

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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Here a Little, There a Little,
There a Little, Here a Little,
Here and There a Little—
THAT'S WHAT YOU WANT!

Model No. 25

You can get what
there is by selling the

NO. 25
STAR
Talking
Machine

JUST OUT

One of our Ten Models

Hawthorne & Sheble Mfg. Co.

Howard and Jefferson Streets
PHILADELPHIA, PA.

FOUR FACTORIES



Price \$25

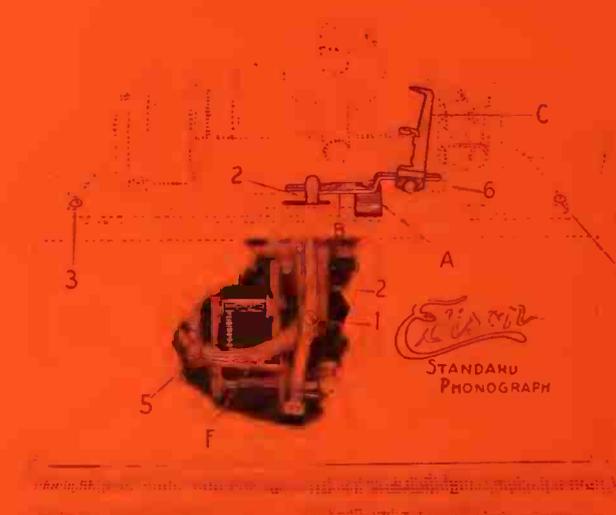
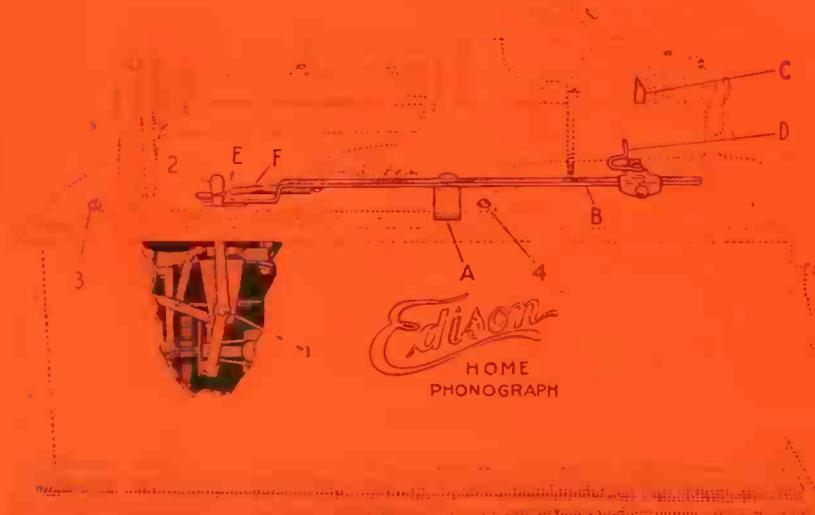
SHERLOCK STOP ATTACHMENT

FOR EDISON HOME AND STANDARD PHONOGRAPHS

The accessory without which no machine is perfect,
and with which every machine should be equipped.

For the "HOME"

For the "STANDARD"



- ☐ These attachments can instantly be set to accommodate any record, and automatically stop the machine when music is finished.
- ☐ They can be applied in less than a minute and require no tools except an ordinary screwdriver.
- ☐ Do not wear or injure the phonograph but add greatly to the appearance of the machine.
- ☐ Made entirely of metal and nickel-plated.
- ☐ Nothing to get out of order.

Cheap enough to be within the reach of everyone.

Expensive enough to insure Jobber and Dealer a handsome profit.

HOME \$1.50

RETAIL PRICE

STANDARD \$1.00

Dealers are requested to order from their Jobber. If he cannot fill your order, write us.

THE PHONOTRIP CO., CANTON, OHIO

The Talking Machine World

Vol. 4. No. 8.

New York, August 15, 1908.

Price Ten Cents

DEALERS MUST RECOGNIZE DUTY

To Themselves and the Manufacturers—Must do Their Share in Making Known the Wonderful Advance of the Talking Machine—Grand Opera in the Home—Twenty Records Used in the Presentation of "Trovatore."

One of the most remarkable things the modern talking machine has accomplished is the reproduction of an entire opera and many of our talking machine dealers do not work hard enough to impress this fact on the buying public. Just consider the music lover of a few years ago located in a country town away from the musical center. He never heard opera or good music. To-day he has it in his home with a host of artists to interpret his favorite numbers. He can now sit at ease and hear a grand opera right through, from the opening scene to the finale—orchestra, chorus, concerted numbers and arias by the great stars, all complete—exactly as if he was sitting in a box in the "diamond horseshoe" at the Metropolitan or Manhattan Opera House in New York. As he listens to one of these home opera performances, the voices and the orchestra and the whole musical effect are so true to life, that with the mind's eye he seems to see the veritable scene—the light and color and glitter and everything that gives grand opera by great singers its full dramatic effect. With such artists as Caruso or Melba or Tetrazzini in the cast, the imagination at a flash paints in the scenery and the action of the singers.

Say it is "Trovatore" night at this home opera. As the curtain goes up he hears the stirring strains of "Swarthy and Threatening," sung by Torres de Luna, the splendid basso of La Scala Opera House, Milan, Italy, supported by the full La Scala chorus. Then the Anvil Chorus, with the clink of the hammers and the tuneful references to the "Gypsy Maiden," "Fierce Flames Are Soaring," by Mme. Homer, the famous contralto of the Metropolitan; then "Tremble, Ye Tyrants," in Caruso's matchless style, and the "Miserere," rendered by Giacomelli and Martinez-Patti, two celebrated La Scala artists.

"Trovatore" is sung on twenty Victor records, and it takes the same number for "Ernani," another Verdi opera that has been successfully recorded. The two-act musical drama, "Pagliacci," is presented in sixteen records. The composer, Leoncavallo, selected the artists to interpret his great work, and also conducted the entire performance at the time the records were made.

The making of any operatic record is a delicate and trying process, while the difficulties that have to be met in order to secure perfectly four, five or six great voices—all singing together on the same record—are known only to the trained recording expert. Caruso, Farrar, Gadske, Homer, Melba, Scotti and Sembrich are a few of the artists who can now be heard in the great concerted numbers of opera, on these splendid records.

Among the records in this class are the duet, "Lovely Maiden," from "La Boheme," sung by Caruso and Melba, the famous quartets from "Rigoletto" and "La Boheme," the great quintet from the "Meistersinger," and the brilliant sextet from "Lucia di Lammermoor."

While the perfected talking machine has accomplished a great work in educating the masses to an appreciation of fine music, and the presentation of these great concerted numbers and entire operas opens up a new field of enjoyment to millions of people, yet it is the duty of the dealer to emphasize the wonderful advance of the talking machine in his locality. Don't let the manufacturer do all the work. You know your territory and it is your duty to develop "prospects," interest them in the splendid repertoire of music possible with the "talker" and then—close sales. Be a missionary as well as a salesman.

PHONOGRAPHS TAKE THE STUMP.

Brayan's, Bourke Cockran's, Chas. A. Towne's and Other Voices Heard in Penny Arcades.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 3, 1908.

Campaigning by means of phonographs began here to-day, when the "penny arcades" for the first time received the records of the voices of Bryan, W. Bourke Cockran and others who were asked to speak into the machines by the Democratic National Committee. The records were sent free to the owners of the arcades and they placed them in their machines.

The arcades here did a thriving business. Many of those who went to hear sentimental songs changed their minds and listened to Bryan telling the farmers what he would do for them if he were President. The Bryan boxes did most of the business, although at times there were small crowds listening to Bourke Cockran. There were selections from many speeches, and those who dropped pennies in all of the machines heard Bryan's views on almost every subject he ever discussed.

It was observed that Democratic spellbinders hovered long about the machines that contained Cockran's voice and the voice of Charles A. Towne. It was said they were looking for "inspirations" for their own campaign speeches.

The owners of the arcades are happy over their new cylinders, for they promise to become a profitable part of the business. In return for the kindness of the Democratic National Committee those arcades that have moving picture machines flashed Bryan's portrait during the intermissions.

NEW INDESTRUCTIBLE JOBBERS.

Getting Notable Houses in Line—The Latest Are Carstensen & Anson, Elmira Arms Co. and Ludden, Bates, Campbell & Smith.

The Indestructible Phonographic Record Co. have added to their list of jobbers the firm of Carstensen & Anson, Salt Lake City. This is one of the strongest music houses in the West, and they have planned a progressive campaign to forward the interests of the Indestructible records in their locality. They have also consummated arrangements with the Elmira Arms Co. to become jobbers of Indestructible records in Elmira, N. Y. They are very enthusiastic about these goods and expect to do a big business in them during the coming season. They have a thoroughly up-to-date and complete business organization and are one of the largest jobbers in talking machine supplies in the East.

Ludden, Bates, Campbell & Smith, probably the most prominent music store in Jacksonville, Fla., have also stocked Indestructible records and report considerable interest in the goods. Indeed, many of the music stores in the South, as elsewhere, seem to be branching out more or less into the handling of records and talking machine supplies.

The success of this business, which is becoming more marked every month, is due to the splendid work of Messrs. Philpot and Gaines, who have an excellent conception of commercial affairs and are certainly employing thoroughly modern methods in disposing of their excellent product.

ONE STEP TOWARDS SUCCESS.

How frequently we find a talking machine salesman discontented with his surroundings! He feels that he is not in his proper sphere; that his opportunities are circumscribed, his work unappreciated, and his professional rank lower than he deserves. With what force come Emerson's words, "O discontented man, if there is anything you want, pay the price and take it!" Aye,

there's the rub. We want things; we want better positions, better opportunities, greater appreciation, but we are loth to "pay the price." The salesman who wishes to go to the large city must know that there he meets with fiercer and greater competition. His equipment must be of the best if he is to take high rank. If he has not the necessary training, he must "pay the price" in hard work, money, health, nervous strain and heavy sacrifice to secure the higher training before he can demand the higher position. He must be able to fill it. A singer weak in body envies the success of a Hercules like Jean de Reszke. He can never "pay the price" to acquire the position he dreams of. But we can all aspire to one step at a time, no matter how small, and we can get that step if we are manfully in earnest about it, and will "pay the price" demanded, no matter what it be.

SINGERS GET BIG FEES.

Immense Sums Paid the Great Operatic Artists Who Make Talking Machine Records—How Bonci Keeps Check of Royalties—A Great Industry in Itself Is Record Making.

Singing for phonographic reproduction has in the last year or two become almost as lucrative to operatic stars as is a Metropolitan engagement, says a writer in The World. As much as \$5,000 is frequently paid nowadays to a first-class baritone or soprano for just three songs—which works out at about \$750 a minute actual singing time. Unlike artists, singers frequently develop a keen business instinct, a notable example in point being Signor Bonci, who not only exacts from the company for whom he sings a large preliminary sum, but receives a royalty on every disc recording his vocal efforts which is sold to the public.

Signor Bonci keeps track of the royalties due to him by issuing to the company little labels bearing his signature. For every hundred labels supplied by him the company credits him with a certain sum, and one of these signed labels is then affixed to each of his disc records. This system serves the triple purpose of enabling Signor Bonci to keep tab of the royalties due to him, enabling the company to keep tab of the number of Bonci records sold and affording the public an absolute guarantee that the record is a genuine Bonci.

The honorarium, which a vocal artist can now demand of the companies making talking machines is about five times as great as it was seventeen years ago. In those days the possessor of a good singing voice who happened to be unknown to fame, would be glad to sing for a dollar a song. Nowadays \$5 is the usual price. Similarly, a band which could be hired for an afternoon for an outlay of a dollar to each member is now replaced by orchestras of musicians who have specially trained themselves for this kind of work, and who spend their entire time playing for the talking machine companies.

MEXICO REGULATING PHONOGRAPHS.

Word comes from Guadalajara, Mex., that the city council has presented to the state government for its consideration a proposed law for the regulation of the use of talking machines in public places, such as saloons and drug stores. It is claimed by the city authorities that the machines are a nuisance owing to the fact that the crowds who stop and listen to them frequently block the sidewalks.

A New York man, in applying for a divorce from his wife, stated as one of his reasons that she loved to hear talking machine music, and therefore placed a talker beside her bed at night when he wanted to sleep.

THE TALKING MACHINE AND THE COLLEGE MAN

Written for The World by A. P. ANDERSEN

Our own generation is an age of evolution. The speculative mind wrests with the problem in its relation to the human race, and the commercial mind studies its economic operation to learn the secrets of business success. As an exponent of the spirit of the age the talking machine industry stands in a class by itself. The machine itself has passed through all the stages from a toy to an entertainer and instructor second to none in the mechanical field. The squeaking, nerve-racking plaything of a decade ago has developed into the modern talking machine, the richness and power of whose tones are exceeded by those of the well-trained human voice alone. From a catchpenny novelty has evolved, through scientific development, the most versatile of all mechanical entertainers.

Beneath all evolution there is design. The development of the talking machine was not in any sense accidental. Scientific minds have delved for scientific principles to be embodied in its construction. Musical talent has been drawn from far and near to contribute to its success. Millions of dollars have been expended to produce a perfect machine, and thousands of workmen employed in manufacturing establishments devoted solely to building it. The selling department is so well organized and distributed that the sun never sets upon its representatives. There appears, in fact, to be no essential to success wanting.

But the activity of the master minds which have made the talking machine of the present an actuality is indicative of further possibilities. The keen competition characteristic of commercial pursuits to-day is no longer absent from our own field. Success always fosters imitation. Each concern, to hold its own, must put forth the greatest possible effort, and even that ought to be a little better than competitors can muster.

Barring the discovery of some yet unsuspected principle which will revolutionize the mechanical construction of talking machines, the selling department offers the greatest field for improvement. In this day of scientific salesmanship the limit in this direction is far to the front. It cannot be denied that the talking machine business is little understood, and is therefore looked upon with a good deal of suspicion not wholly devoid of contempt by expert salesmen. A really successful salesman is never looking for a "job," though he is usually on the still hunt for a good offer. To obtain successful salesmen, therefore, we must educate men to a proper understanding of the importance of the industry as well as its possibilities in a material way. The first requirement to this end is the man who can be trained to do better than his competitor the work we have to do.

This is not the place to discuss the value of the college man in business in a general way; yet at a time when the institutions of higher learning throughout the land are turning out men whose minds have by years of study been trained for concentration and analysis, the wide-awake employer sits up and takes notice. The college man needs no stronger testimonial to his superiority over his less fortunate brother than the preference accorded him by leading corporations. One of the greatest railroad systems of our country chooses a college man in every instance when such material is available. It is also no secret that commercial enterprises of the first order have their representatives on hand to choose from the graduates of our colleges such men as by excellence of scholarship or other qualities have given indications of becoming valuable employees. A man with the faculty of close application, hard, concentrated effort, and a knowledge of human nature, together with the ability to think quickly and accurately, should make a skilful talking machine salesman. His social qualities will enable him to approach prospective customers whom the salesman of inferior mental training could not reach. Certainly in the

college-bred man are to be found qualities which may be employed to inestimable advantage in the talking machine field. Yet it is doubtful if any business of equal grade has fewer men of college training than it. Every high-grade business obtains its quota of recruits from among the university men each year; why not ours? The answer must be that we do not seek them.

The present development of the talking machine industry is evidence of the consummate genius of its founders. Its future prosperity in their hands would be assured. Even men of genius, however, have allotted to them only the "three score years and ten" of common mortals, and the fate of the business which was built upon their foresight must be entrusted to another generation. The skill they have shown in perfecting the present organization will no doubt reappear in their choice of the new material which must meet the more difficult conditions of the future. There will be no occasion for the candidate for success in this field to moan with Raphael, "Ambitious men spend their youth in rendering themselves worthy of patronage; it is their great mistake. While the foolish creatures are laying in stores of knowledge and energy, so that they shall not sink under the weight of responsible posts that recede from them, schemers come and go who are wealthy in words and destitute in ideas, astonish the ignorant, and creep into the confidence of those who have a little knowledge. While the first kind study, the second march ahead; the one sort is modest, and the other impudent; the man of genius is silent about his own merits, but these schemers make a flourish of theirs, and they are bound to get on. It is so strongly to the interest of men in office to believe in ready-made capacity, and in brazen-faced merit, that it is downright childish of the learned to expect material rewards."

Leaving out of consideration the snobs, of which the colleges turn out annually a goodly number, there are many men who would gladly grasp an opportunity of usefulness with a promise of success such as the business in question offers. The college man of real worth is not seeking merely a means of livelihood, but a sphere of usefulness; an opportunity of measuring his strength with that of his fellows. He attaches but slight importance to immediate financial returns; his chief demand is a recognition of superiority when it is proven.

The talking machine business extends to the prospective representative all the promises which make commercial pursuits attractive. Its advantages need publicity, not proof. It is an up-to-date business and needs up-to-the-minute men; but it must go after them. Unfortunately it is as yet more maligned than understood. The time is coming, however, in the near future, when it will take the pains to reveal itself in its true light as an honorable enterprise whose rewards are adequate for the conscientious efforts of trained minds.

We cannot, however, justly consider the needs of the future without a look of retrospection. The opportunities of the men who are to do must be read in the light of those who have done. The talking machine business is what it is because of the conscientious efforts of able men. They have in most cases served their apprenticeship through all the stages between the stock room and the manager's office. They have mastered through long experience the difficulties which the new man must meet. In advocating the employment of college men our aim is to shorten the road to success for the organization by shortening that of the individual member.

We who belong to it believe in a great future for the talking machine business. The increased demand for machines of the better grade indicates that our product is making friends among those who know. Always striving for perfection, we are gradually reaching the point where we can supply the demand of discriminating people for a perfect entertainer and instructor. Therefore our representatives must be men whose personal qualities will harmonize with the character of the structure we are building.

AN ENTERPRISING YOUNGSTER.

Isidore Abelowitz, son of A. Abelowitz, a talking machine dealer of 132 St. Marks place, New York, recently gave a Victor recital for the benefit of the teachers and scholars of Public School No. 25, of which he is a pupil. He used a Victor VI. Machine, and the program consisted chiefly of operatic selections, including records by Caruso, Melba and Tetrizzini, though a few of the more popular songs and band pieces were also played. Both teachers and scholars were loud in their praise of the music and demanded many encores.

The Miller-Sterling Co. have succeeded E. L. Andrews & Son, dealers in talking machines and sporting goods in Phoenix, Ariz. The officers of the new company are J. M. Miller, president, and C. R. Sterling, secretary.

OUR

VICTOR RECORDS

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL. ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St.
Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



We are pushing the Victor idea in every possible way and in every possible direction.

We are spending hundreds of thousands of dollars to advertise the Victor in the newspapers, popular magazines and farm periodicals; and we are providing the dealer liberally with attractive window-cards, pictorial hangers, catalogues and miscellaneous literature.

What are *you* doing to clinch our arguments? Are you getting *all* the business you might in your locality? Are you holding up *your* end of the Victor's publicity campaign?

Remember, the Victor business is still in its infancy—the biggest money in the Victor business is yet to be made. Right in your territory are hundreds of opportunities to sell the Victor if you will only go after them and “keep at it.”

Every Victor sale you make puts us in position to do a little bit more for you. The “little bit” means big things when every Victor dealer gets busy.

Contribute your share of thought and energy and enterprise to the development of the Victor idea and you will get your full share of the profits.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Preserve your Records and get best results by using only Victor needles.

Full information can be obtained from the following Victor dealers:

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

WHAT THE MILWAUKEE TRADE ARE DOING.

Retail Trade Rather Dull Owing to Hot Weather—Wholesale End Keeps Up Well—Giving Victor Recitals from Launches—What the Various Dealers Report—Talking Machine Concerts the Rage—"Talker" as Parrot Trap—"Uncle Josh" in Town—Byran Records Popular.

(Special to The Talking Machine World.)

Milwaukee, Wis., August 9, 1908.

Retail trade in the talking machine field has been somewhat dull during the past fortnight. Dealers say that the remarkably hot weather is responsible for the slump, and that the latter part of the month will see sales back to the satisfactory stage that has been maintained in the city during the greater part of the summer. The wholesale trade has been holding its own fairly well, and wholesalers say that retail dealers about the State are stocking up in preparation for the heavy fall trade that seems to be inevitable. Wisconsin prospects at the present time point that prosperity will rule in all lines of business during the coming fall and winter. One of the "bumper" crops in the State's history will be harvested from now until fall, and dealers say that this will naturally result in big sales in the talking machine field. Money seems to be plentiful enough in the business field, and this is being reflected by an increase of cash payments and by a better tone to collections.

August 1 marked the laying of the cornerstone for the new Auditorium that Milwaukee is erecting, and the day was a general holiday for all business houses, including the leading talking machine establishments. The Hoeffler Mfg. Co. had a unique window decoration for the occasion, made up of electric pianos, Victor Victrolas and Edison machines, all artistically decorated with Milwaukee banners and bunting.

Residents along the upper Milwaukee river were entertained by Signor Caruso and other operatic stars recently when J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., and H. M. Heberlein, representative of the Victor Co., furnished a Victor concert en route in one of the big river launches. Some 3,000 people listened to the concert at the Grand avenue bridge, and the affair proved to be an excellent advertising idea for the Hoeffler Co.

Gerald McGreal, retail sales manager for Lawrence McGreal, and nephew of the enterprising wholesaler and retailer, is enjoying a vacation at Fremont, Wis.

George W. Campbell, dealer in the Victor and Edison lines, at 326 Grove street, has disposed of his business to Harry W. Krientz, who pur-

chased the south side establishment of Lawrence McGreal last winter.

William Voss, of the Voss Phonograph Co., of Appleton, Wis., recently called upon Milwaukee dealers.

Gertrude F. Gannon, formerly with the Cincinnati branch of Lawrence McGreal, has resumed her old position as cashier at the Milwaukee establishment of Mr. McGreal.

Lawrence McGreal made a recent business trip to Madison, Wis., and reports that the talking machine business is fairly active at the capital city.

One of the leading attractions at a recent meeting of the Milwaukee Country Club was a musicale of grand opera selections by one of the big Victor machines in charge of H. M. Heberlein, demonstrator for the Victor Co. in Milwaukee.

Mrs. Sarah Gaffney, assistant bookkeeper at the Lawrence McGreal establishment, is spending a two weeks' vacation at Dixon, Ill.

Charles H. Iddings, manager of the talking machine and musical merchandise departments at the Joseph Planner establishment, reports that while retail trade is somewhat quiet at the present time, collections are the best that they have been in some months.

J. H. Becker, Jr., of the Hoeffler Mfg. Co., 306 West Water street, recently gave a very successful Victor concert at the country home of Baron F. W. von Cotzhausen, the eminent German jurist of Milwaukee. A party of more than 300 listened to the grand opera selections played by the Victor Victrola.

H. M. Heberlein, demonstrator for the Victor Talking Machine Co., has been spending a few weeks in Milwaukee. He has originated several unique methods of advertising the Victor in Milwaukee, and has been meeting with signal success, proven by the satisfactory sales of the Victor at all of the leading establishments in the city.

A new sphere of usefulness for the Victor has been discovered. Due to the entrancing tones of a Victor-Victrola, Mrs. Anchester, 538 Milwaukee street, is still the owner of her valuable parrot. Not long since Polly escaped from her cage and was prepared to bid farewell to Milwaukee when she was attracted by the sweet strains of

"Whistle It" and the "Danube Waves" waltz issuing from a Victrola in a nearby house. The valuable parrot was soon perched on the talker, where her capture was easily made. It is said that three Victors have been sold as a direct result of the episode.

Cal Stewart, of "Uncle Josh" fame, recently appeared at the Crystal Theater in Milwaukee and called upon talking machine dealers while in the city.

A. D. Harriman, manager of the Milwaukee branch of the Columbia Phonograph Co., spent two days of the present week in Chicago visiting relatives and acquaintances. Mr. Harriman was formerly connected with the Chicago sales department of the Columbia Co.

E. E. Farnsworth, retail phonograph dealer at Fort Atkinson, Wis., recently called upon Milwaukee dealers.

W. P. Hope, salesman for the National Phonograph Co. for Wisconsin and northern Michigan, recently left for Orange, N. J., where he will spend ten days in inspecting the home factory before he goes out on his fall trips.

The Bryan records are to play a prominent part in the coming presidential campaign in Milwaukee. At a recent meeting of the Jefferson Club, the leading Democratic organization in the city, Lawrence McGreal demonstrated the ten Bryan records, with the result that the club members were so highly enthused that arrangements have been made for Mr. McGreal to supply several machines and the entire list of Bryan records for use in the campaign work in Milwaukee county. Col. Charles P. Merriam, a prominent G. A. R. man of Milwaukee, will have charge of this feature, which is expected will be a remarkable success.

THUNDER STORM RECORDED.

Having exhausted all terrestrial subjects for sound reproduction, the Edison people are branching off into the elements.

A few days ago one of their women artists was engaged in making a record at the Edison Recording Department, which is on the top floor of the Knickerbocker building, New York City. A thunderstorm came up suddenly and there was a blinding flash of lightning followed by a loud peal of thunder. The singer, yielding to her womanly fear of thunder and lightning, at once stopped singing, in fact, was made so nervous that she quit for the day.

When the record was taken into the testing room and played it reproduced the thunder clap quite plainly. Mr. Cronkhite, of the recording department, says he has gotten thoroughly accustomed to stage thunder, but this is the first instance of the real thing "recorded."

The record is being kept as a freak.

GOOD TRADE REPORT FROM SAVANNAH.

(Special to The Talking Machine World.)
Savannah, Ga., Aug. 7, 1908.

Rhodes & Harvey report a satisfying demand for both Columbia disc and cylinder records, including the large records for cylinder machines. Graphophones are also selling well. The company state that their business for July compares very favorably with that for the same month last year.

The Knight Drug Co., who carry the Victor and Edison lines, make an equally pleasing report through the department manager, Sam Berner, and claim to be breaking various selling records. In fact, practically all the talking machine dealers declare that the business in this city is at high-water mark, and are very optimistic regarding a heavy fall trade.

PIANO DEALERS ADD "TALKERS."

Mehlhof & Griess, a new firm of music dealers in Sutton, Neb., have installed a large and complete stock of Victor and Edison machines and records, purchasing the goods from the Ross P. Curtice Co., the jobbers of Lincoln, Neb. The firm state that they are already doing a very nice business.

ANDREWS TALKING MACHINE SUPPLY HOUSE

Credits itself with being the quickest and most prompt shipper of all orders on this line—making no distinction on size of order, as our stock is large and complete.

GENERAL DISTRIBUTERS FOR

EDISON and VICTOR MACHINES and RECORDS

COMPLETE STOCK OF
RECORD CABINETS, HORNS and Accessories

A Trial Order Will Convince

SYRACUSE, N. Y. **W. D. ANDREWS** BUFFALO, N. Y.



New Victor Records for September

All vocal selections have accompaniments by the Victor Orchestra

8-inch—35 cents

- No. 5518 Musette.....Victor Orchestra
(Walter B. Rogers, Conductor.)
- 5383 Bavarian Yodel (The Waterfall).
Macdonough and Watson
- 5397 Smile, Smile, Smile.
Miss Jones and Mr. Murray
- 5377 Uncle Josh's Letter From Home...Cal. Stewart

10-inch—60 cents

- 5511 Our Director March....Artuhr Pryor's Band
- 5522 In Lover's Lane.....Arthur Pryor's Band
- 5528 Medley of Waltz Songs.
Victor Dance Orchestra
(Walter B. Rogers, Conductor.)
- 5523 Come Where My Love Lies Dreaming. 'Cello
and Flute Duet with Harp...Trein and Lyons
- 5519 Jock o' Hazeldean.....Henry Burr
- 5525 I Lost My Heart When I Saw Your Eyes.
Harry Macdonough and Haydn Quartet
- 5526 Guard While I Sleep.....Harold Jarvis
- 5514 Sing-Me to Sleep, Fritz (Lullaby).
Joseph Hortiz
- 5512 The Wanderer's Night Song.Stanley and Burr
- 5516 Stupid Mr. Cupid.....Ada Jones
- 5524 Maria—Spanish Ballad (Vision d'Amour).
Senor Guetary
- 5527 Somebody That I Know and You Know, Too.
Arthur Clough
- 5513 The Party That Wrote Home Sweet Home
Never Was a Married Man...Eddie Morton

- No. 5509 Childhood.....Harry Macdonough
- 5507 Tipperary (Irish Song).....Billy Murray
- 5505 When Sweet Marie Was Sweet Sixteen.
Macdonough and Bieling
- 5506 Over the Hills and Far Away.
Macdonough and Bieling
- 5508 When You Wore a Pinafore.
Stanley and Macdonough
- 5529 Wishes.....Collins and Harlan
- 5515 I've Taken Quite a Fancy to You.
Miss Jones and Mr. Murray
- 5532 Cuddle Up a Little Closer, Lovey Mine (from
"The Three Twins").
Miss Jones and Mr. Murray
- 5530 Victor Minstrels, No. 12. (Introducing "Dixie,
and the Girl I Love" and "H.A.S.H.—Dat
Am the Word I Love.")
Victor Minstrel Company
- 5531 It's Up to You to Do the Rest.
Miss Stevenson and Mr. Stanley
- 5510 Flanagan's Troubles in a Restaurant. Irish
Specialty.....Steve Porter
- 5520 Henny and Hilda at the Schützenfest. De-
scriptive Specialty.
Miss Jones and Mr. Spencer
- 5521 House-Cleaning Time. Descriptive Specialty.
Miss Jones and Mr. Spencer

12-inch—\$1

- 31705 Belisario Overture (Donizetti).
Arthur Pryor's Band

New Victor Red Seal Records

- No. **Emma Eames, Soprano**
- 88131 (a) Love in May (Parker). (b) I Once Had
a Sweet Little Doll, Dears (Nevin). 12-inch,
with Piano, \$3. In English.
- 88133 La Chanson des Baisers (Bemberg) (The
Kiss). 12-inch, with Piano, \$3. In French.
- Louise Homer, Contralto**
- 88132 Stabat Mater (Rossini) Fac ut portem (Endow
Me). 12-inch, with Orchestra, \$3. In Latin.
- Pol Plancon, Bass**
- 85126 Mignon (Thomas) Berceuse (Lullaby). 12-
inch, with Orchestra, \$3. In Italian.
- Charles Dalmores, Tenor**
- 81088 Contes d'Hoffman (Offenbach) C'est Elle ("Tis
She!"). 10-inch, with Orchestra, \$2. In
French.
- Alice Nielsen—Florento Constantino**
- 64091 Romeo et Juliette (Gounod) Ne Fuis Encore
(Linger Yet a Moment). 10-inch, with Or-
chestra, \$1. In French.
- Evan Williams, Tenor**
- 64088 Mary of Argyle (Nelson). 10-inch, with Or-
chestra, \$1. In English.
- George Hamlin, Tenor**
- 64089 The Dear Little Shamrock (Cherry). 10-inch,
with Orchestra, \$1. In English.
- 74113 The Lord Is My Light (Allitson). 12-inch,
with Orchestra, \$1.50. In English.
- Emilio de Gogorza, Baritone**
- 74114 Hamlet (Thomas) Brindisi (Drinking Song).
12-inch, with Orchestra, \$1.50. In French.

This complete list of new Victor Records will appear in our double-page advertisement in the leading magazines for September, and attention will also be called to them during the latter part of August in the principal daily newspapers throughout America.

This magazine and newspaper advertising reaches millions of people and benefits dealers everywhere. It's to your advantage to have the complete list on the simultaneous opening day, August 28th, so that you can take care of every customer.

You know every Victor Record is a perfect record; has the unequalled Victor tone quality. And every Victor Record you sell means a pleased customer, and helps you build a steady, profitable record business.

So make an effort to get all this desirable trade that's in your neighborhood.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Preserve Your Records and Get Best Results by Using Only Victor Needles

TOLEDO MAKES GOOD SHOWING

For the Month Just Closed—Dealers Have Secured Results by Hard Work—Whitney & Currier's Good Business—Columbia Co. Opens Branch Office

(Special to The Talking Machine World.)

Toledo, O., August 6, 1908.

The trade in this city shows a slight improvement, despite the looked-for summer dulness, the demand for records keeping up in a remarkable manner, though the sales of machines have dropped off slightly. The dealers have been making an extra effort to boom their business, and as a result the July average was very satisfactory.

The Whitney & Currier Co. have been doing good business with the Victor line, and report a brisk demand for both Red Seal and Indestructible records, many vacationists making it a point to take a liberal supply of records away with them.

The Columbia Phonograph Co. have opened a branch office in the Spitzer Building, with Mr. Dunn as manager. A. C. Erisman, Toledo manager for the Columbia Co., has increased the force of outside salesmen who are now covering a large territory and getting excellent results. In fact, the business of this branch in July surpassed that of the same month last year.

The various other dealers have equally encouraging reports to make, and without exception look for a heavy fall trade.

PROOF OF "INDESTRUCTIBILITY."

The fact that the word "Indestructible" as applied to a certain make of talking machine records was not a misnomer was demonstrated in a unique and convincing manner by a western dealer, who placed a giant firecracker inside a record and touched it off. The record was not damaged in the least by the explosion, being afterward placed on a machine and played. The

experiment was sensational in the extreme and attracted much attention. The dealer got the idea from the cover of the July catalog supplement of the Indestructible Phonographic Record Co., whereon was pictured a record from which protruded an enormous firecracker. He says his next experiment will be with dynamite.

RECORD MAKING BY ORCHESTRA.

Changes in Instruments Necessary to Secure Satisfactory Tonal Results in Records.

The making of talking machine "records" has made necessary some strange and novel modifications in the old-fashioned musical instruments. An ingenious New Yorker, who conducts an orchestra on purpose for making records, has devoted much time and study to the modification of musical instruments in order to increase the adaptability of their music to phonographic reproduction. Notable among these modifications is a B flat clarinet, in which the end, or "bell," is twisted upward. This improvement, which is patented, was executed in conjunction with a noted and successful clarinet player, and was rendered necessary by the fact that the high notes of the clarinet leave the instrument via the little stop notes along the tube, whereas the low notes leave by the bottom, or "bell." The low notes, when reproduced, were found to have created a "blast" quite out of harmony with the rest of the music, and only after several months of patient experiment was the right form of "bell" evolved.

The most important modification of a musical instrument in this field, however, is the "Stroh" violin, in which the sound-box is non-existent, being replaced by a diaphragm in metal. This enormously increases the volume of sound emitted by the violin. The "Stroh" is fitted with two horns, the larger of which is directed toward and conducts the sound to the recording apparatus of the talking machine, and the smaller is pointed to the ear of the player, who without

some such device would not be able to distinguish the notes of his own instrument from the general volume of sound emitted by the orchestra as a whole. "Stroh" violins were invented in London, and but few of them have as yet found their way into this country.

MUSICAL INSTRUMENTS IN CHINA.

Some Comments on the Demand for Talking Machines and Other Creations in China.

If advancement in musical art is a fair index to advancement in civilization, then there is reason to believe that in China the march of progress is on in earnest. The American vice-consul at Tsingtau, as mentioned in last month's World, reports a remarkable demand for musical goods and incidentally for those latter-day stand-bys of the music trade, the talking machine. It is true that the talking machines talk Chinese and execute Chinese morceaux, but the fact remains that the nucleus of an unlimited repertoire is there and that, as the machines are made in America, the probabilities of a broad and instructive expansion of that repertoire are excellent. Moreover the pianola has found its way into the Flowery Kingdom and so cordially has it been received that a firm at Shanghai has actually begun the manufacture of an imitation instrument which is assured of a large sale. Add to this that John Chinaman buys German harmonicas in large quantities and it will be seen that the germs of artistic taste have been implanted and that their development is but a question of time. And this means much, for once our Oriental neighbors rise to the level of the "Merry Widow" waltz and the Barn Dance, the rest of the world may look out. It is a serious matter when 400,000,000 of people, previously besotted, take to waltz music and ragtime.

Talking machine men will have completed their vacations before the next World appears.

Why Not Increase Your Record and Machine Sales

BY SELLING

THE MUNSON FOLDING HORN?

Do You Realize, Mr. Talking Machine Man—how much of your new business is due to your customers carrying their machines and records from one friend's house to another's? How much this unconscious missionary work of theirs in interesting others in your product, and thereby stimulating their own, is doing for this trade in general? And yet do you not often wonder that more do not tire of lugging such clumsy articles?—

The machines and records are all right, But—It is that unshapely, ungainly, unwrapable thing called a horn, that causes all the trouble, and is gradually and will surely wipe out this beneficial custom unless you rectify it.

WE CAN HELP YOU, IF YOU WILL LET US



FOR CYLINDER



FOR DISC

THE MUNSON FOLDING HORN FOR DISC AND CYLINDER MACHINES

Is the only One-Piece Indestructible Folding Horn on the Market. Made of the finest quality of Selected Leatherette—in plain solid colors or handsomely decorated by hand.

WHEN OPEN AND IN USE it compares in beauty of line and construction with any on the market and for purity of tone reproduction is far superior to the metal horn.

WHEN FOLDED AND CARTONED it occupies only a space of 33 inches long by 3½ inches square—An ideal parcel for carrying or handling and impervious to damage.

LET US QUOTE YOU PRICES AND START YOU ON THE ROAD TO A PROFITABLE BUSINESS IN THE FALL.

FOLDING PHONOGRAPHIC HORN CO., 650-52 Ninth Ave., New York City

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents.



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NEW YORK, AUGUST 15, 1908.

THE talking machine is going to cut quite a figure in the presidential campaign. Both Bryan and Taft have on several occasions devoted considerable time to making three-minute speeches on the leading issues of the day for talking machine reproduction. These records have been distributed in all parts of the country, and the candidates will be heard through the medium of the talking machine in every nook and corner of the country. The value of this kind of work as a vote-getting power should not be ridiculed, because it is liable to be considerable, and in States where the victory is decided by a very narrow margin it may be that the talking machine, through its power in influencing votes, will decide the election. A case in point—recently a man who had looked upon Bryan as an unsafe leader remarked to us that he had changed his mind. He had visited a talking machine store and heard a series of his speeches, and he said that a man who could talk like that was all right and he should vote for him. This is only a straw, but it certainly indicates the power of the talking machine as a means of reaching voters. Therefore, if we figure that these record speeches will be heard by millions of people who otherwise would not have had the opportunity of listening to the candidates' voices, we must also consider the favorable impression made upon the voters and the possible result upon the election.

IT would have seemed ridiculous a few years ago to have predicted that the talking machine would have been a power, and possibly the power to decide a presidential election, and yet Bryan's willingness to talk for reproduction on machines on all occasions, and the desire on the part of voters to listen to his voice in every village and hamlet throughout the land is destined to have no unimportant effect in determining the great contest for political supremacy which is before us. It was only last week that

Mr. Bryan spent an entire forenoon making more speeches for record purposes, and if he will continue to deliver his short speeches upon topics of the times and the talking machine transmits these to millions of people, the talking machine at once becomes an enormous political factor. The fact that Mr. Taft, the Republican candidate for President, can now be heard through the medium of the talking machine, is another tribute to its influence. President Roosevelt, who was also approached, declined to have any speeches recorded. Of course, it may be dignified to assume that position, but Mr. Bryan is not losing any opportunities which are coming his way which will enable him to talk to large audiences. It is said to-day that he has talked to a greater number of people during the last twelve years than any man now living, and now through the acquisition of the talking machine as one of the Bryan distributing forces, it means that his audiences will vastly increase. The demand for campaign records is large and is constantly growing, showing the interest which the public have in listening to them. Much surprise has been expressed at the clearness of these noted records, showing that millions of people had no conception of the marvelous reproductive powers of the talking machine.

THERE is still considerable talk in trade circles concerning the work accomplished by the Jobbers' convention at Atlantic City last month, and now that the convention has passed into history, we are able to review its objects and accomplishments in a fairer manner. To begin with, it is apparent that the jobbers themselves are enthusiastic upholders of restricted prices. They recognize that that system is the sheet anchor of strength to the talking machine trade. That principle has been indorsed in every way, and the jobbers most heartily and enthusiastically approve it. It must be conceded when we impartially review the proceedings of the convention and dissect the papers which were prepared, that it was no holiday purpose solely that took the jobbers to Atlantic City. They were actuated by the desire to better trade conditions, to improve the environments of the legitimate jobbers, and a thorough analysis of the sentiments voiced will show that the important jobbers are pretty harmonious, as far as fixed plans and principles are concerned. The Jobbers' Association is opposed to department stores and dealers who qualify as jobbers, securing the jobbers' privileges when they have no idea of conducting other than retail enterprises. There is a manifest desire to select quality trade rather than quantity trade, and the jobbers believe that there should be the most harmonious relations existing between the producing and distributing forces. They believe that the manufacturers should visé applicants who desire to enter the trade ranks as dealers. They affirm that if the manufacturers themselves do this it will naturally mean the elevation of the character of the men engaged in retailing talking machines, and it is quality which counts in business, rather than quantity.

THE question of exchange of records came up for serious consideration. "Cut outs" and records damaged in the process of manufacture came in for more discussion than perhaps any other topic, and to good purpose, as our news columns show. The question of discounts also was threshed over, and it was considered that

the dealers themselves should be compelled to invest more capital in stock, thus bringing into the business men of greater ability and financial responsibility, so that the new blood might be stronger and more virile, by insisting upon larger initial purchases when a man qualifies as a talking machine dealer. Taken altogether, the association has accomplished much since its formation a little over a year ago, and familiar as we are with different associations in several trades, we are confident that there is no jobbers' organization in the entire industrial world which has accomplished as much within a brief period as has the Talking Machine Jobbers' Association. The complete report of the convention proceedings which appeared in last month's World will go far toward proving the truth of this statement. The Jobbers' Association has demonstrated its right to exist and its desire to be a useful factor in the development of the talking machine industry.

FALL will soon be here, and it behooves every man to be in line to catch the first favoring trade breezes. We fall into the habit of saying that the year in which we hold a presidential election is an off year in business. Perhaps it is, but it is a dangerous rut to get into, because it is pretty hard to extract ourselves from it. We say that business is going to be dull in presidential years, and it usually is. But this great big country is going ahead and will prosper, regardless of individual preference at the polls. Crop indications are excellent, and the great Middle West promises to be a great battle ground for trade this year. With the big crops, and the fact that we have exhausted nearly all of the reserve stock, the wheels of the factories should revolve in a lively manner in order to meet with the requirements of trade. There will be a demand for products in all lines, there is no doubt about it, and the merchant who is best prepared to meet these demands will be the one who will make the greatest profits during the coming fall.

OUR advice to the talking machine trade is to keep in readiness to make the most out of the improved conditions which must be with us in the early fall. The talking machine manufacturers are planning liberal campaigns. Louis F. Geissler, general manager of the Victor Co., stated at Atlantic City last month that his company were planning larger advertising appropriations than ever before. Now, a vastly increased expenditure for publicity work on the part of a great company helps every jobber and every dealer. It is the wonderful power of this publicity which has made the demand for talking machines in every part of this country, and with the increased emphasis placed on the publicity which the great producing concerns are planning for the early fall, the jobbers and dealers should also prepare to make the most of the situation.

SOME of the best-posted men in financial circles in this country predict a constantly bettered condition of trade as the fall season advances, and our own advices from the various parts of the country corroborate these predictions. It should be understood that this trade paper institution has a complete organization covering all parts of America, as well as foreign lands. We receive at regular intervals advices concerning trade conditions and future prospects for business, and during the last few weeks the reports which have been received at this office have embodied highly optimistic statements.

An Edison Phonograph Customer Isn't a "Talking Machine" Customer.

There are a number of "talking machines"—there is only one Phonograph.

That one is the Edison, made under the personal supervision of Mr. Edison himself and so widely advertised and extensively distributed, that the word "Phonograph" is nearly everybody's synonym for a sound-reproducing instrument.

But the Edison Phonograph is the instrument that people everywhere read about, hear at their friends' homes, become enthusiastic over, and want.

Play the Edison in your store. Its sweet tone and perfect rendition of all music and songs will make sales. Display the Edison in your window. Its fine appearance and workmanship will take the eye. Demonstrate the Edison. Its musical qualities, big, specially made horn, long, smooth-running motor, indestructible reproducing point and sensitive wax records, will bring an instantaneous decision.

If you are trying to get trade without the Edison Phonograph and Records you are making a costly mistake.

Put in the line if you are without it. Stock up if your line is low. Any nearby Edison jobber will take good care of you.

**NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Avenue
ORANGE, N. J.**

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

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

ANALYSES OF A SALESMAN.

The Qualities Necessary to His Success—One Part Talk, Nine Parts Judgment—A Clever Disquisition.

A good salesman is composed of one part talk, and nine parts judgment, and he should use the nine parts of judgment to tell when to use the one part talk. Good judgment in the granting of credits is one of the things that go to make a valuable salesman. It is not altogether how much goods a man can sell, but how much profitable goods he can sell with a minimum of loss in bad debts.

The three requisites that go to make a successful salesman are shrewdness in argument, observation of buyers, conditions and surroundings, and honesty of speech. A man should know his goods—their weak points and their strong points. He should have confidence in his firm and their goods. His firm is paying him a salary to work for them, to talk for them. It is, therefore, his duty to get posted so that he may know where he is "at." Every man and every firm have their weak and their strong qualities. Make it a point to study up and post yourself on all the qualities they possess. Forget the weak points. You will hear enough about them anyway. Combat with sound argument any and all weak points brought up, with the good qualities you know, and it is ten to one that you will come out the best of it. Don't grumble. Always stand by your firm. Usually you will find if you will carefully investigate complaints of wrongs, overcharges and grievances that they are more fancied than real.

A salesman reported to his firm that a competitor was selling certain goods much below his prices, consequently he could sell none unless he could have a competitive price. He hammered away about this so much his firm finally wrote him to send in a sample, which he did, and when he came in he was confronted with both articles. There was absolutely no comparison between them. He had to back down with the lame excuse that he had not seen the other goods, but

had taken his customer's word for the price and quality. He should have made a comparison of the goods when the first complaint was made. He went away on his next trip with more nerve and more confidence, and took orders where before he let them go by default.

A good salesman is a close observer of his customers, says a writer in *Selling Magazine*, for after all it is quite as important that goods are sold to people who will pay as it is that goods should be sold at a profit. A salesman must, therefore, become a credit man. He should make this as much of a study as the art of selling goods. Now, what makes a man or a firm a good credit risk? Money alone? No. A man may be an excellent credit risk with small capital, if he possesses good character and experience and makes good use of both.

These are the points: Does he understand his business? Does he pay close attention to his business? Does he keep his store and stock clean? Does he run his store, or let his clerks run it? Does he do a large cash business, or a large credit business? Do you always find him at his store, or usually have to wait for him? Does he keep books? Has he a good system? Any tab on sales? A reckless buyer? Extravagant habits? What is his general reputation? Has he an extravagant family? Post your house on these points in a general way and keep them posted on changes.

DID LONDON BORROW FROM WINNIPEG?

(Special to The Talking Machine World.)

Winnipeg, Man., Aug. 1, 1908.

A good "hit" at the expense of our friends "across the big pond" is made by *The Tribune*, of this city, when it says: "Apparently the London and Manchester parks committees have to come to Winnipeg for up-to-date ideas, as they are only just instituting that immense boon, the graphophone concert of high-class orchestral and vocal music, which is so thoroughly enjoyed by the crowds thronging the parks, especially those musically inclined. This idea is now old with

us, thanks to the many concerts of this kind that we enjoyed last summer, suggested and provided by the Winnipeg Piano Co., of the Manitoba Hall, who, it is hoped, will continue the series this year during the summer. The graphophone in the park not only provides really enjoyable music, but it is a great educator in that it arouses the musical talent lying dormant in many, and gives others a taste for music that would not be otherwise created."

TALKER SCORES AT LAWN FETE.

(Special to The Talking Machine World.)

Hainesport, N. J., July 25, 1908.

If it had not been for the availability of a "talker," the social event of the summer season here, namely, a birthday lawn fete given by Mrs. Heidrich, of Philadelphia, at Lippincott Inn, on the night of July 18, would have been a flat failure.

The card tables had been placed among the trees on the spacious lawn, bathed in the soft glow from hundreds of Japanese lanterns, and the dance cards were filling up in the drawing



room, when a bombshell burst in the form of a telegram from the leader of the expected orchestra:

"Train wrecked. Cannot keep engagement."

The pretty hostess was in despair. Without music the whole evening would be ruined. What was to be done?

The writer was appealed to, and he, of course, suggested the "talker," offering to furnish his own outfit for the purpose. His offer was gratefully accepted, and it soon became apparent that the substitute was even more entertaining than the real orchestra would have been. Waltzes and two-steps were played for the dancers and songs and vaudeville for the party on the lawn. As the grand opera records made their appearance, all thoughts of card playing vanished, and chairs were pushed in a wide semi-circle around the veranda where the "talker" stood, and for an hour or more the enthusiastic audience listened enraptured to Scotti, Rappold, and Campanari.

When the fete broke up at midnight the hostess was complimented upon her good taste.

"Your music was most delightful," was the unanimous verdict.

This little story, which is absolutely true, shows beyond a doubt the growing power of the "talker."

HOWARD TAYLOR MIDDLETON.

SUCCESSFUL VICTOR RECITAL.

A most successful Victor recital was recently given at the Country Club, Anderson, Ind., by G. E. Cook, a local dealer. There were about 300 members of the club present, and a more enthusiastic audience could not be desired, according to Mr. Cook. Every selection was encored, and after prolonging the recital for three hours, the operators were compelled to desist and run for the last car to the city. They received urgent requests to appear again before the club and to give a recital for the children of the members. A selected program was given ranging from ragtime to opera, and well illustrated the wide scope of the Victor record list.

R. J. Smith, Waukegan, Ill., inventor of the harmonic steeped talking machine horn, which he claims is "vibratory," recently demonstrated the horn before representatives of the Victor Talking Machine Co., in Chicago, who stated that they would later submit the sample to Camden.



It's So Easy

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

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

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

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

International Correspondence Schools

Box 918, SCRANTON, PA.

PACIFIC COAST TRADE NOTES.

Talking Machine Business Holding Its Own—Improvement Looked for—Mauzy Advertising Zonophone Line—Reports from Southern California—Marchand to Go Into Business for Himself—Kohler & Chase News—Sherman, Clay & Co. Featuring Victrolas—What Other Dealers Are Doing.

(Special to The Talking Machine World.)

San Francisco, Cal., July 30, 1908.

While the talking machine business of the Pacific Coast during the past month has perhaps been a little less active than during the spring, it is, nevertheless, holding its own, and little or no complaint is heard from the dealers. In fact, many of the general music stores have been making a larger feature than usual of the talking machine department, which in dull times like the present is found to add considerably to the net profit of the business. The city trade, though

quiet, is brought up by the comparatively large and growing sale of the more expensive machines and high-class records, the latter meeting with a constantly increasing demand. The finer class of machines that have been put on the market in the last year or two are also moving well for the outside trade, as they are coming to be used at many of the country hotels and summer resorts. The local dealers count on an improvement in the general tone of business within the next month, as the schools will be opening and the vacation season will be about over, bringing many people back to the city. The trade of the country towns is already picking up in many parts of the State, as the crops are beginning to move and more or less money is coming in.

Clark Wise & Co. say that their talking machine business is good, and has kept up quite steadily. They are selling enough Victrolas to bring the total up to a handsome figure, quite a number of these machines having gone out in the last two weeks.

Byron Mauzy is well pleased with the results of his Zonophone advertising campaign, which he is still carrying on. He is receiving many inquiries for this machine from various country dealers, and while so far there has been no heavy movement of stocks, he is confident that with the beginning of the fall the business on this line will be materially increased. From present indications it is likely to be pushed by many dealers who had not before realized the opportunities of the talking machine trade.

W. S. Gray, coast manager for the Columbia Phonograph Co., returned recently from his trip to Los Angeles and San Diego in a badly sunburned condition. He found the Columbia business very fair in the South, and says it is picking up somewhat in Los Angeles, where things were very quiet earlier in the year. Mr. Gray will leave early in August for a visit to the northern agencies. Mr. Beck, of the same company, has been on a trip through the northern part of California, calling on all the dealers between Sacramento and Yreka. He says that the agricultural population of that section is now in the midst of harvest, and consequently the interest in talking machines is limited. The dealers, however, are preparing for a lively season as soon as the crops are sold, which will take a month or so more.

G. Marchand has left his position as manager of the Sacramento department of the Columbia Phonograph Co. to engage in business for himself. He has been succeeded by Geo. H. Stapp, formerly the company's traveling representative in the northern part of the State.

The Columbia Phonograph Co.'s store at the corner of Van Ness avenue and O'Farrell street was entered by burglars last Sunday night, but so far the extent of their theft does not appear.

C. E. ("Talkophone") Brown, who has for some time had charge of Kohler & Chase's wholesale talking machine department, has now taken up the management of the retail end as well, and has moved his office, which was formerly located in Oakland, to the San Francisco store. The larger part of the wholesale stock will for the present be kept at the warehouse in Oakland, as the city store is rather crowded for space. Mr. Brown states that the business is now beginning to pick up, and he looks for a big fall trade. Mr. Brown says: "We are doing something that nobody else is doing; we are filling completely all orders for Edison or Zonophone goods. We have an original system by which we take stock every day and place orders for what is needed. Everybody else seems to be complaining about dull times, but we have no kick coming." Mr. Brown recently made a visit to Seattle, where he found the business improving. He believes the improvement is largely due to the reduced eastern rate on lumber, which has caused a general resumption of activity by the mills. He will make another visit to that city in about ten days. J. C. Walling Co. have bought out the talking machine department in Kohler & Chase's Seattle store. R. S. Smith, who formerly had the management, found that it took all his time to attend to the other business

of the house. Mr. Walling now runs two stores in Seattle.

Sherman, Clay & Co. are featuring the Victrola in all their window displays, and their Victrola advertising has become almost as characteristic of the house as the advertising of the Steinway piano. In fact, the Steinway and the Victrola are usually mentioned together as being the highest type in their respective fields. With numerous orders coming in from all parts of the State the company has just taken another carload of these machines. The general business in talking machines and records is satisfactory, and the company are pushing their sales hard.

Francis Hare Goodman, who for the last eight months has been located on Van Ness avenue, has concluded that in the talking machine business the man who gets the business takes the goods to the customer, as in going over his sales for the last sixty days he finds that 90 per cent. of the business was done by canvassing. He has accordingly given up his expensive store on Van Ness avenue, and will hereafter keep a store at his residence on 23d street.

Arthur Parent, of Petaluma, Cal., was in San Francisco a few days ago making purchases for a complete talking machine store which he is opening in that town.

Skee & Harrison, of Healdsburg, Cal., have put in the full Edison line, and intend to push it thoroughly.

Charles E. Brown, who owns the Peerless Talking Machine Co. at Spokane, Wash., spent a week there recently, and found the business flourishing in that section.

W. M. Hale, a dealer of Redding, Cal., has just left, after spending several weeks in San Francisco.

PIANO DEALERS FALLING IN LINE.

"Judging by the number of piano stores that are putting in Edison goods, I should say they are looking around much more eagerly than usual for something to pay rent money during the dull summer months," said F. K. Dolbeer, of the National Phonograph Co. "You would be surprised to know how much faster than ever before piano dealers are stocking Edison phonographs and records. For instance, here are four dealers who signed up recently: J. C. Oyler & Son, Harrisburg, Pa.; L. M. & C. E. Peterson, Stratford, Ia.; H. M. Baldwin, Toledo, Ia., and H. D. McNutt, McMinville, Ore."

PURCHASE VICTOR AUXETOPHONE.

The Business Men's Club of Hillsboro, Ill., recently purchased a Victor Auxetophone from L. A. Cummings, of the St. Louis Talking Machine Co., for the purpose of superseding an orchestra at the various entertainments, dances, etc., given by the club.

TRADE OPENING IN MOROCCO.

According to the American Consul stationed at Tangier, Morocco, there is quite an opening in that country for products of American manufacture, the import trade being worth \$25,000,000 a year. There are opportunities to sell the two million people on the Coast talking machines, clocks, cameras, sewing machines and other specialties which are indigenous to the United States.

**YOU NEED EXPERT
SALESMANSHIP
to EXPLOIT your GOODS**

Prepare your salesmen to meet competition by providing them with a copy of Walter D. Moody's remarkable book,

"Men Who Sell Things"

Or Recommend Them to Get It.

"Sure to prove helpful to the man who wants to succeed 'by selling things.'"—*Louisville Courier-Journal.*

ONE DOLLAR a Copy, of ANY BOOKSELLER

A. C. McCLURG & CO., Publishers, CHICAGO

**UNQUESTIONABLY
A BIG WINNER**

Everybody who sees, buys,
and every dealer who buys,
sells

THE MONARCH MIDGET



This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

The clerk can thus choose records without losing the customer's attention for a moment. Very convenient and effective when you are playing the new records of a month, because you face the customer all the while.

No matter how many racks you have, you need this little counter-size revolving "Monarch" Baby.

Write your Jobber or to Us.

Syracuse Wire Works

University Ave.

SYRACUSE, N. Y.

PROFITABLE TO HANDLE

The
Public
Wants
Them
35c Each



We
Guarantee
No
Breakage
35c Each

Convenient to Handle

FALL BUSINESS

Reports from all over the country show that business conditions are improving daily. The crops are good, the political situation is becoming less of a puzzle. We are rapidly approaching an era of prosperity.

September is almost here and we all know the little story "about the early bird." Do not wait until the "last minute"—stock up in INDESTRUCTIBLE RECORDS so that you won't have to disappoint your customers.

"Cooperation" is our motto, and we will do our share in making you a successful dealer in our goods. Write to our jobber nearest you and ask him to outline our policy.

LIST OF ESTABLISHED JOBBERS:

- | | | |
|---|--|--|
| ABERDEEN, S. D.,
McArthur Piano Company. | FORT SMITH, ARK.,
R. C. Bollinger, 704 Garrison Avenue. | PHILADELPHIA, PENNA.,
Musical Echo Co., 1217 Chestnut Street. |
| ALBANY, N. Y.,
Finch & Hahn, 92 State Street. | HELENA, MONT.,
Curtin's Music House, 15 West Sixth Avenue. | PITTSBURG, PENNA.,
Powers & Henry Co., 339 Second Avenue. |
| BIRMINGHAM, ALA.,
Talking Machine Company, 2007 Second Avenue. | LINCOLN, NEB.,
H. E. Sidles Phono. Co. | SACRAMENTO, CALIF.,
A. J. Pommer Co., 829 J Street. |
| BOSTON, MASS.,
Mass. Indestructible Record Co., 72 Bedford Street. | LOUISVILLE, KY.,
Montenegro-Riehm Music Co., 523 Third Avenue. | SALT LAKE CITY, UTAH,
Carstensen & Anson. |
| BROOKLYN, N. Y.,
American Talking Machine Co., 586 Fulton Street. | MEMPHIS, TENN.,
F. M. Atwood, 123 Monroe Avenue. | SAVANNAH, GA.,
Knight Drug Co., 103 Broughton Street. |
| BUFFALO, N. Y.,
W. D. Andrews, Seneca Street, cor. Wells. | MINNEAPOLIS, MINN.,
Thos. C. Hough, 714 Hennepin Avenue. | SCHENECTADY, N. Y.,
Finch & Hahn, 504 State Street. |
| BURLINGTON, VT.,
R. C. Smith & Co., 68 Church Street. | MOBILE, ALA.,
W. H. Reynolds, 167 Dauphin Street. | ST. LOUIS, MO.,
Conroy Piano Co., 1100 Olive Street.
J. K. Savage Supply Co., 921 Franklin Avenue. |
| CHATTANOOGA, TENN.,
Standard Music Co., 9-11 East Eighth Street. | NASHVILLE, TENN.,
Magruder & Co., 27 The Arcade. | SIoux CITY, IOWA,
Early Music House. |
| CHICAGO, ILL.,
James I. Lyons, 265 Fifth Avenue. | NEWARK, N. J.,
Edison Co., 57 Halsey Street. | SIoux FALLS, S. D.,
O. C. Cadwell & Co., 127 Phillips Avenue. |
| CINCINNATI, OHIO,
Ball-Fintze Co., 108 East Third Street. | NEWARK, OHIO,
Ball-Fintze Co., 12 Canal Street. | SYRACUSE, N. Y.,
W. D. Andrews, 218 East Railroad Street. |
| CLEVELAND, OHIO,
Eclipse Musical Co., 1870 East Ninth Street. | NEW HAVEN, CONN.,
A. B. Clinton Co., 33 Church Street. | TERRE HAUTE, IND.,
Wabash Music Co., 823 Wabash Avenue. |
| COLUMBUS, OHIO,
Perry B. Whitsit, 209 South High Street. | NEW ORLEANS, LA.,
Nat'l Automatic Fire Alarm Co., 614-618 Gravier St. | TOLEDO, OHIO,
Whitney & Currier Co. |
| DES MOINES, IOWA,
Hopkins Bros., 618-620 Locust Street. | NEW YORK, CITY,
F. Bullenkamp, 922 Columbus Avenue.
Benj. Switky, 27 East Fourteenth Street. | TROY, N. Y.,
Finch & Hahn, 3 Third Street. |
| DETROIT, MICH.,
American Phono. Co., 106 Woodward Avenue. | OMAHA, NEBR.,
Piano Player Co., Sixteenth and Douglas Streets. | |
| DUBUQUE, IOWA,
Harger & Blish, 910 Main Street. | PALATKA, FLA.,
Cochrane's Book Store. | |
| ELMIRA, N. Y.,
Elmira Arms Co. | | |
| FORT DODGE, IOWA,
Early Music House. | | |

CANADA

- | |
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| HALIFAX, N. S.,
J. A. McDonald Piano & Music Co., 41 Barrington St. |
| MEDICINE HAT, ALBERTA,
Assiniboia Music House. |

Send to your Jobber for our Reproducer Booklet and ask for Terms to Dealers

The Indestructible Phonographic Record Co.
ALBANY, NEW YORK

IMPORTANT COPYRIGHT RULING BY SUPREME COURT OF AUSTRIA

In the Suit of Doblinger Against the German Gramophone Co.—Takes Same View as United States Court in the White-Smith-Apollo Case That Musical Records Are Not a Violation of Exclusive Rights Granted to the Owner of the Copyright.

The decision handed down June 15 by the Austrian Supreme Court in the case of Doblinger vs. the German Gramophone Co. effectually disposes of the efforts of those who have endeavored to twist the meaning of the Austrian laws relative to mechanical reproduction of musical works to their own benefit.

It will perhaps be remembered that Paragraph 36 of the Austrian law in very clear and unequivocal language declares that: "The manufacture and public use of instruments for the mechanical reproductions of musical works shall be no infringement of copyright in music."

Notwithstanding this, the Viennese publisher of "The Merry Widow," Ludwig Doblinger, brought suit against the German Gramophone Co. for alleged violation of his copyright, by the gramophone records of selections from "The Merry Widow." It was claimed by Doblinger that the gramophone was not a mechanical reproduction in the sense of the copyright statute, and therefore the records were not exempt from the exclusive rights of the copyright proprietor. He further claimed that the records from "The Merry Widow" constituted an edition of the music; that they were merely another form of manifold copies of the music itself.

The trial court gave judgment in favor of the publisher, Doblinger. An appeal was taken, and in March, 1907, the Court of Appeals of Vienna reversed the decision. The matter has just been finally passed on by the Supreme Court of Austria, and the text of this decision, which has just reached this country, is printed herewith. It is significant that this decision confirms the opinion handed down by the Supreme Court of the United States in the White-Smith-Apollo case, and also the opinion of the Supreme Court of Belgium, handed down in May, 1907, in the case of Massenet & Puccini vs. Pathe Freres. Thus

these three supreme tribunals have each independently declared that the musical records were not a violation of the exclusive rights granted the owner of the copyright. The court states very clearly that the records are of themselves nonentities, that they are merely parts of machines, and cannot, like sheet music, for instance, be read. The court refuses to consider them an edition of the music in any sense or as manifold copies of the music.

For the first time the highest court in any land has taken official cognizance of the important part which talking machines play in popularizing the works of authors and composers, and goes squarely on record refuting the pretense that the use of talking machines and records work to the financial disadvantage of composers. This paragraph, which reads

"A reproduction by means of the gramophone induces a visit to the original performance; it popularizes the work (music and text) and is therefore, of advantage both to the composer and the librettist: as regards the latter, the gramophone does not render the text hook any the less necessary," is particularly significant.

This decision ought to have great weight with the delegates who assemble at the International Conference in Berlin next October, and will undoubtedly influence the action of our patent committees when they finally frame up the bill for the revision of the copyright laws of the United States.

[Translation from the German.]

In the Name of His Majesty the Emperor.

In the action of the firm Ludwig Doblinger (sole proprietor, Bernhard Herzmannsky) of 10 Dorotheergasse, Vienna 1, plaintiffs, represented by Dr. Julius Monath, Vienna, brought against the firm Deutsche Gramophonaktiengesellschaft, 8 Krugerstrasse, Vienna 1, (head office), defendants, represented by Dr. Paul Abel, Vienna (their agent), for confirmation of copyright, and an injunction to prevent infringement of same, in which the plaintiffs appeal against the decision of the k. & k. Ober-

landesgericht, Vienna (higher county court), which, sitting as Court of Appeal, on March 2d, 1908, as a result of an appeal by the defendant company, reversed the decision of the k. & k. Landesgericht, Vienna, Z. R. S. (County Court) of the 12th of December, 1907. It has been decided by the k. & k. Oberste Gerichtshof (Supreme Court of Justice), in session as Court of Appeal, that the plaintiffs' appeal shall be dismissed, and that the plaintiffs shall refund to the defendants the costs of the appeal, assessed at 350 kronen, within 14 days, on execution.

REASONS FOR THE DECISION OF THE SUPREME COURT.

The appeal, based on paragraph 503, Z. 1. 4 Z. P. O., centres in the following statements: Firstly, that gramophone disks cannot be classed among the exceptions named in paragraph 36 of the copyright laws; and, Secondly, that in any case the exemption granted by the above paragraph does not apply to the text of songs. On both points, however, the appeal is not admissible.

Paragraph 36 U. G. grants perfect freedom to the manufacturer and public use of instruments for the mechanical reproduction of music.

In the gramophone there is a distinction between the disk, and the mechanism which causes the reproduction (release) of the sounds impressed on the disk. The appellants are wrong in describing the disk merely as a medium used for manifolding. The disk itself cannot give a comprehensive reproduction of any musical or other work, as it cannot, like for instance a sheet of music, be read.

Technically, the disk is described as an appliance that can only be utilized in conjunction with a sound reproducing mechanism. The disk cannot technically be described as possessing a separate entity, as it is only in conjunction with the mechanism that it forms the complete machine—a gramophone. The gramophone, however, can undoubtedly be classed among the exceptions named in the above-mentioned paragraph 36, although it is entirely distinct from barrel-organs, Aristons, and other instruments that are technically, of a different nature.

It is not essential to prove, whether the mechanism in itself reproduces the sounds, or whether it merely releases the sounds latent in the disk; also, it is not necessary to distinguish between the reproduction of musical tones and that of vocal sounds (songs); the important point is the "mechanical reproduction." If the appellants affirm that the gramophone reproduces an artistic performance—that is to say, that it to an extent constitutes an artistic performance, the natural reply would be that the gramophone only reproduces whatever is played or sung into the receiving disk.

On the other hand, every artistic performance, even if undertaken by the same artists, whether players or singers, possesses an individuality—no two performances are exactly alike.



IT IS UP TO YOU

"HUSTLING for BUSINESS"

Yes, that is what wide-awake merchants will be doing in the very near future, for trade conditions are looking up materially for the early fall. The wise merchant plans ahead and gets in his line of specialties so that he will be in a position to capture the early trade.

Now the Reginaphone is one of the best business getters which the talking machine man can secure. It is out of the ordinary and there is nothing that approaches it for novelty and effectiveness. It will help you to make business and incidentally to make dollars.

The Reginaphone is a talking machine and a music box combined, and it has a motor mechanism which cannot be surpassed in any of the higher priced machines on the market. Think what a creation of this kind is worth to you! Place one in your window and it is bound to attract attention. It will draw trade to your store.

If you have not already investigated the salability of the Reginaphone, lose no time in so doing.

We can give you some statistics concerning its sales which will be instructive and inspiring.

They will show you how other men have made money through the agency of the Reginaphone.

Be sure that you include this splendid novelty in your business programme for the fall.

THE **REGINA** CO.

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

Main Office and Factory, RAHWAY, N. J.

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

The mechanical reproduction by means of the gramophone has, therefore, been quite correctly classed among the exceptions named in the clause (paragraph 36).

It is more difficult to decide, whether, according to paragraph 36, the reproduction of the texts of the three songs from the operetta "The Merry Widow"—mentioned in the judgment of the Appeal Court—is unrestricted. Correctly stated, the facts are: That the librettist has an independent literary copyright of the text (paragraph 4, Z1, 2 paragraph 8 and 23 U. G.) and that according to paragraph 25 P. 6 cit. a reprint of a text belonging to a song would, in the case of operettas, constitute an infringement of copyright, also that paragraph 36 only mentions "musical" works. In the present case, however, the exempting clauses of paragraph 36 must be considered applicable, particularly when considering the clear intention of the law as expressed in the wording of paragraph 6 a. b. G. B. which is of practical assistance in the reading of the law.

Paragraph 36, above mentioned, grants perfect freedom from restriction to the mechanical reproduction of musical sounds; it is in no way subject to the copyright law.

Songs can be reproduced in themselves, without the text; in the case of operettas, at least, the text, compared with the music is of little importance.

In reproducing melody and text, the gramophone must reproduce them together; the text is not more easily comprehensible than in a personal performance.

It is therefore, quite plain, why paragraph 36 does not mention the text. On the contrary, the exclusion of the latter from the exempting classes cannot be tacitly accepted, at least not in a case of this nature.

The object of the law in granting freedom to the reproduction of musical works by means of the gramophone, would be considerably affected in regard to the reproduction of songs, one of the most popular aspects of the case. It is not necessary to question whether musical plays with text were thought of at the time when the laws were published; the object of the law is evidently the exemption of the text in conjunction with melody (in reproduction).

A reproduction by means of the gramophone induces a visit to the original performance; it popularizes the work (music and text) and is therefore, of advantage both to the composer and the librettist; as regards the latter, the gramophone does not render the text book any the less necessary. Therefore, the appeal is dismissed.

The costs of the appeal, are to be borne by the plaintiffs, according to paragraphs 41 and 50 Z. P. O.

Decision of the Oberstergericht (Supreme Court) of the 19th May, 1908. Rv. 1 309/8.

k. & k. Landesgericht in Z. R. S. (County Court) Division 111.

Vienna, June 15, 1908.

VICTOR SALES IN SUMMER MONTHS.

The Victor Co. make the following points which dealers would do well to study and then act upon:

"Don't let up in your efforts to sell Victors during the summer months. The well-to-do people have plenty of money lying dormant. Go after them, especially on high priced Victors, Victrolas and Auxetophones.

"Follow summer crowds and try to sell Victors and Auxetophones to the hotels and other resorts.

"Get on the good side of the orchestra leaders at hotels, and have the Auxetophone used, with orchestra accompaniment, the same as they are doing at the Waldorf-Astoria, in New York, where they had a member of the orchestra groomed to resemble Caruso, who gets up and bows his acknowledgments of the enthusiastic plaudits of the crowd (the Auxetophone being disguised behind the palms)."

THE 1010 SPECIAL 150-Peg Cylinder RECORD CABINET

IS A TRADE-WINNER

Write for Special List. Positively the best value ever offered at special price to talking machine dealers

H. A. WEYMANN & SON, Inc.

Edison Phonograph Jobbers. Victor Distributors, Cabinets and Supplies. Manufacturers of the KEYSTONE STATE Musical Instruments. Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

THE TWIN CITIES' NEWS BUDGET.

Business Much More Active—Dealers Report Record Trade Growing Rapidly—Play Talkers for Shriners at Annual Conclave—Summer Resorts Help Sales—Vacationists Buy Machines and Records.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, July 28, 1908.

Talking machine dealers in St. Paul and Minneapolis find that there is much more activity to the trade, in both the retail and wholesale lines. Business was discouragingly poor all the spring, but of late a new tone has been struck. Sales are better, prospects are better, and everybody feels easier and more satisfied.

The Minnesota Phonograph Co., which does a jobbing business in both the Victor and the Edison goods, says that there has been a decided betterment in conditions and actual business. The retail dealers of St. Paul and Minneapolis have more to do, while the country trade is considerably stronger.

Naturally with the thousands of machines distributed all over the Northwest, the record trade has grown to large proportions, and constantly is demanding an increase in the number of record bins.

Talking machine dealers had opportunities of playing records to Shriners from all parts of the country, who held their annual conclave in St. Paul, Minn., July 12-18. The saintly city was decorated in a manner that will stand as a model, and Minneapolis responded likewise. As all visitors naturally visited that city at the same time, many parades, both day and night, and entertainments of all kinds were in order. One dealer kept the crowd that was waiting for the parade in Minneapolis in good humor by turning a Victor Victrola to his front door and playing records of bands and Caruso, which was appreciated by the crowd, who responded with liberal applause. The street was packed, and as soon as the machine started with a lively march, a lot of rubbering was done looking for the parade, and it took a few minutes for the crowd to learn that it was a talker; then they stood quiet and listened.

The opening of the summer resort season throughout the Northwest has helped the talking machine dealers of St. Paul and Minneapolis very materially. Talking machines are peculiarly the musical instrument for the camp and the summer cottage. Minnesota and Northern Wisconsin offer unusual attractions for people who like outdoor life, and visitors come hundreds of miles to spend several weeks, and even months, on the shores of the northern lakes. Many of them bring talking machines, and those who do not do so, find that they are indispensable. Until the summer season opened, however, trade was exceedingly poor, not only with the jobbing houses, but the retail dealers as well. There has been a good demand for records of all kinds, even the most costly ones, but the trade in machines has been only moderate.

MATHEIS MAKES CHANGE.

(Special to The Talking Machine World.)

St. Paul, Minn., August 8, 1908.

Archie Matheis, who for years has been in charge of the talking machine department of Koehler & Hinrichs, of St. Paul, Minn., has resigned his position and will look after his interests in his store known as the Talking Machine Co., of Minneapolis, Minn., located at 236 Nicollet avenue. He has one of the neatest stores in the West and carries a complete line of Victor and Edison machines, records, cabinets, etc.

Mrs. H. H. Davis, of Newport, who visited the Waldorf-Astoria roof garden recently, was so entranced with the grand opera singers heard through the medium of the Victor talking machine, that she never missed a \$10,000 pearl necklace until she reached the lobby of the hotel. It was found, however, on the roof garden by one of the attendants, who was handsomely rewarded.



"In haste"

Does your jobber come up to the mark when you send in a rush order? Does he always have exactly what you want? And does he get it to you when you want it?

You know only too well what happens in case your jobber lets his stock run down or doesn't get shipments to you promptly. You are forced to break promises to your customers and they go to some one else.

We never fail you on a rush order. Goods are always shipped the same day the order is received and our stock is kept strictly up to date and absolutely complete in every detail.

Everything you order we have right here. Victors, Victor Records, trumpet horns, record cabinets, fibre cases, English needles and all other Victor accessories.

If you want a distributor that you can absolutely depend on for rush orders, get in touch with us. Write for our catalogue to-day.

**The Victor Distributing
and Export Company**

83 Chambers Street, New York



“THE PLEASURE IS DOUBLED AND YOUR COST IS REDUCED”

WHEN YOU BUY

ZON-O-PHONE RECORDS

COMPARE THEM WITH OTHERS AND BE CONVINCED.

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

**Tapering
Arm
Zon-o-phones**
begin at
\$20.00
in oak, and extend
to
\$75.00
in mahogany



**Zon-o-phone
10 inch
Records**
60 cents

**Zon-o-phone
12 inch
Records**
\$1.00

Are you sure, Mr. Dealer, that you are pushing the best Talking Machine line—not alone best in quality but best for profitable results?

If it isn't the Zon-o-phone, you are deceiving yourself in both cases. May we enlighten you?

Universal Talking Machine Mfg. Co.

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

Distributors of Zon-o-phone Goods:

- ALABAMA**
Mobile.....W. H. Reynolds, 167 Dauphin St.
- ARIZONA**
Tucson.....George T. Fisher, 7-9 E. Congress St.
- CALIFORNIA**
San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
San Francisco..Byron Mauzy, 1165-75 O'Farrell St.
Los Angeles...So. California Mus. Co., 332 S. B'way.
- ILLINOIS**
Chicago...Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....James I. Lyons, 192 Van Buren St.
- MARYLAND**
Annapolis...Globe House Furn. Co.
Baltimore...C. S. Smith & Co., 649 W. Baltimore St.
Baltimore...Louis Mazor, 1423 E. Pratt St.
- MASSACHUSETTS**
Boston.....Pike's Talking Machine Co., 41 Washington St.
- MINNESOTA**
St. Paul.....W. J. Dyer & Bro., 21-28 W. 5th St.
- MICHIGAN**
Detroit.....J. E. Schmidt, 336 Gratiot Ave.

- MISSOURI**
Kansas City...Mrs. J. Dixon, 804 Grand Ave.
Kansas City...Wehh-Freyschlag Merc. Co., 7th and Delaware Sts.
Springfield...Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.
- NEW JERSEY**
Newark.....Edisonia Co., 57 Halsey St.
Hoboken.....Eclipse Phono. Co., 203 Washington St.
Paterson.....J. K. O'Dea, 115 Ellison St.
- NEW YORK**
Astoria (L. I.)..John Rose, 99 Flushing Ave.
Buffalo.....Neal, Clark & Neal Co., 645 Main St.
Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 368 Livingston St.
New York City..Zed Company, 77 Chambers St.
- NORTH DAKOTA**
Fargo.....Stone's Piano Co., 614 First Ave., N.
- OHIO**
Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.
Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.
Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.

- OHIO**
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.
Columbus.....The Columbus Piano Co., North High St.
- OREGON**
Portland.....Graves & Co., Inc.
- PENNSYLVANIA**
Allegheny.....H. A. Becker, 601 Ohio St., E.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.
- SOUTH DAKOTA**
Aberdeen.....McArthur Piano Co.
- TEXAS**
Austin.....Petmucky Company, 111 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.
Dallas.....Dallas Talking Machine Co., 151 N. Ervay St.
Houston.....Southwestern Talking Machine Co., 615 Main St.
- VIRGINIA**
Richmond...The Hopkins Furniture Co., 7-9 West Broad St.
- CANADA**
Toronto.....Whaley, Royce & Co., Ltd., 168 Yonge St.
Winnipeg, Man..Whaley, Royce & Co., Ltd.

TRADE NOTES FROM LOS ANGELES.

Sherman, Clay & Co. Report Good Business—What the Southern California Music Co. Are Doing—Travelers Make Pleasing Reports—Birkel Co. to Handle Reginaphones—News of Other Dealers.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 6, 1908.

Sherman, Clay & Co. are very much pleased with business for the past month. Mr. Ruggles is looking for new dealers in the outlying towns, where he says the summer has little effect on the trade. The business done in Searchlight folding horns, "Place" dust brushes and Mello-Tone attachments has been worthy of note, as numerous orders have been received for them. The new Victor I. with flower horn has sold well.

The Southern California Music Co. have been very busy in their Edison and Zonophone wholesale departments, and during the summer are making good use of all the spare time by installing a new stock system, which when complete will be a great help to them. O. A. Lovejoy, together with Mrs. Lovejoy, is taking a vacation and has gone on a hunting trip. Albert D. Wayne, manager of the retail department, has returned from his vacation at Ocean Park. Jas. A. Stitt, treasurer of the same firm, is doing some splendid advertising for the talking machine department in the local papers. They have recently put up for the dealers cardboard boxes for Edison records, holding from three to a dozen records, according to the size of the boxes. These boxes are intended to be used in place of wrapping, and a space has been provided for the dealer's name. Edw. Borgum has returned from another trip through the San Joaquin Valley, where he says the business outlook is very good, the fruit packing season having just commenced, makes trade in all lines boom. Almost every drug store in the valley has a stock of talking machines and records, and speak very highly of them as money makers. He finds The World is read by almost every dealer, and gets a subscriber if they do not read it. The Southern California Music Co. had a record-breaking "Victrola Day" early in the month, when they sold three of those instruments, two style XVI. and one XX., together with \$300 worth of records. Their weekly talking machine recitals have been discontinued for the summer.

The Geo. J. Birkel Co. have lately taken a complete line of Reginaphones and have advertised them with good results. They also announce that they will place all records purchased from them in heavy cardboard holders, with a window

through which to read the label. This undertaking has created much interest with the retail customers and proven to be a splendid advertisement. The Red Seal record business is very good with them, and they have sold some splendid outfits to campers and persons spending vacations in the mountains and at the seashore. Mr. Geissler is taking a trip to the northern part of the coast in search of pleasure. He will stop at San Francisco for a few days.

The Angelus Talking Machine Co. have remodeled the interior of their store so as to install a tray system for their stock of Edison records and to enable them to have more room for their growing business.

Sibly Pease is working up a good business in his own interest, having taken the store and fixtures of the Talking Machine Co. He is a very ambitious and progressive person and is sure to make a success.

W. S. Gray, Coast manager for the Columbia Phonograph Co., has been in this city and in the outlying territory in search of new dealers and calling on the trade. Miss A. Brown has recently joined the Columbia Co. and is the only saleswoman in the trade for a long time.

The J. B. Brown Music Co. are using the daily papers for advertising "The Brown Plan" for buying a Victor and also "Vacation with a Victor."

Good news comes from most of the dealers in the smaller towns, and all are much in favor of the "Good Roads" campaign, which is at its height.

Forsythe & Johnson have had an increase in business at Del Sur. Mrs. Johnson lately visited the jobbers here.

A new music store has been opened at Modesto, of which Fred Rogers is manager. They will handle pianos, Edison phonographs and Zonophones.

J. W. Hoag, of Hanford, has added a full catalog of Edison records to his Victor line.

J. E. Dougherty, Fresno, Cal., has moved into his new store and intends to devote much more space to the phonograph business than heretofore. Nishkian's Cyclery, in the same little city, have just finished the work on two fine plate glass sound-proof demonstrating rooms, and are doing double the amount of business they formerly did.

Louis Ozuma, Porterville, Cal., has just put in a full catalog of Edison records, which he has long contemplated doing. G. L. Robbins, who already carries a complete catalog, is another Edison dealer in the same town, which is full of business and a splendid field for talking machines, having a population of only 3,500.

R. D. Porter, of San Pedro, the "Harbor City," says he feels sure his city is growing and will be very large, or at least his business is already taking that course.

F. Pottgether has traveled about this section in the interests of Kohler & Chase, of Oakland, making quite a lengthy stay in this city.

Some marked interest has been shown in the commercial machines by large business houses. This field looks very promising and needs attention.

ENTERTAINED WITH THE VICTOR.

Louis W. Fickett, manager of the talking machine department of Cressey & Allen, Portland, Me., who recently spent his vacation cruising along the Maine coast in a small power boat, took along a Victor III., with which he entertained the summer visitors in the various coves and bays during the moonlit evenings. His audiences, who gathered around in launches and rowboats, were most enthusiastic.

Many people in Paris are putting in a new burglar alarm consisting of a phonograph with electric attachment to every door and window. If either is opened, voices begin shouting in every room of the house, "Help! Help! Police! Thieves! Murderers!" and keep it up for ten minutes without a break. At the same time the apparatus sends in an alarm to the nearest police station.



ZEPPELIN reached his goal. —He elevated the possibilities of air navigation and made a

Hit

with the whole population, not only of Germany but the civilized world.

It is up to you, Mr. Dealer, to make a similar

Hit

with your clientele of customers. —Elevate their standard in music, by offering them the latest and the best of Music reproductions

The Zon-O-Phone Records

Play them on any disc machine you want, but with best results on

Zon-O-Phone Machines

Every selection is one of the latest

Hits.

Have you seen or heard our September list, out on August 10; almost 3 weeks ahead of all others?

If not, come or write to

ZED COMPANY

Zon-O-Phone Distributors
Exporters

77 Chambers St., New York

Auto Run **WATCHUNG MOUNTAINS** Golf Drives

45 Minutes from Broadway and 90 Minutes from Philadelphia.

Truell Hall, PLAINFIELD, N. J.

(Formerly Hotel Netherwood.)

An Ideal Summer Home. Open All Year.
Erected at a Cost of One Half Million Dollars.



3 Minutes from Station.

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

Healthful Climate. Excellent Views.

Also Truell Inn and Truell Court.

Send for Booklet and Rates.

F. C. COCHRANE ENTHUSIASTIC

Over His Visit to the Laboratory of the Indestructible Phonographic Record Co.—Recently Became an "Indestructible" Jobber—Chats of Conditions in Florida.

F. C. Cochrane, of Cochrane's Book Store, Palatka, Fla., jobbers of Indestructible records, visited the laboratory and factory recently and was much astonished and impressed by the magnitude and perfection of the work which is being done by the Indestructible Record Co., who are constantly making improvements and perfecting their already well organized system.

Cochrane's Book Store has only recently taken up the sale of phonograph supplies. They are the largest distributors of picture cards in the South, besides handling large quantities of stationery, notions and sundries. Of course their business is exclusively wholesale.

Mr. Cochrane states that his business in Indestructible records has grown at the rate of 100 per cent. per month since he has taken on the line. He is very confident of doing a large business in these goods during the coming winter. In discussing the financial situation in the South he stated that although the price of turpentine and naval stores has fallen off considerably, the pineapple and vegetable season has been a fairly good one, and the Florida merchants, while they are not doing their usual business, feel very hopeful for the coming season.

THE TRADE IN BALTIMORE.

Dealers Expect Fine Fall Business—Improvement Already Noticeable—Columbia Co. Salesmen Active—To Occupy New Quarters—Good Demand for "Star" Machines—What Other Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., August 4, 1908.

If the talking machine business locally does not prove to be a record breaker in the way of sales this coming fall there will be a disappointed lot of dealers in this city. For they are a unit at the present time in predicting that there is every reason for a great season in the trade. Already, according to the majority of talking machine men, there are signs of an improvement over previous months, while not a few have gone so far as to declare that their business during July even surpassed that of the same month a year ago.

Manager M. E. Lyle, of the Columbia Phonograph Co., says that both retail and wholesale trade for the month has shown an improvement. One of the company's expert salesmen, William O. Cooper, is traveling among the dealers in North Carolina, and the reports from that sec-

tion are very encouraging. The Columbia Co. have decided to move on August 15 into a new and more spacious building, just below their present store on West Lexington street.

Manager Joseph A. Grottendick, of E. F. Droop & Sons, Howard street, near Saratoga, agents for the Edison and Victor machines and records, is away on his summer vacation. Mr. Roberts, who is in charge temporarily, states that the local trade has shown some improvement during the month and that the prospects are encouraging for good results in the fall.

Reports from Fred Scheller, who is the local representative for the Star machines and records, are to the effect that business is improving right along and that he has every reason to look forward for an excellent fall trade. He is having particularly good results with the sentimental and popular song records.

The talking machine business has been on the increase according to W. A. Eisenbrandt, of H. R. Eisenbrandt's Sons, who handle the Victor machines. Records have also been in great demand all during the warm months.

Similarly encouraging statements are made at Sanders & Stayman, who are agents for the Victor and Columbia machines. The firm have disposed of several machines during the past week, while the sale of the popular records has been brisk. There has also been a good demand for operatic records.

A WONDERFUL LITTLE DEVICE.

The Sherlock Stop Attachment for the Edison Standard and Home machines, manufactured by the Phono-trip Co., Toledo, O., is certainly a wonderful little device. The personification of simplicity, it not only brings the phonograph to a higher plane of perfection from a practical standpoint, but adds materially to its appearance. The best thing about it is that it can be put on or taken off at will and does not in any way injure the cabinet. Dealers and jobbers should not fail to investigate this attachment, as it will have unquestionably a large sale, and the profit is more than adequate. See their advertisement in this issue.

MRS. BLACKMAN GETS VICTOR-VICTROLA.

In his happy speech at the banquet enjoyed by the National Association of Talking Machine Jobbers at their annual convention held in Atlantic City, N. J., July 6 and 7, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., was so pleased with the presence of the ladies that he offered a Louis XV. Victor Victrola, costing \$300, to the member of the committee of arrangements who conceived this innovation, of which he heartily approved. It appears Mr. Geissler was satisfied that J. New-

comb Blackman, chairman of the committee, was entitled to the honor, and Friday last Mrs. Blackman was surprised on the receipt of the beautiful instrument at her home in Orange, N. J., "with the compliments" of the Victor Co.'s popular and capable general manager.

GRAPHOPHONE STORE IN THE CLOUDS.

Probably the highest graphophone store in the world is owned by H. G. La More, Silver Plume, Col. It is over 9,000 feet above the sea level, and as can be seen from the illustration, is literally built on the side of a mountain. We quote from a letter recently received from Mr. La More



addressed to the Columbia Phonograph Co.: "Please send me window display No. 108 and place my name on your mailing list for new ones regularly as issued. My store is above the clouds, but I have a nice little business that is getting bigger and better every day. I am positive that your window strips will be a big help."

DEVELOP YOUR HELP.

A man successful in affairs should be broad enough to look forward to a good landing for his later days. Either his son or another man's son should be brought up with an understanding of the underlying principles that guide the conduct of the business, with a view toward filling the captaincy when needed.

Without such foresight, vacations are too luxurious to be possible and sickness is a menacing danger that shackles enterprise. You can dominate only while young and vigorous, as your business should ever be—but cannot be without constant infusion of new blood. The best merchant must recognize this and provide for it by tutoring before he himself becomes subject to precedent and tradition, which in time are as a rut; for conditions change rapidly and we are still in the formative stages of retailing development.

The Best Value for Your Customer with Big Profits for You

FR. HOTZ HARMONICAS

To Retail From 10 Cents Each to \$1.00

THE FR. HOTZ HARMONICAS were originally produced 80 years ago and have always been looked upon as being the first Harmonicas manufactured. During this long term of years the strictest attention has been paid to the perfect construction of the instruments, so that to-day the purchaser is assured of an excellence in Harmonica manufacture which time only can acquire. We offer the best quality in our goods for the money and allow the dealer a big profit—no more, no less. Our 10-cent and 15-cent styles are in a class by themselves, they cannot be equaled.

ASK YOUR JOBBER

If he cannot supply you, we will refer you to one who can.

A handsome catalogue with full prices and descriptions is at your disposal.

Send for One

FR. HOTZ, 475 Broadway, New York

Canadian Office: 76 York Street, Toronto

Factory: Knittlingen, Germany



No. 02



No. 05

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Not Satisfactory—Dealers Putting Up a Splendid Fight—All Hopeful for Better Conditions Later—New Disc Records Win Praise—What Foreign Buyers Should Note—Excelsiorwerk's Fine Line—Difficult Feat in Recording—"Jumbo" Double-Sided Record—Judgment in Edison-Bell and National Phonograph Co. Suit—Decision on Copyright—Men in Financial Trouble—President Easton Welcomed—Russell Hunting With Pathe Freres—"Celebrita Records"—Sterling Hunting Co. Transfer Sole Selling Rights for Records and Machines to Barnett, Samuels & Sons—Provincial News.

(Special to The Talking Machine World.)

London, E. C., August 5, 1908.

English firms are not having a very rosy time just now; general trade is bad and talking machine business is suffering accordingly. Money is free enough, it is true, yet the percentage of unemployed is still rising. Some idea of conditions may be gathered from the British trading returns for the last six months, which show a decrease of over £46,000,000; in fact, there is a decline in every branch of trade. Depressing as this may read, the opinion seems generally prevalent that we are approaching the end of the slump, with better things in store. It is pleasant to observe, too, the state of cheery optimism exhibited by manufacturers and factors, though, to be sure, their position is not so acute as that of the retailer. The man with the small shop has the keenest fight for existence these days of depression, while at all times he has to face competition by the large stores and the shopping by post or mail order systems. The dealer's lot is not an enviable one, but he is putting up a splendid fight. By studying local conditions, advertising as much as possible, and backing it up with effective and interesting window displays, better organization, etc., there is no reason why dealers could not at the least tide over temporary trade depressions.

New Comers in the Field.

Almost each month sees the introduction of a new disc record. We have had several of late, and in the majority of cases the most important feature is "quality." The man-in-the-street often asks what advance has been made in the recording and reproduction of sound during the last four or five years, and there are a good many dealers who know no more. There is a very perceptible, though perhaps gradual, improvement all the time, particularly so during the last twelve months. Compare a record of five years ago with one of the present-day issues; the contrast is truly wonderful, and justly serves to a more sympathetic appreciation of the al-

most lifelike records now issued. There is yet room for improvement, who shall deny it (?), but in some of the latest records the reproduction is so little short of the natural as to almost deceive one. Especially is this manifest with the new "Jumbo," and also the "Clarion" disc records, which deserve the utmost support of the trade, for they will unquestionably become very popular with the public.

Prospective Buyers Please Note!

Conducting business between one country and another is considerably more difficult than opening up accounts in your own locality. This may be fairly obvious, but there are a great many retailers who do not recognize the difference. In this way, supposing a manufacturer is willing to take the risk of sending a sample of his wares to a retailer located in the next county, it is not to be expected that he will treat a foreign or colonial dealer in the same way. Yet there are many who expect it. Several instances were recently brought under my notice by Mr. Maurice, of H. Lange's Successors. Their "Klingsor" advertisement in our last issue brought several inquiries from dealers and others in various parts of the world. Some asked for catalogs—which was the right thing to do—while others requested that samples should be sent them—which was the wrong thing to do, unless cash accompanied the order. "Without impeaching their good faith or honesty," said Mr. Maurice, "it is not right of these traders, thousands of miles away, to expect us to give them credit on a first transaction. It is all very well for those firms who have previously dealt of us, but we decline to send out goods indiscriminately; cash should be sent with the first order, and references supplied if it is afterward desired to open an account." This is sensible talk, which we think business traders will appreciate. "Klingsor" products are real good in every way, and the company support the dealer by giving him a good profit, combined with prompt despatch.

New Edison-Bell Record.

The Edison-Bell Disc No. 18 gives two very laughable selections by Ben Lawes. One side, "The Village Pump," on the reverse "Because I Look a Fool," which tells of a countryman's funny experiences in London. Both are excellently recorded, the enunciation being perfect.

New Double Sided Disc to Appear.

A new disc record, double-sided, will shortly appear on this market, under the name of "Eden," emanating from a French house.

A New Steel Needle.

Apart from the many new products recently introduced by the Edison-Bell Co., the trade will shortly hear of yet another article, i. e., a finely tempered steel needle, and a neat little contriv-

ance for sharpening it after use. The machine is of simple construction, and acts its part quickly and efficiently.

Useful for Talking Machine Men.

The Stickphast Cement is a valuable adhesive adaptable for use in all talking machine work, and, in fact, it will mend almost anything. We say this after testing its utility in a variety of ways. The cement is particularly useful for repairing china, glass, or other similar ware, and if the article is afterward baked for about two hours it will not come apart in even boiling water. The Stickphast Cement is in air-tight tins, and is marketed by the Leadenhall Press, Ltd., of London.

Some Good Bargains.

Many bargains fell under the hammer at a recent city auction, but on the face of it the best bargain of all was a piano for which twenty-six shillings was paid. The "instrument," however, had been shipwrecked and had spent over a month under water.

Decision on Cinematographs.

Cinematographic reproductions of operas, dramas and pantomimes, the Paris courts have decided, are a direct infringement of the author's rights, and all such films wherever found were ordered to be impounded and destroyed.

A Splendid Line of Machines and Motors.

In our advertising columns this month the Excelsiorwerk draw attention to their splendid line of machines and motors. It is no exaggeration to say that the Excelsior motor is the finest on the English market, and the disc machines also are prominent in the matter of quality and price. Colonial and foreign houses should investigate the possibilities of these goods; generous terms are given to the trade, and full particulars will be forthcoming on application to 45 City Road, London, E. C.

A Difficult Feat of Recording.

One of the most difficult recording feats ever accomplished was that which resulted in the birth of Favorite record No. 64,026-7. This is a double-faced disc, "Abide with Me" and "Lead Kindly Light," played with the full peal of bells recently installed in the tower of the Munich Town Hall. The difficulty of obtaining such a record, to reproduce naturally, is obvious, yet in both selections the sweet bells come out splendidly truthful. A record sale of this issue is a foregone conclusion, and such a unique disc should be a sale in all shops.

Must Refer to the Talking Machine!

A Munich journal says: Music is not a luxury; it is one of the necessities of life. Proof? It is universal, and in a lower or higher degree is to be found in the wildest of places.

What Dr. Edwards Says.

According to Dr. Hall Edwards, the X-ray

EVERYBODY
WANTS

"FAVORITES"



Because there are none to beat them for
**Sweetness, Clearness,
Grand Tone and Quality**



September list now out. Splendid variety of Songs and Band Pieces.

Specialty: Selections from Sullivan's Operas.

OBTAINABLE FROM ALL UP-TO-DATE DEALERS
WHOLESALE ONLY

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

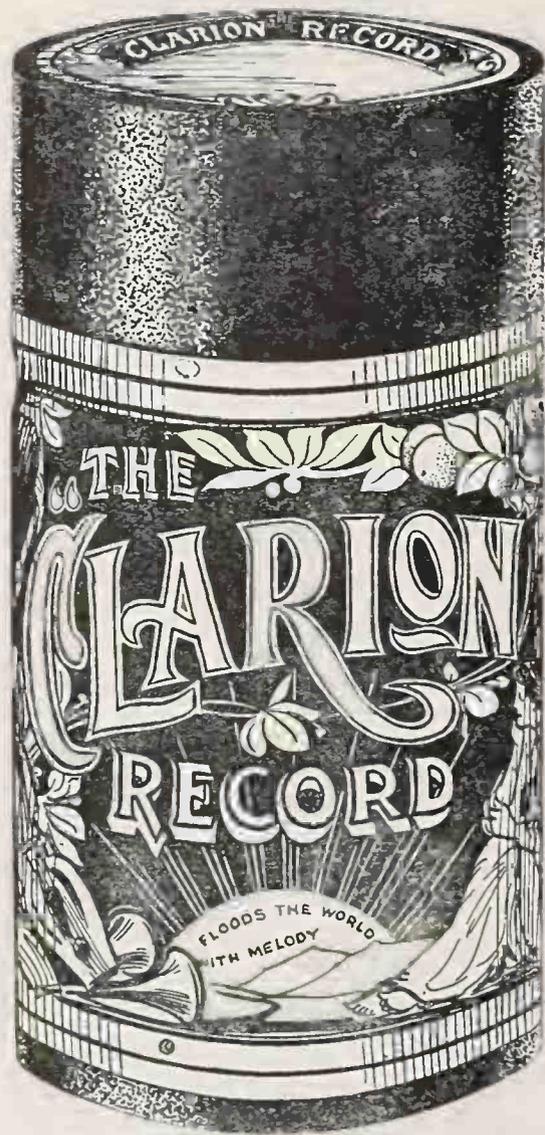
45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

The Tariff Question Solved

SPECIAL ARRANGEMENTS

Have been made, whereby any American Dealer or Jobber can handle CLARION RECORDS at a good profit, quite irrespective of duty, freight, or any other charges.



**FULL
LENGTH**

**FULL
VALUE**

The "CLARION"
Is a Gold-Moulded Cylinder Record

SEND FOR A SAMPLE SET AND DETAILS OF OUR PROPOSITION

THE PREMIER MANUFACTURING CO., Ltd.

81 City Road, London, England

Sole Agents for Victoria, Australia, Macrow & Sons, Ltd., 274 Little Collins St., Melbourne

FROM OUR LONDON HEADQUARTERS—(Continued).

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

Largest Manufacturers of

GUITARS, MANDOLINS AND DRUMS

FOREIGN TRADE SOLICITED

WRITE FOR CATALOG

specialist, it is possible to produce a perfect cinematograph picture showing the beat of the human heart, though owing to the great expense involved it has never been attempted.

Brooklyn Optimism in London.

Dr. Newell D. Hillis, the well-known Brooklyn pastor, a visitor here, says: "Always be optimistic; don't go about all day gathering a bunch of thistles to sit down on at night."

Important "Jumbo" Announcement.

Elsewhere in this issue will be found an announcement by Messrs. Barnett Samuels & Sons, Ltd., offering to bona-fide traders a free sample of their new "Jumbo" double-sided record. On one side is "Hear What I Have to Say," which gives interesting information of the record; on the reverse side is a charming musical selection. I am asked to announce that the "Jumbo" is now entirely made in England, and everyone who wants to be patriotic can do their duty by supporting home industry; and for those of the other school the Jumbo magnet is "Quality" and up-to-date selections. On each record is printed the number of revolutions at which it should be run. Over 300 titles are now ready, and lists will be forwarded upon application.

Diaphragm Triumphs Over Medical Science!

The following is a copy of a letter which the Edison-Bell Phonograph Co. recently received from one of their dealers:

"Dear Sir—My subject is a little unusual, but I hope to interest you. The bank manager here has undergone one of the rarest operations in the world, having his larynx removed and hence speechless. He breathes through a silver plate in the throat. There are only three successful cases on record and twenty specialists are watching this. The patient by inserting a rubber tube in the plate and breathing by movements of the lips and tongue manages to get a faint whisper, now to the surprise of his surgeons he has made an improvement; thus a tube is put in mouth, about four inches rubber, and then a metal drum with thin piece of rubber stretched across center, making a kind of ld. squeaker of it, and it joins his throat with a silver wire and bypass. With this he speaks in a high tone. Now what is wanted is a multiphone reproducer or megaphone that will increase a whisper to an ordinary tone. If your experimental laboratory could lay their hands on an instrument that would serve the purpose it would be a blessing and I should be glad of your opinion."

Edison-Bell and the National Phonograph Co.

Judgment was given by his lordship on a motion by the National Phonograph Co., Ltd., to vary the findings of the official referee as to

damages in an action brought against that company by the Edison-Bell Consolidated Phonograph Co., Ltd. It will be remembered that the action related to a circular issued by the National Co. in May, 1905, to the effect that the Edison-Bell Co. had no right to use the name "Edison." It was tried by Justice Neville, who gave judgment for the Edison-Bell Co., and directed an inquiry as to the damages sustained. This decision was affirmed by the Court of Appeal, and the inquiry took place before the official referee, who reported that the Edison-Bell Co. had sustained damage to the extent of £4,000, by reason of the circular. The National Co. then moved before Justice Swinfen Eady to vary the report by reducing the damages. His lordship said that the evidence for the Edison-Bell Co. clearly showed how much less trade it had done in 1905 than in 1904, but the evidence connecting the loss of trade with the circular was vague and indefinite in the extreme; while on the other hand, the chief cause of the large diminution was clearly established by the National Co. His lordship allowed the Edison-Bell Co. £50 for loss of trade, and £96 9s. 10d. as the expense of printing and posting incurred in refuting the circular, thus reducing the damages from £4,000 to £146 9s. 10d. He awarded no costs to either side either of the inquiry or motion.

A Recent Invention.

A recent invention here is a simple and inexpensive device for automatically quenching cinematograph film fires, which works very effectively.

International Neophone Co.'s Catalog Sheet.

The International Neophone Co.'s catalog sheet showing illustrations of their various products is to hand. It is right up-to-date, and is an undoubted help to traders.

Musical Copyright Decision.

Sir A. de Rutzen, at Bow street, dismissed the friendly summons brought by Chappell & Co. to test the question whether the rights of composers and owners of copyright music extended to perforated rolls for reproducing music in Pianolas and similar machines. The magistrate stated that after the most careful consideration he had come to the conclusion that there was nothing in the two later acts of Parliament to lead him to suppose that the legislature intended a written or printed copy of a musical work to apply to a perforated roll. On the application of Mr. Muir the magistrate agreed to state a case. The talking machine trade was not represented.

Talking Machine Traders in Bankruptcy.

The following talking machine traders are

under bankruptcy proceedings: David Dinner, Christchurch Road, Boscombe; Jordons (P. J. Gibson), Saukey street, Warrington; Goodall & Sherratt, of Oxford and Ealing. L. & E. Blackwood, Coatbridge & Lennoxton, called a meeting of creditors last month. An offer of 20s. on the pound, payable in instalments over a certain period was made and accepted. Edgar P. Raikes also underwent examination last month.

The Premier Record List.

As the season comes nearer, the Premier Mfg. Co. are increasing their record lists each month. The July issues include twelve titles, as follows: The "Belphegor March" and the "Strauss March," two excellently recorded selections by the Premier Military Band; "The Butterfly" (intermezzo) is a tuneful piece by the Premier concert orchestra; "In a Pagoda" and "In the Lotus Field," as played by the Premier Bijou Orchestra, are particularly good. There are seven songs, two recorded by Stanley Kirkby, "Come Back to Erin" and "I'll Take You Home Again, Kathleen," both popular and well sung; "I Don't Care if There's a Girl There," by F. Miller, tells of a young man who would cheerfully endure hardships provided there's a girl there, a good record, as also is that amusing song, "I Will," sung by Woolmer Young; "The Last Pub" is a topical ditty which draws awful pictures of some possible results of the Licensing bill; "When All Begin to Fly" and "Flip Flap" should be good sellers; both are by an artist new to the talking machine, viz.: Charlie Parker, who has done well in his initial efforts at singing into the trumpet.

President E. D. Easton a Visitor.

Looking a picture of perfect health and vigor, President E. D. Easton, of the Columbia Phonograph Co., paid a visit to London last month. He has entirely recovered from the serious accident that befell him last January, when he was thrown from a railway train while traveling to his office in New York city one morning. Mr. Easton returned on the Lusitania, July 25.

Russell Hunting With Pathe Freres.

News comes to hand that Russell Hunting has been engaged by the Pathé Co. to reorganize their record department. Messrs. Pathe Freres have secured a valuable man in Mr. Hunting.

Edison-Bell News.

Good things are reported of the Edison-Bell discs and N. P. cylinders, which appear to be going very well, time of year considered. Their new disc machine will be ready very soon now.

Each Issue Shows Improvement.

The constant efforts of the International Favorite Record Co. to achieve perfection in recording is not without success. In each of their new issues improvement is noticeable, and as dealers are promised something specially good in the September list, there is not the slightest doubt but what those records will surpass anything hitherto published. "It's quality that's made the 'Favorite' a favorite all along," said Mr. Vischer, "and we are going to give better

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

TALKING MACHINES**Records and Supplies**

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.

31 Tabernacle St., London, England

F. W. ROBINSON

"The Talkeries," 213 Deansgate, MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS., CYLINDERS, ETC., and all goods connected with the trade.

WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited PROMPT ATTENTION

Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.

SEE ADVT ADJOINING

To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write, stating requirements, to F. W. ROBINSON, 213 Deansgate, Manchester, Eng.

FOREIGN AGENCIES

If You Want to Market Your Goods in the United Kingdom, Write to Me.

I can handle profitably Cinematograph Machines, Phonographs, and all Talking Machine Accessories. My connection in the trade is second to none, and my references are first-class. Correspondence invited.

R. PRIEUR

68 Basinghall St., London, E. C., Eng.



THE "SULLIVAN"

No. 90. Solid Oak Cabinet, with Silk Curtains.



THE "BIJOU"

Mahogany, Walnut or Oak Cabinet.



THE "GOUNOD"

No. 135. Open. Without Doors. In Oak, etc.



THE "HAYDN"

No. 165 G. With Glass Doors.

KLINGSOR

THE new season will soon begin and a wise business man studies the market beforehand and selects the best and most profitable lines.

You cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Catalogue Free On Application.



THE "REGENT"

No. 165 E.L. Mahogany Inlaid. Glass Doors.



THE "PRESIDENT"

Highly and artistically finished. Mahogany inlaid Cabinet.



THE "WAGNER"

Highly finished solid Oak Cabinet.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

FROM OUR EUROPEAN HEADQUARTERS—(Continued.)

value than ever; the instrumental and vocal records which we shall have ready in September will be the finest we have issued, and will include several of the latest hits, besides selections of Sullivan's opera on our new 12-inch discs." Several of the "Favorite" agents have already placed advance orders, and it is expected that these records will reach a large sale. Traders can have full particulars on application to the company's London headquarters, 45 City Road, E. C.

Somewhat of a Mix-Up!

Discussing the new patent law and its result, a London newspaper says that the first important company to meet the new conditions is "the Edison-Bell Co. of America. A large factory has been opened at Willesden, and there phonograph records, hitherto exported to these shores from America, Germany, France and Belgium, are being made by English workmen. It is estimated that in a year's time 500 men will be employed in the factory." The factory in question is, of course, that of the National Phonograph Co., but we have not seen that any disclaimer has been issued.

Talking Machines as Soap Premiums.

A while back we heard of the Sunlight Soap people offering pianos as prizes to their customers. Messrs. Lipton have gone one better, and in order to introduce a new soap which they are placing on the market, they have initiated a huge advertising scheme, the essence of which is that thousands of talking machines are to be given away. A. Lyon & Co., factors, have secured the first order to supply 10,000 disc machines and records. We understand that the Beka record will figure in this. It constitutes perhaps the largest order ever placed in the talking machine industry, and we congratulate Messrs. Lyon on their smartness in fixing up such a fine contract.

Mme. Tetrzzini in Milan.

Mme. Tetrzzini is taking a rest in Milan from August 1 to September 28, on which date she returns for a long provincial tour covering all the principal centers. After this New York and Philadelphia will see something of her until April next year, when she returns to London for the grand opera season.

"Celebrita Records" Just Issued.

Public taste is every year growing more in the direction of the very highest class of music, and record manufacturers are recognizing this and catering to it. Evidence of this is furnished by the announcement in the Columbia August Supplement of twenty-seven 12-inch "Celebrita Records." They are songs and operatic selections by singers of the very highest repute.

S. H. Sheard's Long Tour.

Perhaps the longest tour ever made in the interests of the talking machine was that of S. H. Sheard, of the Gramophone Co., who has just returned to this city after a journey lasting thirteen months. During this period several of the British eastern dependencies were visited, and many new accounts opened up as a result.

Columbia Record Haunted Him.

Splendid things are being said about the new tone-arm cylinder graphophones introduced by the Columbia Co.

Those accomplished duettists, Collins and Harlan, have been making more Columbia records, one of which was announced in July. The editor of the Cardiff Weekly Mail heard the record and it caught his fancy. So he played it over again and then once again, and he repeated the process so often that finally he wrote and published in his paper the following paragraph: "We have had serious thoughts of entering an action against the Columbia Co. for distracting our thoughts by the haunting jingle tune of 'I'm A-running After Nancy,' a tune that has stuck to us waking, sleeping, working and idling. We can't get rid of it."

Good Line for Colonial Trade.

In his advertisement this month Daws Clarke again draws attention to the Graduated Flex Diaphragm, which, by the way, is a remarkably good line for Colonial and foreign dealers. The "Flex" gives a natural reproduction, and retail-

ers can considerably add to their turnover by introducing this diaphragm to their customers; especially those of an inventive turn of mind, who like to experiment and make up their own sound boxes. Through his advertisement in The World Mr. Clarke is doing good business with American jobbers and others.

An Arrangement of Exceeding Interest.

Sterling & Hunting, Ltd., of 59 City Road, this city, announce that on August 1 they transferred to Barnett Samuels & Sons, Ltd., the sole selling rights for the United Kingdom and Australasia of all goods previously controlled by them. In future all orders and other matters relating to "Odeon" and "Fonotipia" records and "Odeon" machines, etc., will be dealt with by the latter company. Sterling & Hunting, Ltd., also announce that, acting on the advice of many of the foremost dealers in the country, they have decided that all future "Odeon" records shall be double-sided. The proprietors of "Odeon" records have, in the past, always identified themselves with this form of disc, and as the new records will retail at a reduced price of 4s. each, it is confidently expected that a greatly increased volume of business will result. Barnett Samuels & Sons, Ltd., in a letter to the trade announcing the acquisition of the new selling rights, state that they will very shortly issue a new and completely revised catalog of "Odeon" records, in which the prices of the various sizes and particulars as to exchanges, etc., will be clearly set forth.

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, August 3, 1908.

In Manchester trade has held up exceptionally well, but the past week or two has, however, distinctly shown signs of a little set-back. Holiday making has commenced in real earnest, and for the next month or two will hold its kingly sway. The fine weather recently experienced has caused most of the dealers to think of taking a little recreation and recuperation.

In nearly every establishment, however, preparations are now being considered in regard to the next season's trading. Very exceptional terms are being offered by some of the leading London houses, who cater for the trade in the North, to say nothing of dating and invoicing three or four months ahead. This, however, is bad business. Short credits are becoming the rule, and beneficially so, as far as the factors and leading merchants are concerned; but we

hear that some of the southern factors have such heaped up stocks that they are only too glad to dispose of them on the above system, which is most regrettable, because such goods, if bought now, say at three or four months' post dating, are likely to become obsolete and out of date before the season opens, and as there are so many changes at the present moment occurring and likely to occur, it will be poor policy for the retailer to handicap himself for later sales, for the benefit of three or four months' extra credit during the holiday season, when no sales are taking place worth mentioning.

We have also had our attention directed to the policy observed by certain wholesale houses in giving credit indiscriminately to retailers who have, by hard work, fostered a nice little growing business. Their representatives give such credit, that is quite unwarranted by the size and stock and "locus standi" of the retailer, and the result is the latter is packed up with goods



Have You Got This Free Sample?

As a Dealer You Are Entitled to It

WRITE AND ASK FOR IT

3/- Retail	JUMBO	10" Duplex
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Wholesale Agency

32-36 Worship Street, LONDON, E. C., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

to such an extent that the debt becomes a millstone around his neck, and he probably finds himself in embarrassing circumstances. Then the largest creditor in question steps in, takes over the business quietly, and employs the late proprietor to be their manager on a salary arrangement, thereby gaining the good-will and hold of the business at a trifling cost. We have had recently several cases brought to our notice of failures for large amounts. Certainly such amounts that were never warranted by discreet and careful traders.

In Manchester, however, the next season promises to be a good one.

C. Duwe, of High street, has secured the sole control of the "Twin" records, and expects great things from them.

Messrs. Richardson say trade is well up to anticipations.

Manager Crossman, of the Columbia Co., Market street, reports sales as very good for the time of the year. They have recently had some exceptionally nice sales in the "Symphony Grand" at £45. It is becoming quite a popular model in the North.

Burrows & Co. report that business, upon the whole, is very satisfactory, notwithstanding a slight lull experienced during the past month. They are proposing to extend their already large premises by taking in additional room in the basement and on one of the upper floors. Their stock increasing, as it does, by leaps and bounds, necessitates these extensions on purpose to give facilities for prompt dispatch and delivery.

LIVERPOOL NOTES.

Liverpool, August 4, 1908.

In Liverpool, generally, a very welcome wave of trade has been experienced during the past month. In most of the houses good sales have been reported, and agents generally appear to be very well satisfied with their recent trading.

Messrs. Richardson, Thompson, Helsby & Co.,

and Archer & Sons report increased high-class sales.

Impending changes are in the air regarding the Melograph Disc Record Co. This company have secured some of the best-known artists for their further issue of records.

At Jake Graham's business is exceptionally good. The same report is made by Messrs. Dibbs, Ltd.

Mr. Foster, of Birkenhead, spoke most highly of The Talking Machine World, and the value of the contents from the dealer's point of view. He anticipates that next season, owing to several bicycle dealers having dropped the record and phono business, that his will be the Birkenhead emporium, and as such will carry a very large stock, and to do a larger trade than hitherto.

The trade outlook in Liverpool for the coming season is most promising. It is confidently expected that the regular sales season will open at a much earlier date than last year, either in August or the beginning of September, at the latest. The recent bad weather has had a great deal to do with the increase of business during the last month or two, and altogether, Liverpool dealers are in a very cheerful frame of mind.

BRADFORD NOTES.

Bradford, August 5, 1908.

Generally speaking, Bradford shows a distinct sign of improvement as regards sales. Messrs. Appleton are well pleased with the results up to date, and although one naturally expects a little lull during the summer season, it has not been so great as it might have been. All the lines handled by this firm have been in good demand, besides which there has been a special run on Clarion cylinders. Mr. Appleton looks forward with the greatest expectations to the Clarion disc record, which is being placed upon the market.

At Joshua Marshall's, Bank street, gramo-

phone sales are reported somewhat moderate. They, however, expect great things in the future.

At the Parker Phone Co., Queensgate, and at Moore & Co., Manchester Road, a lull is being experienced. Owing to the holidays and general outdoor enjoyments now taking place this was to be expected. Mr. Moore has recently taken up Favorite records, in addition to his other lines, and expresses himself as very delighted with them.

At Dyson's, Ltd., preparations are now being made in regard to the next season's trading, and in all probability they will handle a big line of disc machines in addition to their already old-established cylinder business. Pathe goods will be a strong line with them, also Edison-Bell, and with the latter trade is reported as very good.

At the present moment everyone in the North is looking forward to the advent of the new "Twin" disc record, 10-inch diameter, to sell at 2s. 6d. retail.

ADVERTISING IS INSURANCE.

Have you ever considered an advertising campaign from the standpoint of an insurance policy? You insure against such contingencies as fire, shipping disaster, dishonest employees, etc., as a matter of course, but the moment some one mentions advertising as a business-builder for your particular benefit, you immediately begin to "hedge" and vow that you cannot afford such an expensive luxury, etc., etc.

Have you ever thought that the greatest of all commercial calamities—loss of trade—can be insured against? The "premium" represented by the cost of advertising is, in proportion to the importance of the security afforded, no higher than other insurances; in fact, it is considerably smaller and soon becomes a minus quantity. Any other kind of insurance is an expense: worse than that—it is a dead loss so long as there is no "claim."

Excelsior Disc Machines

Our Principle, **QUALITY FIRST**, has led us to

VICTORY

The enormous sales of our products speak for their
First Class Quality and Popularity

Excelsior Motors

The Acme of Perfection

Six Models Playing

5 minutes
6 minutes
7 minutes
9 minutes
12 minutes
25 minutes



Model XII

With our various types of
machines we supply
either

Concert Sound-box
or
Concert Grand Sound-box
or
Loud-tone Sound-box

COLOGNE-NIPPES (Germany)
121 Niehler-Kirchweg

TELEGRAMS
Excelsiorwerk, Cologne

Write for full list to:

Excelsiorwerk, Ltd.

or
45 City Road, London, E.C.

TELEGRAMS:
Vischerite, London

But the insurance of trade represented by advertising carries a direct profit with it. It covers not only the risk of losing trade, but also the minor risk of being compelled by competition to carry on business at a diminished profit.

Thus the "insurance premiums," represented by your advertising outlay, are so systematically recouped by the current and simultaneous increase of profits that, instead of being regarded as an investment of capital, as they ought logically to be, they are almost invariably written off, year by year, as a current expense.

A considerable proportion of such "premiums" could properly be treated as invested capital, since the goodwill and assured maintenance of demand is a tangible and salable asset.

Think it over—you who have been accustomed to regard advertising as so much blue sky and hot air. It's a thoroughly practicable business proposition and should be considered in no other light. Keep up your advertising "premiums" and you won't have to "die to win."

IMPORTANT COPYRIGHT DECISION.

Supreme Court (Court of Cassation) France, Decides Mechanical Reproduction of Copyrighted Music Is no Infringement of Composer's Copyright—The Use of Copyrighted Words Is Held to Infringe—Decree of Court of Appeals Affirmed.

In a decree handed down July 23, the text of which has not yet reached this country, the Supreme Court of France has finally affirmed the decision by the Court of Appeals, Paris, of Feb. 1, 1905, that under the laws of France the use of copyrighted music by mechanical musical devices is no infringement of copyright. The court holds, however, that the use of copyrighted words on records for talking machines without the permission of the copyright proprietor constitutes an infringement of the author's copyright.

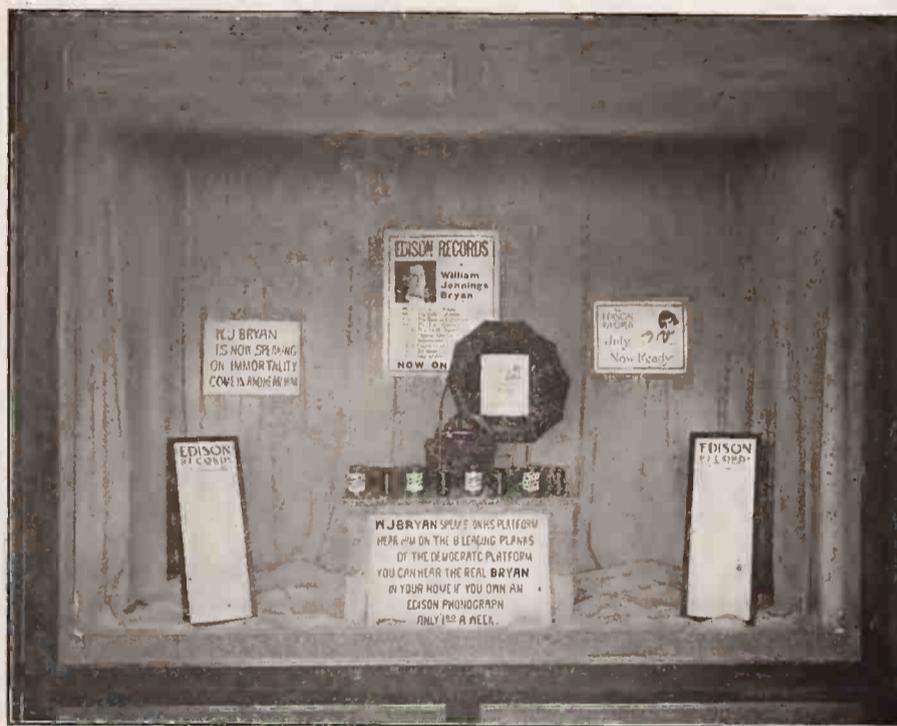
Perforated rolls for piano players, music box sheets and all other devices for reproducing music alone, remain free in France from the claims of the owners of musical copyrights, as they have always been heretofore. Talking machine records containing music only are in this class. A band or orchestral record of "Soldiers' Chorus" from Faust, for example, would be held not to infringe, but the use of the words "Soldiers' Chorus" from Faust, whether spoken or sung, would constitute an infringement according to the court's decision.

Up to date the Supreme Court in four countries, United States, Belgium, Austria and

France, have decided that the use of musical compositions on mechanical devices is no infringement of musical copyright. In the United States, Belgium and Austria this covers all kinds of musical compositions, including talking machine records of words. By the decision in France, however, the use of the words without the express permission of the copyright proprietor is held to be an infringement.

ATTRACTIVE WM. J. BRYAN WINDOW.

Here is another rattling good idea for window display worthy the consideration of talking machine dealers. The thought it plainly expresses is that Bryan now speaks in everyone's home on the leading political issues of the day through the phonograph. Simplicity is the keynote of the design. The platform is nothing but a couple of boxes with light 30 x 4 1/2 inch boards on top. Each board is lettered on the end to correspond with a Bryan record and a plank in the Democratic platform. The sign at the back is the two-color hanger that went out with the Bryan records. The bulletins of the latest records should also be shown, and the illustrated card on the



A WINDOW DISPLAY OF NATIONAL CO.'S BRYAN RECORDS.

same subject. The other two signs are homemade. After you get your boards made you can trim this window in fifteen minutes. In this connection the National Phonograph Co. say: "If it does not sell Edison phonographs and records we are mighty poor guessers."

TO GET CLOSE INSPECTION OF STOCK.

To get close inspection of this stock, one merchant last month flooded his town with attractive circulars folded and held by clothes pins, which were numbered consecutively.

Duplicate numbers on small cards were mixed up and 40 lucky numbers were drawn by three well-known citizens.

On each Saturday for four weeks ten of these numbers were attached to various articles in stock ranging in value from 25 cents to \$3.

Then this merchant ended the explanation of his plan on his circular by saying: "It is up to you. Look over our stock and where you find an article with a number on it corresponding with yours, the article is yours absolutely free. Isn't that fair enough to everyone?"

OPPORTUNITIES IN INDIA.

Consul-General William H. Michael, of Calcutta, calls the attention of American manufacturers to the opportunities they are losing in India. He enumerates a number of specialties which could be sold to advantage, including talking machines. The value of this market is borne out by a letter received the other day from Charles G. Bryant, an old-time subscriber of The Talking Machine World in Bombay, who says:

"India is a great mart for the talking machine. No other field in all the export world is so large or worthy closer attention." This is a "tip" worth noting by our advertisers both at home and abroad.

NEWS ITEMS FROM INDIANAPOLIS.

Summer Dulness Disappearing—Dealers Hustling—Indiana Phonograph Co. and Columbia Co. Make Good Reports Anent Business Conditions.

(Special to The Talking Machine World.)

Indianapolis, Ind., August 8, 1908.

Indianapolis talking machine dealers are experiencing the usual dull period of the summer, but business is not discouraging at that. The talking machine men of Indianapolis are great fellows to keep on "pushing" in spite of circumstances. They advertise and send out circular letters whether business comes in or doesn't, but they usually come out all right in the long run.

The Indiana Phonograph Co., on Virginia avenue, who handle Edison machines, report an encouraging business. They do not merely have

favorable reports, but are getting good orders from out in the State, and that's what counts. This company, as reported last month, has been taken over by Linton (Ind.) men. Charles Craig, who was proprietor of the Indiana Phonograph Co. until recently, is taking his first vacation in years. Mr. Craig has amassed a comfortable fortune, and declares that he will work no more until he has enjoyed a good long rest. Then probably he will seek to enter some business. Most of his money is invested in Indianapolis rental property, and he finds it profitable.

Thos. Devine, of the Columbia Co., is having a great run on the Columbia record known as the "Herd Girl's Dream." He cannot remember a single instance, he says, in which the record has been played for a customer and has not been sold. Mr. Devine reports the sale of several high-priced outfits. He says there is a marked tendency among the buyers to go to the best there is to be had.

The Kipp-Link Co., who handle Edisons and Victors, report business quiet.

Joseph Joiner, who handles Victor machines, says the talking machine business just now is outshining the piano business.

IT IS NOW PHONOGRAPH AVENUE.

South Sixth street at Sabetha has so many graphophones, phonographs and music boxes among its property owners that the thoroughfare has now been rechristened Phonograph avenue, says the Kansas City Journal. One of the men who does not own a talking machine declares that he gets Sousa, Bryan, Sam Small, Harris, Melba, Dockstader, Creatore, Nordica, Caruso, Williams and Walker, from Columbias to the right of him, Edisons to the left of him, and Victors in front of him, volleying and thundering, preaching, singing, appealing, quarreling and howling, until he wants to rent or sell.

The ROYAL

LATEST AND BEST EXPANDING



The only album constructed on scientific principles—adapts itself to the number of Records.—Full particulars.

THE CITY MANUFACTURING CO.
56 City Road, London, England

PHILIP NEALE, PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W.
Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

TRADE NEWS FROM BOSTON.

Improvement Over Previous Month—More Floor Space for Columbia Co.—Manager Chamberlain on Vacation—Royer & O'Neil Change Victor Territory—Victor Victrola for Boston Theatre—Boston Cycle Co.'s Good Report—Indestructible Records in Demand.

(Special to The Talking Machine World.)

Boston, Mass., August 10, 1908.

Fiercely hot weather, thunder storms and crushed pocketbooks have left their impression on the talking machine trade of this city for the past two weeks, but not to such an effect that anybody is discouraged. The month of July, in most stores, was better than June, and the last two weeks of August are expected to do much to make good the record of the month, despite the temporary dulness being experienced just now.

The changes made on the street floor at the Columbia Phonograph Co. have resulted in an increase of business. It gives more floor space to customers, and enables them to get back further from the noise of the street. Manager Oscar Junge is optimistic and has injected a great deal of his enthusiasm into his sales force. Mr. Junge entertained General Manager George W. Lyle, of the Columbia Co., recently.

In the Columbia's windows this week was a very attractive series of signal flags, which, to the initiated, read, "Come In." There was also a miniature railroad crossing-post, with the words "Stop, look, listen" on it. This attracted much attention, especially from the many Knights of Pythias who have been holding their national encampment here.

Quite a number of the Knights of Pythias are members of the talking machine trade, and they inspected the various stores here.

Wholesale Manager A. W. Chamberlain, of the Eastern Talking Machine Co., goes to New Hampshire on Aug. 15 for a vacation. Business here on the Edison goods, is reported as holding up well, especially on the medium-priced instruments. Among the visitors here this week was Mr. Nadeau, of Somersworth, N. H., and M. A. Carpell, of the Herzog Art Furniture Co., Saginaw, Mich.

Herbert L. Royer, formerly manager of the Osgood Co.'s talking machine department here, has exchanged territories with D. J. O'Neill, for the Victor Co. Mr. Royer has been covering the territory through Pennsylvania, while Mr. O'Neill was here in New England. As Mr. O'Neill lives in Pennsylvania, and Mr. Royer lives here, the change gives them an opportunity

to sleep at home occasionally and get acquainted with their families.

Manager Sylvester, at the Osgood Co., had a very fine window display of Victor records and machines this week, and his department is showing a good profit to the house.

Manager Henry Winkelman, of the Oliver Ditson Co.'s talking machine department, has returned from his vacation at Webster, Mass. The Ditson Co. have done some unusually good advertising of the Victor machines recently, taking advantage of the grand opera deluge that has come to Boston.

In the lobby of the Boston Theater this summer a Victor Victrola is being used, and it attracts a lot of attention, drawing people into the lobby and getting them interested in the vaudeville attractions inside.

Wholesale business with the Boston Cycle & Sundry Co. for July shows a big improvement over June, and so far this month is up to the same period last year. Manager Andrews says that the demand for medium-priced goods holds stronger than he has seen it hold for some time.

At the Pike Talking Machine Co. quite a business has been worked up in Indestructible records. Mr. Pike is one of the most extensive advertisers in the local trade, and he says that he finds it pays.

THE TALKER IN BASEBALL.

How the Slagtown Beaus Almost Lost the Game Through the Work of Several Well Placed Machines With Prepared Records.

"Never let the unexpected catch you with your hands down," said the veteran manager to a cluster of select proselytes. "In baseball the weather is never so fair to preclude the possibility of being hit by a streak of lightning.

"Long ago I forgot how to feel surprised, but I'll confess that last summer I had a speaking part in a baseball comedy that almost had my curiosity climbing out of the tank. The team I was bossing, the Slagtown Beaus, had held a job near the roof end of the league through a rough season, but as we neared the get through date the finishing niches of all the teams were practically settled and affairs had quieted somewhat.

"The heavy strain was over, and when I led my Beaus into a fray with the Milktown Pansies I rather expected the game would be disfigured with characteristics of the listless life. But I always take off my hat to the percentage column, and I gave the Beaus a strong urge.

"No developments worth writing about oc-

curred until the third inning. Our side was handling the wand and our first man hit a terrific ground ball to third base. The official at the almost home corner let the pellet plunk his shins, and when he hurled it over to first it was some yards behind the runner. But I had a neurotic spasm when the batter turned the wrong way and meandered off toward the stands.

"I never accused you of thinking with more than one cylinder,' I yelled to him, 'but Goldstein's West End Sluggers know when they're safe.'

"The umpire called me out!" he said.

"You're a liar,' yelled the decision merchant.

"For the next few moments I was doing heroic work as a peace promoter, but I got things cooled down.

"Our next man went to first on four balls, and I switched on the signal to steal second. He ran down on high speed and finished with a slide that looked as if he had rollers fastened on his front. It was a fancy snatch, and I was about to tell him so when he arose and stood aimlessly on the base line spanking the dust out of his garments. Of course he was tagged.

"You lump of animated vacuum!' I yelled at him. 'Are you playing ball or do you think you're posing at a beauty show?'

"He called me out!' retorted the runner, waving his hand.

"I didn't, you squid!' shouted the exasperated umpire. 'What's the matter with you leather juggling dubs? If there's any language you understand—'

"Again I had to coax the dove to fly, though my own thoughts would have made Dante drop his pen and run. The next Beaut to waggle over the rubber was our headline performer, and I had hopes of better things.

"Sure enough he cracked out a beautiful three bagger. He cantered around like a colt to third. But instead of staying there he walked down toward the plate at a funeral pace and got slapped.

"I bit a pencil into three pieces before I let myself speak, but before I got to my player the umpire was on the job.

"I presume I called you out, didn't I?' he yelled.

"You certainly did!' said the runner.

"The umpire let go and hit him in the eye, and it was three minutes before I could wade into the mixup. There was so much excitement in the atmosphere all hands were choking, and restoring order was harder than taming a Russian.

"I finally got the floodgates up and the Pansies went in to bat. But the Beaus were playing on their nerve now, and though we all were guessing till we couldn't think straight the Pansies went out in one, two, three order.

"Our opening batter was the third baseman, a Frenchman, and as he walked to the plate you could see Charlemagne climbing out his eyes. The first ball pitched he slammed on its center of gravity. It was really a home run, and as the runner neared the plate I was there to watch developments.

"Just as he flapped his foot on the rubber I heard a curious whirring noise, and then a voice began to croak:

Honey boy, I hate to see you leaving,

Honey boy, for you I shall be grieving—

"I grabbed a bat and pried that plate from its moorings. I uprooted a squawking, yowling phonograph. The Beaus rushed for the three sand bags and tore them loose. Clinging to the nether side of each base was a talking machine, and when we shook them up they bellowed 'Out' with distinctness and regularity.

"If somebody hadn't slipped a wrong record into the can of talk at the tally cushion those phonographs might have had us still asking ourselves the answer."

The Ancient Order of Gobblers, Lodge No. 2, of which C. V. Henkel, president of the Douglas Phonograph Co., New York, is the Most Exhausted Ruler, enjoyed a dinner last week on Chambers street, gotten up in Herr Schmidt's best style. Several new members were put through their paces and formally admitted into the exclusive order.

Get Ready

for Fall

Now is the time to get your business house in order so that you can be in shape to take care of the early Fall trade. We can help you in many ways. Our business is so systematized that we can have orders filled and on their way to destination shortly after they are received. Promptness has been one of the corner-stones upon which this business has been built. We manufacture and job exclusively, do no retailing, therefore when you deal with us, you get the advantage of our many years' experience in catering to the needs and requirements of the retail dealers. We have a number of specialties which we control and everything in the talking machine line, whether machines or accessories, we can supply you with in the shortest possible time.

The Boston Cycle and Sundry Co.

48 Hanover Street Boston, Mass.

NEW EDISON MACHINES AND RECORDS.

The National Phonograph Co. Announce the Edison Amberol Record as Well as Three New Types of Phonographs Will be Ready Oct. 1st—The Record Will Have Twice the Playing Length of Present Record Without Increasing Size—Attachments Also for Old Machines.

An important circular letter, the substance of which we print herewith, has been sent the trade by the National Phonograph Co.:

"October 1, 1908, will mark the beginning of a new era in the history of the Edison phonograph. On that date we will put into effect a number of changes and improvements in Edison phonographs and records that will mean as much to the future of your business and ours as did the introduction of the gold moulded record and the model C reproducer of 1902.

"1. The New Record.—This will be known as the Edison Amberol record. Its most important feature is a recording thread of 200 lines to the inch, or twice as fine as the present record of 100 threads. By this means twice the playing length is secured without increasing the length or diameter of the record itself. Since the finer thread required a smaller reproducing point it became necessary to find a new composition that would successfully resist the wear of the reproducer. More than two years were spent in experimenting to secure these results, the work of several experts being constantly directed and supervised by Mr. Edison. The Edison Amberol record is the most wonderful production of its kind that the world has seen. The engraved sound waves are so minute that the eye cannot follow them, and yet the sounds are reproduced even more clearly, more naturally, and more sweetly than by the present record. The present two-minute record will be continued without change until further advised.

"2. The Attachments.—With a record of finer thread came the problem of devising a plan by which the record could be marketed without compelling present owners of phonographs to buy new machines. This was solved by the construction of attachments embodying the principle of the differential gear and including a new reproducer with a smaller reproducing point. Attachments have been made for all Edison phonographs except the Gem.

"3. New Types of Phonographs.—On October 1 we will place on the market three new types of phonographs to be known as the Standard phonograph, combination type; the Home phonograph, combination type, and the Triumph phonograph, combination type. These will be equipped to play both records and will have two reproducers. They will be sold at slightly higher prices than the present Standard, Home and Triumph machines. At the same time we will supply the Idelia, Balmoral, Conqueror and Alva machines equipped to play both records, at no advance over present catalog prices.

"How the Changes Will Be Made.—Salesmen will leave our factory about August 15 and call

as rapidly as possible on all jobbers in their respective territories. They will fully instruct the latter concerning the new attachments, etc. Full instructions for putting attachments on all present phonographs will be included with each attachment. It is also possible that copies of these instruction sheets will be sent to the entire trade by mail.

"How to Order.—The first list of Amberol records will comprise 50 selections. An advance copy is enclosed. This list has been made up of such a variety of selections as will make the widest appeal. It will be impossible to supply jobbers with samples of these records. We must ask jobbers and dealers to place advance orders without delay for such quantities as they may require. * * * We shall work our factory day and night for an indefinite time, but we doubt if we shall be able to meet the demand for the Amberol records, the attachments and the new combination phonographs. * * * Additional lists of Amberol records will be issued later.

"October 1 the Selling Date.—Shipments of Amberol records, attachments and combination type phonographs will be made from Orange as fast as possible after orders are received, distant points getting attention first. Under no circumstances will jobbers or dealers be permitted to offer for sale at retail any Amberol records, attachments or combination type phonographs before October 1 even though they may be received prior to that date."

RECORDS FOR ORIENTALS.

Records in Native Dialects Brought from Far East for Use Here.

For the first time in the history of phonographs and talking machines, phonograph records from the countries of the Far East have come to New York. Seventeen cases of these records, many of them Masters for reduplicating, intended for the Japanese and Chinese in the United States, arrived recently on the British freight steamer Satsuma from China and Japan. These records were specially made for Chinese and Japanese consumption, and include operatic selections in the Oriental tongues that only Chinese and Japanese can appreciate. These records will be made into disks and cylinders, and many copies made, for there is a great demand for native songs, music and other selections in the many Chinese and Japanese colonies all through the United States.

SILVERSTEIN'S CLEVER PUBLICITY.

(Special to The Talking Machine World.)

Louisville, Ky., August 8, 1908.

Last night a delightful excursion on the steamer Columbia was given by the Hiram Chapter, U. D. One of the most enjoyable features being a concert on the Columbia graphophone furnished by Morris Silverstein, the clever, hustling local manager. During the day Mr. Silverstein paraded the streets in an automobile with one of the finest Columbia graphophones with a universal horn playing popular selections. The crowds at some crossings were so large that traffic was almost suspended and everyone voted Mr. Silverstein an expert in the field of unique advertising.

HERE IS THE PRIZE FISH STORY.

A despatch from Los Angeles, Cal., dated August 7, says: "Postmaster A. L. E. Green, of Playa del Ray, made the strange discovery that a phonograph will attract and charm fish.

"He has had a machine grinding out negro melodies on the pier, and noticed that anglers invariably made good catches when he kept it going, and had no bites when he shut it off.

"One day recently he had the music turned on constantly and everybody who cast a line caught fish.

"Whenever I play the song 'In the Evening by the Moonlight,' scores of pompano and sea trout are pulled in and nobody has bad luck," said Green. 'I cannot account for it otherwise than that the music draws the fish and that they have favorites, like human beings. Any one doubting this can see me demonstrate any day.'"

CAN ONLY HANDLE THE EDISON LINE

Of Phonographs and Cylinders—Jobbers and Dealers Receive Important Communication from the National Phonograph Co. This Week.

Edison jobbers and dealers received the following announcement this week which was issued by the National Phonograph Co., bearing the signature of President Frank L. Dyer: "We beg to announce that on and after October 1, 1908, unless extended as hereinafter provided, we will refuse to fill orders for Edison phonographs and records from jobbers or dealers who may handle other lines of cylinder machines and cylinder records, except such other cylinder machines as may have been taken in exchange for Edison phonographs as permitted by our agreements. In order that entire justice may be done to any jobber or dealers who may have in stock considerable quantities of other cylinder machines and cylinder records, we will, upon written application in any particular case, consent to an extension of this time to December 1, 1908, in which to dispose of such stocks, but in no case will we supply Edison phonographs and records to jobbers and dealers who after October 1, 1908, may continue to purchase other cylinder machines and cylinder records."

MULTIPHONES PRO AND CON.

Two Reports for the Stockholders to Ponder Over These August Days.

The reorganization committee of the Multiphone Operating Co. met Saturday last and decided to mail a majority and minority report to the stockholders next week. The minority report, signed by Harrison G. Gore, will advise that the stockholders break away from the Multiphone Co., now in the hands of a receiver, which owns the plant, and continue business with about 600 multiphones that are now in operation.

The majority report advises the stockholders to pay the debts of the Multiphone Co., amounting to about \$240,000, in order to retain the plant and patents, so that more machines can be put in operation. A meeting of the stockholders is to be called for the latter part of August, at which the reports will be acted on.

Wednesday J. T. Williams, general manager of the Victor Distributing & Export Co., has departed from New York for a resting spell in the mountains of Western North Carolina along the famous French Broad River. Mrs. Williams, whose father owns a mountain down in that picturesque section, went along. Mr. Williams expects to do some tall fishing and possibly a little hunting, but not for "moonshine," that is indigenous to that country.

MANAGER WANTED.

Manager wanted for retail store, in live town of 60,000, where Columbia goods are sold exclusively; state experience, complete references, and salary expected. Address Box 10, care Talking Machine World, 1 Madison avenue, New York.

SALESMAN WANTED.

Two good outside retail salesmen, who have a thorough knowledge of the talking machine business; excellent opportunity for advancement; state experience and salary and commission expected. Address Box 12, 1 Madison avenue, New York.

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments.

It Absolutely Prevents Rust.

NYOIL

Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
NEW BEDFORD, MASS.



VICTOR RECORDS BY WM. H. TAFT.

The Victor Co. Announce Eleven Records by the Presidential Candidate on the Republican Ticket—Subjects of Exceeding Interest.

Eleven new records made by Wm. H. Taft, candidate for President on the Republican ticket, were announced this week by the Victor Talking Machine Co., and they will certainly help to increase the already great popularity of this gentleman. They were recorded at Hot Springs, Va., last week, and are most perfect, owing to their distinctness of enunciation. Mr. Taft's earnestness and sincerity are emphasized in the clear and ringing tones in which he discusses many of the great questions of the day from the standpoint of his party.

For those, however, who do not care for political questions there are several subjects of general interest which will be appreciated by all parties.

It is safe to say that few men are more popular than the Republican nominee for President, and these new Taft records are destined to have an enormous sale. The numbers and titles of the records are as follows: 5552, Effect of Proposed Jury Trial in Contempt Cases (10); 5553, Labor and its Rights (10); 5554, Rise and Progress of the Negro (10); 5555, Democratic Policy Prevents Restoration of Prosperity (10); 5556, Postal Savings Banks (10); 5557, Our Foreign Dependencies (10); 5558, Irish Humor (10); 5559, The Farmer and the Republican Party (10); 31708, The Republican Party Stands by Mr. Roosevelt (12); 31709, Functions of the Next Administration (12); 31710, What Constitutes an Unlawful Trust? (12).

PROGRESSIVE POLITICS.

No voter will have excuse for ignorance of the voice, appearance and daily life of the candidates, says the New York World. Thousands of rolls have been prepared from the original cylin-

ders into which Mr. Bryan and Mr. Taft talked. Moving picture films will be furnished of the notifications and conventions. Post cards showing Mr. Bryan in his alfalfa field and Mr. Taft on a Panama steam shovel have been printed by the million.

The nickelodeons will take part in a Presidential campaign for the first time, and the mails will be used more than ever. In one sense, politics is progressing.

INDIA AS A FIELD FOR TALKING MACHINES

(Special to The Talking Machine World.)

Bombay, India, July 10, 1908.

India to-day offers the largest field in the Far East for the talking machine. In nearly every town, city and village, the local talking machine dealer is an important factor and a leading merchant. He sits in his little shop in the bazaar with a dozen or two machines in stock and a stock of records, and is ever prepared for the coming purchaser. When he has sold one type of machine he immediately orders another from the wholesale dealer in the large cities, as he can only afford to carry possibly a sample of each style of machine. Trade has, in late years, grown to immense proportions, as India has become an open field for the manufactures of all countries. One sees in the local bazaar every type of American machines, new French models, Swiss-made machines, and cheap clockwork German-made machines, which find a ready sale among the poor classes of people in which this country abounds. However, the sale of more expensive machines has also been in the past enormous, and the demand still continues steady. As a matter of fact, it would appear that this field has only been touched, and the possibilities are that a large demand will continue for many years. One sees the various native languages beautifully reproduced in all the various leading dialects, and in particular in the Hindustani, Marathi, Gujarathi, Bengalee, Tamil, Burmese, Ceylonese, and enterprising dealers are even now engaging in the reproduction of such languages as the Telgu.

a southern Indian dialect, the Canarese, the Mysore dialect. Efforts are also being made to record some of the languages of the tribes of the northern frontier and mountain districts in the northern part of India, and even to enter the Amir's unfrequented country of Afghanistan, and record the voices of the people of this mountain-fast region.

The Star talking machine line has caught on very strongly in this country, and dealers appreciate their mechanism and general finish, and the prospects for a large sale are splendid.

SOME CLEVER PUBLICITY.

We present herewith a photograph of the window display made recently by the Twenty-third street store of the Columbia Phonograph Co., and which attracted considerable attention. It consisted of the replica of the famous \$5,000,000



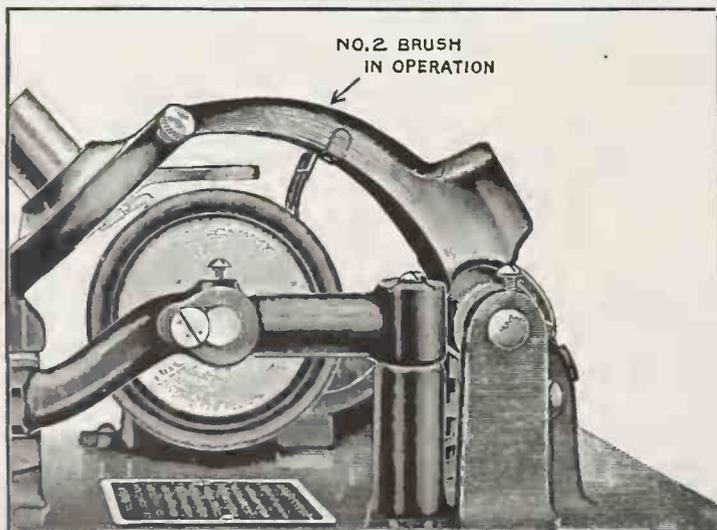
Cullinan diamond, the largest in the world, and which was presented by the Transvaal government to the King of England.

Gibson Bros., the progressive music dealers of Rochester, Pa., have taken on Edison phonographs and records. Their first order was a large one.

J. M. Greis, of Lancaster, N. Y., has opened a moving picture show in his piano store on West Main street.

SAVE THE LIFE OF YOUR RECORDS BY USING THE PLACE AUTOMATIC RECORD BRUSH FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

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



PRICE, 15 CENTS

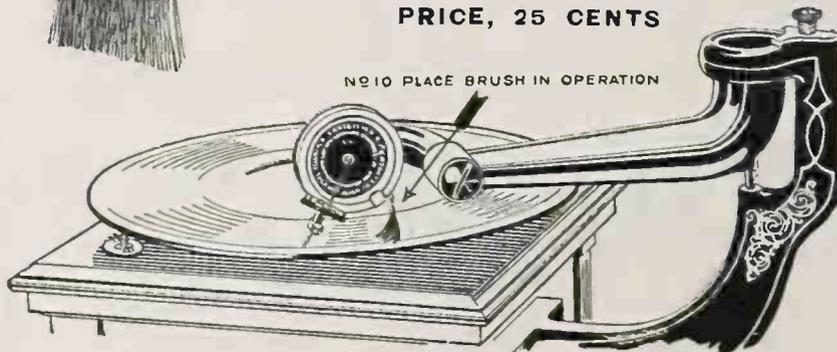
CAN BE USED ON ALL PHONOGRAPHS

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

No. 1 His Triumph No. 2 Standard and Home No. 3 Gem



THE PLACE No. 10
DISK RECORD BRUSH
FOR
VICTOR EXHIBITION SOUND BOX
PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

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

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

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

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President

"The White Blackman"

TIMELY TALKS ON TIMELY TOPICS

An announcement of the gravest importance was made on the first of the month by the National Phonograph Co., Orange, N. J., regarding the future attitude of Edison jobbers and dealers who may handle other cylinder records. This is the first official notice sent out over President Dyer's signature, and doubtless the step therein made must have had serious consideration for some time. The National Co. seldom make a hasty move that may in any way affect the marketing of their products, and the present, it is assumed, is no exception. The company notify their jobbers and dealers that on and after October 1, 1908, they must not handle cylinder records other than those bearing the Edison trade-mark. This date may be extended to December 1, where large stocks of the prohibited lines exist, and even further special arrangements will be conceded when expedient. The main point, however, is that the Edison line must be sold exclusively, or suspension will be in order. Frankly, this is a radical move; in fact, it is drastic and far-reaching. The details in full of this important circular, which reached the trade only last Saturday, may be found elsewhere in this issue of *The World*.

The even exchange proposition on "Cut out" records by the Victor Talking Machine Co., Camden, N. J., in effect from August 1 to 6, was a most generous offer. They estimate it will cost them fully \$100,000 to carry it out, but as the company candidly stated in their circular letter of July 25 to the trade, "it will introduce an element of security and encouragement to the trade that should soon return this investment to us in increased business. . . . An exchange on 'Cut-outs' virtually solves all the dealers' troubles over bad selling stock." With this circular went another furnishing complete details as to shipments and explanations concerning the issue of certificates of exchange, etc. This liberal proposal had no more than reached the trade before some dealers—possibly a large number the country over, for all that is known to the contrary—endeavored to impose on the distributors or pick flaws with the arrangements.

These foxy dealers, who, like the poor, are always with us, demanded that instead of immediately forwarding to their distributor, on receipt of the certificate of exchange signed by the company, "an order for an equal quantity of records returned, class for class," that the credit be extended over several months or at their convenience, as it were. Dealers in this category were not loath in threatening distributors with the loss of their accounts unless this peremptory request was complied with forthwith. They absolutely ignored paragraph 9 of the stipulations, as follows:

"Distributors are only authorized to honor this certificate when accompanied by a new order for immediate shipment, for records selected from the June, 1908, Numerical Catalog, and for a like number of records in the respective classes, according to the terms of this exchange proposition. No back order whatever to apply, and the value represented by this certificate cannot be applied to the credit of a dealer's account, without an exchange. All distributors will be held to a strict account for their action in this regard."

With this unlooked for development a number of prominent distributors in the leading centers got together at once and agreed to support each other in maintaining the Victor Co.'s promulgation in letter and in spirit, the recalcitrant dealers to the contrary, notwithstanding. Evidently, however, distributors elsewhere were more or less perturbed by this unexpected development, and made representations at Camden headquarters that drew forth promptly the following terse supplemental pronouncement, from General Manager Geissler, on August 5:

"Immediately Important.—We want you to read again paragraph No. 11 of our 'Cut-out record' exchange proposition to distributors; also paragraph No. 9 of the same proposition to dealers, and respect them. We are in receipt of a letter from one of our distributors stating that some of his dealers telephoned and have written to him within the last twenty-four hours requesting that he permit them to place their order on condition that these records be consumed within several months, they claiming that this proposition was made to them by several eastern jobbers. Such a proposition is simply absurd and an atrocious imposition. All we have to say is that we shall take pleasure in searching out any distributor who does this and shall either suspend him or cut him off."

This was taking the bull by the horns with a vengeance, and the refractory dealers who were hit between the eyes by this thirteen-inch shot will probably never know what struck them if they still continue their efforts to impose upon their distributor. All the latter are called upon to do in the premises is to stand firm and "turn down" every dealer who may be guilty of so gross an impertinence; for the Victor Talking Machine Co. know their business and are prepared to back up and support their distributors to the end.

The copyright situation, of course, will remain in status quo until Congress meets again in December. Then, as the session is a short one, the passage of a bill revising the existing statute is extremely problematical. The courts in the European countries are adjudicating their laws on appeal, the latest decision coming from France, a summary of which appears on another page. In the meanwhile the music publishers here, notwithstanding their aggressive attitude on copyright—that is, that part to bring in additional revenue to themselves—are moving heaven and earth and possibly jolting a few stars, to get their music on the records. When the manufacturers, who make their own selections irrespective of the urgings, special requests or protestations of the publishers or alleged writers, do reproduce the so-called popular "stuff"—the word is used advisedly—it is only after infinite pains and tests have been made as to its salability.

Were the record makers to reproduce all the pieces sent them by the publishers they would accumulate a stock of junk themselves and swamp the dealers and jobbers with goods that would materially add to their burdens by having immediate additions to the "dead ones," the crying evil of the trade. As one of the leading cutters of perforated music rolls—placed in the same class as records by judicial decree—recently stated to *The World*, "The publisher does not figure in this copyright controversy. He represents, not primary but secondary interests, and the question is 'where does he get off?' Nevertheless the publisher is making more fuss than any of the interests concerned in the ultimate fate of a revision of the copyright laws; but in the meantime secretly making the best deals they can with the record manufacturers,

whom they denounce in public as 'robbers of their property', etc., etc. It is a pretty kettle of fish, so to say, with the publishers occupying not only an inconsistent, but a ridiculous position as well.

* * * * *

Professor Rubner, of the University of Berlin, has just invented a registering apparatus which enables one to calculate the number of noise waves striking upon the ear in any given period. The new apparatus proves beyond question that the prolonged labor—it is none the less existent, though we are frequently unconscious of it—to which the acoustic nerve is subjected in large cities or large establishments has the effect ultimately of paralyzing its efficiency and consequently of creating a breach in the intellectual center which may be the beginning of cerebral dissolution. Rubner points the moral of his investigations by showing that insanity is rare among the inhabitants of moderately sized country towns. It is, he says, greatest in cities and in great solitudes. On the principle of "the identity of countries," according to Hegel, continuous existence in a tomb-like silence would have as bad an effect upon the brain as the noises of a vast city.

J. B. LANDAY ARRIVES FROM EUROPE.

James B. Landay, of Landay Bros., Victor distributors, and secretary and treasurer of the Zed Co., Zonophone jobbers, New York, got in



JAMES B. LANDAY.

from Europe, August 10, where he had been since early in June. It was Mr. Landay's wedding trip, and he and Mrs. Landay had a most enjoyable time touring the United Kingdom and visiting the principal continental cities and famous points of interest. They came back on the "Nieuw Amsterdam," of the Holland-American line, from Rotterdam, and had a delightful voyage. Brother Max, who is on jury duty in the criminal branch of the Supreme Court for a month, got excused long enough to meet Jim and his bride at the pier.

W. D. Shafer, president, and W. L. Ryan, secretary and treasurer of the Talking Clock Mfg. Co., of St. Louis, have been spending the past week in New York calling upon manufacturers.

The Diaphragm is King

Everybody indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

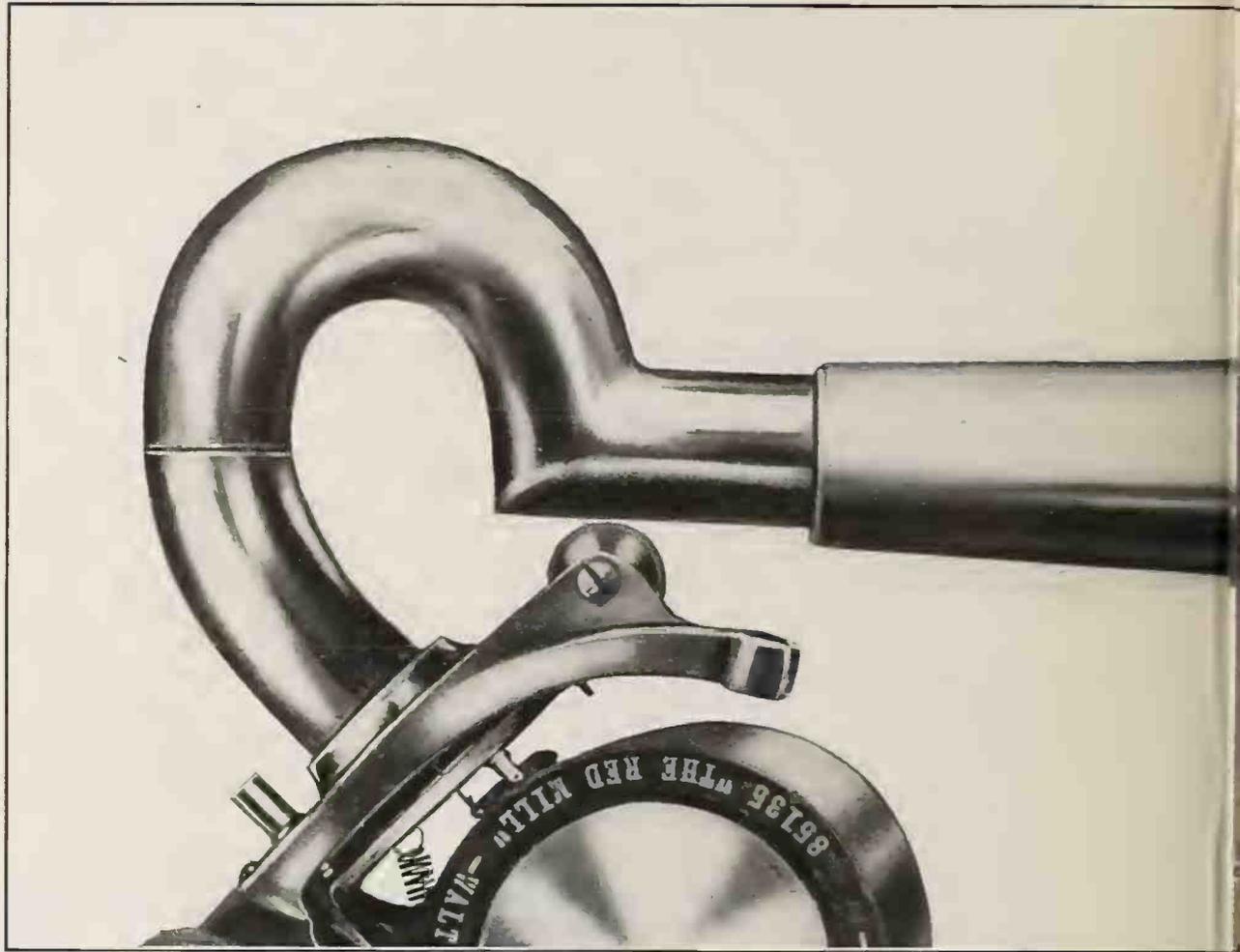
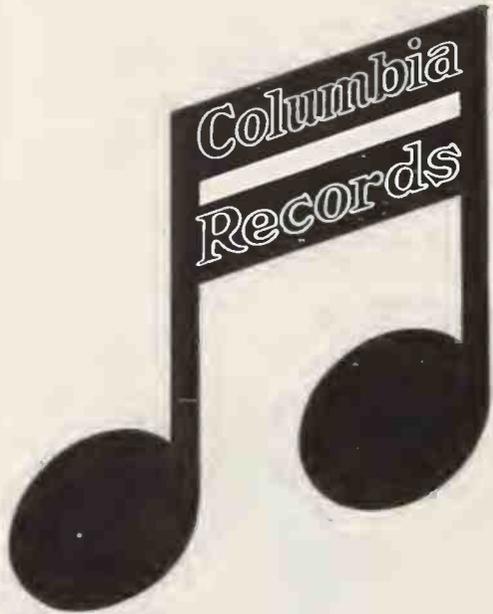
PRICE, including Cross Head and Link, \$1 EACH.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

A TALKING POINT THA



The Aluminum Tone Arm on Columbia DISC GRAPHOPHONES

The basic patent covering the modern record-engraving process is a Columbia patent.

The idea of a high-speed record which made musical reproduction possible, was a Columbia discovery.

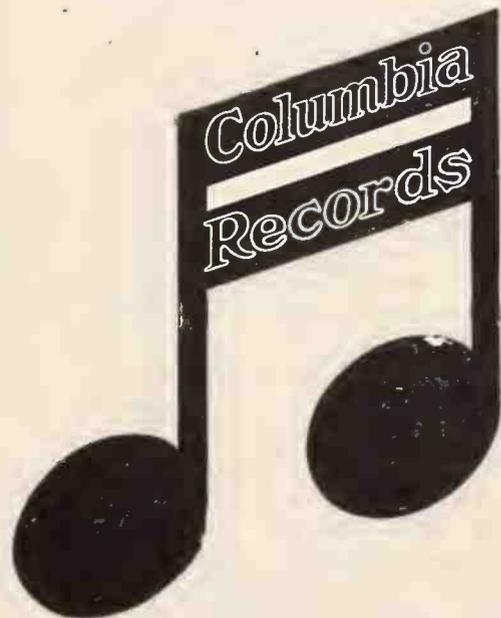
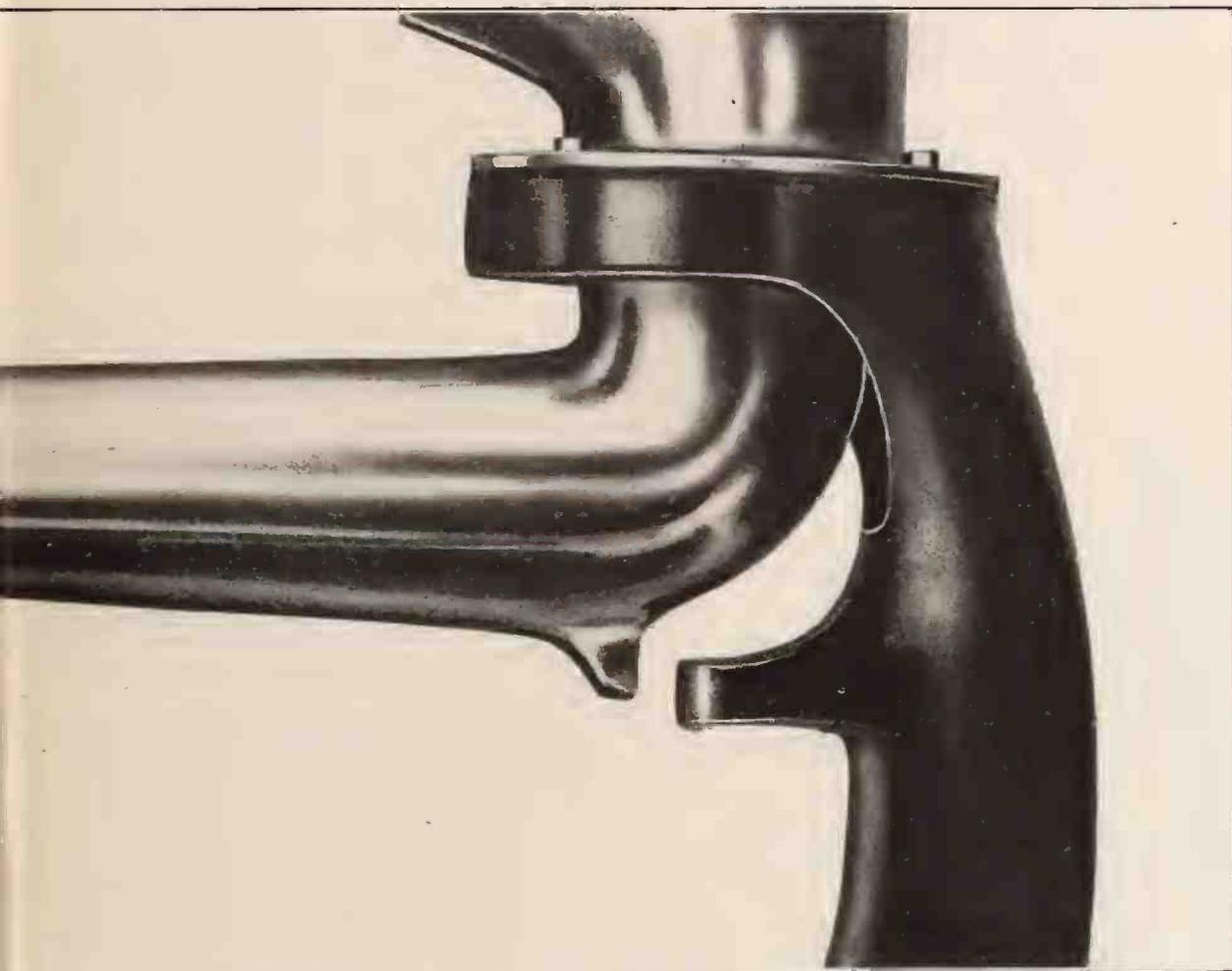
Outside of these two points, the Columbia Aluminum Tone Arm has perhaps done more to establish the Graphophone as a musical instrument than any other one thing.

It is a scientific fact that aluminum has the remarkable quality, when used as a sound conveyor, of wholly eliminating all false vibrations, and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal.

Music lovers were quick to appreciate this fact when first demonstrated on the Columbia Disc Graphophone, as well as the marked improvement in the compactness, convenience and general appearance of the instrument—and thousands of Columbia dealers have been making money out of it ever since.

COLUMBIA PHONOGRAPH COMPANY

T IS A SELLING POINT



The Aluminum Tone Arm on Columbia CYLINDER GRAPHOPHONES

A few months ago we announced the first application of the Columbia Aluminum Tone Arm to Cylinder Graphophones.

We put out the "BQ" machine—and have never once gotten any more than caught up with our orders.

We later put out the "BO" long mandrel model—and it has certainly taken hold.

We are rapidly applying the Aluminum Tone Arm to every one of the Columbia Cylinder machines except the "BK" and the "BC"—and this program is sure to give every man handling Columbia Cylinder Machines a new hold on his trade.

The Aluminum Tone Arm is doing as much for cylinder machines as it did for disc machines. It not only unmistakably improves the tone, but it transforms the whole make-up of the instrument. It swings the horn **OVER** instead of away from the cabinet, and dispenses entirely with the horn crane, horn stand and rubber tubing. Yet the cover of the cabinet can be locked in place without interference, as always.

The prospective buyer of a cylinder machine can see these advantages almost as far as you can.—Catch his eye! Get his money!

, Gen'l, Tribune Building, New York

PRACTICAL SUGGESTIONS AND COMMENTS

THE TAPE OR "STRIP" RECORD.

"I noticed in a recent issue of 'The World,' said James H. Parsons in a communication dated July 30. 'a reference to a tape or 'strip' record, but fail to see what advantages it would offer over the cylinder or disc record. At first glance it would seem that a longer record could be made, but as a matter of fact, in order to get as much as on the high-speed cylinder record the strip would have to be 200 feet long, and to have it equal the ten inch disc it should be approximately 275 feet in length. Now a tape of that length would be rather awkward, and would not be as satisfactory as the record now in use. To be sure, the strip would be indestructible, but it would suffer from being continually reeled, the same as the music used for piano players.

HOW WILL RECORDS BE LENGTHENED?

"That there is a future for the tape record is not improbable—in fact, nothing will remain untried in the talking machine field. I believe longer records are bound to come. The question is, what form will they take? There are three ways of lengthening a record. It can be run at a slower speed, so that more can be recorded in the time limit, or the grooves of the spiral track can be cut nearer to each other by using a feed screw of a finer thread, or again, the cylinder could be made longer, or the disc of a larger diameter. As you doubtless know, the first and second methods have been tried in the past abundantly, and we are not likely to see a return of the slow-speed records or a 200-to-the-inch thread."

We thank our correspondent for his communication, and trust that some of the practical workers in the talking machine field will continue the discussion.

APPLYING FOR A PATENT.

Joseph J. Johnson writes *The World* under date of Aug. 1, as follows: "I have been working for some time on an improvement on talking machines, which I desire to protect by patent. How can I best go about it?"

You may consult a lawyer or some reliable concern making a specialty of patents, or you may handle the matter yourself. It would be necessary to present to the department the form and arrangement of the parts, their mode of operation, and the special advantages of the new features embodied in your device. It would be also necessary to send either a model of convenient size, or a sketch, drawing or photograph will answer as long as they illustrate the invention. The department, on application, will send you the necessary legal forms to be signed, or sworn to. The first government fee is \$15, and the final government fee, which is not payable until after the application is allowed, is \$20. Should you place the matter in the hands of a lawyer it is probable that he would charge you, in addition to this, about \$40 or \$50. As a matter of course, it will be best to have these specifications and drawings prepared by an expert, to the end that the proper claims are formulated. As soon as the application is filed in the Patent Office, the inventor is protected against the grant, without his knowledge, of a patent for the same thing to another person. In due time the invention will receive the consideration of the official examiners, who will make such objections and cite such references to other patents as they think proper. In such cases, the layman is at a disadvantage and the matter is best handled by a lawyer. United States patents are granted for a term of seventeen years and cannot be extended except by special act of Congress.

ORCHESTRA AND PIANO ACCOMPANIMENTS.

J. M. Cordingly, of Kansas City, writes us as follows: "In many of the vocal records which I have lately tried I notice that the voices are accompanied by orchestra when the song would be much clearer and more effective, in my opinion, were it accompanied by the piano. Why is it

that the piano is not used more in accompaniments?"

We take it that the orchestra is used more than the piano simply because the gentlemen constituting the expert staff of the various laboratories consider that the best effects can be secured thereby. The lack of security in tone volume, the tendency to over-tones and other conditions known to the musician and record makers, all tend against the piano being used effectively as an accompaniment in certain songs. The upper register records brilliantly and satisfactorily, but the middle and lower register of the piano has a tendency to flatten out in a manner anything but effective. It has been demonstrated that the orchestra is much more effective, inasmuch as the reed and string instruments can be used oftentimes in a way to help the voice and give more color and "life" to the record. Nevertheless some very excellent records with piano accompaniments are listed, and the heads of the various laboratories are doing wonderful work toward getting finer results all the time.

MAKING RECORDS OF VIOLIN AND PIANO.

A subscriber of *The World* in Oklahoma City writes: "I have just had an inquiry from a customer regarding making records at home of the playing of a violin and piano, and in this connection I would like to know whether the phonograph should be placed in front or behind the piano, and where should the player stand so that the best effects could be had from the two instruments? The party who has made the inquiry is one of my very best customers and a steady purchaser of records. The information will be thankfully received."

In making records at home the best results can be obtained by placing the talking machine on a pedestal, or back of the piano with the horn pointed toward the upper register or treble section of the sounding board. It would be best to use a special recording horn which can be had from a jobber, although the regular horn could also be employed in a satisfactory way. The party playing the violin should stand as closely as possible to the horn without interfering with the tones from the piano. Also see that the talking machine is run at a uniform speed, say of 160 revolutions a minute, which is the customary speed employed in making records.

OUR FOREIGN CUSTOMERS.

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

(Special to *The Talking Machine World*.)

Washington, D. C., August 8, 1908.

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

JULY 13.

Cartagena, 5 pkgs., \$320; Calcutta, 30 pkgs., \$575; Havre, 7 pkgs., \$363; Kingston, 5 pkgs., \$150; London, 24 pkgs., \$1,438; 5 pkgs., \$193; Rio de Janeiro, 46 pkgs., \$1,715; Yokohama, 15 pkgs., \$619.

JULY 20.

Belize, 16 pkgs., \$486; Berlin, 4 pkgs., \$200; Colon, 2 pkgs., \$123; Guayaquil, 5 pkgs., \$152; 4 pkgs., \$230; Kingston, 4 pkgs., \$321; Las Palmas, 3 pkgs., \$129; Demerara, 3 pkgs., \$216; London, 23 pkgs., \$1,342; 8 pkgs., \$589; Manila, 2 pkgs., \$100; Rio de Janeiro, 19 pkgs., \$1,653; Sydney, 16 pkgs., \$6,000; Trinidad, 12 pkgs., \$463; Valparaiso, 6 pkgs., \$242; Vera Cruz, 80 pkgs., \$1,746; Vienna, 12 pkgs., \$405.

JULY 27.

Brussels, 17 pkgs., \$370; Buenos Ayres, 144 pkgs., \$6,912; Colon, 5 pkgs., \$157; 1 pkg., \$100; Havana, 9 pkgs., \$871; Kingston, 7 pkgs., \$235; London, 7 pkgs., \$441; 75 pkgs., \$2,257; 128 pkgs., \$3,083; Melbourne, 652 pkgs., \$18,585; Para, 1 pkg., \$100; Rio de Janeiro, 19 pkgs., \$205; Santiago, 12 pkgs., \$150; Southampton, 3 pkgs., \$100;

Sourabaya, 4 pkgs., \$106; Vera Cruz, 86 pkgs., \$6,429; 37 pkgs., \$1,204.

AUGUST 2.

Auckland, 40 pkgs., \$626; Barrios, 8 pkgs., \$590; Berlin, 227 pkgs., \$1,917; Buenos Ayres, 18 pkgs., \$666; 21 pkgs., \$3,397; Colon, 5 pkgs., \$129; Guayaquil, 2 pkgs., \$105; 1 pkg., \$100; Havana, 26 pkgs., \$810; Hong Kong, 38 pkgs., \$3,451; Liverpool, 71 pkgs., \$2,857; Melbourne, 11 pkgs., \$112; Rio de Janeiro, 43 pkgs., \$2,912; Santos, 4 pkgs., \$187; Shaughai, 38 pkgs., \$1,138; St. Johns, 6 pkgs., \$167; Savanilla, 10 pkgs., \$120; Valparaiso, 8 pkgs., \$242; Vera Cruz, 45 pkgs., \$947; Vienna, 6 pkgs., \$299; Yokohama, 38 pkgs., \$3,514.

AUGUST 10.

Bremen, 1 pkg., \$125; Calcutta, 8 pkgs., \$126; Colon, 3 pkgs., \$193; 4 pkgs., \$341; Havana, 3 pkgs., \$120; London, 37 pkgs., \$1,896; 13 pkgs., \$511; 5 pkgs., \$310; Manila, 11 pkgs., \$320; Melbourne, 10 pkgs., \$237; Manchester, 16 pkgs., \$621; Sanchez, 3 pkgs., \$167; Vera Cruz, 74 pkgs., \$4,198.

DEATH OF EDWARD F. LEEDS.

Edward F. Leeds, president of Leeds & Catlin Co., New York, died August 12 at his summer home near North Long Branch, N. J., after a few days' illness. He was 43 years old and one of the pioneers in the talking machine business.

J. H. Dorian left for the Orient via San Francisco on August 5, in connection with the development of the export business of the Columbia Phonograph Co.

The Columbia Phonograph Co. have published a list of eight "hit" records of successful songs now being heard on the local roof gardens. The songs are brought out in both cylinder and disc records.

G. H. Baker, who is also a prominent automobile as well as talking machine dealer of Ossining, N. Y., was a caller at the Douglas Phonograph Co. this week.

AN OPPORTUNITY for Foreign Manufacturers To Create Business In America

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

TRADE SPECIALIST

Care of *The Talking Machine World*
1 Madison Avenue NEW YORK

AN INTERCHANGE OF VIEWS.

Executive Committee of National Association of Talking Machine Jobbers to Meet Committees of the Manufacturers at Their Respective Factories, Aug. 16th, 17th and 18th.

As the chief machine and record manufacturers are located in the East, the Executive Committee of the National Association of Talking Machine Jobbers, elected at Atlantic City, N. J., July 6, originally intending to hold their first meeting in Chicago, have changed their plan. Instead, the first conference will be held in the Bellevue-Stratford Hotel, Philadelphia, Pa., August 16 (to-morrow) at 2 p.m., when representatives from the Victor Talking Machine Co., Camden, N. J., will be in attendance. Such recommendations as the committee desire to make will then be presented to the company, and the matters discussed during the afternoon and evening. On the following day the committee will visit the Victor plant, and meet the officers and directors of the company in continuance of the work in hand.

On the 18th the members will confer with the National Phonograph Co. at their New York offices, 10 Fifth avenue, for the same purpose. On the 19th the Columbia Phonograph Co., General, will be called upon at their headquarters in the New York Tribune building, with a like object in view.

It is suggested that members who wish to bring any questions to the attention of the respective companies should send their views in writing either to any member of the Executive Committee or to J. Newcomb Blackman, chairman of the committee on resolutions, 97 Chambers street, New York, where they will be taken up at once. The aim of the committee is to furnish the manufacturers all the information in their possession, the reasons for the requests made, and at the same time learn the attitude of the companies regarding them. This will obviate unavoidable delays in correspondence, a clear elucidation of differences, and probably quick action on the part of both that will be mutually satisfactory. Following these conferences a special committee from each of the companies, as well as one from the executive committee of the association, may be appointed to act as a board of arbitration for the settlement of disputes or improve the trade relations between themselves for the benefit of the business at large in the future.

President Bowers has appointed J. Newcomb Blackman, New York, chairman of the press committee vice C. V. Heukel, of the Douglas Phonograph Co., of the same place, resigned.

A standing committee of three will also be appointed by the president with power to investigate any charges against jobbers in connection with the maintenance of the factory agreements. Its purpose will be to bring such evidence of the violation of the respective contracts to the attention of the manufacturer, so there will be no excuse on the part of the companies for non action.

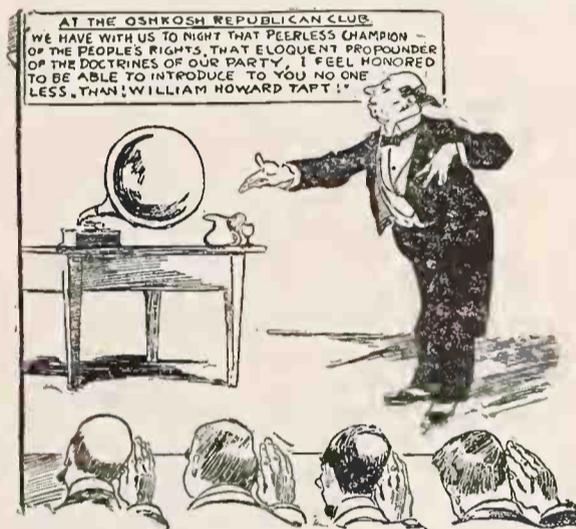
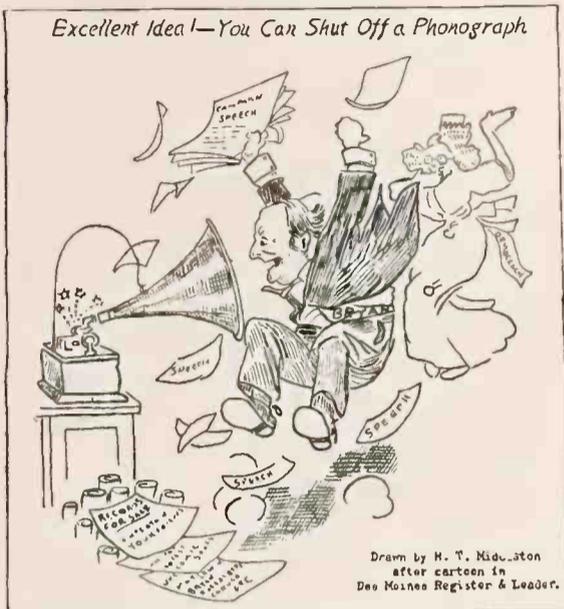
In connection with the offer of Secretary Whitsit to distribute a list of surplus record stock among the members, several leading jobbers have taken advantage of the opportunity. The lists bear date of August 1, and the secretary has forwarded all that reached him at that time.

JORDAN & CO.'S PLANT REBUILT.

The cabinet works of Edw. B. Jordan & Co., Brooklyn, N. Y., which were almost wholly destroyed by fire Christmas eve, have been entirely rebuilt. What was before an aggregation of buildings is now a harmonious structure, erected on modern lines and thoroughly equipped. The new plant affords 8,000 square feet of additional floor space. They opened in all departments for the first time since the disaster on August 1. The concern has business relations with nearly all the talking machine manufacturers. Edw. B. Jordan, the manager, whose father is United States Collector of Internal

Revenue for the second district of New York, is also a director and officer of the General Phonograph Supply Co., of New York city.

THE TALKING MACHINE IN POLITICS.



Meyer in the N. Y. Times.

NEW RECORDS BY HARRY LAUDER.

Four new Edison records by Harry Lauder have been announced. They were made in London, Eng., by the great Scotch comedian, and include his latest hits. His new record of "Fou the Noo" is the drollest thing he has ever done. It concludes with the laughable words, "I've something in the bottle for the morning." Another sure winner is "The Weddin' o' Sandy Mac-Nab." This is the most popular song of the day

and the catchy refrain is being whistled everywhere in London.

This new lot of Lauder records is said to be in every way equal to the seven issued by the National Phonograph Co. in February of this year, which were big sellers.

THE RETIREMENT OF WM. E. GILMORE

A Man of Strong Character, Widely Esteemed, Whose Future in His New Sphere of Activity Will be Watched With Interest.

The commanding influence and conspicuous attitude in the trade of Wm. E. Gilmore, late president of the National Phonograph Co., Orange, N. J., has invested his personality with marked interest. His name and reputation were known wherever the Edison line was sold, and that means the greater part of the world. Mr. Gilmore's strong character approached the picturesque in virility of action, and no one gainsays his unusual ability and unrivaled success in placing the Edison products in the front rank of proven commercial enterprises. It is needless for The World to repeat what the trade knows so well of his career in the talking machine field. Suffice it that Mr. Gilmore's policies have been adopted in toto by the new administration, all of whom have been associated with him for many years, a compliment rarely bestowed on a retiring executive officer in business affairs. The name of "Gil," as he was familiarly known to his intimates and many in the trade, will long be one to conjure by, as is frankly admitted, not only by his adherents but by competitors also.

Knowing his capacity, industry and genius for organization, the future of Mr. Gilmore will still be followed with more than a negative feeling. He is considered a man of ample fortune, and on returning from Europe will become actively engaged in the newspaper business at Orange, N. J. Recently he acquired the Orange Chronicle, and with it he will consolidate the East Orange Gazette and the Orange Journal, properties also under his control. The Essex Press, a large printing plant of Newark, N. J., is another investment with which he is identified. These enterprises will give ample scope for his aggressive nature, and from which great things may be expected. Possibly he may launch into politics, and in that event the "old war horses" had better sit tight or he will surely get their scalps and be the "power behind the throne" before they are fully awake. At any rate, whatever he may undertake, Mr. Gilmore has The World's best wishes.

"NEEDLES"

Our Needles are Imported and every needle is warranted as to point and finish

Our Prices are the lowest in the world. Write for samples and quotations

THE TALKING MACHINE SUPPLY CO., 400 FIFTH AVENUE, NEW YORK

VICTOR CO.'S EXCHANGE OF RECORDS

Have Taken Back All "Cut Out" Victor Records Which Did Not Appear in June Numerical Catalog.

An important announcement was made by the Victor Talking Machine Co. on July 25 to the effect that from August 1 to August 6, 1908, inclusive, contracted Victor dealers may return to them, care of the exchange department, any "cut-out" Victor records which do not appear in the June numerical catalog. By "cut-out" the Victor company refer not only to the records omitted, because they have been dropped from their catalog, but also to the "starred" selections which will not appear in the next complete Record catalog of September, 1908. All records returned are to apply on order for an equal quantity (same price) of records selected from the June numerical catalog in their respective classes. No records may be returned through distributors. They must be shipped direct, expressage paid, to the Victor Co. at Camden, N. J.

In this connection the Victor Talking Machine Co. say: "In presenting to our distributors and dealers this record exchange proposition, we feel that while it will, no doubt, cost the Victor Co. \$100,000, it will introduce an element of security and encouragement to the trade that should soon return this investment to us in increased business. It is not the Victor Co.'s policy to promise things, but rather to do them, and, without committing ourselves in any manner to any exchange policy we desire to call your attention to the fact that an exchange on 'cut-outs' virtually solves all the dealers' troubles over bad selling stock, for the simple reason that all bad sellers in due time become 'cut-outs,' and should it prove feasible to take 'cut-outs' all bad stock will eventually return to the factory. It is our desire to clean up this record exchange proposition during the month of August, when our factory facilities will permit of it; hence our dealers will oblige us by giving the matter their very active and immediate attention."

For the remainder of the summer J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, will occupy his bungalow, "Navajo," at Oakland Beach, Rye, N. Y., running into business daily.

"You are a wonderful master of the piano, I hear." "I play accompaniments sometimes." "Accompaniments to singing?" "Accompaniments to conversations."

MUCH BETTER FEELING PREVAILS

Among Jobbers and Manufacturers Since Convention at Atlantic City.

A much better spirit exists between the manufacturers and the National Association of Talking Machine Jobbers than prevailed when this organization was first broached. The convention at Atlantic City, N. J., last month, was conducted in a manner that was creditable to the members, and in no way antagonistic to the factories. No demands were made, but the suggestions were of such a nature as to win their approval, in many instances, since several have been formally adopted and carried into effect. Co-operation now seems to be the aim of both, a consummation devoutly to be wished long ere this. However, it is better late than never.

HOW TRADE IN DETROIT IS HELPED.

One thing which helps the talking machine trade in Detroit to a very great extent in the summer time is the ever-increasing army of canoeists. Canoeing is becoming more and more popular, and the owners of this light pleasure craft increase by thousands every year. Improvements to the canal system at Belle Isle Park have also helped. But the way in which that helps the talking machine men is that with the canoes hundreds of people have talking machines. It is considered just about the finest thing possible for a young man to have his canoe equipped not only with gay colored cushions and Japanese parasols, but to have a talking machine with a couple of dozen records on board. Summer evenings at Belle Isle there is always a continual concert on the canal.

SHIPPING WM. H. TAFT RECORDS.

The National Phonograph Co. definitely announce that shipments of the twelve Edison records by Wm. H. Taft, the Republican candidate for President, will begin from the factory at Orange, N. J., on August 20. Following the usual custom, Pacific Coast and remote points will be supplied first. Jobbers will reship the records immediately upon receiving them, and they can be put on sale by Edison dealers as soon as they arrive.

A salesman, to succeed, must not only have faith in himself, but faith in the article he is selling. He should approach his customer in such a manner as to leave no room for doubt that he himself believes what he says of the article he has to sell.

PLAN WORTHY OF ADOPTION.

American Exporters Should Give Consuls Names of Their Agents as a Convenience.

In acknowledging the receipt of the names of its agents in South Africa for a Western manufacturing company, Consul Edwin S. Cunningham, of Durban, writes as follows: "This information has been filed for reference at this consulate, and will no doubt prove of use. It would be a good plan if all American exporters would give consuls the names of their agents, as a great deal of inconvenience would be avoided thereby. It often is impossible for consuls to ascertain the names of agents of American goods unless supplied by the firms in the United States, and it is regrettable that more of them have not adopted the idea.

EDISON AS A SOURCE OF COPY.

As a source of "copy" for the daily newspapers Thomas A. Edison is never failing. The latest "story" is that hereafter scientific investigation along original lines will engage his personal attention and study to the exclusion of "mere commercialism" or "money-making inventions." The World announced over a year ago, on the occasion of Mr. Edison's sixtieth birthday, that henceforth he would follow the bent of his mind in exploring new fields of scientific endeavor as contra-distinguished from commercial pursuits. Mr. Edison's fortune is quoted at the comfortable figure of \$25,000,000!

EXHIBITORS AT FURNITURE EXCHANGE.

Among the manufacturers of talking machine record cabinets who took the opportunity of displaying their wares at the semi-annual exposition at the New York Furniture Exchange were the Cadillac Cabinet Co., who make cabinets for disc and cylinder records, music rolls, sheet music, etc.; the New York Desk and Dining Room Furniture Co., who showed over thirty designs in cabinets; the Humphrey Book Case Co., cylinder and disc record cabinet; the Cady Cabinet Co., plain and sectional cabinets, and the Herzog Art Furniture Co., who exhibited a fine line of talking machine and record cabinets in connection with their superb furniture. The advantages of inspecting the various lines under one roof and in juxtaposition, was readily appreciated, and many dealers paid a visit to the exchange, leaving nice orders in many instances.

WEINSTEIN A VICTOR DEALER.

M. Weinstein, the music dealer with the smallest possible store in the famous Flatiron building, 23d street and Broadway, New York, is now a Victor dealer. His place is so small that one Victor Victrola on the floor and a fully-equipped machine in the window about exhausts his available space not taken by his sheet music boxes. It is one of the most conspicuous places in the city.

L. H. Cooper, the piano dealer of Dryden, Mich., has qualified as a dealer in Edison phonographs and records by putting in a stock of these goods. Mr. Cooper concluded after looking into the matter thoroughly that the Edison line would give him an introduction into families that he would not otherwise meet, and many of them would invest in a piano later on.

Since W. J. Bryan was nominated for the presidency, jobbers' repeat orders for the Bryan records have been received by the National Phonograph Co. almost as fast as when they were first announced. One jobber has ordered five times, eleven have ordered four times, nineteen have in their third order, and forty-seven have ordered twice. Those who have ordered only once, almost without exception, are jobbers who put in very heavy orders at the start.

John Kaiser, general sales manager of the Douglas Phonograph Co., New York, is sojourning at Cresco, in the Pocono Mountains, Pa., with his family. He reported for duty this week.

WHY SHOULD EVERY DEALER USE THE

RAPKE TRAY AND LABEL SYSTEM?

BECAUSE IT WILL INCREASE HIS PROFITS

Now is the time to improve your system—The National Phonograph Co. recommend it. Every Jobber recommends it, and every dealer who has adopted the system is proud of it.

The Cost of the Rapke System Is a Trifle—The Results Are Great

Rapke will gladly send, free of charge, samples of Trays and Labels upon request.

Labels for September and October Edison Records were mailed to subscribers on August 12th.

Labels for Bryan and Taft Records are ready for delivery. Order now.

All Foreign Labels for Edison Records are kept up-to-date. You ought to, at least, add some of these to your stock.

GET BUSY

For further information write to your jobber, or to

VICTOR H. RAPKE, 1661 Second Avenue, New York

The Rapke Tray No. 40 is just what the small dealer needs. Ask about it.

LATE NEWS FROM SAINTLY CITY.

Better Business Reported—What the St. Louis Talking Machine Co. Are Doing—New Salesmen With Dictaphone Co.—Columbia Co. Staff Enjoying Vacations—Bryan Records Popular—S. R. Brewer Resigns to Join His Brother in Business.

(Special to The Talking Machine World.)

St. Louis, Mo., August 4, 1908.

The talking machine business is improving right along, and though a little bit slow in some quarters, it is on the upward trend.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that their trade for July made a very favorable showing, and that it is improving right along. They recently received the Bryan records, consisting of ten speeches, and they are selling well. This firm recently sold an Auxetophone to the Business Men's Club of Hillsboro, Ill., through Klar & Cress, local Victor dealers there, aided by their traveler, L. A. Cummins. It was purchased to be used in place of an orchestra for entertainment and dancing. O. O. Dice, traveler for this concern, is now on a three weeks' trip through Indiana. L. A. Cummings, also a traveler for this company, is now on a two weeks' vacation. Geo. W. Davidson, of the Talking Machine Co., spent a few days here recently visiting Mr. Gressing.

H. N. Buckley and Edw. P. Waterhouse, have accepted positions as city salesmen with the Dictaphone Co.

E. B. Walthall, manager of the Columbia Phonograph Co., is on vacation, which is being spent at Horse Cave, Ky. L. L. Murphy, assistant manager of this company, states that their business for July was very good. He also states that he has been with the company eleven years and that they sold more \$100 machines in July than any month during his eleven years' service. Mr. Murphy will leave soon on vacation.

The Marks Silverstone Talking Machine Co. report that they have been doing a good business on the Edison Bryan records. H. I. McSkimming, Democratic candidate for Congress in the Eleventh Missouri district, has an Edison instrument with the Bryan records, purchased from this concern, which he is using every night in his campaign with great success.

Thos. Finn, a well-known local talking machine dealer, located at 1407 South Broadway, died suddenly on July 13. His business will be continued by his widow.

S. R. Brewer, for the past five years manager of the music box and talking machine department of the Thiebes-Stierlin Music Co., has resigned, and on Sept. 1, with his brother, H. L. Brewer, as partner, they will open a piano, talking machine, musical instruments, etc., store at their old home, 32 South Seventh street, Terre Haute, Ind. Mr. Brewer was in Chicago recently purchasing his opening stock. Mr. Brewer's departure from here will be greatly regretted, as he was one of the most popular members of the musical dealers' craft, and they all wish him well in his new departure.

D. K. Myers, the well-known Zonophone jobber, reports his trade for July fair, both in instruments and records. Business is improving with him.

EDISON RECORDS BY WM. H. TAFT.

The Republican Candidate Now Falls in Line—Dealers' Trade Thus Will Get Another Boost.

William H. Taft, Republican candidate for President, has just made a series of Edison phonograph records. The records consist of selected portions of his speech of acceptance, which was delivered at Cincinnati, July 28.

Mr. Taft used great care in selecting the matter that was to go into the records, and together with the head of the Edison recording department, devoted several days to making them at the Virginia Hot Springs.

HOW A "TALKER" SAVED CHICKENS.

Southern Farmer Discovers Highly Successful Method of Foiling Dusky Marauders—The Speaking Chickens—A Story That Should Hold a Sympathetic Interest for Chicken Raisers.

Many of us have heard the story of the farmer who hearing a suspicious noise in his hen house put his head in the door and inquired who was in there, whereupon a voice from within replied, "Ain't nobody in here, boss, 'ceptin' us chickins." A similar story, vouched for as gospel truth, comes from a small town near Columbia, S. C., and is as follows:

Ralph Raymond, a farmer in that section, who, by the way, had an excellent sense of humor, had suffered considerably from the depredations of chicken thieves, and had grave suspicions that some darkies employed on his farm knew something of the matter. Possessing a small "talker," Mr. Raymond proceeded to break up the stealing in the following unique and wholly successful manner.

He first put on a blank record and got several members of his household to talk into the recording horn, and then put the machine in the hen house, arranging a string so that opening the door would start the machine.

About 2 a.m. two negroes sneaked up to the chicken house, and arranging a gunny sack, conveniently prepared to fill it. When they opened the door, however, they were surprised in a startling manner, for a voice from within, purporting to come from a rooster said, "There's those niggers come to steal some more of our family." A soft, womanly voice, from the hen, presumably, replied, "I know who they are; I see that Jenkins and Saunders both standing by the door, and I'm going to tell Mr. Raymond in the morning." "Let's all holler together and wake him," said a third voice, and as by this time, all the fowls being aroused and frightened by the strange proceedings, put up a most ear-splitting cackling and squawking, sufficient to arouse the farmer and bring him to the scene with a shot gun.

When Mr. Raymond reached the chicken house he found one marauder on his knees, and with ashen face and trembling voice, beseeching spiritual protection from the impending perils, while the other was so frightened he was standing rigidly, unable to move until Mr. Raymond's voice aroused him and caused him to fall on his knees and pray earnestly for deliverance. As both thieves had been so thoroughly frightened the farmer considered their punishment sufficient, and since the story of the episode has reached the ears of all the negro population, no black face, from cook to field hands, can be seen within a mile of the chicken house after sundown, none having the temerity to be in the neighborhood of the "haunted" fowl when they begin their nocturnal conversations. At last reports neighbors of Mr. Raymond, who had been let into the secret, were purchasing many talking machines and blank records, and it is expected that there will be more accounts of "speaking chickens" among the colored brethren before very long.

An ingenious combination of phonograph and telephone is described as forming an effective fire alarm. In the building to be protected telephonic transmitters provided with phonographic rolls containing a set of words precisely describing the location of the fire are connected in the various rooms with thermostats. When the temperature reaches a certain point the thermostats automatically switch the phonographs in front of the transmitters and set them at work grinding out the telltale words, which are heard over the wire at the fire engine station, informing the firemen where they should go.

The Evansville Talking Machine Co., Evansville, Ill., of which W. N. Hollingsworth is manager, have recently removed to handsome and more commodious new quarters on Main street, that city.



Reg. U. S. Pat. Off.

You Ought To Know

that

When hundreds of Dealers located thousands of miles from St. Louis are willing to pay extra Express charges to have their orders filled by us, there must be something UNUSUAL about our service.

Our files and records for the past year show that we have been filling orders from 95 to 100 per cent.

PERFECTION in the art of order-filling has been reached!

Every day the mail brings some new "convert" to our side. "Come on in, the service is fine!"

With pleasure at your service,

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

A dealer walked into our office the other day and his first words were, "Gee whiz, I'll be glad when summer is over." This remark seemed natural enough at the time, but we were reminded of it forcibly when an hour later another dealer came in full of enthusiasm over a new scheme he had been trying.

During the past few warm nights, he had put a machine in his buggy, driven around the residence district when the people were sitting out on their porches and lawns. He claims that after starting his machine, he did not lack for encouragement to bring it in certain grounds, and demonstrate it to the family.

Now, this scheme may not be new, but this dealer claims it has changed the entire complexion of his business, and the summer business bids fair to outstrip his winter volume.

It only goes to prove, Mr. Dealer, that the business and the money is there. All we need is some new way of getting it.

Let's start something new. Throw off that inevitable lazy feeling which comes with summer. The Victor Co. have made their start with three big new business getters.

Their exchange proposition. This will give you a good clean stock.

Their new \$17.50 machine—the Victor "O". This mahogany machine, with your regular discounts applying, should be your biggest seller. Order your sample at once.

Their Records by our two Presidential nominees William Jennings Bryan and William Howard Taft.

Now here is a Fourth one and the biggest help.

The Talking Machine Co. of Chicago, wholesales exclusively and handles nothing but the Victor product, talking machine cabinets, needles and accessories. Day and night we eat, drink and think nothing but talking machines.

If you are not buying from us, send us your identification card and get in line with the biggest people in the country. You that are buying from us, use us. If you have a scheme that is worth trying, let us help you work it.

You boom your business and ours will jump. This old talk about additional freight and express charges doesn't always go. Chicago is a great central market. There are more railroads running out of Chicago than any other station in the world. Consequently, competition is strong and rates are correspondingly low. Even if it does cost you more, isn't it worth while to know that you have your order filled complete, that each record will be in an envelope and every record will be in exactly the same condition as it was when it left the factory, that your order will be shipped the same day received, that you have the advantage of record insurance free, and that our guarantee is behind each shipment? Watch this space next month for something new and interesting.

Yours, for business,

The Talking Machine Co.

72 Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

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

Members of the Talking Machine Trade in the West When Interviewed Regarding Business Expressed Most Optimistic Views—Dealers Stocks Are Low and Large Purchases Will be Soon in Order—Vacations at Columbia Headquarters—Columbia Men Visit Executive Offices—Dorian Journeys to the Orient—The Talking Machine in Politics—Who First Suggested the Idea of the Presidential Candidates Making Records?—A Letter Anent the Fibre Needle—National Phonograph Co.'s Salesmen Visit Factory at Orange for Annual Meeting—A Budget of News from Here and There.

(Special to The Talking Machine World.)

Chicago, Ill., August 11, 1908.

The World has interviewed a number of the trade regarding fall prospects. All say that they are very good indeed. The interviews are too monotonous to print, but it is not the monotony of combined hot air but rather of earnest conviction. Even now business is picking up noticeably. The summer demand, though not heavy, has depleted the already reduced stocks to the vanishing point. Then, too, dealers are beginning to realize that they must have a selection of goods on hand when trade revives or lose business; therefore they are ordering and will continue to do so in a steadily increasing ratio.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., and W. C. Fuhri, district manager for the company, went East on July 14, via the Pennsylvania Limited on invitation of General Manager George W. Lyle, to attend a conference of the company's executive, relative to the fall campaign and other matters of importance. There were present at the conference, besides the executive officers, E. A. McMurry, of Pittsburg, together with the Chicagoans. Many important matters were taken up and fully discussed. While in New York Mr. Plume found that many people in the executive office were away. Mr. Willson, who was formerly manager of the Chicago office, was also away on his vacation, and Mr. Dorian, who was at one time manager of the Chicago office, and who was later transferred to New York, is to give up the management of the New York office and will sail for China and Japan within a few days in the interest of the Columbia's export department. Regarding trade, Mr. Plume said: "I find business improving considerably both in this part of the country and in the East. Our people generally expect a larger fall business than we have ever experienced in our history." Mr. Plume is now spending his vacation at Indian Lake, Mich.

Mr. Gerson, of the Musical Echo Co., Philadelphia, was a Chicago visitor last week.

The talking machine is butting into politics with a mighty vengeance. On the heels of the remarkable success experienced by the Edison Bryan records, the Victor Co. announce a special list of Victor records recording Mr. Bryan's speeches on various topics. They were made at Lincoln on July 21, and include the "Peerless Leader" views on the Democratic platform. While I believe that the idea of Mr. Bryan making records was first suggested informally by Ross P. Curtice, a dealer and jobber of Lincoln, it will be remembered that it was C. E. Goodwin, manager of the talking machine department of Lyon & Healy, who took the matter up vigorously and interested the companies to the point of action.

E. C. Coons, of Aledo, Ill., has been advertising free concerts by noted singers. As Signor Caruso is the only man on the program of seven or eight artists, Mr. Coons evidently has a marked predilection for the ladies.

Among the talking machine jobbers who have been in Chicago recently were G. C. Knox, of G. Summers & Co., St. Paul, Minn.; Robt. R.

Smallfield, Davenport, Ia.; and Edward H. Banker, vice-president of the Sperry & Banker Co., of New York, Muncie and Chicago.

W. H. Prestenary, manager of the language department of Lyon & Healy, has returned from his vacation.

Eldridge R. Johnson, president of the Victor Co., was in Chicago last week on his return from a trip to the coast.

G. H. Parker is now connected with the automatic department of the Rudolph Wurlitzer Co.

E. H. Uhl, manager of the Chicago house of Wurlitzer, returned from the East, making a tour of the lakes and Canada on his return. He is very confident of a good fall business.

M. D. Hall, president of the B. & H. Fibre Mfg. Co., and inventor of the fiber needle, is justly proud of the following letter which he has just received from the secretary of one of the largest and oldest universities in the country: "Please accept my thanks for your letter of July 24, and for the new needle arm, which reached me in good order. I made the change myself and find the results are excellent. I would not wish to be without it and the wooden needles. I do not know how business is with you. If you ever find that there is not enough demand for your goods to warrant the continued manufacture of them I wish to be informed in advance, so that I may buy up a supply that will last for a good many years." Parenthetically it may be stated that there is no danger of Mr. Hall receiving such an order, as the fiber needle has proved itself a most thoroughgoing success, commercially as well as artistically.

A. V. Chandler, local representative, August H. Kloehr, George A. Renner, H. A. Turner and Will P. Hope, road salesmen, have left for New York to attend the annual reunion of Edison salesmen at Orange.

Sam W. Goldsmith, representing the Victor Co. in Ohio, was a Chicago visitor.

Cecil Davidson, of Manager Geissler's staff of the Talking Machine Co., is spending his vacation at Decatur, Ill. George Davidson is in St. Louis doing some special work for Mr. Geissler.

H. H. Meyers, representing the Chicago office of the Columbia Phonograph Co. in Indiana and Michigan, is spending his vacation in Chicago. He reports prospects for fall as most excellent.

J. H. Wheeler, manager of the Minneapolis office of the Columbia Co., spent a day or two in Chicago recently.

George W. Lyle, general manager of the Columbia Phonograph Co., spent the latter part of the week of August 3 in Chicago. It is said that he put through a simply enormous deal while here and that he spoke in the most enthusiastic terms of the prospects for fall and of the amount of good business being received by the company.

Mighty good business philosophy is that preached by the Talking Machine Co. in their advertisement in this month's World.

Mr. Hopkins, wholesale salesman for Lyon & Healy, is on his vacation.

Kreiling & Co., manufacturers of the Tiz It horn connection for cylinder machines, report business as picking up in marked degree. Indeed, business has kept up very nicely with them all through the summer, but just now things are getting particularly busy.

Frank Novak, the well-known talking machine and musical instrument dealer of the southwest side, has the sympathy of the trade in the death of his little five-year-old daughter Alice. She was playing with some playmates around a bonfire when her clothing caught, and in spite of efforts to save her, suffered injuries from which she died a day or two later. The writer extends his condolences.

WEDDING OF TALKER AND PICTURE.

Seems to Catch the Fancy of the Public in the Western Cities—Is Revolutionizing the Theatrical Business.

The combining of the talking and moving picture machines has evidently caught the public fancy. A writer in an Omaha, Neb., paper says: "Canned Caruso sounds a little queer, but that is what has been on tap nightly at the leading theaters. Two of Mr. Edison's inventions have been wedded, and now we may sit quietly in a darkened theater and at the expense of a dime

NO CHARGE

Any dealer sending us an order for Victor Talking Machines, or Edison Phonographs or supplies, is immediately placed on our Dealers' List and thereafter every month receives, free of charge, our Monthly Bulletin and letters containing

GINGER

together with Special Offers and bulletins of all the latest accessories



CHICAGO

can hear the golden notes of the greatest of living tenors as satisfactorily as if we were holding down a seat in the Metropolitan at \$10 per. To be sure, the lights and the color of the staging are missing, to some extent, but if it is Caruso we go to hear and see, then we are not disappointed, because he is seen in a monochrome, and we know that his voice, like his figure, is being reproduced artificially. Something uncanny about it, too, starts a train of reflection. It hasn't been so very long since the possession of a picture machine or a talking machine would have earned its owner a place in the list of those who suffered death at the stake or something equally unpleasant and effective. But modern invention is keeping up with the requirements of the public, and canned music or drama has long been a staple. It has been possible for one to have at his own fireside a minstrel show or a vaudeville performance, or, if his inclination was in direction of something else, opera or tragedy was at his easy beck. Nor have the more select and favored members of society disdained at all times the mechanical aid to musical enjoyment. It is recalled that a gentleman who occupied, and still occupies, a very large place in the commercial development of this age, once emerged from the strictness of his privacy long enough to give a recital of canned music at a prominent church. Such a notable example is surely excuse for others of lesser ability but equal desire to serve.

"And now to the perforated roll or striated disc has been joined the continuous film of negatives, and the triumph is complete. In the wedding of the phonograph and the kinetoscope is achieved one more triumph for inventive genius, and a vista of possibilities both lengthy and inviting is opened. Romeo may sigh his love into the eager ear of Juliet just as well through a talking machine as in full view of the audience, and the biograph or projectoscope, or whatever you want to call it, will suit the action to the word, and as the honeyed phrases of young Mr. Montague ravish the senses of Miss Capulet, he will take her in his arms, and nothing will be left to the

imagination save probably the warmth of light and color on the stage. The movements are such as simulate life with photographic accuracy, and the fervent words of the surcharged lover are given in all their delicious ecstasy of passion. And so with all the list of things dear to people at the theater. Comedy and tragedy look alike to the synchroscope; the lights and the compressed air never go on a strike, and the motor runs true while the electricity that dominates the action of all is as certain as death or taxation. Canned Caruso is but the forerunner of a long list of notables who will give of their talents to entertain us while we spend an idle half hour in a cool and darkened theater listening and watching."

LOSING GREAT OPPORTUNITY.

President Roosevelt Could Make a Fortune from Records or Moving Pictures—Declines to Follow Bryan's Example, However.

Despite the fact that Messrs. Bryan and Taft, the respective nominees for president, have seen fit to distribute their sentiments on public questions throughout the country through the medium of phonographic records, word comes from Oyster Bay that President Roosevelt persists in his refusal to have his views recorded for campaign purposes, though by doing so he could perhaps further assist the cause of his candidate Mr. Taft. Some of Mr. Roosevelt's characteristic facial expressions, chosen from among the five hundred recently shown in a prominent magazine, and reproduced on moving picture films or stereopticon plates, in connection with a dozen or so of his speeches on the strenuous life, race suicide or politics, reproduced by the talking machine, would create a sensation and mean a fortune for both himself and the talking machine company. Still, he may be prevailed upon to take a machine to Africa to record the dying groans of the big game that falls under his unerring aim to forestall any schemes of the "nature fakers."

VALUE OF LOCAL ADVERTISING.

Dealers Should Realize That They Can Win a Larger Trade and Help Themselves and the Manufacturer, by Local Publicity.

It is very unfortunate that the retailer, speaking generally, does not appreciate the value of local advertising. It would seem as though ambition should dictate the enlargement of one's business, and to many merchants such a result is easily attained. The way to do it is quite simple.

It is well known that women are the best buyers and, as a rule, the goods they buy are the most profitable. To attract them, your store must be magnetic, i. e., clean, neat, stocks well arranged and the goods appealing to them prominently displayed.

Doing this is properly classed as advertising, but it must be backed by intelligent, well-informed and courteous clerks to make the sales. After having accomplished this "reform," then by all means contract for a regular space in your local papers and place your advertisement in advance. Arrange the copy for frequent changes, make the matter and make-up attractive, and be sure to refer to the seasonable goods at the proper time.

If such a simple course is followed, the result will be a pleasant surprise to any merchant who has not been a believer in publicity, says Hardware. The good merchant realizes that he does not have to cut price to make sales. There is an easier way to make business and keep profits in these times. The rule is as simple as can be—advertise and support your announcements with an attractive store and courteous treatment of customers.

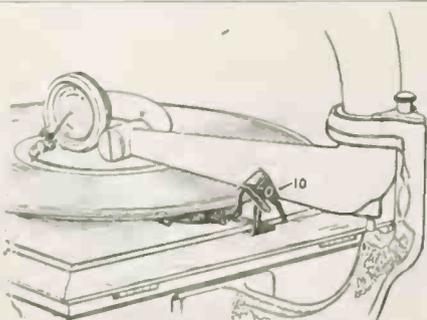
ENERGY REQUIRED TO SELL.

More energy is required to introduce goods abroad than at home. The firms that send commercial travelers to France, and establish agencies in this and other European countries, are the ones that succeed.



Shows position of brake applied while changing record.

Mr. Retailer:
A word with
you—



Position at completion of record, the needle stopping at edge of seal, to prevent scratching of the same, the brake automatically applied.

BURSON'S

Automatic Brake for Disc Machines

Patent Pending

It Stops Itself **\$1.00** Requires no handling whatever
GOLD-PLATED, \$2.00

Try it and you will like it
Saves time and worry

Sold through Jobbers only
Regular Victor Discounts
If your jobber does not carry it, write us for reference
Try it on your Victor

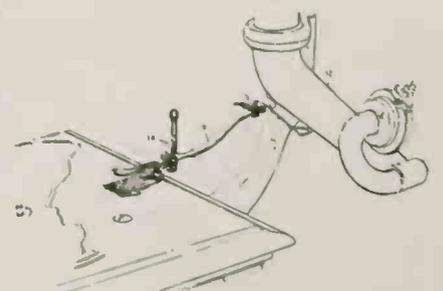
BURSON & COMPANY

52 Dearborn Street, - CHICAGO, ILL.



Shows position while changing needle, brake released, and turntable gaining correct rotation during this operation.

Will sell it-
self and
"Talkers," too



The brake, illustrating the simple method of attaching it to any disc machine.

A CLEVER "TALKER" SALESMAN.

L. C. Wiswell One of the Rising Young Men of the Western Trade, and Who is a Credit to the Lyon & Healy Staff.

(Special to The Talking Machine World.)
Chicago, Ill., August 10, 1908.

L. C. Wiswell, assistant manager of Lyon & Healy, and whose pleasant features grace this page, is one of the rising young men in the western trade. His entire experience has been with the house of L. & H., with whom he went



L. C. WISWELL.

ten years ago as retail talker salesman. His promotion was steady. After an experience in the stock he was promoted to the position of assistant to Manager Goodwin four years ago, and has filled it with marked ability. He is regarded as a "comer" of marked degree by the trade.

P. A. Powers, Buffalo, N. Y., and his bride, who went abroad last month on their honeymoon, arrived in New York from Europe yesterday (14th) on the Majestic, of the White Star Line. When in Ireland Pat kissed the Blarney Stone, and in Paris a few other stunts. In Germany he sang his famous roundelay.

An advertisement may find a customer, but salesmanship must sell the goods; and honesty and fair dealing must hold him.

CINCINNATI'S BUDGET OF NEWS

Dealers Report Gain in Trade—Presidential Records Are All the Vogue—Wurlitzer's Fine Trade—Vacations Now on—Jewelers Praise System in Talking Machine Trade—What Other Dealers Report.

(Special to The Talking Machine World.)
Cincinnati, O., August 10, 1908.

Dealers in talking machines and records report a fair July trade. The larger houses say that they made an actual gain over the June volume of business, while the smaller houses are certain that trade was very quiet throughout the month. The result shows that July made a fair showing for a summer month, with conditions still far from what they should be. The tendency toward improvement is marked, and is favorably commented upon by all the dealers. This tendency gives a firm basis for believing that the fall will show a rapid return to normal conditions. Every factory that puts on more men or begins running full time adds zest to the dealers' daily work.

Since Taft notification day the dealers have put on display a great many "Bill Taft" songs, thereby expecting to stimulate trade. The great desire among the handlers of sheet music is to get hold of "hits." This applies also to the dealers in talking machine records. They hear with pleasure that Bryan records are becoming more popular, and that Taft has succumbed to the demand for "canned talk" and is talking into a machine. But what the dealer wants, above all things, is "canned talk" by Roosevelt, as one of our dealers said to-day. They see visions of unheard of prosperity with such records for sale.

The Wurlitzer House reports a July trade that was very satisfactory for a summer month. Manager Dietrich, of the talking machine department, reports that Red Seal records are showing up stronger every day, giving the dealer more confidence in this month's trade. The department notes a stronger demand for Bryan records, and claims that the dealers will not be troubled with any overstock of these. Taft's records just reported as in process of preparation are eagerly awaited. A heavy demand for these is predicted as the campaign advances. The Wurlitzer department is interested in knowing what company will prepare these records.

J. H. Dietrich, manager of Wurlitzer's department, spent July in the East, visiting Atlantic City during the dealers' convention there, and Peconic Bay, L. I. He got busy on his return in getting out all Victor records that have been dropped from the list to send on to the exchange for new numbers. Commenting on the Victor Co.'s action in this matter, Mr. Dietrich said: "All the dealers are taking advantage of this offer of the Victor Co., which is certainly a very liberal move on their part. This gives the

**We Are Headquarters
For**

**Standard Needles, Disc
Record Envelopes and
all Kinds of Horns for
Both Disc and Cylinder
Machines**

Special and Attractive Designs
and Decorations have been
added to our Horn Line for
this coming season.

Write for Samples and Prices

**Western Talking Machine
and Supply Co.**

FRANK DILLBAHNER, Prop.

No. 6 East Madison Street - Chicago

dealer confidence in the company and good reason to believe that he will be taken care of and that his investment is a safe one. One dealer compares this move with the policy of sheet music houses who make no exchanges, and causes the dealer to be very cautious for fear of getting stuck. This is the first time we have ever had such a proposition of exchanging on a basis of one for one. We are congratulating ourselves and thank the Victor Co."

The National Jewelers' Convention was in session here this week, and one of its delegates made a speech that brought the house down. He compared the jewelry business with the talking machine business, pointing out that the jewelers would do well to follow the policy of talking machine dealers in upholding prices and selling under contract, instead of selling watches under contract and using the one-priced system. A number of jewelers attending the convention here were talking machine dealers also, and called on Wurlitzer's big department.

The Columbia Phonograph Co. are among the optimists of our dealers, finding in present trade conditions a strong tendency toward improvement. Manager S. H. Nichols states that July

The "B. & H." Fibre Needle has made thousands of friends for itself and will help sell thousands of Records for you. There is no question about this. Keep your eye open and watch it!

"B. & H." FIBRE MFG. CO.

208 E. Kinzie Street

CHICAGO

Pat. in U. S. and Foreign Countries

trade shows a healthy increase of 25 per cent. over last June. He finds the reason for this in the improvement of general industrial conditions, factories starting up and others adding more men to their forces. He said: "Summer trade is usually dull, and for this reason we have been making special efforts to boost business during the summer, and we are able to show that our summer business is up to the fall standard. We consider the outlook for fall as being very good. We base this upon underlying conditions, such as good crops and good prices. We note that interest among prospective buyers is up to normal and that as people get back to working full time prospects for an increase in trade are better. For this reason as the fall advances we expect to make a good showing."

The Milner Music Co. report the July trade as very good. Manager Strief was too busy to be seen this week, and has sent word to the writer that there was nothing doing, meaning there was nothing new under the sun, but that he was so rushed with talking machine sales and demonstrating August Red Seal records that he could not stop for the moment to talk about them. The sheet music department is showing fine assortment of Bill Taft songs, one of which they specialize in their display window, entitled, "Will You Go on the Raft with Bill Taft?" A large local trade of these is anticipated as the campaign progresses. The souvenir department reports a fine July business, with a special rush for Bryan and Taft cards.

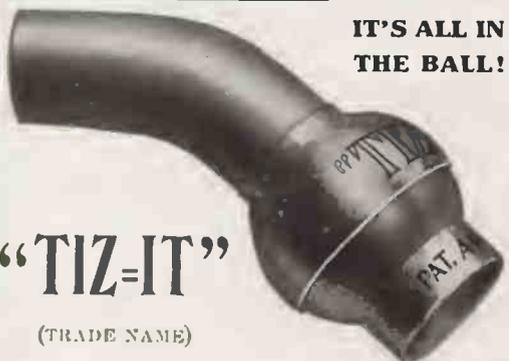
The Ilsen Music Co. report a quiet July business, but expect better August trade in Edison records, whose list for the month shows a big improvement, says Mr. Ilsen, over former months.

Vacations are the order of the day at the National Phonograph Co., Orange, N. J. Mr. Edison expects to leave in a few days for a four or five weeks' rest up. Peter Weber, factory superintendent, is just returned from a two weeks' tour of the Great Lakes. C. H. Wilson, general manager, is "rusticating" at his Saratoga (N. Y.) farm. L. C. McChesney, advertising manager, is with his family at Asbury Park, N. J. Harry Miller, secretary to Mr. Edison, expects to be away at the same time as Mr. Edison.

TWO MISSING LINKS



This is **SUPPOSED** to be the Missing Link between Man and Monkey.



IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn. "There's **MORE** than a reason."

Mr. Dealer—If your jobber does not handle this connection yet send us 30c. in stamps for sample. Address

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

REMINDER OF CONVENTION.

Some Snap Shots of the Automobile Party Engineered by Messrs. Hawthorne and Bentel Who Went to Atlantic City.

The accompanying pictures are reminiscent of the convention of the Talking Machine Jobbers at Atlantic City last month. The first picture shows E. A. Hawthorne, Theo. F. Bentel and party on their way from Philadelphia to At-



SNAPPED AFTER LUNCHEON.

lantic City in automobiles belonging to the gentlemen named above. The picture was taken immediately after everyone had partaken freely of a bounteous lunch prepared by Mrs. Bentel and Mrs. Hawthorne for the party. The party is made up as follows, reading from left to right: A. W. Vandegrift, of Sheip & Vandegrift;



TAKEN IN FRONT OF HOTEL CHALFONTE.

A. J. O'Neill, of the O'Neill-James Co., Chicago; Mrs. and Mr. Hawthorne, Mrs. Vandegrift, Mrs. Bentel, Mr. Bisbee on the end and Mr. Bentel is in the background.

The second picture is Mr. and Mrs. Vandegrift and son, and Mr. and Mrs. Bentel, in the latter's motor car in front of the Chalfonte on the return to Philadelphia after the convention.

STUDY OF MEN AND METHODS.

I saw two men playing billiards. One played to attract the attention of the spectators. The other made no fancy shots, but pulled out every count in sight. He won the game.

I witnessed a game of football. One fellow on the losing team was a "gallus" chap. He waved his hands gracefully. When his team was applauded he bowed and saluted the grand stand. At the end of the game I heard the manager of the team say that they would have won but for the poor playing of this "gallus" chap.

I know a handsome salesman who attracts many girls to the store where he works. They

love to stand and talk to him; he is so "witty." They listen and giggle. The proprietor tells me that he is the poorest salesman in the store.

I know an advertisement writer who gets many compliments for the brilliant sentences and witty verses in his advertisements. His employer tells me he is looking for a writer who will convince readers and bring business.

I notice, wherever I go, that the fellow who is bent on attracting the most attention to himself is not the fellow who succeeds.

I notice the fellow who has wood to saw and saws it is always in demand.

VICTOR CO.'S BRYAN RECORDS.

The Great Commoner Makes Ten New Records Which Will Prove Big Sellers.

The Victor Talking Machine Co. have just issued ten records by William Jennings Bryan, the Democratic candidate for the Presidency, which were made at Lincoln, Neb., on July 21. They contain many telling points, including Mr. Bryan's views on the Democratic platform—something entirely new in the Bryan record field. The records are made on the 10-inch discs, and the subjects treated of are as follows: The Ideal Republic, Immortality (from Mr. Bryan's famous lecture "The Prince of Peace"), The Trust Question, The Tariff Question, Publication of Campaign Contributions, Popular Election of Senators, Guarantee of Bank Deposits, The Labor Question, Imperialism, The Railroad Question.

HOW GREAT SALARIES ARE EARNED.

Men earn great salaries to-day because they have learned to drive their brains at the speed of an express train—and to make mighty few stops to oil up the machinery. The young man of to-day who succeeds must be able and willing to put into his work an intensity and an energy that employs every ounce of his vitality.

On May 1 the United States Express Co. raised their rates from 50 cents to 60 cents a hundred between Orange, N. J., and New York city. This affected shipments to New York city, to New England, the lower provinces and to many southern points.

Through the efforts of H. T. Leeming, traffic manager of the National Phonograph Co., the old rate of 50 cents was restored July 10.

Edison Jobber Zonophone Distributor



Carrying Cases

Wire Record Racks

INDESTRUCTIBLE RECORDS
RECORD CABINETS

SPRINGS for all makes and sizes

QUILL NEEDLES

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

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

PHILADELPHIA TRADE IMPROVING.

Excellent July Business Reported With Good Prospects for August—How the Victor Co.'s Exchange Proposition Strikes Dealers—Executive Committee to Meet Aug. 15—Sol Bloom's Fine Establishment—What Well Known Dealers Are Doing.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 11, 1908.

Conditions in the talking machine field here are constantly improving, reports for July being considerably better than for the preceding month, while August has already made a creditable showing. One very pleasing phase is the fact that collections are remarkably good, which demonstrates conclusively that things are on a firm footing and money again in circulation. Everyone here speaks most optimistically of the fall outlook, and taking everything into consideration we cannot help but feel that we are now on the eve of a most prosperous period.

The recent move of the Victor Co. in the matter of offering an even exchange on "cut-outs" is still being discussed here. While for the most part the proposition seems to have met with approval, there are some phases that are being criticized. The views of one of the local jobbers is as follows: "What do I think of the Victor exchange proposition? Well, looking at the matter superficially, it appears to be the very best thing that could have been evolved for the benefit of the jobber and dealer. However, in going over the matter more critically there is one feature that is open for criticism, and one which the Victor Co. overlooked, or they certainly would not have allowed it to creep in. The paragraphs to which I desire to call attention are numbers 8 and 9 in the dealers' exchange proposition. In paragraph No. 8 they limit the dealer's order to the catalog bearing date of June, 1908, and in No. 9 they authorize the distributor only to honor the certificate of exchange when it is accompanied by a new order for immediate shipment from this catalog. If the dealer would comply with these conditions the exchange proposition would not be open for criticism; but in view of credit conditions as between jobber and dealer, and the fact that where a dealer carries a stock of Victor goods, and has no desire or inclination to duplicate, it puts him in the position of trying to take advantage of the jobber in an endeavor to make the exchange without strictly complying with the terms thereof. I have had several applications from my best dealers to modify the exchange as outlined by the Victor Co., and in conversation with the other Philadelphia jobbers I find that they also have been approached in this manner. In fact, there is one case that has come to my notice where quite a large dealer threatened to discontinue dealing with his jobber unless he allowed him to take out Victor records from month to month as against his returns until such time as he had worked out the entire credit. The proper method of handling an exchange of this kind would have been for the Victor Co. to take back the returns from the dealer and make direct shipments to them, in this manner eliminating the jobber entirely as a factor in the exchange. This would have relieved the jobber from any cost in handling the dealers' orders, and would have added practically nothing to the cost of handling to the Victor Co. However, as they have seen fit to make the exchange as it is, we must abide by it, and do the best we possibly can with the dealers."

The next meeting of the executive committee of the National Association will be held in this city on Sunday, August 16, when numerous matters will be taken up prior to laying them before the factories, which will be done in the following order: Victor Talking Machine Co., Camden, N. J., on Monday. Tuesday the members will journey to Orange, N. J., to call on the National, Wednesday being spent at the Columbia headquarters in New York.

Louis Buehn, of Louis Buehn & Bro., reports trade as steadily improving. This company are

doing a thriving business with their commercial machines, they being sole agents here for the Edison product, and are fast introducing this time and money saving device in all the prominent houses. His genial partner, Ed. Buehn, is away on the road, and is having a good trip.

Louis J. Gerson, of the Musical Echo Co., has been spending a few days in the Windy City (Chicago), but expects to return shortly. In his absence Mrs. Gerson is at the helm, and seems to have been born to it, so well does she handle matters.

The Penn Phonograph Co. have added a new man to their traveling staff in E. J. H. Smullen, who is an experienced and practical talking machine man, and his broad acquaintance, together with his winning personality, should do much to further the interest of his house in the coming fall.

Julius Welner, the well-known talking machine expert of this city, is preparing to sail on the steamship Blucher for Liverpool on August 13. Mr. Welner is now figuring with a large English syndicate who are contemplating buying some of his patents for the United States and Great Britain, in which case they intend to come here and compete with the "Big Three" for American favor. After closing up his affairs in London Mr. Welner will spend six or eight weeks on the Continent, where he will combine business with pleasure, promising to bring back several things that we believe will be of interest to this trade.

The Weymanns reported July trade as much ahead of June and declared the future held nothing but bright things for their house.

J. W. Irwin, the capable advertising manager and general supervisor of the "House that Heppe Built," is now enjoying a much-needed rest in the wilds of Adams County, Pa., where he can get completely away from the worries of business. Though only a very young man, Mr. Irwin has done more than anyone else to build up the big trade they now have in this field. Talking machine dealers especially have found in him a "friend in need," as by his careful attention to details he can nearly always come to their rescue whether it be an order for records or advice in a critical situation.

Geo. W. Lyle was a recent visitor at the Columbia headquarters here, and while in town ran around to shake hands with the jobbers, all of whom are his personal friends.

Adolf Weiss, of the Western Talking Machine Co., reported a good demand for Edison goods and predicted big things for the fall.

Sol. Bloom's new store, which was opened a

few weeks ago in the neighborhood of the Bellevue-Stratford, continues to be the talk of the trade. He has certainly given the Victor line a most artistic environment. The striking decorative scheme of red, gold and white, together with the delicate paneling effects, hold the eye and give the rooms a bright, cheery appearance. Mahogany furniture, upholstered in red leather, is scattered profusely but tastefully around, the hardwood polished floors being covered by rugs to match the color scheme. At the back is an immense fountain, the water rushing out at the top tumbles down over a series of ledges to the bottom, the sound being pleasing and soothing to the senses. On the top, bending over, as it were, to drink, is a lifesized figure of a water nymph, and though only molded, the work is of such a high-class order that only by close inspection could it be detected from bronze. At night the room is extremely effective. Revolving colored lights beneath the running water, together with the arrangement of the other fixtures, show not only good taste but an immense amount of thought. On the whole, Mr. Bloom may be congratulated, for he has accomplished a difficult task, the decorations being so striking that if anything had been overlooked or overdone, the whole would have appeared garish and cheap. As it is, however, it is a wide departure from beaten paths.

E. D. EASTON BACK FROM EUROPE.

Enjoying Good Health—Mr. Lyle's Vacation—C. J. Hopkins Returns from the South.

Edward D. Easton, president of the Columbia Phonograph Co., general, who went to Europe early in July with his family on a pleasure tour, got back from Liverpool, England, Friday, July 31, on the crack Cunarder "Lusitania." His health is completely restored and he is in excellent condition. Mr. Easton was at headquarters in the Tribune building Tuesday, and will attend to business regularly hereafter, as was his wont before the unfortunate railroad accident last October.

General Manager Lyle will take a vacation about the middle of the month, a respite from business cares he has richly earned.

Friday last Charles J. Hopkins, who has been travelling in South American countries since April for the Columbia Co.'s export department, got into New York via Panama, I. P. He will remain in the United States for several weeks.

Next month opens the fall campaign.

DO YOU MEET THE DEMAND

FOR

**VERNIS MARTIN
IMT. ROOKWOOD
DECORATED AND
INLAID DESIGN**

CABINETS ?

They help sell expensive machines

BUY THEM FROM

**Cadillac Cabinet Co.
DETROIT, MICH.**



One of the 41 Record Cabinets shown in our new CATALOG OF MUSIC ROOM FURNITURE

CLEVELAND'S BUDGET OF NEWS.

Improvement in Business Noted—The May Co. to Enlarge Department—What Various Dealers Have to Report—T. H. Towell Opens Wholesale Branch in Indianapolis—Bailey Co. to Erect New Building—A Self-Writing Typewriter the Latest Invention.

(Special to The Talking Machine World.)

Cleveland, O., August 10, 1908.

The upward trend of business in local talking machine circles indicates that it is holding its own, and is gradually being affected favorably by improvement in most of the industrial lines in the city. There is more business, a greater feeling of confidence and a more encouraging outlook than there has been in some months past, and altogether there is no reason to be dissatisfied, while there is every reason to believe that conditions will improve steadily, if slowly, right along now.

Audley Biesinger, the right-hand man of W. J. Roberts, Jr., the man who understands the talking machine business in all its details, from alpha to omega, is on a two weeks' vacation fishing in Geneva Lake. If he is as good a fisherman as he is a talking machine man, there won't be any fish left in the lake when he gets through.

As an indication that conditions generally are pretty good, the postal receipts for Cleveland for the fiscal year ending June 30 show an increase of 5 per cent. The total receipts for the year were \$1,952,902.11, an increase over the preceding year of \$91,895.08. The showing indicates that business in Cleveland is improving.

Business is reported very good with the Columbia Phonograph Co., a considerable increase in trade being noted in July over June. Prospects were said to be very bright for this month. Mr. Probeck, manager, is enjoying his vacation at West Hudson, where the fishing is said to be unexcelled.

H. B. McNulty has severed his connection with the Witt Music Co. and taken the management of the talking machine department of the May Co. "Business," he said, "is fair and the outlook good. We are jobbers in Victor and Columbia goods, and think of soon adding the Edison. We contemplate changing and enlarging the department, making it one of the finest talking machine establishments in the State."

Business was reported running along just about the same as it has been for several weeks past at Collister & Sayles. There is a fair demand for records, it was said, with occasional sales of machines. Having finished the exchange of records, Phil Dorn, manager, has gone on a two weeks' vacation.

W. J. Roberts, Jr., is having excellent sales of records, and a very good trade in machines.

Miss Edna Rankin, manager of the Witt Music Co., 206 Prospect avenue, reports business on the increase. "I have made several good sales of machines," she said, "and our record business has almost doubled. I look for an increased trade from this time forward." It is certain Miss Rankin will get her share of the talking machine business, as she takes an interest in her customers' wishes, treating them courteously to demonstrations and assisting them by suggestion and advice in making selections. Miss Rankin was formerly with the Bailey Co., and has had large experience in musical matters.

W. H. Buescher & Son report some improvement in trade, and say the August lists are very good and taking well.

T. H. Towell, of the Eclipse Musical Co., has just returned from a two weeks' vacation in the Adirondacks, where he said he had a most enjoyable time. "Business," he says, "is very good. We had an increase in June over May, and an increase in July over June. We have made exceptional sales of high-priced machines during the past month—in fact, sold more Victrolas than during any month since starting in business. We have opened an exclusive wholesale branch store at Indianapolis, under the firm name of the T. H. Towell Co., where we have been operating a little over a month and doing a good business. Conditions are improving in the talking machine trade and the prospects are good."

The first of the year the Bailey Co. will erect a new ten-story building adjoining their present one, and conforming with it architecturally, wherein a magnificent music room will be allotted, and the talking machine and piano trade will be taken care of.

Hugh Gulley says that although business is quiet, he is keeping up with the procession, and that his sales of both machines and records in July exceeded those of June.

Coblitz Bros. have moved from 5529 to 5903 Woodland avenue, where they have more capacious quarters. They have fitted up the store in attractive style and make a fine display of Edison phonographs and Victor machines and other musical instruments and supplies. Mr. Coblitz said they were doing a fairly good business, though trade was still slow. They carry a very complete stock of both English and foreign records, with a preponderance of patronage in the latter.

"I am doing very well," said Mrs. Hartwell, at her phonograph store, No. 3032 Lorain avenue, "quite as well as I expected when I moved from 25th street to this location. My sales of records average up well and sales of machines are fairly good."

A film exploded in a moving picture show a few nights ago at Youngstown, O. The operator

was badly burned and the audience thrown into the usual excitement. It was with difficulty the firemen controlled the blaze. In time, with improvements and competent operators, these periodic accidents will cease.

A self-writing typewriter has been invented by F. F. Main, corner of Lorain avenue and West 92d street, Cleveland, and several are in operation, doing commercial work. In many respects the machine is not unlike a Pianola. A perforated sheet runs over a tracker board, fitted with fingers, one for each key, and where a finger strikes a perforation it acts on a key by means of a solenoid. The keys are attached with wires to the solenoids, which hang below them, and the action of the solenoids not only pulls them down, but sends them back into place instantly. It is possible to write ninety words a minute, although the average speed is one word a second. When the end of a line is reached the carriage moves back automatically, making the proper spacing for new paragraphs. It is claimed one machine will turn out the work of three girls, and one girl can look after six machines. A stamping machine with a typewriter keyboard makes the perforated rolls which are used in the machine.

LUNCHEON FOR EDISON SALESMEN.

Most Enjoyable Reunion With F. K. Dolbeer as Host.

The traveling salesmen of the National Phonograph Co., who were at headquarters preparing for the fall campaign, were tendered a luncheon during their visit at the Orange Club, Orange, N. J. F. K. Dolbeer, manager of sales, acted as host, assisted by E. H. Phillips, manager of salesmen.

The following salesmen and National Phonograph Co. officials were present: F. K. Dolbeer, E. H. Phillips, B. R. Barklow, H. D. Clark, A. V. Chandler, F. W. Ewan, F. L. Fritchey, J. H. Gill, G. A. Hedden, W. P. Hope, W. H. Hug, A. H. Kloehr, L. J. Kocher, M. G. Kreusch, E. A. Neff, G. A. Renner, J. W. Scott, J. F. Stanton, H. A. Turner, R. H. Veale, C. D. Warren, F. L. Dyer, A. Westee, P. Weber, E. L. Aiken, L. C. McChesney, G. E. Youmans, A. M. Hird, L. W. McChesney, A. C. Ireton, H. T. Leeming, C. W. Page, Ralph Holden.

All of the out-of-town salesmen made their headquarters while in New York at the Chelsea, on West 23d street, the majority of them starting for their respective territories last Saturday, and others following shortly afterward. They had a most enjoyable time.

Did it ever occur to you that the work of a man who has received his pay in advance is always spiritless?



No. 107.

Two New Ones

From the HUMPHREY Line of Record Cabinets

The illustration shows No. 107 Disc Record Cabinet, made of Solid Oak, Golden Finished. The interior of this is finished the Humphrey way—smooth, neat and attractive. Exterior rubbed and polished. Each division in rack holds five Records; the entire Cabinet holds 125 12-inch Records.

Height, 32 1/4 inches.
Width, 17 inches.
Depth, 15 3/4 inches.
Weight, 55 lbs., crated.

Quarter Sawn Oak front, plain sides and top, paneled back.

Price, \$10.00 List

No. 137, Cylinder Record Cabinet, holds 125 cylinder Records—same finish, same dimensions. Interior fitted with five trays, which can be pulled out and suspended at any angle, making all Records easily accessible.

Price, \$11.00 List

Our Catalog illustrates many styles for Cylinder and Disc Records—the best made, the best designed, and best finished Cabinets in the world—at popular prices.

Send your order to the nearest Jobber, or write at once for new Catalog.

HUMPHREY SALES CO. - DETROIT, MICH.



No. 137.

IMPRESSIONS OF A VISIT TO PERU

Written for The World by CHAS. J. HOPKINS

Peru—in the imagination of the poet what visions the name conjures up of wealth and magnificence, of shimmering silver and burnished copper—but—what a difference when you see it! Read the Conquest and you imagine a land of waving grain, hordes of Indians in picturesque attire, magnificent roads and barbarous splendor, pottery, plumes and plazas and intermixed and covering as a gloss, a quaint Spanish civilization of old cathedrals, priests, ancient ruins, narrow streets, llamas and gaudy dress and a languorous



THE BOLOGNESI MONUMENT IN LIMA.

suushine over all. The reality is different. A cloudy morning in June, with a light London fog, chilly and soul-depressing, one enters the harbor of Callao, which is the port for Lima, eight miles away, and your first sight is a waterway full of steam and sailing ships, with a warship or two and, jutting from the shore, docks and landing stages, and on deck a crowd of noisy, gesticulating natives to take you ashore, who quite surprise you until you get used to it, by speaking English. The most noticeable thing to me was the sign that could be read from the ship, in letters feet in height, "English Railway for Lima and Chorrillos." Once ashore the big, heavy electric cars that run from Callao to Lima strike you as out of place, and remind you of the Akron-Cleveland cars. Callao looks new; streets are being repaired or made and houses

the words "Welcome to the American Fleet," have not as yet been obliterated from the walls.

The cars run up to Lima in about fifteen minutes, and they speed up at times. Lima is disappointing and its characteristic is noise. Lima the Noisy should be its appellation, the rumbling of carriages and drays over the cobblestone streets competing with the whistling of the policemen (far worse than even in other South American towns) and the clanging of electric car and cathedral bells. It is also modern, or rather, considering that Pizarro founded the town in about 1530, ridiculously semi-modern. The oldest date I have been able to find is on the cathedral on one side of the Plaza—1722—although they have old Pizarro himself, or what is left of his bones and dried skin and whiskers, on show in a glass coffin in the cathedral. His arms are meekly and religiously folded across what was once his manly chest, a pose that from his history would not seem to have been usual during his lifetime, and he is shy one hand, but whether some one has stolen it as a relic to cure measles or the rats have chewed it off, or he lost it before he arrived at his present address, I do not know.

The streets are comparatively wide (for a



CHARLES J. HOPKINS.

Spanish city), perfectly straight and crossing at right angles; the houses and shops are well built and some quite imposing, but the business places are generally small. It seems to be characteristic that the frontage is narrow, though the shops are deep. The goods displayed are, as a rule, poor and cheap, and the merchants believe in showing their goods to those who run, for the fronts are masked with clothes and cloths; dishpans, plaster lions, baby carriages, crockery, pianos, bicycles, agricultural implements and many other articles of use or ornament are strewn in the doorways and block up the floor space, and nowhere else in all the world have I seen quite so many different articles carried in stock as I have seen here. The streets are crowded and seem brisk, and the first impression is one of busy and noisy activity, but the houses and shops with their portals and overhanging balconies and the cheap goods displayed make the general scene remind me of the cheap back streets of Paris. Lima has an electric car service that many a larger city might be proud to own; it has a hotel that for gorgeousness of tile and mirror and wide corridors and patios is very striking; it has a great and magnificent cathedral and as attractive a plaza as I have seen on the west coast, and two fine clubs, the "Union" and the "Nacional," where the visitors will be

made very welcome, and also very drunk. The people seem childishly light-hearted and noisy, and gesticulate even more than other South Americans. The rather undignified but earnest boyishness of the men is amusing to me. They will squabble and fuss and formally "protest" over a game of billiards or when shaking dice for drinks, and in everything they do, from attending a funeral to guard mount, they give the impression by their broad grins that they are playing, and enjoying it, too. There is also an "army," and very showy and glittering it looks, and each company has at least one dog. The officers seem to be selected for their lightness of color, good size and fine appearance, but the



THE FAMOUS PASTO IN LIMA.

stock is evidently exhausted by the rank, for the file is about as poor and mediocre as can be imagined. I should say the average height is five feet and stodgy and shapeless in proportion, and the almond eyes and Japanese cast make one almost believe that famous Yeddo boast (or joke) that Japan originally colonized the West Coast and Brazil. We have had a good chance to see the "army," as a rebellion has just occurred which, though unimportant, has been sufficient to keep things on the qui vive, and besides this for the past two Sundays there have been great doings because the Archbishop died, and they seemed to feel it incumbent to install a new one, and the ceremonies were quite impressive, from a spectacular, military and canine point of view, and it was hard to tell which were the most joyous, the soldiers, the populace or the dogs. The army is patterned after the French, and the French influence and training are noticeably great. In this respect Peru differs from Chile, where the army influence and instruction are German. This is perfectly natural, as Peru could not possibly do anything that Chile does, as the two crowds are, or believe



A GROUP OF PEASANTS IN PERU.

erected, and beyond the one long main street, or Calle Lima, the spaces are open and unoccupied. It looks desolately poor; the houses and shops are small and squalid; the open tracts are bare and a dirty light brown with little foliage, and the mud walls, enclosing deserted fields, are endless, and if beer is not the native beverage it is not the fault of the advertising staff of the breweries, as the walls are almost continuously plastered with the rival merits of "Pilsen-Callao" and "Pilsen-Lima," with an occasional reference to that which made Milwaukee famous. At this particular time an American would feel especially at home, as the posters of an American flag, with



CATHEDRAL SQUARE, LIMA.

themselves to be, "natural enemies," and each believes itself to be far superior to the other, but they all look alike to the foreigner. Personally, I think the Peruvian troops in their French uniforms present the more attractive view, but the Chilians, with their German uniforms and helmets (not to forget the "goose step"—made in Germany) are the more impressive and business-looking. I presume they have a national anthem in Peru, though it is not dinued into your ears as elsewhere in South America, but it seems certain that the stirring French march, "Sambret Meuse," is their war music, as it was played almost continuously and exclusively on both oc-

AUTOMATIC STOPPING and STARTING DEVICE for **Cylinder Machines, Price 75c. Disc Machines, Price \$1.00**

PATENT APPLIED FOR

SEND FOR DISCOUNTS AND DESCRIPTIVE CIRCULARS OF ORCHESTRAPHONE NOVELTIES WITH YOUR JOBBER'S NAME

Manufactured by **THE ORCHESTRAPHONE CO., 815 Harrison St., KANSAS CITY, MO.**

casions when the troops were out, and though surprising to the foreigners it is perfectly consistent with the character of the people that you should hear "Whistling Rufus" or the intermezzo from "Cavalleria Rusticana" played as marches when the troops are going by. The band plays in the plaza in the evenings, as is common in all Spanish towns, but a peculiar custom that I have never seen elsewhere is that the band, instead of occupying the band-stand, is grouped on the ground and surrounded by a squad of soldiers with fixed bayonets. Whether this is to keep the band from deserting or to protect it, as my friend suggested, I cannot aver, but I hardly believe the latter, as they discourse good music well worthy the expert recorder's attention.

Any description of Lima, however, would certainly be incomplete without a reference to the "Comida Concierto" (which in real language means "dinner concert") on Sunday night at the Jardin Estrasburgo, which is a cross between a "short order" restaurant in an Arkansas railway town, and a boulevard café in Paris. There were three of us, and we were greeted on our entry by a "voice" which caused us to look at each other in surprised appreciation, as the manner in which the singer rendered grand opera selections by Verdi and Rossini made us wonder, and when we saw a kinky-headed negro, who looked like a waiter dressed for company, we wondered more. The violinist is a young man who is wasting his talent in Peru, and we agreed that we have never heard Braga's "Serenade" played better. The next table was occupied by a party of Germans who must have belonged to a temperance society, to judge by the assiduous manner in which they seemed determined to put down strong drink, and whom the English member of our party, after we had started on our third bottle of "Pommard," referred to as "square heads" in such a particularly offensive tone that we thought it better to remonstrate gently with him. A more highly animated scene I have never beheld in its entirety, and the climax was capped when a young man, a few tables away, suddenly fell out of his chair. We

had made friends with the Maitre d'Hotel, who brought us "Perdices." I don't know just what a perdice is; its translation is partridge, but it was not like any partridge I have met before, and I think I could best apply one of Dan Leno's records—the "Shop Walker"—when they hadn't anything but chicken and the lady wanted either a duck or a pheasant, and he very carefully explains that these particular chickens have been fed on pheasant food, and they can flatten it to look like a duck, and ends with "'ere Jeems, wrap one chicken to look like a duck and taste like a pheasant."

But this leads to the subject nearest our hearts, and to get down to it there seems to be little done in talking machines. They are not well handled, nor shown to good advantage, and the trade is carried on only by a few cheap dealers, who carry them in connection with all the diverse stock under the sun, from tin whistles, toys, boots and shoes, to statuary. It is hard to believe from appearances the figures gathered from "Our Foreign Customers" column in *The Talking Machine World*, which would indicate that an average of about \$600 a month in talkers are imported into Callao alone, though it is probable that there are practically no imports elsewhere in the country, and a great many of those coming into Callao go to the mines. There is not, however, that evidence of a brisk trading in the goods that one finds in other South American cities, and certainly the dealers have not fallen all over themselves to get in their orders for the "stuff," as their stocks are very poor. The business needs reorganizing and generally whooping up, but it will take some time and much effort to do it. The whole West Coast just now is in bad condition. In Chile the bottom has dropped out of their paper currency, and a peso that is supposed to be worth 18 pence and was actually worth some six or eight months ago 16 pence, has now dropped and dropped until it has reached 7 and a fraction, and everyone believes it will drop to 6 pence (which will mean a decline of from 36 to 12 cents) before there is a rise, and that it will

be a year or even two before financial conditions are normal. Peru, fortunately, has no exchange troubles, as it has a gold and silver currency, but the prices of silver and copper are away down, and silver and copper are their bread and meat. This fact makes people poor, or unwilling to spend, and although the price of copper has lately advanced a little it will be several months before the depression is over.

It would seem, therefore, that if old Pizarro and his gang of good old bullies found a virgin field for their more or less civilizing proclivities his modern successor, who is bent on a "re-conquest," with that mighty aid to civilization—the talker—has a territory nearly as virgin, and we are getting after it; but, like the first conquest, it will be slow and discouraging and hard work, and if we believe history the talker does not seem to be in it with the horse to incite admiration in the breasts of the natives (which I am afraid is a "horse" on us), and it is heart-breaking to think of the finely equipped and attractive talking machine shops all over the United States and Europe and then to know that so far not one merchant in Peru has awakened to the fact that Lima, with its 200,000, would support a *real* business in this line, I fully believe, far greater than that which comes from many other cities in the world of greater size that are adding their proper quota to our dividends month by month. Think of Lima, as compared, for instance, with Indianapolis, Lyons, France, and Bradford, England, a more important distributing point, commercially, than any of the three, and tapping such a territory, absolutely without competition in its unique position as capital and largest and most important city in the country, that makes the distributing powers of the others look like the historic thirty cents, and then imagine what could be accomplished if some live distributor should awaken to the possibilities and put a charge of dynamite under himself and get into the "uplift" game. Of course, it will come in time, and we with the worthy representatives of our competitors—Pizarros up-to-date—shall achieve our conquest.



If You Are Looking For Business INVESTIGATE OUR LINE OF "CROWN" PRODUCTS

A New Model Crown Talking Machine

which we guarantee is superior to anything on the market at the price, has just been brought out. Send us a trial order; if you are not satisfied return at our expense. Packed separately and equipped with 18-in. Flower Horn.

Retails \$8.00. Dealers' Price, \$4.80.

A Great Side Line

The "Crown," the best private line Telephone ever produced. Patent construction, all metal, handsome oxidized case, solid back transmitter, double pole watch case receiver—strong rubber cap, anchor button and cords, no strain on cord connections. Vibrating bell and call button. Packed one pair in a box.

Retails \$5.00. Dealers' Price \$3.00.



Pease Products Please Purchasers—Pay Profits
We can make money for you if you will let us

Write to-day and we will prove it

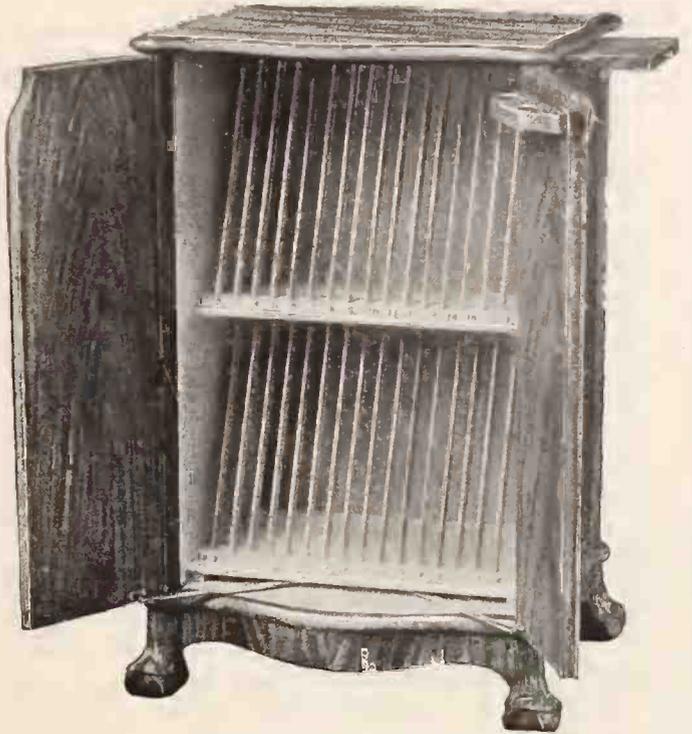
E. S. Pease Company, Suite 1871, Hudson Terminal Bldg.
New York City, N. Y.

A PERFECT MATCH TO VICTOR 6 MACHINE
PRESIDENT ROOSEVELT CABINET



No. 820. 200 12-inch Discs

Our Cabinets
Move
Phonographs
and
Talking Machines
from the
Kitchen to the
Parlor



No. 813. One of our most popular

To the Dealer:

Place your
Fall order
for
**HERZOG
CABINETS**
with your
jobber, **NOW**



CYLO-PHONE No. 742
"It's a Beauty"

To the Jobber:

Our represent-
ative will call
on you in the
near future for
your Fall order.
Use him liber-
ally.



No. 713. Holds 216 Cylinders. Finished all
four sides

HERZOG
Art
Furniture
Co.

Saginaw, ^{WEST} _{SIDE} Mich.



No. 729. The Latest Design

CLEANLINESS OF STOCK PAYS.

Customers Not Impressed With Dusty Machines or Records—Little Effort Will Do a Lot in Keeping Stock in Condition.

There is nothing more disgusting to an intending purchaser than to be handed an article for examination that is full of dust. It is especially annoying to a woman, who, in handling the article, gets her gloves or hands soiled through gross carelessness on the part of the salesman directly, or maybe the porter, indirectly. And what man is impressed by dusty stock? How many would buy a soiled collar, a dusty shirt or a soiled cravat? Yet to handle some of the records offered by certain talking machine dealers one would think that dust was essential in obtaining a first-class reproduction. Antique furniture and old wines are about the only things that appear to have their value increased by an accumulation of dust and cobwebs, and while musty ale tickles some palates, musty music from a dirty record pleases very few ears.

The record and machine stock should be carefully wiped with a cloth each morning and also during the day if the store is located on a busy thoroughfare where dust is plentiful. To use a feather duster simply distributes the dust over the floor and other stock, and does not remove it. While cleaning is naturally the work of a porter, salesmen will not demean themselves in the least by seeing that all articles are perfectly clean before being offered for the inspection of a customer.

Fortunately, the great majority of talking machine dealers have adopted envelopes for disc records, which greatly aids cleanliness, and cylinder records are naturally kept in the cartons in which they are received. Individual testing rooms are, as a rule, made dust proof, and aid greatly in keeping the exhibition stock in good condition.

Those machines displayed in the open store should be kept covered except when in use, for no matter how often they are dusted there is bound to be an accumulation of dirt in the mechanism if they are left uncovered, which will greatly interfere with proper operation. A clean stock is as essential to success as a cleanly salesman, and should be carefully watched in that particular.

G. H. King, 243 Hesse Road, Hull, Eng., has one of the finest talking machine depots in that city. He is most enterprising and always keeps a full supply of the latest specialties on hand.

"CANNED SERMONS."

While the Minister Is Away the "Talker" Plays.

Just a can of sermon,
Served with olive oil,
Tickles congregation,
Saves the pastor toil,
Pastor fishing in the woods,
Will be there till late,
Only thing they don't can now's
The collection plate.
—Tinned Hymns for the Helpless.

(Special to The Talking Machine World.)

Chicago, Ill., July 30, 1908.

"Canned" sermons will be preached in many Chicago churches this summer when the pastors go away on their annual vacations. "Canned" sermons are the kind that are reproduced on a phonograph machine, and some who have heard them say they are equal to those of the best pulpiteers.

Jenkin Lloyd Jones, pastor of All Souls' Church, says: "The 'canned' sermon is certainly an up-to-date twentieth century idea, and I'm inclined to think it an excellent one. A few days ago I heard a coterie of ministers discussing it, and all were heartily in favor of the new use to which the phonograph can be put.

"You have authority from me to announce that I will gladly furnish cylinders, or 'canned sermons,' as they are called, to any minister in Chicago who wishes to reproduce them in his church. The offer is open to all denominations, and I will furnish the cylinder free of cost. They will be by the best pulpit orators in the country."

RECORD WAX FROM SUGAR CANE.

The West India Committee Circular states that application has been made for a patent for a process of extracting wax from the sugar cane. It seems that the rind of the cane contains a certain proportion of wax which has hitherto been lost with the refuse. By the new process this wax is now recovered from the filter refuse and turned to commercial uses, being very similar in its characteristics to beeswax or Carnauba wax, which can be used for precisely the same purposes. The wax, which resembles that now used very largely for making cylinders for talking machines, is exceedingly hard and capable of taking a high polish.

An ad. that doesn't tell the truth is a good deal like a glass of water colored to look like wine. The drinker isn't liable to come back for more after the first swallow.

DYER AND WILSON SUCCEED

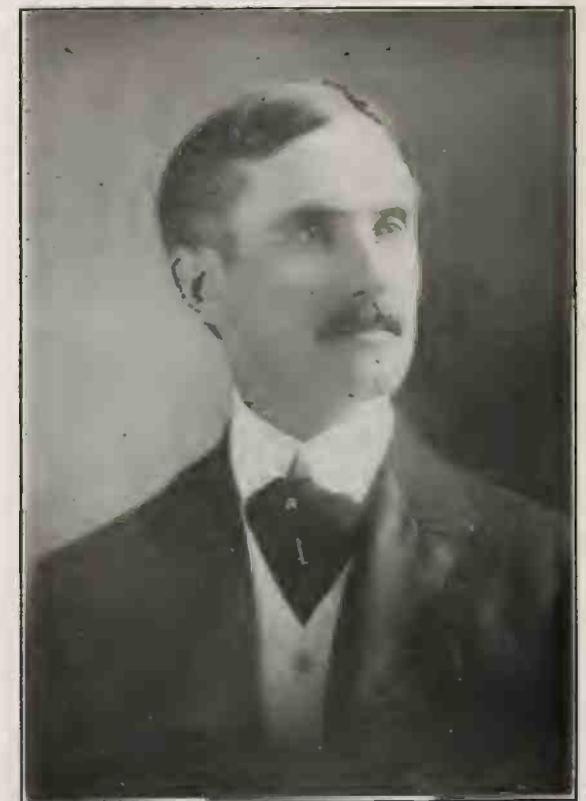
Wm. E. Gilmore as President and General Manager of the National Phonograph Co.

It was announced recently that the office of president and general manager of the National Phonograph Co., and other companies in which Thomas A. Edison is interested has been divided,



FRANK L. DYER, PRESIDENT NATIONAL PHONOGRAPH CO.

William E. Gilmore, who held the dual position for many years, having retired. His successor as president is Frank L. Dyer, who will also continue to act as general counsel for the company, while the office of general manager will be filled by C. H. Wilson, who has heretofore acted

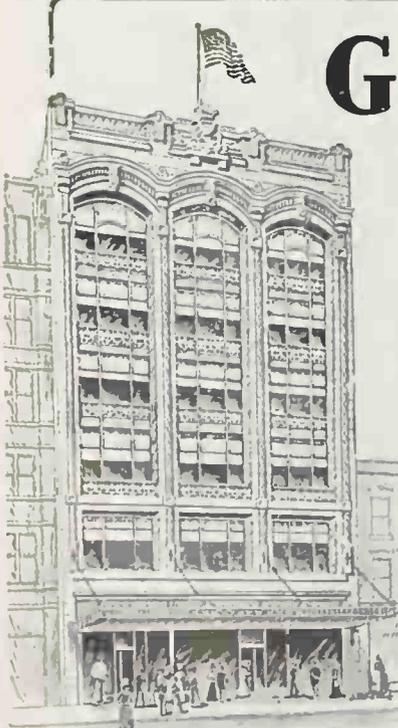


C. H. WILSON, GEN. MGR. NATIONAL PHONOGRAPH CO.

as assistant general manager of the National Phonograph Co. Reports of Mr. Gilmore's retirement from the companies, which were prevalent about two months ago, were denied by all parties interested. The other officers of the company remain unchanged.

The United Talking Machine Co., of New York, have just completed their first model, which will be known as the "Echo-Phone," for which much is claimed by its manufacturers. They will have stock ready for the trade in September.

Never deceive customers as to quality. If the article shown is not the best, say it is good value for the price, but give them to understand that price follows quality.



Grinnell Bros.

— DETROIT, MICH. —

Largest Michigan Jobbers of the complete

EDISON and VICTOR

Lines, including Records and Accessories

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

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

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

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

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

The New \$200,000

Grinnell Building

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

GRINNELL BROS., Grinnell Building

DETROIT, MICH.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

DIAPHRAGM FOR RECORDERS OR REPRODUCERS. Gustaf J. Anderson, Allston, Mass. Patent No. 892,205.

This invention relates to certain improvements in the diaphragms of the recorders and reproducers, the object being to produce a diaphragm which will be entirely free from the "frying" or scratching so common in these instruments as now constructed, and one which will reproduce the sounds clear and resonant and entirely free of the objectionable "frying" or scratching sounds.

Figure 1 illustrates a transverse sectional view of a reproducer of a phonograph showing the improved diaphragm therein, and Fig. 2 shows a plan view of the diaphragm removed from the reproducer.

APPARATUS FOR PHONOGRAPHS AND GRAPHOPHONES. Joseph O. Hirschfelder, San Francisco, Cal. Patent No. 892,520.

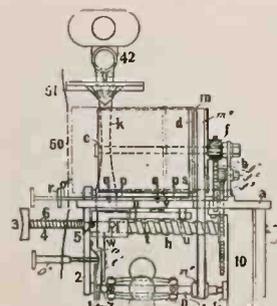
This invention relates to improvements in the sound-box, sound-conducting tubes and horns which are used in connection with talking machines, and it has for its object the construction of these several parts in such manner as to prevent their undue vibration by the sound waves passing therethrough.

In the accompanying drawing representing a sectional view of a sound-box, 1 is the sound box, 2 the conducting tube, 3 the elbow, 4 the horn, and 5 the bracket or support; 6 designates the lining applied to the interior of the before designed parts.

PHONOGRAPH. Oscar Arnold, Neustadt, Germany. Patent No. 892,494.

This invention relates to improvements in phonographs and has to do more particularly with improved devices for operating the recorder or reproducer support abreast of the record, and also to improvements in braking mechanism adapted for use in connection with such machines.

One of the objects of the invention is to provide means for moving the recorder support abreast of the record and to so construct said



means as to obtain automatic return of the record or reproducer support to an initial position after the record has been reproduced or recorded, as the case may be, for the purposes of reproducing or recording a new records. A further object is to provide improved braking mechanism for automatically arresting and permanently braking the recorder or reproducer support and the driving mechanism at a predetermined point in the operation thereof. In the drawing the figure is a view in elevation of a machine embodying the main features of the invention.

TALKING MACHINE. Joseph M. Landon, London, Eng. Patent No. 893,525.

This invention consists in improvements in talking machines and refers particularly to the sound boxes for recording or reproducing. According to this invention, spring mechanism is provided of such a character in connection with the sound box that although the spring is rigidly held in position it is not controlled in such a way as to minimize its action and render it insensible to the slightest vibrations of the stylus, while at the same time the mechanism

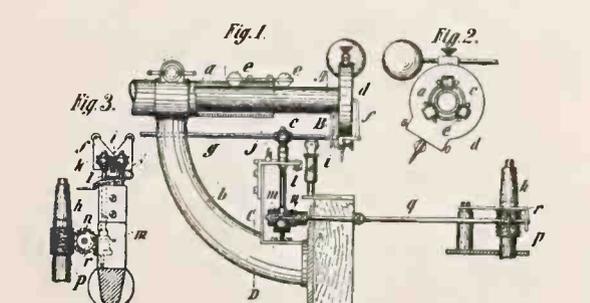
is not too sensitive so as to cause over vibration or "blasting."

In carrying out the invention, there is fixed to the shell of the sound box one edge of a flat spring, in such a way that the spring is in the same plane as the diaphragm; the other edge of the spring over which the stylus bar is connected is left free to move. The flat spring may be formed of steel, or of any other springy metal or material, such for instance as brass, glass, mica or the like. The user may connect the sound box thus constructed to the end of the trumpet or to the tone arm or the like by any suitable means.

Figure 1 shows front view of a sound box constructed according to the invention; Fig. 2 shows side view of same.

FEEDING MECHANISM FOR TALKING MACHINES. Gustav A. Wlost, Schramberg, Germany, assignor to firm of Vereinigte Uhrenfabriken von Gebrüder Junghaus & Thomas Haller, A. G., of Schramberg, Germany. Patent No. 893,292.

This invention relates to feeding mechanism for talking machines wherein the diaphragm supporting tube can slide on roller guides without any articulation in a tube connected to the sounding trumpet. In order that with such feeding mechanism the sliding or forward movement of the diaphragm tube may take place independently of the record grooves of the record

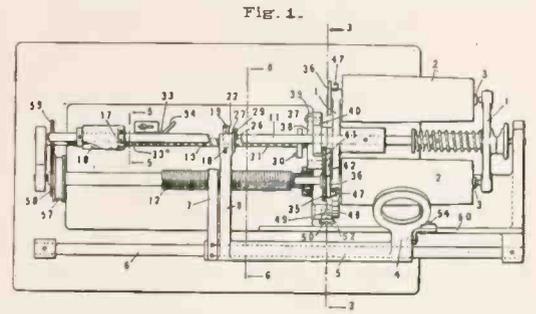


discs, the diaphragm tube according to the present invention is moved forward by means of a slide operated by the driving gear of the machine, said movement being of course always such that the feed of the diaphragm and style conforms with the spiral of record grooves on the record disc.

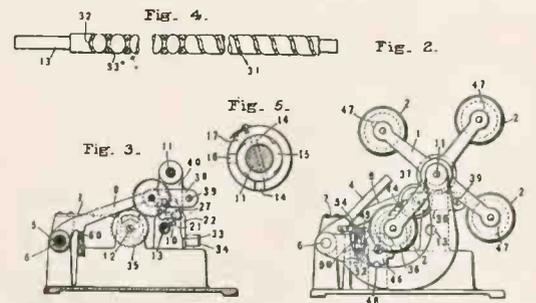
Figure 1 is a side elevation with partial section; Fig. 2 is a section on line A—B, and Fig. 3 is a section on line C—D of Fig. 1.

PHONOGRAPH. Charles Thoma, Jr., and Walter Thoma, Carlstadt, N. J. Patent 893,283.

The present invention relates to talking machines, and has particular reference to a multi-record or repeater phonograph such as is disclosed in Letters Patent No. 873,969 of Dec. 17,



1907. The main object of the invention is the production of a machine, automatic throughout, and reliable in its operation. One of the features of this invention resides in providing a rotatable alinement device mounted independently of the record carrier and in peripheral engagement therewith. A suitable locking device is employed adapted to engage with the alinement device, and means are provided for releasing the locking device after each sound reproducing period, so that the rotation of the record carrier will move the alinement device a sufficient distance to position a new record, after



which the locking device locks the alinement device again. In the preferred embodiment the sound-reproducing mechanism is utilized to release the locking device and to turn the record carrier.

In order, however, to allow for slight discrepancies, due to lost motion or wear, an intermediate driving mechanism is employed for operating the individual records which will compensate for discrepancies in size or positioning of the parts. The intermediate driving mechanism is carried on the free end of an arm which is loosely pivoted at the other end. This intermediate driving mechanism rests on and is in

MIRAPHONE



Combination Music Box and Talking Machine

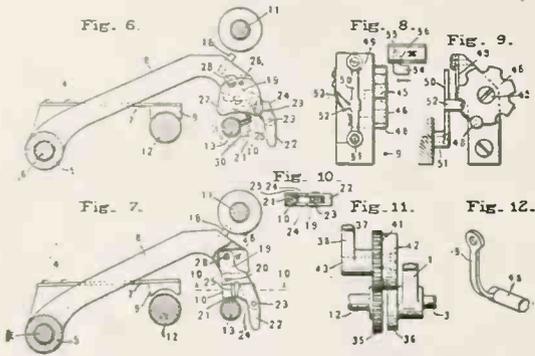
In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Prices

Jacot Music Box Co.
No. 39 Union Square, New York

engagement with transmission mechanism on the driving shaft, and is adapted to engage with transmission mechanism on the records as they are successively presented thereto. The intermediate driving mechanism is thus held yieldingly in engagement with its co-operating members whereby discrepancies in size and position of the parts are compensated for.

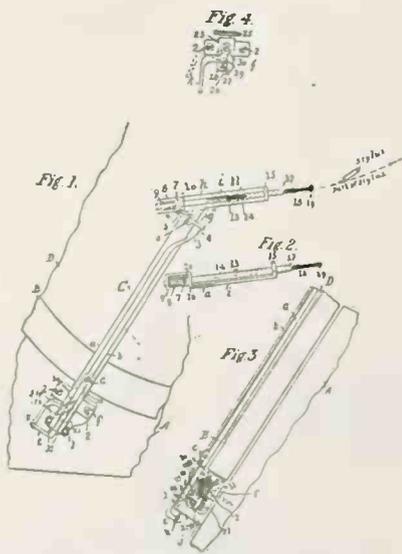
In the accompanying drawings: Figure 1 is a plan view of a phonograph embodying the invention. Fig. 2 is an end view of Fig. 1. Fig. 3 is a transverse sectional view on the line 3—3 of Fig. 1. Fig. 4 is a detail view of the double reversely threaded repeater screw. Fig. 5 is a transverse sectional view on the line 5—5 of Fig. 1. Fig. 6 is a transverse sectional view on the line 6—6 of Fig. 1. Fig. 7 is a view



similar to Fig. 6 but showing the parts in a different position, and partly broken away. Fig. 8 is a detail view of the locking device and releasing means. Fig. 9 is a detail view of the locking device looking in the direction of the arrow 9 in Fig. 8. Fig. 10 is a sectional detail view on the line 10—10 of Fig. 7. Fig. 11 is a detail view of the intermediate driving device and adjacent elements. Fig. 12 is a detail view in perspective of the locking pin which engages with the Geneva stop wheel.

PHONOGRAPH. Oscar F. Falk, Belleville, N. J. Patent No. 893,230.

The present invention relates to an improved automatic stop mechanism for sound-reproducing machines, and is particularly adapted to machines using a flat circular record. The object of the invention is to provide adjustable and



automatic means for stopping and holding the turn-table or record support of a gramophone or other similar device upon the completion of the reproduction, whether the impressions of the music, words, etc., and say on the 125th revolution of the record or on any other revolution of the same. If desired the apparatus may be adjusted so as to stop and hold the turn-table at any point in the revolution of the record, automatically, whether the record be completed or not.

Of the drawings which form a part of and illustrate the invention—Figure 1 is a fragmentary plan view of a gramophone table and turn-table or record-support, to which is applied the invention. Fig. 2 is a sectional edge view of a portion of the apparatus on line x—x of Fig. 1. Fig. 3 is an edge view of Fig. 1; and Fig. 4 is a plan view of a detached part.

AUTOMATIC NEEDLE-CLAMP FOR TALKING MACHINES. Gabor Königstein, San Francisco, Cal., assignor to D. H. Gullick, same city. Patent No. 893,929.

This invention relates to attachments for talk-

ing machines, and especially to an automatic needle clamp. Its object is to provide a simple, cheap, practical attachment which can be applied to any talking machine already in use; and which will permit a needle to be put in or taken out without the use of thumb-screws, and



which will provide for the seating of the needle in such fashion that either a soft tone or a loud tone may be obtained from the same needle.

Figure 1 is an elevation showing the invention applied to an ordinary sound-box and stylus bar. Fig. 2 is a sectional view of the invention, enlarged. Fig. 3 is a sectional view of the same omitting the clamping sleeve. Fig. 4 is an end view of the sleeve. Fig. 5 is a like view of the clamp.

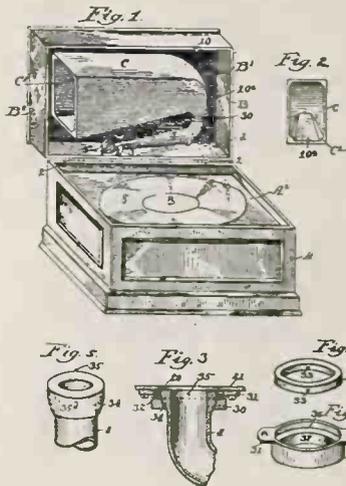
TALKING MACHINE. Luther T. Haike, Philadelphia, Pa. Patent No. 892,045.

This invention relates to talking machines and has for its several objects to combine such a machine with an enclosing cabinet in which a movable closure therefor, specifically an upwardly-swinging hinged lid, shall provide the means for supporting the sound-amplifying horn or sound-discharge chamber, and whereby the latter is wholly concealed when the instrument is not in use and wholly exposed while the instrument is in operation; also in the provision of a specific character of such amplifying horn or sound-discharge chamber, whereby its usual objectionable external features are eliminated, while at the same time the tone of the sound waves discharged through it is improved in quality; and finally, in so constructing and combining the elements that the sound-conveying arm, which is pivotally mounted and supported thereby on the inlet end of the horn in operative position over the sound record and its adjunctive mechanism, when the machine is in operation, may be, at other times swung out of operative position and into fixed position on the underface of the lid of the cabinet, and alongside the sound-discharge horn or chamber, and the lid of the cabinet closed over the body portion thereof which is adapted to contain interiorly the talking machine proper and its usual adjunctive elements.

To these ends the invention consists of the combination with a containing box or cabinet provided with upwardly-swinging hinged lid, preferably constructed with side walls to give

some depth thereto, and with a talking machine of any known form, save as respects its sound-conveying arm, mounted interiorly in said cabinet or box, of an amplifying horn or sound-discharge chamber mounted on the underface of said hinged lid, and a sound-conveying arm pivotally mounted by a universal joint against an inlet aperture in said amplifying sound chamber, and discharging thereto, with its free end carrying the reproducer of the talking machine in normal operative position on the sound record thereof; and means whereby it may be supported, on the underface of the closure lid, in operative position, to enable the lid to be brought into closed position relatively to the open top of the body of the cabinet; and the invention also comprises other detail features in the construction of the horn itself as hereinafter described.

In the accompanying drawings Fig. 1 is an elevation, in perspective, of a device exemplifying the invention



in its best form as adapted to the common type of talking machine employing a rotatable disc record and a swinging tubular sound conduit carrying on its free end a reproducer contacting with such record, in operative position, as shown in dotted lines; such tubular

sound conduit and reproducer being shown, in heavy lines, in inoperative position. Fig. 2 is an end view, looking into the open mouth of the horn. Fig. 3 is a vertical section of the new and desirable form of universal joint, whereby the tubular sound conduit is pivotally mounted on the inlet end of the sound-amplifying and discharging horn to enable such tubular sound conduit to have the required movement relatively to the other elements of the device; and Figs. 4, 5 and 6 are respectively elevations of the parts thereof, detached.

BRIEF, BUT TO THE POINT.

It may seem a brutal view to take, but in this twentieth century the man who does not so strengthen his brain and train his hand as to rise above the dead level of the unskilled mass will remain a clod, and until the day of his death will be trodden upon.

My Dear Sir:

¶ We desire to impress as emphatically as we can the dealers of Michigan, Northern Ohio and Northern Indiana with the important fact:

¶ That our lines of Phonographs, Talking Machines, Records, and all Accessories have never been so thoroughly full and complete as they are now. The demands of the trade justify our carrying very large stocks.

¶ Then our Shipping Department is in readiness at all times to promptly fill orders and ship the goods without a minute's delay. We always have in stock what the dealer wants, and we solicit orders—"hurry" orders, by wire or long-distance 'phone, because we can ship the goods the same day.

¶ Have you tried the Indestructible Records? If not, you'll find it profitable to so. We can supply all orders.

¶ We earnestly and respectfully solicit your business in the confidence that the results will be mutually profitable.

AMERICAN PHONOGRAPH COMPANY
DETROIT, MICH.

RECORD BULLETINS FOR SEPTEMBER, 1908

LATEST INDESTRUCTIBLE RECORDS.

- 834 Hurrah Boys, March (Lacalle)... Military Band
- 835 Viscount Nelson, March (W. Zehle)... Military Band
- 836 Medley of Straight Jigs No. 2 (Original)
Accordion Solo..... J. J. Kimmel
- 837 United States Forever, March (Lacalle).....
Concert Band
- 838 Dill Pickles (Chas. L. Johnson) Banjo Solo.
Vess L. Ossman
- 839 I Was Roaming Along (Arthur J. Lamb and
Joe Hollander)..... Arthur Collins
- 840 Estellita, Waltz (Mandolin Solo with Guitar
Accomp.)..... S. Siegel and R. H. Burtin
- 841 O'Brien Has No Place to Go (Geo. Evans
and Stanley Murphy)..... Ed. M. Favor
- 842 A Warrior Bold (Stephen Adams and Paul
Rodney)..... F. C. Stanley
- 843 Stop Making Faces at Me (F. A. Mills).....
B. G. Harlan
- 844 Childhood (F. A. Mills)..... B. G. Harlan
- 845 Knights of Columbus, March (Harry C.
Buser)..... Military Band
- 846 Every Mother's Son There, Sang the Wear-
ing of the Green (Rogers and Hollander)
Steve Porter
- 847 Tipperary (Words by C. Fulton. Music by
J. Fred Helf)..... Billy Murray
- 848 Wishes (Words by L. B. Lee. Music by B.
M. Jerome)..... Collins and Harlan
- 849 Chimmie and Maggie at the Table d'Hote
Dinner (Original)..... Spencer and Jones
- 850 Lead Kindly Light (John B. Dykes)..... Quartet
- 851 Fool Questions (Deems Taylor and W. Le
Baron)..... Bob Roberts
- 852 When You Wore a Pinafore (Madden and
Morse)..... Stanley and Burr
- 853 It's Only Me in My Nightie (Words by A.
Lamb. Music by J. F. Helf)..... Dorothy Kingsley
- 854 In the Right Church, but in the Wrong Pew
(Mack and Smith)..... Ed. Morton
- 855 The Smiler (Percy Wenrich) (Banjo Solo).....
Vess L. Ossman
- 856 My Starlight Maid (Manuel Klein)..... Billy Murray
- 857 Down in Georgia on Campmeeting Day.....
Collins and Harlan

LATEST VICTOR RECORDS.

8-inch Records.

- 5518 Musette..... Victor Orchestra
(Walter B. Rogers, Conductor.)
- 5383 Bavarian Yodel (The Waterfall).....
Macdonough and Watson
- 5397 Smile, Smile, Smile. Miss Jones and Mr. Murray
- 5377 Uncle Josh's Letter from Home..... Cal. Stewart

10-inch Records.

- 5511 Our Director March..... Arthur Pryor's Band
- 5522 In Lover's Lane..... Arthur Pryor's Band
- 5528 Medley of Waltz Songs. Victor Dance Orchestra
(Walter B. Rogers, Conductor.)
- 5523 Come Where My Love Lies Dreaming—Cello
and Flute Duet with Harp..... Trein and Lyons
- 5519 Jock o' Hazeldean..... Henry Burr
- 5525 I Lost My Heart When I Saw Your Eyes.....
Harry Macdonough and Haydn Quartet
- 5526 Guard While I Sleep..... Harold Jarvis
- 5514 Sing Me to Sleep, Fritz (Lullaby).....
Joseph Hertz
- 5512 The Wanderer's Night Song..... Stanley and Burr
- 5516 Stupid Mr. Cupid..... Ada Jones
- 5524 Maria—Spanish Ballad (Vision d'Amour).....
Senor Guetary
- 5527 Somebody That I Know and You Know,
Too..... Arthur Clough
- 5513 The Party That Wrote Home Sweet Home
Never Was a Married Man..... Eddie Morton
- 5509 Childhood..... Harry Macdonough
- 5507 Tipperary (Irish Song)..... Billy Murray
- 5505 When Sweet Marie Was Sweet Sixteen.....
Macdonough and Bieling

- 5506 Over the Hills and Far Away.....
Macdonough and Bieling
- 5508 When You Wore a Pinafore.....
Stanley and Macdonough
- 5529 Wishes..... Collins and Harlan
- 5515 I've Taken Quite a Fancy to You.....
Miss Jones and Mr. Murray
- 5532 Cuddle Up a Little Closer, Lovey Mine
(from "The Three Twins").....
Miss Jones and Mr. Murray
- 5530 Victor Minstrels, No. 12 (introducing "Dixie
and the Girl I Love" and "H-A-S-H—Dat
Am the Word I Love")..... Victor Minstrel Co.
- 5531 It's Up to You to Do the Rest.....
Miss Stevenson and Mr. Stanley
- 5510 Flanagan's Troubles in a Restaurant—
Irish Specialty..... Steve Porter
- 5520 Henny and Hilda at the Schützenfest—De-
scriptive Specialty..... Miss Jones and Mr. Spencer
- 5521 House-Cleaning Time—Descriptive Specialty
..... Miss Jones and Mr. Spencer

- 31705 Belisario Overture (Donizetti).....
Arthur Pryor's Band

NEW VICTOR RED SEAL RECORDS.

- 88131 (a) Love in May (Parker). (b) I Once Had
a Sweet Little Doll, Dears (Nevin). 12-inch,
with Piano, \$3. In English.
- 88133 La Chanson des Baisers (Bemberg) (The Kiss).
12-inch, with Piano, \$3. In French.
- 88132 Stabat Mater (Rossini) Fac ut portem (Endow
Me). 12-inch, with Orchestra, \$3. In Latin.
- 85126 Mignon (Thomas) Berceuse (Lullaby). 12-inch,
with Orchestra, \$3. In Italian.
- 81088 Contes d'Hoffman (Offenbach) C'est Elle ('Tis
She!). 10-inch, with Orchestra, \$2. In
French.
- 64091 ALICE NIELSEN—FLORENCIO CONSTANTINO.
Romeo et Juliette (Gounod) Ne Fuis Encore
(Linger Yet a Moment). 10-inch, with Or-
chestra, \$1. In French.
- 64088 EVAN WILLIAMS, TENOR.
Mary of Argyll (Nelson). 10-inch, with Or-
chestra, \$1. In English.
- 64089 GEORGE HAMLIN, TENOR.
The Dear Little Shamrock (Cherry). 10-inch,
with Orchestra, \$1. In English.
- 74113 The Lord Is My Light (Allitson). 12-inch,
with Orchestra, \$1.50. In English.
- 74114 EMILIO DE GOGORZA, BARITONE.
Hamlet (Thomas) Brindisi (Drinking Song).
12-inch, with Orchestra, \$1.50. In French.

NEW EDISON GOLD MOULDED RECORDS.

- 9924 Mexican Kisses..... Edison Concert Band
- 9925 Let Me Crown You Queen of May with
Orange Blossoms..... Manuel Romain
- 9926 Take Me Out to the Ball Game. Edward Meeker
- 9927 Dancing in the Barn..... Edison Military Band
- 9928 Hugo..... Ada Jones
- 9929 Sim and Sam, the Musical Coons.....
Len Spencer and Mozarto
- 9930 Childhood..... Byron C. Harlan
- 9931 Dance of the Clowns. Edison Symph. Orchestra
- 9932 Mother's Lullaby. Matt Keefe and Geo. Stricklett
- 9923 I've Taken Quite a Fancy to You.....
Ada Jones and Billy Murray
- 9934 Cohan's Rag Babe..... Arthur Collins
- 9935 Society Swing Two-Step. Edison Military Band
- 9936 Somebody Lied..... Bob Roberts
- 9937 Throw Out the Life Line. Edison Mixed Quartet
- 9938 Starlight Maid..... Billy Murray and Chorus
- 9939 Beau Brummell..... Albert Benzler
- 9940 Oh, Glory!..... Murry K. Hill
- 9941 Down in Jungle Town..... Collins and Harlan
- 9942 Flanagan's Shopping Tour..... Steve Porter
- 9943 Schottische Medley..... John Kimmble
- 9944 Your Picture Says "Remember, Tho' Your
Letter Says "Forget"..... Frederic Rose

- 9945 Tony and Rosetta.. Ada Jones and Len Spencer
- 9946 Every Mother's Son Sang "The Wearing of
the Green"..... Edward M. Favor
- 9947 The Top Notch March..... Edison Military Band
Two Selections Made Over.
- 2216 The Old Oaken Bucket..... Edison Male Quartet
- 8270 Santa Claus Song..... Geo. P. Watson

ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 1137 A German Patrol.....
- 1138 In Lover's Lane (Pryor).....
- 1139 Irish Jig Medley, "Rafferty's Rattle".....
- 1140 Mia Cara Waltz.....
- 1141 The Old Salt—A Nautical March.....
ZON-O-PHONE ORCHESTRA.
- 1149 Me and Me Banjo.....
- 1150 Persian Lamb Rag.....
- 1151 Popular Waltz Chorus Medley No. 1.....
VIOLIN AND FLUTE DUET BY HENRY HESS AND FRANK
MAZZIOTTA, ORCH. ACCOMP.
- 1152 Traum der Sennerin (Dream of the Milk
Maid of the Alps).....
VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 1142 Are You Sincere?..... Alice C. Stevenson
- 1153 Any Old Port in a Storm..... Frank C. Stanley
- 1159 A Singer Sang a Song..... Ed. Morton
- 1113 Down in Jungle Town.....
Arthur Collins and Byron G. Harlan
- 1155 Down in that Valley Fair..... Henry Burr
- 1144 House Cleaning Time (A Domestic Episode)
Ada Jones and Len Spencer
- 1156 Jack and Jill..... Metropolitan Trio
- 1157 Killarney, My Home O'er the Sea.....
Frank Howard
- 1145 Make Me Laugh..... Ted Snyder's Trio
- 1158 Medley of Popular Choruses. Peerless Quartette
- 1146 Rambler Minstrels No. 10.....
- 1160 That's Where I Come In..... Ed M. Favor
- 1154 The Boy Who Stuttered and the Girl Who
Lisped..... Ada Jones and Billy Murray
- 1147 Tipperary (Irish March Song)..... Billy Murray
- 1161 When Highland Mary Did the Highland
Fling..... Billy Murray
- 1148 You Have Always Been the Same Old Pal
..... Henry Burr

VICTOR CO.'S PUBLICITY PRAISED.

We have frequently called attention to the high character and force of the publicity put forth by the Victor Co., and we are glad that our views are substantiated by the "little school-master," Printers' Ink, which says:

"The Victor Talking Machine Co. put out a line of advertising which is admirable in many ways, but particularly so in the intimate knowledge it exhibits of the inner workings of the concern. Each advertisement or piece of literature has an authoritative ring, and does not sound as though it could possibly have been written by an outsider. One might almost picture the president of the company in the act of penning these announcements himself. This work reflects much credit upon the advertising agency of Powers & Armstrong, who have the handling of the account. It was reported a while ago that one of their representatives was present at all directors' meetings. If this is not so, it might well be the fact when the thoroughness of the advertising work is considered. The Victor people by adopting such a course show a broad-mindedness which few large corporations adopt toward their advertising agents. It frequently happens that an agent is called into a directors' meeting, but only when matters of advertising are under discussion. Having presented his plan he usually takes his hat and is shut into the outer darkness. The more an advertising man knows about the inside conditions of the company that employs him, the better work he can do. Yet few large corporations would care to reveal to an advertising agent, however trustworthy, their future plans and manner of handling the thousand-and-one business problems with which they are confronted. If it is true that the Victor Talking Machine Co. take their agents behind the scenes in this way, it shows what implicit confidence they must place in the trustworthiness of Powers & Armstrong. It also explains the uniform excellence of the copy, especially that which is directed at the trade."—The Music Trade Review.

REPEAT ORDERS IN EARLY.

One of the signs of the coming improvement in business is the way Edison phonograph records for September are being ordered out. A number of jobbers are sending in repeat orders already, notwithstanding the shipping date is still a month off. This, too, on top of the phenomenally large business in the Bryan records. This is a most encouraging sign of better times, for jobbers' repeat orders for records are based altogether on what their dealers order of them. So that it looks as if the trade are getting ready for a big increase in Edison business with early fall.



No. 507, Cylinder Record Cabinet.
Mahogany, Golden Quartered Oak. Holds 250 Cylinder
Records. Serpentine Front.

WHEN YOU BUY CABINETS

YOU say to YOURSELF I want
the best Cabinets at the best prices.

We say to YOU that WE have
the best Cabinets at the best prices.

Where shall WE address YOU
with a CATALOG and a letter
giving terms, etc.

Cabinets for { Disc Records
{ Cylinder Records

We have made good by making
good Cabinets. Write

THE UDELL WORKS, INDIANAPOLIS, IND., U. S. A.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.



TRADE-MARK
BROADWAY and 17th ST., NEW YORK
Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago
WHOLESALE AND RETAIL
REGINA MUSIC BOXES. REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS
DISTRIBUTORS IN NEW YORK FOR
Victor Talking Machines and Edison Phonographs
Complete Stock. Prompt Deliveries.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone

DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Chas. H. Ditson & Co.

Have the most completely appointed and best equipped

VICTOR TALKING MACHINE Department

IN NEW YORK CITY

to-day, and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.

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

HARGER & BLISH

Western Distributors for both the

VICTOR EDISON

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

BABSON BROS.

19th St. and Marshall Boulevard
CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

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

UP-TO-DATE JOBBERS OF BOTH

EDISON VICTOR

STANDARD TALKING MACHINE CO.

435-7 Wood St., PITTSBURG, PA.

TRY A JOBBER WHO WILL FILL YOUR ORDERS COMPLETE AND SHIP THEM THE DAY RECEIVED.

PITTSBURG PHONOGRAPH CO.

VICTOR JOBBERS and EDISON JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

COLUMBIA JOBBERS

N. W. IOWA, NEBRASKA and SOUTH DAKOTA

Write to-day for terms necessary to become dealers

W. A. DEAN COMPANY 315 FOURTH STREET
SIOUX CITY

Exclusive Columbia Jobbers

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

PHILLIPS & BUTTORFF MFG. CO.
NASHVILLE, TENN.

You Can Get Goods Here
EDISON JOBBERS **VICTOR DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mangled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE McGREAL, Milwaukee, Wis.

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

E. F. DROOP & SONS CO.

925 Pa. Avenue
WASHINGTON, D. C.

231 No. Howard St.
BALTIMORE, MD.

Wholesale and Retail Distributors

Edison Phonographs Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

ECLIPSE PHONOGRAPH CO.

HOBOKEN, N. J.

Edison and Zon-o-phone Jobbers

Can Guarantee Quickest Delivery From Largest Stock in New Jersey.

Jones Bros. & Co., Inc.

RICHMOND, VA.

We job COLUMBIA Graphophones and Records exclusively because we have found by actual experience that they are the best in all points. We carry one of the most complete stocks of both machines and records in the South.

All orders given prompt attention.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

PRICE PHONOGRAPH CO.

54-56 Clinton Street, NEWARK, N. J.

Victor Distributors Talking Machines Records

Send us your Order, you get the Goods

We don't retail. We take care of the Dealer.
Large Stock - Quick Service

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

Jobbers of

EDISON VICTOR COLUMBIA

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

...of... JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the September list.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.



CHICAGO

VICTOR and EDISON JOBBERS

Exclusive Columbia Jobbers

ORDER WHAT YOU WANT
WHEN YOU WANT IT
WE CAN DELIVER THE
GOODS :: :: :: ::

KRAEMER & GOSORN
NORFOLK, VA.

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Disc and Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our cooperation at all times.

SCHEUBER DRUG COMPANY
LIVINGSTON, MONT.

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.

Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

J. K. SAVAGE

The New Indestructible Cylinder Records
Star Disc Machines and Records

At Wholesale. Complete Stocks.

921 Franklin Avenue, ST. LOUIS, MO.

Mr. Dealer

We are

Columbia Jobbers

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

COLUMBIA JOBBER

JOHN S. LENG'S SON & CO.

33 Murray St., New York City

(ESTABLISHED 1852)

Job COLUMBIA Graphophones Exclusively
COLUMBIA Disc and Cylinder Records
COLUMBIA—Fonotopia Grand Opera Records

JOBBERS OF BICYCLES, GUNS, ETC.

Baltimore Zonophone Jobber THE NEW TWENTIETH CENTURY TALKING MACHINE CO.

L. MAZOR, Proprietor

Talking Machines and Records. The Biggest
Assortment of Hebrew Records.

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

ZIMMERMAN MUSIC CO.

VAN WERT, OHIO

Columbia Jobbers

We carry a complete stock of Columbia Graphophones and Records. Dealers' orders filled promptly and delivered in the best possible condition. We are personally interested in the success of every dealer on our books. And this interest is shown in the exceptional service we give.

EXCLUSIVELY JOBBER

FRESH STOCK of PROMPT
ZONO-O-PHONES DELIVERY

BYRON MAUZY
SAN FRANCISCO CALIFORNIA

C. B. HAYNES W. V. YOUMANG

C. B. HAYNES & CO.

WHOLESALE DISTRIBUTORS

EDISON PHONOGRAPHS AND RECORDS

ALL SUPPLIES

603 East Main St., Richmond, Va.

DEALERS, NOTICE!

We are COLUMBIA Jobbers.
Our stock of Columbia Graphophones and Records is always complete; no waiting, no delay.

MAZER PHONOGRAPH CO.

45 Michigan Ave., DETROIT, MICHIGAN

E. T. WILTON & COMPANY

HOUSTON, TEX.

Wholesale Distributors "Star" Talking
Machines, Records, Horns, Cranes, Etc.

We have everything you need, also
JEWELRY and WATCHES

FINCH & HAHN,

Albany, Troy, Schenectady.

Jobbers of Edison, Victor and Columbia Machines and Records

300,000 Records

Complete Stock Quick Service

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines
and Records.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

COLUMBIA JOBBER

POWERS & HENRY CO.

339 Second Avenue
PITTSBURG, PA.

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 September list.

TALKING MACHINE FOR CRUISER.

City of Salem to Give That and Silver Service to Namesake.

(Special to The Talking Machine World.)

Salem, Mass., July 25, 1908.

Mayor Hurley presided over a meeting of the committee on the gift to the cruiser Salem last evening. It was decided to buy with the \$1,300 raised by popular subscription a talking machine, a seal of the city, a silver service, consisting of a coffee urn, sugar bowl, milk pitcher, one dozen cups and saucers and a large tray

with a representation of the frigate Essex upon it. It was also voted to authorize a sub-committee to add to the silver service, if money for that purpose can be raised.

The Frederick Alexander Co., New York, have incorporated with a capital of \$10,000, to deal in bottle corking machines, meat choppers, phonographs, etc.

The United Talking Machine Co., Boston, Mass., have incorporated with capital stock of \$50,000. Directors: Tilly H. Eaton, Charles H. Tebbetts, and John E. Arnold.

VICTOR FOR BETHESDA HOME.

John S. Banks, manager of the Phillips & Crew Co., Savannah, Ga., recently presented a Victor talking machine and a number of record pieces to the boys of the Bethesda Orphan Home, for their entertainment on Sundays.

The Zed Co. are accomplishing splendid results in bringing the Zonophone records and machines to the attention of dealers in this section of the country. The merits of these goods are being fittingly recognized, and they are rapidly getting new dealers in line.

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

Each passing day now brings us nearer to the fall, when the public will have returned to the cities and business in all lines resumes its natural swing. That the fall of 1908 will be a prosperous one goes without saying. Manufacturers, jobbers and dealers have been buying as close as possible during the past eight months, and gradually working off their stocks, until now they stand in the position where it is either buy or go out of business. The public, too, is in much the same boat, clothes and other necessities of life, the purchasing of which was put off in the spring, must now be invested in with interest compounded. Luxuries, too, will have an increased demand, for say what you will, the public, and more particularly that portion known as Americans, must have the things, and the very fact of their being denied them for the greater portion of a year will only accentuate this craving. Especially will this be true of luxuries that come under the head of amusements, for after all the human race, are but as grown up children whose love for play, while it has undergone some changes, is still inherent.

That the demand for talking machines is bound to be large is assured, but this will also be true in many other lines which the enterprising dealer who is looking to increase his business could handle advantageously. When we recommend side lines to this trade we do not by any means wish to convey the impression that our faith in the future of the talking machine has undergone any change. On the contrary our confidence has been strengthened, if anything, by the manner in which it withstood the ravages of the past commercial depression. But it is seeing opportunities on all sides that so few of our dealers have taken advantage of, that makes us so persistent in our endeavor to open their eyes.

There are few lines but enjoy a large demand from September to January. The established custom of exchanging gifts at Christmas time of course helps out to no mean degree, and materially affects business for the next year. For instance, a present is made of a camera, rifle or talking machine. The recipient from that time on then becomes the constant purchaser of films, ammunition and records. Dealers should do all in their power to foster this habit of celebrating the Yuletide, and they will also find it to their advantage to push such lines as have a string attached to them—or in other words, articles that demand more or less constant expense to keep up. The campaign to be followed should be given serious and immediate thought, for it always takes time to adjust oneself and those who would derive the best results must be prepared in time so that when a customer comes in to buy you won't have to say, "I have ordered so and so and hope to have it in by such and such a date." People soon tire of dealing

with the man who is always *going* to do things or *going* to have things, and are equally glad to carry their patronage to him who is prepared. In which class shall you stand?

SPORTING AND ATHLETIC GOODS.

In speaking of the conditions now existing in the sporting and athletic goods trade a well-known jobber had the following to say: "In spite of the bad start for sporting goods this year the outlook is emphatically reassuring at this moment and there is no longer reason or cause for gloom. We are now on the broad middle ground, where we are immune from a sudden depression. Early in the season there was a tendency on the part of some dealers to curtail their buying, but many of them have already admitted their mistakes by making second contracts, which also confirms the good judgment of some of the more enterprising who increased their orders for summer goods over last year's, which were the high water mark reached by this trade." Summer trade in sporting goods is now booming along in fine shape, sales on seasonable goods, such as baseball, golf, tennis, fishing tackle, etc., being unusually large. Notwithstanding this state of affairs already jobbers are pushing forward their plans for fall, and the talking machine dealer who would reap the best part of the large business that is bound to come with the shortening days, should get his order in for early delivery. Football is ever growing more popular and offers the dealer golden opportunities. As soon as the schools and colleges open one should get in and try and get the patronage of the various teams that are always formed. One method often tried and with success is that of offering prizes such as a cup, a silver football, etc., to be engraved and presented to the team in your locality who wins the championship. The younger rising generation should especially be catered to, as from their ranks will spring the athletes and sportsmen of to-morrow, and the progressive man always keeps his eye on the future. In this field there are a number of lines that do not require a large outlay of capital, but that make excellent side issues. In this class flags, bunting, college pennants and club emblems of every sort have a prominent place, beautifying the sales floor with their harmonious colors and giving the whole store an atmosphere of both artistic beauty and of popular sentiment. We have known cases when people have gone to retail stores and actually begged the clerks to tell them where they could get the national flags of various foreign countries and also others who have had long, tedious hunts for college flags of their own universities. This college spirit is ingrained in the public, both old and young. It does not have to be cultivated; it needs only fostering and coaching with the ordinary meas-

ures taken with all other lines of staple sellers.

From reports that reach this office among other lines that will have a large sale this fall and winter, hunting outfits stand out conspicuously. This branch of the industry, while necessitating a considerable outlay in order to be properly handled, is so lucrative that it is certainly worthy of the most serious consideration. This line consists of rifles, shotguns, revolvers, pistols, ammunition, knives, axes and camping equipment of all kinds, canoes, clothing, etc. The beauty of it being that the hunter is always compelled to keep buying ammunition, replacing something here and adding something there, his purchases always running into money, and giving the dealer a large margin of profit. So it is with almost all of the fall and winter sports, and we would impress strongly on this trade the importance of investigating now. If any do not know where to get information on the subject if they will write this office we will gladly undertake to put them in touch with the proper parties.

HOME MOVING PICTURE MACHINES.

The demand for the home moving picture machine and films is fast spreading throughout the country, as these wonderful entertainers and the possibilities they hold out become better known. Though primarily a pastime best suited for the long winter evenings the manufacturers are already being taxed to their limit to fill the large orders that have poured into them from some of the most prominent houses in the country. These firms with their broad connections all over the world, with their fingers on the pulse of the public's demand, have realized what the future has in store for this trade, and in consequence are preparing themselves. Are you, Mr. Dealer, preparing to get your share of your local trade? Or are you afraid to venture in channels where your larger competitor should be enter will surely secure the cream as a just reward for his energy and daring. As it is, however, thanks to the broad views and brains of some men, the future holds little but golden prospects for those interested in this new destroyer of time and melancholy, the home moving picture machine, together with its variety of films, each of which is a chapter stolen from the book of life. The exchange proposition now in force on films is a most interesting one and is bound to help the jobber and dealer wonderfully in building up a large trade. This should be in the hands of every member of this trade, as without it it would be impossible to realize how much the agency in your territory is worth, or what one loses by ignoring the line. As it now stands instead of this amusement being adapted for the rich only, it is one that the poorest can indulge in without extravagance. The dealer runs no risk of loss in renting the films, and by renting can easily make each earn for him far more than he could hope to get by selling them outright even to his most prosperous customers. When one stops to think of the fortunes that have been made by renters of professional subjects, and then compare this business with its comparatively limited boundaries to that of catering to the general public, the possibilities open to the dealer take more concrete form and do not seem so indefinite as the ravings of one who has been caught in the enthusiasm of an inventor, and to whose eyes every cloud is lined with roses. However that may be, we certainly believe that no man who is looking for a good, live side line can afford not to investigate this one, for only by personal investigation can one be sure, and to take unnecessary chances or ignoring even possibilities is not compatible with good business judgment.

THE VIASCOPE SPECIAL

NOW READY!

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. 112 EAST RANDOLPH STREET, CHICAGO
Department A

“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 greater profit possibilities.

Gillette Razors not only mean rapid sales and large profits but every razor sold 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 to help you make 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.

REGARDING CINEMATOGRAPHS.

The Giving of Reproductions of Operas, Dramas, Etc., Constitute an Infringement of Authors' Rights According to a Decision of the French Authorities.

According to a recent decision of the courts of Paris, France, cinematograph reproductions of operas, dramas, comedies or other similar productions constitute an infringement of the author's right and practically puts cinematograph films in the same class with printed copies of such works. The action against the film company was brought by the heirs of Charles Gounod in connection with several other composers of the present day. The decision will be appealed.

RULING ON FEATHERED POST CARDS.

The United States Circuit Court for the Southern District of New York has decided that post-cards, decorated with feathers pasted thereon,

shall be dutiable under paragraph 403 as printed matter, thereby reversing the decision of the Board of General Appraisers that they be classed as merchandise, the feathers being considered as of the greatest value.

MOVING-PICTURE MEN LOSE.

Court Refuses to Enjoin Tenement Commissioner from Revoking Permits.

Supreme Court Justice Erlanger last week denied the application made some time ago by William Fox and Solomon Brill, proprietors of several moving picture shows, for an injunction restraining Tenement House Commissioner Butler from revoking permits given to them for moving picture shows at 1498 Third avenue, 889 Broadway, Brooklyn, and 893 Broadway, Brooklyn. Commissioner Butler contended that the exhibitions are in tenement houses and render them unsafe to human life on account of the combustible nature of the materials used and his views were upheld.

LATEST CUSTOMS RULINGS.

Souvenir Post Cards Must Pay 25 Per Cent. Duty—Other Decisions.

The Board of United States General Appraisers in a decision just handed down, declined to reduce the duty exacted by the Collector of Customs on importations of souvenir post cards entered by O. G. Hempstead & Sons, of Philadelphia and New York. The cards were classified for duty at 25 per cent. under the provision in the tariff for "printed matter."

According to the importers the merchandise should have been returned at 5 cents a pound as "lithographic prints." Some of the cards are printed from metal plates, while others are by the ordinary photographic process. After a consideration of the testimony adduced by the protestants, General Appraiser Howell, in a decision for the board, reaches the conclusion that the classifications imposed by the collector are correct.

REAL AUTO SMASH IN MOVING PICTURE.

A moving picture mimic kidnapping, involving the chase of one automobile containing the "kidnappers" and their supposed victim by two other motor cars, resulted a couple of weeks ago in the severe injuring of a chauffeur engaged by the Vitagraph Co. of America. The pursued auto overturned at Cropsey and Fourteenth avenues, Dyker Heights, Brooklyn, and probably for the first time a real automobile accident has been caught by the moving picture machines in all its details.

Warner Ackerman, of Bath Beach, ran the first machine. Two men accompanied him, attired as gypsies, and the "kidnapped" girl. Two other cars were placed far in the rear near Dyker Heights, filled with men supposed to be angry citizens in pursuit of the gypsies. When the cameras had been arranged along the meadows the "kidnapping" occurred, and the mimic gypsies sped off with the struggling girl. The two other cars whirled behind the fugitives, and just at the point mentioned the fleeing car struck a soft spot and turned completely over.

Ackerman and the girl were thrown into the mire, but Arthur White, also a chauffeur in the first car, was pinned beneath it and received probably fatal internal injuries. He was rushed to the Norwegian Hospital by Dr. Spellman. Ackerman was arrested by Policeman Dundon for running a motor car without a license.

The aim of the moving picture firm was to have the fleeing gypsies jump into a motor boat at Fort Hamilton and be pursued in a similar craft by the posse.

THE AUTOMATIC BENEFACITOR.

The Educational Side of Musical Instruments Automatically Controlled.

The recent invention, after several years experimentation, of an automatic violin player gives the automatic piano player a little brother and provides the interpretation of music with another short-cut. Judging by the reports of eminent violinists who have examined the new mechanism the short-cut has the virtue of leading in the right direction. Like the piano player it is expected to make easy the difficult places in classical music and supply a correctness of rendition impossible to any human player who has not devoted many a patient year to the technique of the instrument. Need we add that it also condescends to the execution of popular airs?

Such a mechanism can hardly hope to rival the general popularity of the automatic piano player any more than the violin can hope to rival that of the piano. In all history no musical instrument of like importance has been owned and used by so large a proportion of the population, and, as a naturally corollary, no instrument has been so abused by a majority of its owners.

As a corrector of abuses and as an educator in

GABEL'S Automatic Entertainer



is a

**Valuable
Side Line
to Dealers**

It pays to have
a few of these
instruments in
operation.

Why not inves-
tigate?

Can furnish ex-
cellent testimo-
nials.

THE AUTOMATIC MACHINE AND TOOL CO.

46-48-50 NORTH ANN STREET, CHICAGO

taste the automatic piano player has therefore a field of usefulness into which the automatic violin player can only very modestly enter, says The Boston Transcript. Fortunately in this country the average citizen has little need to wish for the improvement that would result if his neighbors invested in automatic violin players. An automatic cornet player or an automatic bass drum performer would undoubtedly have their uses, but the average American community is not yet interested in them in the spirit of self-preservation. But the piano is to the ear what the air is to the nostrils, and those who at first saw a new menace in the automatic player are now beginning to look upon it as a disguised blessing whose disguise has been penetrated. There are still times when it is terribly well disguised.

COL. SAVAGE SUES CAMERAPHONE CO.

The papers in a very important suit were filed recently before Judge Lacombe in the United States Circuit Court by the attorneys for Henry W. Savage, the theatrical manager, who asked to have the temporary injunction made permanent restraining the National Cameraphone Co. from making or selling films representing the "Merry Widow" or phonographic records of the music or dialogue of the piece. The suit is based entirely upon civil statutes and on no question of copyright.

The Cameraphone Co. declare their intention of fighting the case to a finish and argue that as Mr. Savage only obtained the rights for dramatic performance there was no transgression of said rights on their part. The final decision will be awaited with interest by both the moving picture and theatrical people and will very likely help to clear up other disputes of similar character.

A FEW YEARS HENCE.

"Gentlemen," announced the chairman of the convention.

A respectful silence ensued.

"An automatic cheering machine will now cheer for ninety-five minutes, during which interim those who desire may secure lunch."

BRYAN IN MOVING PICTURES.

Scene as Nominee Received News at Home Taken for Hammerstein's Roof.

Special motion pictures of William Jennings Bryan receiving the news of his nomination for the Presidency and the congratulations of his friends are now being exhibited at Hammerstein's Roof Garden. The pictures were taken with Mr. Bryan's consent at his home in Fairview, Neb., by a special representative of Mr. Hammerstein, who made the trip especially to get the film.

VOGUE OF THE PICTURE SHOW.

Variety Theaters Are Giving Way to Them—It Is Easier to Make Money When You Don't Have to Pay for Headliners—More Than 120 of Them in New York—But Good Vaudeville Still Remains Profitable.

The Mayor's office in New York City has issued more than 120 licenses for moving picture shows in Manhattan and The Bronx, and that does not include all of these resorts in the two boroughs. Some of them are still showing under concert or theater licenses not yet expired, and others to open up again are now closed.

More significant than mere numbers is the character of the theaters now used permanently for such exhibitions. Among them are the old Keith's in Fourteenth street, the former Proctor theaters in Twenty-third and Fifty-eighth streets, and the Harlem Opera House. Then there are the Dewey and the Gotham, which were considered gold mines until it was discovered that the moving picture people could afford better to pay the rents and make a profit. In addition to these two Pastor's old house goes into the moving picture business in the fall. Some of the

regular theaters have gone into the moving picture business merely as a summer snap. In this number are the Grand Opera House, the Bijou and the Fourteenth Street. In addition to the supply thus catalogued in Manhattan and The Bronx every resort near the city has its picture shows.

"The most mysterious thing about these moving picture shows," said William Hammerstein, of the Victoria, "is that the manager who rented the theater for say \$30,000 a year could not make the rent. If he had a second or third-rate vaudeville show, one of the kind that travels in the country and comes into the second-rate New York theaters to play for a week, his running expenses for the show alone could never be less than from \$3,000 to \$3,500 a week. In order to get this back he could give a matinee every day, evening shows, and two concerts on Sunday, helped out with outside talent. Even then it was difficult for the manager to come out all right when everything was not favorable.

"Yet the managers of the picture shows do not hesitate to pay the same rent, and they are certainly making money on all sides or there would not be the increase in these places. This man has practically one expense—his rent. He does not even have bills for lighting, because the theater is dark, except in the intermissions between shows. A man or a woman to sell tickets, perhaps two ushers and an electrician to operate the films, and there is his entire personnel. The managers who show only pictures install their own machine permanently, so they have to rent only the films. In many of these places they are not particular about having brand new films.

"Whatever their business may be during the week, these more pretentious picture shows can count on having from five to six thousand persons on Saturdays and Sundays. On these days they can give thirty shows from noon to midnight. That business on two days of the week alone pays their expenses, and what comes in for the rest of the time is velvet. One great saving for these shows is that they never adver-

Six-Foot Post Cards

In Brilliant Colors

When reflected by the Reflectoscope a 6-inch Post Card becomes⁸ in effect a 6-foot Post Card with its magnified detail showing brilliantly in all the colors of the original. With a Reflectoscope and a collection of Post Cards received from friends, newspaper clipping, photographs, etc., one may view from one's easy chair the events of the world, or its famous buildings or great battles or humorous happenings in brilliant 6-foot pictures.

THE REFLECTOSCOPE

The Post Card Magic Lantern

has arrived. Talking Machine Dealers report it one of the best jines ever handled needing only to be displayed to arouse immediate interest.

The Reflectoscope was designed by one of the best photographic experts in the world. It is the only machine that is built on Scientific lines—that being largely constructed of aluminum is light in weight and of highest efficiency—that has 5 reflecting surfaces—that is equipped with double lenses—that attracts attention by its design and finish—the only machine, in short, which is a trade getter in both looks and results. It costs twice as much as others to make: sells at the same price.

Retail Price for Gas, Electricity or denatured Alcohol, mounted ready for use and beautifully japanned in black and red, \$5.00 complete. Write for details.

ALCO-GAS APPLIANCES DEPT., 159-161 West 24th St., New York

tise except by means of placards in front of the theaters. Now if you can point out a single item on which these picture show people have not got the cheaper vaudeville managers stung to death I'd like to know where it is."

One of the vaudeville agents in the St. James Building does not believe that the present rage for the picture shows means that vaudeville will suffer.

"People who have been in the habit of attending the cheaper variety shows and melodramas," he said, "think now of the great difference between 10 and 50 cents much more than they did a year ago. The man in this class has always to pay for two. If he can get some entertainment by spending half an hour in one of these places it takes the place of the visit to the theater that he would have made a year ago. To see any kind of a show for only five cents is something to him, even if it does not last half as long as what he used to go to see. Then the picture shows invite the man in the street. They are open wherever he goes, and he can walk in without the preparation of going to the theater to find the audience of a kind that does not care how he is dressed. That has been another great factor in their success.

"Yet all of these attractions are only for the theater-goers who spend very little money. The patrons of the first-class vaudeville theaters are not affected by this economy. The struggle with the first-class vaudeville managers is to find enough good talent to fill out a program. There were too many vaudeville theaters in New York, as the introduction of the stock companies proved. Now the fact that no new vaudeville theaters have come into existence to take the places of the houses given over to the moving pictures shows that those houses were superfluous.

"There is as much enthusiasm among audiences for good vaudeville as there ever was, but it has got to be good. The standard now is high. There are so many more vaudeville theaters than there are good artists and the competition is so great that these actors get what they ask. That has sent up salaries, but the managers have to pay them. Go and ask Hammerstein, for instance, at the Victoria, why he pays a man or a woman \$1,000 a week. Do you suppose he would do that if he could get for half the price somebody who would draw the same money to the house?

"Any vaudeville manager who was truthful would tell you that his receipts varied according to the nature of his program. When he has a weak bill, he feels it by Tuesday night."

"The moving picture shows," said one of the agents, who has just returned from his annual trip to Europe, "are much more conspicuous in amusements on the Continent than they are here. In Paris some of the houses specially put up to hold them charge as much as five francs or a dollar for the best seats. Of course that price is the maximum, and it tapers down to a figure approximately the same as ours. All the theaters are given over to these entertainments.

"When 'The Thief' finished its great run at the Gymnase on a Sunday night the cinematograph began promptly the next afternoon. When there is a vacancy of several days at Sarah Bernhardt's Theater and the house is not needed for rehearsals, the picture show lights up and there is an all-day performance until something else is ready. So there is a possibility that the moving picture show, provided that companies continue to improve it, may some day take on a larger importance in the amusement business here even than it does to-day, when only the

cheaper priced enterprises have been affected by its popularity."

CINEMATOGRAPHS IN GREECE.

Valuable Hints for American Film Manufacturers Supplied by Consul-General Horton—American Films Favored and Scenic American Views Preferred.

(Special to The Talking Machine World.)

Washington, D. C., August 6, 1908.

The following information concerning cinematographs in Greece and the interest which would be created in that kingdom by representative American views is furnished by Consul-General George Horton, of Athens:

There are no motion-picture manufacturers in Greece, all film and apparatus being imported. An import duty is paid on the ribbon of 4.35 drachmas (drachma—\$0.193) the oke (2.8 pounds), or, in the case of more expensive films, 20 per cent. ad valorem. This is a duty of about 30 cents per pound. Operators of motion pictures also pay the regular theater tax, 10 per cent. of the gross earnings. From 7,000 to 10,000 meters (7,630 to 10,900 yards) of film are yearly imported, costing from 80 centimes to 2 francs the meter (15.4 to 38.6 cents per 1.09 yards).

A French firm has an agency in Athens, at the Old Tsocha Theater, where matinees and evening performances are given, and where films can be bought. As this agent has a monopoly, he charges what are regarded as high prices.

There are two principal Greek exhibitors of moving pictures, who travel in Greece, Turkey, Crete, etc. In Athens the principal exhibitor (address obtainable from the Bureau of Manufactures) is the proprietor of a large summer theater. According to this gentleman and other experts, American machinery and films would be welcomed here providing the views were new and striking and the machinery of good quality. A year ago or more a firm advertised "American Cinematograph," and drew large crowds on account of the supposed superior quality of the views. As near as I could ascertain this was not an American cinematograph at all, but the use of the name shows that it is considered a drawing card here, and that something extra good in this line is expected from Americans.

Last year an Italian did good business here for months, showing a large variety of scenes, romantic and comical. The views were really good, clear, and steady; 300 drachmas (\$54.54) was paid nightly for the theater, and the receipts were from 1,500 to 2,000 drachmas (\$270.70 to \$363.60).

The theater proprietor suggests that scenic American views, such as Niagara Falls, Yellowstone Park, hunting scenes, etc., would be popular here. As nearly every Greek has one relative or more in the United States, views of the different cities, of the great industries, and of the various picturesque regions would also excite great interest throughout this country.

A number of arcades in New York, and, in fact, in all the larger cities of the country, have been greatly increasing their revenue during the last few weeks by installing two or three or often a complete series of the Edison records of Bryan's speeches. Wherever they are placed you will see a crowd congregated awaiting their turn to listen—Democrats or admirers of Bryan absorbing his words from pure interest, and those not of his political beliefs listening out of curiosity, a trait that often means money to the arcade proprietor.

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

The six P's (Pease Products Please Purchaser; Pay Profits), the slogan of the E. S. Pease Co., of this city, is creating quiet a stir in this trade, and as their products are becoming better known this is fast increasing to enthusiasm, for there is no denying the fact that the lines they carry are new, up-to-date, and live sellers. So great has been the demand for their Crown talking machines that on account of the large quantities they manufacture they have been able to add several improvements on the first model without increasing the price. These mostly have to do with the finish of the machine such as a more ornate cabinet, etc. A new line of much merit which they are offering to this trade is their Crown metal telephone—one of the best private line apparatuses on the market. Dealers will find a ready sale for them, as they are a necessity and can be used with great success by business houses, factories, as well as in the home. Rural districts especially offer the dealer a fertile field for exploitation. This company are direct factory representatives of one of the largest ice and roller skate manufacturers in America, and are in a position to quote rock bottom prices on these admirable fall and winter sellers. Their other lines are too numerous to mention here, but we would advise the trade to write them direct for particulars.

Five years ago nobody dreamed of a safety razor as a near commercial possibility. True, shavers all over the world at one time or another after cutting themselves have fumed and cursed at fate which made it necessary to go through that scraping process every morning, and perhaps some of the more thoughtful prayed for some man who would invent just what we now have, the modern safety razor. But the matter never went any further and everyone kept on using the old style, until all of a sudden a name arose before us, and in a night as it were was blazoned all over the world. Wherever we were—in street car, elevated or cab, or in the privacy of our home—the name Gillette stared us in the face from newspaper, magazine, billboard, everywhere that ink and paper could find a place. Is it any wonder then that the public first gasped, then fell over themselves, to make this man and his dealers rich, who were supplying them with what they had hoped for in vain for so many years. Nor was it the want of a safety razor that made for all time the name Gillette its synonym and insured the dealer a business with a future, without fear of competition or price cutting—it was the enormous and clever advertising campaign which this company started and has since kept up, which brought the desired result. Their present work is especially high class and should draw a raft of business to those handling the line. All the dealer has to do in order to obtain all the value of this publicity being to hang out one of their little metal red and black signs with the inscription, "Gillette safety razors and blades sold here."

William Waddell, of the New York Vitak Co., has just returned from a sojourn of six weeks on the continent: while the trip was primarily a pleasure one inasmuch as he was accompanied by his better half, those who know cannot help but feel that he has brought some new things back with him, and which he is keeping dark until fall, when he will spring them on this trade.

The Manufacturers' Outlet Co. have just obtained a most complete line of small motors for which much is claimed. A new line of mission lamps also make a valuable addition to their stock.

The American News Co., when called upon,

POPULAR SIDE LINE FOR Talking Machine Dealers

OUR BIG 3 NOVELTY OFFER

Consisting of three absolutely new novelties that have never been shown before.
"IS JUST THE THING FOR YOU."

ONE HUNDRED PER CENT. PROFIT

Send for particulars. Costs you \$3.00 and Sells for \$6.00.

We have in preparation the greatest campaign novelty ever offered. Ask about it.
DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.



SHRP-SHAVR SAFETY RAZOR

25c.

THERE IS NO BETTER RAZOR SOLD AT ANY PRICE

We sell it at 25c. to create a quick and large market *for our blades* because we make the **BEST** blade. In fact, "it's all in **OUR BLADES.**" The profit to the retailer as well as to the manufacturer is in the continuous sale of blades.

The frame or blade-holder is beautifully *silver plated*, and the adjustment is absolutely correct. It fits the face. The blade can be adjusted or released instantly. But you don't shave with a razor frame whether it costs \$5 00 or 25c, the blade is the thing.

Our proposition is a revelation and revolution in safety razor selling. The SHRP-SHAVR is the **ORIGINAL 25c. RAZOR.**

SOLD UNDER A POSITIVE GUARANTEE—YOUR MONEY BACK IF YOU WANT IT

PRICE:	{	Shrp-Shavr Razor with One Blade, per gross,	\$24.00	} NET
		Shrp-Shavr Blades, 5 in a package, per gross packages,	25.20	
		Shrp-Shavr Stoppers, per gross,	9.00	

SHRP-SHAVR RAZOR CO., 108-110 Duane Street, NEW YORK



reported trade as improving rapidly, and while they had nothing new in post cards this month, September will find them primed for business with a whole batch of hummers.

The Projectograph—the post card magic lantern manufactured by the Alco Gas Appliances Department—has, as we predicted, met with great success. As a side line for the dealer handling post cards it can't be beat.

A new moving picture machine for the home and another post card reflector called the Acetograph, will make its bow to this trade through the columns of the September World. It will be worth watching.

An American consul in one of the largest cities of France reports a large sale of safety razors, and among these the American makes are well represented.

FOR FASTENING PACKAGES.

A method of fastening packages rapidly and securely at small cost should be interesting to every concern that sends out packages in quantities. The dissatisfaction caused by the breaking of twine and sealing wax, the losing of rubber bands, etc., is too general to require any comment. The purpose of this article is to tell of the way to eliminate this dissatisfaction, and at the same time to call attention to many other uses to which this new invention can be put, especially in the veneer trade. The machine we refer to is that recently put on the market by the Francis Sales Co., 2159 Madison avenue, New York. It uses the gummed tape made by that firm with the machine. Simply constructed of polished oak, the machine consists of a revolving wheel on which is held the gummed tape that does the sealing. A moistening device is conveniently arranged, so that the tape is pulled off the roll on to the moistening pad and then clipped off at the desired place by the cutter, so arranged as to prevent the waste of any tape.

The makers supply this tape either plain or with advertising matter printed on it as desired, and in rolls in the following widths: $\frac{3}{4}$ inch, 1 inch, $1\frac{1}{4}$ inches, 2 inches and $2\frac{1}{2}$ inches. The Francis Sales Co. are making a particularly interesting proposition to dealers who are looking for a live side line and one that will have a steady and assured sale. Don't fail to write them.

The annual meeting of the American Fishing Line Manufacturers' Association was held in New York City recently and the following officers were elected for the ensuing year: W. H. Draper, president; Ralph R. Brown, vice-president; A. J. Crandall, treasurer, and C. F. Randolph, secretary. The various manufacturers reported business as being good throughout the past year, with the prospects for the coming season very encouraging. The general feeling among the members seemed to be to keep the quality of all the goods up to the standard.

TELAUTOGRAPH SYSTEM IN USE.

How the Hotel Astor Management Have Adopted the System for Communicating With Guests and Between Various Departments—Makes Misunderstandings Impossible—How the System Works.

One of the best electrical equipments to be found in any hotel in the country is that installed in the Astor Hotel in this city. It is under the direct management of Frederick A. Muschenheim, brother of Wm. C. Muschenheim, the proprietor of the Hotel Astor. He is a graduate of the electrical engineering department of Stevens Institute and an ardent enthusiast in all lines of electrical work.

"The hotel contains 112 large electric motors, besides innumerable minor ones," said Fred Muschenheim the other day. "They lift its elevators, ventilate its rooms, freeze and cut its ice, wash its linen, burn its refuse, carry its dishes, seal its letters, cook some of its food, sew its linen, polish its silver and do many other things for the convenience of the hotel's patrons."

A new application of the telautograph system has also been adopted in the hotel. By it written messages are transmitted by electricity from one part of the Astor to the other. To send names and messages correctly to its patrons is one of the hotel's most important duties. Every point in the hotel's central telephone switchboard is equipped with a telautograph transmitter. When the switchboard girl sends a telautograph message to a patron's room she writes it on a sensitive film in the telautograph transmitter in front of her. She cannot see her own writing on the pad, but a receiver reflects it on the back and lets her verify it at the same time that it appears on the receiving pad in the room of the guest.

There is also telautograph connection at this central switchboard with the kitchen, floor stations, porters, valets, information clerk, front clerk, cashier, service bars and engine room. The orders of the guests can thus be transmitted all over the house without the tremendous waste of time involved by having one person summon another to a telephone and repeat a message several times over until the other person understands. There are also no mistakes. Every order is written down.

If the switchboard operator receives an order for something from the bar or restaurant, she will write it on her telautograph transmitter. It will flash to the service bar and also to the floor station nearest to the guest's room. The order will be sent from the service bar in an electric dumb waiter and served by the floor boy.

If a visitor comes to the hotel office and wants to be announced to one of the guests, the clerk writes the visitor's name and the number of the room occupied by the guest on a telautograph standing in front of him and the message is repeated in the guest's room.

The room clerk also uses the telautograph for sending departures and changes in rooms to the

front clerk, to the housekeeper and to the laundry. The system formerly used was for the room clerk to make this record in a book.

Besides the telautograph system, the hotel has many electric clocks, an electric watchman's service and also a system of electrical time stamps operated from a master clock. Each guest's letter box is equipped with a shutter and switch. Whenever a letter, telegram, message or card is put in the box, in the guest's room, an illuminated sign appears reading: "Mail in the office for you."

VALUE OF SIDE LINES

Being Realized by Talking Machine Dealers Throughout the Country Says an Authority—Small Investment in Novelties Means Large and Steady Profit—How to Begin to be Successful.

"The talking machine dealers realize for the first time since the panic, the large profit in side lines such as postal cards and novelties in leather, wood, metal and numerous other novelties," said Geo. V. Knipe, of the Clover Souvenir Mfg. Co., in the course of a chat with *The World*. "It is said that necessity makes us all bed fellows. It is an undisputed fact that all dealers in articles not necessities have realized that their business has decreased to a large extent, thus making it necessary for all dealers to sit down and think out ways and means to increase their sales. They have thought of adding post cards and novelties to their stock and have been advised to do so by men who have had their interest at heart. The dealer had been under the wrong impression that it would take a large amount of money to add these necessary cards and novelties to his line of goods, but had he actually figured it out? Let the dealer decide what articles he desires to carry, then secure prices on the same from different houses and he will be greatly surprised to see what a large stock he can secure for a few dollars. It is also necessary for the dealer, when he is deciding what articles to carry, to consider seriously the class of trade he caters to. Naturally high class people will not be bothered with any cheap trash, whereas people of the Coney Island class buy large quantities of this stuff.

"Goods well displayed are half sold and for

Music Dealers, Attention!

Pay all your expenses and have a good margin left over by carrying **SIMPLICITY POST CARDS**—the kind that sell.

\$1.00 per 1000 and up

We are originators. We have published more "Hits" than any house in the business. Our motto is: "Cards that attract the public fancy." If you want a money-making sideline, write for our special proposition. We start you in the business.

THE SIMPLICITY CO., CHICAGO

that reason it is absolutely necessary, if success is desired, that these goods be prominently and tastefully displayed. The high class trade does not necessarily demand high priced articles, but what they do want are articles that are well made and made of the first-class material; whereas the cheaper class of trade desire a cheap article which is more or less gaudy regardless of its usefulness or the grade of material it is made from. For this class of trade all you have to do is to please their fancy. They know little about art and in most cases care less.

"It will be found among the poorer class of trade that cheap comic paper cards as well as other kinds are in demand, but the upper class desire a beautiful art, floral or birthday card of the first quality, and are willing to pay a good price for them, even as high as 25c. for a single card. Good cards can be bought to-day so that they may retail for two for five and still give the dealer a profit of from 100 to 300%.

"Leather novelties have always sold well and are considered the standard article in the best stores. Leather novelties can be bought for a few cents each to \$6 each, according to the size and workmanship of the article. Some stores sell hand-painted leather pillow tops from \$6 to \$8 a piece, and velvet skin banners with oil paintings thereon as high as \$20 a skin. It would surely take a long list to list all articles that are made of leather, such as tobacco bags, needle cases, pen wipers, cigarette cases, cigar cases, card cases, clocks, picture frames, etc., etc.

"Mr. Dealer, just take one of the magazines and send for different price lists and catalogues. Ten or fifteen cents for postal cards will bring you ten or fifteen catalogues from which you can make up a list of the goods you desire to carry, and figure out in round numbers the small sum it will take to put in a stock of novelties. You did not start your present business without a little figuring and studying, therefore it will take a little figuring and studying to make up the stock. Be wise and put in only a small stock to start with and add to it from week to week different things that may come to your attention. In the beginning do not try to buy cheap by buying quantities, but remember that all your trade does not know as well as you do that you have this new stock; therefore it will be necessary to display it so that they who walk may read."

PAINTED POST CARDS CLASSIFIED.

The Board of General Appraisers recently decided that certain classes of painted postcards be classified as manufactures of gelatin under paragraph 450 of the tariff act of 1897. The decision overrules the protest of the importers and applies to fancy shaped cards made of gelatin and said to be hand-painted.

OPPORTUNITIES IN RUSSIA.

In a report on the moving picture business in Russia, an American consular officer calls attention to the field for moving pictures accompanied by the gramophone that exists in that country. He states that there is little competition and it is sometimes difficult to obtain the article wanted. Dealers are of the opinion that American films, provided they are original in subject, would find a good market, and the few that have found their way into Russia have been most favorably re-

ceived. The name of a firm importing moving picture films that would be willing to consider American goods is given in the report, and may be obtained by manufacturers who refer to inquiry No. 2395 when writing.

LIKE THE BELLAMY ERA.

A Telephone Newspaper Which Enjoys Much Popularity in Hungary.

In America comparatively little is known of the "telephone newspaper," which enjoys much popularity at Budapest, Hungary. Nothing of the kind has been tried as yet in this country, though to be sure, in a private way, many columns of gossip go over the wires every day. At Budapest a regularly organized company, which has a staff of more than 200 persons, delivers the news by wire instead of by paper. A receiver will be put in a residence or place of business without charge and the news delivered for two cents a day. In Budapest more than 15,000 houses enjoy the "telefonhimondo," as it is called.

From eight in the morning to ten at night eight loud-voiced stentors shout the editor's "copy" between a pair of immense microphones, whence it is carried by wire to all parts of the city, to be heard through telephone receivers. All kinds of news is thus sent out, just such as occurs in the daily papers—telegrams, political speeches, weather forecasts, etc. Furthermore, at stated hours, concerts are heard by the subscribers, and they can sit at dinner or at cards and enjoy the best music in the city, as arrangements are made whereby the recitals at the opera house are received by microphones and transmitted. Preachers, lecturers and speakers generally speak to the public also. The exact time of each news item is strictly regulated, so that a person always knows at what hour a certain class of news will be delivered, and he can listen or not, as he chooses.

Special concerts for children are given once a week; and the service is extended to the hospitals and asylums, where the sick and blind can hear. The owners of the system are pleased with it, as the cost of typesetting, printing and paper is entirely eliminated.

NEWS FROM INDIANAPOLIS

City to Have Permanent Moving Picture Shows Run by Incorporated Company—"The Sheath Gown" in Town—Talking Pictures Winning.

(Special to The Talking Machine World.)
Indianapolis, Ind., August 8, 1908.

Indianapolis is to have a permanent moving picture show. The Dixie Amusement Co., incorporated with a capital stock of \$10,000, has leased the Gaiety Theater in East Washington street on long-time terms, and will introduce the best films and will have a company of actors to do the talking. E. H. Bingham is president of the company. Mr. Bingham is editor of The Bulletin, a daily sporting paper. Ben Crose is secretary of the company.

"The Sheath Gown" has been the attraction during the last week at the Grand Opera House, where talking pictures are being shown during the summer. Miss Lillie Lowden, one of the singers of illustrated songs, appeared in a costume furnished by George K. Spoor, who promotes the animated pictures at the Grand.

J. J. Dunlap, one of the first men to operate

"pictures that talk" in America, has come to Indianapolis to succeed Walter Harmon at the Grand. Mr. Harmon was the first man to introduce talking pictures in Indianapolis. Mr. Harmon returns to Chicago, where he will produce a dramatic version of Parsifal.

The third week in July brought good business to the moving picture shows and penny arcades. It was the week of the meeting of the National Order of Hibernians in this city.

SOMETHING WORTH REMEMBERING.

There is sentiment in business. Creditors have hearts and they have good impulses. They appreciate friendship and especially gratitude. Don't believe a word of that great untruth, "There is no sentiment in business." Don't get angry when asked for money. Admit your slowness and tell your creditor that as an offset for your present slowness you have a good memory and a heart that appreciates, and some day your purchases will be much larger, and those who are your friends now will certainly get the benefit when the time comes that you do not require favors. An honest, frank heart-to-heart talk is most valuable. The credit man keeps the truthful man in mind and his account under his protecting wing. The credit man glories with you, and has a distinct interest in your success when it comes.

TO INSTALL THE DICTOGRAPH.

(Special to The Talking Machine World.)
Omaha, Neb., July 30, 1908.

General Manager Mohler, who returned Monday from the east, will have a dictograph installed in his office. This is a new machine which will permit the general manager to talk with the other officials in the different parts of the building with the same freedom as though they were present in his office. It is a much more delicate machine than the telephone and the person talking into it does not have to sit near the transmitter, but may be in any part of the room.

Nothing makes money for the dealer as fast as quick selling goods, even though the percentage of profits may be smaller. It makes a quick return of the money and no dead stock, and those are the conditions of successful merchandising.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

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Everything in NEW and S. H.
Motion Picture Machines

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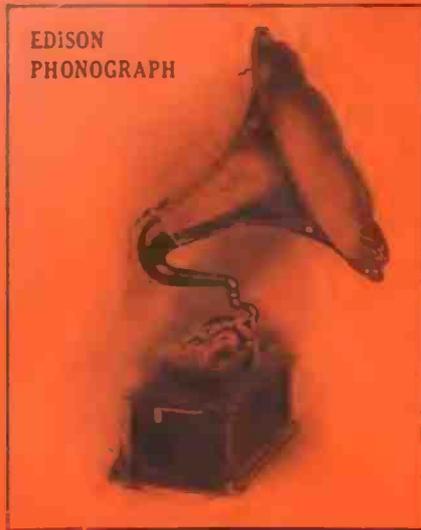
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*it exemplifies absolute musical,
artistic, and mechanical perfection*

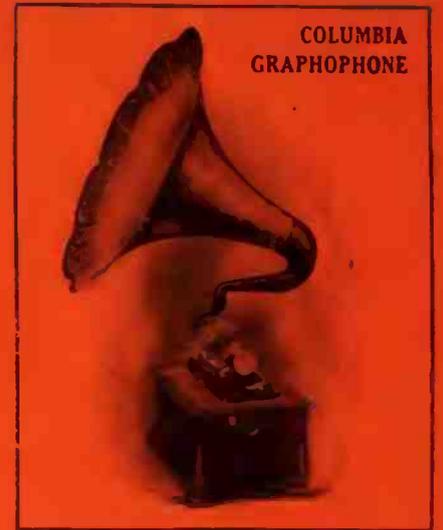
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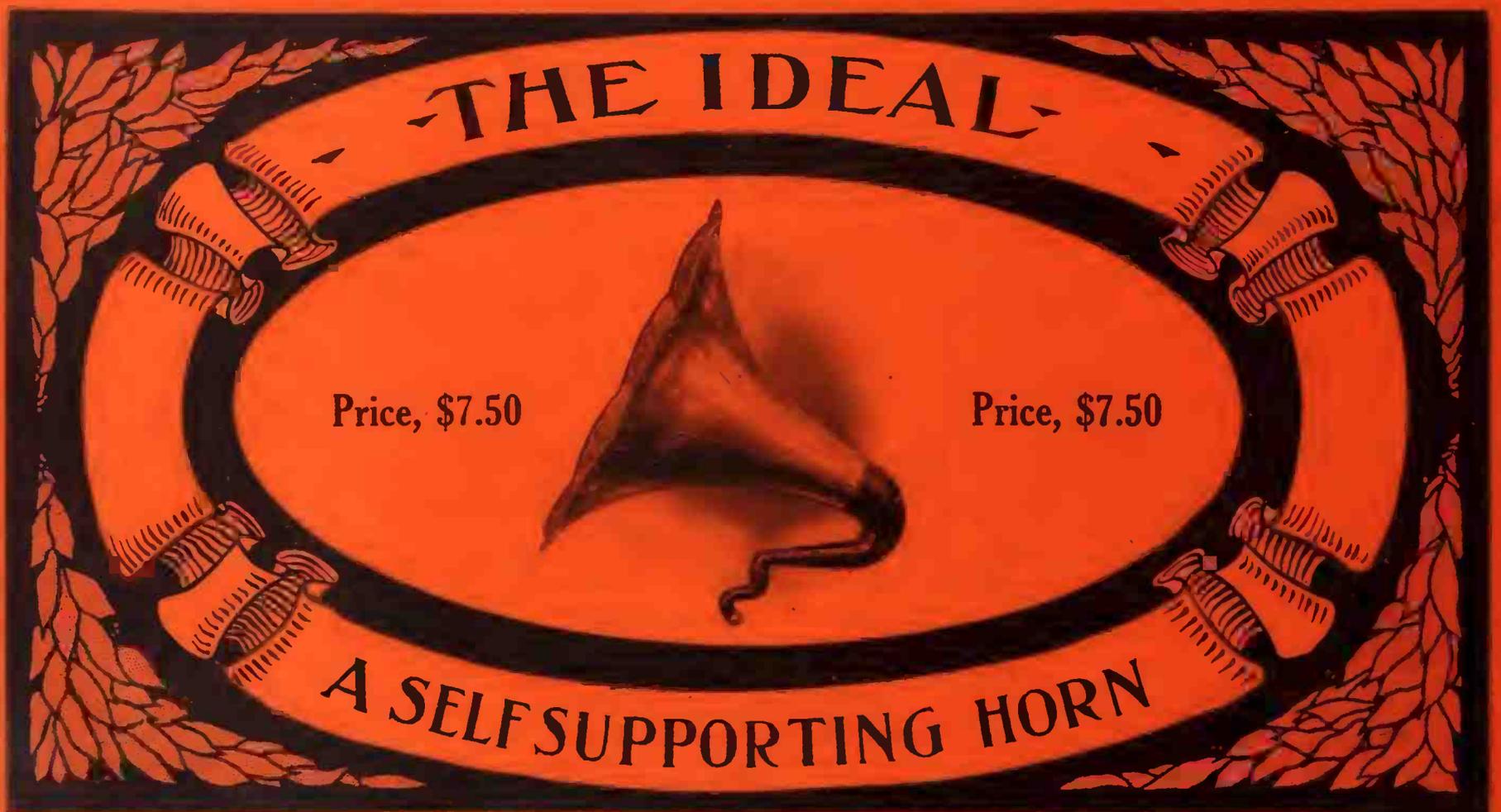


A Revolution in the Phonograph Horn!



No Supports No Crane
No Standard
No Special Attachment

A Revolution Indeed!



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

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

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

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

Federal Manufacturing Company

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