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

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 stuff 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 in the thickness of about seven one-thousandths of an inch.

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 fineness 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
DISRUPTIVE LITERATURE AND PRICES SENT ON APPLICATION
THE "TALKER" AS AN EDUCATOR.

Editorial Writers in the Daily Papers Who Flunk the Light of the Talking Machine Are Now Common 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 and artistic field, are now out 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 thought out and well written editorial, stated that the educational value of the talker is of equal importance in the domain of music, as well as in the domain of literature.

"There was a time in our national history when the educational value of music was considered editorial on the musical season in Portland Oregonian, in the course of a very well written editorial, stated that the educational value of the talker is of equal importance in the domain of music, as well as in the domain of literature.

W. W. HADDOCK.

The Talking Machine World
Vol. 4. No. 5.
New York, May 15, 1908.
Price Ten Cents

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W. W. HADDOCK.
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. Pilack, from Ensenada, Lower California, has paid this city a visit in the interests of the talking machine factory. 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 Parissan 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: "American phonograph companies have apparently waked up to the value of their potentialities in that market, and much new business is being done here." One of the largest manufacturers has just completed a preliminary period of work in making Brazilian records 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 retain 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 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 retain 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 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 retain 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 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 retain 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 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 retain their prestige, now that they have come down here with that intention.

The new records are being returned to New York for duplication. Another company has experts at work here now extending Brazilian music, will be shipped to Brazil, where it is planned to begin the campaign.

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, and when it is the only one, will it be safe to get along without advertising.

BIRD SONGS IN PHONOPHONES.

Englishman Tells Philadelphia Ornithologists of Attempts to Produce Sweet Notes.

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 Parissan dances and songs, as well as the most popular Brazilian music, will be shipped to Brazil, where it is planned to begin the campaign.

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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 folio-sized grandfather's clock made entirely of records—face, weights, columns, etc., are all records. It is certainly a marvelous feat 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 machine appears a card which reads, "A new invention, a grand father's clock made entirely of records—face, weights, columns, etc., are all records. It is certainly a marvelous feat 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."

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?


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.
Atlanta, Ga. Alexander-Elyea Co.
Baltimore, Md. Cohen & Hughes.
Bartow, Me. M. H. Andrews.
Boston, Mass. Oliver Ditson Co.
Buckingham, Va. American Photograph Co.
Butte, Mont. Orton Brothers.
Canton, Ohio. The Klein & Hoffelman Co.
Charlotte, N. C. Stone & Barringer Co.
Chicago, Ill. The Rudolph Wurlitzer Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Backer & Sons Co.
Cincinnati, O. E. Ditson & Co.
Clayton, N. Y. E. F. Droop & Sons Co.
Columbus, O. Knight-Campbell Music Co.
Dallas, Tex. Thomas Goggan & Bros.
Des Moines, Iowa. Jones Piano Co.
Duluth, Minn. French & Bassett.
Galveston, Tex. Thomas Goggan & Bros.
Hobart, T. H. Berberian Music Co.
Indiana, Ind. E. E. Forbes Piano Co.
Jacksonville, Fla. Alexander-Elyea Co.
Kansas City, Mo. E. W. Jenkins Sons Music Co.
Little Rock, Ark. O. K. Houck Piano Co.
Lincoln, Nebr. Ross P. Curtice Co.
Los Angeles, Cal. E. E. Forbes Piano Co.
Millewaun, Wis. Lawrence McCall.
Minneapolis, Minn. Minnesota Photograph Co.
Mobile, Ala. W. H. Reynolds.
Montreal, Canada. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Piano Co.
Newark, O. Ball-Helf Co.
New Haven, Conn. Henry Horton.
New York, N. Y. Blackman Talking Machine Co.
Salt Lake City, Utah. C. B. Gagne & Bros.
San Francisco, Cal. The Regina Co.
St. Louis, Mo. St. Louis Talking Machine Co.
St. Louis, Mo. E. E. Forbes Piano Co.
Savannah, Ga. Youmans & Sheet Co.
Syracuse, N. Y. W. D. Andrews.
Tulsa, Okla. The Hayco Music Co.
Washington, D. C. John F. Ellis & 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 Berin'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, hurried a thousand miles and reproduced in hundreds of places simultaneous-ly as loud and distinct—in fact, even more distinctly—than it sounds when coming directly from the speaker's mouth.

This opens up an end of interesting prospects. For instance, Geraldine Farrar, when giving one of her famous opera performances, "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 sent immediately 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.

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 opera 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 teletelephone 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 teleelectrophone 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 over the 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 have hope to hear political speeches and first performances of operas and concerts 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 now is that which as 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 be one o'clock 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 Paris. The same thing could be done in European cities, while the poor Filipinos would have to either sit up till about 4 o'clock in the morn-ing 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 laborato-ry, at No. 169 Broad street, to construct the necessary apparatus to launch the invention on a world-wide scale.

A previous invention to send photographic por-trait is telegraph was made several years ago by William T. Jenkins, former health officer of the Philippines.

But in that case the image received was disfigured by curious checkered markings. M. Belin's apparatus transmits a perfectly clear photograph.

The invention, 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 in convincing 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 twenty-seven years 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 the theory on which he is now making a machine to cure deafness.

He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness. He worked on a device to create by electrical vibration a pleasurable stimulus to the ear and break up the deadlock of the small bones which produces deafness.
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.

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.


To get best results, use only Victor Needles on Victor Records.
TO THE TALKING MACHINE WORLD.

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 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 overwhelmed thunder of applause which greeted that event.

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, states that 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: Verrucilii 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; print broken and one phonograph missing from each 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.

Invested 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.

SPALDING 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.

Victor

Pattern

Only

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

BERLINER GRAMOPHONE CO., MONTREAL

Canadian Distributors

Write Them At Once

BERLINER GRAMOPHONE CO., MONTREAL

21 in. Bell, 24 in. Long

SIZE

A SOUND ARGUMENT IS NOT ONE COMPOSED LARGELY OF NOISE

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

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 HIDE 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 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, kick up and take his phonograph under his arm and away. The months of the excursion 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.
NEWS FROM THE SAINTLY CITY.


(Special to The Talking Machine World.)

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

The talking machine business here for the month has 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.

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 Distributing and Export Co., spent a day here recently.

Manager E. B. Walthall, 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 Victor Distributing and Export Co., spent a day in Missouri.

Manager H. L. Brewer, assistant in this department, has reported trade for the month as being fair, and Mr. Knight, of the Knight Mercantile Co., reports a very good record trade. His store was robbed recently of about $150 worth of talking machine goods, and the thieves were captured and convicted, receiving terms in the penitentiary.

S. R. Brewer, manager of the talking machine goods, and the thieves were captured and convicted, receiving terms in the penitentiary.

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 photographs can no more themselves cover their wax leaves with words expressing ideas than they can make wax think, writes Dr. William Hanus 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? Unquestioningly 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.

In the human world therefore to keep the tremendous exception to everything earthly. The evolutionist can make a good showing that there is structure in the brain's little fellow 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 attain the power of producing.

Mentally, therefore man is as much out of the human mind in it.

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 violinists. 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 learn to keep it to become human also in mental powers, but not if its chords have become too stiffened with age.

THE TALKING MACHINE WORLD.

The J Repeater

For TRIUMPH and HOME Machines

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

ACME REPEATER COMPANY, INDIANAPOLIS, IND.


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 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.

St. Louis Talking Machine Co.

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 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,

JOBBERS OF EDISON PHONOGRAPH AND RECORDS.

59 Lakeside Ave.
ORANGE, N. J.
WITH the change of times it is necessary, perhaps to change a man'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 particular firm or its chief of staff is in the closest touch with the system which has been in vogue in its 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?

One can work better for a month in the small towns than in the new manufacturing centers. This condition may be easily explained on the ground that a large number of men have been in 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 overstocked. 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 wealth; the extraordinary 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 the present and future condition 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 on the cutting of prices, and the talking machine trade may count itself extremely fortunate 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. We believe that it is to the interest of everyone to keep the trade so close to the heart of the 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 left over 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 reminded him that again 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 quick returns 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 coupons blank in a trade paper.
MILWAUKEE MAKES GOOD REPORT.

Retail Trade Active—What McGreal Says—

Call for High Class Goods at Hoeffer'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 retail and wholesale business is 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 Hoeffer 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 the 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 him an employer and not just an employee, and he has decided to open up his establishment without him. The man in question recently entered the Milwaukee store of the Columbia Co., and the enterprising efforts of A. D. Herriman brought him a machine on the installment 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 the questions fired at him as to the ability and trustworthiness of the man he dropped the receiver, and turning around, said: "Burn '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 Hoeffer Mfg. Co. are having excellent success in placing the new Edison business machine in many of the leading offices in the city. At the recent Business Show held by the Northwestern Furniture Co., manufacturers and dealers in office furniture and supplies, the Hoeffer Co. had a very interesting display of the Edison business phonograph, which attracted widespread attention. Among the visitors who stopped at the Hoeffer display to view the new machine 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 old machine, but no one seemed to note that their business hours could be shortened and their working capacity could be increased by the "From Brain to Type" system of the machine people.

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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. Sorensen, a local musical artist, and the Victor Victrola got a large number of selections, all of a sacred nature, at one of the Sunday evening services at the church edifice. The excellence of the performance 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 churches will adopt this form of music and that it will prove the means of drawing more attendances. A. J. Grundman, former representative of the Hering Art Furniture Co., the firm that supplies so many of the elaborate cabinets to talking machine dealers in Milwaukee, was in the city recently, and, it is reported, 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 largest talking machine 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 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 Cleveland, closing up the deal. The Cincinnati business was a successful retail and wholesale establishment, which Mr. McGreal was forced to discontinue because of his growing interest in the talking machine business.

Three of the Milwaukee Scent 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, it is alleged that the kinetographic camera by Mr. Edison and his securing of letters patent on the invention is set forth, and the unauthorized use of the machines by the defendants is charged. The circuits of the defendant, a charged with antis the trial 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 practical, 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 fifty years ago. With Wisconsin 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 old methods will be slow. If it is in accord with the progressive men, for he is always looking toward the borderland of enterprise, eager to grasp everything new that can be used by him to the advantage of his own business. 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 desired.

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 by both parents and school authorities. The I. C. S. system is undeniably the one of the greatest merit obtainable today. Write us a postal now for further particulars.

International Correspondence Schools
Box 916, SCRANTON, PA.
THE TALKING MACHINE WORLD.

WITH THE INDIANAPOLIS TRADE.


(Special to The Talking Machine World.)

Indianapolis, Ind., May 6, 1908.

Constitutionals are 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 splendidly 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 as well as modern electricians?" This dealer predicted that the new movement would mean the extinction of the little houses.

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. 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.

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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.
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 Sestette 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 Sestettes 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 passed 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 inquire of a man his 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 have no trouble in disposing of the others even if he didn’t want to handle talking 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 Sestette 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 Sestettes on the opening day and the one following.

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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 Dilbacher & 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 independent 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 Bond 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 Phonograph Co. are filling as there is in the way prescriptions are handled.

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 case of 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.

Don't you want some snappy newspaper cuts?

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.
Phonograph Co., are proving immense sellers in Chicago and the West, as indicated by reports from dealers and jobbers. Seldom has a single commodity sprung up so fast 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 Reids 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 16 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 room, lighted with Japceilings, 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 phon arm attachment for Edison and Columbia cylinder machines. They have recently added some desirable names to their list of phon 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 Metropolitan Business Show. The Hoeffer Manufacturing Co., the Milwaukee agents for the company, had an exhibit at the show.

Max Landay, of Landay Bros., the Zed Co. and Rufus T. Brady, manager of 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 "fire wire" of liveliest degree, and by example and precept preaches the gospel of constant hustle.

It pays to display everything you have in stock in your window and see a talking machine or records. Tell your customer the features of your phonograph, the advantages of the new records, and win his hearts for the records you sell. Mr. Landay's first sale was to a musician who had never heard of records, and who went to the Victor store.

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 Wurlitzer Co., "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."

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.
Sunday, "we have always made it a point to ad-
vertise 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 ad-
vertising 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
Phonograph 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 han-
dling the indestructible record. In the few
months since the record was placed on the mar-
ket Mr. Philpot says that their business has far exceeded their expecta

Parnie Wurtzler, in charge of the automatic
department of the Cincinnati house of the Ru-
dolphi Wurtzler 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
record. He expects great

Mr. Leeds consummated several large deals for
the company's product while here.

Among the recent visitors at the Talking Ma-
chine Co. were James A. Pickens, of the John
Holt Co., Dubuque, la.; Mr. Peters, manager of
the talking machine department of Leierman
Bros., Marionette, Wis.; W. W. Warner, of Mad-
ison, Wis.; Mr. Christensen, of Rheinlands, Wis.,
and J. A. Phillips, of Blanken, Wis.

The Columbia Phonograph Co. recently received
a letter from a South Dakota farmer who stated
that he had a Columbia coin set 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 plac-
ing 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
dothugly dug out of the grooves. When the
record is cleaned the needle wears better and
does not develop a jagged point, and conse-
quently does not wear the record.
These brushes are mounted on a pasteboard card holding 24
brushes, and the assortment makes a fine coun-
ter display. The little brush costs the consumer
only 10 cents. They should prove very catchy and
the dealer makes good profit.

GABEL'S AUTOMATIC ENTERTAINER.

A Unique and Meritorious Coin Controlled Ma-
chine—Manufacturers Move to New Quarters.

(Special to The Talking Machine World.)

Chicago, III., May 5, 1908.

Gabel's Automatic Entertainer, the out of
which is presented elsewhere in this issue, de-
terves to rank as one of the most unique and
meritorious coin-controlled machines on the mar-
ket. The manufacturers, the Automatic Machine & Tool Co., have recently moved to new quar-
ters 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.

THE TALKING MACHINE CO.
72-74 WABASH AVENUE, CHICAGO
LARGEST EXCLUSIVE VICTOR WHOLESALERS IN THE COUNTRY AND HANDLERS OF NEEDLES AND ACCESSORIES

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.
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 Phonographs.

B & H FIBRE MFG. CO.

208 E. Kinzie Street
CHICAGO, ILLS.

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.
THE TALKING MACHINE WORLD.

19

Edison Jobber
Zonophone Distributor

Carrying Cases
Wire Record Racks

INDESTRUCTIBLE RECORDS
RECORD CABINETS

SPRINGS for all makes and sizes

CHICAGO

JAMES I. LYONS
192-194 Van Buren Street

THE SYNTHETIC TALKING MACHINE.

Experiments of Dr. Scripture of Yale in an En- deavor to Produce Machines Giving Eff- ects of Human Talking or of Han Alvery Being Done by Other Scientists in That Direc- tion 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. Mirlage, 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 American papers, and the Deutsche Tageszeitung, consequently in church music.

About the same time Kempten, a Hungarian, was occupied in the same direction. It was he who constructed the mysterious chess-player, which attained such celebrity. In his first at- tempt, 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 some time he contrived a hollow oval box, divided into two portions, bunged together so as to form the reeds. 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, 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, and by means of these vowels and consonants he could compose syllables and words, such as mamma, papa, aula, lama, mule.

The sounds ran into each other, and an aspira- tion followed some of the consonants, so that instead of papa the word sounded pha-pha. 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 approached the sound-producing 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 sounds which men to promenade the principal thorough- feres. 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 enamor 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 pro- fessing signs must be removed by May 15.

NEEDLES

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


WE CARRY ALL IN STOCK. 100 envelopes. 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
TRADE HAPPENINGS IN PHILADELPHIA


(Special to The Talking Machine World.)


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 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 good, both wholesale and retail.

A Good Margin for Dealers and Jobbers

The fire on the night of May 2. The machine jobbers, of this city, suffered a severe loss from fire on the night of May 2. The loss was considerable to a number of eastern manufacturers, but it was not so great as some feared. 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 with water and considerable stock spoiled. The fire started early in the evening while some of the employees 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. It was Sunday noon before even the salesrooms re-

sumed 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 run-
in. The Western outfit, which was also pro-
tected by insurance.

The Penn Phonograph Co., of this city, re-
ported 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 and West Virginia, New York, Washing-
ton, 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 favorably of the company, and expressed his belief 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 Victor phonographs, and the company appear to be very well satisfied with things in general.

TALKING MACHINE DEALER FAILS.

A petition in bankruptcy has been filed against Louis Sheiman, dealer in phonographs, 149 South Third avenue, New York, by these creditors: Victor Distributing & Export Co., $1,959, and Jacot Music Box Co., $1,213. W. E. Verplank has been appointed receiver with authority to continue the business temporarily. Liabilities are $5,277, 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 Victor Victrola, which gave selections from the opera and light 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 recorders, and continual improvement in the mak-
ing 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 created 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 proportion-
ately.

It is well known that the quantity of sound decreases as the distance from its source in-
creases, due to the spreading of the sound waves over a larger space. Naturally the more close to be 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 dis-
appears 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 light and the note is soft. Should the same thing be struck vi-

bratingly 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 Balti-

more store. They have one of the most com-
plete talking machine departments south of Philadelphia and carry an immense stock of both Edison and Victor machines, records and supplies.

LINENOID RECORDING HORN

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


(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. 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 better than the average, and 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 storeroom 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 machines recently in Richmond, Cal.

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 Stock, 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.

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 Stock, 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.

THE TALKING MACHINE WORLD.

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

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 Stock, 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.
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 28, 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 19,000 people thronged the place, monopolised the retail department on the first floor, and even reached the spacious wholesale room 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 Auraphone and the big Victor-Vietrolas, 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 Schooneecker, Controller Gawin, Chief Jansen, 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 sheet 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 equipment, done in flowers, which was the gift of John Menge, the architect of the new building.

F. H. Genrich, a Victor and Edison dealer in the city, also presented a unique floral design, and 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 uniques 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 surrounding sections.

It was very neatly done and was the work of the Schwab 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, furnished with rose 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 assortiment of popular and classical selections and teachers' supplies are to be found. It is in charge of Mitchell Simonds, a young composer of jazz, 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 1,900 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.
INDESTRUCTIBLE CO. NEWS.

Signs Many New Jobbers Including Big Concerns. 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: Cochrane's Book Store, Palatka, Fla.; J. A. McDonald Piano and Music Co, Halifax, N. S.; R. E. Scott Piano and Music Co., 501 South Gay St., Knoxville, Tenn.; McArthur Piano Co., Aberdeen, S. D.; and Anson Piano and Music Co., 415 B. & S. H. Building, Louisville, Ky.

 annotations in their advertisement in this issue, shows many of the old and well-known jobbing houses in phonograph supplies.

The Indestructible Phonograph Co. report that while they are unable to fill the 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 each month by leaps and bounds, are receiving many large orders for stock records and are expecting rapidity.

The reproducer is equipped with a specially constructed wooden diaphragm and a wedgeshaped sapphire reproducing button, which is designed for the reproduction of more closely following the minute indentations of the record. The new feature involved is the spring tension of the reproducing button, 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. The player is designed for the trade and to the public, as shown in their advertisement, is as 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, Jr. has been promoted to succeed A. L. Owen as retail manager of the St. Louis Talking Machine Co., and M. H. Henry has been brought from the Chicago store of the company to fill the vacancy left by Mr. Byers. Mr. Owens still resides in St. Louis, 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, Miss May, and his assistant, P. V. Defraw, 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.

These manufacturers and jobbers who have endeavored to sell by mail, and incidentally have run across members of that class of dealers who trade either through carelessness or discourtesy do not acknowledge personal letters, much less business literature, will readily sympathize with a certain manufacturer in the hardware trade, who, having circumscribed 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 you. So you say something to them, anyhow. If you think I'm a pestiferous fool, hang 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 condescending 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 epigraph—The Modern Mummy."

Hopefully yours,

"The Condenser Co."
Quality of Tone
Volume to Sound
Mechanical Superiority

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. 266 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. Fullenkamp ... 902 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
Courcy Piano Co. ... S. W. cor. 11th & Olive Sts., St. Louis, Mo.

Curtin's Music House ... 10 W. 6th Ave., Helena, Montana
Early Music House ... Ft. Dodge, Iowa
Early Music House ... 316 Court St., Sioux City, Iowa
Eclipse Musical Co. ... 3050 E. B'aven St., Cleveland, O.
Editionia Co. ... 57 Halsey St., Newark, N. J.
Finch & Hahn ... 501 State St., St. Cloud, Minn.
Finch & Hahn ... 3 Third St., Troy, N. Y.
Thos. C. Hoff ... 71 Hemmep Ave., Minneapolis, Minn.
Harger & Blish ... 910 Main St., Dubuque, Iowa
Hopkins Brothers Co. ... Des Moines, Iowa

W. J. Killea ... 78-74 So. Pearl St., Albany, N. Y.
Knight Drug Co. ... 103 Broughton St., Savannah, Ga.
James J. Lyons ... 192-194 Vau Buren St., Chicago, III.
Magnoder & 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. ... 95 3d Ave., Louisville, Ky.
Musical Echo Co. ... 1917 Chestnut St., Philadelphia, Pa.
Nat. Auto. Fire Alarm Co. ... 614-13 Gravier St., N. Orleans
Piano Player Co. ... 10th & Douglas Sts., Omaha, Neb.
A. J. Pommer Co. ... 839-31 1st St., Sacramento, Cal.
Portland Talk. Mach. Co. ... 418 Congress St., Portland, Me.
Powers & Henry Co. ... 332nd Ave., Pittsburg, Pa.
W. H. Reynolds ... 107 Davenport St., Mobile, Ala.
J. K. Savage ... 921 Franklin Ave., St. Louis, Mo.
H. E. Sidles Phone Co. ... 13th & P Sts., Lincoln, Neb.
Standard Music Co. ... 9-11 E. 8th St., Chattanooga, Tenn.
Benj. Switky ... 27 E. 14th St., New York City
R. C. Smith Co. ... 68 Church St., Burlington, VT.
Talking Machine Co. ... 907 E. Ave., Birmingham, Ala.
Wahash Music Co. ... 929 Wahash Ave., Terre Haute, Ind.
Whitney & Carrier Co. ... Toledo, Ohio
Perry B. Whitsett ... 200-13 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

AN ENT 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 machine, 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 horns, or the substitution of other horns for Victor horns, is absolutely prohibited.

TIME CONTROLLED PHONOGRAPH.

A time-controlled phonograph has been invented by J. E. Hett, of Berlin, Ont. It is an arrangement of the clock and phonograph so that the sounds that are first impressed upon the ears are sweet sounds especially in the early morning, sweet sounds vented by Dr. J. E. Hett, of Berlin, Ont. It is an automatic contrivance in which one sapphire followed the other, and the alarm clock and phonograph 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 Phonomag a reader asks for information regarding the following: "A friend of mine claims that it if were possible for a skillful engraver to engrave grooves, corresponding, of the same shape and depth, 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 skillful enough. I claim that it is impossible for the engraver to do this on a small scale, but that all the engraving in the world would not cause a score 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 to the editor to this rather odd inquiry is most interesting, and reads as follows: "If an engraver was skillful enough to accurately 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 machine was invented for producing records on a band or film. The best proof of this is the fact that in the days of the old wax record a duplicating machine was invented for producing records on a band or film. These films can be made in any length of time desired; in other words, not confusing the record, as now, to a limited space as in cylinder or disc. The American de- vice, however, did not work out satisfactorily 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 in Germany which several 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 electrically. They 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 and selection purposes seems to be great, and the ease with which the same can be reproduced 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 sealed to small fragrant cakes. The wax 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 and selection purposes seems to be great, and the ease with which the same can be reproduced 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.

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 Phonograph 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 Orchestrophone 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 Orchestrophone model will be made in The Talking Machine 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' Exhibition of Pure Food Stuff, held recently at 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 landing pieces. Their booth was a center of attraction throughout the period of the show.
THE TALKING MACHINE WORLD.

EFFECTS OF TRADE DEPRESSION

Upon the Talking Machine Industry—Some Interesting Views by J. Newcomb Blackman


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. There have been no definite results or conditions 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. The depression 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 shows a condition of depression as compared to the past.

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 other line of business where the proposition is probably made. Certainly a 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 profits. This comparison is based on what is to be expected of the manufacturer, jobber and dealer.

If he does this, and will make a fair comparison, you will have no trouble in finding people in our line who condemn the talking machine business with other lines of business. We will compare this condition with what prices fluctuate accordingly? Is it not true that most articles sold through the manufacturer, jobber and dealer is not only himself, but the manufacturer, jobber and dealer must not be such that they cannot stand advertising in other lines, or even what might be termed staple lines, are bringing the same profit.

Is it not true that most articles sold through the country in general business are regulated very much by the condition of the country. yet, and that prices fluctuate accordingly? Will you not find that in most lines of business the manufacturer, jobber and dealer is not only selling machines, but is also making a profit on the sales that is a fair one.

The reason why this is not a fair one is because the depression is not as large as it was a year ago. The manufacturer, jobber and dealer is not only himself, but the manufacturer, jobber and dealer must be able 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 its early infancy. A manufacturer has been forced 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 its early infancy. A manufacturer has been forced 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 its early infancy.

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 making sales? Certain dealers who have not been able 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 its early infancy. A manufacturer has been forced 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 its early infancy.

This condition of the talking machine industry is no exception. Let us, therefore, compare the depression to this rule. Let us now consider the depression and stand in a class by itself in regard to values having depreciated.

This naturally requires a firm stand on the part of the manufacturer in enforcing conditions that will influence the retail trade. And while enforcing prices, he must not forget the matter of protecting the manufacturer, jobber and dealer the field will soon cease to be profitable and the industry would go backward. If he makes this opportunity to keep busy now if they were to face conditions that they are not safe, risks that must not be taken methods which he may have used in competing with 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 of goods 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 that will eliminate those who are not worthy of close perusal and make a natural 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 vacated 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 injunctions granted by 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 mine 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 EMPLOYEE AN ADVERTISEMENT.

Every employee 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

TATSCH COMPANY, 331 S. Spring Street, Los Angeles, California

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

FOR ALL DISC TALKING MACHINES

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—Cali Is For Expensive Phonographs—Dealers Conform to One Price Argument—An Interesting Chat With the Versatile Manager of the National Phonograph Co.

William Stevens, manager of the National Phonograph Co.'s foreign department, after being in Mexico since March 16, got back to New York on 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—Oaxaca, Cor- duva, 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 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 shackas in the place, crude shackas. 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 streets, in the mountain passes, in the hotels, mining camps, and plazas.

Mr. Stevens reports that his Mexican manager, L. L. Lewis, is doing finely in his new field and thinks Mexico City is the real garden spot of the earth. 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 "Alamela" 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 is 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, has issued a clever house organ called the "Curtice Phonometer," which in his new field and thinks Mexico City is the real garden spot of the earth.

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Save the Life of your Records.

For Edison Phonographs and Victor Talking Machines.

No. 10 PLACE AUTOMATIC RECORD BRUSH.

Price, 25 cents.

Preserves the life of disk records. Automatically cleans the record grooves and gives the needle a clean track to run in. Insures a clear reproduction and prevents record getting scratchy. Makes the needle wear better. Dust and dirt in the record grooves wear the record out quickly and grind the needle so as to cut the record. Save the Life of your records.

No. 10 PLACE BRUSH IN OPERATION.

Manufactured by Blackman Talking Machine Co., 97 Chambers Street, New York.

The Place No. 10 Disk Record Brush for Victor Exhibition Sound Box.

Price, 25 cents.

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Price, 25 cents.
TIMELY TALKS ON TIMELY TOPICS

The music publisher—one of the oldest and best known in the business—was talking with The Talking Machine World. During the copyright revival the gentleman 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 benefit I can speak of specifically connected with the talking machine in 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 moddities will, and the sales fell away.

"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 being made, and therefore some foundation other than idle rumor may exist for the report. After all is said and done, however, it is not a "dubbed" record as 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. "I don't consider them of any 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 are so eagerly discussed by the world, I insist the writer or the company whose high-price goods are engaged in producing popular music. The publishers can- not get away from the fact 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 generation, hence its revival and renewed popularity. This would certainly be the case with "Silver Threads Among the Gold.""

Reports of more or less authenticity are heard and discussed relative to the illegitimate dupli- cation of record discs, more commonly termed "dubbing." It is puzzling to the trade why the supervisors of this fraudulent practice have not taken steps to stamp out effectually and forever this petty thievishness. The manufacturers 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 com- mendation, but is conferring benefits on its mem- bership difficult if not impossible to obtain in any other way.

It is this feeling that is animating the indi- vidual members of the committee on arrange- ments handling the convention. They are as- siduous and persistent in their efforts to have each and every one of 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 dis- cussed to carry out their views. It is believed by the committee that every member will use his personal influence with other jobbers and that 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 amount most laudable and worthy energetic encourage- ment.

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 harmoni- ously 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 founda- tions of a substantial structure—is not only in- advisurable but fraught with danger. It is one thing to select men for the different offices and quite another to know they can fill them accep- tably by attending to their duties. You know it is the old story that a man may be very pop- ular 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 re- tain the entire credit, thereon derive. 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 manufac- turers are according the "forty and ten" privi- lege to dealers not entitled to it by reason of their not having earned admittance to that far- remoter, the "in" circle. Jobbers who have thus expressed themselves privately and in public are candid and unreserved in their publicness. As a mark of their respect for the law and integrity they have observed, the "dubbers" have been subjected to a search which is not to be sent to the United States, where these spurious goods are being dishonestly sold. The trade is beginning to fear that these goods, when made known, will disrupt the present pleasant relations of the manufacturers and dealers.

Reports of more or less authenticity are heard and discussed relative to the illegitimate dupli- cation of record discs, more commonly termed "dubbing." It is puzzling to the trade why the supervisors of this fraudulent practice have not taken steps to stamp out effectually and forever this petty thievishness. The manufacturers 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 com- mendation, but is conferring benefits on its mem- bership difficult if not impossible to obtain in any other way.

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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 sub- stances. 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 suc- ceeded in producing a four-ply composite diaphragm of a combination of very thin wood and two of cotton stalk tissue, all of which is compressed within a thickness of 6/100ths of an inch. The reproduction by this diaphragm is truly marvelous. Every detail of sound and tone fineness that is capable of being recorded is brought out by this invention.

Price, including Cross Head and Link, $1 Each.

Noxcross 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 proposed 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 bill 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 unwavering 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.; G. T. McCullough, president, and 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 well-known grand opera, 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 services of the company's building 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. HOBBES FAILS.

G. S. Hobbs, dealer in talking machines, cigars, etc. 1163 Michigan avenue, West Pullman, Ill., filed a voluntary petition in bankruptcy last Friday. He schedules his liabilities as $2,456 and his assets as $2,184.

WILLIAM MCCAIRDLE RESIGNS.

Wm. McArdle, who for a number of years traveled for the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., going abroad for them last year, resigned his position on May 1. "Mac" is well and favorably known throughout the trade.
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.
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 he is familiarly known throughout the trade, has bought an interest in the Wooden Phonograph Horn Co., Spencerian, 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.

Our recent monthly issues, as all the older selections of the new Zonophone was printed. Laten the Universal Co. regard as among the most valuable of their recent jobbing acquisitions are the firms of Byron Maury, of San Francisco, and Graves & Co., of Portland, Ore. Both these accounts were secured by J. D. Beekman, the engaging of his trip of 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. Macnab 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.

OFFICERS of The Talking Machine Jobbers’ National Association 1907-08.

President, James F. Bowers, 215 Main Street, Buffalo, N. Y. 
Vice-President, W. D. Andrews, New York, N. Y. 
Secretary, Perry B. Whitst, Columbus, O. 

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

THOMAS L. MURRAY.

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

MR. MURRAY’S NEW MOVE.

The Universal Talking Machine Mfg. Co., New-ark, 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.

The following to be added to section 28 of the Copyright Bill.

(Partially to The Talking Machine World.)

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

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

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

REVISED TEXT MAY 4, 1908—COPYRIGHT BILL—

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, or by 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 whoever 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 copyright proprietor of a royalty equal to $5 for each of the cross sums 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 reserved.

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 his literary, dramatic, musical, dramatic or musical, and other intellectual works, including forms 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 whoever 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 copyright work upon the copyright proprietor of a royalty equal to $5 for each of the cross sums 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 reserved.
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 ever 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 Bushn, of Louis Bushn & Bros., 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 prefer accommodations in some other hotel will receive suggestions by addressing me, as chairman of this committee, at American Musical and Dramatic Publishing Co., 1138 Broadway, New York City, and the accommodations they have been placed at the disposal of the members as a meeting room, as well as another room for the accommodation of committees.

"It is possible that the leading manufacturers and their representatives may be unable to attend because they did not have information to give anybody an excuse to say that they could not attend. 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 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 ever 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 Bushn, of Louis Bushn & Bros., Philadelphia, Pa.

"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 5th or early on the morning of the 4th, thus getting the benefits 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 5th, 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 in view, our committee urges 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 THE ECHO-TONE Horn "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 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 distinctiveness, 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 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 shall bring results and if they will receive the support that they deserve, Atlantic City will certainly be far from the talking machine industry.

While the Trade 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 cases where the jobber received 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 cost of membership.

This is only one of many cases, and this feature of membership alone is worth several times the cost of membership. The association and the jobbing trade in general, finds that the committee proposes to do their work in a manner that will bring results, and if they will receive the support that they deserve, Atlantic City will certainly be far from the talking machine industry.

MEXICANS CAUSE TROUBLE.


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 Espinosa Co., 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 Espinosa Co., which is the Columbia Phonograph Co. suite, 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 vendors of a forged note.

One company had a Mexican composer record some of his pieces by his hand, but they failed to make an agreement except for his services as a musician, whereby he would be paid 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 propositions.

"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 them 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 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 that the Talking Machine World is 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 so one gainsays this highly deserved tribute."

MAX LANDAY ON THE ROAD.

Max Landay, of the Talking Machine Supply Co. out here, 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 good 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."
RECEIVER FOR MULTPHONE CO.

Appointed on Bankruptcy Petition by Creditors

Validly of a $100,000 Chattel Mortgage to Carnegie Trust Co. Employee Disputed.

Against the Multphone 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, at

against these creditors. In the matter 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 as-

sets have been expended and no record whatever appears on the books of the company as to the disposition of the sum paid; that on November 2, 1905, it gave to Paul H. Sheridan, as trustee, a chattel mortgage of $5,000, on an application of Isaac Thorman.

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 the mortgage had been made 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 $35,000. The company was incorporated May 4, 1906, with a capital stock of $1,000, which was increased on his return trip, expects to make Denver, Col.,

his appearance is attractive; one glance shows at one glance the contents of the file. Each file is numbered, and an index label on the front of each file shows the contents of each file.

By classifying the records in each file, it is 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 HORN.

(Special to The Talking Machine World.)

The Japanese horn is a curiosity, and its appearance is an advertisements. The horn is a reproduction of a natural horn, and the musical notes are thus played directly upon the air. The horn is made of a special metal, and is mounted on a stand. The horn is operated by a motor, and the notes are produced by means of a vibrating reed. The horn is a popular exhibit at fairs and exhibitions, and is a favorite musical instrument for outdoor performances. The horn is made in various sizes and shapes, and is suitable for both solo and ensemble performances. The horn is a symbol of the natural world, and its sound is a reminder of the beauty and majesty of nature. The horn is a symbol of art, and its music is a reflection of human creativity. The horn is a symbol of life, and its sound is a celebration of the joy and wonder of existence. The horn is a symbol of death, and its music is a lamentation for the loss of loved ones. The horn is a symbol of the spiritual, and its sound is a meditation on the mysteries of the universe. The horn is a symbol of the material, and its music is a reflection of the harsh realities of the human condition. The horn is a symbol of the political, and its sound is a call to action for social justice. The horn is a symbol of the emotional, and its music is a expression of the depths of the human soul. The horn is a symbol of the intellectual, and its music is a reflection of the heights of human thought. The horn is a symbol of the moral, and its music is a call to virtue and righteousness. The horn is a symbol of the aesthetic, and its music is a celebration of the beauty of the human spirit.

DOOLBEER OFF THE COAST.

F. K. Doolbeer, manager of sales for the Na-

tional Phonograph Co., left Sunday morning (May 10) on an extended business trip west. His first stop was Chicago. On his return trip, he will proceed gradually to the Pacific coast, visiting all Edison jobbers in the West and Northwest. Mr. Doolbeer is a member of the Executive Board of the National Phonograph Co., Ltd., and will be in charge of the company’s affairs while on his return trip, expects to make Detroit, Col., in time for the annual convention of the Na-
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.
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 noodle 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 record 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 gaiety 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 style 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. 33291—25c.
Columbia 10-inch Disc Record No. 3901—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. 85152—50c.
Columbia 12-inch Disc Record No. 86129—$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 widespread popularity.

Columbia XP Cylinder Record No. 33292—25c.
Columbia 10-inch Disc Record No. 3901—60c.

The Columbia Company

Graph Company

NG, NEW YORK
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 a little to get out. The sign is to be sent forward to Edison dealers July 1, through their jobbers, and there will be no charge whatever for the sign or for transportation. Dealers' requests specifying jobber's name must be filled 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 supplied by 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 'canned' to the general public."

San Francisco Chronicle, April 27, 1906.

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. H. Parker, of New York; Howard T. Fisher, of New York, and W. H. Blackman, of Mine Hill, N. J. 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 CLEAR RECORD SURFACE.

This subject has been given very careful attention by J. Newton 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 otherwise result in increasing the friction is avoided. It must be so for 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 needle on the disc record, it is extremely 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 the records clear, 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 American talking 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 John Willard Bryant, of Detroit, Mich., who returned the same week, at the invitation of 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 reminded them he had not struck his flag by a long shot.

C. B. Hayes, of C. B. Haynes & Co., Edison jobbers, Richmond, Va., who was north last week, said: "We h'd 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, which went from 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 Mahay, all of New York.

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 tailoring 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 seems 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 phonograph friend, John Jones, No. 23 Broad street.

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 catch the public eye, and he is making a killing.

In the evenings when the shoppers begin their homeward journey and the office buildings are beginning to cast their shadow on the street, John Jones will be 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 records and has it ready for inspection before the public eye in the following manner:

First, he throws a picture on the screen illustrating that particular selection. He obtains the idea 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. 9,737, "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 one shown in the illustration accompanying this treatise that particular selection.

Nothing has recently surpassed worthy of special reference, save perhaps the future 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 phonograph last season in Heaton Park, Manchester, and Clifton Park, Rotherham (Yorkshire), the managers of the local "talker" dealers are looking upon their stores as a source of revenue, and are planning to introduce records for the following month.

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 Rotherham 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' and Wholesale Association." Two members of the Board of Trade and two members of our local parliament addressed the meeting (Messrs. T. H. Sloan and J. Devlin). The applause generously extended by the audience to the selections was uninterrupted 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 $7,700. 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 sweetest place in that city.

MEYER CO. INCREASE CAPACITY.

(Special to The Talking Machine World.)

Pittsburg, Pa., May 9, 1908.

The C. C. Meyer 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 de- cidedly popular in Pittsburg. The arrangement of the display cases is such that the windows will be used to advantage, and the store itself provided so that a single boy in the aisle can operate two or three machines at one time.

THE MONARCH

(Revolutionary Time-Saving)

Wire Rack for Cylinder Records

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

Revolutionizing Time-Saving Rack

Syracuse, N. Y., May 9, 1908.

The “Malmum in parvo” of the phonograph 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 store.

An instantaneous hit with the jobbing and retail trade.


PRICE, $30.00, NET.

Ask your jobber for a complete catalog of "The Heise System" of Wire Racks.

SYRACUSE WIRE WORKS

SYRACUSE, N. Y., U. S. A.

Canadian Representatives: R. S. WILLIAMS & SONS CO., Toronto and Winnipeg.
From Our European Headquaters.

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

Latest Manufacturers of GUITARS, MANDOLINS AND DRUMS

59 Basinghall Street, London, E. C., W. LIONEL STURDY, MANAGER.

Music as a Medicine.

In music we have a valuable treatment which is in continual demand. In the next 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 common as electric batteries in our professional instrument equipment, and as frequently prescribed as common medicines. The machine will be able to reproduce the voice of a singer with life-like reproduction of the air that is to the best, and is offered at quite a moderate price.

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 "A" is the new machine just introduced by the Pathephone Co. The motor will play two 11/2-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 or decreased at will. The machine is designed to accommodate seven 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.
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: "If I Could Only Sing Again," No. 63,022 and 63,023. Selections 1 and 2, respectively, are both recorded in a brilliant manner. "La Paloma" (Tradur), £4,023, and "Roverlo" (Waldteufel), £4,016, 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 Revolutionary Polka (Bullman), £6,030 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), £6,035, and played by the bass horn of Lonsdale's band (£6,025), and "Let's Be Lively" (Myddleton), £6,024, they comprise a combination of tonal quality and brilliancy of reproduction unsurpassed. The songs "If Stillborn Men" (£5,110), on the reverse, "Arm, Arm, Ye Brave" (£5,111), both by Wilfred Platt, with orchestra accompaniment, provide excellent enjoyment. Harry Thornton gives as two capital songs in "Old Square Bob" (£6,104) and "My Old Shaks" (£6,105). Will Terry's two comic songs, "Half-time, Turnover" (£6,054), and "The Bell Goes a Ringin' for Mary" (£6,055), 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 are two hundred 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 the United States, 56,000 dollars were decided to organize a trust, with a capital of £400,000, to be held to provide a stabilization for clear enunciation and effect. Favorite records are increasing in demand both here and abroad. The city of London Corporation has received a letter from the United States Ambassador expressing his personal appreciation of its resolution in favor of the early establishment of the penny post between Britain and the United States.

Two Records of Chimes. Mr. Vacher tells me that at his request two records have been made—"Abide With Me" and "Lead Kindly Light," as sung by the full peal of bells recently installed at the Munich Town Hall. These two Favorite records will certainly prove favorites with the trade. Launcher's Records Going Big. The National Phonograph Co. report tremendous sales of Harry Launcher'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 Bela 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 Bela Co., he spent some considerable time with Herr Stollwerk, 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 contest, 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. Pathe Freres from infringing the tapered arm patent is the subject of much recent publicity by the Gramophone Co.

Ladybankruptcy Proceedings. After Kersh, 348 Howie Road, and 124 Charlotte street, Kingston upon-Hull; Harry Farmer, 55 George street, Walsall; J. Dykes, 90 Church street, Harrow-in-P ferness; A. E. Sproat, 24 and 110 Elsie street centres.

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 known in talking machine circles, conducts the orchestra with much credit.

The City of London has received a letter from the United States Ambassador expressing his personal appreciation of its resolution to carry on the administration of the penny post between Britain and the United States.

A REVELATION IN THE ART OF RECORDING Favorites! Favorites! Favorites! Favorites! NEW SUPPLEMENTARY LIST FOR MAY JUST OUT! Grand Tone and Finish 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 Factories only, lists free.

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain) 45 CITY ROAD, LONDON, E. C.

In order to stimulate trade among their retaillers, 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, catalogues, 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 re-capture 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 victors, 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 beefeater 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 'gin London was never doin' much, eh?"

Raise Wholesale Prices. Messrs. Gilbert Kinpton & 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 tailoring 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...
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 half-pennies-for-a-penny dabbler who very often works from a private house, or a barbershop. 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, and greatly. 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 a general consent to place thereon.

Some men are slow and sure—most of them.

...some manufacturers have never been more apparent than in the present moment. requiring their...
The PREMIER MANUFACTURING CO. LTD.
81 CITY ROAD, LONDON, ENGLAND

OFFER

The "CLARION" NEW PROCESS CYLINDER RECORD

To AMERICAN JOBBERS

AND

Progressive Colonial Dealers

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?

“CLARION” RECORDS

FLOOD THE WORLD WITH MELODY

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

SHOW BIG PROFITS

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

Manchester, May 4, 1908.

At the present moment Manchester and district is experiencing a very bad time as regards the talking machine industry. Removals and auction sales are very 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 pains-taking with his customers, the connection already secured will no doubt pull him safely through the depression time. Already some houses are considering the next year’s requirements, and alterations are being made to further adapt existing premises to future needs.

Mr. 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 Theatre. 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.

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 building 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 very rosy in the near future.

At Messrs. Richardson’s, as well as Messrs. Johnson’s, Ltd., business was reported as fairly good. Mr. Crossman, who is taking his goods into consideration, Archer & Co., Messrs. Dibbs, Ltd., and other well-known retail houses also report a fairly normal condition as regards sales.

Mr. Jenkins, the well-known Pathephone agent, states that the Pathe phone records are selling very well. Mr. Jenkins has a speciality of these records which 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.

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 Phon Stores, and Appleton & Co., etc., say that they are fairly satisfied with results up to date.

Hilton & Co. have experienced a very good season, and their general manager, W. J. Ribbons, felt, notwithstanding his expectations of a very slack winter, 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 strike in mechanical industries in the north-east. In Hull, Grimsby, Stockton, Darlington, 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, states that the Pathe phone records are selling very well. Mr. Jenkins has a speciality of these records which 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.
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 are (a) 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 as 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 specially designed for this purpose will appeal to 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 that you have a method of getting the money 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 proper method in such a thing as this is to photograph the card and show it to the point out to a large but carefully edited list of people in your city and outlying towns is like a fine-toothed raker. Nothing else is so thorough or so apt to make all possible orders.

The fault with most circulatures, as stated before, had been the haphazard way in which it has been done. You have mailed a booklet or a folder then a letter, then another booklet or a folder, then another letter. You have then mailed or sent him three or four of these pieces or you have sent them so far that you have never gotten a chance to speak to the point. The reason is that you have not made up your mind and have let yourself be confused by your own ideas. The whole of the business is like a fine-toothed raker. You have spent a couple of minutes and should bring out some point in it. The matter should be as 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 specially designed for this purpose will appeal to every time and is sure to reach the desired goal.

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DITSON'S FINE VICTOR DISPLAY.

The display window of Charles H. Ditson & CO., the great music publishing, musical merchandize and piano house, 8 to 12 East 23rd street, New York, has 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, with the seasons 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 has always 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 entering into the game he returns as well qualified for the championship finals in business as well as "golf."

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.

THE TRADE IN GERMANY.


(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 these machines and accessories which, while not new, have never before been honestly put before the 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 German 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 of the university is 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 this subject. 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 window by the Deutsche Grammophon Aktien gesellschaft, 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 contests 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 task 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 and directs 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 Gramophone-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 inherent limitations 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 vane 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 Buell landed his.

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

BY PATENTS

Attention paid to the Manufacture of

Any Special Material

ALL MATERIALS PROTECTED

MANUFACTURER OF ORNAMENTS FOR

GRAMOPHONES AND PHONOGRAPH RECORDING

B. SIMON

Manufacturer of Hardware

BERLIN, W. 8, RITTERSTRASSE, 26.
DECREES 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. 515,923, 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.

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 this 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, believes 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

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
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 business 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 players from playing their instruments in the parades, 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 Devineau, the famous Columbia phonograph inventor, his friends assembled for the services. When his friends gathered for the service, Louis Devineau, his business partner, was startled to hear the voice of the deceased thanking them for the many favors and kindness they had shown him during his life. The health officer is now endeavoring to secure the passage of an ordinance prohibiting piano and other musical instrument players from playing their instruments in the parades, 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.

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will be excellent for the next few weeks at least. Mrs. Metta Hartwell has moved her phonograph store from 2653 West 55th street to 3032 Lorain avenue. She has fitted the new store up in a neat and tasteful, and has so arranged the machines and records that the new location has been opened up fully, and being the only talking machine store on the street, she feels she will be very successful.

Mr. Tottin & Wicht Co. report trade very slow, with slight indication of revival. Mr. Tottin said they were selling some records, but that the demand for machines was almost nil. He attributes the delusion to the closing down and partial closing of the manufactories in that section, and that the 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 store, and that when operations are resumed it will be excellent for the next few weeks at least. Mr. Towell

It is probable the honeymoon will be ended. 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 a long time hence. 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 assurance which should arise, they are as anxious to rectify as are their representatives.

LOUIS SILVERMAN TO MAREY.

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 Solonon. The ceremony will be private. It is probably 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 no other product is the equal of his own, and nothing better can be produced, then, and only then, will it be safe to get along without advertising.

COOK'S AUTOMATIC STOP

Absolutely necessary to the Perfect Talking Machine

GOLD PLATED $5.00 SILVER PLATED $4.00 NICKEL PLATED $3.00

COOK’S SALES COMPANY
29-31 Liberty Street New York City

COOK'S AUTOMATIC STOP

COOK'S AUTOMATIC STOP is the only stop which works perfectly on all disk machines. It allows the hearer the greatest enjoyment; at the same time 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 AUTOMATIC STOP is the only stop which works perfectly on all disk machines. It allows the hearer the greatest enjoyment; at the same time 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.
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 blats. Regulates and mellows the tone. Can be adjusted while machine is playing. Gears in the horn, opens and shuts.

$1.00 Each
Discounts and samples to dealers on application.

MELLO-TONE CO.
40 HARRISON AVE.
SPRINGFIELD, MASS.

TRADE NOTES FROM CINCINNATI.


(Special to The Talking Machine World.)

Cincinnati, May 8, 1905.

Local dealers in the talking machine line are agreed that the April business was very satisfactory. They claim that May looks good, prophecying 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 high-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 installment 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 chosen by artists 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 Sestret record, which gives the better a selection from Caruso, Scotti, Daddi, Sembrich, Fournett, Severina, Lucia, all in one. These are offered at $1 each. Manager Dietrich says that customers buy at first, but fall in line riding 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 Stief, 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 the1.

Mr. Raymond said of trade: “The talking machine business was not so good during April in this and cheaper lines. Business, however, is on the pickup. 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 25th 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 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. Dyre & 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 Ellis’ 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 business manner, and contributed to much of the success of the entertainment. An attractive program was furnished, giving a synopsis of the music of the opera, 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 and contribute to much of the success of the factory. 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, poise the fire, and run a paper.”
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 ren-aisance of New York, based, of course, upon the great success of operas 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 not at-tended grand opera have been educated, so to speak, by hearing the great artists through the medium of the talking machine. They have be-come enthusiastic over the singing and have been de-sirous 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 apprecia-tion of the splendid playing of the great orches-tra and leading pianists. Papers can talk as they please about 'canned music' and the 'me-chanical 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 an enjoyment of better things, just as the piano and other instruments, is now preserved with abso-lute fidelity."

"The tone or timber that distinguishes one voice from another is reproduced with such per-fection that they never attempt to make a record unless in perfect voice. In fact, the capabilities of the perfected disc talking machine are prac-tically 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 abso-lute fidelity."

"The fine musical programs that are now to be had on the talking machine have aroused the in-terest of music-lovers everywhere. The perfected talking machine is no longer the purveyor of the most discordant ragtime. Instead we have grand opera by Caruso, Eames, Scotti, Sembrich, Melba and many other artists. And Terrazini, the greatest of all the great opera singers, has joined the list. "Lucia' and other triumphs of her Manhattan engagement. Or we can hear the best classic music by celebrated instrumentalists, such as Josef Hoffman, famous 'cellist, and Mischa El-man, 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."

"Musicians, critics and instructors have also joined the ranks of the talking machine enthu-siasts. 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 on the talking machine, began to play the beautiful 'Cara Nome,' from 'Rigoletto,' sung by herself. At the conclusion of the aria Mme. Marchesi, astonished and delighted, ex-clained: '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 Perree Lightner, the traveling representa-tive in the export department of the Victor Talking Machine Co., Camden, N. J., who re-cently returned to the United States, oscillates between the factory and New York, having a great deal of business to look after before set-ting down for a good rest previous to his de-parture for his field of activity in the Latin-American countries. Mr. Lightner speaks Spanish, Portuguese and Italian besides English, and in chatting over 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 rep-reSENT a choice variety of speech, but it goes down there, just the same.' Mr. Lightner was in Río 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

Distributors for Eastern Territory

BIG STOCK QUICK SERVICE

77 Chambers St., New York

Telephone No. 3822 Worth

MR. DEALER: IF YOU WANT THE EXCLUSIVE SALE OF INDESTRUCTIBLE RECORDS

DISTRIBUTORS FOR EASTERN TERRITORY

1217 Chestnut Street, Philadelphia

ZED COMPANY

Formerly Zon-o-Phone Distributing & Export Co.

77 Chambers St., NEW YORK

Telephone No. 3823 3825

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
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.

(DTOM 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 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 every evening and evening, with four orchestras alternating in attendance, and singers and instrumentalists 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 Ureh, with Steinway & Sons, New York; J. R. M. Dvorak, of Lyon & Healy; William Urchs, with Steinway & Sons, New York; J. R. Dvorak, of the Overman Stool Company; T. E. Dougherty, Finzel's Orchestra, William Finzel, of Chicago; W. C. Burgess, president of the Wegman Piano Co.; J. P. Byrne, of Lyon & Healy, Chicago; Frederick Redemeyer, 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 one of the most enjoyable. 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, which has already chartered their efforts.

Monday was not the opening day proper, although the special entertainment was given for invited ones during the week-long public program. It 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; Lilliella Shilla Powell, soprano; William Lavin, tenor; William Zieck, violinist; Frank Fruttchey, organist.

Accompanists—Miss Beatie Hughes, for Mr. Bendix; Mr. Fruttchey for Miss Sammis and Miss Powell; Miss Lillie Gove, for Mr. Lavin and Mr. Fruttchey.

Orchestras—Green's Orchestra, Al. Green, director; Finley's Orchestra, Ben. L. Shook, director; Finetz's Orchestra, William Finetz, director; Zierk's Orchestra, Harry Zierk, director; Detroit Philharmonic Club, Wm. Yuneck, 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 Automatic telephone concerts, a recital by Henry Riley Fuller, in which the Orchestrina, Welte-Mignon, Theme- and Piano were employed; recitals by Ernest Hutcheson, who was heard through the Steu- way, and Albert R. Saunders, who exploited the Wele-Mignon. Nothing on such a huge scale has ever been heard in this city. 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 pianos and complete edifice of a building, a large piano factory in Detroit, where the popular Grinnell Bros. piano is built, also 18 branch stores in the principal cities of Michigan. 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 this business in the country. The furnishings are superb and the sound-proof rooms admirably equipped for the comfort and convenience of visitors. They have a space of over one hundred 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. The largest Talking Machine Distributors in the West, Grinnell Bros., can be depended upon to deliver every variety of musical merchandise. Every one of the machines and supplies are unquestionably among the finest devoted to the business in the country. Grinnell Bros.' new building is a monument to the acme of commercialism, and good business men would say that it is the acme of commercialism. If that is so, then Grinnell Bros. are entering upon a more interesting career, which has already chartered their efforts.

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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 within the country the products covered by such patents.

The treaty may be revolved by order of the court and foreign patentee must manufacture his invention in inventions in the country within three years after the date of the British patent. If there be a demand for it, the patentee must apply for a compulsory license or the revocation of the patent. If the parties do not come to an agreement, the patentee may petition the court, 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 must 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 patentee may be surrendered, and 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, the patentee may petition the court, 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 must 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 patentee may be surrendered, and the British preferred should be made, in this country.

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 lawfully manufactured, produced, sold or otherwise disposed of by any person other than the seller, lessee, or licensee or his nominees; or requiring the purchaser, lessee, or licensee to acquire from the seller, lessee, or licensee, 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

IT IS A RECORD SELLER

This is the box that pleases the customer. No wrapping, no tying.

It is the most convenient package available 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.

SHIPPED "KNOCKED DOWN"

Send us $1.85 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.
Our Complete Lines of Cylinder and Disc Cabinets in Stock by all Jobbers

THE CYCLO-PHONE.

Herzog’s New System of Record Filing

Kindly Give This Your Attention

No. 846.
Oak and Mahogany
How is That!

No. 845.
Oak and Mahogany.
How Do You Like the Arrangement?

ORDER A SAMPLE NOW

HERZOG ART FURNITURE COMPANY, SAGINAW, W. S., MICH., U. S. A.
TO PURCHASE 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 662 Main street yesterday for the purpose of electing new 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 high integrity, and every confidence of their rapid forging to the front.  
F. C. Taylor, general manager of the company, speaking of their plans, said:

"Our object is to 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 office for the present will be located at our retail store, 1007 Capitol avenue, until we can have them in charge, has been kept pretty busy re-making the boxes and the little green slip is pushed out. The small teeth prevent more than one stamp being pulled out. In the one-cent style, insertion of a copper in the upper slot releases a weight, a stamp-wound spring revolves as 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 one-cent style, insertion of a copper in the upper slot releases a 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 dispensed with by continuous feeding of coins into the slots."

Three types of machines have been on trial here—those for vending one, two and five-cent postage stamps. Although the capacity of each machine is 2,668 stamps, E. W. Werden, who has charge of the first-copper revolving stamps, has had to handle the full load in running so many, and Werden's ability is entirely automatic, a stamp appearing instantly when the proper coins are dropped, with no pluggers to push, or springs to weight with wind.

In the one-cent style, insertion of a copper in the upper slot releases a weight, a stamp-wound spring revolves as 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 one-cent style, insertion of a copper in the upper slot releases a 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 dispensed with 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 substations of the postoffice, much to the advantage and benefit of the postoffice."

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 photographs 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, through the magazines, will make the proper coinage by buying direct of us and have the manufacturer's guar-

WANTED—A RIDER AGENT IN EACH TOWN  

Comes with four pennies bundle and electric bonds, $2,500,000, the migrant's bond, the greatest of electric bonds, the last word in electric bonds.  

"We are now organized and have the exclusive right to manufacture phonograph records, but until 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 office for the present will be located at our retail store, 1007 Capitol avenue, until we can have them in charge, has been kept pretty busy re-making the boxes and the little green slip is pushed out. The small teeth prevent more than one stamp being pulled out. In the one-cent style, insertion of a copper in the upper slot releases a 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 dispensed with 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 substations of the postoffice, much to the convenience of proprietors of these places and the bustling public. They will never be closed, and are always open.

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 near future they 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 THE BUSINESS.  
(Special to The Talking Machine World.)  
Tolstoi, O., May 4, 1908.  
L. C. Miller, receiver of the Tacoma Mfg. Co., has been appointed by the Federal authorities 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 base- 

HORN CO. INCORPORATED.  
They have followed the lead of many local buyers. Chinese have been to families who have been pre-

Manager Grettendick, of the local store of E. F. Droope & Sons Co., reports that while the sales of both the Victor 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 improve-

President G. Fred Krauz, 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. Krauz looks for an early improve-

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. Lyde, formerly of the New York office.

H. R. Eisenbrandt Sons have had good sales of Victor records, while the demand for the Vic-

You Carry Your Own Orchestra Along.

A Denver inventor is perfecting a music box that is intended to be a large measure overcome one of the unpleasant features connected with dodging automobiles. No longer is the shrill horn blow of the chauffeur to startle the meek and lowly pedestrian out of his damage suit. In-

The invention cannot be said to be entirely new, but is rather the elaboration of the prin-

The April, 1908, issue of the Edison record cata-

The April, 1908, issue of the Edison record cata-

355 That we earnestly solicit your trade—try us and see how

That we can supply the dealers of Northern Ohio andIndiana 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 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

That prosperity has not deserted these United States—those who think so are dyspeptic dou-

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 dou-

That we earnestly solicit your trade—try us and see how joyously we do business.

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.

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That we earnestly solicit your trade—try us and see how joyously we do business.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.
NEW EDISON RECORDS.

ROCK-O-PHYRE CONCERT BAND: "The Courtship of the Coot" from "The Little Co-Ed." Ada Jones and Billy Murray. TENOR SOLO, ADA JONES. BARITONE SOLO, ADA JONES. PRINCE'S MILITARY BAND. 10-inch, with orchestra. 83.00 each. In Spanish.


THE UDELL WORKS, Inc.

Indianapolis, Ind.

U. S. A.
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, he does not succeed because he lacks opportunity, but also his 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 blew 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.

Mr. Jobber: Are you bringing this splendid device to the attention of your dealers? We still have some unoccupied territory for dealers and jobbers and it will pay you to correspond with us at once.

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.
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 action 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, the diaphragms are mounted in 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 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.

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. Herefore, in machines of this character there has been considerable complexity in the mechanism for actuating the machine for moving the reproducer along in a direction parallel with the record which is being played upon.

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 catching of 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.

The Horn of the Hour

THE WOOD VENEER HORN

FOR CYLINDER AND DISK MACHINES

The Wood Veneer Horn has the advantage over other makes because of its purity and mellowness of tone.

- 33-inch Horn, 17-inch Brass Bell - $7.50
- 42-inch Horn, 20-inch Brass Bell - $10.00
- 24-inch Morning Glory Style, 22-inch Bell, for Disk Machine - $10.00
- 32-inch Morning Glory Style, for Cylinder Machines, 22-inch Bell - $10.00

40% Discount to the Trade

Jobbers should handle only these horns, as we believe that no jobber can handle horns on 10% basis. Prices quoted the Jobber on application.

W. D. ANDREWS
Syracuse, N. Y.
Buffalo, N. Y.

SOLE DISTRIBUTOR
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, and in proper relation thereto, and with the driving mechanism out of engagement with the record to be driven.

Figure 1 is a view showing part of a talking machine with the invention applied thereto, and Fig. 2 is a side elevation of Fig. 1. Referring to the accompanying drawings, in which like numerals of reference indicate corresponding parts in each of the several figures, Fig. 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.


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 herebefore. 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 intermediate between the ordinary "on" and "off" extreme positions.

Fig. 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 position.

**Assistance**

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

Yours for business, LAWRENCE McGREAL
This invention contemplates certain new and useful improvements in phonographs of a certain type that employ a record-cylinder, and the invention has for its primary object an improved construction of actuating means whereby the needle 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 of Fig. 3; and Fig. 5 is a detail perspective view illustrating a portion of the feed-screw and the carriage mounted thereon.


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 employing a disc record, may be combined with a common motor used to rotate the needle or stylus of a phonograph; and this is done by immersing it, in a saturated solution of chromic acid, though chromate of potash will serve the purpose, and thence drying the ivory.

The invention relates to an automatic mechanism for stopping the motor of a phonograph when the button arm of the reproducer travels over 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 attached 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 long controlling lever, 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.


This invention relates to phonograph 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 embodying 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 transverse sectional view showing the trip -bracket on the controlling lever; Fig. 4, a detached perspective view of the alternate actuating spring; and 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.

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
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 flexure of figure 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.


This invention relates to improvements in the sound 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 preventing 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 music.

Figure 1 is a sound box and Fig. 2 is the sound-conducting tube extending therefrom. Figure 3 is an elbow tube connected at 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-phonograph 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, seaside meetings, 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 Camera-phonograph Co., 1161 Broadway, New York. This progressive concern has so perfectly combined it with moving pictures that every movement of the performance 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 performance is continued with the same stepping with the 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 productions 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 buy tickets for the sticks and afterwards on the camera 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 on a vast scale in the neighborhood of New York City is so extensive and so intricate that it is of interest to know the progress of the various projects. The new concern has a capital stock of $30,000.

THE TALKING MACHINE WORLD.

ing the invention; Fig. 1 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.


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.

This invention relates to improvements in the diaphragm; Fig. 1 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.

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.

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.

Largest Michigan Jobbers of the complete Lines, including Records and Accessories

We have everything in SUNDRIES, including: AUTOMATIC STOPS, REPEATING ATTACHMENTS, HORN CONNECTIONS, CRANES, TONE NEIGHBORS, RAUNION, ETC., ALL SIZES.

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 come and see our stock of $30,000.

The New $200,000

Grinnell Building

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

Grinnell Bros., Grinnell Building

DETOIT, MICH.
Leading Jobbers of Talking Machines in America

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

150 Tremont St., BOSTON, MASS.

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>C. Koehring &amp; Bro.</td>
<td>Indianapolis, IND.</td>
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<tr>
<td>ZON-O-PHONE JOBBERS</td>
<td>211 N. Twelfth St., St. Louis</td>
</tr>
<tr>
<td>HARGER &amp; BLISH</td>
<td>Western Distributors for both the VICTOR and EDISON</td>
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<tr>
<td>F. M. ATWOOD</td>
<td>109 N. MAIN STREET, MEMPHIS, TENN.</td>
</tr>
<tr>
<td>PITTSBURG PHONOGRAPH CO.</td>
<td>VICTOR JOBBERS and EDISON JOBBER</td>
</tr>
<tr>
<td>COLUMBIA JOBBERS</td>
<td>N. W. IOWA, NEBRASKA and SOUTH DAKOTA</td>
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<td>E. F. DROOP &amp; SONS CO.</td>
<td>321 N. Howard St., WASHINGTON, D. C.</td>
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<td>KLEIN &amp; HEFFELMAN CO.</td>
<td>Canton, OHIO.</td>
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<td>PACIFIC COAST DISTRIBUTORS</td>
<td>Victor Talking Machines</td>
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<tr>
<td>KOHLER &amp; CHASE</td>
<td>Oakland, Calif.</td>
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### 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.

Nrs. 8-10-12 East 34th St., NEW YORK CITY

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<tr>
<td>BABSON BROS.</td>
<td>19th St. and Marshall Boulevard, CHICAGO, ILL.</td>
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<tr>
<td>Southern California Music Co.</td>
<td>EVERYTHING FOR TALKING MACHINES</td>
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<tr>
<td>F. M. ATWOOD</td>
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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
L. MAZOR, Proprietor
TALKING MACHINES AND RECORDS
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
1623-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN.
Albany, Troy, Schenectady.
Jobbers of Edison, Victor and Columbia Machines and Records
Complete Stock Quick Service

D. K. MYERS
3393 Flaney Avenue
ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zonophone Machines and Records
We Fill Orders Complete Give us a Trial

EXCLUSIVELY JOBBER of
FRESH Stock PROMPT DELIVERY
BYROND 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 & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
603 East Main St., Richmond, Va.

E. T. WILTON & COMPANY
HOUSTON, TEX.
We have everything you need, also JEWELRY and WATCHES

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of
EDISON VICTOR COLUMBIA

PRICE PHONOGRAPHS CO.
14-16 Clinton Street, NEWARK, N. J.
Victor Distributors
Records Send at your Order, you get the Goods
We don't retail. We ship to the Wholesale Dealer. Large Stock - Quick Service

BOLLINGER NOW EDISON JOBBER.

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 Plan, 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 plot, 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.

WITH JERSEY CITY'S "TALKER" MEN.

(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 bull 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 installment 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 $35 and $50 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 seem to give way to the almost unlimited number of American selections. The Kern Music Co., at 70 Newark avenue, which 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 Tetraxzl 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.

Every Jobber in this country should be represented in this department. The cost of being sure and having your firm in the June list is slight and the advantage is great.
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." He says 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. We do not. Indeed, our trade has never been better. We are confident of a profitable season this year, and have decided to make the most of it."

A fishing tackle manufacturer 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 last four months has been greater than in 1907. It may be that you have done your best to keep your business on a firm foundation, and found other lines that we have investigated we have been able 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 astounded 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-
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.
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**

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Solid Gold Background, with or without text</td>
<td>$5.00</td>
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<tr>
<td>32</td>
<td>Green and Gold Stripe Background, with or without text</td>
<td>$5.00</td>
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<tr>
<td>16</td>
<td>Gold and Silver Background, with or without text</td>
<td>$5.00</td>
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<tr>
<td>32</td>
<td>With Gold Outline</td>
<td>$5.00</td>
</tr>
<tr>
<td>32</td>
<td>Birds and Flowers, 12 subjects, one of our leaders</td>
<td>$4.00</td>
</tr>
<tr>
<td>32</td>
<td>Birds and Flowers, 12 subjects</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

**If You Have a Special Order**

- **Red and Purple Air Brush Card, 12 subjects.**
- **Gold and Silver Background, with or without text.**
- **Green and Gold Stripe Background, with or without text.**
- **Solid Gold Background, with or without text.**
- **With Gold Outline.**
- **Birds and Flowers, 12 subjects.**
- **Birds and Flowers, 12 subjects.**

**If You Are a Professional**

- **Gold and Silver Background, with or without text.**
- **Green and Gold Stripe Background, with or without text.**
- **Solid Gold Background, with or without text.**
- **With Gold Outline.**

**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.
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 Miror-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 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 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.

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 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, marvellous in effect. The machine is built entirely of steel, neatly finished. Fitted with either electric light or our latest improved cadmium carbide generator. Shipped to you complete and 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. SHIBLER, 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 postcards which have brought him excellent results. "I find," he writes, "that this is 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 you shall not hear it. "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 girl, evidently home rather late, with the caption "Within Reach:" "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 evenings 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.

Watch for the VIASCOPE — SPECIAL Moving Picture Machine Coming Out Soon.

VIASCOPE MFG. CO. 112 East Randolph St., Chicago

SHEET MUSIC


Boom Your Business —|

THE TALKING MACHINE WORLD.
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 destina-
tion in time."

ROYALTIES ON MOVING PICTURES

Must be Paid—They Are Theatrical Panto-
mimes 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, the-
atrical 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 re-
producing certain scenes from "Ben Hur."
The publishers own the copyright of General Wal-
lace's book, and Klaw & Erlanger hold the pro-
ducing rights. Mr. Wallace is the son of the late
author. Judge Lacombe granted the in-
junction after argument by David Gerber, of
Dittenhoefer, Gerber & James, for the complain-
ants, 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
productions. Judge Lacombe upheld the
plaintiff in declaring that the exhibitions are dramatic per-
formances 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, and it is to be hoped that the
pictures in this line will go together with their
destinations in time."

EDISON KINETOSCOPE CATALOG.

The Edison Mfg. Co. have sent out a very
handsome catalog devoted to the Edison project-
ing kinetoscopes which is cleverly written and
handsomely illustrated. In the introductory they
state: "The first kinetoscope was devised by
Mr. Edison in 1887. The Edison Mfg. Co. have
to date spent several hundred dollars, and, briefly de-
described, consisted of a box containing the mecha-
nism, 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,
state:

"the pictures were ever after found

GREAT MOVING PICTURE CENTERS.
Paris, Milan and Berlin are three of the great
centers for moving picture entertainments in
Europe.
The 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 15th 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 postcard 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 will sell at 10 cents retail, with a big margin of profit.

**SPECIAL TO THE TRADE!**

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c, per copy, or $4.00 per hundred:

* "Every One Is In Slumberland But You and Me"
* "Twinkling Star"
* "Sweethearts May Come and Sweethearts May Go"
* "Where The Jessamine Is Blooming, Far Away"

It will pay you to keep in touch with us.

Write to-day I

MUNN & Co.

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

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

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

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

PEERLESS PIANO PLAYER CO.

F. Engelhardt & Sons, Props.

Offices: Windsor Arcade, Fifth Ave., NEW YORK CITY
Factories: ST. JOHNSVILLE, N. Y.
A CUSTOMER'S NATIONALITY
makes no difference to the Zon-o-phone dealer. Whether it be an English, German, French, Spanish, Italian or Bohemian selection that is wanted, it's always the Zon-o-phone man that's "there with the goods" and since our issue of the New Hebrew and Hungarian Records
his reputation as the leading Talking Machine dealer in his locality has been further sustained.

With these in stock the ADDITIONAL BUSINESS YOU WILL DO depends solely upon the population of these nationalities in your neighborhood as each record has been selected and made with a view of winning the patronage of the most critical trade.

CAMP AND MULBERRY STREETS
NEWARK, N. J.

Factory Distributors of Zon-o-phone Goods:

ALABAMA
Mobile ......... W. H. Reynolds.
ARIZONA
Tucson ......... George T. Fisher, 7-9 E. Congress St.
CALIFORNIA
San Francisco ... Peter Barrigalupi & Sons, 1021 Golden Gate Ave.
San Francisco ... Byron Maury, 1125-15 O'Farrell St.
Los Angeles ... So. California Mod. Co., 273 S. Broadway.
ILLINOIS
Chicago ......... J. J. Lyons, 107 Van Buren St.
MARYLAND
Baltimore ......... C. W. Smith & Co., 646 W. Baltimore St.
Baltimore ......... Louis Meyer, 1485 E. Pratt St.
 MASSACHUSETTS
Boston ...... E. P. Stool Television Machine Co., 141 Washington St.
MINNESOTA
St. Paul ...... W. J. Dyer & Son, 31-33 W. 5th St.
MICHIGAN
Detroit ...... J. E. Schmidt, 235 Gratiot Ave.
MISSOURI
Kansas City .... Mrs. J. Dixon, 804 Grand Ave.
Springfield .... Marion Lines, 322 South Ave.
St. Louis ......... Knight Mercantile Co., 211 N. 17th St.
St. Louis ......... D. F. Myers, 2628 Farnsley Ave.
NEW JERSEY
Newark ......... Edison Co., 87 Hall St.
Hoboken ......... Edison Phonograph Co., 203 Washington St.
PATERSON ......... J. K. O'Dea, 118 Edison Pl.
NEW YORK
Astoria IL. J. John Black, 99 Flushing Ave.
Brooklyn ......... J. W. Evans Co., 269 Fifth Ave.
Brooklyn ......... B. G. Warner, 268 Livingston St.
New York City .... Zed Company, 77 Chambers St.
NORTH DAKOTA
Fargo ......... Sno's Music House, 641 First Ave. N.
OHIO
Akron ......... Geo. B. Collins, 198 S. Main St.
Cincinnati ......... J. E. Powazek, Jr., 21 West 5th St.
Cincinnati ......... Westcott Machine Co., 140 E. 4th St.

CAMP AND MULBERRY STREETS

Ohio
Cleveland ......... The Bailey Company, Ontario St. and Prospect Ave.
Columbus ......... The Columbus Piano Co., North High St.
OREGON
Portland ......... Green & Co., Inc.
OREGON
Pennsylvania
Pittsburgh ......... C. C. Mellor Co., Ltd., 519 Fifth Ave.
SOUTH DAKOTA
Aberdeen ......... McArthur Piano Co.
TEXAS
Austin ......... Paterson Company.
Beaumont ......... R. E. Pierce, 125 Regan St.
Dallas ......... Dallas Talking Machine Co., 116 Commercial St.
HOUSTON ......... Southwest Talking Machine Co.
VIRGINIA
Richmond ......... The Hopkins Furniture Co., 7-9 West Broad St.
CANADA
Toronto ......... Wm. Haig & Co., Ltd., 154 Yonge St.
WINNIPEG, MAN.
WINNIPEG, MAN.