of A. D. Herriman sold him a machine on the instalment plan. After the customer had left, Mr. Herriman casually called up the employer of the man to ask a few pointers about his assistant, as he wanted to be sure that he was to receive the monthly payments on the sale. When the business man at the other end of the line heard questions fired at him as to the ability and trustworthiness of his valued employee, he dropped the receiver, and turning around, said: "Durn 'em, they can't get you Jones; I'll give you that raise on the spot." Jones now swears by the Columbia, and is seriously considering the purchase of a second machine in anticipation of another substantial raise of salary.

Edwin Barnes and Harry Chestnut, of the Edison Business Phonograph Co., were in Milwaukee for a few days recently.

The Hoeffler Mfg. Co. are having excellent success in placing the new Edison business machine in many of the leading offices in this city. At the recent Business Show held by the Northwestern Furniture Co., manufacturers and dealers in office furniture and supplies, the Hoeffler Co. had a very interesting display of the Edison

business phonograph, which attracted widespread attention among the crowds of business men that thronged the show for four days. The exhibit was under the charge of J. H. Becker, Jr., and practical demonstrations were made in the art of "voice writing." Business men were made to see that their business hours could be shortened and their working capacity could be increased by the "From Brain to Type" system of the Edison people.

Already the talking machine has been introduced into the churches of Wisconsin. The members of the Congregational church at Menasha were recently given the opportunity of listening to a rather unique method of providing sacred music for the regular church services. Arrangements were made with Henry L. Sorenson, a leading music and piano dealer, for a large Victor Victrola to give a number of selections, all of a sacred nature, at one of the Sunday evening services at the church edifice. The experiment was a success, and the big Victrola captured pastor and congregation alike, while the choir was cast into the background. As a result, many of the large churches about the State are considering this new application of the talking machine, and it is believed that many houses of worship will adopt this form of music and that it will prove the means of drawing larger crowds to the church services.

A. J. Grundman, former representative of the Herzog Art Furniture Co., the firm that supplies so many of the elaborate cabinets to talking machine dealers about the State of Wisconsin, has just been appointed by Mayor Rose, of Milwaukee, as one of the commissioners of public works for the city. Mr. Grundman is one of the popular Milwaukee salesmen who has made friends all over the country.

William P. Hope, of the National Phonograph Co., has been in Milwaukee for a few days, and reports that he is finding many evidences of growing improvement in the talking machine field about the State of Wisconsin.

Lawrence McGreal has just sold the Cincinnati branch of his business to the Milner Musical Co., of that city, and is now in Cincinnati closing up the deal. The Cincinnati business was a successful retail and wholesale establishment, which Mr. McGreal was forced to dispose of because of his growing interests in Wisconsin.

Three of the Milwaukee 5-cent theater proprietors have been made defendants in the Federal Court in suits brought by the Edison Mfg. Co. of New Jersey, of which Thomas A. Edison is president. The suits are based on the alleged unauthorized use of the moving picture machines patented by Mr. Edison. In the complaints that have been filed by the plaintiff, the intention of the kinetographic camera by Mr. Edison and his securing of letters patent on the invention is set forth, and the unauthorized use of the machine by the defendants is charged. The court is asked to assess damages in favor of the plaintiff company, and to restrain the further use of the machine in question by the defendants.

ARE YOU FOSSILIZED OR UP-TO-DATE?

Newspaper advertising is one of the best methods of introducing oneself and one's goods to the public. Its methods are many—some new and original, some old and conservative. With so many forms and ways of advertising before him, which will the merchant select? If fossilized, he will always cling to the way of doing things of fifty years ago, when he entered into business; if conservative, there will be sufficient plasticity of mind to reach out to something new, but the movement will be slow, and the changes in his old methods will be few. It is different with the progressive man, for he is always looking toward the borderland of enterprise, eager to grasp everything new that can be used by him to the betterment of his methods of advertising. He wants to know how to use his medium of publicity to the best possible advantage to his trade.

A large failure generally means that a moderate success is despised.



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.

WITH THE INDIANAPOLIS TRADE.

Theatres Going Into Moving Picture Business—Business Not Quite Up to Expectations—Kipp-Link Co.'s Big Record Stock—Victor Victrola for Noted Writer—Leslie's Plan of Advertising—Graphophone Customer Pleased.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 6, 1908.

Consternation has spread among five-cent vaudeville men of Indianapolis. It is reported on good authority that the big theatrical houses of the city have decided to put on five cent picture shows during the summer months. It is understood that this is a method decided on to get back at the five-cent houses which have been constantly encroaching on the business of the big houses. It is stated that the big houses contemplate a war to the death on the little houses. "We have elegantly equipped places," said the manager of one big house. "Doesn't it stand to reason that people would rather come in and enjoy upholstered chairs, electric fans and all the modern conveniences instead of patronizing the nickel theatres where there are few modern conveniences?" This dealer predicted that the new movement would mean the extinction of the little theaters during the summer months. Five-cent vaudeville dealers generally report a slight business during the last month.

Talking machine men, the city over, complain of trade conditions and seem united in the opinion that business is far from being up to what had been expected for this season of the year.

"The hard times are bringing to us people we never saw before," said Thomas Devine, of the Columbia Co. When money is plentiful people are not over particular as to whether they get the best value to be had for their money. But at a time like this they take an altogether different view of the situation. It is true that business is not what it might be, but it might be worse, and I look to see it better at an early date.

D. Sommers & Co., the big instalment people

who handle the Columbia line exclusively say that talking machine business is neither better nor worse than the business in other lines which they handle.

T. F. Murray, Columbia representative traveling out of New York, was in the city recently.

The Kipp-Link Phonograph Co., who handle the Edison and Victor line, are invoicing their stock. The close of the fiscal year found them with 80,000 records. The business of this company has kept up fairly well during April, Mr. Kipp says, although it might have been better. The Kipp-Link Co. are having a good sale in the seven dollar Victor records. They are proving unusually popular for concert purposes.

Meredith Nicholson, author of the House of a Thousand Candles and several other popular novels, bought a \$200 Victrola of the Kipp-Link Co. one month ago, and since that time he has bought \$160 worth of records since he bought the machine. Mr. Nicholson likes high class music and he is thoroughly impressed with the new seven dollar Victor records. "I believe every home should have a good talking machine," he said to Mr. Kipp.

Allen Jay, of the Kipp-Link Co., is traveling over the State attempting to find out exactly what the jobbers wish in the way of service from their wholesale house. "I believe it is a good idea," said Mr. Kipp, "to find out just what your customers wish and then give it to them in just the way they want it."

Frank Lesley, of Massachusetts avenue, who handles the Edison and Victor machines, is trying something new in the way of advertising. He is placing in his show window in colors pictures of different characters such as the country constable, and then is supplying catchy advertising for his machines. Mr. Lesley is his own artist. He does the pictures first in solid white and then removes the paint to show hair, whiskers, etc. In this way the pictures show at night as well as during the day. "Have to do something these days to keep up business," said Mr. Lesley. Mr. Lesley is having a good sale on the

Indestructible record made by the Indestructible Record Co., of Albany, N. Y. Sales along other lines are not so good. Mr. Lesley believes business will improve within the next few weeks.

Edward E. Hill, who handles the Edison machine on Massachusetts avenue, declares that the change of the Edison Co., by which they put out the big black horns and no other, has not hurt his business in the least. "I find that the Edison horns are popular," he said.

Some months ago Thomas Devine, of the Columbia Co., sent a \$45 Sterling graphophone to a customer out in the country. The customer ordered the machine by mail and it happened that he was connected with a newspaper and was something of an artist. He was evidently pleased with his purchase for a few days later Mr. Devine received an excellent sketch of a Sterling graphophone in human guise and armed with boxing gloves. Beneath the drawing was the legend, "Middle-weight Champion of the World."

A PLAN WORTHY OF EMULATION.

D. S. Andrus & Co., Elmira, N. Y., have an admirable plan for bringing the new records to the attention of the customers as soon as they are received. As soon as the records for the month are received Andrus & Co. will publish a general invitation to a free recital at their store, at which only the new records are played, and thus get a crowd that means many sales of both old and new records.

TRUTH IN ADVERTISING.

The more truth you put into your advertising the stronger it will be. A promise made must be kept, because no business can now be sustained by dishonest methods. The confidence of people may not be abused without a reaction. Once lost it is never regained. Some misstatement is made and it will take a generation to kill that lie.

Just the Horn to Take to Country Home or Camp

THE IDEAL FOLDING HORN



JOBBER AND DEALERS
who are now handling the

Ideal Folding Horn

ARE MEETING WITH GREAT SUCCESS

Nashville, Tenn.
IDEAL FASTENER CO., New York.
Gentlemen: The Horns just came in and make a fine showing. Enclosed please find check \$20.58 for in full of account. Please acknowledge receipt for same and oblige,
NASHVILLE TALKING MACHINE CO.
Jno. West.

Salt Lake City, Utah.
THE IDEAL FASTENER CO., 143 Liberty Street, N. Y.
Gentlemen: We received the sample of the Ideal Folding Horn all O. K., and we think it to be the best thing we have seen in this line. Will you kindly send us by first freight one dozen of these horns for cylinder machines, and oblige, yours very truly,
CLAYTON MUSIC CO.

WE HAVE A STACK OF SUCH LETTERS

ARE YOU CARRYING THEM? IF NOT, WHY NOT?

CUT OFF AND MAIL ATTACHED COUPON AND LEARN ABOUT

OUR SPECIAL INTRODUCTORY OFFER TO THE TRADE

IDEAL FASTENER CO., 388 Pearl Street, New York.

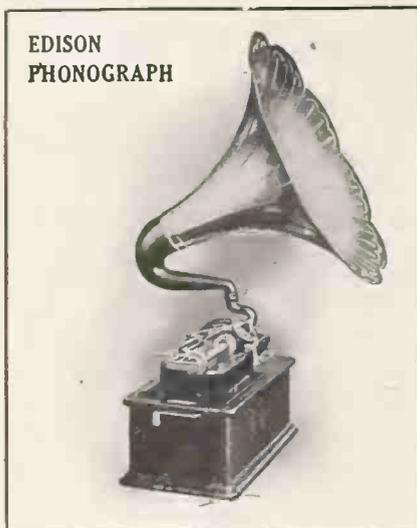
Kindly send me full particulars concerning your Special Introductory Offer to the trade.

Name

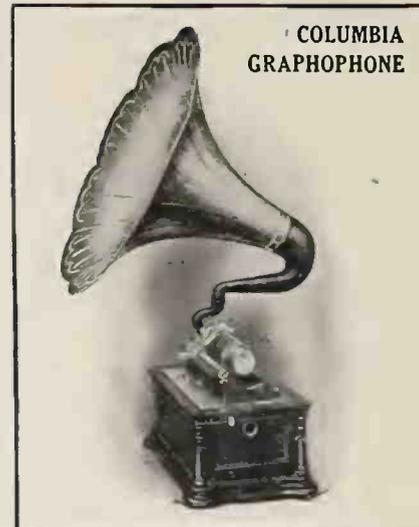
City

Street

State

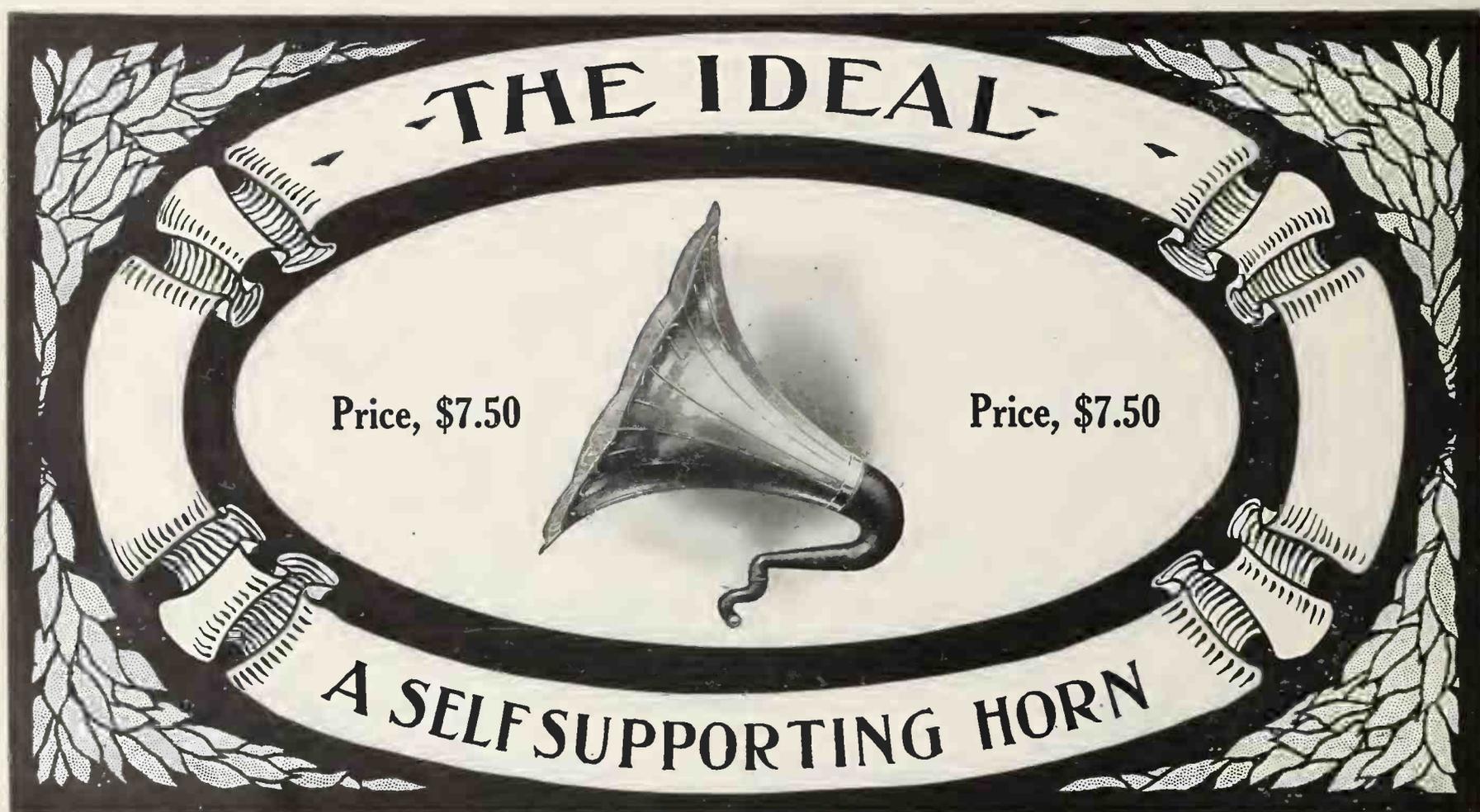


A Revolution in the Phonograph Horn!



No Supports No Crane
No Standard
No Special Attachment

A Revolution Indeed!



Since the advent of the Phonograph, back in the eighties, it may safely be affirmed that no real progress has been made in the Phonograph horn; its size has been gradually increased, thus merely accentuating the defects of the reproduction. At last, the "IDEAL" horn has come! A scientific device aiming at a pure, melodious reproduction of the sound, be it either a great soprano's song, the endearment of a string instrument solo, or the rendering of a Sousa's march. Besides, it eliminates all the bad points of the previous horns—NO SUPPORTS, NO CRANE, NO STANDARD, NO SPECIAL ATTACHMENT are needed with the "IDEAL;" all that is required is simply the turning of a small thumb screw to fasten securely the "IDEAL" horn to the neck of the reproducer of any cylinder machine, either Edison or Columbia, or to a Devineau Biophone.

The bell of the "IDEAL," made of pure aluminum, is nearly six feet in circumference, assuring the maximum of sound.

The elbow is made of the highest grade of ebonite, which in combination with aluminum, completely eliminates that tin sound so strongly objectionable. In the middle part of the elbow a swivel allows the sound to be thrown in any direction WHILE PLAYING A RECORD.

The "IDEAL" flower horn is handsomely finished and weighs but a few ounces. With the "IDEAL" horn you get "IDEAL" music.

Federal Manufacturing Company

2095 East 36th Street

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Cleveland, Ohio

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. E. P. VAN HARLINGEN, MANAGER.

April a Disappointment to Local Talking Machine Trade, but Compared With March, Shows Improvement—Expensive Machines and Records Sell Well—World Editorial Favorably Commented On—Feinberg Opens Victor Store—Fonotipia Records in Demand—Edison and Victor Trade Picking Up With Lyon & Healy—New Store in Howell, Mich.—B. & H. Fibre Needles Shown—Manager Williams a Chicago Visitor—Grand Opera Artists Call at Lyon & Healy's—How Manager Otto Develops Trade—Philpot Makes New Indestructible Co. Jobbers—Columbia Store Changes—Recent Visitors—Talking Machine Co.'s New Record Brush.

(Special to The Talking Machine World.)

World Office, Room 806, No. 156 Wabash avenue.
Chicago, May 5, 1908.

April was on the whole something of a disappointment to local jobbers. The first half of the month was exceedingly quiet, but toward the latter part there was a noticeable although a not very marked improvement both in the demand for machines and records which has continued into May. Distributors report variously an even break to a slight increase during April as compared with March. Business in the aggregate with dealers, however, can be described as fair and the present orders that have been received reflect pretty accurately current sales by the dealers as they are not stocking but ordering only for immediate and insistent wants. It is generally expected that business will continue in a rather quiet hand to mouth way during the summer but that stocks will be in such a condition as to demand liberal orders as fall approaches. It is rather surprising to note the proportionate number of high grade outfits which are being sold at the present time, dealers are evidently

forcing business—where it is safest to force it—with the better class of trade. Local retail trade has been fair only. As a rule it has been very quiet in the medium and cheaper grades of machines but fairly active in the higher priced machines and records. Grand opera week stimulated record sales to a considerable extent. It is interesting to note that the new \$7 Lucia Sextette record of the Victor Co., while marking the high water mark in price, is already enjoying a brisk sale. The initial stocks ordered by local distributors were speedily exhausted, one house selling eighteen Sextettes on the opening day and the one following.

The editorial in last month's World on "character trade" attracted a great deal of attention. "It deserves to be pasted in the hat of every jobber, manager and salesman," said one man. "Creating dealers indiscriminately and regardless of their reputation for enterprise and aggressiveness or the reverse is a bad policy for the jobber and an injustice to the trade. To sell a man an infinitesimal order just inside the requirements to get him to 'try it out' when his ambitions extend no further than that, generally leads to failure. I think every new dealer should have it impressed on him from the start that he must carry a stock at all times if he expects to buy as a dealer. I have known instances of a merchant who wanted to buy a machine for his own use being told that if he would buy the minimum quantity required to qualify as a dealer, he would get his own machine at wholesale and would have no trouble in disposing of the others even if he didn't want to handle talking machines regularly. Of course any salesman either in the house or on the road, who will sell goods in this way is highly culpable and should be disciplined when his sins are discovered."

L. F. Geissler, general manager of the Victor Talking Machine Co., who has been on a hurried trip on personal business, spent Sunday and a portion of Monday in Chicago with his son, A. D. Geissler, manager of the Talking Machine Co.

B. Feinberg, well-known to the trade formerly as a member of the Zonophone traveling forces and for the past two years a member of the firm of Dilbahrner & Feinberg, proprietors of the Western Talking Machine & Supply Co., will open a retail talking machine store, handling Victor goods exclusively, at 169 Michigan avenue, next week. It will be an individual venture of Mr. Feinberg's, although he still retains his interest in the Western Talking Machine & Supply Co. The new store, although not of large dimensions, should be admirably located for high grade trade, the very kind that Mr. Feinberg declares his intention of catering to almost exclusively. It is the north store in the Railway Exchange Building and adjoins Orchestra Hall. It will be handsomely fitted up with two beautiful mahogany booths and the decorations throughout will be of an artistic nature. Mr. Feinberg has secured the services of Miss Davidson, who has the reputation of an expert sales woman.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned recently from a southern trip including New Orleans, Memphis, Little Rock and other points. He reports that their southern business has shown a noticeable picking up recently and that March was the best month that the Memphis branch had experienced since last October.

The Columbia Phonograph Co. had an excellent sale on the Bonci Fonotipia records as the result of the appearance of the famous tenor of the Metropolitan Grand Opera. The Scotch dialect records of Harry Lauder issued by the National



Don't you want some snappy newspaper cuts?

SEND US YOUR VICTOR AND EDISON ORDERS.

R

Business Tonic

A good line of goods.
An attractive store.
Live advertising.

LYON & HEALY'S FACTORY SERVICE.

Add common sense and use freely every day.



We Supply these Cuts.

You would not think of putting your Doctor's prescription into the hands of a second-rate Druggist who uses stale Drugs, and employs careless Clerks. There is as much difference in the way Victor and Edison orders are filled as there is in the way prescriptions are handled.

Lyon & Healy's factory service fills your order as carefully as if it were a prescription upon which your life depended, and starts it off to you the same day it is received.

CHICAGO

Lyon & Healy

CHICAGO

Phonograph Co., are proving immense sellers in Chicago and the West, as indicated by reports from dealers and jobbers. Seldom has a singing comedian sprung into such instant and widespread popularity by the talking machine route as has the canny Scotchman.

"Our wholesale business both on Edison and Victor has shown quite a material picking up in the last two or three weeks," said C. E. Goodwin, of Lyon & Healy. "Locally our retail business shows some peculiar tendencies as the result of our own efforts on the Victor Victrola such as the distribution of the photograph of Alice Neilson listening to the V. V., and other methods aided by the widespread advertising by the Victor Co. We have actually sold more Victor Victrolas in two recent weeks than any other type of Victor."

Enoch Grill, of Reid City, Mich., has bought out the talking machine department of H. R. Niergarth, of that city, and will hereafter handle Edison and Columbia goods in addition to pianos.

The Barnhard Music Co., of Kalamazoo, Mich., have recently added talking machines, handling Edison, Victor and Columbia.

Whiteman & Bowers, formerly salesmen for Grinnell Bros., of Detroit, have opened a piano and talking machine store at Howell, Mich., handling Columbia and Edison goods.

William Gunn, of Saginaw, Mich., will move his piano and talking machine business into a fine new store with a special room devoted to the Edison and Columbia lines.

J. F. Bowers, treasurer of Lyon & Healy, and president of the Talking Machine Jobbers' National Association, has returned from a 10 days' sojourn at French Lick Springs, Ind.

The main reception room of the talking machine department on the 4th floor at Lyon & Healy's has been converted into a regular Japanese bower in honor of the B. & H. Fiber needle. Hundreds of bamboo poles decorate the walls and ceilings, fans, umbrellas, curios and banners are artistically disposed here and there, lighted Japanese lanterns are suspended above the record

counter, along its entire length, and portieres made of the bamboo sections from which the fiber needles are split, decorate the entrances to the aisles from which the private record rooms open.

James I. Lyons has been made a distributor for the indestructible records of the Indestructible Phonograph Record Co., of Albany, N. Y., and anticipates a good demand for the new record.

Rufus T. Brady, manager of the Chicago Stand Co., 86 E. Lake street, reports a steadily growing demand for their phone arm attachment for Edison and Columbia cylinder machines. They have recently added some desirable names to their list of phone arm distributors.

G. T. Williams, general manager of Victor Distributing & Export Co., New York, was in Chicago the latter part of last week. "On the whole," remarked Mr. Williams, "I find western conditions of a favorable nature. Business out here is in reality better than I had expected. In the east the wholesale talking machine trade, which was very dull the first two weeks in April, showed a market picking up the latter half, entirely independent of the new monthly bulletin orders." Mr. Williams says that V. E. Moody, who was formerly with the Talking Machine Co. here, and who went to the V. D. & E. Co. a few months ago, is making an excellent record for himself in his new field.

C. W. Chestnut, who travels from the Chicago office of the Edison Business Phonograph Co., spent last week in Milwaukee in attendance at the Milwaukee Business Show. The Hoeffler Manufacturing Co., the Milwaukee agents for the company, had an exhibit at the show.

Lyon & Healy featured as usual the records of the Metropolitan Opera Co., artists at Victor Hall during the week of April 20, when the company honored Chicago by its presence, with satisfactory results on sales.

Senor Martin (Mar-tan) as he pronounces it, of the Metropolitan forces, was a visitor at Lyon & Healy's during the week and listened with the keenest interest to the Victor records of the

voices of some of his associates. He was especially interested in the Caruso records, which he praised highly. Incidentally he remarked that Caruso was not only a consummate artist, but a big hearted, liberal minded man in every way. This is Mr. Martin's first season with the Metropolitan. Caruso has made a sort of protege of him, and constantly gives him the benefit of his knowledge and experience in the way of criticism and suggestion.

Mme. Sembrich, who appeared here in recital the early part of last month, also called at Lyon & Healy's and listened to some of her late records.

"A man came in here the other day and bought an 18-cent harmonica he had seen in the window, for his little boy," said John Otto, manager of the retail talking machine department of the Wurlitzer Co. "Incidentally I found out he was not a talking machine owner, and I soon had him in a booth listening to a Victor Victrola. The next day he called with his wife and it ended in the purchase of a V. V. for cash. This simply illustrates the potency of the window in getting people into the store. It pays to display the little things and the talking machine man who carries small goods or side lines should see that they are attractively exploited. The harmonica purchaser proved a splendid talking machine customer, but he didn't know that he wanted a talking machine when he entered the store. Work everything you have in stock in your window and see a talking machine or record prospect in everyone you attract to your store."

W. W. Parsons, the Chicago manager for the commercial dictation department of the Columbia Phonograph Co., returned last week from a flying trip to headquarters in New York.

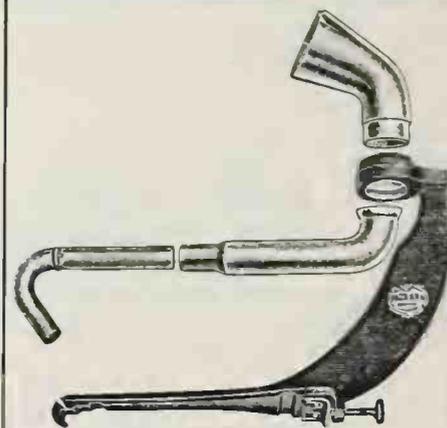
Max Landay, of Landay Bros., the Zed Co. and the Talking Machine Supply Co. of New York, was a recent Chicago visitor. Mr. Landay is a "live wire" of liveliest degree, and by example and precept preaches the gospel of constant hustle. "In our retail business in New York," said Mr.

The Phon-Arm Attachment

(PATENT PENDING)

Made to fit EDISON STANDARD, HOME and TRIUMPH, COLUMBIA, B. K., B. E., and B. F.

PHONOGRAPHS



When ordering be sure to state for what machine wanted, especially if for new Edison horn



No Unsightly Horn Stand or Crane.

No Weight on Reproducer or Feed Nut.

Horn can be turned out of way when changing Records.

No flimsy rubber tube connection to Reproducer, or Horn dangling loose in front of machine.

GOOD PROFIT FOR JOBBER AND DEALER

CHICAGO STAND COMPANY

86 E. LAKE ST.

RUFUS T. BRADY, Manager

CHICAGO, U. S. A.

Landay, "we have always made it a point to advertise the hardest when times are the dullest. We have always found that there is business to be secured in the summer months if you go after it. It is an actual fact that July and August of last year were the heaviest months of the year with us, but it was due to our extra advertising efforts in these months. To sum up the wise dealer will go after the trade the most vigorously just at the time when his competitors are relinquishing their efforts."

B. F. Philpot, manager of the Indestructible Phonographic Record Co., of Albany, N. Y., was in Chicago a couple of weeks ago on a trip through the central west. Mr. Philpot was very enthusiastic regarding the progress made by the indestructible record and his recent trip will add materially to the number of jobbers handling the indestructible record. In the few months since the record was placed on the market Mr. Philpot says that their business has far exceeded their expectation. He expects great things from the new reproducer for indestructible records which they will soon have on the market.

Farney Wurlitzer, in charge of the automatic department of the Cincinnati house of the Rudolph Wurlitzer Co., was a recent visitor at the company's Chicago branch.

Mr. Childs, the famous head of the Victor Co.'s laboratory, will come to Chicago some time this month, it is said, to look over our local talent and possibly to arrange for adding the voices of some leading western singers to the Victor collection.

Manager Elmer A. Phillips, of the Talking Machine department of Rothschild's, and his assistant, W. M. Baach, are exploiting their department vigorously. They are getting a liberal allotment of the stores advertising space in the daily papers and are using every means of attracting the attention of the thousands of people who visit the store. They are now giving illustrated song recitals every afternoon, using a new lantern, which they have on sale and

which can be lighted from the ordinary incandescent bulbs. They have had slides made for many of the newer popular songs as well as the old favorites, and use them with both Victor and Edison records.

George Ornstein, manager of the sales department of the Victor Talking Machine Co., is expected in Chicago about the 15th.

The Columbia Phonograph Co. have closed all the branch stores in the outlying districts of the city, operating in a retail way only at the main store at 88 Wabash. The closing of the sub-branches has been by no means simultaneous, but one by one they have been discontinued as dealers have been secured in the vicinity who are willing to carry a large stock of Columbia goods to supply the trade which had already been worked up. The last store to be closed was the one at South Chicago. R. M. Brown, who has a piano store in the vicinity, will handle the Columbia line in a strong way.

Loring Leeds, sales manager for the Leeds, Catlin Co., left for the east on May 1, after a ten days' stay in Chicago. It is understood that Mr. Leeds consummated several large deals for the company's product while here.

Egermann & Randolph, piano dealers of Aurora, Ill., added talking machines about a year ago and have made themselves a strong factor in the trade of that city. They have a beautiful store with a 45-foot frontage, and are devoting half of it to the Victor and Edison stock. Mr. Randolph is strong on window display and they had very effective window scenes recently exploiting specific records. The "Teddy Bear Picnic," for instance, was pictured out in very effective fashion.

Among the recent visitors at the Talking Machine Co. were James A. Pickens, of the John Hoit Co., Dubuque, Ia.; Mr. Peters, manager of the talking machine department of Louerman Bros., Marionette, Wis.; W. W. Warner, of Madison, Wis.; M. Christensen, of Rheinlander, Wis., and J. A. Phelps, of Sharon, Wis.

The Columbia Phonograph Co. recently received

a letter from a South Dakota farmer who stated that he had a Columbia coin slot machine with nice hard wood cabinet and round glass cover and an assortment of grand records. The only fault he had to find was that he lived on a farm and the records took up too much room. He wanted to exchange it for one of the latest style "flat disc machines." He was referred to the nearest dealer. Meanwhile the Columbia people are trying to ascertain the regulation size of farms in South Dakota.

The Talking Machine Co. of this city are placing on the market a new record brush which they claim not only preserves the life of the records upon which it is used, but insures a good clear reproduction. All that one has to do is to insert the handle of the little brush in the needle arm of the sound box and start the turn table. By the time the brush has run over the record not only has the surface of the latter been polished, but the dirt has been gently but thoroughly dug out of the grooves. When the record is cleaned the needle wears better and does not develop a jagged point, and consequently does not wear the record. These brushes are mounted on a pasteboard card holding 24 brushes, and the assortment makes a fine counter display. The little brush costs the consumer only 10 cents. They should prove ready sellers and the dealer makes good profit.

GABEL'S AUTOMATIC ENTERTAINER.

A Unique and Meritorious Coin Controlled Machine—Manufacturers Move to New Quarters.

(Special to The Talking Machine World.)

Chicago, Ill., May 8, 1908.

Gabel's Automatic Entertainer, the cut of which is presented elsewhere in this issue, deserves to rank as one of the most unique and meritorious coin-controlled machines on the market. The manufacturers, the Automatic Machine & Tool Co., have recently moved to new quarters at 4650 North Ann street, this city, where

The Most Popular Novelty Yet Introduced

THE RECORD SWEEPER

Preserves the life of your records.
Sold double our original stock
on the first circular.

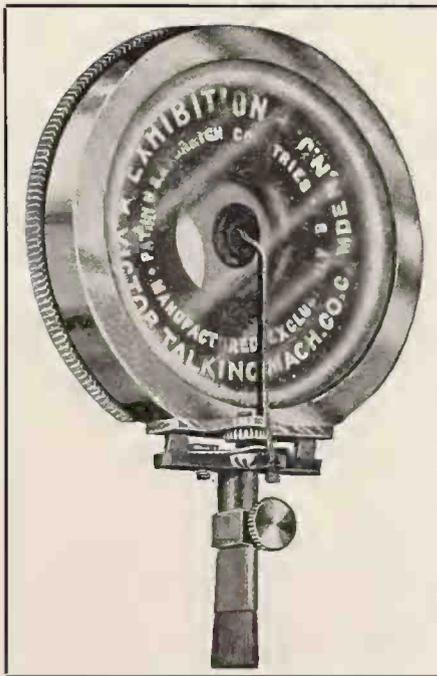
Sent absolutely on approval,
with no responsibility
to you.

Popular Price 10 cents each.

Every customer will buy one, if
only from the novelty of it.

You Make One Hundred per Cent.

Jobbers price in quantities.



Bristles are stiff enough to do what is
claimed for them.

It does not only polish the sur-
face of the record, but it digs
the dirt out of the grooves.

Mounted twenty-four on a substantial
pasteboard card.

Retail price so low that every customer
buys one at sight.

Write us to send you one card. If they are
not all that we claim for them, if you do
not dispose of enough to make you think
they are a good thing return those you have
not sold within one week and pay for the
balance.

THE TALKING MACHINE CO.

72-74 WABASH AVENUE, CHICAGO

LARGEST EXCLUSIVE VICTOR WHOLESALERS IN THE COUNTRY AND HANDLERS OF
NEEDLES AND ACCESSORIES

they have several times the space occupied in their former location on Canal street, and they are prepared to supply the trade with these machines made under the direct supervision of John Gabel, the inventor, and president of the company. The Entertainer uses only disc records. The racks on either side of the center revolving table contain twenty-four 10-inch records, twelve on each side. The program is in sight, and also an arrow which indicates the next number the machine will play. If a special number on the program is desired this can be accomplished by turning a knob, which moves the arrow to the selection desired. To put the machine in operation one has only to place a nickel in the slot and turn the crank handle once. Both the needles and records are changed automatically. The machine is strictly automatic, no electrician is necessary to keep it in running order, and it therefore can be operated anywhere. The sound-box is controlled and led horizontally over the record by a screw feed attachment. The finish of the machine is as fine as mechanical skill can produce. The cabinet is of quarter-sawed golden oak. The large parts of the mechanism are finished in black enamel, handsomely decorated, and the other working parts nickel plated and brass finished. All aluminum parts are polished. The mechanism is exposed on three sides, the machine having a large plate glass panel on each side. This makes it very attractive, as the people can see the movements of the machine. The machine is 60 inches high, 37 inches wide, and 15 inches deep. The sound-transmitting horn is 40 inches long, with a handsome brass bell on the end. Every machine is put out under a strong guarantee by the manufacturers.

DON'T RELINQUISH ENERGY

When Times Are Not Good—This Is Just the Moment When Every Talking Machine Man Should be Spurred on to Stronger Efforts—It Pays to Loosen Up.

In the world of business there is no such thing as keeping still or maintaining one position. Advancement is the only way to success, for when a business ceases to advance it immediately begins to slide backward, down the hill to ultimate failure. A little adversity, instead of spurring a man to stronger efforts, frequently causes him to stop hustling and begin wishing for better conditions instead of creating more business. Then again, with some men enthusiasm is sometimes spasmodic. For a year or two they are all energy, and then they begin to cool off. In both cases the business suffers and is often irreparably injured in a very short time.

An excellent editorial upon the inclination of certain dealers to give in to poor business con-

ditions appears in the May number of the Edison Phonograph Monthly under the heading, "Loosen Up," and reads as follows:

"If we should ask every Edison jobber and dealer to raise his right hand to the question: 'Are you to-day making the same effort to get business that you did six months ago?' we doubt if one in a hundred would put up his hand. Fully nine-tenths would frankly admit that they were not doing so and would defend their position with the claim that business did not warrant their making the effort or spending the money. This is one of the great drawbacks of quiet times. When everything is booming and everybody is doing a big business, every firm of any life advertises, circularizes and adopts every known method for getting business. The more they have the more they want. Their efforts add to the work of printers, salesmen, solicitors and scores of people in other lines. Those in other lines then come back and buy phonographs and records. It's a case of 'tickle me and I'll tickle you.'

"But let something happen to business generally and everybody instinctively lets up in his efforts. Advertising of all kinds is cut down, salesmen are withdrawn and retrenchment becomes the cry. Many times this is done before a firm's business shows any signs of being affected and apparently only in obedience to a cry of 'wolf.' Clerks get the germ and use it as an excuse for relaxed efforts. The natural result of such a state of affairs is to make business poorer and times harder. The tickling game once stopped, the volume of everyone's business suffers. Those who have ready money hold on to it like grim death, fearful that it will not return if once spent.

"Business to-day needs nothing but a loosening up on all sides. Edison jobbers and dealers can do their part by patronizing the printer, the newspaper publisher, by putting men on the road and doing all the things they did six months ago. It may seem unprofitable for a short time, but the printer will put more men at work, the newspaper publisher will extend his efforts, the families of salesmen will have more money to spend, and before long the wheels of business will hum as merrily as ever. Put your shoulder to the great business wheel and do your part in making it go round. Don't lie down, crying, 'It's no use.' That is not the part of the up-to-date American business man."

A WONDERFUL COMBINATION.

New Musical Instrument Invented by Indiana Genius—Sings, Plays the Piano and Violin and Does Other Remarkable Stunts

A workman of Milton, Ind., is credited with having invented a remarkable musical instru-

DEALERS TAKE NOTICE!

We will send, prepaid, and free of charge, a "Missing Link" to every Dealer who handles Edison Phonographs and Cylinder Graphophones.

Write for it now. You'll need it in your business.

ADDRESS

KREILING & COMPANY

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.

Manufacturers of the "TIZ-IT" All Metal Ball-Joint Horn Connection for Cylinder Machines.

ment which, it is said, sings popular songs, plays its own accompaniments, gives miniature vaudeville performances, and plays a violin all at one time. The inventor calls his instrument the "Vaudeano," and has made application for a patent on it.

In constructing the combination the originator employed an old upright piano in which he concealed a phonograph. The piano also contains an "endless fiddle bow," in form of a rubber rope, by which the upper piano strings are scraped in making the "violin music." By pulling out a stop the rubber cord is brought into contact with the strings and the motor controlling the attachment set in motion. By a simple method the phonograph is operated and regular perforated paper rolls are used for the player actions. If the inventor's arrangements are carried out exactly as he thinks they will be, the instrument will probably make its first public appearance in the near future.

B

&

H

NO SCRATCH
NO RASP
NO BLAST

FIBRE NEEDLES

FOR

Disc Records

Patented Nov. 12, 1907

Records
Will Last
Forever

The following is from recent circular letter issued by one of the largest Jobbers and Dealers of Talking Machines and Records in the world:

"In addition to the record list, we also enclose circular descriptive of the "Fibre Needle" which is *without question the only Needle that brings out the full, round and Natural Tone of our Disc Records and still preserves the Record.* In order to obtain results follow the instructions carefully."

The above is one out of thousands. Our testimonial files are open to all those interested!

Write for Samples, Circulars and Testimonials

B. & H. FIBRE MFG. CO.
208 E. Kinzie Street
CHICAGO, ILLS.

Edison Jobber Zonophone Distributor



Carrying
Cases
=

Wire
Record
Racks

INDESTRUCTIBLE RECORDS RECORD CABINETS

SPRINGS for all makes and sizes

QUILL NEEDLES

"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines

JAMES I. LYONS
192-194 Van Buren Street
CHICAGO

THE SYNTHETIC TALKING MACHINE.

Experiments of Dr. Scripture of Yale in an Endeavor to Produce Machines Giving Effects of Human Voice—What Has Already Been Done by Other Scientists in That Direction and Their Success—An Interesting Study of the Voice.

Reference was made in The Talking Machine World for March to the production of a real talking machine on the synthetic plan by Dr. Mirage, of Paris. It is interesting to note that Dr. Scripture, the eminent physiologist of Yale University, has also been engaged in experiments which he hopes will lead to the construction of a machine which will be able to sing or emit vowels similar to those sung by the human voice. In doing so he points out the possibility of an entire revolution in organ building, and consequently in church music. Dr. Scripture's work has come in for no little notoriety in the European papers, and the Deutsche Tageszeitung, in referring to the matter says:

"This announcement sounds slightly fantastic, but—in spite of its American origin—it deserves serious notice, not only on account of the well-known reputation of Dr. Scripture, but also for the reason that some of the experiments in the manufacture of machines, which will emit human sounds automatically, have been comparatively successful. Naturally, this instrument will not be on the same principle as a phonograph, which is a reproducing machine. It will be an instrument which will create sounds—which there is no necessity to speak or sing into."

If Professor Scripture is successful in his endeavors he will not be the first to accomplish the task, although, of course, he may secure more perfect results than any others. Faber, Kratzenstein, and Kempelen each individually achieved more or less success in this direction. Their work it is which is, doubtless, referred to in the comment of the German paper. These experiments were very interesting and are worth noticing. The so-called talking or musical figures were automatons, extremely ingenious, but purely and simply mechanical. The work done by Faber, Kratzenstein, and Kempelen was much more scientific, and is much more closely related to the talking machine as we know it to-day, says the Talking Machine News,

Toward the end of the 18th century a bold and almost successful attempt was made to construct a talking machine. In 1779 the Imperial Academy of Science in St. Petersburg proposed as the subject of one of their annual prizes an inquiry into the nature of the vowel sounds and the construction of a machine to imitate them. This prize was gained by M. Kratzenstein, who showed that all the vowels could be distinctly pronounced by blowing through a reed into the lower ends of pipes of varying and irregular shape. He claimed to have constructed a machine that would not only pronounce the vowels, but also such words as "papa," "mamma." There is no reason to believe that he accomplished more than this.

About the same time N. Kempelen, a Hungarian, was occupied in the same direction. It was he who constructed the mysterious chess-player, which attained such celebrity. In his first attempt, he produced the vowel sounds by adapting a reed to the bottom of a funnel-shaped cavity and placing his hand in various positions within the funnel. This, however, was unsatisfactory. After long study he contrived a hollow oval box, divided into two portions, hinged together so as to resemble jaws. This box received the sound which issued from the tube connected to the reed, and by opening and closing the jaws he produced the sounds a, o, ou, and an imperfect e, but no i. After two years' labor he succeeded in obtaining from the jaws the sounds of the consonants, p, m, and l, and by means of these vowels and consonants he could compose syllables and words, such as mamma, papa, aula, lama, mulo. The rounds ran into each other, and an aspiration followed some of the consonants, so that instead of papa the word sounded phaa-ph-a. But with much labor he managed to surmount many of these difficulties. He found it necessary to imitate the organs of speech by having only one mouth and one glottis. The mouth consisted of a funnel or bell-shaped piece of elastic gum, which approximated, by its physical properties, to the softness and flexibility of the human organs. To the mouthpiece was fixed a nose of two tin tubes, which communicated with the mouth. When both these tubes were open and the mouthpiece closed, a perfect m was produced; when one was closed and the other open, an n was sounded. He could have succeeded in obtaining the four letters d, g, k, t, but by using a p instead and modifying the sound in a particular manner, he contrived to deceive the ear by a tolerable resemblance of these letters. There seems to be no doubt that at last he was able to produce entire words and sentences, such as

opera, astronomy, Leopoldus secundus; Romanorum imperator semper Augustus; je vous aime des tous mon cœur, etc. But he never fitted up a speaking figure, and probably, from being dissatisfied with the general result of his labors, he exhibited only to his friends.

The labors of Kratzenstein and Kempelen were, in the early 19th century, pursued by Mr. Willis, of Cambridge, with great success. He improved Kempelen's device, and found that he could entirely dispense with the introduction of the hand, and could obtain the whole series of vowels by sliding a flat board over the mouth of the cavity.

These experiments and others have led the best authorities to regard the human voice as analogous to reed pipes, the vocal chords forming the reeds and the cavity of the mouth the pipes. Voices in which over tones abound are sharp, and even rough; those in which they are few and faint are soft and sweet. In every voice, however, the number and relative intensity of the overtones depend on the form assumed by the cavity of the mouth, which acts relatively to the vocal chords precisely as a resonator does to a tuning fork, or a pipe to a reed. These, it is believed, are the views held by Professor Scripture, and if it be true, as reported, that he is engaged on the construction of a machine not to reproduce but to create sound, his work will be watched with interest by everyone to whom the talking machine is more than a toy.

SMYTH & CO.'S CLEVER PUBLICITY.

Smyth & Co., 35 Donegall street, Belfast, Ireland, who handle the gramophone line in that city, have been bringing their goods to the attention of the people of that city in a rather unique way. They employ a number of sandwich men to promenade the principal thoroughfares. The man in front of the procession carries a Victor gramophone on a tray strapped around his neck, with a board on his back containing a copy of the picture of "His Master's Voice," and leads a small fox terrier by a leash. The terrier also boasts of a coat containing the words, "His Master's Voice." This is advertising clever enough to emanate from a Yankee, but Mr. Smyth is a progressive Irishman; hence half Yankee.

Several music and talking machine stores in Hartford, Conn., have been affected by a recent order of the prosecuting attorney that all projecting signs must be removed by May 15.

NEEDLES

We Have Them
ALL STYLES
for all
Disc Machines

For Loud, Medium, Soft, Musical Tones "Gold" Needles, for use on Celluloid Discs "BELL TONE," for Concert use EXTRA LOUD.

MULTITONE. Three (3) Tones in one needle. Plays Loud, Soft and Medium without changing the needle. Plays 10 Records without hurt to the Record. Needles for the Victrolia Machine.

WE CARRY ALL IN STOCK. 100 to envelope. 300 in Tin Box. Special orders—packed as required—own printing if desired. Made of Best English Steel. Highest Quality, Lowest Prices, Prompt Deliveries.

C. H. CROWLEY, Maker of Needles
274 CHURCH STREET, NEW YORK 211 JACKSON BOULEVARD, CHICAGO

TRADE HAPPENINGS IN PHILADELPHIA

Business Spasmodic But Prospects Bright—Trade Interested in Coming Convention—Louis Buehn & Bro. Suffer Heavy Loss by Fire—Covered by Insurance—Business Resumed—Musical Echo Co. Take Agency for Indestructible Records—C. H. Robertson With Buehn Co. —A New Buehn in Town—Weymann & Sons Busy—What Other Talking Machine Houses Report—Columbia Co.'s Fonotipia Records Grow in Popularity.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 8, 1908.

Business in this city for the past month was more or less spasmodic, and just enough to keep the interest of the trade on edge. A change for the better has been felt all along the line, however, since the first of the month, and everyone feels that the near future holds forth brighter prospects for those in the talking machine trade. Collections have been unusually good, both wholesale and retail. The public is showing a desire to make up all deficits on its instalments. So after summing everything up and weighing the pros and cons, Philadelphians have little cause to complain and a whole lot to be thankful for. Jobbers here are all looking forward to the convention to be held at Atlantic City early in July, and many subjects of vital interest to the trade in general are to be brought up and passed upon.

Louis Buehn & Bro., the well-known talking machine jobbers, of this city, suffered a severe loss from fire on the night of May 2. The fire started from some unknown cause on the fourth story of the building, and while it was put out before it had spread to the lower floors, everything was flooded by water and considerable stock spoiled. The fire started early in the evening while some of the employes were still in the building getting out some rush orders, and after the excitement was over all pitched in to the herculean task of bringing order out of chaos. All hands were on the job, but it was Sunday noon before even the salesrooms resumed their accustomed aspect. All damage was fully covered by insurance, for which the firm are to be congratulated. The Western Talking Machine Co., or in other words, Adolf Weiss, whose place adjoins the Buehn establishment, also suffered some damage from water running down on his stock, which was also protected by insurance.

The Penn Phonograph Co., of this city, reported trade in both departments as fair, with a marked stiffening since the first of the month.

The Musical Echo Co. have obtained the agency for the Indestructible record for Eastern Pennsylvania, Southern New Jersey, Delaware, Maryland, Virginia and West Virginia, and Washington, D. C., and are now preparing a strong campaign to push them into prominence in their territory. Mr. Gerson, in a chat with The World, spoke very encouragingly of the outlook. The Musical Echo Co. are making a strong bid for high-class trade on their line of Everett pianos, this department being in charge of Thomas Stoll, for twelve years previous prominently connected with John Wanamaker. Mr. Stoll, besides being

a brilliant salesman, is a musician of ability, and the musicales which are given weekly under his direction are proving great trade stimulators.

C. J. Heppe & Sons reported trade as somewhat quiet during the latter part of April, but since the first orders from their dealers have become more frequent and of a more satisfactory size.

Chas. D. Robertson, formerly an Edison dealer, with a store at 4223 Lancaster avenue, has just become affiliated with the Buehn Co. in the capacity of retail manager. Mr. Robertson was one of the oldest Edison dealers in this State, having sold the line continually for the past ten years. A man of considerable native ability, he knows the retail end of the business from A to Z, and judging from the results he has already obtained, he will prove a valuable acquisition to this enterprising house.

And while speaking of additions, it might be well to explain that smile that Brother Louis Buehn has been wearing for the past fortnight, and which nothing, no matter how aggravating, can scrub off, not even a bad split in a bowling tournament, which is one of the many things in which our friend shines. In short, on Easter morning he was presented with a fine, strapping boy, which, needless to say, is the picture of his father. We are sure that the trade will unite with The World in offering him their congratulations.

Weymann & Sons are enjoying a lively call on their various lines; in fact, so busy were they that when your correspondent called on them for the usual confab, none of the boys had time for more than a handshake and a smile. At least, this is something like it, and we hope to see it continue.

The Columbia Phonograph Co. are meeting with pronounced success here with their line of Fonotipia records, and Manager Goldrup seemed very well satisfied with things in general.

TALKING MACHINE DEALER FAILS.

A petition in bankruptcy has been filed against Louis Sheiman, dealer in phonographs, 1960 Third avenue, New York, by these creditors: Victor Distributing & Export Co., \$1,999, and Jacot Music Box Co., \$1,213. W. E. Verplank has been appointed receiver with authority to continue the business temporarily. Liabilities are \$5,227, and assets \$2,000.

VICTOR VICTROLA AS ENTERTAINER.

At the St. George dinner recently given at the Hotel Ten Eyck in Albany, N. Y., the guests were entertained, while discussing the menu, by a Vic-

tor Victrola, which gave selections from the operas and late musical comedies, as well as several popular numbers. The banqueters were highly pleased with the entertainment, declaring it surpassed the usual orchestra music.

QUALITIES OF SOUND.

Importance of Understanding the Subject in Making Both Talking Machines and Records—A Study of Vibration and Its Value Essential—Some Sound Advice.

A complete understanding of the qualities of sound is of the utmost importance to the makers of both talking machines themselves and the records, and continual improvement in the making of reproducing attachments and also in the system of recording shows a growing knowledge of the subject. Sound may be classed under two headings, music and noise. The former is caused by a regular number of vibrations in a given time, and the latter of an irregular number. The middle C on a piano is the result of about 250 vibrations per second, that of an octave below, 125 vibrations. To go higher up the scale would increase the number of vibrations proportionately.

It is well known that the quantity of sound decreases as the distance from its source increases, due to the spreading of the sound waves over a larger space. Naturally the more air to be set in motion by the vibration the less their power. To illustrate the principle pour a drop of ink into a quantity of water. As it spreads and mixes with the water it becomes weaker in color, until, if there is sufficient water, it disappears altogether.

The size of the vibrations also has a great deal to do with the traveling qualities of sound. If the string of a musical instrument is touched lightly the vibrations are limited and the note is soft. Should the same thing be struck violently the loudness of the note will increase in proportion to the force of the blow.

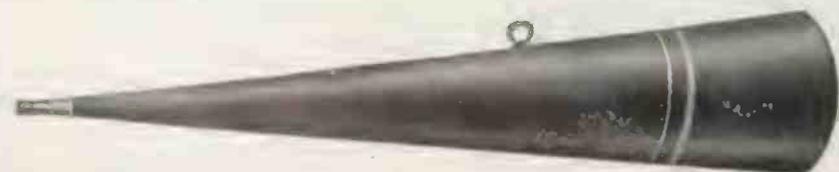
Two notes of exactly the same pitch and loudness but played on different instruments, may be classified even by an amateur, owing to different quality, the last of the three ways in which musical notes can vary, the other two being pitch and loudness.

A thorough study of these elements should be made by those not already perfectly familiar with them, for even a dealer will not find it amiss to understand the principles of music in dealing with an intelligent clientele.

APPOINTED VICTOR JOBBERS.

E. F. Droop & Sons Co., Washington, D. C., have been appointed Victor jobbers, C. A. Droop consummating the management upon a recent visit to the Victor factory at Camden. This house have long been Victor jobbers in their Baltimore store. They have one of the most complete talking machine departments south of Philadelphia and carry an immense stock of both Edison and Victor machines, records and supplies.

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.

TRADE NEWS FROM PACIFIC COAST.

Improvement in Trade Continues—Arrival of Fleet Causes Demand for Special Records—Eilers Co.'s New Talker Department—Mauzy's Zonophone Trade—Columbia Co.'s New Quarters—News from Oakland—L. F. Geissler a Visitor—Wiley B. Allen Co. Lease New Building.

(Special to The Talking Machine World.)

San Francisco, Cal., May 4, 1908.

Coast talking machine business has shown material improvement during the month of April, and up to the last week conditions have been much more satisfactory than they were in February and March. There has been a moderate movement of nearly all lines of goods for the city trade, while the country has come forward especially well. Just now the local business is a little upset by the anticipation of the fleet, as the excitement works against any extensive buying. The coming of the fleet, however, has resulted in a great demand for special lines of records, on which some dealers have cleaned up a good profit. Peter Bacigalupi & Son sold about 5,000 records of the new song, "Coming Around the Horn," which has had a great run for a month or so, and other dealers report similar large sales on popular records. It was expected that outside business would fall off considerably, as large numbers of people are coming to San Francisco next month, but so far there has been little decrease. One favorable feature is a prospect for large crops in most sections, which has served to stimulate trade in the smaller towns.

The Eilers Music Co.'s new talking machine department in the Market street store is now running in good order. A large shipment of stock was received about two weeks ago, and the department was opened up very successfully. The talking-machine demonstration rooms are well equipped, and have been showing up to great advantage. With a large part of one window devoted to talking machines, the company has been doing a very satisfactory business for the first month. The department is in charge of Mr. McCracken, formerly of the Portland store of the Eilers Piano House.

P. Bacigalupi, Jr., of Peter Bacigalupi & Son, made a trip to Southern California early in April. He says that the talking machine business was a little quiet in Los Angeles at that time.

Byron Mauzy reports considerable improvement in the talking machine line since he has been specializing on one line. With nothing but Zonophone goods in his jobbing department, he has been putting that line forward strongly and with considerable success.

The wholesale department of the Columbia Phonograph Co., in San Francisco, is moving into a new location on O'Farrell street, in the rear of the main retail store. Mr. Gray's office, and probably Mr. Downe's also for the present, will be in the rear of the store, and the additional quarters have been leased as a store-room for stock. The new arrangement will save a good deal of time and trouble, as formerly the wholesale and retail departments were several blocks apart, and frequent trips were necessary between the stores. The stock is now being moved, and the offices will be ready in a few days.

Sherman, Clay & Co. have greatly enlarged the talking machine department of their San Jose store, putting in a separate demonstration room and a complete equipment in the most modern style.

Geo. W. Scott opened a store for talking machine goods recently in Richmond, Cal.

The Hauschildt Music Co., of Oakland, are doing a lively business in this line. They are advertising widely the undestructible record for which they have secured the exclusive agency.

Sherman, Clay & Co. have had a steady run on their new grand opera records, particularly the sextette from "Lucia." As these sell for \$7 each, the business runs into considerable money. The records are being strongly advertised, and made attractive by large window displays, besides

being demonstrated on the Victrola. This, in addition to the great interest taken by the public, has caused a heavy demand. The stock has already been exhausted, and another shipment is anxiously awaited. Mr. McCarthy, treasurer of Sherman, Clay & Co., who has immediate charge of this side of the business, is surprised at the way the talking machine business keeps up, while other lines are generally quiet. He is enthusiastic over the Victrola, and states that a steady demand for this instrument keeps the amount of business fully up to that of last year.

L. Frederic Geissler, general manager of the Victor Talking Machine Co., made a short visit to San Francisco late last week, renewing old acquaintances and visiting Sherman, Clay & Co. Mr. Geissler was astounded at the growth made by the city since the fire.

The Wiley B. Allen Co. have leased a building to be put up on Kearny and Sutter streets. Provision is being made for a talking machine department, which will occupy a large part of the basement.

MILNER CO. EDISON JOBBERS.

The Cincinnati Concern's Latest Advance Step.

The Milner Musical Co., 25-27 West Sixth street, Cincinnati, O., have bought out the Edison jobbing agency of L. E. McGreal, of that city, and will succeed that firm as wholesale representatives for the Edison goods. The Milner Musical Co. are widely known as successful dealers in pianos, Edison phonographs and musical merchandise. Joseph Milner, president, and Raymond Strief, secretary and treasurer, are excellent types of up-to-date, hustling music tradesmen, and there is every indication that they will make good as Edison jobbers.

HOEFFLER MFG. CO. STOCK CHANGES.

The Hoeffler Manufacturing Co., Milwaukee, Wis., manufacturers of equipment for talking machines and dealers in that line, have changed their \$150,000 common stock to \$100,000 common and the balance 7 per cent. preferred.

Gabel's Automatic Entertainer



THIS instrument is equipped with twenty-four 10-inch flat records, from which a selection can be made, and both needle and record are changed automatically with one turn of the handle.

THERE is a great demand for the "Entertainer" because of its many advantages over other instruments having a coin slot attachment.

IT is entirely automatic, and the movements of the mechanism are in full view, which is a great attraction.

THE records are easily changed, and as there is a variety, it will furnish any kind of music desired.

THE sound box is controlled and led horizontally over the record by a screw-feed attachment. Therefore, the record is reproduced more clearly than by any other *talking machine* on the market.

THIS automatic screw-feed machine entirely avoids the record-fed sound box patent and all other patents controlled by talking machine manufacturers.

IT is beyond question an excellent money-earner, and so very simple that it can be operated without any trouble.

WRITE FOR PARTICULARS TO

The Automatic Machine and Tool Company

46-48-50 NORTH ANN STREET

CHICAGO



Join the Don't Worry Club

What's the use of worrying about whether or not you'll get the goods promptly every time you give your jobber an order?

After you send the order, you shouldn't have to give it another thought. You ought to be able to forget it and have your mind free to look after other details of your business. What's the use of wasting your time and disgruntling your customers and worrying yourself when it isn't necessary?

All our customers are immune from worry. They know we have everything that's newest and best in Victors and Victor Records, record cabinets, fiber cases, trumpet horns, English needles and other accessories, and they need never worry about their orders because we're always ready for them. They know that their orders will have prompt attention—that we ship all goods the same day the orders are received. They know that we take the best care of them and in turn they can take the best care of their customers.

The first step toward joining the Don't Worry Club is to send for our latest catalogue. The first order you give us will make you a full-fledged member, and when you become a regular customer worry will be a thing of the past and you'll have no trouble in keeping in good standing with your customers.

**The Victor Distributing
and Export Company**

83 Chambers Street, New York



McGREAL'S NEW ESTABLISHMENT

Formally Opened to the Public—10,000 Visitors on Opening Day Pay Tribute to the Enterprise of Mr. McGreal—Flowers and Compliments Galore—Quarters Beautifully Equipped—Sheet Music Department the Latest Addition to the Business.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 4, 1908.

Saturday, April 25, marked the opening by Lawrence McGreal, wholesale and retail dealer in the Edison and Victor talking machines and records, of his new establishment at 172, 174, 176 Third street, which is among the largest and handsomest talking machine houses in the country.

Some 10,000 people thronged the place, monopolized the retail department on the first floor, and even reached the spacious wholesale rooms on the fourth floor. The full force of fifteen clerks were kept employed all day distributing souvenirs and explaining and demonstrating the Edison and Victor machines, especially the Victor Auxetophone and the big Victor-Victrolas, which were a source of much interest.

People of all classes were to be seen in the new establishment, and among the visitors of the day were the city officials, including Mayor Rose, Treasurer Schoenecker, Controller Gawin, Chief Janssen, of the police department; Chief Clancy, of the fire department; Commissioners Grundman and Sherer, and Alderman Koerner, who all spent several hours of the afternoon on a tour of inspection and listening to the finest selections to be found in the McGreal establishment.

Over 10,000 carnations and roses were distributed to the visitors. They in turn brought elaborate floral offerings to Mr. McGreal, who is one of the most popular business men of Milwaukee. One of the especially fine floral tributes was the full-sized representation of a talking machine complete, with horn and all equipments, done in flowers, which was the gift of John Menge, the architect of the new building. E. B. Genrich, a Victor and Edison dealer in the city, also presented a unique floral design, and the whole store was banked with flowers from the leading business men of the city.

One of the unique souvenirs that was presented by the thousand to the visitors was an elegant watch fob of pressed steel, representing a Victor record on which was embossed the well-known figure employed by the Victor machine in advertising, the dog listening to his master's voice. On the reverse side of the fob was the name of Lawrence McGreal, Victor distributor for Milwaukee and Wisconsin. The whole was very neatly done and was the work of the Schwaab Stamp & Seal Co., of Milwaukee, while the idea originated with Mr. McGreal alone.

One of the features of the new establishment are the handsome booths, eight in number (four Victor, four Edison), finished in mahogany and French bevel plate glass, furnished with velvet curtains and elegant chairs, built in octagonal shape and with the best of acoustic properties, that the records may be demonstrated to advantage.

The establishment is truly a place of beauty, and no expense has been spared in the slightest of details. Huge, round leather settees are here and there, and cozy corners are arranged at convenient places. Pictures of the leading composers dot the walls, while the ceilings of the whole establishment are bordered with the Victor dog and the Victor machine.

The private and business offices in the rear of the retail department are large and roomy, and are fitted to correspond to the elaborate furnishings elsewhere.

One of the innovations on the opening day was the opening of a new sheet music department, where a complete assortment of popular and classical selections and teachers' supplies are to be found. It is in charge of Mitchell Simonds, a young composer of note, who has

lately been in charge of the sheet music department at the Cincinnati establishment of Mr. McGreal. "Noma," an intermezzo two-step, a composition by Mr. Simonds, is proving very popular. Mr. McGreal has discovered that many people, after hearing a selection on the talking machine, desire to possess the music of the piece, and it is believed that the new department will be very successful.

Mr. McGreal has the State agency for both the Edison and Victor machines, and carries at all times upward of 1,000 machines and 150,000 records, as well as supplies and repair necessities.

Mr. McGreal began business in Milwaukee in 1902, and since that time has made remarkable progress. He has been successful in establishing branch dealers all over the State. The past week William E. Schmidt, salesman for Mr. McGreal, started branch stores for the Edison and Victor lines at Palmyra, Whitewater, Lake Mills, and Janesville.

TALKOPHONE CO. AFFAIRS.

Standard Metal Mfg. Co. Ask Court to Ascertain Amount of Company's Indebtedness.

(Special to The Talking Machine World.)

Toledo, O., May 1, 1908.

In a pleading filed in Common Pleas court last week the Standard Metal Manufacturing Co. in behalf of itself and other creditors, asks that the court ascertain the amount of indebtedness of the Talk-o-Phone Co., and enforce the stockholders' liability for a sufficient amount to pay it.

The Standard Co. allege that the liabilities amount to \$200,000; that Receiver Harry Ensign has sold, under an order procured from the court, all of the assets of the company to the prejudice of the creditors; that he holds stock in the concern and has made no attempt to enforce the liability of the stockholders; that he has neglected to bring to the attention of the court the claims of the creditors. It asks that another receiver be appointed and that Ensign be required to turn over the property of the company to him.

The creditor says that by an agreement among the stockholders the following amounts of stock were issued without anything being paid for them: Albert L. Irish, \$162,000; George C. Metzger, \$45,000; W. V. T. Bradley, \$20,000; and Rathbun Fuller, D. V. R. Manley, William P. Tyler, F. G. Thompson and John P. McAfee, each \$5,000. Irish later sold his stock to Metzger, it is alleged.

Auto
Run

**WATCHUNG
MOUNTAINS**

Golf
Drives

45 Minutes from Broadway and 90 Minutes from Philadelphia.

**Truell Hall, PLAINFIELD,
N. J.**

(Formerly Hotel Netherwood.)

An Ideal Summer Home.

Open All Year.

Erected at a Cost of One Half Million Dollars.



3 Minutes from Station.

TEN ACRES OF BEAUTIFUL SHADE, HIGH AND DRY
NOT TOO HOT, NOT TOO COLD, JUST RIGHT. AMIDST JERSEY'S
PICTURE LANDS

Healthful Climate.

Excellent Views.

Also Truell Inn and Truell Court.

Send for Booklet and Rates.

INDESTRUCTIBLE CO. NEWS.

Signs Many New Jobbers Including Big Concern in Halifax—Record Business Grows—Increased Capacity of Factory and Laboratory—Introduce New Reproducer.

The Indestructible Phonographic Record Co. have signed the following new jobbers during the past month: Cochran's Book Store, Palatka, Fla.; J. A. McDonald Piano and Music Co., Halifax, N. S.; James I. Lyon, Chicago, Ill.; Hopkins Bros. Co., Des Moines, Ia.; Ball-Fintze Co., Cincinnati, O.; Ball-Fintze Co., Newark, O.; A. B. Clinton Co., New Haven, Conn.; Early Music House, Ft. Dodge, Ia.; Early Music House, Sioux City, Ia.; Eclipse Musical Co., Cleveland, O.; Harger & Blish, Dubuque, Ia.; Magruder & Co., Nashville, Tenn.; McArthur Piano Co., Aberdeen, S. D.; Montenegro-Riehm Music Co., Louisville, Ky.; H. E. Sidles Phono. Co., Lincoln, Neb., and R. C. Smith & Co., Burlington, Vt. The McDonald Co. are operating branches at Moncton, N. B.; Amherst, N. S.; New Glasgow, N. S., and Sydney, N. S., and the others are well known to the jobbing trade throughout the United States and stand out prominently in their own localities as large operators. The list of jobbers, which is shown in their advertisement in this issue, shows many of the old and well-known jobbing houses in phonographic supplies.

The Indestructible Co. report that while they are receiving many large orders for stock records their orders for the current monthly selections are increasing each month by leaps and bounds, far in excess of their expectations. They are increasing the capacity of their factory just as rapidly as possible, and will, after May 1, occupy four floors of their own large factory building, at Albany, instead of three, as heretofore.

The work on the new building at their laboratory, 352 Livingston street, Brooklyn, is being pushed rapidly to completion, and they will soon have twice as much room as formerly. The laboratory now covers a floor space of over 18,000 square feet and is five stories high.

With this issue of The Talking Machine World the Indestructible Phonographic Record Co. are introducing a new reproducer especially adapted for use with their records. The reproducer is equipped with a specially constructed wooden diaphragm and a wedge-shaped sapphire reproducing button, which is designed for the purpose of more closely following the minute indentations on the record. The new feature involved is that a spring tension is attached to the floating weight, which presses the reproducing sapphire more firmly into the cut, thereby permitting of a greater leverage so that the vibratory motion is multiplied and the sound waves, therefore, are much increased in volume. This additional pressure on the sapphire ball is permissible on account of the fact that their records do not wear out and have a hard surface. There are many novel points about the reproducer. Their offer to the trade and to the public, as shown in their advertisement, is an extremely fair one, and shows that they have unlimited confidence in the reproducer.

SOME CHANGES IN ST. LOUIS.

(Special to The Talking Machine World.)

St. Louis, Mo., May 9, 1908.

C. L. Byers has been promoted to succeed A. L. Owen as retail manager of the St. Louis Talking Machine Co., and M. B. Henry has been brought from the Chicago store of the company to fill the vacancy left by Mr. Byers. Mr. Owens still remains with the company, but will be on the road the greater part of the time.

James Bradt, manager of the London, Eng., office of the Columbia Phonograph Co., general, came over in the latter part of April. He is accompanied by Mrs. Bradt. May 5 he visited P. V. DeGraw, assistant Postmaster-General, in Washington, D. C., who was formerly manager of the Columbia's Philadelphia office, and an old newspaper man as well. Mr. Bradt in succession was manager of the Boston, Philadelphia and Baltimore branches of the Columbia Co.

IT PAYS TO ANSWER LETTERS.

How a Manufacturer in the Hardware Trade "Got His Back Up" and Wrote a Very Saucy Letter.

Those manufacturers and jobbers who have endeavored to sell by mail, and incidentally have run across members of that class of dealers who either through carelessness or discourtesy do not acknowledge even personal letters, much less business literature, will readily sympathize with a certain manufacturer in the hardware trade, who, having circularized a list of possible customers without decided results, finally wrote them the following letter:

"Mr. James Murphy, Chicago.

"Dear Sir:—Confound you, why don't you answer me? I've been wasting postage on you for two years, and you treat back door peddlers better than me. You say something to them, anyhow. If you think I'm a pestiferous fool—why, liang it, man, drop me a line to say so. It's this uncertainty that is killing me.

"You know well enough that you're wasting money on your old condensing process. You're afraid to own up and say so. Maybe you're blissfully ignorant of the fact, and haven't taken a minute to think about it.

"We've sent you at least three booklets telling you how this is, but I'll bet you a hat that you've fired them without ever glancing at the name, as fast as they arrived. I'll bet you never heard of our condenser.

"Now, come back at me if you think I'm a liar—come back at me anyhow. Take pity on me wasting postage on you, when I might be giving the money to the orphans.

"Tell me what your situation is anyhow, and let me send you that booklet. If you don't answer this I'm going to frame your name and hang it over my desk with the epitaph—'The Modern Mummy.' Hopefully yours,

"THE CONDENSER Co."

BUSINESS RENEWAL IN BOSTON.

Betterment Continues—Helped by Grand Opera Season—Eastern Talking Machine Co.'s Generosity—Indestructible Line With Pike Co.—Victor for the Governor.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1908.

Boston dealers in talking machines are smiling their happiest over the unexpected renewal of business during the grand opera season, which means hundreds of dollars to them in the sale of high-class records. For a number of years

Boston has been music hungry, but the grand opera companies seldom came here, and the talking machine records of grand opera music were not boomed. But this season has been extraordinary. There have been three different operatic companies here, and a fourth came this week. Maybe the dealers didn't take advantage of it, and fix up their windows with Red Seal and other opera records! "It has brought to us a class of trade that we never had before," said one dealer this week, and his experience was but one of many. Trade in general hangs at just about the freezing point, with few prospects of a change in temperature.

The Chelsea fire destroyed the store and stock of Maurice Robinson, and the Eastern Talking Machine Co. very promptly sent him a receipted bill for his account, which was quite large. Mr. Robinson has now started a store in Lynn.

Oscar J. Junge, the new general manager at the Columbia Phonograph Co., has got settled in his new quarters. The window displays here are unusually attractive.

Among the trade visitors recently were "Doc." O'Neill and J. C. Wales, of the Victor staff.

A new feature at the Eastern Talking Machine Co. is the lining of the walls with huge plate glass mirrors. This gives an effect of doubling the apparent size of the store and is a big improvement.

"Removal Sale" is the war cry at the Iver Johnson Co., and the stock is being turned very quickly. In another week all of the departments will be in the fine new building.

Mr. Scott, of the Edison traveling staff, was a guest of Manager Andrews at the Boston Cycle & Sundry Co., and he got a ride in Mr. Andrews' new auto.

Messrs. Read & Read, owing to the building of a new subway entrance in their building, have removed to the Arcade building, where business is reported as "bully."

At the store of the Pike Talking Machine Co. a big demand is reported for the Indestructible record. A big sign on the outside of the building is acting as a good "puller" of patronage.

Governor Curtis Guild, who has been ill for some time and more than once at the point of death, bought this week a fine \$100 Victor from the Eastern Talking Machine Co. Lieutenant-Governor Draper now owns one, and so does ex-Governor John L. Bates. Governor Guild bought a big stock of grand opera records.

The new warerooms of the Massachusetts Indestructible Record Co. are now fitted up and business is being developed there with unexpected rapidity. Mr. Gateley spends most of his time "on the road."

The Value of Quick Service

Every dealer appreciates the value of prompt service in filling orders. Many who have sent in orders have lost sales on account of not receiving their goods shortly after ordered.

Now, we make a specialty of the prompt and accurate filling of all orders. We devote our

entire energies to the jobbing trade and having made a study of it for years we feel that we are in a position to meet the requirements of retailers in the most satisfactory manner.

When you are in Boston it will pay you to look over our establishment. You will see one of the largest and most complete talking machine jobbing emporiums to be found in the United States. You will find that everything is carried which the talking machine man needs—Machines, Records, supplies of all kinds and a number of specialties which we manufacture and control ourselves. It will pay you to get in touch with us and if you are not coming to Boston, write us and your orders will receive our prompt attention. You will have the advantage of our experience and long service.

Boston Cycle and Sundry Co.
48 Hanover Street Boston, Mass.



Quality of Tone
Volume to Sound
Mechanical Superiority



Uniformity of Execution
Truthfulness of Reproduction
Indestructibility



Go see Our Jobber in Your Locality—

Talk over the Record Situation with him—listen to the *Indestructible Records*—read over our list of Selections—and you will not only be convinced that *ours are the best records* from a Musical Standpoint, but you will immediately see their great Commercial Value to you. *The reason is;* they are indestructible and the people want them.

ESTABLISHED JOBBERS

American Phonograph Co.,.....Detroit, Mich
American Tlkg. Mach. Co. 586 Fulton St., Brooklyn, N.Y.
W. D. Andrews....Seneca St., cor. Wells, Buffalo, N. Y.
W. D. Andrews.....218 E. Railroad St., Syracuse, N. Y.
Ball-Fintze Co.....Cincinnati, Ohio
Ball-Fintze Co.....12 Canal St., Newark, Ohio
R. C. Bollinger.....704 Garrison Ave., Ft. Smith, Ark.
F. Bullenkamp.....922 Columbus Ave., New York City
O. C. Cadwell & Co. 127 Phillips Ave., S., Sioux Falls, S. D.
A. B. Clinton Co.....33 Church St., New Haven, Conn.
Cochrane's Book Store.....Palatka, Florida
Conroy Piano Co..S. W. cor. 11th & Olive Sts., St. Louis, Mo.
Curtin's Music House...15 W. 6th Ave., Helena, Montana
Early Music House.....Ft. Dodge, Iowa
Early Music House.....315 Court St., Sioux City, Iowa
Eclipse Musical Co.....8070 E. 9th St., Cleveland, O.
Edisonia Co.....57 Halsey St., Newark, N. J.
Finch & Hahn.....504 State St., Schenectady, N. Y.
Finch & Hahn.....3 Third St., Troy, N. Y.
Thos. C. Hough...714 Hennepin Ave., Minneapolis, Minn.
Harger & Blish.....910 Main St., Dubuque, Iowa
Hopkins Brothers Co.....Des Moines, Iowa

W. J. Killea.....72-74 So. Pearl St., Albany, N. Y.
Knight Drug Co.....103 Broughton St., Savannah, Ga.
James I. Lyons.....192-194 Van Buren St., Chicago, Ill.
Magruder & Co.....27 The Arcade, Nashville, Tenn.
Mass. Indest. Record Co...72 Bedford St., Boston, Mass.
McArthur Piano Co.....Aberdeen, South Dakota
J. A. McDonald.....41 Barrington St., Halifax, N. S.
Montenegro-Rheim Music Co. 523 3d Ave., Louisville, Ky.
Musical Echo Co....1217 Chestnut St., Philadelphia, Pa.
Nat. Auto. Fire Alarm Co. 614-18 Gravier St., N. Orleans
Piano Player Co.....16th & Douglas Sts., Omaha, Neb.
A. J. Pommer Co.....829-31 J St., Sacramento, Cal.
Portland Talk. Mch. Co. 418 Congress St., Portland, Me.
Powers & Henry Co.....339 Second Ave., Pittsburg, Pa.
W. H. Reynolds.....167 Dauphin St., Mobile, Ala.
J. K. Savage.....921 Franklin Ave., St. Louis, Mo.
H. E. Sidles Phono Co....13th & P Sts., Lincoln, Neb.
Standard Music Co....9-11 E. 8th St., Chattanooga, Tenn.
Benj. Switky27 E. 14th St., New York City
R. C. Smith Co.....68 Church St., Burlington, Vt.
Talking Machine Co....2007 2d Ave., Birmingham, Ala.
Wabash Music Co....823 Wabash Ave., Terre Haute, Ind.
Whitney & Currier Co.....Toledo, Ohio
Perry B. Whitsit.....209-13 S. High St., Columbus, O.





Remarkable Advancement in Sound Reproduction.

We give above a photograph of our *new reproducer* for *Indestructible Records*. It gives results that are the *marvel of the age*. When played on *Indestructible Records* it gives a full rich tone that is nearer a duplication of the original than any sound yet rendered by any mechanical process. The wonderfully modulated tones of the *Indestructible Record* are emphasized by the use of his marvelous *reproducer* and the wear upon the reproducer and record is reduced to the minimum. The volume of sound, the full rich quality of tone, the truthfulness of reproduction, the musical value, and the mechanical accuracy are greatly increased by the use of the *Indestructible Reproducer*. This reproducer should be played only on *Indestructible Records*. It will destroy wax records. These *reproducers* are now handled by our *Indestructible Record* jobbers. Dealers should get into immediate communication with them and secure a stock. They retail *for the present*, at \$3.00 each. This price permits everyone interested in our *records* to benefit directly and enjoy immediately this remarkable development in sound reproduction.

Our Offer.

For the present our jobbers will sell these *reproducers* to the dealers with the understanding that any *reproducer* purchased from the jobber by a dealer may be returned before October 1st, 1908, and full credit will be given less the expense of transportation. Our dealers will sell these *reproducers* to the public with the understanding that they are to be given one week's trial. If at the end of one week the reproducer does not give entire satisfaction it may be returned and the dealer is to refund the money to the purchaser.

THE INDESTRUCTIBLE PHONOGRAPHIC RECORD CO.

By **BRIAN F. PHILPOT, Manager.**

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



PRACTICAL SUGGESTIONS AND COMMENTS

ANENT DEFECTIVE MACHINE PARTS.

In order that the position of the Victor Co. might be understood in regard to adjusting claims for defective and broken machine parts they have sent out a communication in which they set forth their attitude as follows: "The Victor Talking Machine Co. will replace, free of charge, through its distributors, any broken or defective machine parts, whenever the breakage or defectiveness is traceable to causes governed by the Victor Talking Machine Co., or will repair, within a reasonable time after shipment, without charge, at the factory in Camden, any inherently defective machines, providing transportation charges are prepaid. Claims for exchange of parts must be accompanied by full data, giving type and serial numbers of machines from which parts were taken, also stating catalog numbers of such parts, and, wherever possible, the cause for the breakage. These defective parts must be submitted for examination upon request. No claims for springs will be considered unless the two ends of each spring, proving them to be Victor springs, are submitted in addition to the above data. No returned machine parts or machines will be accepted either by the Victor Talking Machine Co. or by its distributors unless a specific grant has been issued for the return of them, and unless transportation charges are prepaid. Dealers and distributors are not authorized to make repairs at the expense of the Victor Talking Machine Co.

ALTERATION OF MACHINE EQUIPMENT.

No license or permission is granted for the alteration of any part of, or any addition to any Victor machine, nor for the substitution for any part of any Victor machine of a part not made by the Victor Talking Machine Co. Victor machines or outfits must be sold and delivered exactly as catalogued by the Victor Talking Machine Co. The exchange of Victor horns for other makes, or the substitution of other horns for Victor horns, is absolutely prohibited.

TIME CONTROLLED PHONOGRAPH.

A time-controlled phonograph has been invented by Dr. J. E. Hett, of Berlin, Ont. It is an arrangement of the clock and phonograph, so that at any predetermined time of night or day, but especially in the early morning, sweet sounds may fill the sleeper's room and so awaken him. Now the sounds that are first impressed upon the brain may be a march by Sousa or any other musical selection that may be desired, and as it

is generally believed that the first thoughts which are induced on awakening by external suggestion cling to a person more or less tenaciously throughout the day, it is obvious that these should be sweet and pleasant instead of harsh and uncomfoting. To determine the correctness of the above supposition the doctor commenced a series of experiments, and, as a result of numerous investigations upon himself, he became convinced of the verity of it, and in the end devised the combination referred to. The mechanism is very simple and consists of a spring which trips a lever attached at one end to an ordinary alarm clock, while at the other end a cord which passes over a pulley is connected to the starting lever of the phonograph. The case contains three ordinary dry-cell batteries, and when the alarm lever of the clock is tripped the phonograph is not only started, but a miniature four-volt lamp is also turned on and lighted. The light may, however, be turned on or off at pleasure and the phonograph operated likewise at will.

REPRODUCTION OF RECORD GROOVES.

Writing to the New Phonogram a reader asks for information regarding the following: "A friend of mine claims that if it were possible for a skilful engraver to engrave grooves, corresponding, under a microscope, to the grooves on the outside of a phonograph record, the reproduction of these grooves would sound exactly like the record, but that no engraver is skilful enough. I claim that it is not impossible for the engraver to do this on a small scale, but that all the engraving in the world would not cause a note of music. Which of us is right? Is the sound dependent on the shape and depth of the grooves alone, or is some principle involved which we do not understand? If the engraver's work showed under the microscope like a record, would there still be a difference, if so, wherein?"

The reply by the editor to this rather odd inquiry is most interesting, and reads as follows: "If an engraver was skilful enough to absolutely imitate the grooves on an Edison record, his work would reproduce precisely the same as the original record. The best proof of this is the fact that in the days of the old wax record a duplicating process was employed in making copies of the original. This duplicating machine was a contrivance in which one sapphire followed the grooves of the original record, and another sapphire engraved the same grooves on a wax blank, all in a purely mechanical manner. This opera-

tion was, therefore, precisely the same as if the duplicate record had been done by an engraver. It would be exceedingly difficult to duplicate the grooves on a talking machine record, because of their minute variations, one from another. If you will look at several records under a microscope you will appreciate the minuteness of this variance. The sounds are dependent upon the shape, depth and width of the grooves. Every separate sound spoken or sung to the phonograph makes an indentation as distinctive as the letters of the alphabet, and the same sound reproduced under precisely the same conditions as to diaphragm, blank, etc., would make precisely the same indentation. As a matter of fact it is almost impossible to repeat any sound twice alike. The word 'Hello' might be said many times by the same individual, and the reproduction would be found to make grooves varying in some slight particular. The slightest shade of difference in a sound affects the character of the indentation."

ANENT RECORD FILMS.

Some two years ago, in this publication, quite some attention was given to an American invention of producing records on a band or film which would play instrumental or vocal numbers for any length of time desired; in other words, not confining the record, as now, to a limited space as in cylinder or disc. The American device, however, did not work out satisfactorily either as a practical or commercial proposition. We now note that Alexander Newman, formerly of the International Favorite Record Co., has brought forth a somewhat similar invention which several German experts claim is "destined to revolutionize the talking machine trade." It consists of a band or film, upon which the sound waves are reproduced either photographically or mechanically. These films can be made in any and every length; hence the longest piece of music or speech can be reproduced without interruption. The value of this for commercial, artistic and scientific purposes will be apparent to everybody. A very thin, yet strong material is used, which is also absolutely impervious to atmospheric conditions. The film can be rolled up into a very small space.

A NEW WAX.

A wax from the rafia palm of Madagascar is expected to prove a substitute for beeswax. The leaves of the palm are beaten to small fragments on a mat and then boiled, the wax so obtained being collected and kneaded into small cakes. The new material is being tested for bottling purposes, phonograph cylinders, etc.

ANDREW HOAG TO JAPAN.

Andrew Hoag, formerly factory superintendent of the Universal Talking Machine Mfg. Co., Newark, N. J., and more recently said by Fred Matthews, manager of the Indestructible Phonographic Record Co.'s recording laboratory, Brooklyn, N. Y., to be associated with them, is reported as being on his way to Japan, for the purpose of establishing a record pressing plant. Mr. Hoag's movements are being followed with much interest by those who were associated with him here.

NEW ORCHESTROPHONE DESIGNS.

The Orchestrphone Co., of Kansas City, Mo., are making a number of important changes in the design of their cabinet, and expect to have instruments ready for the trade early in June. An important announcement regarding the new Orchestrphone model will appear in The World next month. Their inability to supply orders sooner than June prevented them from occupying their usual space in these columns this month.

Among the exhibitors at the Merchants' Exposition and Pure Food Show, recently held in Houston, Tex., were the Texas Piano & Phonograph Co., of that city, who displayed a number of talking machines of different makes, as well as one of their leading pianos. Their booth was a center of attraction throughout the period of the show.



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.

EFFECTS OF TRADE DEPRESSION

Upon the Talking Machine Industry—Some Interesting Views by J. Newcomb Blackman Which Are Well Worthy of Close Perusal—The Value of Restricted Prices in Maintaining Trade Stability—Stocks Which Are Not Depreciated in Value—The Foundation of the Talking Machine Trade Is Solid.

It is generally conceded that all business has been effected by the general depression, which started with the financial panic last October, and has been felt throughout the country since that time. The country before this period was considered at the height of prosperity, from what appeared on the surface. During the present depression the "light" has been "turned on," and it will be well for manufacturers, jobbers and dealers of talking machines and supplies to carefully note what it reveals.

You will have no trouble in finding people in our line who condemn the talking machine business at the present time, but their opinion is probably based entirely on the fact that sales are not as large as they were a year ago. Most things are judged by comparison and the present condition of the talking machine industry is no exception to this rule. Let us, therefore, compare the effect of the business depression on the talking machine industry as compared with other lines of, not only luxury, but business in general.

In what line of business will you find the statement that sales are larger than they were a year ago? It is not likely that you can name one case. In this respect we will say that the comparison is about the same, although you will find that as compared to other articles of luxury the talking machine business has not shown as large a decrease in sales and has certainly more than held its own. Don't overlook the fact, however, that the word sale does not always mean profit. How many sales at the present time made in other lines of luxury, or even what might be termed staple lines, are bringing the same profit?

Is it not true that most articles sold throughout the country in general business are regulated very largely by the law of supply and demand, and that prices fluctuate accordingly? Will you not therefore find that in most lines of business the manufacturer, jobber and dealer is not only selling less goods, but selling them at lower prices than he anticipated or expected would be necessary when they were purchased? It will be very easy for you to figure the damage this does, not only through the dwindling of profit, but by the depreciation of the value of stock on hand. We will compare this condition with what we find in the talking machine industry based "of course" on goods sold under price restrictions. We find that sales are less, but we do not find that values have depreciated. The dealer still gets full price for machines and records, so that although he must suffer a little temporarily by the loss in sales he makes the same percentage of profit and stock on hand has not depreciated in value on account of the business depression.

This condition illustrates the value of restricted prices and every jobber and dealer at the present time, to be fair, should first compare the talking machine business with other lines in general before attempting to criticize the former. If he does this, and will make a fair comparison, I think he will agree that the talking machine business has more than held its own in sales and stands in a class by itself in regard to values being maintained. It is not a bad thing to be in the talking machine business during a business depression, if you handle lines that are sold under restricted prices, and the present test should be recognized as a valuable guide to the

future policy of manufacturers, jobbers and dealers.

You will note by my remarks that I am a strong advocate of the policy of the leading talking machine companies in insisting upon a maintenance of prices from the time the goods leave the factory until they are paid for by the retail purchasers at the full list price. This naturally requires a firm stand on the part of the manufacturer in order to enforce conditions that will insure the jobber and dealer maintaining prices and preventing unfair competition. Suppose most of us jobbers and dealers were not surrounded by this cloak of protection at the present time and during the last few months.

Have you considered what might have resulted and what good cause you would have had for complaint, not only on sales, but with the methods employed in this business? Certain dealers who have been unable to meet their accounts as promptly as jobbers would expect would have been forced to dispose of their stock at prices that would ruin the trade in that vicinity. A dishonest dealer could have auctioned his stock off and disappeared thus, not only hurting values in that territory, but causing the jobber a certain loss. This class of dealer is now held in check, for it is generally known by auctioneers that they have not the same liberty in selling talking machines under the hammer that they find in other lines.

This may have kept many a dealer in the straight path and the jobber's pocketbook in a better condition than had the situation been otherwise. The dealer who would like to dispose of his stock and has, to a certain extent, been attacked with what might be termed "cold feet," I claim, is benefited because he is unable to quit so easily at cut prices, and at the same time injure others in the trade, for he will probably "stick to the ship" and "weather the storm." There are cases where dealers will not be able to do this, but these are handled in such a diplomatic way by the manufacturer that failures, so far, have not resulted in injuring the maintenance of prices. With jobbers the situation is practically the same. Many who handle talking machines as a side line and are not sufficiently interested financially would not hesitate to turn their stock into money in ways that would be injurious to the business in general. The manufacturers themselves are forced to maintain the policy which they have inaugurated, although I have no doubt that they would have plenty of opportunity to keep busy now if they were to accept ruinous propositions from cut price merchants, who would like an opportunity at the present time to advertise, at cut prices, goods known throughout the world as standard in price.

This depression of business must be only temporary for the foundation of prosperity is still here. I believe it will have a wholesome effect on the country and on every individual, whether he be an employer or an employe. If he makes use of the lesson that it has taught he will realize (if an employer) that there are certain methods which he may have used in competing that are not safe, risks that must not be taken again, and that in time of prosperity his methods must not be such that they cannot stand the inroads of adversity. The employe will realize that when it comes to the question of the supply being more than the demand it is the employe who has worked for something more than his salary that will hold his position and will be considered a part of the organization who has contributed to the building and will therefore remain a part of the structure.

I do not want to get away from the subject, but I do want to impress the reader that I honestly believe that the foundation of the talking machine business rests on restricted prices,

which have been, and I am convinced will continue to be, accepted by the public, because there is value behind the price. People don't have to buy talking machines and records, and it is therefore no injustice to insist upon their paying a fair price in order that the industry may advance and further improvements be shown, for without a fair profit to the manufacturer, jobber and dealer the field will soon cease to be profitable and the industry would go backward.

During the past few months, and possibly through the summer, the manufacturer will make use of the present slackening of business and prepare to stimulate the business with improvements or conditions that will not only make the talking machine industry as desirable as ever, but probably more so. The jobber who maintains a suitable stock of goods will hold what trade he has and probably draw trade from others who must suffer a loss of business, because they have not had the required amount of optimism to keep them alive. The dealer who maintains a suitable stock and puts in all his spare time in getting in touch with everyone in his territory will be known and remembered in the fall when, I believe, everything will again have assumed a good momentum.

At that time those who have not stood the test were probably in a class that never helped improve the industry and a weeding out process allowed those remaining an opportunity to quickly regain whatever may have been lost during the depression. This article is based upon my own experience and convictions, and in coming from a jobber who handles nothing but talking machines and has seen the industry grow since the early part of 1898, it should be representative in every respect and I trust will at least remove some of the wrong ideas that a few in the industry have had regarding the talking machine business and cause them to refer to it with the respect that it demands.

J. NEWCOMB BLACKMAN.

INJUNCTIONS VACATED.

Moving Picture Men Must Obey the Law on Sunday.

The injunctions against the New York police obtained by several managers of theaters and moving picture shows for the purpose of preventing police interference at their Sunday performances, were swept away last week by decisions handed down by the Appellate Division of the Supreme Court.

In deciding on the injunction obtained by A. L. Shepard, manager of the Manhattan Theater, the court, in an opinion written by Justice Ingraham, referring to a rumor that Police Captain Kelleher had threatened to stop moving pictures in the theater on Sunday afternoon, stated that the injunction practically barred the police from the premises except to serve warrants, which could only be obtained upon evidence that a crime had been committed. In other words the theater was segregated from the rest of the New York City territory during a considerable portion of each Sunday and the police were powerless to enforce the criminal law during that period and crime could be committed with impunity. It was made clear in the decision that the court of equity, which had issued the injunctions, had no jurisdiction, not being empowered to shield criminals from arrest.

EVERY EMPLOYE AN ADVERTISEMENT.

Every employe is an advertisement of one sort or another. If he cannot be a good advertisement he has no right to be a bad one.

THE TATSCH PERMANENT NEEDLE

FOR ALL DISC TALKING MACHINES

PATENT APPLIED FOR

Never has to be changed nor adjusted. Does not wear the Record. Retail Price \$2.00. Sent to Jobbers and Dealers post paid for \$1.00. For further particulars and prices address:

TATSCH COMPANY, 331 S. Spring Street, LOS ANGELES, CALIFORNIA

STEVEN'S MEXICAN TRIP.

Business Conditions Fairly Good—Visited the Principal Cities—Relates an Amusing Experience—Call Is for Expensive Phonographs—Dealers Conform to One Price Argument—An Interesting Chat With the Versatile Manager of the National Phonograph Co.

Walter Stevens, manager of the National Phonograph Co.'s foreign department, after being in Mexico since March 16, got back to New York May 2, coming by rail the entire way. When seen by *The World* shortly after his arrival, and referring to his trip, which evidently had many pleasant remembrances, he spoke as follows: "Business, generally speaking, has fallen off some in Mexico, out of sympathy, doubtless, with conditions in the United States; and naturally so, as both countries are so closely connected. Mining, you know, is the important industry in Mexico, and that is now looking up.

"You know our business in Mexico is conducted by a separate company, who act as general distributors for the whole republic, with headquarters in the capital and jobbers in the principal cities. The business is exclusively conducted through that company the same as in Europe. Our recorders are still down there, and we will add fully 300 new selections—vocal and instrumental—to our catalog before they return. We expect to do a tremendous trade in Mexico, and are surprised our existing business has been so little affected.

"I visited the principal cities—Orizaba, Cordova, Vera Cruz, etc., besides the City of Mexico—and had the pleasure of meeting every one of the Edison jobbers, who spoke most enthusiastically of their prospects. I was pleased also to meet E. N. Burns, of the Columbia Phonograph Co., who called at my hotel, and whom I accompanied on my way home as far as San Antonio, Tex. He is a very fine gentleman, indeed. I also met Henry J. Hagen, with the Universal Talking Machine Mfg. Co., of Newark, N. J., a



WALTER STEVENS.

capital fellow, also, who knows his business thoroughly.

"On my way down I had a rather amusing experience. As the train stopped at a way station, or water tank, I stepped outside of the car to look around, when I heard the most beautiful voice singing a native song. After listening a while my curiosity was aroused, and to satisfy it I determined to find out where the entrancing music came from in that forlorn spot—there were only a half dozen shacks in the place, crude shacks. I traced the sound to the most disreputable appearing of the lot, and pushing open the door with my foot, I saw a half dozen peons gathered about a phonograph listening to a Mexican record. One finds them everywhere in Mexico—in the palaces, hotels, homes, in the

mines, in the open camps, in the mountains and on the plains; in short, in the most unexpected spots. They are more popular and more appreciated there than at home. The reason is easy to understand, and therefore the sales are large and constantly increasing."

Most of Mr. Stevens' time was spent at headquarters in Mexico City, where the company occupy a handsome four-story building. He found business conditions entirely satisfactory. The demand for phonographs at present is mostly among the wealthier classes. President Diaz is said to still enjoy listening to the machine which was presented to him several years ago by Mr. Edison. Mexicans of every degree are intensely fond of music. Every village supports its own band, and concerts are given several times a week in the "Alameda" or public park. Their taste favors grand opera and even among the most ignorant classes one finds enthusiasm for the Italian classics.

One of the pleasantest and most surprising features of the National's experience in Mexico is the readiness with which dealers conform to the one-price feature of the dealers' agreement. This is considered remarkable for the Mexican storekeepers are notorious price cutters. Offer any Mexican merchant \$75 for a \$100 article and the chances are it will be knocked down to you without delay. There was some trouble at first making them understand, but once the advantages of price-protection were made plain to them they got into line. Mr. Stevens reports their Mexican manager, L. L. Lewis, is doing finely in his new field and thinks Mexico City the real garden spot of the earth.

The Ross P. Curtice Co., Lincoln, Neb., wholesale dealers in pianos and musical instruments and jobbers of the Edison and Victor lines of machines and records, have issued a clever house organ called the "Curtice Phonometer," which will be published monthly and mailed to their customers in Nebraska, Northern Kansas, Eastern Colorado, Wyoming and South Dakota.

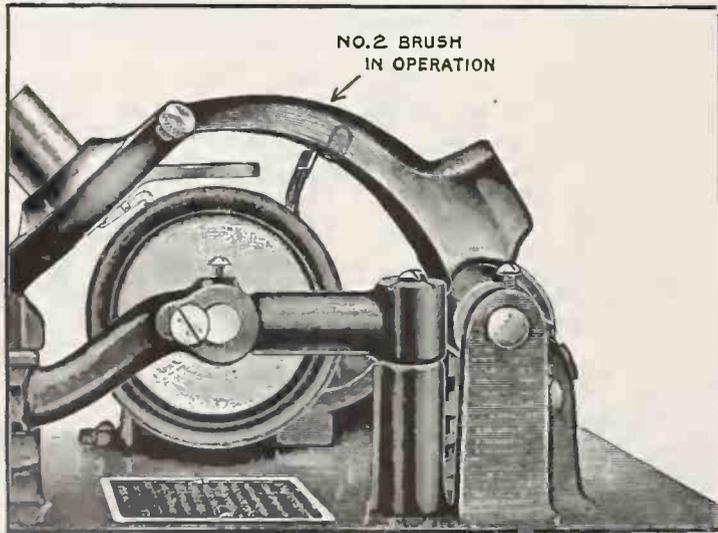
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SAVE THE LIFE OF YOUR RECORDS

THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

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

NO. 2 BRUSH
IN OPERATION

PRICE 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

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

No. 1 Its Triumph.

No. 2 Standard and Home.

No. 3 Gem.



THE PLACE NO. 10

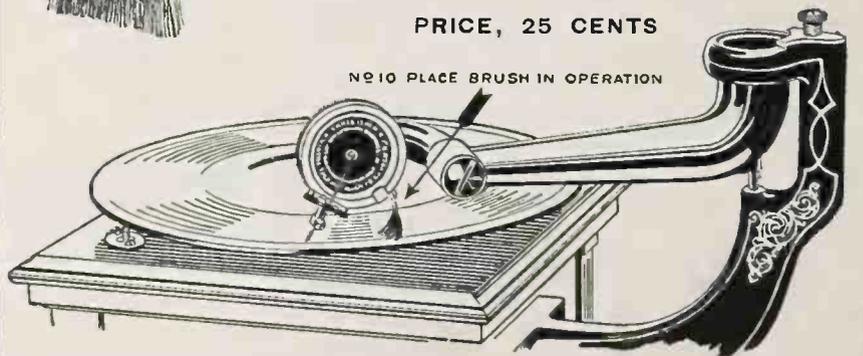
DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS

NO. 10 PLACE BRUSH IN OPERATION



PRESERVES THE LIFE OF DISK RECORDS

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

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

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

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
Proprietor

"The White Blackman"

TIMELY TALKS ON TIMELY TOPICS

The music publisher—one of the oldest and best known in the business—was talking with *The World* about the copyright revision. He took a broad view of the situation, as distinguished from the attitude of the people who are engaged in producing popular music. The latter are rabid about their so-called "rights," in the enforcement of which, per contract, the writer or composer is as the lamb that proceeds to the slaughter, according to information current in circles concerning both. The gentleman in question frankly said: "I will admit one thing, and that is the enormously increased sale of music within the past ten years, at least, brought about, without any question, by the talking machine.

"The one instance I can speak of specifically coming under my observation is the song, 'Silver Threads Among the Gold.' Thirty years ago it was the great hit of the town. Hundreds of thousands of copies were sold. It ran its course, as popular melodies will, and the sales fell away to almost nothing. About a year back the song had a sudden revival, and now it is again selling by the thousands. An investigation was made by the owners of the copyright to ascertain, if they could, and more from curiosity than anything else, the cause of the later demand. It was found that the talking machine people had reproduced the song on their records for the first time. The air appealed to an entirely new generation, hence its revival and renewed popularity.

"Very likely this may apply to other old-time selections unknown, comparatively to the present time, but of sufficient worth and strength to commend them on their merits. The publishers cannot get away from the fact that the talking machine is a distinct and welcome element in creating a demand for music outside of the beaten paths followed by us all, and therefore this new factor in developing our business—which it certainly is—must be reckoned with. At the same time, I insist the writer or the owner of the copyright has basic rights that cannot be ignored and should be overlooked when a new copyright bill is being framed for consideration by Congress."

Reports of more or less authenticity are heard and discussed relative to the illegitimate duplication of disc records, more commonly termed "dubbing." It is puzzling to the trade why the sufferers by this fraudulent practice, and whose business must be affected by the sale of these spurious goods do not take prompt steps to stamp out effectually and forever this petty thieving. Concerns whose patents are trenched upon have always been swift in invoking the law's interpretation of their claims and the consequent enforcement of judicial decrees in protection thereof. It may be possible that legal evidence of sufficient strength and importance is difficult to obtain which would lead to the conviction and punishment of the "dubbers." Perhaps other reasons may exist why court proceedings do not ensue. Nevertheless, the leniency and apparent indifference shown in the premises has occasioned no end of speculation in the trade.

A party whose name has been repeatedly mentioned in connection with "dubbing," now talked of as about to enlarge his field of operations, when questioned as to the legitimacy of his business, invariably declared his goods were intended for the export trade only, and were absolutely unknown in the domestic market. This may be so, but a representative of a company whose high-price discs are reported as being liberally "dubbed," when in South America, said he had made it his business to look and inquire for samples of the imitation, and was unable to find a single one anywhere; and what is more, none had been known. This would

naturally give rise to the inquiry, then where do these go? Perish the thought that they are "worked off" on the home dealers!

Another interesting development of the "dubbing" situation is that a plant for this purpose is to be established in Japan, the product of which is not to be sent to the United States, but to other parts of the world where tariffs do not trouble. Extensive preparations for such an establishment are chatted about in knowing circles as having been made; and therefore some foundation other than idle rumor may exist for the report. After all is said and done, however, in so far as "dubbed" records are concerned, and that is, they cannot be compared in point of quality to the originals from which the spurious "master" has been made. This is the verdict of a prominent music publisher who was at one time heavily interested financially in enterprises calling for the purchase of records on a large scale, and therefore had the "dubbed" discs brought to his notice as "cheaper but just as good." Careful tests demonstrated the contrary. Hence his opinion.

With the selection of hotel quarters at Atlantic City, N. J., where the National Association of Talking Machine Jobbers will assemble in annual convention July 6 and 7, and of which the particulars appear elsewhere in this issue of *The World*, the work of securing a large attendance will now be aggressively carried forward. It is safe to say that a larger number of association members as well as dealers and attaches of prominent manufacturing companies will be present than ever before. There is good reason for this, as this eminently practical organization is not only deserving of support and commendation, but is conferring benefits on its membership difficult if not impossible to obtain in any other way.

It is this feeling that is animating the individual members of the committee on arrangements handling the convention. They are assiduous and persistent in their efforts to have each and every one on the roll pledge themselves to be on hand in Atlantic City in July. At the same time they are also carrying on an active canvass to increase the membership. The chairman of the committee has had a number of conferences with his colleagues when this sub-

ject has been brought forward, and plans discussed to carry out their views. It is believed by the committee that every member will use his personal influence with other jobbers and there is no reason why 50 new firms could not be enrolled before convention time. They aim to have 150 on the list by then, an ambition most laudable and worthy energetic encouragement.

Another topic that is beginning to attract attention is the choice of officers and the new executive committee. One eminent jobber, who is known as an indefatigable worker as well as a man of versatility and resourcefulness in the cause, expressed himself as follows on this moot question: "When an association is young and endeavoring to prove its usefulness to the trade, and the officers are laboring together harmoniously and producing results, why should a change be made? To me a policy that would tend to disrupt the present pleasant relations between the responsible officers—they are pulling together admirably and have laid the foundations of a substantial structure—is not only inadvisable but fraught with danger. It is one thing to select men for the different offices and quite another to know they can fill them acceptably by attending to their duties. You know it is the old story that a man may be very popular as such, but makes a mighty poor official; or at least, shift his work on the shoulders of an associate, and at the same time endeavor to retain the entire credit, though derelict. In other words, 'put up a front,' and that is all there is to it. In my judgment just now the association should take Abraham Lincoln's advice; that is, not swap horses while crossing a stream."

Jobbers complain that several supply manufacturers are according the "forty and ten" privilege to dealers not entitled to it by reason of their not having earned admittance to that favored rank in failing to place an order of corresponding size. Where the "forty and ten" is granted by machine and record manufacturers it means the dealer has bought a specified quantity of goods. The supply people who are criticised do not, it is claimed, insist upon dealers qualifying in the same way; but if they are on this list in buying machines and records, then the supplier accords the same rank. The jobbers in question aver this procedure is an injustice to them in selling the same specialties to their dealers in turn. In other words jobbers who have thus expressed themselves peremptorily decline to push any line of goods sold

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

under the above conditions unless the dealer qualifies.

Since the last issue of The World, the framing of a copyright bill by the Patents Committee of the Senate and House has progressed little if any. The opposition to the compromise measure on the part of the talking machine record manufacturers has been sufficiently effective to again send everything "up in the air." The latest developments in the so-called "revision of copyright laws." are the amendments prepared by Arthur Steuart, chairman of the copyright committee of the American Bar Association, at the request of a member of the House Patents Committee. It is now certain no law will be passed at this session of Congress, if at the next. Possibly a bill may be reported out of committee, but unless a compromise that can command the undivided support of everyone interested in the musical sections is formulated and agreed upon the prospects of a new copyright act will go a-glimmering.

Finally the official transcript of the "Hearings Before the Committees on Patents of the Senate and House of Representatives on Pending Bills to Amend and Consolidate the Acts Respecting Copyright" has been printed. It is a formidable volume of close on to five hundred pages, the greater part of which is taken up with assaults on the talking machine industry on the part of composers, writers, publishers, theatrical managers et al. These biased and often grossly misleading and untruthful attacks are ably contradicted by Horace A. Pettit, on the part of the Victor Talking Machine Co., Camden, N. J.; Frank L. Dyer, for the National Phonograph Co., Orange, N. J.; S. T. Cameron, counsel, and Paul H. Cromelin, president of the American Musical Copyright League, for the Columbia Phonograph Co., General. These hearings were warm sessions from the effects of which the participants have not yet scarcely recovered.

GRAPHOPHONE CONCERTS ATTRACT.

(Special to The Talking Machine World.)
Louisville, Ky., May 9, 1908.

The local branch of the Columbia Phonograph Co., under the management of M. Silverstein, recently inaugurated a series of concerts with the aid of the Symphony Grand Graphophone. The program consisted chiefly of extracts from the best known grand operas, with popular music during the regular intermission and a great crowd of music lovers took advantage of the opportunity to hear grand opera a la graphophone. Among the artists heard, through the medium of the records, were Kubelik the violinist, Bonci the great tenor, the La Scala chorus and others almost equally well known. The first concert was a decided success both from an artistic and business standpoint for, besides obtaining a number of machine prospects, the company sold a great many Fonotipla records on the spot. The daily papers printed some very complimentary notices of the concert.

LECTURE BY SEIGFRIED AAL.

On April 23 Siegfried Aal, general manager of the Zed Co., Zonophone jobbers, New York, delivered a lecture at Lafayette Hall, the Bronx, on "Modern Languages," their importance and the easiest way to learn them; illustrated on the black-board and by phonographic reproduction. This is one of the public lectures delivered under the auspices of the Board of Education of New York. Prof. Aal's address was listened to closely, the phonographic reproductions on the black-board contributing greatly to its perspicuity.

It is learned that A. P. Pettit, whose connections with the trade are known from coast to coast, and who returned last month from a European trip with Mrs. Pettit, is about consummating an important connection in the talking machine business. "A. P." has the good wishes of a large circle of friends in his new undertaking.

THE EDISON IN BUENOS AYRES.

One of the Thriving Branches of the Great American Company in South America Which is Under the Management of T. J. Kennedy.

One of the thriving establishments selling Edison phonographs and records in South America is the Compania Edison Hispano-Americana, located at Viamonte 515, Buenos Ayres. This branch of the National Phonograph Co. is in charge of T. J. Kennedy, who is shown standing

H.J.HAGEN BACK FROM MEXICAN TRIP.

Among the distinguished trio who were in Mexico for six weeks was Henry J. Hagen, manager of the recording laboratory of the Universal Talking Machine Mfg. Co., in New York. No more popular recorder is known in the business than Henry, and the "talent" are always ready to "make good" without cost or price, even when they may be legitimately entitled to it. In other words, the artists will go out of their way to render him a service any time. Well, Henry



EXTERIOR OF BUENOS AYRES BRANCH.

in the right hand door under the company's sign in the illustration of the company's building shown herewith. This company, according to the editor of the Edison Phonograph Monthly, is making excellent headway in extending the sale of Edison phonographs and records, and in fact all Edison products, in South American countries. Jobbers and dealers are rapidly being established and a large volume of business has been created. South America is regarded as being a great future field for Edison phonographs and records, the name of Edison being held in the highest esteem in those countries.

G. S. HOBBS FAILS.

G. S. Hobbs, dealer in talking machines, cigars, etc., 1103 Michigan avenue, West Pullman, Ill., filed a voluntary petition in bankruptcy last Friday. He schedules his liabilities as \$2,656 and his assets as \$2,184.

sailed into port on the "Morro Castle" April 25, coming from Vera Cruz. Mr. Hagen is none too loquacious when talking to the inquiring newspaper man, but he did say this: "Trade might be better in Mexico. A trifle slow now. I was very successful in getting what I went after in the way of native records. Everybody in the trade there speaks in the highest terms of The Talking Machine World."

WILLIAM McARDLE RESIGNS.

Wm. McArdle, who for a number of years traveled for the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., going abroad for them last year to establish an agency in Europe for their products, and who has been recently attached to the wholesale department of the Columbia Phonograph Co., general, just completing a trip south, resigned his position on May 1. "Mac" is well and favorably known throughout the trade.

WURLITZER
UP-TO-DATE

LARGEST LINE IN THE WORLD

AUTOMATIC MUSICAL INSTRUMENTS WITH SLOT ATTACHMENT

WURLITZER MILITARY BAND ORGAN

SUITABLE FOR ALL PUBLIC PLACES

OUR PERFORATED PAPER ROLL
Military Band Organs

are especially adapted to SKATING RINKS and all outdoor Amusements. We manufacture the largest line of Automatic Musical Instruments in the World.

Catalog upon request
Exclusive Agency to Dealers in Unoccupied Territory

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO

OPERATED BY PERFORATED PAPER ROLLS

OUR LARGE CATALOG SHOWING COMPLETE LINE MAILED UPON REQUEST

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street
Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING 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.

MR. MURRAY'S NEW MOVE.

Secures an Interest in the Wooden Phonograph Horn Co. of Syracuse—Severance from Columbia Co. Regretted.

Thomas L. Murray, who has been with the Columbia Phonograph Co., General, New York, for nearly eleven years, covering the eastern and Middle West territory—in fact, has represented the company in possibly every section of the country—resigned his position early in the month to go in business on his own account. Tom, as



THOMAS L. MURRAY.

he is familiarly known throughout the trade, has bought an interest in the Wooden Phonograph Horn Co., Syracuse, N. Y., for he is a man of means, as well as a very successful salesman. Some new models and designs in the wooden horn line will be put out at once under the energetic management of Mr. Murray, and the plant will be utilized to the full capacity. Mr. Murray's departure from the Columbia Co.'s service is greatly regretted by the executive officers and the entire staff, and his going is followed with the good wishes of them all for his continued success in his new field of activity. In this The World joins most heartily.

Among the visitors to New York recently were Fred E. Lockwood, of Frederick E. Lockwood Co., Norwalk, Conn., and C. E. Searles, Peekskill, N. Y.

OFFICERS

OF THE

Talking Machine Jobbers' National Association

1907-08.

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

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

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

UNIVERSAL CO. ACTIVITY.

Complete Zonophone Catalog Just Out—Recent Acquisitions of Jobbers Most Valuable—Superintendent MacNabb a Busy Man.

The Universal Talking Machine Mfg. Co., Newark, N. J., have just issued a complete record catalog which includes all domestic selections in both 10 and 12-inch sizes, made up to April 1st, as well as a list of German, Bohemian and Hungarian records. Speaking of them the company say: "In recommending to you for purchase the list of selections as given in this catalog, it is our honest opinion that they are the finest that can be produced. The improvements in manufacture that we have made during the past year do not, however, only apply to our recent monthly issues, as all the older selections of questionable tone have been remade by this process, therefore we are confident that in this entire list there is not a record unworthy of the approval of the most exacting taste." At the same time a machine catalog dealing with the new Zonophone was printed.

Later they published a "Numerical List of Zonophone Records," including June ten inch supplement twelve-inch lists "A," "B" and "C," as well as the ten-inch cut outs.

What the Universal Co. regard as among the most valuable of their recent jobbing acquisitions are the firms of Byron Mauzy, of San Francisco, and Graves & Co., of Portland, Ore. Both these accounts were secured by J. D. Beekman, manager of sales, during his trip on the Pacific coast, from each of whom he received large initial orders.

In addition to his duties as vice-president and general manager of the Universal Co., J. A. Macnabb is also superintendent of the plant. With his bi-weekly trips to the recording laboratory in New York, "Mac" finds little idle time on his hands.

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., May 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:

APRIL 13.

Buenos Ayres, 56 pkgs., \$1,445; Cartagena, 3 pkgs., \$285; Colon, 5 pkgs., \$114; Guayaquil, 4 pkgs., \$122; Hamburg, 2 pkgs., \$134; Havana, 3 pkgs., \$170; 8 pkgs., \$232; Havre, 54 pkgs., \$1,090; Helsingfors, 7 pkgs., \$468; London, 55 pkgs., \$2,869; Melbourne, 3,654 pkgs., \$30,072; Milan, 5 pkgs., \$147; Puerto Barrios, 2 pkgs., \$173; Stockholm, 2 pkgs., \$131; Vera Cruz, 10 pkgs., \$268; Vienna, 8 pkgs., \$216.

APRIL 20.

Buenos Ayres, 211 pkgs., \$10,545; Callao, 2 pkgs., \$391; Hamburg, 3 pkgs., \$250; Havana, 21 pkgs., \$2,030; Kingston, 9 pkgs., \$240; Laguayra, 1 pkg., \$152; London, 90 pkgs., \$5,052; 3 pkgs., \$113; 49 pkgs., \$1,827; Montevideo, 2 pkgs., \$927; Port Limon, 17 pkgs., \$307; Puerto Barrios, 25 pkgs., \$795; Savanilla, 3 pkgs., \$334; Surinam, 6 pkgs., \$182; Valparaiso, 17 pkgs., \$387; Vera Cruz, 25 pkgs., \$889.

APRIL 27.

Berlin, 3 pkgs., \$206; 64 pkgs., \$1,707; Bombay, 4 pkgs., \$189; Calcutta, 5 pkgs., \$355; 6 pkgs., \$144; Corinto, 5 pkgs., \$233; Havre, 6 pkgs., \$438; Havana, 11 pkgs., \$115; Liverpool, 18 pkgs., \$2,500; 2 pkgs., \$216; London, 19 pkgs., \$3,299; Matanzas, 1 pkg., \$100; Melbourne, 281 pkgs., \$6,965; Rio de Janeiro, 29 pkgs., \$1,512; Southampton, 2 pkgs., \$231; Tampico, 2 pkgs., \$126; Valparaiso, 2 pkgs., \$288; Vera Cruz, 3 pkgs., \$150.

MAY 2.

Alexandria, 8 pkgs., \$375; Buenos Ayres, 273 pkgs., \$7,667; Colon, 10 pkgs., \$322; Corinto, 8

pkgs., \$144; Havana, 2 pkgs., \$136; Havre, 3 pkgs., \$504; Kingston, 6 pkgs., \$195; Limon, 7 pkgs., \$100; Liverpool, 1 pkg., \$145; Melbourne, 24 pkgs., \$924; Montevideo, 23 pkgs., \$2,305; Para, 13 pkgs., \$1,163; Penang, 27 pkgs., \$1,042; Trinidad, 21 pkgs., \$726; 1 pkg., \$736; Vera Cruz, 16 pkgs., \$384; Valparaiso, 137 pkgs., \$1,250.

MAY 9.

Acajutla, 1 pkg., \$100; Bombay, 2 pkgs., \$110; Cardiff, 7 pkgs., \$182; Calcutta, 6 pkgs., \$115; Colon, 23 pkgs., \$111; Havana, 1 pkg., \$101; Havre, 8 pkgs., \$300; Kobe, 13 pkgs., \$504; London, 6 pkgs., \$340; 46 pkgs., \$1,420; 12 pkgs., \$654; 12 pkgs., \$590; Manila, 31 pkgs., \$1,999; Melbourne, 188 pkgs., \$5,801; Paramaribo, 2 pkgs., \$126; Puerto Cabello, 2 pkgs., \$150; Rio de Janeiro, 7 pkgs., \$995; St. Johns, 8 pkgs., \$100; Savanilla, 5 pkgs., \$208; Vera Cruz, 117 pkgs., \$4,986; Yokohama, 11 pkgs., \$400.

LATEST COPYRIGHT DEVELOPMENT.

Arthur Steuart of the American Bar Association Drafts a Number of Important Suggestions for Incorporation in the Copyright Bill.

(Special to The Talking Machine World.)

Washington, D. C., May 9, 1908.

Little progress has been made in the copyright situation. The bill has not been reported out of the Patents' Committee either in the Senate or House. The latest development is embodied in the appended:

REVISED TEXT MAY 4, 1908—COPYRIGHT BILL—MUSIC PROVISIONS.

Reproduction of Copyright Music by Mechanical Devices.

The following suggestions have been drafted by Arthur Steuart, chairman of the copyright committee of the American Bar Association, at the request of a member of the House Committee on Patents:

"Section 1.—Sub-sections a and e of the bill, H. R. 243, to read: That the copyright secured by this act shall include the exclusive right "(a) To print, reprint, publish, copy and vend the copyrighted work; * * * * *

"(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved, as provided in section 20 of this act, and for the purpose of public performance for profit, and for the purposes set forth in sub-section a hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced. Provided, that the provisions of this act so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work shall include only compositions published and copyrighted after the passage of this act; and provided further, that whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty equal to — per centum of the gross sum which may be received by such person for such manufacture, use or sale, and in all cases the highest price in a series of transactions shall be adopted.

"Section 4 to read as follows: Section 4. That the works for which copyright may be secured under this act shall include all the writings of an author, including in the term 'writings' all forms of record in which the thought of an author may be recorded and from which it may be read or reproduced.

"That subject to the limitations and conditions of this act, copyright secured hereunder shall be entitled to all the rights and remedies which would be accorded to any other species of property at common law."

The following to be added to section 28 of the bill, H. R. 243, as section 27 (c):

"Sec. 27 (e).—Whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of musical instruments serving to reproduce mechanically the musical work, then in case of infringement of such copyright by the unauthorized manufacture, use or sale of interchangeable parts such as discs, rolls, bands or cylinders for use in mechanical music-producing machines adapted to reproduce the copyright music, no criminal action shall be brought, and in a civil action no injunction shall be granted, but the plaintiff shall be entitled to recover in lieu of profits and damages a royalty as provided in section 1, subsection e of this act."

The foregoing, as stated, is simply a suggestion and may never be incorporated in the bill. So far as a royalty provision is concerned, it is now held by leading lawyers that it is both legal and constitutional. The amendments above in no wise prevent the formation of a monopoly so-called, and therefore the perforated roll and talking machine manufacturers will strongly oppose their adoption. Copies of the amendments were sent John J. O'Connell, of O'Connell & Bullowa, counsel for the copyright committee of the National Piano Manufacturers' Association, and about twenty player-piano manufacturers; Nathan Burkan, counsel for the Music Publishers' Association of the United States; Paul H. Cromelin, president of the American Musical Copyright League and vice-president of the Columbia Phonograph Co., General, each of whom are supposed to represent distinct interests and are so scheduled by the Copyright Office. Register of Copyrights Thorvald Solberg, when asked for an explanation of these amendments declined to express an opinion.

The Shaw-Wells Co., a well-known business concern in Spokane, Wash., have just made contracts for handling both the Edison and Victor machines. They intend to give them a fine showing and develop a good trade in their locality.

PREPARE NOW FOR ATLANTIC CITY.

Hotel Chalfonte Has Been Selected as Headquarters by Committee of Arrangements—Special Rates Have Been Obtained and the Trade Should Take Advantage of This Opportunity to Visit This Famous Resort.

The committee of arrangements in charge of the details of the convention of the National Association of Talking Machine Jobbers have been very busy lately preparing for what they consider will be the largest convention of jobbers that has even been held. The gentlemen of this committee are J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York City; C. V. Henkel, president Douglas Phonograph Co., New York City, and Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.

In giving The World the details, J. Newcomb Blackman, chairman of the above committee, says: "After careful consideration the Hotel Chalfonte has been selected as headquarters. This is by reputation one of the leading hotels in Atlantic City, and the accommodations they have offered are very satisfactory. A large room has been placed at the disposal of the members as a meeting room, as well as another room for the accommodation of committees. A material reduction in the hotel rates has also been given. This hotel is run entirely on the American plan.

"It is not the purpose of our committee to make arrangements for members, as we, of course, expect them to write direct; but it is suggested that in order to get the benefit of reduced rates, either members of the association or representatives of manufacturers will mention that they are to attend the convention as a delegate and therefore ask accommodations based on special rates offered the association. Any members who desire to stay a week or two and would prefer accommodations in some other hotel will receive suggestions by addressing me, as chairman of this committee.

"I do not think a better opportunity could be

offered to jobbers and members of the trade in general to take a pleasant vacation and at the same time attend an important convention. In selecting the days—July 6 and 7—it was with the idea that most everybody would arrive on the 3d or early on the morning of the 4th, thus getting the benefit of Saturday, the 4th, and Sunday, the 5th, without taking two days from business. The other two days, which are to be meeting days, would give four days, even though no further time could be spent there.

"I have already received considerable response from post cards which we have sent out, indicating that a large number of jobbers will arrive on Friday, the 3d, and spend a week or two.

"It is quite likely that most every jobber will take some vacation himself and provide one for the family, and with this idea in view, our committee urge Atlantic City as first choice. It is a short run from the factory of the Victor Co. at Camden, and not very far from the Edison factory at Orange, or their office in New York. Jobbers will find plenty of opportunity to make use of their trip for business visits while the family are enjoying the pleasures of the seashore. It is very likely that the leading manufacturers of talking machines and supplies will be well represented, and it will be a very good opportunity to bring jobber and manufacturer together on anything, such as new goods, improvements and plans for the fall business.

"We also suggest that any dealers who would like to make this trip should take advantage of the reduced hotel rates and railroad fare, which we would be very glad to offer them. The second day's session being to a very large extent an open one, it may be that some of the live dealers would like an opportunity to bring up subjects from the dealers' standpoint. We do not propose to give anybody an excuse to say that they could not attend because they did not have information sufficiently in advance. A letter addressed to any member of our committee will receive prompt attention, for we propose to make this convention a record breaker in attendance. Members of



IN BRASS AND COPPER, BRASS AND OXIDIZED

The ECHO-TONE Horn

(PATENTS PENDING)

Last month we made **STRONG CLAIMS** for **THE ECHO-TONE.**

Many investigated and found **WE TOLD** the **TRUTH.**

"Sweet AND Clear AS An Echo"

MENDING THE TIMES

Something to attract attention to your window is a step in the right direction. Take a tip from the owner of one of New York's finest stores, who says that our samples attract more attention than a \$1,000 display. **Put Echo-Tones in your windows.** Excited interest provides the opportunity to do business.

You may ask, "Can customers be interested?" We answer emphatically "Yes." One dealer was sent a sample on April 17th. He has sold ten horns in less than a month at a net profit of \$38.40. He recognized that here was something salable—something to talk about—and got busy.

The true tones of the **Echo-Tone**, its intelligently adjusted range, its amplifying qualities, its convenient size, its distinctive beauty, its novelty, its attractive prices—all these strong talking points make it easy to interest owners of talking machines. And every horn sold sells others.

THE ECHO-TONE CAN BE APPLIED TO CYLINDER AS WELL AS DISC MACHINES

For Literature and information apply to your jobber or give us his name and we will have him post you

The J. E. FREY MANUFACTURING COMPANY, 118-120 Park Avenue, BROOKLYN, N. Y.

the association should come prepared to give their ideas on any subject they would like considered.

"As I am also chairman of the committee on resolutions, I would be pleased to receive letters on any subject that members would like to have introduced by this committee, and this will give an opportunity to any member who cannot attend the convention to have a voice in any matter that interests him. It is the intention of the committee on arrangements to have everybody interested in the convention feel at liberty to write for information, and we therefore extend this invitation to manufacturers, jobbers or dealers in order that everybody will be given an opportunity to arrange attendance."

It will be understood from Mr. Blackman's remarks that the committee proposes to do their work in a manner that should bring results, and if they will receive the support that they deserve, Atlantic City will certainly hear from the talking machine industry.

While the Traffic Association have not yet committed themselves regarding the application for reduced railroad rates, it is likely that they will grant the same and take action at their next meeting, which will be held in the near future. A circular letter will be addressed to members of the association and the jobbing trade in general, giving such details as are considered necessary, and in any cases where the jobber receives this letter and is not a member, it should be a notice for him to immediately send in his application for membership.

It may be that some of the jobbers do not understand the benefits of membership, and it is therefore well to explain that one of the most important features is the system of credit reports, which are very valuable to jobbers who have outstanding accounts. For example, one case may be mentioned where an account, amounting to over \$100, had been charged to profit and loss about two years, and through the system of credit information he learned that another member had succeeded in finding the debtor and obtaining a settlement. This resulted in the second jobber getting busy, with the result that he made a settlement of \$50, which therefore went to the credit of profit and loss. This is only one of many cases, and this feature of membership alone is worth several times the annual dues, which are but \$15.

It is very much easier for manufacturers and jobbers to get together on any subject if the former can feel that the National Association includes practically every jobber. Various single ideas are brought into one perfected thought, and improvements result. Many changes and desirable improvements that have been made by the leading manufacturers were the result of suggestions made through the association. It will therefore be understood that every new member adds to the strength and improvement of the organization. The dealer is also benefited, for if he has any subject that he would like taken up he can ask his jobber to do so through the association, or probably a letter on the subject addressed to the secretary would receive attention.

Everyone interested in the advancement and improvement of the talking machine industry should support the National Association of Talking Machine Jobbers, for it is generally conceded that they are working in a good cause. There should be fully 40 or 50 new members before the convention, and if the reader is not a member it is hoped that he will send in his application to the secretary, Perry B. Whitsit, 213 South High street, Columbus, O.

ARKANSAS DEALERS TO MEET.

The Hollenberg Music Co., of Little Rock, have sent out invitations to talking machine men in Arkansas, asking them to attend "the first annual convention of graphophone, phonograph and talking machine dealers" at Hollenberg Hall in that city, on May 21, 1908. There will be two sessions during the day, to be followed in the evening by a banquet at the Hotel Marion.



Q Do you like this issue of the World?

Q Is it not worth something to you in your business?

Q Do you receive it regularly?

Q If not, why not?

Q The fault is your own, for we've done our part in supplying you with a sample copy.

Q Subscribe for it.

Q That's the only way to get it.

Q It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

Q Be progressive and read the World. Your competitor takes it and he knows its value.

Q It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

Q Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and cash, at your risk.

MEXICANS CAUSE TROUBLE.

Suit Brought Against Representatives of American Talking Machine Companies for Infringement of Laws Bearing on Musical Reproduction—Interesting Chat With E. N. Burns.

On the 7th inst., aboard the "Antilles," of the Morgan line, Edward N. Burns, manager of the export department of the Columbia Phonograph Co., general, returned from a visit to Mexico, where he had been for a month. Chatting about his journey with *The World* the following day, he said: "I found conditions in Mexico very satisfactory in so far as the graphophone business is concerned. Financial affairs are somewhat akin to our own at the present time, and possibly more through sympathy than anything else. One of my purposes in going to Mexico was to look after a suit brought against the Espinoza Co., our former representatives in the republic, for alleged infringement of the Mexican copyright law.

"In fact suits making the same charge have been brought by several composers against the Mexican National Phonograph Co., the National Phonograph Co. and the agents of the Victor Talking Machine Co. The latter case has been decided adversely to the American interests in the lower courts, the other cases are still pending. In the case of the Espinoza Co., which is the Columbia Phonograph Co. suits, criminal proceedings have been taken in addition to the civil suit; claim being made that the records are fraudulent articles and the vendors of them should be treated in the same manner as the vendor of a forged note.

One company had a Mexican composer record some of his pieces by his band, but they failed to make an agreement except for his services as a musician, whereupon he sued for the royalty. The Mexican law is not nearly as broad as our existing acts, and they pertain specifically to reproduction by the graphic arts. My impression is that the whole proceeding is backed by European companies who control the rights in Mexico for certain music, and it is believed that if they can establish or enforce this exaction of royalties for Mexican works, they will follow up with their own proposition.

"Yes, I had the pleasure of meeting Walter Stevens, of the National Phonograph Co. Certain phases of the copyright situation, in my judgment, were of so important a nature that I deemed they called for mediation on the part of the United States Ambassador. Therefore I requested Mr. Stevens to join me in a representation to that official, but finding he could not arrange for it on account of illness, I went before the Ambassador myself. It is really a critical condition for the interests of all manufacturers of American talking machines doing business in that country.

"Business here, I understand, is none too good. Is that so? In the export trade it is just the opposite and is improving without let or hindrance. On my return I found one order for a thousand machines, and three more for fifty thousand records. That looks pretty fair. I also heard *The Talking Machine World* spoken of everywhere in the highest terms of praise. It stands at the head of the list of publications of this kind the world over, and no one gainsays this richly deserved tribute."

MAX LANDAY ON THE ROAD.

Max Landay, of the Talking Machine Supply Co., who was away all last week, returning on the 11th, writing *The World* from Buffalo, N. Y., on May 8 says: "I have been away from New York all week doing some road work for the Talking Machine Supply Co. It was good news that I received all the way up New York State. Most of the jobbers that I called on reported business as picking up, and one jobber in Rochester, the Talking Machine Co., reported business excellent. That is gratifying. Business is good with me, and I closed quite a few orders."

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

RECEIVER FOR MULTIPHONE CO.

Appointed on Bankruptcy Petition by Creditors—Validity of a \$100,000 Chattel Mortgage to Carnegie Trust Co. Employee Disputed.

Against the Multiphone Co., manufacturers of musical slot machines, automatic phonographs, etc., with offices at No. 141 Broadway, a petition in bankruptcy has been filed by Peter Zucker, attorney for these creditors: Isaac Thorman, \$900; Vandyck, Churchill & Co., \$200, and Jacob Weiss, \$183, on an assigned claim of Albers Brothers.

Judge Hough appointed Jesse Watson receiver, under bond of \$3,000, on application of Isaac Thorman, who stated on information and belief that the assets of the company have been wasted by its officers; that more than \$120,000 of the assets have been expended and no record whatsoever appears on the books of the company as to the disposition of this sum; that on November 2, 1907, it gave to Paul H. Sheridan, as trustee, a chattel mortgage of \$100,000, covering chattels of the company, which was not recorded until March 21, 1908; that he believes this chattel mortgage is fraudulent and void as to the creditors of the company.

Mr. Zucker said that Mr. Sheridan, to whom the chattel mortgage was given, is a clerk in the Carnegie Trust Co., and it was very singular that it was not recorded until more than four months after it was executed. He could give no accurate figures as to the assets and liabilities of the company, but he understood that the liabilities exceeded \$100,000 and the assets \$25,000. The company was incorporated May 4, 1906, with a capital stock of \$1,000, which was increased on February 1, 1908, to \$100,000. William H. Pritchard was president and Wilbur C. Brown treasurer.

P. S. Rumpel, formerly with the Humphrey Bookcase Co., has joined the forces of the Cadillac Cabinet Co., Detroit, Mich.

MANAGER WANTED.

Manager wanted for Edison and Victor jobbing business. State experience, complete references, and salary expected. Address "Jobber," care Talking Machine World, 1 Madison avenue, New York.

PARTNER WANTED.

Wanted.—A co-partner in phonograph, sheet music and small goods business in well established piano store in live Western town. Party would need enough capital to increase stock some. Fine opportunity to get into nice, clean, profitable business. Apply "Ruhtra," care this paper.

SALESMEN WANTED.

Wanted.—Two good traveling salesmen who have a thorough knowledge of the talking machine business; communications will be treated in confidence; excellent opportunity for right men. Address A. B. C., care The Talking Machine World, 1 Madison avenue, New York City.

BARGAIN IN RECORDS.

One lot of about 1,250 American 10-inch brand new records, consisting of Hebrew, Italian and Spanish selections, never been played. Will sell at 12 cents each for the lot, if taken at once. Address Room 314, No. 6 Madison street, Chicago.

MR. DEALER:

If you are overstocked in Edisons Gold Moulded Records I will buy any quantity; also Cabinets and Machines. Send your list. All deals strictly confidential.

W. W. SCOTT

239 Broadway

NEW YORK

IMPORTANT GERMAN DECISION

Handed Down in the Suit of International Talking Machine Co., of Berlin, Against German Gramophone Co., Ltd., to Prevent Reproduction of Certain Copyrighted Music.

(Special to The Talking Machine World.)
Berlin, Germany, April 28, 1908.

In a suit brought by the International Talking Machine Co., of Berlin, against the German Gramophone Co., Ltd., of the same place, to restrain the defendants from reproducing certain copyright music controlled by the complainants, the court decided "that the action of the plaintiffs is non-suited, and that they are condemned to bear the costs of the process." The opinion was handed down by the Civil Chamber of the Royal District Court, No. 1 of Berlin, on February 25, 1908. It is a long and diffuse document, in which a parallel is drawn between the reproduction of music by talking machines and the piano player, the Pianola and Mignon being specifically cited as distinctive examples of the latter.

The complainants charge an infringement of the law of June 19, 1901, and demand that the defendants (1) be fined and enjoined from reproducing the following musical works on which they hold reproducing rights: "Die lustige Wittwe" ("Merry Widow"), "Hansel and Gretel," "Meistersinger," "Rastebinder," "Landstreicher," "Obersteiger," "Schwalbennest duet," "Vogelhandler," "Rheingold," "Walkure," "Bruder Straudinger," and "Versailler Festmarsch"; (2) that a preliminary injunction be issued and a suitable bond be required on the part of the defendants.

The court holds that the delivery of a musical composition by the Pianola cannot be distinguished from the original when performed by a technically expert player, excepting perhaps by connoisseurs of the greatest skill, and therefore the use of copyright music is an infringement. It is different with the talking machine records, as the sounds are reproduced in a purely mechanical manner, dependent on no human assistance or auxiliary musical knowledge as in the piano player, no matter how perfect the voice of the singer may be rendered by the record. Hence the talking machine is exempt from copyright limitations.

THE ECHO-TONE HORN IN DEMAND.

The new departure in amplifying horns, which was announced to the trade in last month's World, has, we learn, caused a decided sensation. The demand for the Echo-Tone has been so active that the manufacturers have had to increase their factory force. In view of the fact that the manufacturers spent large sums of money in perfecting this horn before its introduction, it is pleasing to note that the efforts of the Frey Mfg. Co. are meeting with such recognition. It is not surprising that the Echo-Tone appeals strongly to the consumer; its appearance is attractive; its size convenient, and its tone effects mellow and beautiful. Indeed, its advantages are summed up correctly by that frank critic, Alan Dale, who says that the Echo-Tone is a winner. Prominent jobbers from Maine to Hawaii have taken a live interest in the horn and are keeping the Frey Co. busy. Dealers who have not yet investigated the Echo-Tone should do so at once. They will find the J. F. Frey Mfg. Co., of Brooklyn, most prompt and courteous in giving all information required.

DOLBEER OFF TO THE COAST.

F. K. Dolbeer, manager of sales for the National Phonograph Co., left Sunday night (May 10) on an extended business trip west. His first stop was Chicago. Leaving there Tuesday night, he will proceed gradually to the Pacific coast, visiting all Edison jobbers in the West and Northwest. Mr. Dolbeer is a member of the Executive Board of New York Credit Men, and on his return trip, expects to make Denver, Col., in time for the annual convention of the National Association of Credit Men, which will be held at that city June 23 to 26.

JACK LONDON AND THE VICTOR.

The Great Novelist a Great Admirer of the Victor Talking Machine.

Jack London, novelist and magazine writer, and a lover of everything that speaks of nature and the realities of life, is a great admirer of the Victor talking machine, which he always carries with him on his various rambles and tours. At the present time Mr. London, accompanied by his wife, is sailing around the world in a small schooner called the "Snark," and conspicuous in its equipment is the Victor.

The Victor Co. have recently received a most interesting letter from Mrs. London in which she speaks in the most enthusiastic manner of the Victor, which she describes as "a joy," and adds: "We simply revel in it, and keep it going from early morn until late at night—with a rest now and then, of course," etc.

RECORDS OF NETHERSOLE PLAYS.

Olga Nethersole, the well-known English actress, who has proven so successful in emotional parts, recently found a practical use for the phonograph when she had Edison records made of all her plays, including such productions as "Carmen," "Sapho" and "The Awakening," her voice being faithfully reproduced in every instance. The records were sealed and placed in the vaults of a New York safe deposit company.

Miss Nethersole had the records made with the object of enabling future stars to judge the value of their work and hers by actual comparison instead of suffering like the players of today in having their acting compared with mere memories of triumphs of bygone stars, Booth and the rest.

HERZOG'S SYSTEM OF RECORD FILING.

The announcement of the Herzog Art Furniture Co., which appears elsewhere in this issue of The World, is worthy of careful perusal. In addition to their models of Cyclo Phones which, by the way, have commanded a great deal of interest in the trade, they are showing a new and important system of record filing. The modus operandi is very simple. Each file holds six records. The drawer on the side of the cabinet holds one file, including the records, and is convenient to be used when playing the machine. Each file is numbered, and an index label on the outside of the file shows at one glance the contents of each file.

By classifying the records in each file, it is very easy to make the selection from the printed index which hangs on the door of each Herzog cabinet, which is another new copyrighted idea, and will be described in the next month's issue.

The Herzog Art Furniture Co. seem to make every effort to construct their cabinets in such a way as to be a comfort for the actual user, and their cabinets will be equipped with their new filing system on application if so desired.

WURLITZER'S DISPLAY OF HORNS.

(Special to The Talking Machine World.)

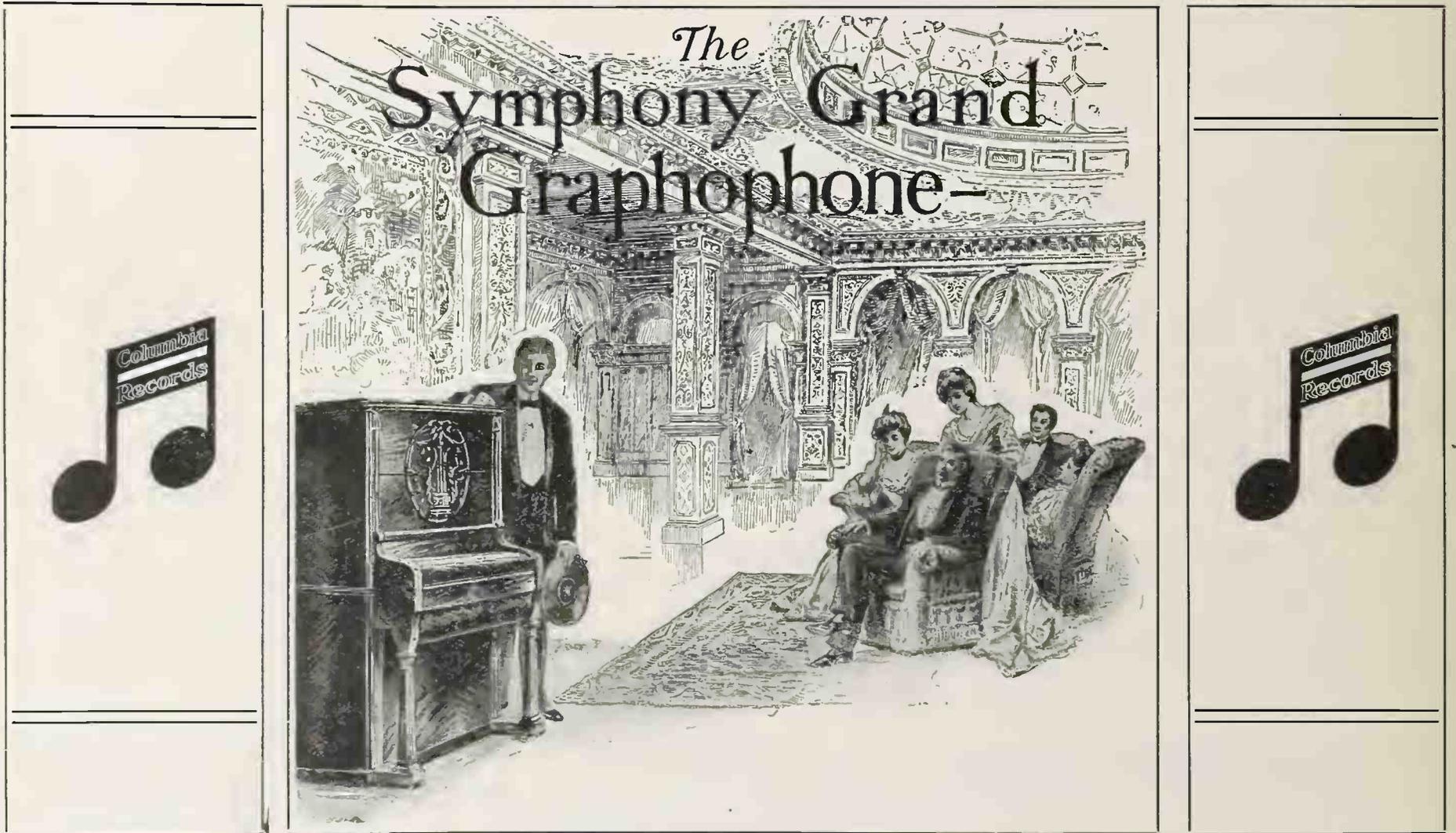
Cincinnati, O., May 9, 1908.

In honor of the May Festival in Music Hall, the Wurlitzer house was beautifully decorated with flowers and plants this week. Mme. Galski was a visitor to-day, and consented to be photographed listening to a Victor Victrola. Wurlitzers are showing something new and unique in imported talking machine horns. These are made of pottery and designed in the most attractive forms. These are placed on top of an outfit, the sound proceeding up through the horn. One of these attracted a great deal of attention, being a combination of horn and aquarium in which a dozen gold fish were at play.

Max Landay, of Landay Bros., New York, was at the factory of the Victor Talking Machine Co., Camden, N. J., last week.

BIG MONEY AND

The prestige and profit in the higher priced Columbia Graphophones (especially the Symphony Grand) and in classic and operatic records, is being demonstrated by hundreds of dealers every day.



The trend of trade right now is unmistakable:

The Columbia Graphophone has won its way well past the "novelty" stage—and is fast coming into its own as the one musical instrument that is best worth while.

The higher-cost types are getting a stronger hold every week, and progressive dealers are building for the future with this idea in mind.

Our files of new orders for the Symphony Grand Columbia Graphophone are enough evidence to us—and the proportion of re-orders tells the same story.

The dealer who gets known by his high-grade goods will cash in a good deal more than his share of the rest of the business of his town every time. Those stores that command the operatic record business are pretty certain to have a standing that brings in the popular record business also.

There is a heap of satisfaction in selling the Symphony Grand Columbia Graphophone. The owner is so proud of it that he does a good share of your advertising for you, and if he has musical taste enough (as he usually has) to be well equipped with the matchless Fonotipia Series of Columbia Grand Opera Records, you've gotten one good customer who is worth a dozen small casual buyers.

This doesn't mean that popular music is being supplanted in the record business. Not by a long shot. It means that you are dealing with a new customer—doing business that never came near you before—business of the sort that the piano-player has pretty nearly monopolized for quite a while heretofore.

Meantime your Columbia "hits" are getting the quick money. On sale as soon as made—and well made, too—they are going like baseball extras with four teams tied for the pennant.

Columbia Phonograph

TRIBUNE BUILDING

QUICK MONEY

JUST OUT :—Five more new Columbia Records— including two by JOSIE SADLER, the famous Dutch comedienne, playing leading comedy role in "The Waltz Dream," Broadway's biggest hit. These five records are sure-sellers, sure enough. Every one of them has made a great big "dent" on the "Great White Way"—where musical dents are hard to make. The Columbia dealer is the only man who has them—yet



Humoresque on the "Merry Widow" Waltz

Nothing so utterly ludicrous as this clever burlesque has appeared in years. It presents the manner in which the famous waltz air is played by "dot leedle German band." The star performer, a trombone-player, breaks in and gives a solo performance that is both fearful and wonderful. After him comes a *divertissement* in the shape of a steam piano second only to the trombone in point of excellence. The whole thing ends in a "Brain Storm" finale that can be better heard than described. From first to last it is a piece of infectious gayety which you won't want to miss. It is arranged by Herman Billstedt, well-known for his clever settings of "Everybody Works But Father," "Bedelia," etc., and has lately been a feature at the concerts given by Sousa and his Band.

Columbia XP Cylinder Record No. 33242—25c.
Columbia 10-inch Disc Record No. 3828—60c.

The Land of Bohemia

This song tells in captivating style of "The Land Where Nobody Goes Home." It takes you away from the hard, conventional routine of business and gives an alluring picture of another and lighter side of life. Everything about it combines to make this one of the most admirable records ever introduced. It is sung in robust style as a tenor solo by Harvey Hindermeyer, whose splendid voice has never been heard to better advantage. The words and music are by Ren. Shields and Geo. Evans, well-known as author and composer of "Waltz Me Around Again, Willie."

Columbia XP Cylinder Record No. 33290—25c.
Columbia 10-inch Disc Record No. 3900—60c.

I'd Like To Make a Smash Mit You

This record is sung by Josie Sadler, the foremost German-dialect comedienne of the day, now playing in New York's latest sensation, "The Waltz

Dream." The song tells of one Louie Klein (evidently the proprietor of a thriving delicatessen business), who becomes hugely enamoured of Minnie Schmidt, the delicatessen business suffering accordingly. Louie feels called upon to be something of a sport and accordingly buys a second-hand automobile, in which he and his lady-love encounter adventures that must be heard to be appreciated.

Columbia XP Cylinder Record No. 33279—25c.
Columbia 10-inch Disc Record No. 3815—60c.

Barn Dance, "On Our Honeymoon"

A most delightful dance air, probably the most popular and fashionable dance of the season. It is being played by all the metropolitan orchestras, the leaders of which give as their opinion that it is one of the best barn dances recently published. Its composer is Charles K. Harris, known the country over as the originator of some of the greatest popular hits ever published. The Columbia Records of it could scarcely be improved upon. It is played by Prince's Orchestra in regular dance tempo, with an incidental bass clarinet solo and orchestra bells accompaniment.

Columbia BC Cylinder Record No. 85162—50c.
Columbia 12-inch Disc Record No. 30129—\$1.00.

Come And Hear The Orchestra

If any one of Josie Sadler's many clever skits is more popular than the rest, this is it. It is in instant demand wherever heard. The novel manner in which various instruments of the orchestra alternate with the voice stamps it with an originality all its own. It is sung by Miss Sadler in her happiest vein, which fact is in itself sufficient to insure it most wide-spread popularity.

Columbia XP Cylinder Record No. 33291—25c.
Columbia 10-inch Disc Record No. 3901—60c.

graph Company
NG, NEW YORK

THE "TALKER" TRADE IN MEXICO

Interesting Report Regarding the Outlook for Talking Machines and Supplies in Mexico.

(Special to The Talking Machine World.)

Washington, D. C., April 27, 1908.

In the course of a very interesting report to the Department of Commerce and Labor, Special Agent Arthur B. Butman, writing from Mexico City, discusses the increased demand in Mexico for American pianos and talking machines and the competition of Germany and France in the musical merchandise line. He says:

Phonographs or talking machines are in greater demand in Mexico, at the present time, than any other musical instrument. Phonographs are purchased by all classes in all portions of the Republic—in the large cities and near-by towns, in mountain villages far removed, on haciendas, and in isolated mining camps; and for use in the last-mentioned localities the demand is widespread. The phonograph of American manufacture predominates and in reality holds the market. A French machine, possibly a German, and formerly an Italian were found, but the field is practically held by the Americans—and nearly, if not all makes, are represented—with small competition from the French.

I am informed that the classes of music best suited to the Mexican trade are classical and operatic, marches and two-steps, or other dance music. Ragtime and plantation melodies, so popular with a portion of our masses, do not largely appeal to the people here. In Mexico one hears the bootblack or the newsboy whistling selections from classic and operatic airs, rather than from what we know as the "popular songs." I have many times during my stay in the Republic noted in the various town gatherings of one, two, or three dozen peons, huddled as closely as may be before the open doorway of a music store, from whence issued the sounds of a phonograph, and playing nearly always a classical selection or one from some famous opera. In style, the disc machine is the most popular.

A good proportion of string instruments come from the United States, with German instruments of like character in keen competition. The cheaper grades of violins and guitars find considerable sale among the lower classes, whose small purchasing power necessitates the requisite of low cost. Italian strings are considered the best and have the largest sale. Rosin is principally secured from Germany, owing to price, this being approximately one-third less.

Mexican bands are numerous, and there is a fairly large demand for brass instruments throughout the Republic, which is principally supplied by France. French instruments are much better known than the American, having been long in the field, and, perhaps partially for this reason, better liked. The pitch of the French-made brass instrument—one-half tone higher than our own—is preferred, and likewise French instruments of high grade are lower in price than American of the same class.

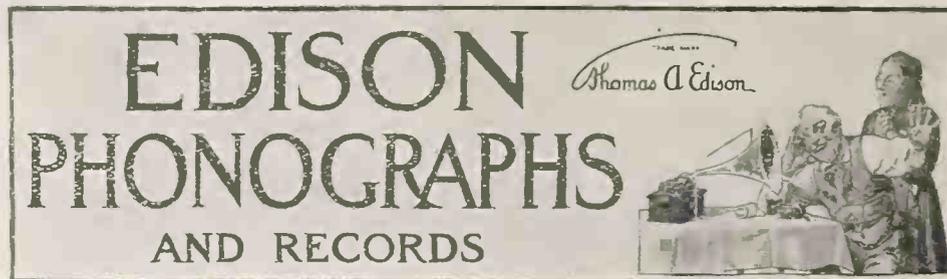
American sheet music obtains a fair sale at present, and it has been suggested to me that American sheet music publishers might do well to publish vocal selections in the Spanish language, since the sale for such would undoubtedly be sufficiently large to warrant the action. However, this should be a matter for the publishers' own determining, after possessing a good knowledge of the Spanish requirements based upon personal investigation.

Catalogs of musical instruments sent to Mexico should be printed in the language of the country; if printed in English they are comparatively worthless.



FREE EDISON ADVERTISING BANNER.

The National Phonograph Co. are getting out a splendid advertising banner for use by Edison dealers. It is ten feet long by three feet deep and is elegantly printed in four colors on white muslin. The edges are turned and stitched and



it is fixed for hanging at the front of the store. It makes one of the handsomest signs we have seen for use either on the store front or in the window and must have cost the National people no little to get out. The banners are to go forward to Edison dealers July 1, through their jobbers, and there will be no charge whatever either for the sign or for transportation. Dealers' requests specifying jobber's name must be filed with the National Phonograph Co. at once.

TALKERS IN PALESTINE.

The Austro-Hungarian consul at Jerusalem, in speaking of the demand for musical instruments in Palestine, says: "German-made talking machines are imported from Vienna, as the depot for supplying the Orient is in that city. The records in Arabic are taken by travelers coming here, and the negatives are sent to the factory at Hanover to be reproduced. The American makers have lately been competing keenly in this business."

ANOTHER PAPER FALLS INTO LINE.

"There is a disposition on the part of some composers to antagonize what has been called 'canned' music. The opposition is purely selfish, however, and would not be continued if the lessons of experience were heeded. Familiarity with music of the better kind is essential to its enjoyment, and a sufficient acquaintance can only be obtained by hearing frequent productions. This privilege is not enjoyed except by comparatively few people, unless through the medium of the automatic producer. The multiplication of the latter must, therefore, result in increasing the number of music lovers, and consequently redound to the benefit of the very class which is seeking to make the works of modern composers which have real value 'caviar' to the general."—San Francisco Chronicle, April 27, 1908.

DICTAPHONE CO. INCORPORATED.

The Dictaphone Co. of America was incorporated on Wednesday with the Secretary of the State of New York, capital \$100,000. Directors: T. F. Humphrey and H. Barnard, New York, and Howard T. Fisher, Greenwich, Conn. It is the intention of the company to develop and exploit commercial talking machines.

BRYANT SELLS TO CABLE CO.

Willard Bryant, of Detroit, Mich., has sold his talking machine business to the Cable Company of that city. They have removed the department from the basement and first floor and erected a number of sound proof rooms.

VALUE OF A CLEAN RECORD SURFACE.

This subject has been given very careful attention by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, N. Y., who refers to the subject as follows:

"It is generally known that when two surfaces come in frictional contact, any wear that would naturally result is increased by the presence of any dirt or gritty substance between the two

points of contact. In the case of contact between the sapphire point on the cylinder, or the uedle on the disc record, it is therefore important that the surface should be perfectly clean in order to not only insure as little friction as possible, but in addition to enable the needle or sapphire point to accurately follow the sound

engravings thus producing a perfect vibration and a corresponding reproduction.

"The talking machine manufacturers recommend the use of a brush to keep the surface of records clean, but in order to make this process automatic we have placed upon the market a little brush known as the 'Place' Automatic Record Brush, which is easily attached to any Edison or Victor machine. The operation of cleaning the record before the needle comes in contact is thereafter automatically done by the brush, which remains in permanent position on the machine and requires no further attention."

The Blackman Co. have an advertisement in this issue and as they are offering to furnish free samples and will also give a liberal supply of advertising matter to both jobbers and dealers.

FROM HERE AND THERE.

When en route to Atlantic City, N. J., as chairman of the committee of arrangements for the convention of the National Association of Talking Machine Jobbers last month, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, was detained a couple of hours in Trenton, N. J., by a wreck on the Pennsylvania Railroad. He improved his time by calling on the trade to present the advantages of joining the association. The result of his missionary work will be the gain of several new members. It so happened that the Democratic State Convention was in session in Trenton at the time, and Mr. Blackman, who is a notably staunch Republican, and well known to many of the delegates, was unmercifully chaffed by them for being there, and pointedly asked whether he was "learning the error of his ways" and had changed his politics. Mr. B. took the twitting of his "friends, the enemy," in good part, and assured them he had not struck his flag by a long shot.

C. B. Haynes, of C. B. Haynes & Co., Edison jobbers, Richmond, Va., who was north last week, said: "We had the best March since we have been in business, but our sales were made in the country surrounding Richmond. The city trade is rather backward."

Emil A. Schweiger, Brooklyn, N. Y., with his mother, went to Europe on May 5, aboard the Kaiserin Augusta Victoria. Their destination is Kremnitz, Germany, and they will not return until July 8. In the meantime the brothers, Dick and Harry, will conduct the business.

John Kaiser, general sales manager of the Douglas Phonograph Co., New York, will probably start on an extended trip West, going to the Coast and probably into Mexico, if not traversing Central and South America at an early date.

The Talking Picture Film Co., New York, have incorporated with a capital of \$2,000. Directors: George H. Vause, E. von Elten and Woodford Mahey, all of New York.

The Southwestern Talking Machine Co., Houston, Tex., have incorporated with a capital stock of \$25,000. Directors: E. W. Taylor, E. E. Taylor, F. C. Taylor and E. P. Shannon.

PICTURE MACHINE AS A SIDE LINE.

A Short Talk on the Advantages to be Derived from Using It in Conjunction With the "Talker" for Publicity Purposes.

Now that the different types of picture machine have reached a state of perfection as to make them really worth while, and are so far reduced in price as to bring them into the home in competition with the "talker," it behooves the talking machine dealer to seriously consider them as a profitable side line and as a source of advertising as well.

What is more interesting or will attract more attention than pictures displayed on a screen in the window of a store at night? The crowds out for their evening stroll will be attracted at once, and it is just possible that the aid of the police department will be required to open a passage for those who must keep moving. Any "talker" man can show pictures in his window very easily, and by doing so he will be killing two birds with one stone at every shot. To illustrate just what I mean, I will introduce to you my phonographic friend, John Jones, No. 23 Broad street, Blanktown, N. Y. He is making a great deal of money, he tells me, and his prosperity is due to the fact that he handles "talkers" and picture machines, demonstrating them in such a way as to enable them to advertise each other.

In the evenings when the shoppers begin their homeward journey and the office buildings are unloading their human freight from the elevators, then it is that my friend Jones starts things moving in his front window. If it happens to be about the 24th inst., and the new records for the following month are on sale, he selects one of the most popular and brings it before the public eye in the following manner:

First, he throws a picture on the screen illustrating that particular selection. He obtains the ideas for these pictures from the supplements sent out each month by the manufacturers. The one shown in the illustration accompanying this article was taken from the cover of The New Phonogram for January, and depicts Edison record No. 9,727, "Don't Get Married Any More, Ma!" He had the cover design photographed on glass, converting it into a lantern slide.

It is not necessary to have a moving picture machine, by the way, in order to project pictures on the screen, as the ordinary stereopticon or magic lantern will suffice, or even the souvenir postal-graph, a clever little machine retailing at \$3, which will throw any picture, colored or otherwise, on a screen greatly enlarged by simply having the object to be projected placed behind the reflector.

Then after the crowd at the window has had time to fathom the significance of the picture, he starts up a talking machine, upon the mandrel of which he has placed the record tallying with the illustration. The result is always very satisfactory, numerous sales of that particular selection being made on the spot. He then runs through a number of motion films portraying scenes made more effective by incidental music from the "talker," such as "The Baby Parade on the Board-walk at Ashbury Park, New Jersey," accompanied by a band record of Arthur Pryor's selection of the same name, "The Dream of the Rarebit Fiend," accompanied by the Edison Military Band playing Thurban's descriptive oddity bearing the same title, and others.

Alternating between the picture machine and the "talker," he astonishes and pleases a large and enthusiastic audience and wins applause and patronage, and closing time finds him a popular man.

The writer is firmly convinced from Mr. Jones' experience that this method of advertising two good things at once is "the best ever," and suggests that all live dealers try it in their business.

HOWARD TAYLOR MIDDLETON.

John P. Kelsey, who has been traveling for the General Phonograph Supply Co., New York, is no longer in their employ. Mr. Kelsey is about embarking in business for himself in another line.

LATEST NEWS FROM BELFAST.

Depression in Linen Manufacturing Industry Seriously Affects Business—Gramophone Co.'s Political Records Create Furore—Gramophone for Public Concerts in Parks—Auxetophone Heard in Assembly's Hall.

(Special to The Talking Machine World.)
Belfast, Ireland, May 1, 1908.

The depressed condition of one of our staple industries—the manufacture of linen—which has extended over a period of several months, has prejudicially affected all departments of local business. Naturally vendors of luxuries have been the greatest sufferers, and in this connection talking machine jobbers and dealers, whose goods certainly come under that category—both gramophone and phonograph being now universally classed among the world's special luxuries—have keenly felt the marked diminution in their turnover.

Nothing has recently transpired worthy of special reference, save perhaps the furore created in this city by the Gramophone Co.'s Political Records to which an allusion was made in The World last month. When these unique discs reached Belfast T. Edens Osborne immediately issued invitations to the editors of the leading city newspapers, many of whom called upon him *in propria persona*, or when unable to do so kindly sent their representatives. The press notices which followed were clever and interesting, and some of them replete with true Hibernian humor.

Considering the successful introduction of the gramophone last season in Heaton Park, Manchester, and at Clifton Park, Rotherham (Yorkshire) on Easter Monday of present year, it is anticipated that dealers will ultimately reap a rich harvest by hiring instruments to city councils for all fresco concerts in public parks. The City Fathers of Belfast have already been approached for permission to give a free demonstration of the Auxetophone at the Botanic Gardens (one of our numerous city parks). Should this be granted, Mr. Osborne, who has had two years' experience of entertaining large gatherings in the principal halls and theaters of Belfast with this instrument, anticipates that the enthusiasm which characterized the concerts at Manchester and Rotterdam will be duplicated.

The Auxetophone was heard to advantage quite recently in the Assembly's hall, Belfast, by a representative gathering of the local "Grocers' Assistants' Association." Two members of Parliament addressed the meeting (Messrs. T. H. Sloan and J. Devlin). The applause generously

extended by the audience to the selections was unstinted and spontaneous.

BRYAN TALKS TO PHONOGRAPH.

Records Taken of His Lecture on "The Prince of Peace."

W. J. Bryan's lecture, "The Prince of Peace," which he has delivered before many Chautauqua churches and Young Men's Christian Association organizations, is to have a world-wide circulation by means of the phonograph.

On May 5, at his home near Lincoln, Mr. Bryan delivered part of his lecture into the phonograph and delivered another instalment the following morning. Tests show that fine records were obtained.

OPENS BRANCH IN PHILADELPHIA.

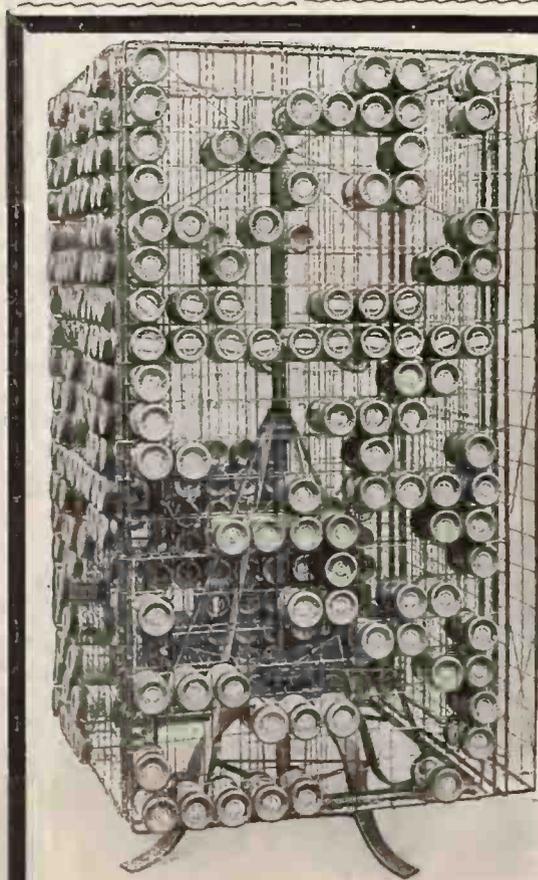
Sol. Bloom Well Known Victor Distributor of New York Has Leased Quarters in That City—Handsome Store Planned.

Sol Bloom, the Victor distributor of New York, has leased a store at 143-145 South Broad street, opposite the Bellevue-Stratford Hotel, Philadelphia, and is remodeling and decorating it to suit his business. The decorations will cost \$8,000, a fountain in the rear alone figuring \$2,700. The floor is 30x100 feet, and the color scheme will be red and white, the same as his New York establishment. It will be ready for occupancy on June 1. Allen Goldsmith, formerly general manager for the Siegel-Cooper & Co. store in New York, an experienced man, will be in charge of Sol's Philadelphia enterprise, which he claims will be the swellest place in that city.

MELLOR CO. INCREASE CAPACITY.

(Special to The Talking Machine World.)
Pittsburg, Pa., May 9, 1908.

The C. C. Mellor Co. have greatly increased the capacity of their premises recently by utilizing the basement of their retail store on Fifth avenue as salesrooms. In the basement has been arranged one of the finest and most spacious talking machine stores in the city, with separate booths for the Victor, Edison and Columbia lines, and also the Regina line, which is decidedly popular in Pittsburg. The arrangement of the rooms is entirely up-to-date, windows being provided so that a single boy in the aisle can operate two or three machines at one time.



"Space-saving and time-saving are two of the world's great problems."

THE MONARCH

(Space-Saving and Time-Saving)

Revolving Wire Rack for Cylinder Records

The "Mulum in parvo" of the phonographic world.....Holds 1,000 Records in a space 33 inches square and places every one of the thousand so that you may reach them without moving.

Absolutely the most up-to-date device for the racking of Cylinder Records yet devised for the dealer who has no wall space to devote to his record stock.

An instantaneous hit with the jobbing and retail trade.

Durable and Compact—Convenient and Attractive—Saves Space and Time—Attracts Attention and Makes Sales. Ball Bearing—Easily Turned.

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FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

A Careful Review of the Business Situation—The Value of Optimism—Getting Piano Retailers to Take Up Talking Machines—Premier Co. Appealing to Colonial Trade—St. Dyktor's Invention—The Franco-British Exhibiton—Columbia Publicity—Hull Retailers Form Association to Keep Up Prices—Seymour's New Recording Principle—The Megaphone Man Makes His Debut—Records of Chimes—All the News of the Month—Agitation in Favor of Penny Posts Approved by American Ambassador—Great Popularity of the Lauder Records.

(Special to The Talking Machine World.)

London, E. C., May 8, 1908.

From an impartial observance of conditions there is no denying the fact that general business in all trades, both here and on the continent, is just now weathering a state of depression somewhat beyond the usual state of things obtaining at this time of the year. Its effect on the talking machine section has, of course, been widely felt, perhaps even more so in the sale of other products which are not necessities, and dealers seem hard put to it in their endeavors to counteract the inevitable tightening up of the public purse strings. Talking machine trade in some quarters has been distinctly good, but labor troubles in other parts of the country have caused quite a slump in returns. In the north-eastern districts about 100,000 men, of which many are already on strike pay, are threatened with idleness, and such is the state of uncertainty which exists that the purchase of anything outside absolute necessities is out of the question. In circumstances such as these it is no good looking back, except to profit by past mistakes, but rather should dealers bring all possible thought and energy to bear upon improving matters for the future. And after all, bad as prospects may be, much may be done by a little judicious publicity. When the old ways of getting trade fail, strike out in a new direction; for a striving to improve matters spells progress. Optimism is not necessarily to blind yourself to existing circumstances, but rather to take a sensible and bright view of the exigencies of trade; always look on the sunny side, and you'll get across when you least expect to. So much for a little moralizing—it does one good sometimes!

The export figures for last month show a very satisfactory increase, most of the companies having reported larger shipments. Our colonial friends may be a bit exacting, but nevertheless their business is not to be despised, and I have every reason to believe that British manufacturers are paying keener attention to export business than ever before. We have not yet reached that stage when it will be possible to sack the collecting man, as his time is more occupied than is really quite fair. He is about the only man who is being overworked just now, as collections are surprisingly slow, it being necessary to make about a dozen calls where, in the ordinary course of things, only one should be required.

There has always been a certain amount of difficulty in moving the musical instrument retailers to take up the sale of talking machines, but we are pleased to observe that this unhappy

condition shows distinct signs of changing. Conservatism, or whatever the reason, is being gradually broken down by the manufacturers, and the talking machine of to-day, particularly so in regard to the disc type, seems now to be more generally recognized by pianoforte and other musical instrument traders as something worthy of their attention. To sell a talking machine (for want of a better name) is not to stop the sale of a piano, and vice versa, for of the nature of things, while they appeal to the same tastes, each has a different mission, and therefore their interests do not clash. A piano cannot give you the life-like reproduction of a Scots Guard selection, neither can it supply orchestral effects, or present to us the vocal interpretations of our great singers. But a talking machine can do all this, yet cannot offer the delight of putting into effect one's own expressions of favorite pieces, as 'tis possible with a piano. And as this gains ground, so we shall see, in place of the much respected cycle man, the talking machine industry in more appropriate hands, which without a doubt will not only stimulate but go far toward placing this business generally on a better footing altogether. It is coming to pass, perhaps gradually, but surely, and in the few months gone by of this season a larger proportion of musical instrument dealers have been won over to the possibilities of the talker. A peculiar feature of this is that it is mostly the disc type our friends favor; the phonograph for some reason or other is not so generally seen. Probably the chief reason is because disc machines and machine cabinets are more in keeping with the appearance of a pianoforte showroom, while the phonograph, with few exceptions, is not. Our point being the capturing of the musical instrument dealer, we do not quarrel with this so long as he is converted, and it only remains which is the first class of manufacturer to attract him. Messrs. Pathe Freres are one of the chief pioneers in this movement, and the Gramophone Co. have perhaps done more than anybody to bring about the desired result.

A New Recording Principle.

I often hear scraps of news unofficially, and the latest is a very interesting rumor to the effect that Henry Seymour, the well-known talking machine expert, is experimenting upon an entirely new recording principle, with a view to issuing a disc record in the future. We all know the needle-cut and the phonograph cut system, but there appears to be another sort of cut coming along, and that's a secret which time will reveal.

What the Travelers Report.

The Commercial Travelers' Association reports that the year has been a most trying one, travelers having experienced great difficulty in keeping up their ordinary returns, to say nothing of increasing them. This keen competition for business becomes very engrossing, and in the race for trade each day demands greater energy.

To Conduct Business Separately.

In the course of a chat recently with Louis Sterling, I learn that the business of Sterling & Hunting, Ltd., will be carried on as quite distinct from that of the Russell-Hunting Record Co. With the former company Mr. Sterling occupies the position of business manager, which in no way affects his connection as managing director of the Russell-Hunting concern.

Music as a Medicine.

In music we have a valuable treatment which is not now so very expensive to apply. In a few years' time we may have auto-mechanical music producers as common as electric batteries in our professional instrument equipment, and as frequently prescribed as light, inhalation, or bath treatments. So says a London journal, and if we go no further there is ample evidence that music has a wonderfully soothing effect on the nerves.

Some Good "Clarion" Records.

Twelve good selections appeared in the April clarion list covering three excellent orchestral pieces, including a record of Mascagni's famous intermezzo of such good quality that its sale has already reached a high figure, and the Premier Co. have found it necessary to manufacture pretty largely to meet the demand. "The Boston Tea Party" is the title of one of the three military band pieces, while of the six songs—all finely recorded—one of the best sellers is "Annie Laurie," the renowned old Scotch song, which is sung in first-rate style by Miss Ethel Dyer. As a matter of fact we understand that all of these issues met with a great demand.

The Premier Mfg. Co. have taken advantage of the Colonial season to introduce their records on a much larger scale than hitherto, and as a consequence, to use the words of Mr. Forse, their sales have increased enormously. Particularly is this the case in Australia, to which country consignments are being constantly shipped. South America is coming in for a deal of attention, and in the United States jobbers requiring to handle a first-class record, which in spite of tariffs can be introduced profitably, should get into touch with this company.

Beka Co. Show Cards.

The Beka Record Co. have produced two very artistically designed show cards in connection with their well-known discs. They are attractive and pleasing and draw reference to the company's products in an effective manner. Post free to dealers upon request.

Pathephone Co.'s New Machine.

Model "A1" is the new machine just introduced by the Pathephone Co. The motor will play two 8 1/2-inch records at one winding, it has a strongly made case, and is surmounted by an attractive flower horn. The machine is equal to the best, and is offered at quite a moderate figure.

On the Continental Plan.

At the headquarters of the Institute of Hygiene, Harley street W., a model public house has been constructed on the lines of a Continental cafe. Music is to be supplied either from a gramophone or an electric piano.

St. Dyktor's New Machine.

I understand that Mr. St. Dyktor has severed connection with the Italian Talking Machine Society, and in future he will sell a machine of his own manufacture. The particular features of this machine are a double tone-arm, double sound-box, and two trumpets. Although both tone arms will swing from one point, they will be quite independent of each other. Another feature is a special device by means of which the volume of sound may be modulated or increased at will. The machine case will be made in several different woods; and we hear the price has been fixed at a very reasonable figure. The new concern is to be known as the British Biophone Co., and premises—yet to be fixed—will be in the City Road quarter of Phonoland.

Favorite Co.'s Improved Repertoire.

Since A. Vischer has been in charge of the London recording rooms of the Favorite Record Co., with few exceptions the English repertoire, both in popular titles and quality of tone, has

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

Largest Manufacturers of

GUITARS, MANDOLINS AND DRUMS

FOREIGN TRADE SOLICITED

WRITE FOR CATALOG

FROM OUR LONDON HEADQUARTERS—(Continued).

been highly praiseworthy. The latest list of titles to hand has met with a great reception from the trade, and in many instances dealers were moved to express their approval by letter. I would particularly draw attention to the following: "H. M. S. Pinafore" (Sullivan), No. 63,022 and 63,023. Selections 1 and 2, respectively, are both recorded in a brilliant manner. "La Paloma" (Yradur), 64,023, and "Reverie" (Waldteufel), 62,015, by the Earl of Lonsdale's Private Military Band, are two compositions skilfully reproduced, the former being noticeable as containing an exceptionally good cornet solo. "The Pirates of Penzance" (Sullivan), 63,020 and 63,021, also by the Earl of Lonsdale's band, are reproduced in capital effect, while in the case of "Down South" (American sketch, by Myddleton), and played by the Earl of Lonsdale's band (63,025), and "Let's Be Lively" (Myddleton), 63,024, they comprise a combination of tonal quality and brilliancy of reproduction unsurpassed. The songs "If Stubborn Men" (65,110), on the reverse, "Arm, Arm, Ye Brave" (65,111), both by Wilfred Platt, with orchestra accompaniment, provide excellent enjoyment. Harry Thornton gives us two capital songs in "Old Square Bob" (65,104), and "My Old Shaks" (65,103). Will Terry's two comic songs, "Half-time, Turnover" (67,054), and "The Bell Goes a'Ringin' for Mary" (67,051), are both worthy of recommendation for clear enunciation and effect. Favorite records are increasing in demand both here and abroad.

Exhibitors at Franco-British Exposition.

From what I hear there will be several pianoforte and other musical instrument manufacturers exhibiting at the Franco-British Exhibition, but where are all the talking machine firms? There is a possibility of Messrs. Pathe Freres' taking a stand, and it is perhaps not too much to assume that the Gramophone Co. have it in mind. At an international exhibition such as this, which will be visited by millions of people, many being traders from all parts of the world, one would have expected the talking machine section to be more widely represented.

Just to Think of It!

To prevent emigration of the best artistes to New York, Italian millionaires have decided to organize a trust, with a capital of £400,000, to deal with the opera houses of Milan, Turin, Florence, Rome and Naples, says the Central News.

The Mysterious Mme. X.

Pathe Freres have secured a new soprano in the person of Madame X., who has sung two excellent operatic selections from "Rigoletto" (Verdi), and "Romeo et Juliette" (Gounod). The reproduction is well up to the standard set by Madame Melba. Nobody seems to know who Madame X. is and quite an air of romance is suggested by her wish to remain anonymous.

Establishment of the Penny Post.

The city of London Corporation has received a letter from the United States Ambassador expressing his personal appreciation of its resolu-

tion in favor of the early establishment of the penny post between Britain and the United States.

Two Records of Chimes.

Mr. Vischer tells me that at his request two records have been made—"Abide With Me" and "Lead Kindly Light," as rung by the full peal of bells recently installed at the Munich Town Hall. These two favorite records will certainly prove favorites with the trade.

Lauder's Records Going Big.

The National Phonograph Co. report tremendous sales of Harry Lauder's records, which find a ready demand from all quarters. The famous comedian has a fascination all his own, and the incessant call for his records is but a natural sequence.

Mr. Loewe's Death Regretted.

All those who came into contact with E. Loewe, the enterprising director of the Beka Record Co., of Berlin, will regret to learn of that gentleman's demise, which was reported in your German letter last month. In 1901 he joined the Adler Phonograph Co., and was so wrapped up in his work that he abandoned his own profession of chemist to concentrate all available energy upon the advancement and perfection of sound recording and like interests. Before associating himself with the Beka Co. he spent some considerable time with Herr Stollwerck, and also with the well-known house of Bumb & Koenig.

Columbia Wins Challenge Cup.

A special challenge cup has been carried off by the Columbia "Majestic" graphophone in connection with talking machine contests at Earby, Yorkshire. To secure this trophy it was necessary to score a double victory in the successive competitions. There was keen interest in the contests, the entries numbering, respectively, 23 and 12, but, on both occasions, the Columbia "Majestic" graphophone beat all comers, thus gaining for its proud owner the cup as well as the two first prizes.

Against Pathe Freres.

The injunction restraining Messrs. Pathé Frères from infringing the tapered arm patent is the subject of much recent publicity by the Gramophone Co.

Under Bankruptcy Proceedings.

Alter Kersh, 348 Hessle Road, and 124 Charlotte street, Kingston-upon-Hull; Harry Farmer, 55 George street, Walsall; J. Dykes, 90 Church street, Barrow-in-Furness; A. E. Speare, 24 and 110 Earle street, Crewe.

New St. James' Hall Opened.

The New St. James' Hall, Great Portland street W., which has seating accommodation for about 1,200 persons, was opened April 25 with a highly successful promenade concert. The new building very effectively fills the gap created in London musical circles by the demolition of the old hall, beloved of musicians throughout the world. Lyall Taylor, who is not unknown in talking machine circles, conducts the orchestra with much credit.

Soap Pianos!

In order to stimulate trade among their retailers, Lever Bros., of Sunlight Soap fame, have offered as prizes no less than one thousand pianos! This is good business, but let it be seen that the instruments are of such a quality as to be a perpetual reminder to the lucky ones of the donors' goods; for in any such instance a grateful man means grateful sales and repeat orders for the manufacturer.

There Is Still a Tide.

There are quite as many opportunities of success in these days as ever there were, if they are only taken at the proper time.

Duty on Catalogs to Australia.

The revised regulations regarding duty on advertising literature sent by post to Australia state that in such cases where the manufacturer or producer has not an established place of business in Australia, catalogs, price lists, show cards, etc., may enter free of tariff, but otherwise the charge is 6d. per pound.

New Canadian Service.

In view of the fact that America enjoys a larger share of Canadian trade than John Bull quite relishes, it is pertinent to report that a determined endeavor is to be made from this side to recapture some of the business which should be in British hands. Two new Dominion liners, and also a White Star boat, are in course of building at Belfast, which, in conjunction with another large steamer, probably the Baltic, will be put on the Canadian route, it is expected, by next spring. The new service is to run alternately from Liverpool and Southampton.

New Feature of London Life.

The megaphone man, whose advent in London was promised a year or more ago, has at last arrived from New York, and may now be seen any day conducting visitors around the city. With his back to the sights he is dealing with, and his scarlet trumpet directed upon his carload of happy victims, he describes through the megaphone, in brief sentences, the buildings and places passed. All the chief centers of interest came in for attention, and at the Tower of London his two-minute essay upon a passive beef-eater made the object of his terse remarks swell with conscious pride. The history of the city was all given in three hours, and the megaphone man was afterward asked by an enthusiastic American how he liked it. "Bully, wasn't it? That's the way we do it in New York. I guess London was never done so quick before, eh?"

Raise Wholesale Prices.

Messrs. Gilbert Kimpton & Co. announce their intention of raising the wholesale price of Imperial records, to come into effect June 1.

Dealers to Keep Prices Up.

With a view, among other things, of maintaining prices, and to confine the trade to bona-fide talking machine dealers only, the Hull retailers have banded together under the title of "The Hull and District Phonograph Traders' Association." The list of members is growing very

A REVELATION IN THE ART OF RECORDING**Favorites! Favorites! Favorites! Favorites!****Grand Tone
and Finish****NEW SUPPLEMENTARY LIST FOR MAY 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.)

satisfactorily and with such success that other towns are following this very excellent example. From time to time I have advocated some such organization as the only means to effectively check the growing evil of indiscriminate price-cutting which is indulged in for the most part by the two-ha'pennies-for-a-penny dabbler who very often works from a private house, or a barber's shop. To the legitimate dealer keeping a fair representative stock, and paying the rent and taxes of a shop, the competition in question is not only hurtful but has a bad influence on the whole trade generally. The formation of the Hull association is highly commendable, and we think worthy of the best possible support from all manufacturers and factors, both morally and financially. To carry on a trade protection society successfully—and by that I mean in the manner sufficiently strong to make itself really felt, funds are a very necessary item, for if we are to see and feel results, there is not the slightest doubt but what legal restraint will have to be secured against some of the delinquents, as, if a man means to cut prices, something more than a polite protest will be necessary to stop him. If such measures are not possible, it follows that to protect the legitimate trader, manufacturers and factors must initiate a common blacklist, and agree not to supply any goods to such persons as it is thought fit by general consent to place thereon.

Issue Quarterly Catalog.

The British Zonophone Co. have announced (last month) the issue of their new quarterly catalog, which covers a full list of 7 and 10-inch records now in stock.

Casino Records Please.

The Columbia disc records by the Casino Orchestra are making friends everywhere. One of the leading music firms in Scotland, doing a particularly high-class trade, recently said that they were finding it necessary to keep a full stock of every Casino number published. This significant confirmation of the strong claims made for the Casino records on the first announcement of the series is naturally very pleasing to the manufacturers.

New Artists Introduced.

The latest list of Beka records includes two new artistes—Miss Jessie Broughton, and Arthur

Strugnell—whose songs are well recorded. A general improvement of tone is manifest in the records of this new Beka list.

A Safe Cinematograph Film.

The problem of finding a safe cinematograph film has, it is claimed, been solved by Dr. Eichen-grun, a prominent German chemist, who has discovered a substitute for the inflammable celluloid of which the ordinary cinematograph film is made. The new substitute resembles celluloid in its flexibility, but can only be set alight with extreme difficulty.

Some Clever Columbia Publicity.

A handsome folder has just been brought out by the Columbia Phonograph Co., illustrating and describing their "Symphony Grand" graphophone. In appearance the "Symphony Grand" is quite unlike a talking machine, resembling more the design of a small upright piano than anything else. It is made of mahogany, highly polished and artistically carved, and would harmonize with the most exactly furnished interior scheme. Beauty of appearance is matched by beauty of tone. The sound-projecting arrangements inside the cabinet yield an exquisitely pure and natural effect, and the music is diffused through the richly-carved silk-backed grill in front of the instrument with delightful sweetness. The instrument will play for half an hour from one winding of the motor. The interior space has been made good use of. Racks are provided for 340 discs. The operation is of the simplest. To place a record on the turntable it is only necessary to lift up the front cover. The starting and stopping is controlled from without.

Premier Co.'s Double Sided Disc.

It was announced last month in these columns that the Premier Mfg. Co. had it in mind to issue a phonograph cut double-sided disc. Since then they have been working very rapidly, and I had the pleasure recently of hearing their first few samples. Without a doubt there are many good records on the market, but I think when traders receive the first samples of Clarion discs they will confirm the opinion of all those who have been privileged to test these records, that for all-round excellence they stand pre-eminent. It would be premature to say more at present, but we heartily congratulate the company upon their

very distinct advance above the average which they have made in the matter of recording.

League to Further Cause of Music.

Under the title of the "Musical League," a new organization has been formed in this country, for the purpose of furthering the cause of music. The committee contains many eminent men in the world of music.

Telephone Rates to Paris.

The Postmaster-General, petitioned by the British Chamber of Commerce, says that he hopes to make substantial reductions in the telephone rate to Paris, but there will be no reduction in the postal or telegraph charges. There has been some agitation recently to obtain penny-a-word telegrams and penny postage.

In Lighter Vein.

Willing to Oblige.—Mistress (who is engaging new maid and is growing rather tired of her numerous objections): "Of course, if you object to the children, we could drown them."

Ring Off.—Father (testing his son's knowledge): "Now, Tommy, what was the date of William the Conqueror's great battle?"

Tommy (who has been learning to use the domestic telephone): "One, O, double six, Hastings."

RESOLUTIONS WORTH ADOPTING NOW.

1. I will dispel from my mind any thoughts of hard times.
2. I believe there is more to be gained by push and aggressiveness than by idle talk.
3. I believe times are what we make them; I will add my influence toward making them good.
4. I will not allow the investment I have in my business to remain idle.
5. I am going to get rid of the old stock and restock with new.
6. I am going to run my business on business principles.

The man who sits and waits for success to come to him is generally anticipated by the one who goes out after her with a stuffed club.

Some men are slow and sure—most of them simply slow.

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 REPROD., RECORDS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

THE SEYMOUR REPRODUCER

NEW 1908 MODEL
Enormously Improved.

Absolutely the finest phonograph reproducer on the market. Price, 12/6.

Graphophone Carrier Arms for Edison machines to adopt same, with special sound-tight joint, from 10/6 to 12/6.

Send for illustrated lists of above and other up-to-date accessories.

THE MICROPHONOGRAPH COMPANY
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 AMERICAN JOBBERS

AND

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

FLOOD THE WORLD WITH MELODY

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).

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, May 4, 1908.

At the present moment Manchester and district is experiencing a very flat time as regards the talking machine industry. Removals and auction sales are pretty frequent, and owing to the tightness of the money market, financial obligations, in a large number of cases, cannot be met. Large dealers and factors all round complain very seriously of the inability of their trade customers to pay their accounts when due, and with the sales being very slow, and general depression existing in the northwest district, the next few months do not look encouraging by any means for a large number of the dealers. On the other hand, in some exceptional cases, where the up-to-date trader has been careful and painstaking with his customers, the connection already secured will no doubt pull him safely through the depressing time. Already some houses are considering the next year's requirements, and alterations are being made to further adapt existing premises to future needs.

Manager Crossman, of the Columbia Phonograph Co., reports business keeping up very well, notwithstanding the depression of trade here, generally. Although machine sales are on the slow side, there is a continually increasing demand for records, the new double-sided ones, more especially. The series of twelve records by Miss Ruth Vincent are very popular, a favorite selection being the "Waltz Song" from Edward German's "Tom Jones." This is the song which was encored nightly when sung by Miss Vincent during her visit to Manchester at the Prince's Theater. Mr. Crossman also states that during a recent trip through the northern portion of his territory, a large number of new accounts were opened, with very satisfactory results.

We have to chronicle reports of very good business from dealers in Hyde, Ashton-under-Lyne, Bury and other towns, as the result of the various Pathephone concerts given during the past month. In Bury, particularly, Messrs. Harrison and Mr. Warburton inform us that the crowd was great, even to overflowing, and we understand that in each case, where these concerts have been given, the dealers, as well as the audience, have been mutually delighted.

LEEDS AND DISTRICT NOTES.

Leeds, May 5, 1908.

Reports from the dealers in Leeds and district show business as fairly satisfactory for the time of the year. Scott & Co., the Phono Stores, and Appleton & Co., etc., say that they are fairly satisfied with results to date.

Hilton & Co. have experienced a very good season, and their general manager, W. J. Ribbons, felt, notwithstanding his expectations of a slack time this summer, that the trade would be greater than ever next season. Unfortunately, however, Leeds being a very get-at-able center, the dealers are feeling somewhat the effects of the long and continuous strike of mechanics on the northeast coast. In Hull, Grimsby, Stockton, Darliugton, and north as far as Newcastle-on-Tyne, this friction between masters and men and stoppage of work considerably retards the sale of talking machine goods, to the detriment of the dealers. As soon, however, as the labor conditions improve, which may be shortly, the trade will again pick up a great deal that it has already lost.

Mr. Jenkins, the well-known Pathephone agent, of Leeds, states that Pathe records are holding their own well, and that since he has made a specialty of these records he cannot sell the needle records as of old. In fact, so much so, that he has considerably reduced his stock of the latter, and added to his stock of the former, with every possible chance of success.

LIVERPOOL NOTES.

Liverpool, May 1, 1908.

In Liverpool and district there is certainly a large decline in the sales, and fears are entertained that the shipbuilding crisis may seriously affect the talking machine business during the next few months. At the present moment there are upwards of 80,000 men on strike, and with a grave crisis in view, business in the talking machine trade does not look too rosy in the near future.

At Messrs. Richardson's, as well as Messrs. Johnson's, Ltd., business was reported as fairly good, taking all things into consideration. Archer & Co., Messrs. Dibbs, Ltd., and other well-known retail houses also report a fairly normal condition as regards sales.

At Van Gruisen & Son's, 28 Bold street, where they handle gramophone goods, as an adjunct to their very extensive piano and music business, sales have been very satisfactory up to the present. In Messrs. Van Gruisen's case, however, they have a special department fitted up entirely for the gramophone business, and have found it to be a necessity, whereby customers can sit and listen and carefully inspect the goods they are buying without fear of interruption.

At Thompson, Helsby & Co., Pathe goods appear to be selling in fair quantities.

The Melograph Co., Ltd., like a great many others, report trade a little slow at present.

In the North of England generally, however, the phonograph and talking machine goods have been replaced to a very large extent with cycles and other accessories. The cycle people have apparently relegated these goods to the back part of the premises, and are busy at the present moment with cycles for the summer season.

In very few instances, we are sorry to say, do the cycle dealers attempt to cater for the trade all the year round, and in cases where they do not do so they generally, at the present season of the year, sell the goods they have in stock at any price, regardless of cost, or of any other consideration. In exceptional cases, however, we find a conscientious cycle dealer who does his best to be honest to the trade in the summer as well as winter, but without wishing to be impolite, these cases are very few and far between, but where the goods are handled all the year round it proves most beneficial, besides keeping (or retaining previous clients) from one season to another.

THE FOLLOW UP CAMPAIGN

Is Something That Should be Inaugurated by Every Talking Machine Man—It Pays to Keep Your Customers Fully Informed With the Idea That You Are a Live Man and Desirous of Being of Service to Them in Every Way Possible—All Printed Matter Should be Logically Connected.

Nearly every dealer has on his books the names of hundreds of people who could very easily be made regular customers. They are people who have bought intermittently. You want their orders, and you want bigger orders. If you want these accounts you should ask for them, ask for them in the right way and at the right time. In no way can you do this so sensibly as by a direct and systematic series of well planned mail matter which will go out once a month or oftener. The frequency with which you send out this matter and the length of time for which you send it depends entirely upon the value of these accounts.

Most advertisers have the right idea as far as the sending of printed matter to prospective customers is concerned. They will send out in the course of a year a miscellaneous lot of booklets, price lists, blotters, circulars and folders. They will send these out at irregular intervals, and there will be no real connection between them. This sort of matter is good, but it is not as good as it ought to be. Neither will it get the best results.

There should be a certain logical connection between all pieces of printed matter. Each piece should begin where the last one left off. There should be one continuous argument delivered upon the instalment plan. Each card or other piece should be complete in itself. It should make one point, drive that home and clinch it on the other side. More than this, it should not try to do. The point made in the next piece should go one step further and make one more point. The whole series taken together should tell a long, continued, interlocking story of your goods and their advantages.

The pieces thus written should go out frequently enough so that the connection will not be lost. The man who gets these pieces will read them. In the end this reading, week after week, leaves a cumulative impressiou, strong and convincing. And somewhere during the life of this series you are going to reach your man just at the right time. That is the day you are going to land the order.

The whole theory of good circular work then is that it should be part of a systematic plan. The right kind of a mail series cannot fail to be the best investment you have ever made in employing salesmen.

An ideal series is one consisting of a fac-simile letters, special postal cards, booklets and folders. A fac-simile letter is an exact likeness of a

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

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.

personal, dictated, pen-signed, press-copied letter. It has all the moral effect of a real letter. The fact that it can be gotten up easily in lots of from five hundred to a thousand has nothing to do with this effect. A man receives one of these letters at a time. He knows nothing of the others, and for all practical purposes it is just as good as a letter your stenographer had written.

Special postal cards are postal cards larger or smaller than an ordinary government postal card. They are printed upon cardboard of various bright lines in at least two colors of ink. Two colors of ink taken with the color of the card gives a three, four or even five color effect by processes which are known to the elect. The illustration should belong naturally to the matter on the card, and should bring out some point in it. The matter should be short and to the point—about what can be read without effort in a couple of minutes. It should be so arranged that the meaning can be grasped in a jiffy.

A pleasant variation of the special postal card is a folder which is so made that it does not require an envelope. The expense of the envelope is thus saved and also the time of the person who receives it. The folder opens easily and tells its message without any loss of time, while its novel form makes a special claim for recognition.

About twice a year it is well to send out a booklet giving in detail that which cannot be told by letter. You can do almost anything with the public if you have the right kind of matter, written and illustrated in the right kind of way. The right way of pushing a thing will appeal every time and is sure to reach the desired goal.

You will find out by a series of this kind one of two things: either you can sell him your goods, and you will proceed to do so, or that it is impossible for you to ever sell them to him. Either is worth finding out, and you can do it in no other way as cheaply or as quickly. A properly written, well planned mail series sent out to a large but carefully edited list of people in your city and outlying towns is like a fine-toothed rake. Nothing else is so thorough or so apt to bring in all possible orders.

The fault with most circularizing, as stated before, has been the haphazard way in which it has been done. You have mailed a booklet here, a folder there, and a letter in another place. You have not seen to it that one man gets all these three pieces or you have sent them so far apart that he has forgotten the first pieces of the series.

DITSON'S FINE VICTOR DISPLAY.

The display window of Charles H. Ditson & Co., the great music publishing, musical merchandise and piano house, 8 to 12 East 34th street, New York, have an elaborate exhibit of Victor goods this week. The arrangement of cabinets, machines, records, horns and minor essentials is artistically effective, and in consequence it had a crowd in front throughout the day. This department of Ditson & Co. is developing rapidly, the increase running into astonishingly large figures.

WM. E. GILMORE RETURNS.

William E. Gilmore, president of the National Phonograph Co., has returned from a three weeks' vacation spent with his family at Virginia Hot Springs. It was exclusively a pleasure trip, nothing more serious than golf and mountain drives receiving attention. However, Mr. Gilmore is said to have taken the golf feature very seriously indeed. It was his first extended trial of the Scotch game, and between driving the ball over the Virginia mountain tops and actively following it up, he returns to his desk well qualified for the championship finals in business as well as "gulf."

The King of Italy is the latest convert to the talking machine. He was supplied with a machine by the Gramophone Co., of Milan, whom he has appointed Court Suppliers.



Manufacturer of Ornaments for Gramophone Cabinets

B. SIMON

Manufacturer of Hardware BERLIN, W. RITTERSTRASSE, 76

THE TRADE IN GERMANY.

Improved Financial Conditions Help Business—Many New Devices Being Exploited—Record Prices Reduced—Double Sided Superseding Single Sided Records—The "Talker" at Berlin University—Liberal Advertising the Rule—Talking Machine Concerts Financial Success—Valuable Beka Records—Contesting the Field in India—New Record Company Wins Success—Columbia Co. Discontinue Berlin Branch—New Style Hornless Machines the Vogue.

(Special to The Talking Machine World.)

Berlin, Germany, May 2, 1908.

With the improvement in the financial situation in this country business is beginning to get back to normal, and the talking machine trade, as well as others, are gaining in spirit and are optimistic regarding the future.

The tendency seems to be toward producing new devices and exploiting those machines and accessories which, while not new, have never been taken up to any extent by the purchasing public. There is also a noticeable tendency in the trade to reduce the wholesale price on records, several companies having already announced a reduction in the price of both cylinder and disc records, among them being the Zonophone Co., Beka Record Co., Homophone Co., and the Columbia Phonograph Co.

The International Zonophone Co., believing that single-sided disc records were no longer in active demand, made a proposition to their traders offering to take back all unused single-sided records on special terms, provided twice the number of double-sided records were ordered. Up to date a large number of traders have taken advantage of the offer and are devoting themselves exclusively to the sale of double-sided records.

The Berlin University is a staunch supporter of the talking machine and uses it to a large extent in historical and psychological research, Dr. von Hornbostel having found it an invaluable aid in studying and recording for future reference the music and dialects of primitive races.

The trade through the Empire are paying especial attention to advertising, and some wonderful results are being obtained in the shape of original and attractive printed matter. So good is the general run that it is difficult to pick out one example as being in any degree superior to many others. Window decorating also holds the attention of the various traders, owing largely to the impetus given that form of local publicity by the awarding of six prizes for the best dressed windows by the Deutsche Grammophon Aktiengesellschaft, the first prize being won by J. Ch. Detering, of Hamburg. Since the contest in December window decoration has been closely studied.

The talking machine concerts held during the season just closed were the most successful in the history of the trade, it being no rarity for 1,500 or more tickets to be sold for concerts in

the larger cities. Only the best styles of the leading machines were used, and it was quite a fad to place two or more machines, made by different companies, in competition at the concerts.

Stories of the use of the talking machine for business purposes in unique manner are frequent, and it is said that a photographer of Hamburg has one placed in his reception room, where the opening of the door causes it to operate. It requests the customer to be seated, calls attention to a specimen album on the table, and quotes rates and special offers.

The foreign list of the Beka Record Co. embraces about every known tongue in all the six great continents, and the records, while not appealing to Europeans in a musical sense, as a rule, are considered invaluable to the student of racial characteristics, and are in very good demand.

India, as an exclusive talking machine field, is being strongly fought for by two companies, the Grammophon-Gesellschaft and the Beka-Gesellschaft, and although the former was the first in the field, and had secured practically a monopoly of the record trade, the Beka people are rapidly winning a place for themselves and are doing an excellent business.

The Jumbo-Record-Fabrik, of this city, recently founded with a capital of 20,000 m., have already built up a very satisfactory trade under the direction of the able business manager, Herr A. Gloetzner. The company manufacture records and accessories. One reason for their success is their unique and commanding method of advertising. For some time they sent in each package of records a double-sided disc with instructions to play one of the sides first. The side indicated bore a bright advertising talk regarding the Jumbo records and the people who made them.

I suppose you are aware that the Columbia Phonograph Co. have discontinued their branch in this city, which was established in 1900 before the general run of traders realized the possibilities of the talking machine business. As there are now many traders in Berlin selling the Columbia Co.'s goods, they thought it best for all concerned to stop their retail competition.

Realizing the inartistic appearance of the usual style of talking machine and horn when placed in a handsomely decorated drawing room, the various manufacturers have succeeded in producing some highly ornamented machines minus the trumpets that, while being capable of satisfactory musical results, are built and finished in a manner as to make them decidedly ornamental wherever placed. One of the new machines has a vase on the top which acts as the trumpet, and which is filled with sprays of leaves in a manner not to interfere with the music. The effect is enchanting.

The Penn Phonograph Co., Philadelphia, Pa., have become members of the National Association of Talking Machine Jobbers. Mr. Miller's conversion was no easy job, but Louis Buehn landed him.

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

This space reserved by
THE JOHN NEWTON PORTER CO.
253 BROADWAY
NEW YORK

DECREEES AGAINST TALK-O-PHONE CO.

Handed Down in Favor of the Victor Talking Machine Co. for Infringement of Berliner Patents.

Upon the application of the attorney for the receiver of the Talk-o-Phone Co., the suits of the Victor Talking Machine Co. et al. vs. the Talk-o-Phone Co., for infringement of the Berliner patent No. 534,543, and for infringement of the Berliner patent No. 548,623, were disposed of in the United States Circuit Court for the southern district of New York on May 4, 1908, by the entry of a decree in each case in favor of the Victor Talking Machine Co., et al., sustaining the validity of the patents, and enjoining the defendant by perpetual injunction from infringing the said patents.

The suit on the Berliner patent, No. 534,543, against the Talk-o-Phone Co. was brought to restrain the Talk-o-Phone Co. from making and selling a disc talking machine for reproducing sound from disc records in infringement of the patent, and a preliminary injunction was granted against it at the same time the preliminary injunction was granted against the Leeds & Catlin Co. in a similar suit in October, 1906. These suits against the two companies were prosecuted together in the United States Circuit Court and United States Circuit Court of Appeals of this circuit, until the Leeds & Catlin Co. case was taken to the Supreme Court of the United States. The decrees just entered, May 4, 1908, dispose of these suits against the Talk-o-Phone Co. in favor of the Victor Co.

BRISBANE ON EDISON'S GIFT.

The presentation, by Thomas A. Edison, of a phonograph to Count Leo Tolstoi, was the subject of a very flattering editorial from the pen of Arthur Brisbane in the New York Journal of Wednesday, May 6th. In connection there-

with a letter was printed from Vladimir Tchertkoff, Tolstoi's literary agent and intimate friend, in which is expressed the great Russian writer's appreciation of this gift. This happening formed the basis of some very flattering words for Mr. Edison by Mr. Brisbane, who was described as "A gentleman who represents America and its kind of brains just about as Tolstoi represents Russia and its mental strivings."

HORACE SHEBLE LEAVES FOR EUROPE.

Horace Sheble, vice-president of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., sailed for Europe May 9, for a swift trip of a couple of weeks, on special business. He left by the "Minneapolis," via New York.

WANTS CINEMATOGRAPH FILMS.

An American consular officer in a city of Western Europe reports that a firm in his district engaged in a general import and export business desires to be put into communication with American manufacturers of printed cinematograph films and blank films. He reports that there should be a good sale for this class of goods in that region. The address of the consular officer may be obtained upon application to the Bureau of Manufactures by referring to inquiry No. 2238.

S. W. WILLIAMS' TRIP "UP STATE."

S. W. Williams, brother of J. T. Williams, general manager of the Victor Distributing & Export Co., New York, returned last week from a selling trip through New York State. Mr. Williams has made an enviable record for himself since joining the V. D. & E. staff, as he was entirely new to the business and had little, if any, experience as a salesman. He was assigned to the hardest talking machine territory in the

country, namely, New York State, and has made good. In fact, the work he has accomplished proves him a bright, particular star in his line. Reports also say his marriage to an estimable young lady from a prominent up-State family is soon to be "pulled off," the engagement being talked of on Chambers street as having been announced.

LAWRENCE HAS SEARCHLIGHT HORN.

Head of the Standard Metal Mfg. Co. Closes Deal Whereby the Searchlight-Folding Horn Will Henceforth be Manufactured by That Concern.

An important news item in the horn department of the industry this month is the announcement that arrangements have been entered into between the Searchlight Horn Co. and the Standard Metal Mfg. Co., the well-known manufacturers of the Standard horn, Newark, N. J., whereby the latter company will henceforth manufacture the Searchlight horns.

This arrangement was consummated this week between W. A. Lawrence and W. H. Locke. It is the intention of Mr. Lawrence, who is general manager of the Standard Metal Co., to push the manufacture and sale of the Searchlight horns in this country and abroad as well. He, as well as many others, believe that there is a big future for the Searchlight Folding Horn which has been described in these columns, and can be easily reduced to pocket size and may be shipped inexpensively in large or small quantities. Also when not in use it may be folded and put away.

Under this present arrangement it would seem as if the Searchlight Folding Horn had widening possibilities, as the Standard Metal Co. have exceptional facilities for manufacturing and distributing horns.

The man with the goods must first know how to show them.

HAVE YOU EVER STOPPED TO CONSIDER

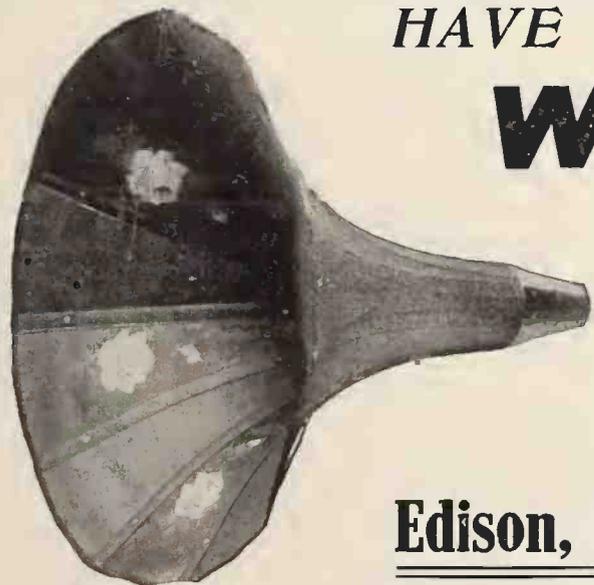
WHY

We can afford to carry on a progressive campaign in the interests of the

MUNSON FOLDING HORN

FOR

Edison, Victor, Zonophone and Columbia Machines



BECAUSE

Notwithstanding the fact that 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

THE TORONTO PHONOGRAPH CO., No. 474 Queen St., West, Toronto, Ont., Canadian Agents

CLEVELAND'S BUDGET OF TRADE NEWS.

Satisfactory Revival of Business Reported—Talker at Funeral—Devineau a Busy Man—Ideal Horns in Demand—Gammill's Invention—Witt Music Co. Open—May Co.'s Fine Trade—Columbia News—Mrs. Hartwell Removes—High Class Records in Demand—Other Items.

(Special to The Talking Machine World.)

Cleveland, O., May 8, 1908.

The talking machine dealers in Cleveland and northern Ohio in general have no particular complaint to make on trade conditions, judging from statements obtained from those engaged exclusively in the business. All claim that some effects of the financial flurry are still felt, but there is an indication of a satisfactory revival in business conditions generally, and the line of inquiries and actual consummation of business is good.

Not quite so many machines are being sold as during the flush times of 1907, but otherwise, in the enormous sales of records, horns and needles, and the ever increasing profitable repair trade, business isn't half bad, if a dealer is just a little bit inclined to optimism.

In the aggregate a large number of talking machines are daily sold in Cleveland, and when business generally again resumes its wonted activity, normal conditions in the talking machine trade will return, accelerated and enlarged in volume. The field is still unoccupied and unlimited.

Cleveland has just secured 3-cent street railway fare and is on the highway to municipal purification. The health officer is now endeavoring to secure the passage of an ordinance prohibiting piano and other musical instrument playing before a certain hour in the morning, and after 10 o'clock in the evening, on the ground that large cities should make every effort to protect the nerves of the inhabitants by keeping things as quiet as possible.

The adaptability and frequent use of the phonograph in unusual and surprising ways is becoming less a novelty. At the funeral of Henry Church, at the suburban town of Chagrin Falls, held a few days ago, he preached his own funeral sermon. Some time before his death he prepared the sermon and placed it on a record himself. When his friends assembled for the services they were startled to hear the voice of the deceased thanking them for the many favors and kindness they had shown him during his life and long association with them.

In connection with his civic duties, Louis Devineau is a very busy man. He is president of the Devineau Biophone Co. and general man-

ager of the Federal Mfg. Co., manufacturers of the Ideal horn and talking machine novelties. The Federal Co. are busy turning out horns, and are now prepared to meet all demands. All the talking machine dealers in Cleveland have them on sale, and the universal judgment of those who have listened to the demonstrations pronounce it what the inventor claims, an "ideal" horn. The company are receiving orders daily from every section of the States, and in the same week, recently, received orders for horns from Perth, Brisbane and Melbourne, Australia; Christchurch, New Zealand; Rio Janeiro, Brazil; St. John, N. B.; London, Eng.; Bombay, India, and other foreign localities.

Mr. Devineau is highly pleased with the favor with which the "Ideal" has been received by the public, and claims that its success is largely due to the publicity given its merits by The Talking Machine World. "I consider it," said he, "the only medium for advertising, and in every particular a valuable, ably-conducted journal."

There will be at least one culprit in Cleveland who will in the future fight shy of Mrs. Hartwell's phonograph store, for in an attempt to steal a Zonophone a few days ago he received a castigation that will linger in his memory for a long time. Mrs. Hartwell left the salesroom unguarded for a moment late in the afternoon while she went to the repair room in the rear. Upon her return she at once missed the machine, one of the most valuable in the store, and she began immediate investigation. Hastening to the street she espied a man rapidly walking away with the machine under his arm. She gave chase, and soon caught up with him, demanding the return of the Zonophone, whereupon the stranger struck her. Now, Mrs. Hartwell is a small woman, but she at once grappled with the thief, and when she had finished with him he could scarcely regain his feet. During the melee a crowd gathered, and cheering her on, saw to it that the man remained the "under dog." When he begged for mercy, Mrs. Hartwell returned triumphantly to the store with her machine, and the police took up the hunt for a well-known crook.

J. I. Gammill, of this city, is the inventor of a new candidate in the talking machine field. It is an automatic phonograph adapted to place

and displace records in a playing position upon a phonograph. The model is intended to play sixteen records, but it is the intention of the company to manufacture three different sizes for home use—10, 16 and 32 records, respectively, also a machine adapted especially for penny arcade purposes, equipped with earway tubes and coin slot. This machine will have a capacity of 16 records and will require the same amount of current as a 16-candle power lamp.

The home machine will be absolutely self-contained—that is, there will be no necessity for a horn nor horn stand, as this adjunct forms a part of the cabinet and is contained therein. The cabinet will be finished in mahogany and golden oak, of a beautiful and striking design, and such as will grace any parlor. The World will in a short time give a more full and exact description, together with photographic cuts of the machine. It is the intention to soon place the machines upon the market.

The Witt Music Co., successors to the Cleveland Automatic Musical Co., have opened up a first-class music store at 206 Prospect avenue, running through to 2117-19 East Second street. The location is a fine one, and the store has been tastily fitted up in mission oak throughout, with mission oak fixtures and furniture, and presents a most pleasing and attractive appearance. The company have put in a complete line of Victor and Edison goods, and a line of automatic electrical musical instruments, consisting of pianos, military band organs, mandolin quartets, automatic phonographs, orchestral instruments, etc.; also a large stock of sheet music and musical instruments. They will do a retail and jobbing business. The company have been very fortunate in securing H. B. McNulty as manager. He has had a number of years' experience in the business, and recently connected with the Eclipse Musical Co. as assistant manager.

W. J. Roberts, Jr., says that while business is fair there is no rush. He stated he had just made sales of two Victrolas, and together with his other sales, felt as though business was surely picking up. Demand for records, he said, was good, especially for Caruso and Red Seal. He has on exhibition a Louis XV. Victor Victrola, which has just been added to his already complete stock.

J. Herbert Roach, manager of the commercial department of the Columbia Phonograph Co., says business is very good, and only inability to procure machines is all that prevents having a record-breaking month's business. He stated that within the past week he had secured trial orders from a number of the largest business houses in the city. A trial, Mr. Roach says, always secures him a client.

The May Co. are having a fine run of trade in the talking machine line. The manager stated they were making sales of machines daily, and recently sold five in one day, one of which was a Victrola. With a complete list of Red Seal and Columbia records the sales are large and constantly growing. The company's demonstration rooms are large, and there is scarcely any hour during the day when there are not a number present listening to the music.

A good window dresser is by instinct a genius. One who is able to put something in a window that catches the eye and attention of a crowd has solved the great problem of his job. It's strange how many people can be attracted by some simple thing that will hold their interest. McMillin, the music and talking machine dealer, has in his window a horn. He's had hundreds of horns there that caught passing glances, but this one makes people stop and gather about the window. A card on it tells that it was used in the Civil War, and when carried by the player the bell was to the rear, so the music could be heard better by the soldiers marching to battle behind.

Cleo. S. Bourgeois, manager of the Columbia's branch store, No. 1831 West 25th street, says that the sales of machines are not so brisk, but that the demand for records of all kinds is very good. He stated that trade was showing some improvement right along, and he thinks it

NEEDLES

MR. JOBBER: WE CLAIM that our **NEEDLES** are the **BEST** on the market and **CAN'T BE BEAT**. Our **PRICES** are the lowest, consistent with **GOOD QUALITY**. WE MAKE fifteen kinds put up in stock **ENVELOPES** or **TINS** or put up in Special designs and packages with your name. **DO NOT DELAY. WRITE FOR SAMPLES AND PRICES**

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

will be excellent for the next few weeks at least.

Mrs. Metta Hartwell has moved her phonograph store from 2058 West 25th street to 3032 Lorain avenue. She has fitted the new store up in a neat and tasty style, and has so arranged the machines and records as to present a most inviting display to customers. She handles the Victor, Edison and Columbia, and her facilities for demonstrating are good. She stated business in the new location had opened up fine, and being the only talking machine store on the street, thinks she will be very successful.

The Gottdiner & Wicht Co. report trade very slow, with slight indication of revival. Mr. Gottdiner said they were selling some records, but that the demand for machines was almost nil. He attributes the dulness to the closing down and partial closing of the manufactories in that section, and that when operations are resumed an impetus will be given the talking machine business.

"I am feeling pretty good over the way business is coming along in our new location," said Mr. Probeck, manager of the Columbia Phonograph Co., 420 Prospect avenue. "There is nothing specially new to say—we are selling machines and a good many records daily, and business is slowly improving." Under the supervision of Mr. Bourgeois the company have fitted up their large window with an automatic device showing a lady exhibiting and bending a Marconi record and describing its merits. It is an attractive and telling scheme.

The Eclipse Musical Co. are doing a large jobbing trade. "Business," said Mr. Towell, manager, "is running along just about as usual. We are selling a good many high-priced machines and records. Conditions here are better, or at least quite as good, as in the East." Mr. Towell has just returned from an eastern trip.

W. H. Buescher & Son report that "business is running along on an even keel." "We are having a good sale of records," said Mr. Buescher, "especially Red Seal records. In conjunction with the Caruso concert at the Hippodrome, May 11, we have had many calls for Caruso records.

We are also selling a good many Lucia Sextet records, customers being unstinted in their praise of them. There is some perceptible improvement in business."

"Trade continues very good indeed, all things considered," said Mr. Hugh Gully. "My sales are increasing daily, and have sold a number of Caruso records this week. There is an excellent demand for Red Seal, and in fact, for all the May records."

Conditions were reported at about the same as last month at Flesheim & Smith's. Sales of machines, it was stated, were slow, while the demand for records is good and improving.

VITAK CO.'S STRONG LINE

Of Motion Picture Machines—Range in Grade from the Popular to the Professional.

It is now over two years since the New York Vitak Co. first started experimenting on motion picture machines and films. At first their efforts were directed toward the producing of a machine and outfit that would be cheap enough in price to make a good premium or mail order proposition. Only those conversant with the business can realize the difficulties that were met and overcome, but so successful were they in this, their maiden effort, that they decided to go a long step forward and bring out a professional machine. All this followed experience and a closer knowledge of the requirements of the business. They saw the great field open to the manufacturer who would successfully construct a thoroughly practical machine for the home. They knew the obstacles that stood in the way and would not put their machines on the market until each and every one had been surmounted.

All this experimenting took time and money, and in the meanwhile this trade was growing rapidly, and as each day passed by the certainty grew that it was not simply a craze but an industry that had come to stay. Failing to improve on the world-famous invention of Eberhard

Schneider, known as the "Miror Vitae," they did the next best thing, namely, took it over part and parcel. This machine in every way shows an utter disregard of cost. Their own "Vitak Standard" was constructed to give maximum efficiency at minimum cost—a machine for those desiring the best the market could produce at a reasonable price. Again they have been successful to the degree that it is second to none but the "Miror Vitae." Their Home Model completed their list, and in this is combined all the meritorious features of its larger brothers, only built on a smaller and less costly scale.

In other words, the present Vitak Co., which was an outgrowth of the New York company, control to-day the finest machines in every branch of this business, and that their perseverance will be repaid goes without question. Dealers handling their goods have no qualms about being "stuck," for not a machine leaves their factories without their written guarantee, which fully covers it, and there is always a come-back assured which, should it arise, they are as anxious to rectify as are their representatives.

LOUIS SILVERMAN TO MARRY.

Louis Silverman, who looks out for the city trade in the wholesale department of the Regina Co., New York, will be married on June 28 to Miss Frances Solomon. The ceremony will be private. It is probable the honeymoon will be enjoyed at Atlantic City, N. J., and prolonged over the convention of the National Association of Talking Machine Jobbers, which takes place July 6 and 7.

WHEN TO STOP ADVERTISING.

When buyers forget to forget—when competition ceases to compete; when every actual and prospective customer has been convinced that your product is the best of its kind and nothing better can be produced, then, and only then, will it be safe to get along without advertising.

Easy Money For You !!

MR. DEALER—

The publicity campaign which we have just started to familiarize the public with the merits of **COOK'S AUTOMATIC STOP** for disc talking machines will result in a great many calls being made on you by your customers for the **COOK STOP**.

These sales which you will make on the strength of our advertising absolutely costs you nothing. therefore, you will be cleaning up nice tidy sums of money at no expense. All inquiries which we will receive from our advertising, will be immediately referred to the local dealer, and we will help you in every way possible to make sales of **COOK'S AUTOMATIC STOP**.

Cook's Automatic Stop

ABSOLUTELY NECESSARY TO THE Perfect Talking Machine

GOLD PLATED \$5.00 SILVER PLATED \$4.00
NICKEL PLATED \$3.00



PATENT PENDING.

Cook's Automatic Stop



(Patent Pending)
Absolutely necessary to the Perfect Talking Machine
No more rushing to stop the machine: Machine stops as record is finished. No more damage to the record or sound box.

Fits Victor, Columbia, Zonophone, Star, or any other make disc talking machine.

ASK YOUR DEALER FOR COOK'S AUTOMATIC STOP, or write us direct enclosing \$3.00, and we will send you a stop complete by return mail.

COOK'S SALES COMPANY, Dept. P
29-31 Liberty St., New York

Copy of advertisement being run in the Saturday Evening Post, Collier's and other standard publications.

To be the first in your locality to handle the **COOK STOP**, we would advise you to write your jobber at once for circulars, and send an order for a quantity of **COOK'S STOPS**, so that you will be able to fill orders for your customers at once, and not drive patronage which is due you to some other enterprising dealer in your town.

COOK'S AUTOMATIC STOP IS THE ONLY STOP WHICH WORKS PERFECTLY ON ALL DISC MACHINES. IT ALLOWS THE HEARER THE GREATEST ENJOYMENT; AS WHEN THE RECORD IS FINISHED PLAYING, THE MACHINE AUTOMATICALLY COMES TO A STOP AND WAITS IN THIS POSITION UNTIL STARTED AGAIN WITH A NEW RECORD.

JOBBERS write for special terms.

COOK'S SALES COMPANY

29-31 Liberty Street

Telephone, 2452 John

NEW YORK CITY

"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.

attribute to a better knowledge of the public of such records. We have also had a splendid sale of Tone Arm cylinder machines, made exclusively by this company. The demand for dance records continues good."

SALESMAN WHO IS A SUCCESS.

The only salesman who is a success or who goes up, is the one who does the very best he can regardless of the effect it has on his salary. A good plan to follow is to check up at the end of the week and try to decide on what new things have been learned about the goods, the store and handling customers.

Most salesmen want the salary before they are entitled to it. Get the ability and the salary will come as a matter of course.

VICTOR-VICTROLA RECITAL INTERESTS.

W. J. Dyer & Bro., St. Paul, Minn., have won expressions of praise from both press and public of their city, through giving the entire opera "I Pagliacci" on the Victor Victrola, at Elks' Hall, recently.

Six hundred invitations were sent out and four hundred people attended, filling the hall. The audience was most select and in a position to thoroughly appreciate the high quality of the entertainment offered. Miss Eleanor Miller gave interpretative readings on the opera in a most finished manner, and contributed to much of the success of the entertainment. An attractive program was furnished, giving a synopsis of the music of the op-

era, properly arranged according to acts and scenes. The "I Pagliacci" records were made by the orchestra and chorus of La Scala, Milan, the tenor solo parts being rendered by Caruso.

OFFICE REMOVES TO FACTORY.

W. A. Lawrence, general manager of the Standard Metal Mfg. Co., has removed his New York office in Warren street to the factory at Newark. This change has been taken in order that Mr. Lawrence may devote more time to the factory needs in connection with an important business deal announced in another column.

"There are three things which no man can do to the satisfaction of other men—make love, poke the fire and run a paper."

TRADE NOTES FROM CINCINNATI.

April Business Satisfactory—Wurlitzer's Noon-Day Concerts—Lucia Sextet in Demand—Milner Musical Co. Buy McGreal Business—Good Trade in Souvenir Cards—What the Columbia Phonograph Co. Report—Dealers Hustling for Business and the Trade Outlook Has Greatly Improved.

(Special to The Talking Machine World.)

Cincinnati, O., May 8, 1908.

Local dealers in the talking machine line are agreed that the April business was very satisfactory. They claim that May looks good, prophesying that the volume of trade will total that of April. The marked feature of April business was a strong tendency to high-class outfits, the dealers claiming the higher-priced machines carried the day. Conditions are responsible for the lack of sales in the cheaper lines. Many prospective buyers are either out of work or afraid to take on the instalment propositions. The demand for cheaper lines has simply gone by default.

The dealers are hustling for business, just as the piano salesman does. This personal solicitation is responsible for the increased output of expensive machines.

The big musical event of the year, the May Festival, is on. Prominent soloists are here. Wurlitzers claim these artists will inspire a large number of sales of records among the thousands who will hear them sing.

The Rudolph Wurlitzer Co. inaugurated a series of noonday concerts this week, which have proved popular from the start. The concerts begin at 11 a.m., lasting until 1 p.m. A big Victor Victrola is used and the selections heard are the choicest. The company are advertising these concerts in the amusement columns of the daily press with good effect.

The Wurlitzer Co. have just put on sale a new Lucia Sextet record, which gives the hearer a selection from Caruso, Scotti, Daddi, Sembrich, Fournett, Severina, Lucia, all in one. These are offered at \$7 each. Manager Dietrich says that customers gasp at first, but fall in line right along. The sale has been large enough to justify an express order for a new lot. He said also: "The May Festival will have a healthy effect on trade during this week and throughout the month. We are advertising records of the soloists who appear in the several concerts. Those hearing these artists will have a keener desire to have reproductions of their artistic triumphs in the home. We have noted a marked interest in this line of the business already."

The Victor salesroom across the street managed by Wurlitzer was closed recently and the stock moved to the big Wurlitzer house. The reason assigned for the change is on account of the better facilities for keeping the stock clean and in displaying the machines.

Raymond Strief, of the Milner Music Co., figured in an important deal this week, which closed up a local talking machine house. The Milner Music Co. bought out L. E. McGreal, an Edison jobber, located at 29 East Fifth street. This places the Milner house in the jobbing field. Mr. Raymond said of trade: "The talking machine business was not so good during April in the medium and cheap lines. Business, however, is on the pick-up. We can report a number of cash sales of the better grade machines this

week. The outlook for May is fine." The Milner Co. have inaugurated the concert method of demonstrating the new records of each month. The Victor records are heard on the 28th of each month, at 8 p. m., and the Edison records on the 25th of each month. One to two hundred people visit the store at these concerts.

The Milner Music Co. are going into the souvenir card business with a vengeance. A stock



SNAP OF PART OF MILNER CO.'S WAREHOUSES.

of 50,000 is carried. The wholesale price to dealers is such that a large profit is assured. The April sales were large, totaling \$1,000. The month was marked by a guessing contest as to how many cards were in one of the display windows. W. F. Taylor sent in a guess of 2,537. The correct number was 2,507. Each person guessing bought 10 cents worth of cards. The total sales were very large. An order for 500,000 was booked last week by the Milner Co., which includes a "cinch" on local views.

Manager S. H. Nichols, of the Columbia Phonograph Co., said of local trade: "The April volume of trade was satisfactory. The outlook for the present month is encouraging. We have noted a marked increase in demand for Fonotopia grand opera records. This increase in demand we

The
New
Music
Store

Milner

CINCINNATI
OHIO

NEW, CLEAN STOCK
ARE NEWLY SIGNED
Orders Filled At Once

EDISON JOBBERS

Be sure and sign agreements with us

POST-CARDS—Every talking machine dealer should carry post-cards as a side line. We have a stock of over 50,000 Cards. This line nets you a Profit of 300%. Write for information. We made \$659 62 in one month; you can do the same.

THE MILNER MUSICAL CO., CINCINNATI, OHIO

THE TALKING MACHINE AS A MUSICAL EDUCATOR

A Reformed Skeptic Tells The World of the Tremendous Influence in an Educational Way Which the Talking Machine Has Exercised—People Weaned Away from Variety to Opera Houses—A Great and Deserved Tribute to This Creation.

Chatting the other day upon the musical renaissance of New York, based, of course, upon the great success of opera at the two leading houses during the past season, a prominent writer on musical matters said that there could be no longer any question as to the splendid influence of the talking machine in helping to create a musical awakening in this as well as other cities throughout the country. He said:

"The great improvements in these creations, particularly in perfection of the records, has lifted the talking machine into a leading place as a stimulator and educator in the domain of music. Thousands of people who have never attended grand opera have been educated, so to speak, by hearing the great artists through the medium of the talking machine. They have become enthusiastic over the singing and have been desirous of hearing them in the flesh. I know of a dozen friends of mine who attribute their musical enthusiasm and interest in opera to the education received through the talking machine, and it is evident that this is duplicated many times over wherever talking machines are heard and enjoyed.

"People who were formerly content to spend their surplus money for amusements at the leading variety houses have been weaned away to an enjoyment of better things, just as the piano players have educated its users to an appreciation of the splendid playing of the great orchestras and leading pianists. Papers can talk as they please about 'canned music' and the 'mechanical age,' but if a better appreciation of music on the part of the masses is engendered by a use of the 'player' and 'talker,' why every one must approve of and support their mission. All are means toward an end, and that end is a greater love for the best in music among the masses of our people.

"I will admit, of course, that every one using talking machines and player-pianos does not use high-class records, but it will be found out as a matter of fact that those who have started in with the popular airs have finished up with Beethoven, Wagner and other of the great masters whose music will ever live. Personally I am not an enthusiast in the matter of 'Mechanical music'—in fact, I was a decided skeptic up to a recent date, but after a careful and impartial investigation I have been compelled to change my views radically."

In this connection we quote part of a very excellent article which appeared in the Atlanta (Ga.) Journal of April 28, in which the disappearance of the old-time prejudice against the talking machine is discussed. It reads:

"Nowadays almost every one recognizes the perfected talking machine as a true musical instrument and an institution that has come to stay. And the few who still cling to an obsolete

prejudice are regarded by the majority of talking machine users with feelings not altogether free from commiseration.

"The change of public sentiment is not the result of mere accident. The talking machine has won out on its merit. Methods of sound reproduction have been brought to a point of perfection almost unbelievable. And the music and the musical talent offered by the really high grade talking instrument proves a lure to which even the most skeptical eventually fall prey.

"The tone or timbre that distinguishes one voice from another and the very breathing of the great operatic artists are reproduced on disc records with a realism that is little less than miraculous. So fully do these artists realize the sensitiveness of the modern recording device that they never attempt to make a record unless in perfect voice. In fact, the capabilities of the perfected disc talking machine are practically without limit. The recording of band and orchestral music has been reduced to such an exact science that the tonal effect of every instrument, either individually or combined with other instruments, is now preserved with absolute fidelity.

"The fine musical programs that are now to be had on the talking machine have aroused the interest of music-lovers everywhere. The perfected talking machine is no longer the purveyor of discordant ragtime. Instead we have grand opera by Caruso, Eames, Scotti, Sembrich, Melba and many other artists. And Tetrizzini, the latest sensation in the operatic world, brings to us 'Lucia' and other triumphs of her Manhattan engagement. Or we can hear the best classic music by celebrated instrumentalists, such as Josef Hollman, famous 'cellist, and Mischa Elman, the young Russian violinist. Many of the great artists themselves who now make records formerly entertained a prejudice against talking machines. The perfected talking machine gave them an altogether different idea, and they now consider it a distinction to be immortalized on the talking machine disc.

"Musical critics and instructors have also joined the ranks of the talking machine enthusiasts. The greatest compliment ever paid to the talking machine came from that famous and most critical of voice trainers, Mme. Marchesi, the teacher of Melba and other great singers. Mme. Marchesi was calling on her old pupil, Melba, in Paris, and in the course of the visit Melba, turning to a talking machine, began to play the beautiful 'Caro Nome,' from 'Rigoletto,' sung by herself. At the conclusion of the aria Mme. Marchesi, astonished and delighted, exclaimed: 'Wonderful! It is the perfection of perfections'—a tribute to the singer, but a greater one to the instrument."

CHAS. F. LIGHTNER A BUSY MAN.

Charles Ferree Lightner, the traveling representative in the export department of the Victor Talking Machine Co., Camden, N. J., who recently returned to the United States, oscillates between the factory and New York, having a great deal of business to look after before settling down for a good rest previous to his departure for his field of activity in the Latin-American countries. Mr. Lightner speaks Spanish, Portuguese and Italian, besides English; and in chatting the other day of his linguistic accomplishments, he said: "Of course, I am not boasting what I can do in these foreign tongues, and I will admit my efforts do not represent a choice variety of speech, but it goes down there, just the same." Mr. Lightner was in Rio de Janeiro, Brazil, when the United States battleship fleet came into port, and also in Buenos Ayres, Argentina, when the torpedo flotilla called,



ZED COMPANY

ZON-O-PHONE
Distributors and Exporters

77 Chambers St., New York

Telephone No. { 3822 } Worth
3823

Dealers who are complaining about **Dull Business** are handling all kinds of goods but ours. There is

Always Something Doing in

ZON-O-PHONES

and

Zon-o-phone Records.

We have one aim, and that is to do justice to our reputation as the company of

HITS.

We have never failed to have some *hit* or other *up our sleeve*. Have you seen our latest list of **Hebrew Hits**, printed in Hebrew type? If not, send us a postal.

We have another *Surprise* in store for the *Active Dealer* next month. Want to come in on the ground floor? Let us hear from you by addressing

ZED COMPANY

Formerly

Zon-o-phone Distributing & Export Co.

77 Chambers St., NEW YORK

Telephone No. { 3822 } Worth
3823

MR. DEALER:

IF YOU WANT THE
EXCLUSIVE SALE OF



IN YOUR TOWN, WRITE AT ONCE

MUSICAL ECHO CO.

DISTRIBUTORS FOR EASTERN TERRITORY

BIG STOCK QUICK SERVICE

1217 Chestnut Street, Philadelphia

GRINNELL BROS.' "OPENING."

Big Assemblage Present at the Opening of This Great Music Trade Emporium—Famous Artists and Orchestras Supply Musical Programs of Great Merit—Talking Machine Department One of the Most Complete in the West.

(Special to The Talking Machine World.)

Detroit, Mich., April 29, 1908.

Grinnell Bros.' new store, one of the finest structures in America devoted exclusively to music trade, was formally opened to the public this week with elaborate programs, which will continue until Friday night. Piano men are here from all over the country—manufacturers, dealers and artists, and the handsome new store on Detroit's main thoroughfare presents a jubilant appearance.

The store in itself is a marvel of completeness, and at the same time it is arranged with a splendid idea of its appeal to the eye. In addition, the building is adorned everywhere with special decorative effects. Flowers are everywhere, arranged with excellent taste and fitness, and many of these floral pieces are the gifts of the visiting manufacturers and dealers and local business men and artists.

Concerts are being held afternoon and evening, with four orchestras alternating in attendance, and singers and instrumental musicians are contributing to the various programs in the concert hall on the second floor.

Preliminary to the formal opening of their new store, Grinnell Bros. on Monday evening entertained an invited company in the music hall, where there was a special concert. Those present were some of the local artists of note, and the visiting manufacturers, dealers and travelers closely allied with the music trades. Among those present from other cities were: Ernest Urchs, with Steinway & Sons, New York; J. R. Mason, president of the Sterling Co.; J. C. Amie, Sohmer & Co.; Arthur L. Wessell, of Wessell, Nickel & Gross; J. A. Norris, vice-president of Smith, Barnes & Strohber Co.; T. E. Dougherty, president of Schaeffer Co.; Henry Wegman, treasurer Wegman Piano Co.; M. Schultz; Alfred Nichterlein, of the Overman Stool Co., Grand Rapids; J. M. Dvorak, of Lyon & Healy; William Brinkerhoff, of the Knight-Brinkerhoff Co.; George J. Mulcahy, of Edmond Cote Piano Co., Fall River, Mass; M. E. Schoening, New York; William H. Currier, Whitney & Currier, Toledo, O.; George J. Dowling, of Alfred Dolge Co., Dolgeville, Cal.; Henry Dreher, of B. Dreher Sons

Co.; W. C. Burgess, president of the Wegman Piano Co.; J. P. Byrne, of Lyon & Healy, Chicago; Frederick Reidemeister, treasurer of Steinway & Sons, New York.

The artists for the evening were Ernest Hutcheson, of New York; Miss Sibyl Sammis, also of New York, and Frank Fruttchey, former organist of Trinity Church, in New York.

The concert hall of the building was taxed to capacity with an appreciative audience of music lovers and critics, and the entertainment proved to be a most enjoyable one. Mr. Fruttchey gave the opening selection on the pipe organ, and was followed by Mr. Hutcheson and Miss Sammis in their respective numbers.

Concerts are being held every afternoon and evening in the concert hall, where pianists, vocalists and others are heard, and besides these there are special entertainments in the various musical departments of the store where different instruments are being shown. The Grinnell people seem to have cast business to the winds and are giving themselves up to entertainment. The appearance of commercialism is utterly lacking, and good business men would say that is the acme of commercialism. If that is so, then Grinnell Bros. are entering upon a more interesting career than that rapid rise which has already characterized their efforts.

Monday was not the opening day proper, although the special entertainment was given for invited ones that evening. The public program opened Tuesday, and the store was crowded all day, from morning until night.

Some of those participating in the programs are as follows:

Ernest Hutcheson, pianist; Miss Sibyl Sammis, soprano; Max Bendix, violinist; Lillyn Sheila Powell, soprano; William Lavin, tenor; William Yunck, violinist; Frank Fruttchey, organist.

Accompanists—Miss Bessie Hughes, for Mr. Bendix; Mr. Fruttchey for Miss Sammis and Miss Powell; Miss Lillian Gove, for Mr. Lavin and Mr. Yunck.

Orchestras—Green's Orchestra, Al. Green, director; Finney's Orchestra, Benj. L. Shook, director; Finzel's Orchestra, William Finzel, director; Zickel's Orchestra, Harry Zickel, director; Detroit Philharmonic Club, Wm. Yunck, director.

There were concerts every afternoon and evening from Tuesday to Friday. They were admirably varied, some being organ recitals, others orchestral concerts, others Victrola and Auxetophone concerts, a recital by Henry Riley Fuller, in which the Orchestrelle, Welte-Mignon, Themo-dist Pianola were employed; recitals by Ernest

Hutcheson, who was heard through the Steinway, and Albert R. Saunders, who exploited the Welte-Mignon. Nothing on such a huge musical scale has been heard in this city in many years.

It was 25 years ago when Grinnell Bros. commenced business in a little one-story frame building in Detroit. To-day they have, in addition to the grand, spacious and complete edifice just dedicated, a large piano factory in Detroit, where the popular Grinnell Bros. piano is built, also 18 branch stores in the principal cities of Michigan. Nearly 400 persons are on their payroll. Their business is increasing year by year, and in 1907 passed the \$2,000,000 mark.

Every variety of musical merchandise is carried in the new building—from a sheet of music or a mouth organ to a grand piano or a large church organ. Each has its special department and each department is complete in every detail, having its own special expert in charge. The arrangement of the store and the different departments is perfect, and nothing has been left undone that would add to the convenience and comfort of patrons.

The fourteen rooms in the basement which have been set aside for the display of talking machines and supplies are unquestionably among the finest devoted to talking machines to be found in the country. The furnishings are superb and the sound-proof rooms admirably equipped for the comfort and convenience of visitors. They have a storage capacity of 200,000 records, a space that is needed for their growing business. They are also showing a magnificent line of all styles of Edison and Victor machines from the popular-priced to the most expensive Victor Victrola and Auxetophone, while the Grinnell lines of cabinets and supplies are most comprehensive.

ENGLAND'S NEW PATENT LAW

Will Have Quite an Effect on American Export Trade.

Consul Frank W. Makin, writing from Nottingham, England, dwells at length upon the effect upon American export trade of the new British patent law, which compels foreign holders of patents in the United Kingdom to manufacture therein the products covered by such patents.

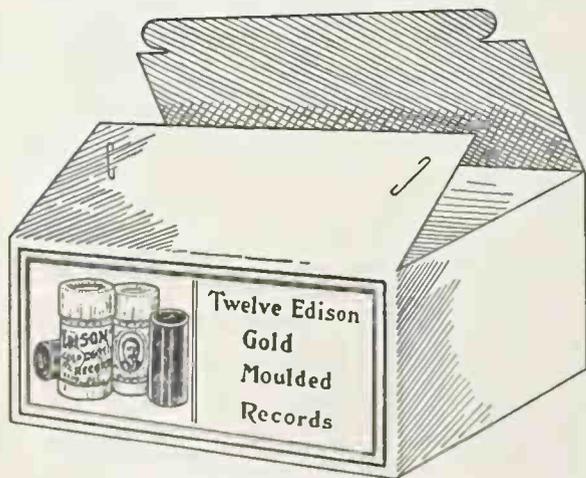
The new act provides, in brief, that a foreign patentee must manufacture his invention in this country within three years after the date of the British patent, if there be a demand for it; otherwise his patent can be revoked. It is conceivable that the strict and broad application of this provision would shut out from the United Kingdom every foreign manufactured product which could be made, and which the British preferred should be made, in this country.

Section 24 provides that any person interested may petition the board of trade, alleging that the reasonable requirements of the public have not been satisfied, and praying for the grant of a compulsory license or the revocation of the patent. If the parties do not come to an agreement themselves, and if satisfied that a prima facie case has been made out, "the board of trade shall refer the petition to the court." If the allegation is proved to the satisfaction of the court, the patentee may be ordered to grant licenses on such terms as the court deems just, or if licenses will not in the court's opinion satisfy the reasonable public requirements, the patent may be revoked by order of the court.

Another important section (38) makes unlawful any contract prohibiting or restricting the purchaser, lessee, or licensee of a patented article or process from using any article or process supplied or owned by any person other than the seller, lessor, or licensor, or his nominees; or requiring the purchaser, lessee, or licensee to acquire from the seller, lessor, or licensor, or his nominees, any article not protected by the patent.

The National Cameraphone Co. have leased a five-story and basement warehouse at 573-579 Eleventh avenue, New York, and will remodel the building throughout before occupying same.

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.
KANSAS CITY, MO.

Largest Talking Machine Distributors in the West

IT IS A RECORD SELLER

THIS is the box that pleases the customer. No wrapping, no tying.

It is the most convenient package for delivering records.

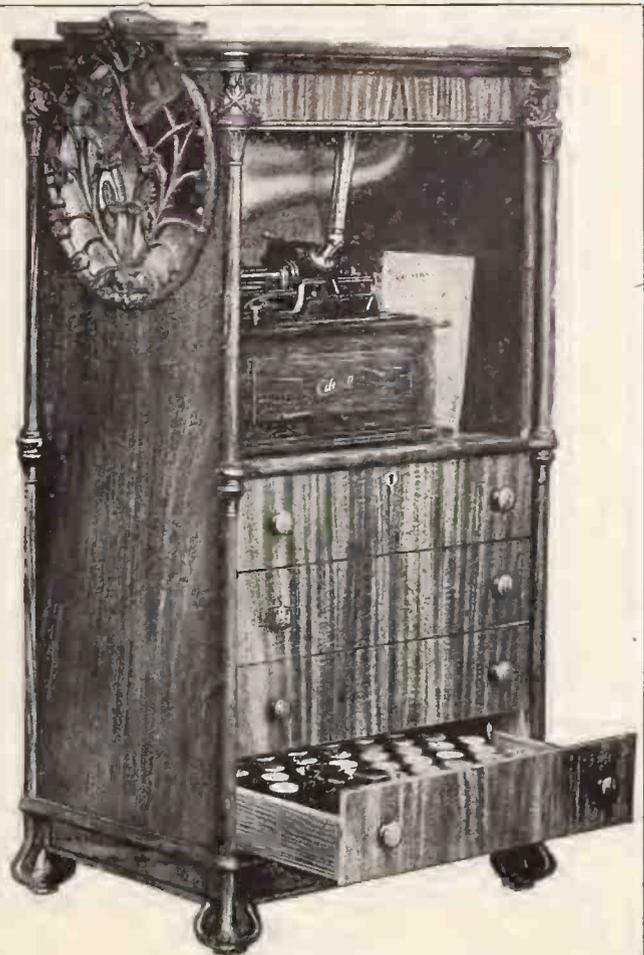
It often sells "one more to fill the box."

Your customers will appreciate it so much that you will never be without it.



No. 740.
Concealed Horn Cylinder Record Cabinet
140 Records.
THE CYCLO-PHONE.

Our
Complete Lines
of
Cylinder
and
Disc
Cabinets
in Stock by
all Jobbers



No. 742
Golden Oak or Mahogany
"A Beauty." "Everybody's Favorite."
THE CYCLO-PHONE.

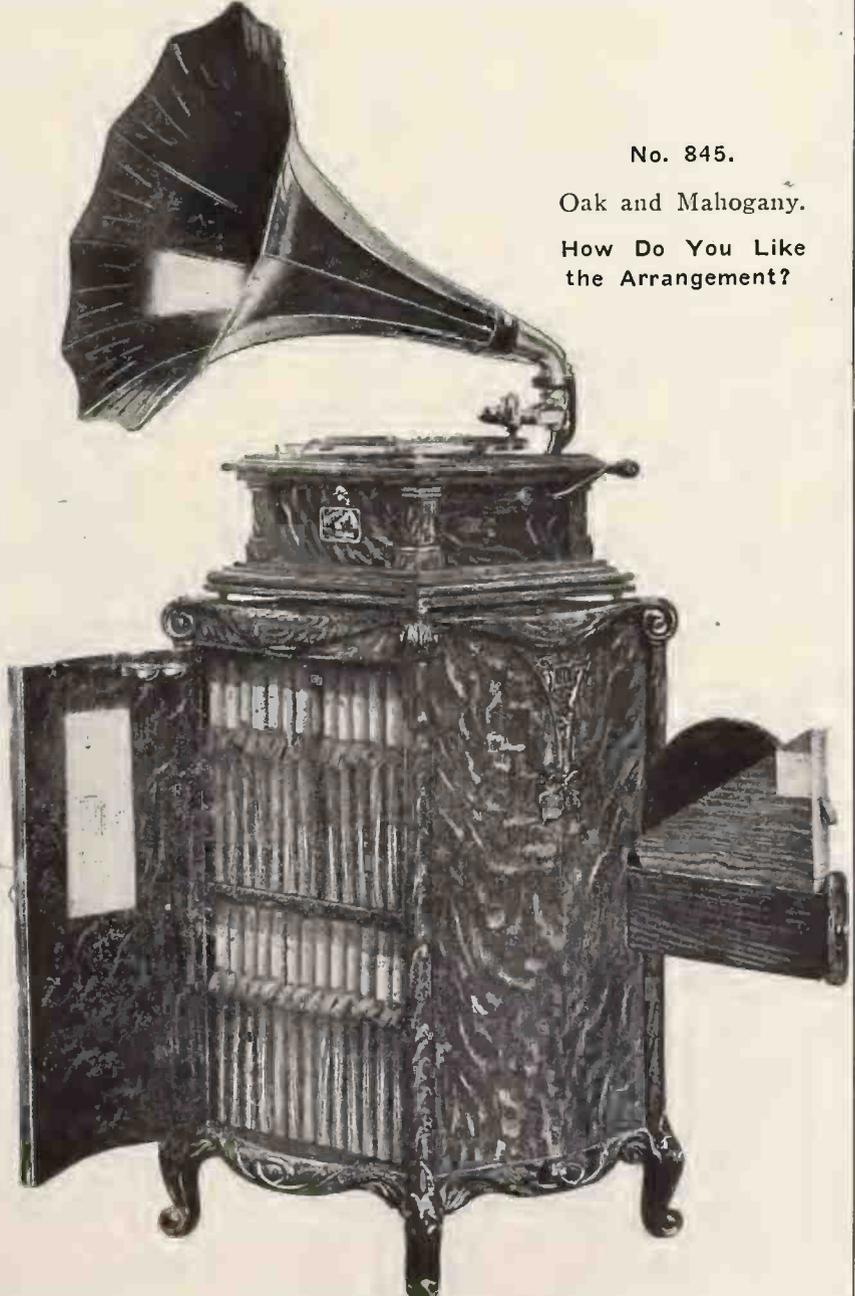
Herzog's New System of Record Filing

Kindly Give This
Your Attention



No. 846.
Oak and Mahogany
How Is That!

ORDER A SAMPLE NOW



No. 845.
Oak and Mahogany.
How Do You Like
the Arrangement?

HERZOG ART FURNITURE COMPANY, SAGINAW, W. S., MICH., U. S. A.

TO PUSH THEIR BUSINESS.

Plans of the Southwestern Talking Machine Co.—New Officers Elected.

(Special to The Talking Machine World.)

Houston, Tex., May 7, 1908.

The stockholders of the Southwestern Talking Machine Co. met at 605 Main street yesterday morning at 9 o'clock and elected the following officers for the ensuing year: E. E. Taylor, president; F. C. Taylor, vice-president and general manager; C. W. Taylor, secretary and treasurer. The company is incorporated for \$25,000, being fully paid in.

The officers elected are all thoroughly competent and conservative, well known as business men of push and ability, and there is every confidence of their rapid forging to the front.

F. C. Taylor, general manager of the company, speaking of their plans, said:

"We are now organized and have the exclusive territory of Texas for jobbing and distributing the Zonophone talking machine and supplies. As the concession is a very valuable one, we did not much relish the idea of forming a stock company, but found we could not swing it alone, therefore had to let some others in. The general offices for the present will be located at our retail store, 1007 Capitol avenue, until we can secure suitable offices large enough to be in keeping with the business of our new company."

GREAT EDISON ADVERTISING

Announcement in Collier's a Gem in Every Way—First of a Series of Illustrated Ads—Big Campaign of Publicity Inaugurated.

A most artistic example of publicity is the full page advertisement of the National Phonograph Co., which appeared in Collier's Weekly on May 2. It was printed in three colors, the upper part being taken up with the beautiful drawing by J. J. Gould, entitled "One Touch of Melody Makes the Whole World Kin." The accompanying text is a forceful argument for the Edison machines and records, and the whole forms an artistic whole which must result in the sale of many Edison phonographs throughout the country.

This advertisement is to appear in a number of the leading periodicals and is the first of a new series of special illustrated announcements which, through the magazines, will make the public acquainted with the merits of the Edison specialties and thereby be of material assistance to the dealers handling them.

Notwithstanding the so-called business depression, the National Phonograph Co. have inaugurated an advertising campaign for this year which throws in the shade all previous work in this field. It demonstrates their faith in the country, in their product and in the loyalty and enterprise of their dealers.

POSTAGE STAMP SLOT MACHINES

Have Been Proven a Success—Postmaster Morgan Will Now Make a Favorable Report to the Department.

So satisfactory have the new automatic postage stamp vending machines proven, after a month's trial in the General Postoffice here, that Postmaster Edward M. Morgan is already preparing an official report, which may cause indorsement of the invention by the government and its general adoption.

The three machines in the postoffice lobby have had a great patronage, and stamp clerks at the regular windows have found with pleasure that their labors have been lightened, while the public appears to have been accommodated in a time-saving way.

"These machines have apparently done all that has been claimed for them," said Mr. Morgan recently, "and my report will show that the public has taken kindly to them. Specific commendation or indorsement by the governmental department is, of course, not necessary for their

continued use, but they have demonstrated their practicability and they may be recommended for suburban and congested postoffices."

In the entire test period of four weeks, ending on May 1, there has not been one complaint of the machines' failure. The test started first in March, but rough jolting of the delicate mechanism in transportation over cobblestones and street car tracks caused them to act a bit erratically, and they were carefully readjusted. Since then their action has been perfect.

Machines for the automatic vending of all sorts of things, from gum to accident insurance policies, have been in use for years, but until this present invention, perfected under the Dickey patents by the United States Automatic Vending Co., no device was found that would sell postage stamps successfully. Their action is entirely automatic, a stamp appearing instantly when the proper coins are dropped, with no plungers to push, or springs or weights to wind.

Three types of the machines have been on trial here—those for vending one, two and five-cent postage stamps. Although the capacity of each machine is 2,000 stamps, E. W. Werden, who has them in charge, has been kept pretty busy refilling the rolls in the one and two-cent boxes.

While delicate and positive, the mechanism of these ever-ready and attentive salesmen is most simple. The machine is simply a small metal box, mounted on a heavy, four-legged pedestal. In the one-cent style, insertion of a copper in an upper slot releases a weight, a stamp-wound reel revolves as tiny teeth engage in the perforations between the stamps, and the little green slip is pushed out. The small teeth prevent more than one stamp being pulled out. In the two-cent machine, the first copper releases the weight, while the second allows the drum to revolve. The five-cent stamp is secured by dropping in a nickel. If desired, long strips of the stamps may be procured by continuous feeding of coins into the slots.

It is believed that thousands of the machines will find their way into drug stores, cigar shops and sub-stations of the postoffice, much to the

convenience of proprietors of these places and the bustling public. They will never be closed, and are always obliging.

Other inventions of the same company are under construction for the vending of street car and subway tickets, and it may be possible that in the not distant future we will be provided with our newspapers, our food, drink and clothing through these automatic salesmen. The only thing that Mr. Werden believes it impossible for his company's inventions to perform is the doing away with work.

CLOSING OUT THE BUSINESS.

(Special to The Talking Machine World.)

Toledo, O., May 4, 1908.

L. C. Miller, receiver of the Tacoma Mfg. Co., has asked common pleas court for authority to distribute the money in his hands. The only claim filed is by H. J. Chittenden for \$2,501.08 as money loaned. The company was incorporated to manufacture phonograph records, but never operated.

INCREASE FACILITIES.

Owing to the increase in their talking machine trade, the Mackie Piano, Organ and Music Co., Rochester, N. Y., have given over the entire basement to that department. Additional show-rooms have been built and a large new stock of Edison and Victor machines and records installed. This company are jobbers of the Edison.

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.

HORN CO. INCORPORATED.

The Surprise Horn & Instrument Mfg. Co., New York, recently incorporated with a capital stock of \$1,000. Directors—Joseph Spornspski, Albert Hartog and Andrew J. Cahill.



WANTED--A RIDER AGENT IN EACH TOWN

and district to ride and exhibit a sample Latest Model "Ranger" bicycle furnished by us. Our agents everywhere are making money fast. Write for full particulars and special offer at once.

NO MONEY REQUIRED until you receive and approve of your bicycle. We ship to anyone, anywhere in the U. S. without a cent deposit in advance, *prepay freight*, and allow **TEN DAYS' FREE TRIAL** during which time you may ride the bicycle and put it to any test you wish. If you are then not perfectly satisfied or do not wish to keep the bicycle ship it back to us at our expense and you will not be out one cent.

FACTORY PRICES We furnish the highest grade bicycles it is possible to make at one small profit above actual factory cost. You save \$10 to \$25 middlemen's profits by buying direct of us and have the manufacturer's guarantee behind your bicycle. **DO NOT BUY** a bicycle or a pair of tires from anyone at any price until you receive our catalogues and learn our unheard of factory prices and remarkable special offers to rider agents.

YOU WILL BE ASTONISHED when you receive our beautiful catalogue and study our superb models at the *wonderfully low prices* we can make you this year. We sell the highest grade bicycles for less money than any other factory. We are satisfied with \$1.00 profit above factory cost.

BICYCLE DEALERS, you can sell our bicycles under your own name plate at double our prices. Orders filled the day received.

SECOND HAND BICYCLES. We do not regularly handle second hand bicycles, but usually have a number on hand taken in trade by our Chicago retail stores. These we clear out promptly at prices ranging from \$3 to \$8 or \$10. Descriptive bargain lists mailed free.

COASTER-BRAKES, single wheels, imported roller chains and pedals, parts, repairs and equipment of all kinds at half the usual retail prices.

\$ 8 50 HEDGETHORN PUNCTURE-PROOF \$ 4 80
SELF-HEALING TIRES A SAMPLE PAIR TO INTRODUCE, ONLY 4

The regular retail price of these tires is \$8.50 per pair, but to introduce we will sell you a sample pair for \$4.80 (cash with order \$4.55).

NO MORE TROUBLE FROM PUNCTURES

NAILS, Tacks or Glass will not let the air out. Sixty thousand pairs sold last year. Over two hundred thousand pairs now in use.

DESCRIPTION: Made in all sizes. It is lively and easy riding, very durable and lined inside with a special quality of rubber, which never becomes porous and which closes up small punctures without allowing the air to escape. We have hundreds of letters from satisfied customers stating that their tires have only been pumped up once or twice in a whole season. They weigh no more than an ordinary tire, the puncture resisting qualities being given by several layers of thin, specially prepared fabric on the tread. The regular price of these tires is \$8.50 per pair, but for advertising purposes we are making a special factory price to the rider of only \$4.80 per pair. All orders shipped same day letter is received. We ship C. O. D. on approval. You do not pay a cent until you have examined and found them strictly as represented.

We will allow a cash discount of 5 per cent (thereby making the price \$4.55 per pair) if you send **FULL CASH WITH ORDER** and enclose this advertisement. We will also send one nickel plated brass hand pump. Tires to be returned at **OUR** expense if for any reason they are not satisfactory on examination. We are perfectly reliable and money sent to us is as safe as in a bank. If you order a pair of these tires, you will find that they will ride easier, run faster, wear better, last longer and look finer than any tire you have ever used or seen at any price. We know that you will be so well pleased that when you want a bicycle you will give us your order. We want you to send us a trial order at once, hence this remarkable tire offer.

IF YOU NEED TIRES don't buy any kind at any price until you send for a pair of the special introductory price quoted above; or write for our big Tire and Sundry Catalogue which describes and quotes all makes and kinds of tires at about half the usual prices.

DO NOT WAIT but write us a postal today. **DO NOT THINK OF BUYING** a bicycle or a pair of tires from anyone until you know the new and wonderful offers we are making. It only costs a postal to learn everything. Write it **NOW**.



Notice the thick rubber tread "A" and puncture strips "B" and "D," also rim strip "H" to prevent rim cutting. This tire will outlast any other make—**SOFT, ELASTIC and EASY RIDING.**

J. L. MEAD CYCLE COMPANY, CHICAGO, ILL.

SIDE LINES AND MONEY

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

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

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

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

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

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

TRADE NOTES FROM BALTIMORE.

Trade Betterment Continues—Grand Opera Records in Great Demand—Lyle Succeeds Gustin as Manager of Local Columbia Store—Other Items.

(Special to The Talking Machine World.)

Baltimore, Md., May 5, 1908.

Judging from the reports from the majority of dealers, the talking machine trade during April was not quite as good as that of the same month last year, but compared with the previous month it showed up to better advantage. There has been a steady improvement right along, and the dealers hope that this will continue on through the summer. They do not expect any big boom, however, until after the warm weather passes and, in fact, until after the presidential election.

The best part of the trade locally has been with the sales of grand opera records. This began right after Holy Week, during which the Metropolitan Opera Co. sang here. The demand for records of popular airs has also been encouraging, and this promises to keep up. The principal sales of the various makes of talking machines have been to families who have been preparing to move to the country for the summer. They have followed the lead of many local buyers of last season, who made the nights pleasant for themselves and friends during the warm months by having these machines in their summer homes. The demand for the machines from

these particular buyers has not been so heavy as yet, but the advance guard has already started in with purchases, and the dealers look for a sale as heavy as that of last season.

Manager Grotteudick, of the local store of E. F. Droop & Sons Co., reports that while the sales of both the Victors and Edison machines have been satisfactory, they have not been quite up to those of last season. They have held their own, however, with those of a month ago. Grand opera records have been in demand, however, many sales of these being made. Records of popular airs have been going off at a pretty good rate, and indications are for an improvement.

President G. Fred Kranz, of the Kranz-Smith Piano Co., who handle the Victor machines, states that the talking machine trade has been fair during the past month. Like the others in the business, Mr. Kranz looks for an early improvement.

George A. Gustin, who has been manager of the local store of the Columbia Phonograph Co., has resigned, and has been succeeded by M. E. Lyle, formerly of the New York office.

H. R. Eisenbrandt Sons have had good sales of Victor records, while the demand for the Victor machines has been rather encouraging.

Sanders & Stayman, who sell both the Victor and Columbia machines, have had, according to President G. Wright Nicols, a good month with the talking machine trade and look for a continuance of this condition. Records of both machines have also been in great demand. Other retail dealers make similar reports in regard to the trade for the month.

NOW THE MUSICAL AUTOMOBILE.

Riding May be More Enjoyable Hereafter as You Carry Your Own Orchestra Along.

A Denver inventor is perfecting a music box that is intended to in a large measure overcome one of the unpleasant features connected with dodging automobiles. No longer is the shrill honk honk of the chauffeur to startle the meek and lowly pedestrian out of his damage suit. Instead, the new invention will sooth with its warning and serve in a large measure to check the spread of nervous prostration throughout the land. An epidemic of the disorder has followed close upon the perfection of the sassy gas wagon.

The invention cannot be said to be entirely new, but is rather the elaboration of the principle of the pianola to the auto horn, sounding its notes with a pipe organ effect. By it, instead of

the one harsh note the horn at present sounds to warn that it is here or has been, the chauffeur by the simple turning of a lever starts the auto-pianola going.

There are to be several switches to the mechanism. In the case of a machine having gone no further than to graze the right ear of a man turned broadside to it, the proper switch is thrown and there reaches the escaping ear the lulling strains of that grand old hymn, "Nearer, My God, to Thee." Should the man have come with starboard side against the auto, he may pick himself up, have his poise restored and his soul kept in tune with the infinite by the dulcet and uplifting strains of "God Be With You Till We Meet Again," wafted to him on the zephyr of gasoline as the auto slips away below the horizon.

Now and then the chauffeur in search of novelty may alternate this last with something lively. If in a gleesome mood it may be "There Will Be a Hot Time in the Old Town To-night," with which he will fade into space. If the victim should happen to be an Elk, what more appropriate than "Auld Lang Syne"? In a mere skirmish the tune of "What Are You Going to Do When the Rent Won't Come Round?" may cheer the pedestrian on in his hunt for a tailor shop. In less successful bouts it may be "A Better Day Is Coming Bye and Bye."

There is practically no limit to the possibilities of the machine. It can be made to meet any taste, any emergency and make the punishment fit the crime.

It is destined to play an important part in the movement for civic improvement now spreading across the land. It is a step toward the higher life, toward more beautiful living and dying. It takes automobiling out of the list of casualties and makes it an art. Society in the name of humanity will demand its universal adoption, and the inventor will probably be refusing to answer all questions in an investigation within a month from the day his mechanism is put upon the market.

NEW EDISON RECORD CATALOG.

The April, 1908, issue of the Edison record catalog (American selections) is just from the press. This is the regular four-monthly edition and includes all domestic records through April of this year. Like all of the Edison catalogs this one is remarkable for the simple, practical arrangement of contents, making it an easy matter to find the records wanted. It is certainly a handy and attractive piece of advertising literature.

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 JUNE, 1908

NEW EDISON RECORDS.

- 9842 Thousand and One Nights Waltz..... Edison Concert Band
- 9843 Good-Bye Sweetheart, Good-Bye..... Alan Turner
- 9844 When the Song of Love is Heard..... Ada Jones and Billy Murray
- 9845 Rag-time Don't Go with Me No More..... Arthur Collins
- 9846 Lollypops..... Albert Benzler
- 9847 Just Some One..... Manuel Romain
- 9848 Shall We Gather at the River?..... Edison Mixed Quartet
- 9849 Somebody Loves You, Dear..... Harry Anthony
- 9850 When It's Moonlight on the Prairie..... Byron G. Harlan and Chorus
- 9851 Humoresque on "The Merry Widow Waltz"..... Edison Concert Band
- 9852 Daddy's Little Tom-Boy Girl..... Stella Tobin
- 9853 Krausmeyer's Birthday Party..... Spencer and Mozarto
- 9854 I Said "Hello," She Said the Same, Then We Both Said "Good-Bye"..... Bob Roberts
- 9855 Cecilia, With a Capital C..... Edward M. Favor
- 9856 Nigger in the Barnyard..... Edison Military Band
- 9857 Over the Mountain of Sorrow..... Jas. F. Harrison
- 9858 Honey, Won't You Please Come Down?..... Collins and Harlan
- 9859 All She Gets From the Iceman Is Ice..... Ada Jones
- 9860 The Lanky Yankee Boys in Blue..... Edward Meeker
- 9861 Yankee Girl Caprice Edison Symphony Orchestra
- 9862 Big Chief Smoke..... Billy Murray
- 9863 Santiago Flynn..... Ada Jones and Len Spencer
- 9864 The Laughing Spectator..... Steve Porter
- 9865 Harry Lauder Medley..... Edison Military Band
- 14 Bridal March from Lohengrin..... Edison Concert Band
- 1559 Where Is My Wandering Boy To-night? (formerly by Harry MacDonough)..... Reed Miller
- 7323 Dare Devil March..... Edison Military Band
- 7322 Dancing with Ma Baby..... Edison Military Band
- 7385 American Eagle March (formerly by Edison Concert Band)..... Edison Military Band

ZON-O-PHONE 10-INCH RECORDS.

- 1062 Glow-Worm (Glühwürmchen) Idyl from "The Girl Behind the Counter"..... ZON-O-PHONE CONCERT BAND
- 1063 Marche Lorraine..... ZON-O-PHONE CONCERT BAND
- 1064 Shannon—Irish Novelty March..... ZON-O-PHONE CONCERT BAND
- 1065 Talk of New York—Two-step..... ZON-O-PHONE CONCERT BAND
- 1066 Dreaming—Medley Waltz..... ZON-O-PHONE ORCHESTRA
- 1067 Hungarian Polka..... ZON-O-PHONE ORCHESTRA
- 1069 Mercedes—Spanish Waltz..... ZON-O-PHONE ORCHESTRA
- 1070 Prosit—A Raths Keller Intermezzo..... ZON-O-PHONE ORCHESTRA
- 1071 Simple Aveu—Romanze..... EUPHONIUM SOLO BY MR. S. MANTIA WITH BAND ACCOM.
- FLUTE AND CLARINET DUET BY MESSRS. MAZZIOTTA AND HUGHES, WITH ORCH. ACCOM.
- 1068 Magpie and the Parrot—Humoresque—from the Suite "A Love Episode in Birdland"..... VOCAL SELECTIONS WITH ORCH. ACCOM.
- 1072 Come Out and Shine, Oh, Mister Moon Ada Jones
- 1073 I Want to be a Merry, Merry Widow..... Ada Jones
- 1074 Lanky Yankee Boys in Blue..... Billy Murray
- 1075 Mary Blaine..... Henry Burr
- 1076 Nothin' Ever Worries Me..... Arthur Collins
- 1077 Owl and the Pussy Cat..... Peerless Quartet
- 1078 Rambler Minstrel No. 9..... Peerless Quartet
- 1079 Roll Around..... Harry Tally
- 1080 Santiago Flynn—A Spanish-Irish Episode..... Ada Jones and Len Spencer
- 1081 Since My Mariutch Learned "The Merry Widow" Waltz..... Will F. Denny
- 1082 Tell Mother I'll Be There..... Peerless Quartet
- 1083 Trio from "Attila"..... Metropolitan Trio
- 1084 When You Steal a Kiss or Two—Duet..... Ada Jones and Billy Murray
- 1085 Who Do You Love?—Duet..... Arthur Collins and Byron G. Harlan
- 1086 You Are My Life, My All..... Frank C. Stanley

NEW VICTOR RECORDS.

- 5429 Kentucky Kut Ups—March and Two-step..... ARTHUR PRYOR'S BAND
- 5430 Ruy Blas Overture..... Marchetti 10
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 5433 Harry Lauder Medley..... 10
- 5445 "A Waltz Dream" Selection..... Strauss 10
- VICTOR DANCE ORCHESTRA.
- 31702 Genev' Waltzes from "The Soul Kiss"..... Levi 12
- VIOLIN SOLOS BY HOWARD RATTAY, ACCOM. BY VICTOR ORCH.
- 31701 Gypsy Airs—(Zigeunerweisen) Part I..... Sarasate 12
- 5436 Gypsy Airs—(Zigeunerweisen) Part II..... Sarasate 10
- ACCORDION SOLO BY JOHN J. KIMMEL.
- 5438 American Cakewalk..... Kimmel 10
- TENOR SOLO BY ALBERT CAMPBELL, WITH ORCH.
- 5450 True Heart—March Ballad..... 10
- BARITONE SOLO, PERCY HEMES ACCOM. BY VICTOR ORCH.
- 5431 Irish Love Song..... Lang 10
- IRISH SPECIALTY BY STEVE PORTER WITH ORCH.
- 5454 The Laughing Spectator..... Porter 10
- HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.
- 5437 Love Me, and the World is Mine..... Ball 10
- 5448 When Its Moonlight on the Prairie..... Henry 10
- SONGS BY BILLY MURRAY, WITH ORCH.
- 5440 Big Chief Smoke..... Raynes 10
- 5433 Bon-Bon Buddy (from "Bandanna Land")..... Cook 10
- COMIC SONG BY ADA JONES, WITH ORCH.
- 5439 All She Wants from the Iceman Is Ice Solman 10
- HYMN BY THE TRINITY CHOR, WITH ORCH.
- 5434 A Mighty Fortress (Luther Hymn—"Eln' feste Burg")..... Luther 10
- DUETS BY MISS JONES AND MR. MURRAY, WITH ORCH.
- 5456 Cat Duet (When the Song of Love is Heard)..... Weld-Herbert 10
- 5455 Smarty..... Von Tilzer 10
- MINSTREL RECORD, WITH ORCH.
- 5449 Victor Minstrels—No. 11..... 10
- DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.
- 5446 Kiss Duet (Sweetest Mrid of All) (from "A Waltz Dream")..... Strauss 10
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER WITH MANDOLIN AND ORCH.
- 5451 Santiago Flynn (An Irish-Mexican Episode)..... 10
- DUET BY COLLINS AND HARLAN, WITH ORCH.
- 5432 Way Back..... Lester-Kelth 10

MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.
5447 Summertime..... Von Tilzer 10
DESCRIPTIVE SPECIALTY BY SPENCER AND MOZARTO, WITH ORCH.

5435 Krausmeyer's Birthday Party..... 10

EIGHT-INCH RECORDS.

- ARTHUR PRYOR'S BAND.
- 5395 "Darkies' Spring Song" March..... Von Alstyne 8
- TENOR SOLO BY BILLY MURRAY, WITH ORCH.
- 5339 Under Any Old Flag at All (from "The Talk of New York")..... Cohan 8
- MINSTREL RECORD.
- 5380 Victor Minstrels—No. 10, "Bye-Bye, My Sailor Boy" and "Good-Bye, Honey"..... 8
- IRISH SPECIALTY BY STEVE PORTER, WITH ACCORDION.
- 5406 Thim Were the Happy Days!..... Porter 8
- ENRICO CARUSO, TENOR.
- In Italian.
- 87017 Rigoletto—La donna è mobile (Woman is Fickle)..... Verdi 10
- 87018 Rigoletto—Questo o quella (Mid the Fair Throng)..... Verdi 10
- 12-inch, with orchestra, \$3.00 each.
- In Spanish.
- 88120 Lolita—Spanish Serenade..... Buzzi-Peccla 10
- In Italian.
- 88121 Trovatore—Ah, si ben mio (The Vows We Foudly Plighted)..... Verdi 10
- DUET BY HOMER ANN CARUSO.
- In Italian.
- 89018 Trovatore—Ai nostri monti (Home to Our Mountains)..... Verdi 12
- EMMA CALVE, SOPRANO, PIANO ACCOM.
- In French.
- 88123 (a) Ma Lisette (My Lisette) 18th Century..... 12
- (b) Le Printemps (The Spring)..... Gounod 12
- With Orch., in French.
- 88124 Carmen—Les Tringles des Sistes (Gypsy Song, "The Sound of Tambourine")..... Bizet 12
- GERALDINE FARRAR, SOPRANO, WITH ORCH.
- In French.
- 88125 Nymphs et Fauus—Waltz Aria (Nymphs and Fauns)..... Bemberg 12
- In Italian.
- 88126 Don Giovanni—Batti batti (Scold Me, Dear Masetto)..... Mozart 12
- ANTONIO SCOTTI, BARITONE, WITH ORCH.
- In Italian.
- 88122 Tosca—Cantabile Scarpia (Venal, My Enemies Call Me)..... Puccini 12

INDESTRUCTIBLE RECORDS FOR JUNE,

- 770 With Sword and Lance (Starke)..... Military Band
- 771 True Heart (E. Ball)..... Byron G. Harlan
- 772 Sailing in My Balloon (B. Scott)..... Ada Jones
- 773 Somebody Lied (Jeff Branen)..... Arthur Collins
- 774 Irish Hearts (E. J. Evans)..... Fred Van Eps
- 775 Summertime (H. Von Tilzer)..... Male Quartet
- 776 Honey Won't You Please Come Down (D. Reed)..... Collins and Harlan
- 777 When I Get Pickled (Roberts)..... Bob Roberts
- 778 Honeybee's Honeymoon (D. Reed)..... Ada Jones and Billy Murray
- 779 Big Chief Smoke (Kolb & Raynes)..... Billy Murray
- 780 Santiago Flynn (Original)..... Ada Jones and Len Spencer
- 781 Plantation Chimes (H. A. Hall)..... Military Band
- 782 Sweetheart Dyes (J. A. Dailey)..... Male Quartet
- 783 Bye-Bye, Dearie (H. Von Tilzer) Stanley and Burr
- 784 Medley of Irish Jigs (Original)..... John Kimmel
- 785 In Darkest Africa (Souza)..... Military Band

QUARTERLY LIST OF COLUMBIA RECORDS FOR JUNE, JULY AND AUGUST, 1908.

PRINCE'S MILITARY BAND.
3790 Summertime Medley (Arr. by C. A. Prince) introducing "Keep On Smiling," "I'm Afraid to Come Home in the Dark," "Summertime," "Much Obligated to You," "Good-Bye, Dear," and "Harrigan"..... 10-in. Disc

- 33238 Harrigan Medley (Arr. by C. A. Prince) introducing: "Keep on Smiling," "I'm Afraid to Come Home in the Dark," "Much Obligated to You," and "Harrigan"..... "XP" Cyl.
- 3782 The Minute Man March..... (H. A. Winburu)..... 10-in. Disc.
- 3780 The Santiago March (W. P. Phillips) 10-in. Disc.
- BANDA ESPANOLA,
Senor C. A. Prince, Director.
- 40343 Porfirio Diaz (Genaro Codina)..... "XP" Cyl.
- 49356 23 de Julio (Velino M. Preza)..... "XP" Cyl.
- 5763 Ituzaingo (Arr. by Vicente Fortunato) 12-in. Disc.
- CORNET DUET.
- With Prince's Military Band Accompaniment.
- 3783 Ida and Dot Polka (F. H. Losey). Played by Buono and Chiafferelli..... 10-in. Disc.
- PRINCE'S ORCHESTRA.
- 30127 Barn Dance, "Dancing in the Barn" (Arr. by Henri Ernst)..... 12-in. Disc.
- 85159 Columbia "BC" Cylinder Record.
- 33222 Waltzes from the Operetta "A Waltz Dream" (Oscar Straus)..... "XP" Cyl.
- 3763 Columbia 10-in. Disc Record.
- 30115 Columbia 12-in. Disc Record.
- VOCAL SOLOS.
- TENOR SOLO BY HENRY BURR, ORCH. ACCOM.
- 3804 As Long as the World Rolls On (Ernest Ball)..... 10-in. Disc.
- TENOR SOLO WITH ORCH. ACCOM.
- 3781 Don't Leave the Old Folks, Jennie (Rose and Bush)..... 10-in. Disc.
- TENOR SOLO BY HENRY BURR, ORCH. ACCOM.
- 3779 Hark! The Angels Sing (Mendelssohn) 10-in. Disc
- TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.
- 3767 I'm Afraid to Come Home in the Dark (Van Alstyne)..... "XP" Cyl.
- BARITONE SOLO BY ARTHUR COLLINS, ORCH. ACCOM.
- 33232 Columbia "XP" Cylinder Record.
- TENOR SOLO BY WILLIAM REDMOND, ORCH. ACCOM.
- 33228 Keep on Smiling (Kendis and Paley) "XP" Cyl.
- 3770 Columbia 10-in. Disc Record.
- TENOR SOLO BY HARVEY HINDERMEYER, ORCH. ACCOM.
- 33221 Maxims, from "The Merry Widow" (Franz Lehár)..... "XP" Cyl.
- 3761 Columbia 10-in. Disc Record.
- BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.
- 33240 Much Obligated to You (B. H. Burt)..... "XP" Cyl.
- 3774 Parson Jones' Three Reasons (Arthur Longbrake)..... 10-in. Disc.
- TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.
- 33233 So What's the Use? (Edw. Montague) "XP" Cyl
- TENOR SOLO BY HENRY BURR, ORCH. ACCOM.
- 33234 Some Day When Dreams Come True (Phil Staats)..... "XP" Cyl.
- 3784 Columbia 10-in. Disc Record.
- SOPRANO SOLO BY LUCY ISABELLE MARSH, ORCH. ACCOM.
- 3791 The Glow Worm (Paul Lincke)..... 10-in. Disc
- SOLO BY JACK MILLS, PIANO ACCOM.
- 201,499 The Kilty (Scotch Song) (J. MacLarky)..... "XP" Cyl.
- TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.
- 33226 Under Any Old Flag at All (George M. Cohan)..... "XP" Cyl.
- 3768 Columbia 10-in. Disc Record.
- COMIC TALKING RECORD—GERMAN.
BY HEINRICH EISENBACH.
- 45010 Der Foerster..... "XP" Cyl.
- VOCAL SOLO IN GERMAN.
- BARITONE SOLO BY MAX JAUNER, CLARINET ACCOM.
- 45012 G'Stanzen..... "XP" Cyl.
- BARITONE AND TENOR DUETS.
- DUET BY STANLEY AND BURR, ORCH. ACCOM.
- 3803 Bye-Bye, Dearie (H. Von Tilzer)..... 10-in. Disc
- 33241 Columbia "XP" Cylinder Record.
- DUET BY COLLINS AND HARLAN, ORCH. ACCOM.
- 85160 Honey, Won't You Please Come Down? (Dave Reed)..... "BC" Cyl.
- DUET BY STANLEY AND BURR, ORCH. ACCOM.
- 33224 Love's Roundelay (Oscar Straus)..... "XP" Cyl.
- 3765 Columbia 10-in. Disc Record.
- DUET BY COLLINS AND HARLAN, ORCH. ACCOM.
- 33236 Nothing Hardly Ever Troubles Me (Al. Von Tilzer)..... "XP" Cyl.
- SUNG IN ENGLISH BY STANLEY AND BURR, ORCH. ACCOM.
- 33235 Wanderer's Night Song (Wanderer's Nachtlied) (Anton Rubinstein)..... "XP" Cyl.
- 3802 Columbia 10-in. Disc Record.
- SENG BY STANLEY AND BURR, ORCH. ACCOM.
- 3785 She's the Fairest Little Flower Dear Old Dixie Ever Grew (Theo. Morse)..... 10-in. Disc.
- VOCAL DUET IN BOHEMIAN.
- TENOR AND BASS DUET, BY MARAK AND POLLERT, PIANO ACCOM.
- 45067 Marjanko, Marjanko ma..... "XP" Cyl.

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SUNG BY MR. STANLEY AND MISS STEVENSON,
ORCH. ACCOM.
- 33223 Piccolo (Oscar Straus)....."XP" Cyl.
3764 Columbia 10-in. Disc Record.
- SOPRANO AND TENOR DUET.
DUET BY MISS ELSIE WOOD AND MR. HENRY BURR, ORCH.
ACCOM.
- 33225 "Kiss Duet," from "A Waltz Dream" (Oscar
Straus)....."XI" Cyl.
- DUET BY MISS MARSH AND MR. VON NORDEN, ORCH. ACCOM.
3766 Columbia 10-in. Disc Record.
- VOCAL QUARTETS—MALE VOICES.
SUNG BY THE COLUMBIA QUARTET, ORCH. ACCOM.
- 33227 Pride of the Prairie (Geo. Botsford)....."XI" Cyl.
3769 Columbia 10-in. Disc Record.
- 33229 Summertime (Harry Von Tilzer)....."XI" Cyl.
3771 Columbia 10-in. Disc Record.
- 33230 Sweetheart Days (J. Anton Dailey)....."XI" Cyl.
3772 Columbia 10-in. Disc Record.
- 33220 Women (Franz Lehar)....."XI" Cyl.
3762 Columbia 10-in. Disc Record.
- SUNG BY MENDELSSOHN MIXED QUARTET, UNACCOM.
- 3777 Best Be The Tie (H. G. Nageli).....10-in. Disc
- SUNG BY LEN SPENCER AND GILBERT GIRARD.
- 3778 Old Dog Sport (Baer).....10-in. Disc.
- IRISH COMIC TALKING RECORDS BY STEVE. PORTER,
ORCH. ACCOM.
- 3773 The Laughing Spectator (S. Porter) 10-in. Disc
RECITATION BY LEO STROMONT.
- 201417 Marc Antony's Oration Over the Body of Caesar
(Shakespeare)....."XI" Cyl.
- SOPRANO SOLOS, MME. LILLIAN BLAUVELT, PIANO ACCOM.
- 30125 Home, Sweet Home (John H. Payne)12-in. Disc.
- 30126 The Last Rose of Summer (Stephen C. Fos-
ter).....12-in. Disc.
- SOPRANO SOLO, MME. LILLIAN BLAUVELT, ORCH. ACCOM.
(In French)
- 30124 Valse from "Romeo et Juliette" (Gounod)
12-in. Disc.
- TENOR SOLO (IN ITALIAN) BY EDUARDO CASTELLANO,
PIANO ACCOM.
- 30120 Aprite la Finestra (M. Cimmino) ...12-in. Disc.
- TENOR SOLO (IN ITALIAN) BY EDUARDO CASTELLANO,
ORCH. ACCOM.
- 30118 "Ridi Pagliaccio Romanza" from "Pagliacci"
(Leoncavallo).....12-in. Disc.
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PIANO ACCOM.
- 30121 Serenade "Don Juan" (Mozart).....12-in. Disc.
- SOPRANO SOLO (IN FRENCH) BY MME. JOSE GRAYVILL,
PIANO ACCOM. AND FLUTE OBLIGATO.
- 30119 "Charmant Oiseau from "La Perle du Bresil"
(F. David).....12-in. Disc.
- SOPRANO SOLO (IN ITALIAN) BY MME. EMMA TRENTINI,
ORCH. ACCOM.
- 30122 Air "Vedrai Carino" from "Don Giovanni" (Mo-
zart).....12-in. Disc.

MAKE OPPORTUNITIES.

It is the excuse of a weak man to say that he does not succeed because he lacks opportunities. Every life is full of opportunity, but the successful man goes out to meet the opportunity, besieges it, and never lets it escape. Thousands of men go to business every day who are mere automatons. They do exactly what is prescribed for them, without making any effort to bring

into action the dormant powers of their minds. If a man has a certain end in view and perseveres diligently there can be but little doubt that he can find the opportunity which will enable him to succeed. He cannot fail to attract toward him the interested sympathy of others, but also their material resources. Such a man is a magnet. He cannot fail to attract the resources necessary for success.

HOWLING OF WOLVES

Has Been Phonographically Recorded for Stage Purposes.

Phonographic records of the howling of wolves were taken in the Zoological Gardens in Bronx Park recently for use in the last act of "The Wolf," Eugene Walter's play of the Canadian wilderness, now in the Lyric Theater. Hornaday, the director of the Bronx Zoo, was in charge of the experiment.

A pack of wolves sounds its shrill music shortly before the climax of the play, in which the hero and the villain fight in the dark, the victor being revealed to the audience by a lighted match outlining his features. In future the howls of real wolves will be heard instead of the howls of a pack of stage hands and the yelps produced by mechanical contrivances.

The idea of catching the real howls on the phonograph originated with Walter. Hornaday became interested in the plan. There are seven full-grown wolves in the Zoo, three of the common gray type and four of the timber variety. They howl daily before feeding, and set up their cries regularly when factory whistles blow at 12 o'clock. It was planned to have the appetite of the wolves on sharper edge than usual, and recording instruments were placed at all sides of their cages, with the result that the experiment was a decided success in every way.

The Knoxville Typewriter & Phonograph Co., Knoxville, Tenn., suffered \$7,000 loss by fire last week.

"TALKERS" UNDER THE HAMMER.

(Special to The Talking Machine World.)
Macon, Ga., May 4, 1908.

Sweet strains of music floated in all directions from the corner of Cherry and Second streets recently, and brought dozens of persons scampering to that neighborhood. Nurses, tugging at the arms of impatient tots, business men nervously chewing at the ends of their cigars, and college boys with turned up trousers, revealing a wealth of colored hosiery—all made a dart for the place when the music started up. Some thought that the Shriners had decided to advance their parade a few days, but when the music changed into the strains of "The Merry Widow" waltz the views likewise changed. All wondered and moved on.

What caused the turmoil and hurly-burly was a trio of phonographs that had been placed upon Second street in front of the justice of the peace court of J. Tom Rodgers. Bailiff McCowan had secured the instruments and in order to show off their delicate tones he decided to give a practical demonstration upon the sidewalk just below the court. All three machines were opened wide and the latest airs were played for several minutes. The machines proved their own advertisers and turned the trick to a nicety. They were hastily bidden up and sold so rapidly and well that the court officers are now wondering how to effect similar sales in the future.

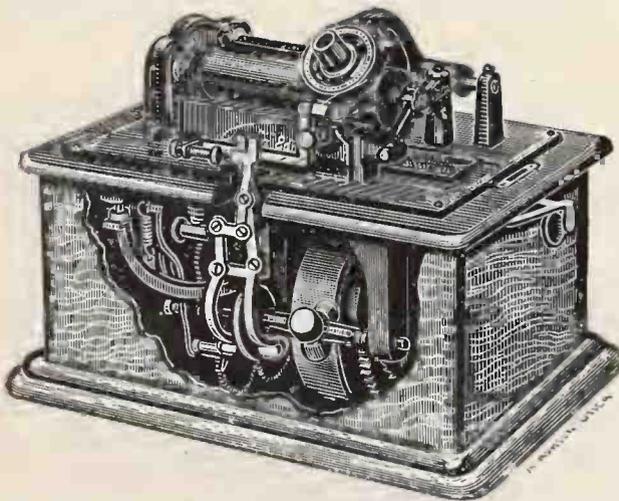
ADDITIONS TO ZED FORCES.

The Zed Co., distributors and exporters of Zonophones and records, at 77 Chambers street, New York, which is under the able management of Siegfried Aal, have secured the services of John McArthur, who until recently had charge of Snellenberg's talking machine department in Philadelphia, Pa. He will cover Pennsylvania and other adjacent territory. Joseph G. Kaempfer is to cover Connecticut and E. A. Merritt will cover the metropolitan district and make trips through New York State and New Jersey.

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For the Edison Standard Phonograph

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The Utica Automatic Stopper for the Edison Standard Phonograph is the original stopper. It is a ready seller with Phonograph owners and never fails to give the best of satisfaction. The wholesale price is 45 cents; it retails at 75 cents. We will send a sample anywhere in the United States or Canada on receipt of 45c.

UTICA CRANE CO.

Utica, N. Y.

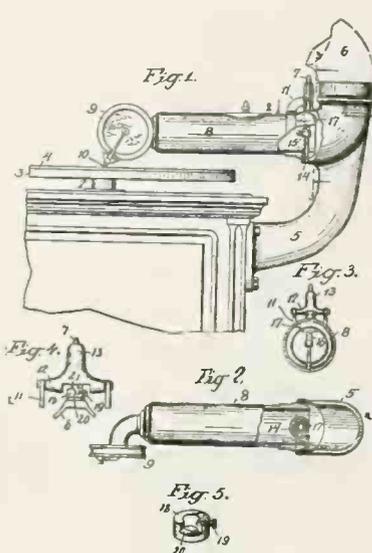
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., May 7, 1908.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 885,489.

This invention relates to talking machines of the type employing a pivotally mounted sound-tube having a sound-box connected to one end thereof with its stylus tracking in the record groove. More particularly, the invention relates to such machines of the type employing devices for exerting a yielding pressure upon the sound-tube tending to turn it about its pivot to feed the sound-box across the record, the sound-tube and -box being restrained against too rapid movement by the coaction of the stylus with the wall of the record groove.

The object of the invention is to effect certain improvements in the construction of the devices



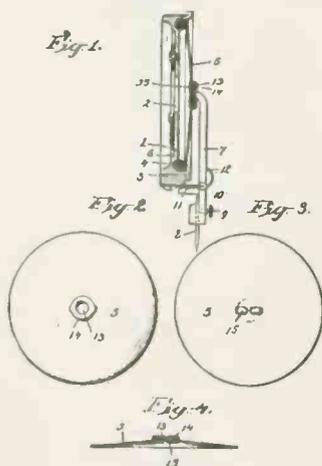
for exerting this yielding pressure. In accordance with the invention, these devices are mounted within the sound conveying tube so that they are concealed from view, and therefore do not detract from the appearance of the machine. Furthermore, these devices are so arranged that in mounting the sound conveying

tube upon its support, the yielding-pressure devices are brought to potential relation, so that they are in readiness for operation, without any manipulation on the part of the operator.

Figure 1 is a sectional elevation of a portion of a talking machine; Figs. 2 and 3 are detail views in section on lines 2-2 and 3-3, respectively, of Fig. 1, and Figs. 4 and 5 are detail views in elevation and perspective, respectively, of this device.

SOUND-BOX FOR TALKING MACHINES. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 885,490.

This invention is directed to the provision of a sound-box of an improved construction in the use of which a sound reproduction of superior tone quality is obtained and one which is, to a large extent, free from foreign sounds. This is accomplished by the employment of an improved form of diaphragm in the sound-box, this being



a metallic disc having secured thereto a small body of non-metallic material which lies between the diaphragm and the lever by which the diaphragm is vibrated. The material from which this body is formed may be varied as desired and with different materials, reproductions differing in tone quality are obtained.

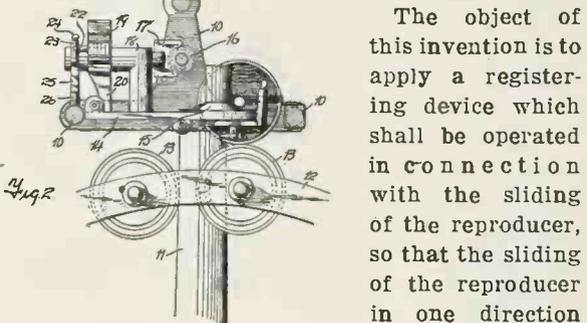
Thus a small disc of heavy paper or of blotting paper heavily calendered may be employed, this disc being fixed to the center of the diaphragm. Preferably, the sound-box is so constructed that the diaphragm may be readily withdrawn therefrom and a number of diaphragms having non-metallic bodies of different materials fixed thereto are provided. The user of the sound-producing apparatus may then select and use the diaphragm which, under the particular conditions prevailing, will give the

most faithful reproduction. Moreover, the improved sound-box is so constructed that it may be manufactured at low cost and the danger of breakage or displacement of the parts is reduced to a minimum.

Figure 1 is a sectional elevation of a sound-box, Figs. 2 and 3 are views of opposite sides of the diaphragm, and Fig. 4 is a sectional view of the diaphragm, the section line being transverse to that of Fig. 1.

REGISTERING MECHANISM FOR MULTIPLE PHONOGRAPHS. Julius Roeber, New York, assignor to National Patent Co., same place. Patent No. 883,970.

This invention relates to improvements in registering devices and attachments for use in connection with multiple phonographs, and especially with machines of this class which are operated by mechanism controlled by coins. In machines of this class it is desirable, and in fact, necessary, that an accurate register be made of all coins dropped into the machine to start the mechanism and play a record. In machines of this kind, a series of records are used, and a reproducer, generally on some kind of carriage, is made to traverse the length of a record and then move back into position to traverse another record.

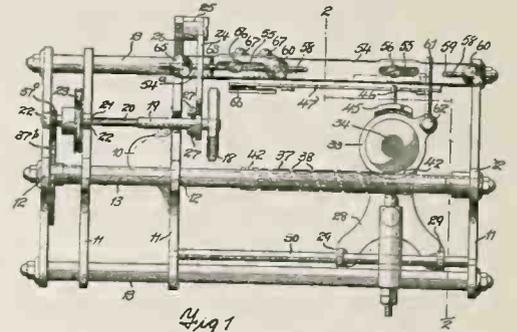


The object of this invention is to apply a registering device which shall be operated in connection with the sliding of the reproducer, so that the sliding of the reproducer in one direction will operate the register. In this way there can be no cheating the register, and the result is more certain than it would be if the register were applied to some other parts of the machine, and moreover, the arrangement, as will be noticed by the description to follow, makes it a very simple matter to connect up and apply the register.

Figure 1 is a side elevation of a part of a machine showing improvements, and Fig. 2 is a cross-sectional elevation of the structure shown in Fig. 1.

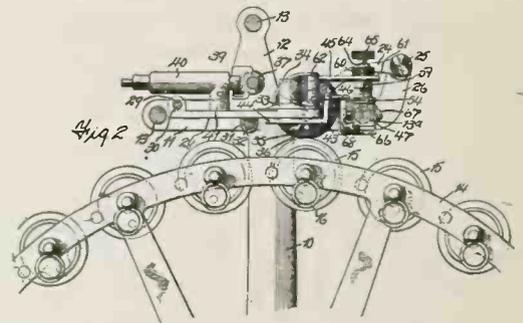
MULTIPLE PHONOGRAPH MACHINE. Julius Roeber, New York, assignor to National Patent Co., same place. Patent No. 883,971.

This invention relates to improvements in multiple phonographs, and especially to machines of this class which have different trade names, but in which a wheel, carrying peripherally a quantity of cylindrical records, is actuated so as to bring the several records beneath the stylus of the reproducer, and in which mechanism is



used for carrying the reproducer along in a direction parallel with the record which is being played upon.

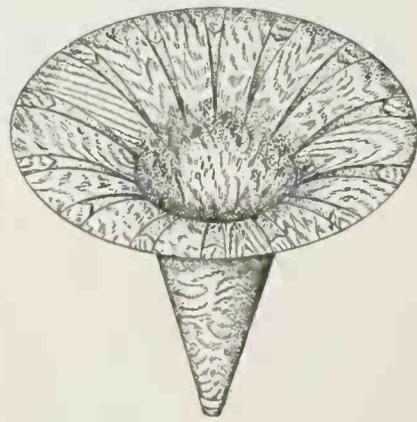
This invention relates more especially to machines of this class in which the reproducer has a constant relation to the record, but the stylus is lifted out of engagement with the record or dropped to engagement, as required. Heretofore in machines of this character there has been considerable complexity in the mechanism for actuating the machine for moving the repro-



ducer along in a direction parallel with the record, and especially in the means for lifting the stylus out of engagement with the record and dropping it back to place. In some cases spring frames of various kinds have been used to hold the driving mechanism in proper relation with the record to be driven, and a complicated system of levers has been used to lift and drop the stylus.

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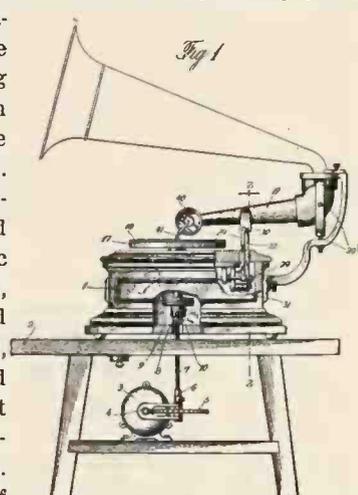
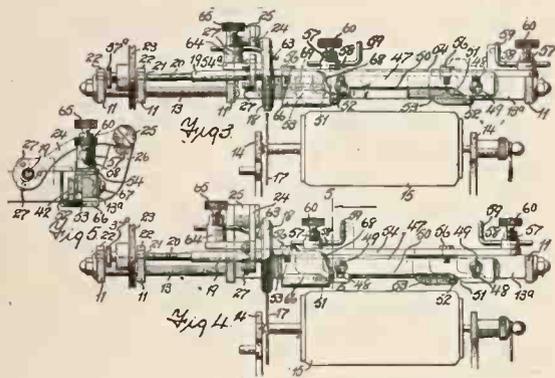
SOLE DISTRIBUTOR

SYRACUSE, N. Y.
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This particular invention is especially intended to overcome some of the difficulties above named, and produce a simple mechanical mechanism for driving the record, for permitting the driving mechanism to be placed in and out of engagement with the record to be driven, and for actuating the stylus, that is to raise and lower it as desired. It also provides for automatically disengaging the driving mechanism of a record at the same time the stylus is lifted; also provides a simple means for dropping the stylus at the exact point required in any record, so that when it is dropped the playing begins immediately and after the record is started sufficiently to make the pitch and time correct.

Figure 1 is a plan view of the structure embodying the invention. Fig. 2 is a cross section

or cut across, which causes the reproducing needle to jump back and continue repeating the sounds recorded in one length of said spiral, and soon ruin the record by aggravating the defect which first causes this action. At the same time, an unyielding positive feeding mechanism is not practical for machines of this type, as the records shrink and expand under differences of temperature, so that the same record on different days would not correspond to any fixed rate of feed for the reproducer, and also because such disc records are often mounted slightly eccentric to the rotating table so that an unyielding positive feed mechanism would cause the reproducing needle to jump from one section of the groove to another. This feeding apparatus is adapted for use on disc record machines, which overcome all these difficulties, and is simple and easy of attachment to standard mechanism now in use. The best form of



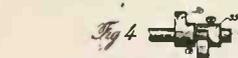
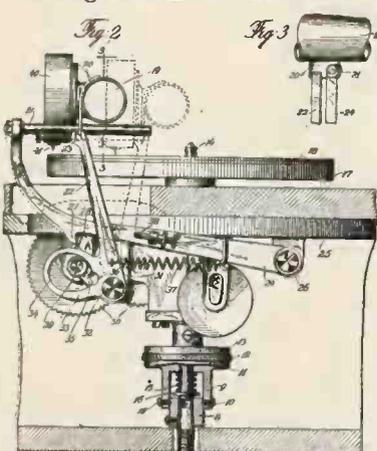
on the line 2-2 of Fig. 1, and showing also a segment of the record wheel with a series of records thereon. Fig. 3 is a longitudinal section partly in elevation of the improved structure, showing a part of the record wheel, and in proper relation thereto, and with the driving mechanism out of engagement with the record to be driven. Fig. 4 is a similar view to Fig. 3, but with the driving parts in engagement, and Fig. 5 is a cross section on the line 5-5 of Fig. 4.

FEEDING APPARATUS, FOR TALKING MACHINES. Louis P. Valiquet, Newark, N. J., assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 884,963.

This invention relates to an improved positive feeding mechanism for use on machines employing disc records and reproducers mounted upon swinging or universal joints for use in connection with said disc records.

Heretofore it has been customary to permit such disc records to themselves feed the reproducer across the record by the action of the spiral groove in which the sound record is formed, and so dispense with positive feeding mechanism for reasons of simplicity and economy. The inventor claims, however, that such use of the sound record as a means for feeding the reproducer is objectionable in some instances, particularly in cases where through wear or accident the intervening walls between two adjacent sections of the spiral become broken down

apparatus embodying the invention is illustrated in the accompanying drawings, in which: Figure 1 is a side elevation of a talking machine with the invention applied thereto, parts of the casing being broken away to show the internal mechanism. Fig. 2 is an enlarged detail sectional view taken on line 2-2 of Fig. 1. Fig. 3 is a detail showing the manner in which the supporting rod and traversing arm support and grasp the reproducer arm, and Fig. 4 is a detail



side view of the cams operating the mechanism. **HORN.** Albert S. Marten, East Orange, N. J., assignor to the Tea Tray Co., Newark, N. J. Patent No. 885,268.

The objects of this invention are to secure in a sound amplifying horn, a ferrule which shall be strong and stiff and at the same time of finished appearance; to secure a smooth circumferential surface on both the inside and the outside of the

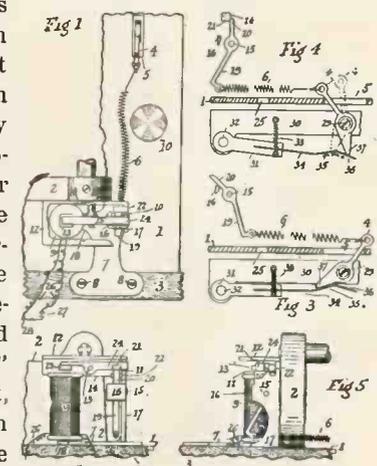
ferrule without any longitudinal seams; to avoid soldering and secure joints which are only pressed or reamed together, and to obtain other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like numerals of reference indicate corresponding parts in each of the several figures, figure 1 is a side elevation of a horn of improved construction; Fig. 2 is a similar view of the small end of the body portion of the horn showing its integral ferrule part with the inside and outside sleeves removed; and Fig. 3 is a plan of the same; Fig. 4 is a central longitudinal section of the small end of the horn taken as on line x, Fig. 5, and Fig. 5 is a transverse section through the ferrule of the horn as on line y, Fig. 4.

TALKING MACHINE ATTACHMENT. Bernard Francis Keating, Hawthorn, Victoria, Australia. Patent No. 885,484.

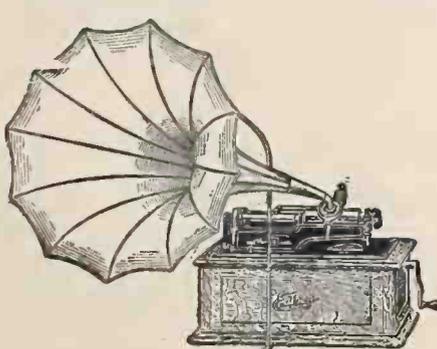
The ordinary sound reproducing or talking machine has a motor which is started or stopped by moving a hand lever—which puts a governor brake "on" to bring the motor to rest—and takes it "off" when the motor is to be set running.

The invention is applicable to such a lever without interfering with its positioning by hand as heretofore. In order that at a future time, or in a certain event, the machine shall reproduce sound from a "record" mounted on it, this invention provides for the hand lever being



located at will intermediately between the ordinary "on" and "off" extreme positions.

Figure 1 is a plan view showing part of a phonograph or graphophone with attachment. Fig. 2 is a side elevation of Fig. 1. Fig. 3 is a front view partly in vertical section illustrating the position of some of the parts when the motor is running. Fig. 4 shows the parts in Fig. 3 when the hand lever is in its intermediate posi-



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tion—that is, when the motor is not running. Fig. 5 shows, in front elevation, the parts in Fig. 2.

PHONOGRAPH. Hermann Schroder, New York, N. Y. Patent No. 884,216.

This invention contemplates certain new and useful improvements in phonographs of that type that employ a record cylinder, and the invention has for its primary object an improved construction of actuating means whereby the needles or stylus is held relatively stationary, while the record cylinder is revolved underneath the same and fed longitudinally.

Figure 1 is a perspective view of the improved phonograph; Fig. 2 is a top plan view thereof; Fig. 3 is a transverse sectional view with parts in side elevation; Fig. 4 is a detail sectional view on the line 4-4 of Fig. 3; and Fig. 5 is a detail perspective view illustrating a portion of the feed screw and the carriage mounted thereon.

ATTACHMENT FOR TALKING MACHINES. Emil Prazak, Elizabeth, N. J. Patent No. 885,178.

This invention relates to talking machines, and more particularly to means by which the two common types of these machines, namely: the machine employing a cylindrical record and that using the disc record, may be combined with little cost, simplicity of arrangement and almost instantly, and a common motor used to rotate either record.

The device comprises a frame with a rotating platform mounted on roller bearings and having

In the accompanying drawing, Figure 1 is a broken view showing a reproducer head equipped with the improved needle applied to the ordinary disc record of a phonograph; and Figs. 2, 3 and 4 are perspective views representing three of the various forms in which the improved needle may be provided.

The numeral 5 represents a reproducer head of ordinary construction, involving a holder 6 for adjustably supporting a stylus 7 in operative position relative to a rotary disc record 8. The stylus or needle consists of a stem portion 9 and an attenuated portion 10, formed, preferably in its entirety, of ivory, in suitable shape, including the shapes represented; though it is within the invention to form only the attenuated portion of ivory. Furthermore, it is found to be advantageous, as enhancing the attributes hereinbefore specified, to artificially harden the ivory of the stylus, particularly as to its attenuated portion, and this is done by immersing it, for a brief period—say of an hour, more or less—in a saturated solution of chromic acid, though chromate of potash will serve the purpose, and thereupon drying the ivory.

PHONOGRAPH STOP. Sylvester W. Gibbs, Canton, O., assignor of one-half to the Gibbs Mfg. Co., same place. Patent No. 883,190.

The invention relates to an automatic mechanism for stopping the motor of a phonograph when the button arm of the reproducer has traveled to the end of the indentations on the record cylinder; and the objects of the improvement are to provide a simple and inexpensive device for the purpose mentioned, which can be readily applied to an ordinary phonograph without special preparation or provision being made

therefor, which can be readily adjusted to conform to the varying lengths of the record indentations on various cylinders, which is sensitive but certain in its operation, and which is automatically set when the starting lever has been moved into operative position. These objects are attained by the construction, mechanism and arrangement illustrated in connection with two of the ordinary sizes or styles of phonographs in common use, in the accompanying drawings, in which—

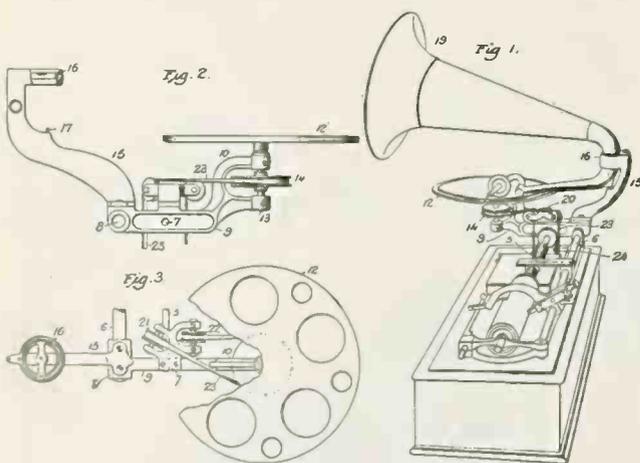
Figure 1 is a perspective view of a larger size type of phonograph in common use, showing the stop mechanism adapted and applied thereto. Fig. 2, a detached perspective view of the long controlling lever which is adapted for use on the larger phonograph; Fig. 3, a detached perspective view of the actuating spring; Fig. 4, a detached perspective view of the long controlling lever trip-bracket with the trip-lever thereon, showing the spring and handle separated from the body of the bracket; Fig. 5, a fragmentary sectional view showing the trip-bracket on the controlling lever; Fig. 6, a perspective view of a smaller size type of phonograph in common use, showing the stop mechanism adapted and applied thereto; Fig. 7, a detached perspective view of the short controlling lever which is adapted for use on the smaller phonograph; Fig. 8, a detached perspective view of the alternate actuating spring; and Fig. 9, a detached perspective view of the short-lever trip-bracket, showing the trip-lever thereon.

GRAPHOPHONE NEEDLE. William Fitzpatrick, Lowell, Mass. Patent No. 885,989.

This invention relates to graphophone needles, and has for object the production of a needle of superior qualities so far as durability and

tone production are concerned. A further object is to produce a needle of such construction that the resulting tone may be modified according to the way the needle is fixed in the reproducer.

Figure 1 is a perspective of a needle embody-



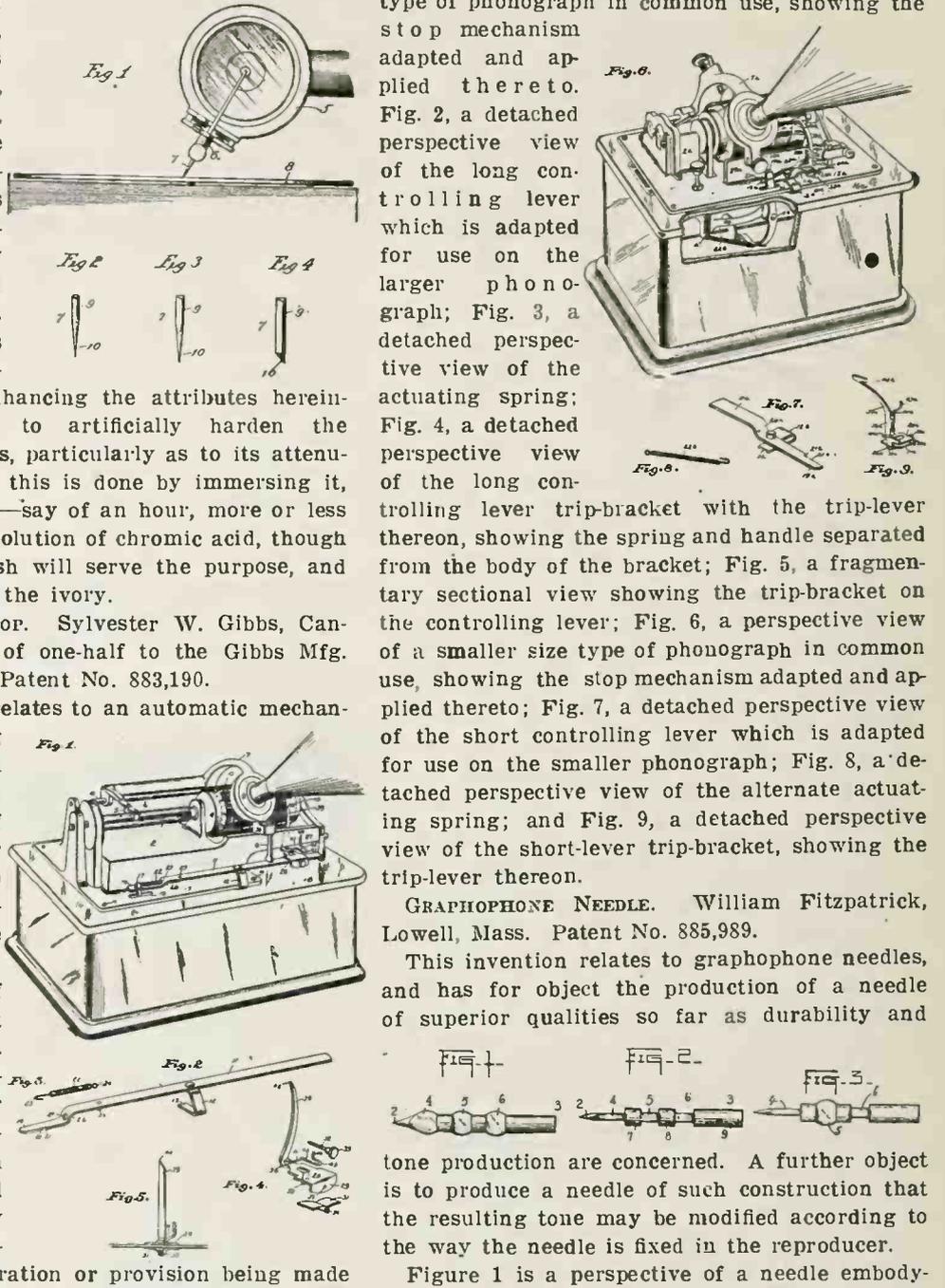
pulleys carrying a belt or gearing driven by the motor of a cylinder record machine, as shown in the drawings.

Figure 1 is a perspective view of a phonograph. Fig. 2 is a side elevation of the device detached. Fig. 3 is a plan view of same.

PHONOGRAPH REPRODUCER. Hiram Baldwin, Chicago, Ill. Patent No. 884,062.

The object of this invention is to provide a novel needle or stylus as the sound-reproducer of a phonograph or analogous instrument, which shall possess, as attributes, tone-improving qualities in the way of softness and freedom from noise from its contact with the record, and good sound conductivity.

It has been discovered that ivory is a substance affording in a high degree these attributes in the needle or stylus of a phonograph; and this invention, based on this discovery, consists in a reproducer needle composed, as to its entirety, or at least as to its attenuated portion, of ivory.



MIRAPHONE

Combination Music Box and Talking Machine



In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Prices

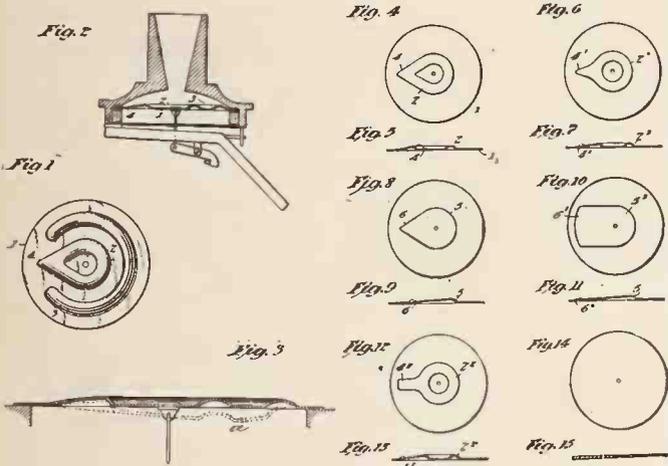
Jacot Music Box Co.
No. 39 Union Square, New York

ing the invention; Fig. 2 is a perspective at right angles of the subject matter of Fig. 1; and Fig. 3 shows in perspective a modified form of the invention.

DIAPHRAGM. Walter H. Miller, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 883,327.

This invention relates to diaphragms and more particularly to phonographic diaphragms such as those used in recorders and reproducers. The object of the invention is the production of a diaphragm which will produce improved results, especially in the reproduction of sound, such as greater loudness and purer quality.

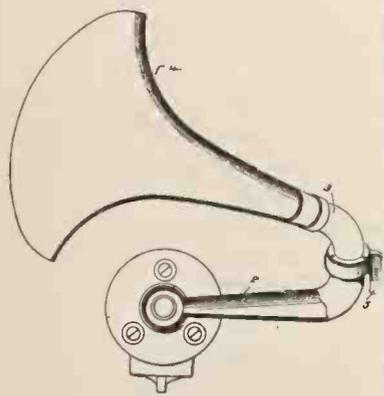
Figure 1 is a plan view of the preferred form



of diaphragm; Fig. 2 is a vertical section of a phonograph reproducer containing the diaphragm of Fig. 1; Fig. 3 is an enlarged sectional view illustrating the flexure of the diaphragm under the influence of the reproducer stylus, the amount of flexure being greatly exaggerated; Figs. 4 and 5 are respectively a plan and section of a modification of the invention; Figs. 6 and 7, 8 and 9, 10 and 11, 12 and 13, and 14 and 15 are similar views of other modifications.

PHONOGRAPH. Joseph Oakland Hirschfelder, San Francisco, Cal. Patent No. 886,056.

This invention relates to improvements in the sounding box, sound-conducting tubes and horns employed to conduct sound from phonographs, and like sound-reproducing instruments, and it has for its object the provision of means whereby the vibrations of such parts are prevented or reduced to a minimum. In the carrying out of this invention the inventor has avoided all vibrating edges in the instrument by covering or protecting the same so as to make the whole sound-conducting part a simple tube which gives



no secondary or accessory vibrations, thereby preventing the metallic or harsh effect produced by the sound waves from such instruments and preserving the natural tone of the vocalization when such instruments are producing re-

productions of the human voice, and the true resonant character of the notes when the same is used in the reproduction of vocal and instrumental music.

Figure 1 is the sound box and Fig 2 the sound-conducting tube extending therefrom. Fig. 3 is an elbow tube connecting the outer end of the tube 2 with the inner end of the horn 4. Fig. 5 designates a bracket supporting the horn sections.

UTILIZING THE "BC" GRAPHOPHONE.

Dealers Exploiting It For Open Air Concerts—Being Effectively Used by the Camera-
phone Co., Combined With Moving Pictures.

Dealers in Columbia graphophones are planning an active campaign with the opening of the summer season, and the outdoor amusements extending through that period. They have been quick to recognize the advantages accruing from the open air concerts on the "BC" graphophone

given in the various districts they cover. This machine is so intensely powerful in action that the range of its efforts extends away beyond the limits of the largest hall. It has been used to great advantage in open air entertainments, such as park concerts, steamboat excursions, and the like. Last season specially arranged "BC" band concerts were given in the public parks in Norfolk, Wilmington, Louisville and other cities throughout the country, commanding most favorable comments from both press and public. In fact, in one of the main attractions at Coney Island the "BC" supplanted the orchestra, and it was the entertaining feature on numerous railway and steamboat excursions. The campaign for this season promises to be even more active than last year, and it is destined to give the strongest impetus to every branch of the graphophone trade.

The "BC" has been put to a unique and truly wonderful use by the Cameraphone Co., 1161 Broadway, New York. This progressive concern has so perfectly combined it with moving pictures that every movement of the performers on the screen fits in absolutely with the voice of the cameraphone. To illustrate: A minstrel sketch is the subject of one combined performance. The interlocutor is seen to come forward and announce the song. He speaks and the words come from the graphophone in perfect accordance with the movement of his lips. He retires and the endman steps out. He sings his song with every appropriate gesture, the words and the music all the while coming from the graphophone. The bones and the tambourines are heard and seen at the end of the song in exactly the same way. The success of this unique and thoroughly practical device bids fair to be phenomenal.

One of the most successful of the combined songs and moving pictures is the famous "Kiss, Kiss, Kiss," from Lew Fields' latest production. This is one of the numbers that have made "The Girl Behind the Counter" known far and wide. People who have seen it on the stage and afterward on the cameraphone have been astonished at the reality of the illusion.

NEW EDISON POWER PLANT

Rapidly Approaching Completion—Covers 18 Acres of Ground—Regarding the Equipment.

The work of erecting new concrete buildings for the entire Edison works at Orange, N. J., has been going on steadily for some time past. It is now about finished, and the long line of white walls spread out over more than eighteen acres of ground presents an appearance not unlike that of some great fortress.

One of the last buildings to be completed was the boiler house. This is 35x69 ft. and is a model in design and equipment. Three Climax tubular boilers have recently been put in—two of 750 h.p. and one of 500 h.p. This makes seven boilers altogether, with a total capacity of 3,400 h.p.

In the engine house, which adjoins the boiler house, a new 1,500-h.p. Allis-Chalmers vertical cross compound Corliss engine has just been installed. A special feature of this remarkable piece of machinery is a three wire generator, which produces 4,000 amperes of 250 volts in one side and 125 in the other. The entire engine, which weighs in the neighborhood of 100 tons, rests upon a foundation of solid concrete.

Added to the previous equipment of one Allis, one French and one Arrington & Sims engine, this brings the capacity of the power plant up to 2,860 h.p., and places it in the front rank of the world's great manufactories. Power is here generated for the entire Edison interests, which take up fourteen acres of floor space and include the Edison Phonograph Works, the National Phonograph Record Works, Edison laboratory, Edison Kinetoscope and Film Works, Edison Storage Battery Plant, Bates Numbering Machine Works and the office buildings and electric light, elevator and pumping systems.

MULTIPHONE OPERATING CO. AFFAIRS.

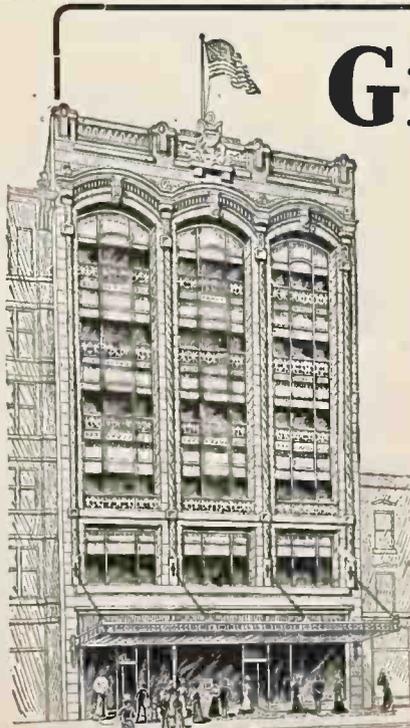
It is said that stockholders of the Multiphone Operating Co., of New York, are receiving circulars from the board of directors announcing that the monthly dividend of 1 per cent., which was payable April 1, has been passed, and that no further dividends will be paid until July 1, when the form of payment will be changed from monthly to quarterly.

The circular does not state what the rate of dividend will be after July 1, although it has been 1 per cent. monthly in the past. The company operates mechanical musical instruments.

Some time ago the stock sold as high as \$10 a share, and it was said at that time by the board of directors, in a statement, that the company did not owe a cent and a substantial increase was predicted in dividends. Now it is suspended.

TO MAKE COIN-OPERATED MACHINES.

The recently incorporated Cadillac Automatic Music Co., Detroit, Mich., will devote their efforts to coin operated instruments, taking over the Detroit branch of the Automatic Machine Co., of Indianapolis. The new concern has a capital stock of \$30,000.



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.

The New \$200,000

Grinnell Building

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

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

C. Koehring & Bro.

INDIANAPOLIS, IND.

VICTOR DISTRIBUTORS

Our stock is complete. Orders filled the same day as received.

ZON-O-PHONE JOBBERS

Fresh stock, filled complete, same day. Special values in needles, cabinets, wall racks, horns, cranes, and carrying cases.

KNIGHT MERCANTILE CO.

211 N. Twelfth St., ST. LOUIS.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone

DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Chas. H. Ditson & Co.

Have the most completely appointed and best equipped

VICTOR TALKING MACHINE Department

IN NEW YORK CITY

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

Nos. 8-10-12 East 34th St., NEW YORK CITY

HARGER & BLISH

Western Distributors for both the

VICTOR EDISON

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

BABSON BROS.

19th St. and Marshall Boulevard

CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

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

We are Jobbers in both

VICTOR and EDISON GOODS

Standard Talking Machine Co.

435-7 WOOD ST., PITTSBURG, PA.

Why not try a jobber who can fill your orders complete and ship them the day order is received.

PITTSBURG PHONOGRAPH CO.

VICTOR JOBBERS and EDISON JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

COLUMBIA JOBBERS

N. W. IOWA, NEBRASKA and SOUTH DAKOTA

Write to-day for terms necessary to become dealers

W. A. DEAN COMPANY 315 FOURTH STREET SIOUX CITY

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

EDISON JOBBERS VICTOR DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE MCGREAL, Milwaukee, Wis.

F. M. ATWOOD

160 N. MAIN STREET

MEMPHIS, TENN.

EDISON JOBBER

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

E. F. DROOP & SONS CO.

925 Pa. Avenue WASHINGTON, D. C. 231 No. Howard St. BALTIMORE, MD.

Wholesale and Retail Distributors

Edison Phonographs Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

ECLIPSE PHONOGRAPH CO.

HOBOKEN, N. J.

Edison and Zon-o-phone Jobbers

Can Guarantee Quickest Delivery From Largest Stock in New Jersey.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines and RECORDS Wholesale and Retail Largest Stock in the South

WEYMANN & SON

WHOLESALE DISTRIBUTORS

EDISON Talking Machines RECORDS & Supplies VICTOR

Place your name on our mailing list. We can interest you.

1010 Chestnut St., Philadelphia, Pa.

KOHLER & CHASE

Oakland, Cal.

Seattle, Wash.

Jobbers of

STAR, ZONOPHONES AND EDISON PHONOGRAPHS

WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

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

Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber
 THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
 Talking Machines and Records. The Biggest Assortment of Hebrew Records.
 1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
 Albany, Troy, Schenectady.
 Jobbers of Edison, Victor and Columbia
Machines and Records
 300,000 Records
 Complete Stock Quick Service

D. K. MYERS
 3839 Finney Avenue ST. LOUIS, MO.
 Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
 We Fill Orders Complete Give us a Trial

EXCLUSIVELY JOBBER
 of
FRESH STOCK ZONO-O-PHONES PROMPT DELIVERY
BYRON MAUZY
 SAN FRANCISCO CALIFORNIA

J. K. SAVAGE
 The New Indestructible Cylinder Records
 Star Disc Machines and Records
 At Wholesale. Complete Stocks.
 921 Franklin Avenue, ST. LOUIS, MO.

C. B. HAYNES W. V. YOUmans
C. B. HAYNES & CO.
 WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
 ALL SUPPLIES
 603 East Main St., Richmond, Va.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



CHICAGO



TRADE-MARK

BROADWAY and 17th ST., NEW YORK

Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago

WHOLESALE AND RETAIL
 REGINA MUSIC BOXES REGINAPIANOS
 REGINAPHONES SUBLIMA PIANOS
 DISTRIBUTORS IN NEW YORK FOR
 Victor Talking Machines and Edison Phonographs
 Complete Stock. Prompt Deliveries.

E. T. WILTON & COMPANY
 HOUSTON, TEX.
 Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
 We have everything you need, also
JEWELRY and WATCHES

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO. } Jobbers of { **EDISON VICTOR COLUMBIA**

PRICE PHONOGRAPH CO.
 54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
 Send us your Order, you get the Goods
 We don't retail. We take care of the Dealer.
 Large Stock - Quick Service

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

WITH JERSEY CITY'S "TALKER" MEN.

Trade Has Held Its Own—Doyle's Good Business What Kern and Other Live Dealers Report About General Conditions.

(Special to The Talking Machine World.)

Jersey City, N. J., May 5, 1908.

Despite the dulness noted in some other lines, the talking machine business in this city, with the exception of a slight lull last fall, has held its own in every way, and in some instances has shown a substantial increase. The fact that a large portion of the population of this city is made up of men employed at the great railroad terminals here or in the operating departments of the roads—men who as a rule receive a moderate monthly income, tends to make low-priced

music makers and entertainers like talking machines very popular. Though the greater portion of the business is done on the instalment plan, collections are reported as being very regular.

John J. Doyle, who has handled the Edison and Victor lines at 152 Montgomery street for several years, has built up an excellent business, especially with the Edison goods. The machines selling at \$30 and \$35 are in greatest demand, and Mr. Doyle has found it profitable to handle a complete line of Edison foreign records, especially Italian and Polish. The Hebrew records, while popular for a time, are naturally limited in their assortment, and soon give way to the almost unlimited number of American selections.

The Kern Music Co., at 70 Newark avenue, who carry both Victor and Edison lines, have enjoyed a very satisfactory trade since the first of the year, and have found an excellent demand for the Victor operatic records. They are at present featuring the Tetrizzini records and are selling a large number of these. They are located in the heart of the business district, and besides handling the large business that naturally comes to them, draw considerable patronage from the well-to-do in the "Heights" section.

The Columbia Phonograph Co.'s store at 63 Newark avenue is also a center of activity, and report a steady business in all styles of machines. The new plan of announcing new records at short intervals has done much to increase their regular record trade, as it causes customers to drop in frequently for the purpose of hearing what is new in Columbia records.

Adolph Brunton, the piano dealer of 80 Montgomery street, also handles Victor and Edison machines and records, and states that a very satisfactory business is being done with them. Mr. Brunton, however, centers his interest in his piano line, handling "talkers" as a side issue, and does not enter into active competition with the exclusive talking machine houses.

Among the dealers in this city who report a satisfactory condition of trade are George Dilbat, 547 Communipaw avenue, who covers the south-

ern section of the city; the Evans Phonograph Co., 39 Carlton avenue, and Wm. Ricker, 658½ Newark avenue.

BOLLINGER NOW EDISON JOBBER.

The Well Known Piano Man of Fort Smith, Ark., Now Falls in Line.

The latest addition to the list of Edison jobbers is the R. C. Bollinger Music House of Fort Smith, Ark. A large part of their initial order for approximately \$11,000 worth of phonographs and records has already gone forward, so that they are now ready for business in their jobbing department. The firm are one of the largest and oldest established in their section of the country, having been actively engaged in the sale of pianos and high grade musical merchandise since 1878. For some years they have had very great success as dealers in the Edison goods, and Mr. Bollinger has been of the opinion that he could repeat his success in the jobbing field. The country around Fort Smith offers a very fine opportunity, as Edison dealers are unusually active in that territory. W. H. Petrie, late of Lyon & Healy, Chicago, is to have full charge of the talking machine department, and it looks as if the Bollinger Music House will be heard from both early and often in the distribution of Edison goods.

COULDN'T RESIST INVITATION.

According to a story from St. Louis, a talking machine in the store of Tom Finn, a dealer of that city, played "Won't You Take Me Away with You?" in such an appealing manner that a passing burglar could not resist the plea, and obtaining a ladder, climbed through a rear transom and hoisted out two machines and a number of records valued in all at about \$100.

James Bradt, of the London, Eng., office of the Columbia Phonograph Co., is on a visit to this country.

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments.

It Absolutely Prevents Rust.

NYOIL

Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
 NEW BEDFORD, MASS



SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

A baseball manufacturer writes: "Business in our line opened very early this year, and has continued unabated ever since. In fact, we are now a little ahead of last season, and that is saying a whole lot, for 1907 was the banner year in this industry." Read what a well-known manufacturer of bicycles and motor cycles says: "The currency stringency, or the fact that this is a presidential year, has had little or no effect on our business; in fact, we have noticed a steady increase right along." A fishing tackle man says: "The volume of business experienced by us, and by other manufacturers, during the last four months has been greater than in 1907. Expressions made to us by the trade are that the season is already open, and fishing tackle is moving to the consumer. We have little doubt but that this year will break all records."

These are but a few of the many messages of good cheer that have reached this office from manufacturers, jobbers and dealers in the sporting and athletic goods field. Their significance to you, Mr. Talking Machine Man, should be apparent. If your own business happens to be dull, don't jump to the conclusion that there is no remedy, or that in other lines the antidote for your present stagnated condition cannot be found. It may be that you have done your best to keep your business on a firm foundation, and competition, or some phase of the business, has arisen which frustrates temporarily your ambition. Of that you must be the judge; only be sure that the testimony is such as leaves no doubt. In which case it is but weakness to brood over "might have been." Look around, find out what your customers' needs are in other

lines, and if, after investigation, they are such as you can cater to with enough prospect and profit ahead of you, plunge in. Among all the lines that we have investigated we have been unable to find one better adapted to the talking machine man than the sporting and athletic goods field. That this business is fast increasing by long strides is attested to by the fact that notwithstanding the quiet conditions that prevail in many trades, this one is not only keeping up to all past records, but is forging ahead. We do not, however, ask anyone to take our word, but would earnestly ask the doubting ones to look into the matter for themselves. Go to any of the up-to-date establishments, wherever you may be, and if seeing is believing, it won't be long before another enthusiast is added to the business.

No better time than right now can be found for the step. True, it is somewhat late to be among the early birds for spring or early summer trade, but it takes time to adapt oneself to new conditions brought about by a change in business, even if that change be but a side issue, and the next three or four months can be put to good use in preparing a strong campaign for the fall. Then, too, it is not as though you were just starting up in business and were unknown. You have your regular customers, and a good foundation for your new line can easily be built from this material in hand. Take the bit in your teeth and strike out. It takes a live fish to swim up stream; any dead one can float with the current. So don't be a dead one, but turn this very dulness to your own advantage, and by hard work and persistent effort outstrip your competitor.

Illustrated Post Cards.

For the man with push and a head capable of original ideas, there is scarcely any field that offers so much in the way of returns and demands so little initial capital, as does the post card industry. Many, even among the wisest, were astonished at the enormous strides made by this business in so short a time. While they realized that it was more than a fad or craze, they could not recognize all the fundamental reasons for its continued growth, and as each day some added opportunity shows itself, all say, "Why, I never thought of that before." Unquestionably there is and always will be, a big demand for the "Special" and the "View" cards. Although at present this is the branch of the business best known and understood, it is because of the fact that few have devoted any attention to the other possibilities. Of these, that of advertising seems to promise the most golden future, with the educational field a close second.

Manufacturers, jobbers and dealers are discovering that their patrons appreciate post cards showing exterior and interior views of their offices, factories, stores, etc. Post cards displaying merchandise artistically in colors are found to be big trade bringers and highly profitable advertising mediums. Probably the hotel manager was the first to take advantage of them, because every guest likes to let his friends and family see where he is stopping, especially if the hostelry happens to be a particularly fashionable one. This was at first looked upon as but a branch of the local view idea, and managers bought the cards with an eye to the profit to be derived from their sale. But in time the adver-

36 VIEWS OF THE COUNTRY

IN THE

Beautiful Springtime

THESE cards are made from actual photographs taken by special artists in our own and other lands, and represent views of rare beauty such as are seen only in the springtime, which will be appreciated by the people of our cities as well as the country. These views are made in our well-known

HIGH-GRADE POLY-CHROME COLORED POST CARDS

and are productions of the highest art, are printed in ten to twelve colors, the intermediate shades thereby obtained produce a picture true to life, and are not surpassed in beauty by any other Post Card.

Some of the views might be described as follows:

An apple tree covered with blossoms, the boughs overhanging the old barn.

An apple orchard whose trees are covered with blossoms.

View of the Old Home with the leaves just appearing on the trees.

White lilac trees covered with blossoms, and a view of the river and town in the distance.



TRIAL ORDER, 100 ASSORTED, \$1.50.

BY MAIL, .08 CENTS EXTRA

THE AMERICAN NEWS COMPANY

Post Card Department, Desk R

NEW YORK, N. Y.

DO YOU SELL THE Gillette Safety Razor?

No doubt you have been asked that question many times before, for there are thousands of men all over the country asking for and buying Gillette Razors almost as fast as we can make them.

The reason for this demand is because no other razor affords such a simple, quick, convenient and comfortable method of obtaining a satisfactory shave.

The "Gillette" saves its owner time, money, labor and endless inconvenience. That's why over two million men are to-day shaving the Gillette way.

No other razor offers you, Mr. Dealer, greater profit possibilities.

Every Gillette Razor you sell not only leaves you a liberal margin but opens up an opportunity for further income from the sale of blades.

So when a customer comes into your store and asks the question, "Do you sell the Gillette Razor?" be in a position to say, "Sure"—and materially increase your profits instead of letting him go to some other dealer with his \$5 bill.

If you happen to be one of the few who do not carry the "Gillette" write to-day for full information and prices, and remember—when we come into your store with

our goods, we come in with every assistance possible 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.

L' IMPRIMEUR DE CARTES

est une machine automatique, fonctionnant par des pièces de monnaie, qui imprime votre nom sur des cartes de visite. Elle est fabriquée en deux modèles—l'un de cinq centimes qui imprime, cinq cartes pour cinq centimes, et l'autre de dix centimes qui imprime douze cartes pour dix centimes. Elle est construite aussi pour le fonctionnement avec la monnaie étrangère.

Le travail est de la première classe dans tous les détails.

**TOUTE MACHINE EST GARANTIE
POUR UN AN**

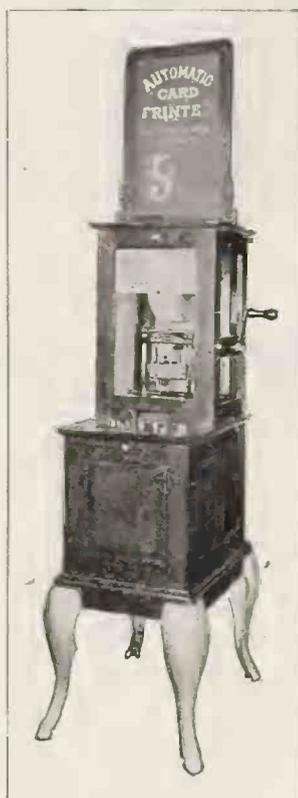
Ce n'est pas une nouveauté non-éprouvée, mais une machine pourvoyant aux besoins publics.

Elle rapporte net de toutes les dépenses 100% par an.

PRIX, \$250.00

Références et attestations seront fournies sur demande.

THE CARD PRINTER COMPANY
79 EAST 130th STREET NEW YORK CITY



Solicitan Agentes PARA La Máquina de Imprimir Tarjetas

Esta es una máquina automática y accionada por monedas. Imprime nombres en las tarjetas de visita. Se construye de dos estilos corrientes la máquina de cinco centavos imprime cinco tarjetas por cinco centavos, y la de diez centavos, doce tarjetas por diez centavos. También se construyen para el uso con monedas de cualquier país.

La mano de obra es de primer orden por todos conceptos.

**TODAS LAS MÁQUINAS SE GERANTIZAN
PLENAMENTE PAR UN AÑO**

No son una novedad sin probar, sino una máquina que llena una necesidad pública.

Produce una utilidad de 100% al año.

PRECIO, \$250.00 ORO.

Pidaare referencias y certificaciones.

tising possibilities of the cards became recognized, and to increase their distribution they were given away.

Now, during the coming summer, Mr. Dealer, instead of sitting around waiting for business to come to you, why not make a tour of your neighborhood and see if you can't get some of this trade. The writer would at first advise putting in a stock of cards for retail purposes, partly for the profit that is in it, and partly in order to familiarize oneself with the line. Then get in touch with some good manufacturer of local views, or get some first-class engraver to send you pieces of cuts of different kinds, for plain black and white half-tones, or for views in colors, from which any local printer can run off the cards. Then, having all the data in hand, set out and try, for instance, to get John Smith, the dry goods man, to order some special views of his store, or cards illustrating merchandise. Churches, public and office buildings, etc., offer good opportunities for the man with "get up" and "go" about him; and while it may at first be a rough road to travel, and the initial orders small, they, like an endless chain, don't take long to run up, as reorders will constantly be coming in, and a firm once sold seldom drops out.

In handling post cards as a side line, no matter how intelligently the buying may be done, there will always be cards that prove poor sellers, and only too often become dead stock on the dealer's shelves, unless care is taken. Now, when you find a line that is not selling, don't shove it off

in an out-of-the-way corner, but sandwich it in among the live ones, and, by judicious suggestions, try to work them off on customers who are often in a quandary what to buy. If this does not work, and they, for instance, are local views, buy some tinsel or gold ink and write on them, "Greetings from ——" or some such phrase. There are manufacturers who could supply you with any quantity of designs of miniature metal novelties, such as flowers, birds, animals, heads, etc., cards when so decorated can be sold at much better prices and show good profits.

One dealer to our knowledge, who was caught in this way, just before the Fourth of July bought some small fire crackers, fastened them to the cards and wrote in red ink such slogans as: "I'm going busted on the Fourth," "Going to blow up this old town on the Fourth," etc. It is needless to say he was rewarded for his trouble. In other words, Mr. Dealer, don't let yourself be conquered by what so many people call summer dulness, but use your head a little, and you'll find that after all life is what you make it.

Home Moving Picture Machines and Films.

It is now only a little over two years since we announced in the columns of this paper the first successful efforts of American brains to perfect a moving picture machine which it would be possible to market at a price within the average purse and simple enough in construction to be practicable. This feat had been dreamed of for years by inventors, and when the first models made their appearance they were greeted with

acclaim everywhere, and when finally put to the test of public opinion and found wanting, it caused a great reaction, and many were those who declared the thing for all time a commercial failure, without stopping to reason out the whys and wherefores and make allowances.

Nothing really great is ever accomplished at a bound. Perfection in any line is only reached by obstacles overcome. Take the telephone, the telegraph, or in our own field the talking machine—all had a small beginning, and look where they stand to-day. And yet they are in all probability still but a short way up on the ladder, for who can tell what the morrow may bring forth? Yet none of these had so hard a task set them in order to win public favor as had the manufacturers of the home motion picture machine. For years the public have had their taste educated by exhibitions given by professionals with machines, films and other accouterments which were in every way the finest that money could buy—outfits on which thousands were expended, and with only the highest skilled operators employed. Is it then any wonder that the first models constructed at a price hitherto unheard of, and placed in the hands of dealers who did not then know the first rudiments of the business, and to boot were skeptical and lacked the fire and enthusiasm so necessary to the success of a new article, that they failed to sell themselves? However, unlike some of their lukewarm supporters, instead of being discouraged, this failure simply doubled the manufacturer's determination to win out at all costs. That they have finally done so is vouched for by the writer after inspecting the latest models of one company; and though not permitted to go into details, will say this—that as to clearness, lack of flicker, and mechanical perfection, they compare favorably in every way with the more expensive professional types. The lamps, electric and acetylene apparatus, have also undergone great changes, and dealers now need have little fear that the outfits will not in every way live up to the claims made for them. Everyone thought, or rather, many declared that the present year would see a waning in the popularity accorded the moving picture, but if anything, 1908 is far surpassing all previous records, and dealers who are wise will investigate this field thoroughly, and then enter the lists and bid for some of this business, which is bound to be of gigantic proportions now that the perfected home machine is no longer a hoped-for attainment, but a foregone conclusion. As we have before pointed out, the sale of a machine is but just the beginning, for after this comes the steady demand for films, new subjects being constantly issued by the factories. Lamps, bulbs, generators, carbide, lenses, stands and many other accessories offer opportunities for added sales and good profits. So, taking the line in its entirety, it would be difficult indeed to find one with so many good features and so brilliant a future, and as in most cases, it will be the dealers or jobbers who get in on the ground floor that will reap the biggest harvest.

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.

SPECIAL ANNOUNCEMENT TO THE TALKING MACHINE TRADE

Since first entering the Moving Picture field it has been our aim and ambition to own and control a complete line of machines from the highest and most perfect mechanism for the expert and professional operator down to the lowest price at which a satisfactory machine for the home could be built.

We now have them all and offer you the opportunity to Control the Moving Picture Business in Your Territory

The following will convey a slight conception of what we have :

The Mirror-Vitae

Recognized and conceded by Experts and Professional Operators to be the most practical and perfect Moving Picture Machine in the world.

It is equipped with a complete Stereopticon, improved fireproof magazines, two safety cutoff shutters and has been FULLY APPROVED IN EVERY SENSE OF THE WORD BY THE NATIONAL BOARD OF FIRE UNDERWRITERS.

WE GUARANTEE every piece and part of this Machine to be Hand Made.

WE GUARANTEE it to be the most Perfect Motion Picture Machine in the world.

WE GUARANTEE absolute satisfaction or money refunded.



THE MIRROR-VITAE—PRICE \$250.00

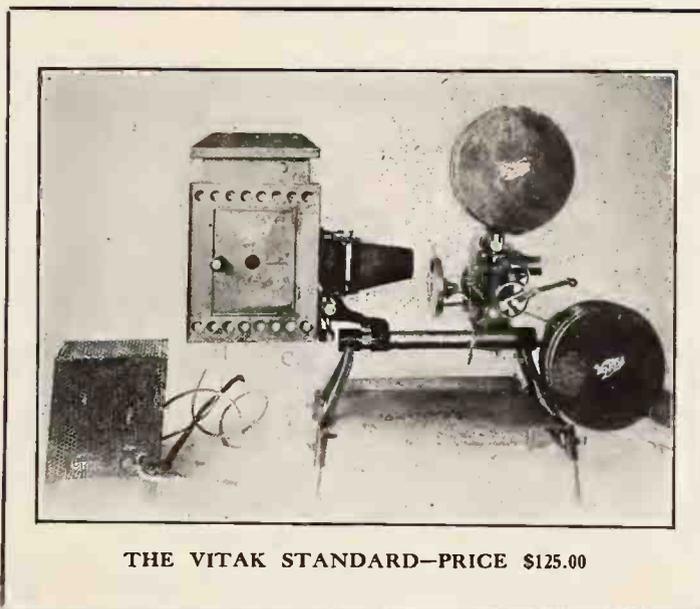
The Vitak Standard

This machine was constructed by us with an eye toward maximum efficiency at minimum cost.

To furnish a professional machine that would be within the reach of the Church, Y. M. C. A., School, Lodge, and Club, as well as all Professional Operators.

The Vitak Standard is equipped with complete Stereopticon, improved fireproof Magazines and Automatic Shutters, and is absolutely fireproof. Not an ounce of wood enters into its make-up. Simplicity is its keynote.

We not only fully guarantee satisfaction to purchasers but further guarantee that the Vitak Standard is superior to any machine on the market selling at \$200.00 or under.



THE VITAK STANDARD—PRICE \$125.00

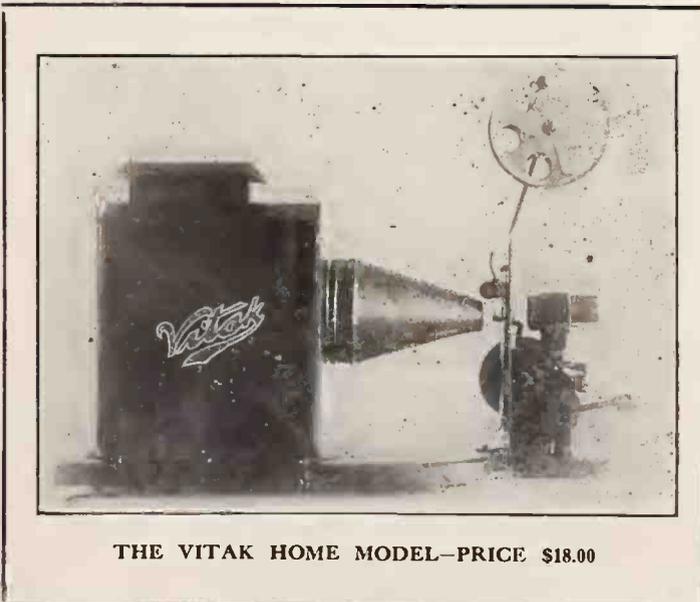
The Vitak Home Model

Is as scientifically constructed as the theatre machine and has been brought down to a popular price through the ingenuity of our designers.

It uses a film just one-half the standard size and will throw an absolutely clear flickerless three to six foot picture according to the distance you project from the screen.

Equipped with either electric 100 C. P. Stereopticon Lamp or a patented safety acetylene generator which produces a powerful pure white light, a combination automatic fire and flicker shutter, film reel, film rewind, complete stereopticon and 30 feet of film.

The highly nicked mechanism and film reel and Russian Iron Lamp house are mounted on a polished quartered oak baseboard, all of which tends to place this machine in a class by itself and make it an ornament in any home. WE ALSO MANUFACTURE CHEAPER MODELS FOR PREMIUM PURPOSES BUT HAVE NOT ROOM HERE TO GO INTO DETAILS.



THE VITAK HOME MODEL—PRICE \$18.00

Write immediately for full particulars and special offer to the Talking Machine Trade

THE VITAK COMPANY, 180 Lafayette Street
NEW YORK CITY

Boom Your Business

THE MYSTIC REFLECTOR

Helps you to sell Talking Machines. With it you can ILLUSTRATE THE SONGS AND BALLADS PLAYED ON YOUR MACHINES. The Mystic Reflector was designed to replace the

Magic Lantern

It is the only perfect machine of its kind in the world.

YOU NEED NO GLASS SLIDES.

YOU DO NOT VIOLATE ANY CITY ORDINANCE by using dangerous films as with Moving Picture Machines. With our machine you may reproduce any object or picture in all its natural colors, giving you a picture magnificently enlarged. Superb in detail, marvelous in effect.

The machine is built entirely of steel, neatly finished. Fitted with either electric light or our latest improved calcium carbide generator. Shipped to you complete securely packed.

Sells at retail for \$5.00. To dealers only we allow a discount of 40%. Order to-day.

CHURCH SUPPLY COMPANY

116 Nassau Street (A. M. SHIEBLER, Pres. and Mgr.) NEW YORK CITY



PICTURE POSTAL PUBLICITY PAYS.

Wm. C. Yeatts in a Communication to the Edison Phonograph Monthly Tells of the Results Which He Has Achieved Through Their Use.

William C. Yeatts, Edison dealer, of Bendersville, Pa., sends some clever specimens of picture postals which have brought him excellent results. "I find," he writes, "that this is about the best way for me to advertise the Edison phonograph and records. I have been doing so for about a year and it is bringing me in good results."

One card depicts a man, evidently home rather late, creeping upstairs, shoes in hand, for fear of waking some one up. "I hope I shall not disturb you," the card reads, "but listen! When you have made up your mind to buy a talking machine drop in and buy an Edison." Another shows a giraffe, and under the caption "Within Reach" is written: "The Edison phonograph is within reach of all if you only knew it. Call and hear it play, sing and talk. We give a free concert on Wednesday evening at 8.30 p. m. Come and hear it." The third card shows a man driving an automobile, and has this upon it: "You auto come to W. C. Yeatts' store and hear the Edison phonograph—the best machine on the market."

Unusual cards like these rivet attention, fix the dealer's name in the mind and lead most surely to business. Mr. Yeatts has been trying the plan for a year and has found that it pays. Probably if he had tried it only a week or so he would have traced no very definite results, for all advertising to be worth anything must be persisted in. The small dealer may be benefited even by an occasional advertisement in his local paper or by good billboard publicity, but he will be very much more helped if he determines to make an effort to advertise consistently and watch the results carefully.

DRAMATIC ART ENTERS ON NEW ERA.

Something of Mechanical Drama and Its Actors Who Never Tire or Find Fault with Parts of Money—New Age Here.

Walter P. Eaton, who writes the dramatic column for the Sunday Sun, concentrated his attention recently on how to solve the problem of the new theater in New York, and in this connection said in part:

"There are untold possibilities in the new plan, just announced, of mechanical drama, interpreted by moving pictures and a giant talking machine. The scheme is simple: 'Hamlet' is enacted by E. H. Sothern or Eddie Foy or some other competent interpreter, supported by a company of Shakespearean players, in front of a camera and a talking machine loaded with blank discs. When the play is over there is the complete record of it. All you have to do is to hang a sheet up anywhere, put a giant morning glory into the talking machine, set the things to going—and, lo! a performance of 'Hamlet' just as good as the original—nay, better, for it will cost you only 10 cents, maybe, and the man who works the machines can hurry over the dull parts as fast as he wants to; also he can play it backward and get an entirely new drama. The records can be reproduced at will, and all over the broad land, from Park Row and Fourteenth street to Cripple Creek and Pawtucket, R. I., the immortal tragedy of our Avon Swan can be heard by the multitude, their souls expanded, their ideals made more lofty, their appreciation of art deepened and broadened, their pocketbooks hardly affected at all.

"Just what the effect of canned drama will be on the theaters and vaudeville houses remains to be seen. The moving pictures alone have been working havoc this year or two past. The old Union Square Theater, for so long Keith's stronghold of vaudeville, and the Twenty-third Street

Theater, supposedly an equally popular vaudeville house, have both been converted this winter into 'Bijou Dreams,' given over to the 10-cent moving picture show. There isn't a city in the country of any considerable size now which does not have its moving picture theater, and moving picture machines travel around, like a troupe, among the smaller towns. The managers of the '10, 20 and 30 cent' shockers have been complaining all winter that the moving picture houses have hurt their business. 'Nellie the Beautiful Cloak Model' is less alluring at half a dollar than a series of moving pictures and 'illustrated songs' at a dime. So the industry has thriven, and prepared the way for goodness knows what invasion of canned drama.

"This Keith & Proctor theater, which holds 520 people, gives fourteen performances a day, and if it is filled each time, as is said to be the case, it takes in around \$5,000 a week. The expense of the machine is probably about \$300 and there are a few salaries to pay, as well as light, heat and rent. But, making all possible deductions, it is easy to see why Keith & Proctor abandoned vaudeville, where the weekly salary list for performers alone reaches up into the thousands, for the 10-cent moving picture show. Such competition as this ceased to be a joke.

"And if the moving pictures alone, with their rough, pantomimic farce, can attract so many people, though they long ago ceased to be a novelty, it may well be asked in all seriousness what will be the result when they are combined with speech by a talking machine and depict, not haphazard farce, but ordered drama. That will give them a charm of novelty again, a new lease of life. If they have already turned vaudeville out of the Union Square Theater, are they destined to convert the Empire into a home for canned drama and solve the vexed problem of who shall direct the New Theater in Central Park West? And if we are to have canned drama, why not canned opera, with Oscar Hammerstein as the great phonograph impresario? This is a mechanic age. We play our pianos by machinery. Let us so act our plays and sing our operas, and be done with it. Sooner or later we shall write our plays by machinery, too. In fact, several living playwrights have made a very good beginning in that direction."

POSTCARD POPULARITY

Again Exemplified During the Past Easter Time—Forty Per Cent. Increase in Mail Matter.

That the postcard fad is as rife to-day as it was a year ago was amply demonstrated during the Easter season. It is conceded that the government has never before reaped so rich a harvest from the postcard fad at Eastertime as this year. Out-of-town trains brought to New York some 40 per cent. more than the average amount of mail and carried out an even larger percentage of increase. This excess was entirely due to postcards. It is estimated that the letter carriers in New York had several million extra deliveries to make the past Easter season.

Superintendent Lockwood, of the City Delivery Department, said: "We have never seen anything like it before; everybody sends souvenir postals these days, and the liberality of most

Watch for the
VIASCOPE
SPECIAL
Moving Picture Machine

Coming Out Soon

VIASCOPE MFG. CO.
112 East Randolph St., Chicago

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.

ANNOUNCEMENT JOBBER'S 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

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.

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.]

Among all the thousands of devices that have been invented to lure the small coins from the public purse, very few indeed can be compared to the card printer. This machine is automatic, coin-controlled, and prints your name on calling or business cards, supplying a necessity and needing no operator except the purchaser's coin; it literally gathers in the money hand over fist, with little or no expense to the owner. One great beauty of this machine is its adaptability to any location. In the arcade or your store, on the street corner or other conspicuous places, it matters little, for as long as the public want cards, they are going to patronize you.

* * * *

Not satisfied with the wonderful results obtained on his Dan Cupid series, Walter Wellman, the cartoonist publisher, is now preparing to bring out a line of "Ideal Bathing Girls," consisting of 32 new designs replete with bright, scintillating humor suitable for the summer trade. Dealers who are looking for something that will sell should not pass this by.

* * * *

The Rotograph Co. have brought out several new and attractive series, notable among which are their International and Patriotic cards designed for Decoration Day and the Fourth; and Bathing Girl sets highly embossed and lithographed in bright, attractive colors. These cards are all strictly high-class and should meet with a good demand.

* * * *

Among other new novelties the F. & H. Levy Co. have just brought out one entitled, "A Souvenir that Will Tickle You," which is certainly good and bids fair to even outsell their famous "Pair of Black Kids." Their line of novelty leap year cards are also very clever, and dealers looking for up-to-date sellers should not fail to send for their new catalog, which shows their complete stock.

* * * *

K. Gut, a large post card publisher of this city, is making a specialty of local views, which he makes from photos sent him by dealers who want something exclusive. He is also making a strong bid for commercial or advertising work, and so highly satisfactory has he been found that he is already far behindhand in his orders. Talking machine men who desire something in his line should write him at once.

* * * *

The Clover Souvenir Mfg. Co., of 184 William street, New York city, after making a strong effort to find new post cards and new designs for post cards, have finally succeeded in securing an exceedingly fine line of English cards and Christmas booklets which are not surpassed in workmanship and beauty of design by any cards now in the United States. They are also getting out a new burnt cork post card, in about 150 designs, which they will sell at a very reasonable figure. This being something entirely new, dealers should not fail to have them. Besides the

people in this line is increasing. We find an increasing number of cards being issued every special holiday, and it taxes the resources of our force to the utmost to get them to their destination in time."

ROYALTIES ON MOVING PICTURES

Must be Paid—They Are Theatrical Pantomimes and Come Under Copyright Law Says Judge Lacombe—Enjoins Ben Hur Pictures—Decision Is of Wide Import to the New Enterprise of Moving Picture Plays.

Judge Lacombe, sitting in the United States Circuit Court, has handed down a decision in which he declares that moving picture shows come within the copyright laws, and that the exhibition of films of scenes from copyrighted plays or books are violations of copyright, in that they are pantomimes, and, therefore, theatrical productions.

The case was brought before the court on an action for damages and injunction brought by Harper & Bros., Klaw & Erlanger, and Henry L. Wallace against the Kalem Co., manufacturers of moving picture films and machines, for reproducing certain scenes from "Ben Hur." The publishers own the copyright of General Wallace's book, and Klaw & Erlanger hold the producing rights. Mr. Wallace is the son of the late author. Judge Lacombe granted the injunction after argument by David Gerber, of Dittenhoefer, Gerber & James, for the complainants, and Henry L. Cooper, of Kerr, Page & Cooper, for the defendants. In his decision the Judge says:

"The result obtained when the moving pictures are thrown upon the screen is within Daly vs. Webster, an infringement of various dramatic passages in complainant's copyrighted book and play. To this result, defendant, the Kalem Co., undoubtedly contributes. Indeed, it would seem that it is the most important contribution."

The case of Daly vs. Webster, to which Judge Lacombe refers, was an action brought some eight years ago by the late Augustin Daly to prevent the production of the railroad track rescue scene in William A. Brady's "After Dark," which he claimed was copied from the similar scene in his "Under the Gas Light." Judge Lacombe granted the injunction in this action, and it has served as a precedent.

Mr. Gerber argued that the representation of moving pictures of scenes from "Ben Hur" violates the clause of the copyright law which interdicts "printing, reprinting, copying, publicly performing, or representing" the copyrighted book or play. Mr. Cooper argued that a moving picture exhibition is not a dramatic performance in that no words are spoken, but Mr. Gerber placed stress on the addition of the words "or representing," arguing that if simply a true performance

had been meant in the law the words would not have been added. Judge Lacombe upheld him, declaring that the exhibitions are dramatic performances of the nature of pantomimes, in which there are no words spoken.

The decision will have a most important effect on the moving picture business all over the country, films of many popular plays being in circulation and others in course of preparation. Some of those which have already been exhibited are "The Merry Widow," "Way Down East," "The Moonshiner's Daughter," "Dr. Jekyll and Mr. Hyde," "Monte Cristo," "Nellie, the Pretty Typewriter," "Kathleen Mavourneen," "William Tell," "The Shaughraun," and "Parsifal." Announcement was also made a short time ago that a Broadway theatrical firm was making preparation for the production of a repertoire of modern plays by means of moving pictures and phonograph attachment.

Down to the present moving picture concerns have never troubled themselves with royalties. Mr. Cooper said this week that he could not tell what course he would pursue now until he had conferred with his clients.

EDISON KINETOSCOPE CATALOG.

The Edison Mfg. Co. have sent out a very handsome catalog devoted to the Edison projecting kinetoscopes which is cleverly written and admirably illustrated. In the introductory they state: "The first kinetoscope was devised by Mr. Edison in 1887. It was a ponderous affair, costing several hundred dollars, and, briefly described, consisted of a box containing the mechanism, with a peep-hole at the top, through which the pictures were viewed. Owing to mechanical limitations only one person at a time could enjoy the pictures. It was Mr. Edison's original idea to devise an instrument that would do for the eye what the phonograph does for the ear, and Edison projecting kinetoscopes, as now perfected, embody the successful accomplishment of that idea.

FIRST MOVING PICTURES FROM BALLOON.

Photographs for the cinematograph have recently been taken from a balloon successfully by Herr Ernemann, a Dresden engineer. As the exciting aerial voyage was ending, he passed over the Sensteberg coal mines. Here, too, Ernemann succeeded in taking fine photographs. But just then the balloon shot down so suddenly that even the cinematograph apparatus had to be thrown from the basket. Luckily, the pictures were afterward found intact.

GREAT MOVING PICTURE CENTERS.

Paris, Milan and Berlin are three of the great centers for moving picture entertainments in Europe.



NEW EDITION OF OUR FAMOUS TOM TOM COMIC CARD SERIES

1,280,000 just off the press. Lithographed in six colors and glazed.

THE BETWEEN SEASON SELLER

Owing to the big demand for these cards since our first announcement in the March issue of The "World," we have decided to make

A Special Offer to the Talking Machine Trade

1000 Assorted Tom Tom Comics, 32 Designs, \$8.00, when cash accompanies order. If not satisfactory, money refunded. You can't sell Post Cards successfully without our catalogue—Sent free upon request.

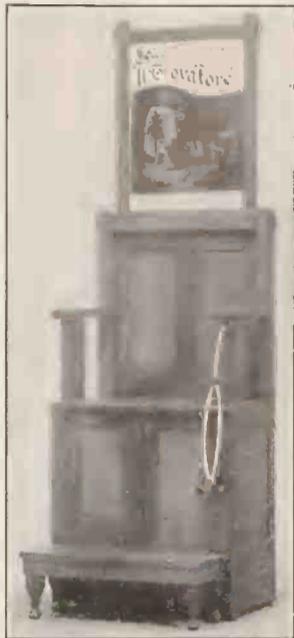
F. & H. LEVY MANUFACTURING CO.
113 East Fourteenth Street, New York



above they have a large line of leather novelties of all kinds, and are headquarters for wire display racks.

* * * *

Positive proof of the great and wonderful popularity of talking machines is shown by the fact that even though all penny arcades have compelled their patrons to stand up while using the machines, nevertheless they have made enormous profits, and some arcades have been in operation over ten years. How many theaters, even with the best shows, could draw paying audiences if they were made to stand. But if talking machines were able to earn so much under these conditions, how much more attractive they would be to the wayfarer with comfortable seats provided? Such was the reasoning of the Rosenfield Mfg. Co. the outcome of which was their new "Chair-phone," a cut of which is here reproduced. The "chair" is made of solid quartered oak in the Mission style, Mission finish, and in beauty of design sets an entirely new standard. Occupying less space when in use than the old-style stand-up machines, and having incorporated in its make-up many mechanical improvements, this machine is bound to be in big demand.



* * * *

A very handsome and interesting booklet, entitled "Methods of Illustrating Machinery," has just reached us from its publishers, Gatchel &

Manning, of Philadelphia. This volume offers many valuable suggestions and is well worth sending for.

* * * *

The National Cameraphone Co., of 1161 Broadway, this city, have just taken a 10-year lease on a six-story building at the corner of 43d street and Eleventh avenue. Here they will establish their studios, record laboratories and offices. The Cameraphone, as its name implies, is a combination of the talking and moving picture machines, the results obtained being nothing short of marvelous. The outfits are not for sale, but persons desiring to rent them for their shows, theaters, etc., can do so by writing to them, stating time, etc.

* * * *

A novel and mighty clever post card called "Magic Moving Pictures," has just been brought out by a Chicago publisher. This card shows three different views in six positions. These can be changed quickly by pushing a little slide in one side, which gives animation to the views. These cards are gotten up in several designs, and sell fast at 10 cents retail, with a big margin of profit.

AUTOMOBILES AND SUPPLIES

Proving Profitable Ventures for Talking Machine Men Who Have Become Interested.

Although only a little over ten years old, the automobile business to-day is one of the largest and wealthiest in this country, comprising over one hundred well-known cars and three times that number of manufacturers of parts and accessories. Of course, its very size indicates that competition is keen, and a man without a knowledge of the business and without capital to back him would be wasting time considering it. While each year, as methods improve, the prices are

gradually reduced and the field thereby broadened, the sustenance of the trade for the most part depends upon the wealthy class. It therefore is necessary, in order to be successful, to be located in cities or towns of substance, whether they be wholly residential, wholly business, or a combination of the two. For to-day the possibilities in the commercial field are larger than ever, and every factory or store using trucks or delivery wagons offer good opportunities for the live, wide-awake agent. If one is located in a metropolis, it is not of so vital a necessity to carry a large stock on hand, as the manufacturer will invariably have branch offices and stock rooms where the dealer can get stuff on short notice. However, these places are now pretty well filled up, and it is the smaller cities that offer the best inducements. The opportunities open to a man with capital in this field are many and varied. He can go into the business as heavy as he desires, or fairly moderately. He can enter the lists as a representative of a number of cars for touring or racing, or devote his attention to the commercial end of the trade. He can open a garage and simply do repairing, or he can extend this by adding parts and accessories, or go in for the brokerage and buy, sell and trade second-hand machines. Any one or all offer big profits, providing the time, place and the man are there with the goods. In other words, the qualifications for success in this field are: First, location; second, capital; third, a man to take charge who has a thorough knowledge and an innate love of the business. The latter quality is of great importance, for friendship and a common interest plays an important part in this business, where a sale often runs high into the thousands, and even the most gilded of one's customers cannot be worked only so often. Automobileists are enthusiasts in the strictest sense of the word, and often are cranks on the subject. Close students of the industry, they pride themselves on their ability to compare one car with another, as to their speed, endurance, etc. It is therefore of the utmost importance that the dealer should be not only able to meet them on an equal footing, but go them one better, as it is but natural that they should turn to him as a court of last resort, and woe betide him who is found lacking.

GET EXCLUSIVE SUBJECTS

VIEW CARDS FROM YOUR OWN PHOTOS

For Retailing, Wholesaling and Advertising Our Specialty

BEST QUALITY AND PRICES

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