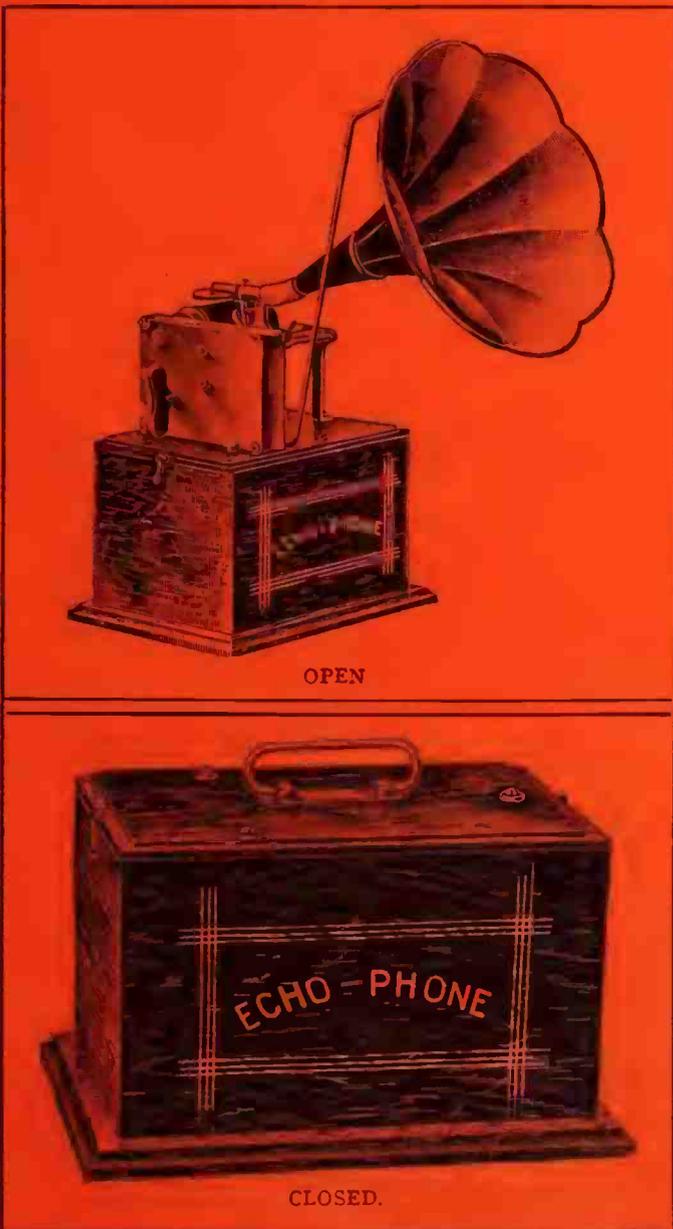


The TALKING MACHINE WORLD



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

LET US SHIP YOU THE ECHO-PHONE ON TEN DAYS' APPROVAL



WE KNOW the merits of our machine, and do not want your money until you have seen and tested it thoroughly.

If you are not then convinced that it is the best machine on the market at the price, and that you need it in your business—reship, collect.

ONLY RESPONSIBLE FIRMS CONSIDERED

UNITED TALKING MACHINE CO. 259 GREENWICH STREET, NEW YORK

ELECTION IS OVER

The people have made their choice

The numerous orders we are receiving daily for our No. 20 Star Machine, Retail price,

\$20.⁰⁰

tells the story of its worth and popularity

The
STAR
 Talking
 Machine

is the choice of the people.

Eleven other models,

All Winners



Let us send you catalog of Machines and Star Records.

Hawthorne & Sheble Mfg. Co.

Howard & Jefferson Streets,

= =

PHILADELPHIA, PA.

The Talking Machine World

Vol. 4. No. 11.

New York, November 15, 1908.

Price Ten Cents

"TALKER" TO REPLACE HAND ORGAN.

Margaret Wycherly Granted Patents on Improved Phonograph Transmitter—Company to be Organized to Make and Rent Portable Machines for Street Use.

Margaret Wycherly, the clever young Irish actress, who is now scoring such a success in vaudeville, has been granted a patent on an improved phonograph transmitter.

In speaking of this device, Miss Wycherly said: "I believe good music is one of the greatest factors in our modern civilization; we are just waking up to the dire results mentally, morally and physically of harsh sounds and unnecessary noises. In New York they are passing ordinances forbidding them, and Mrs. Isaac L. Rice's society for the prevention of unnecessary noise is growing with wonderful rapidity.

"My plan is to replace the hand-organ with a new form of phonograph and transmitter. A company has already been formed to take over my patents, which number sixteen and include a rotary record carriage which enables the operator to load the phonograph with no less than sixteen records, which may be played in any order desired. These records turn automatically at the same speed at which they were taken, with the result that whatever music is rendered is played correctly as to time and accentuation.

"Briefly, the plan of the new company is to manufacture and rent portable machines carrying from eight to sixteen records. Our first records will be those of several of the greatest singers, Melba, Caruso, Sembrich and Eames.

"There are, of course, other uses to which my rotary carriage may be put. The biggest phonograph record is only able to carry about ten minutes of music. My sixteen-record machine will give two hours and a half of uninterrupted music, if anyone can stand that much. This means, of course, that almost any grand opera can be given in its entirety and without break.

"It will be several months before our machines are in the market, and they will not be sold at any price. We will rent them, but they cannot be purchased."

YOUR FACE IS YOUR OWN.

Highest Court Says Advertisers Can't Use Unsanctioned Photographs.

The Court of Appeals at Albany last week declared constitutional the law passed by the New York Legislature in 1905 which in effect prohibited the use of a picture of a person for advertising or trade purposes without that person's consent.

Before 1903 Chief Judge Alton B. Parker of the Court of Appeals, in a decision in the Rochester Folding Box Co. case, decided that such right of privacy, enforceable in equity, did not exist in this State so as to enable a woman to prevent the use of her portrait for advertising purposes without her consent, but he pointed out that the Legislature could enact a law to insure such privacy. This the Legislature promptly did.

Under this law Aida T. Rhodes sued the Sperry & Hutchinson Co. for displaying her picture in its Manhattan office among its premium exhibits which were exchanged for trading stamps. She secured a decision in her favor prohibiting the further use of her photograph and a verdict giving her \$1,000 damages. The Brooklyn Appellate Division affirmed the trial term decision, and so did the Court of Appeals to-day. The trading stamp company fought the constitutionality of the law, which is upheld by the Court of Appeals in an opinion written by Judge Willard Bartlett. In discussing the operation of the new law Judge Bartlett says:

"The new law is wholly prospective in its operation and hence does not apply to previously

acquired pictures. Upon portraits the ownership of which was in others at the time when the act took effect its provisions are inoperative. Such pictures the owner is still at liberty to use for advertising or trade purposes, without being held thereby to have been guilty of a crime or to have committed a tort. His property rights therein are unaffected by the statute. On the other hand, as to pictures whose ownership remains in the person represented at the time when the act took effect or portraits subsequently made a transfer of ownership no longer carries with it the right to use the picture for advertising purposes unless the written consent of the person portrayed shall have been given."

POLITENESS ALWAYS PAYS.

Great Store and Great Stock of no Avail Unless Customers Are Treated Right.

No matter how a store may excel in certain forms of service to the public, its owners—if they are wise—will not rest satisfied unless its employes are uniformly polite and courteous to customers. Aggressive dealers everywhere recognize that even though their line may be thoroughly reliable, their advertisements truthful, their delivery prompt and exact, their store interior inviting and supplied with many of the conveniences so much appreciated by the average man or woman, if the assistants are indifferent, snappish and overbearing, the establishment will be used only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment where general conditions may not be quite as favorable, if there they have received courteous treatment and observed an evident desire on the part of the salesman and other employes to treat them with the respect, deference and politeness which such consumers usually regard as their due, right and privilege.

It is indeed surprising that dealers who are accustomed to expect not merely politeness, but subservience from those who wait on them, are at times careless as to the manner in which their customers are treated.

There is indeed a strong contrast between the warm welcome which the dealer almost invariably receives in jobbers' houses, large and small—the alert attention there accorded to him from start to finish—and the listless, indifferent air which customers so frequently encounter in some retail stores.

The majority of dealers, of course, are fully alive to the importance of courtesy on the part of their employes and regret their inability to instill their own spirit into all the members of their force.

However, the salesman who is not big enough to realize for himself the importance of courtesy will soon disclose his unfitness in other ways and have his services dispensed with in short order.

NATIONAL CO.'S RIGHTS PROVEN.

Perpetual Injunction Secured on the Aylesworth Patent for Duplicating Records.

(Special to The Talking Machine World.)

Providence, R. I., Nov. 5, 1908.

The validity, originality, ownership and right to use a certain patent on the Edison record for phonographs were affirmed last week by Judge Arthur L. Brown in the United States District Court. A perpetual injunction sustaining these rights was granted.

The case was that in equity, New Jersey Patent Co. and National Phonograph Co. vs. James Donnelly and Lawrence Fahey, doing business as Donnelly & Fahey.

The final decree pertained to the patent for composition for making duplicate records,

granted in 1905 to the New Jersey Patent Co., the inventor being James W. Aylesworth. The court decided the patent valid, Aylesworth's invention original and the New Jersey Patent Co.'s ownership and the National Phonograph Co.'s rights as licensee lawful. The defendants were perpetually enjoined from selling the so-called Edison phonograph or using the device in any way, unless authorized.

No damages or costs were decreed, as it appeared defendants had fully satisfied plaintiff in this respect.

IN HANDSOME NEW QUARTERS.

Schmidt & Son Co. Showing a Fine Line of Victor and Edison Machines in Their New Show Rooms in Davenport.

H. Schmidt & Son Co., the music dealers of Davenport, Ia., recently moved into their handsome new store at 322 Brady street, that city, the larger quarters becoming a necessity owing to the rapid increase in business. The point of the store is given over to pianos although along the main aisle a large and complete line of Victor and Edison machines, small musical instruments and sheet music are shown.

At the rear of the store are a number of smaller rooms where the Victor and Edison machines are adequately demonstrated. To the left is the "Victor Room" which is done in Holland blue, the walls being adorned with pictures of the more celebrated artists such as Madame Sembrich, Louise Homer and Enrico Caruso, all of whom are heard on the Victrola.

The "Edison room," which is to the right, is finished in cream. Here the Edison machines and the new Amberol records are demonstrated. The stock of Edison records is very complete and consists entirely of fresh shipments.

RECORDS OF LANGUAGES

Of Twenty-five Indian Tribes Have Been Secured for Posterity.

(Special to The Talking Machine World.)

Berkeley, Cal., Nov. 9, 1908.

More than 1,300 phonographic records containing the languages of more than 25 Indian tribes have been stored at the University Department of Anthropology for use in the research work of that department. The work of the department in recording by the phonograph the language of the Indians of this and other States has been going on for several years under the supervision of Prof. A. L. Krober, acting head of the department.

Thomas Waterman, of the class of 1907, who has been conducting some of the investigations in phonetics, shipped the records to the university, and he will further carry on the work, which, when completed, will make the Department of Anthropology and Ethnology a storehouse of Indian languages, many of which have been saved, although the tribes are now extinct.

DON'T WAIT FOR BUSINESS.

The three ways of getting business are waiting for it to come to you, meeting it half-way, and going after it.

The man who waits for business to come to him has his first busy day when the sheriff sells him out.

The man who meets business half-way won't meet more than he can handle with one clerk.

The man who goes after business is the fellow who keeps it away from the other two.

A line that is not advertised may be as good as one that is—but who knows it?

THE "COUNTERSIGN LOCK."

New York Artist Invents Lock That Opens, Only at the Sound of a Certain Voice—Rivals the Stories of "The Arabian Nights"—Description of the New Device.

A "countersign lock" is the latest product of American genius, being the invention of Eliot Keen, a New York artist. If reports are reliable the new lock rivals the stories of the Arabian Nights, when the Forty Thieves caused the solid rock closing the mouth of their cave to swing to one side by crying, "Open, sesame." The idea of this remarkable lock was suggested to Mr. Keen by some photographs of sound waves published in a London paper, and which were referred to and illustrated in these columns some months ago. These "voice pictures" were made by an ingenious contrivance consisting of a tiny mirror on the needle of a phonograph. The mirror threw a ray of light up or down with each vibration of the needle, the movements of which were thus recorded in a photographic film unrolled before it at a certain speed. In this way sound pictures were made of the voices of Tetrassini, Caruso, Melba and other great singers.

Upon seeing these strange photographs Mr. Keen fell to wondering whether or not Caruso's voice could not have made the wavy line accredited to Melba. If not, then these records were as individual and as much a part of whoever made them as his features or his signature. If the voice record is absolutely unique with each person, then you and I and everybody have a new means of establishing our identity should it be in doubt. Being a practical man as well as an artist, the inventor asked himself what value there is in being able to make a sound record that no one else can make. The logic was easy. Money is the most highly prized thing in the world. Therefore it is put under lock and key. The modern combination lock is well enough unless somebody steals the combination. If you can invent a non-stealable combination you have the best lock, and the royalties are yours. Nobody can steal the vibrations of the voice. Therefore the safest lock is one which can only be opened by the vibrations of an individual voice. Therefrom Mr. Keen invented the "countersign lock."

Its operation is very simple, and is shown in the diagram on this page. On the outside of the safe is the mouthpiece of an ordinary telephone transmitter. Attached to its diaphragm is a delicate needle, the other end of which rests in the groove of a certain sound record made on a phonograph cylinder. The phonograph cylinder is part of the actual mechanism of the lock, and the record it contains is the countersign spoken by a certain voice. Now, when this countersign is spoken into the safe by the same voice which made the record, the vibrations of the needle coincide with the record on the cylinder and a continuous electrical contact is made which, when completed, sets free the mechanism and, lo! the heavy doors swing open on their hinges. Of course, there are other ingenious details, such as the delicate electric motor which turns the cylinder, but the main feature is what has been described.

This unfeeling attack of modern science upon the ancient profession of burglary will, nevertheless, result in raising the standard of accomplishments required for its successful pursuit. Not alone must he bring to bear the resources of personal courage and a knowledge of what collateral is worth taking from the safe, but he must acquire the art which has made famous the vocal mimeries of Cecilla Loftus and Elsie Janis. His attack upon a bank must be preceded by cultivating the personal acquaintance of the cashier, not only with the idea of learning the words of the countersign, but in order to make a study of his peculiarities of voice. And, these things accomplished, the burglar must spend long hours in the privacy of his room rehearsing the words of the countersign, with all the vocal tricks of him who alone should speak it. Indeed, such will be the requirements of the

future bank robber that an enticing field is opened up to persons of the stage whose incomes are not commensurate with their powers of mimicry. It may even come to pass that the safe builders, as a measure of protection, will put all the gentlemen of the profession who are periodically "at liberty" upon permanent and satisfactory pensions and so remove them from temptation's path. The very fact that the "countersign lock" may be opened over the long distance 'phone establishes such a degree of safety for the burgling mimic that some such safe-

wireless telephone, if one wishes to speculate so far upon the future.

Comparison, however, should move Mr. Keen to prohibit the use of his lock on the street doors of private residences, says the World. The spectacle of a citizen trying to pronounce at certain hours of the night and under well understood circumstances the words of the countersign with which he alone can unlock his front door is too distressing to contemplate. Let him protect our bank balances if the countersign lock will do it, but the latchkey should be sacred from the cold workings of science.

IRA D. SANKEY'S VOICE HEARD.

Brooklyn Congregation Listened to Hymns Evangelist Now Dead Sang Into Phonograph.

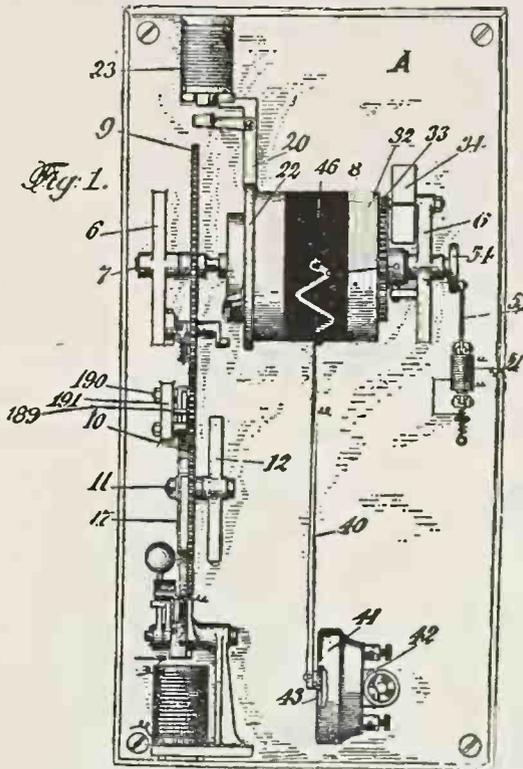
Although Ira D. Sankey, evangelist, song writer and singer, has been dead for several months, members of the Simpson Methodist-Episcopal Church, Clermont and Willoughby avenues, Brooklyn, heard his voice again last Sunday evening, when from a large phonograph on the pulpit platform they heard "The Ninety and Nine" and others of his widely-known hymns.

Mr. Sankey spent many of his last hours singing into a receiver the hymns which had moved audiences at Moody and Sankey meetings all over the world. For nearly five years he was blind, but his general health and his voice remained unimpaired until a short time before his last illness.

When near death Mr. Sankey expressed a desire that the phonograph and the records become the property of the Simpson Methodist Episcopal Church, of which the Rev. Dr. W. J. Thompson is the rector.

EDISON AS A MUSICAL CRITIC.

Few men are mentioned as frequently as Thomas A. Edison in the daily papers, and the number of stories credited to him would fill many a volume. Here is one now going the rounds which, of course, has been manufactured to order: "A few years ago," he said the other day, "when the talking machine business was still a dubious proposition, a list of the new records was often handed me for approval. After hearing them, I would mark 'Good,' 'Fair,' or 'Rotten' against the compositions so as to class them for the trade. The 'rotten' records always made a hit with the public. Now, all I have to do is to condemn a bit of music, and the factory works overtime to supply the demand."



Patent Office Diagram of the Keen Lock, showing how the Electric Needle moves over the cylinder, Recording the Voice and Opening the Lock when the same Words and Tones are Repeated

guard should be thrown about the youth of the land whose first innocent ambition to "go on the stage" has been heartlessly crushed by the syndicate.

Seriously speaking, however, the advantage of being able to open your safe by telephone would be supplemented in another way. By the same means you can positively identify yourself as the person speaking by simply pronouncing your personal countersign. No other voice could duplicate the record made by your own, and thus every man could have his own "vocal signature." Perhaps, indeed the time is not far distant when important papers of business and state will be executed in this way—even from midocean by

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 us 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



December List of New Victor Records

All vocal selections have accompaniments by the Victor Orchestra

10-inch—60 cents

- No. 5577 Poet and Peasant Overture. Arthur Pryor's Band
- 5576 National Emblem March. Arthur Pryor's Band
- 5595 Yankee Shuffle March. Arthur Pryor's Band
- 5596 "Yama, Yama Man" Medley. Arthur Pryor's Band
- 5608 Rainbow (Indian Two-step). Victor Orchestra, Walter B. Rogers, Conductor
- 31717 My Queen Waltz. Victor Dance Orchestra, Walter B. Rogers, Conductor
- 52704 La Giralda (Marche Andalouse). Bosc Orchestra of Paris
- 5597 Drowsy Dempsy. Banjo Solo. Vess L. Ossman
- 52900 Boulanger March. Bell Solo. Albert Muller
- 52906 Gypsy Dance (La Gitana). Xylophone Solo. Albert Muller
- 5599 There's Nothing in the World Like Love. Harvey Hindermeyer
- 5572 Could You Learn to Love a Little Girl Like Me? Dorothy Kingsley
- 5601 Always Me. Child Ballad. Ada Jones and Haydn Quartet
- 5611 Here's to the Girl (from "Girls of Gottenberg"). Alan Turner and Haydn Quartet

Three Records by Nat M. Wills the famous "Happy Tramp."

- 5614 B. P. O. E. (Elks' Song).
- 5613 Are You Sincere. Comic Talk and Parody.
- 5612 "No News" or "What Killed the Dog." Comic Talk.

- No. 5574 When Grandma Was a Girl. Ada Jones
- 5591 I'm Glad I'm Married. Billy Murray
- 5609 There's No Moon Like the Honeymoon. Miss Jones and Mr. Murray
- 5603 Medley of Popular Airs ("When It's Moonlight, Mary Darling," "When the Sheep Are in the Fold," "Tennessee Tessie," "Sweetheart Days"). Peerless Quartet
- 5605 Honey Lou. Collins and Harlan
- 5606 Jim Jackson's Affinity. "Coon" Specialty. Miss Jessie and Mr. Spencer
- 5604 Christmas Morning at Clancey's. Steve Porter
- 5615 "Funiculi, Funicula" (A Merry Heart). Harry Macdonough and Haydn Quartet

12-inch—\$1

- 31716 Hallelujah Chorus (From "Messiah"). Arthur Pryor's Band
- 31718 Some Day. Alan Turner and Haydn Quartet
- 31715 Uncle Josh Keeps House. Cal Stewart

New Victor Red Seal Records

Johanna Gadski, Soprano

- 88136 Cavalleria Rusticana—Voi lo Sapete (Mascagni) (Santuzza's Air). 12-inch, with Orchestra, \$3. In Italian.
- 88137 Aida—Ritorna Vincitor (Verdi) (May Laurels Crown Thy Brow). 12-inch, with Orchestra, \$3. In Italian.

Ernestine Schumann-Helnk, Contralto.

- 87020 The Danza (Chadwick). 10-inch, with Orchestra, \$2. In English.

- No. 88138 Stille Nacht, Heilige Nacht (Gruber) (Silent Night, Holy Night). 12-inch, with Orchestra, \$3. In German.
- 88139 I und Mei Bua (Millocker) (I and My Boy). Yodel Song. 12-inch, with Orchestra, \$3. In German.
- 88140 Rienzi—Gerechter Gott (Wagner) (Righteous God). 12-inch, with Orchestra, \$3. In German.
- Louise Homer—Emilio de Gorgoza.**
- 87501 Samson and Delilah—Vengeance at Last! (Sant-Saens. 10-inch, with Orchestra, \$3. In English.

Alice Nielsen, Soprano

- 74121 Martha—The Last Rose of Summer (Flotow). 12-inch, with Orchestra, \$1.50. In English.

Gina C. Viafora, Soprano

- 64094 Manon Lescaut—In Quelle Trine Morbide! (Puccini) (In Those Silken Curtains). 10-inch, with Orchestra, \$1. In Italian.

Evan Williams, Tenor

- 64093 Serenade (Schubert). 10-inch, Orchestra, \$1. In English.

- 74119 Crossing the Bar (Tennyson—Willeby). 12-inch, with Orchestra, \$1.50. In English.

- 74122 Carmen—Flower Song (Bizet). 12-inch, with Orchestra, \$1.50. In English.

Marcel Journet, Bass

- 74123 Jongleur de Notre Dame—Legende de la Tango (Massenet). 12-inch, with Orchestra, \$1.50. In French.

Emilio de Gogorza, Baritone

- 74124 Trovatore—Il Balen (Verdi) (The Tempest of the Heart). 12-inch, with Orchestra, \$1.50. In Italian.

Victor Double-faced Records. 10-inch 75 cents; 12-inch \$1.25.

Will the people in your locality be able to get every one of these records at your store? They're going to know about them all by November 28th—the simultaneous opening day throughout America for the sale of December *Victor Records*. We advertise the complete list in our two-page advertisement in the December issue of the leading magazines, and also call attention to the new records in our advertising in the principal daily newspapers of the country during the latter part of November.

You know how sales have increased since we began this magazine and newspaper campaign. You know how it has added to your profits. You know how important it is to have all the records so that you won't miss a sale. You know that there are no records like *Victor Records*—and the people know it too.

They buy month after month, not simply because the records are new, but because they are perfect musically, and have that sweet, clear tone that is ever a delight.

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

TRADE NEWS FROM MILWAUKEE.

Dealers Pleased With Larger Shipments—Big Holiday Trade Looked for—Hoeffler Mfg. Co.'s Fine Displays—Victor Concert at "Merchants' Trip" Smoker—Some Recent Visitors—Work of Organizing State Association Progressing Rapidly.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 9, 1908.

Milwaukee talking machine dealers are gratified over the fact that they are now able to secure larger and more satisfactory shipments of new machines and equipment in the different lines. The problem was fast becoming a serious one, with the general trade making demands upon the dealer, and the dealer, in turn, crowding the jobber who was unable to be supplied by the manufacturer. The several new styles of machines and records have given additional life and energy to the whole Wisconsin trade, and dealers say that it is like entering a new field not touched by the talking machine. The new Edison attachments and Amberol four-minute records are perhaps in leading demand, but the new types and new records of the other machines are not far behind. The new Columbia double records together with the new indestructible styles are working a veritable revolution in the Columbia business.

The Milwaukee retail business is displaying more life than at any time during the present year, and dealers say that the indications are that the holiday trade will double that of last year and be in excess of that of 1906. Retail sales all over the State are very satisfactory according to reports of visiting dealers. The period of lethargy preceding election which made itself so strongly felt in some lines of business did not seem to seriously affect the talking machine trade.

One of the largest displays of record cabinets in Wisconsin is to be found at the establishment of the Hoeffler Mfg. Co. in this city. Unique window displays are always a feature of the

Hoeffler people and this week a big exhibition of more than 100,000 needles and an artistically arranged showing of oilers is attracting no end of attention. Several sales of machines were made as a result of a recent display of the company. Mandolins, guitars and various other instruments were shown in the big windows with the announcement that records of the same instruments were on sale within. The idea seemed to be an especially taking one.

Dealers report good sales of the B. and H. fiber needles which seem to fill a long felt want with the trade, judging from the demand.

E. C. Laury, lately assistant sales manager for the Waltham Piano Co. in this city, is now connected with the Chicago branch of the Victor Talking Machine Co. as salesman.

One of the most enjoyable features of a recent "Merchants' Trip" smoker given by the members of the Milwaukee Merchants' and Manufacturers' Association was a Victor concert by Lawrence McGreal. A reproduction of the July trip of the association was made possible by the Victor, which presented a series of records made by Mr. McGreal, while on the western outing with the association. The humorous and serious phases of the long journey, together with a presentation of the popular pieces played on the way, were enjoyed by the association members who were strong adherents of the Victor ranks.

George W. Lyle, general manager of the Columbia Co., together with W. C. Fuhri, district manager of the company with headquarters at Chicago, were recent Milwaukee visitors. It was the first time that Mr. Lyle had seen the Milwaukee Columbia establishment in its present location and he was very favorably impressed with both location and management. Both managers were on a tour of inspection throughout the western territory and reported that the business outlook in the far west at the present time is especially bright in every particular.

E. H. Schultz, of Schultz Bros., talking machine dealers at Neenah, Wis., was a recent visitor, and stated that the talking machine business in the Fox River valley district is good.

An increase in business of more than 200 per cent. for the month of October is the remarkable showing made by the Milwaukee branch of the Columbia Phonograph Co. under the able management of A. D. Herriman. Mr. Herriman states that this increase is largely in the floor sales of the establishment and that without a doubt the popularity of the new double faced and the indestructible Columbia records is responsible for the big boost in business.

H. B. Grey, of the Rudolph Wurlitzer Co., recently called upon the Milwaukee trade.

The work of organizing the new State association of talking machine dealers is rapidly progressing and it is expected that the work of organization will be completed at least by the close of the present year. Lawrence McGreal, leading jobber of Wisconsin, is taking an active part in the work of formation and is most enthusiastic over the future of the association. Literature is being sent out to dealers all over Wisconsin with the aim of arousing their interest and calling their attention to the value of such an organization. The progress of the new Milwaukee Talking Machine Dealers' Association is being carefully watched and the new State organization will be modeled largely after this body.

George Huseby, retailer of both the Edison and Victor lines, is now located in a new establishment on the fourteenth floor of the new Majestic building. The downtown establishment will be only a branch of the Grove street store.

Recent callers on the trade were George D. Ornstein, manager salesman of the Victor Talking Machine Co.; C. H. Wilson, general manager of the National Phonograph Co., who called on Lawrence McGreal, and Mr. Palmer, of the Chicago branch of the National Phonograph Co.

Since Merrill L. Bardwell has become manager of the Rochester, N. Y., store of the Columbia Phonograph Co. he has changed the interior arrangement of the store completely, and greatly improved it thereby. The offices were formerly in the front of the store, but Mr. Bardwell moved them to a balcony in the rear.

LOUIS BUEHN & BROTHER

45 NORTH NINTH STREET, PHILADELPHIA



SPECIAL—The illustration shows our No. 124—200 Peg—Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.

Announce the opening of their new branch house at

**14 N. Market Square
HARRISBURG, PA.**

The same high-class service that has been the rule at our Philadelphia house will prevail. Edison dealers in Central Pennsylvania cannot afford to overlook this opportunity for a saving both in time and cost of transportation. If you have not signed with us we solicit correspondence.

LOUIS BUEHN & BROTHER

PHILADELPHIA

Everything for
Talking Machine

HARRISBURG

Two New Style Cabinets for the Victor-Victrola XVI



**Circassian Walnut
Victrola XVI
Price, \$250**

In order to satisfy the enormous demand for Victrolas in various woods and finishes, we have added these two beautiful instruments to the Victor line.

Both are of the Victrola XVI type, one in satin-finish Circassian Walnut, the most beautifully figured wood in existence—and the other in Quartered Oak in a large variety of stains and finishes.

The popularity of the Victrola is rapidly and steadily increasing. The big Victrola season is right on top of you. And the greater the variety of Victrolas displayed in your establishment, the greater are your opportunities for catering to the tastes of different customers—and closing sales.



**Quartered Oak
Victrola XVI
Price, \$200**

Anticipate the demand that already exists for these new instruments. Order from your distributor now and be prepared to show them during the holiday season.



Owing to the general preference, Weathered Oak, dead flat finish, will be the regular stock finish of quartered oak cabinets. We will, however, keep on hand a number of unfinished cabinets, which may be ordered in Antique, Golden and Early English; these three to be a polished or a dull-rubbed varnish finish. They may also be ordered in Weathered, Flemish, Fumed, Driftwood and Gun Metal; these five to be either a dead flat or a wax finish.

When ordering Victrolas in any of the special finishes it is of the greatest importance that dealers plainly specify finish on each order. Two or three weeks are required by the factory to make shipment of these special finished cabinets.

VICTOR TALKING MACHINE CO., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

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. Kipp-Link Phono. 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. |
| The Talking Machine Co. | Lincoln, Neb. Ross P. Curtice Co. | Western Talking Machine Co. |
| Boston, Mass. Oliver Ditson Co. | Little Rock, Ark. O. K. Houck Piano Co. | H. A. Weymann & Son. |
| Eastern Talking Machine Co. | Los Angeles, Cal. Sherman, Clay & Co. | Pittsburg, Pa. C. C. Mellor Co., Ltd. |
| M. Steinert & Sons Co. | Memphis, Tenn. E. E. Forbes Piano Co. | Pittsburgh Phonograph Co. |
| Brooklyn, N. Y. American Talking Machine Co. | O. K. Houck Piano Co. | Powers & Henry Co. |
| Buffalo, N. Y. W. D. Andrews. | Milwaukee, Wis. Lawrence McGreal. | Standard Talking Machine Co. |
| Neal, Clark & Neal Co. | Minneapolis, Minn. Minnesota Phonograph Co. | Cressey & Allen. |
| Burlington, Vt. American Phonograph Co. | Mobile, Ala. Wm. H. Reynolds. | Portland Talking Machine Co. |
| Butte, Mont. Orton Brothers. | Montreal, Canada. Berliner Gramophone Co., Ltd. | Portland, Ore. Sherman, Clay & Co. |
| Canton, O. The Klein & Heffelman Co. | Nashville, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Cable Co. |
| Charlotte, N. C. Stone & Barringer Co. | Newark, N. J. Price Phono. Co. | W. D. Moses & Co. |
| Chicago, Ill. Lyon & Healy. | Newark, O. Ball-Fintze Co. | Rochester, N. Y. The Talking Machine Co. |
| The Rudolph Wurlitzer Co. | New Haven, Conn. Henry Horton. | Rock Island, Ill. Totten's Music House. |
| The Talking Machine Co. | New Orleans, La. Nat'l Auto. Fire Alarm Co. | Salt Lake City, Utah. Carstensen & Anson Music Co. |
| Cincinnati, O. The Rudolph Wurlitzer Co. | Philip Werlein, Ltd. | San Antonio, Tex. Thos. Goggan & Bro. |
| Cleveland, O. W. H. Buescher & Sons. | New York, N. Y. Blackman Talking Machine Co. | San Francisco, Cal. Sherman, Clay & Co. |
| Collister & Sayle. | Sol Bloom, Inc. | Savannah, Ga. Phillips & Crew Co. |
| Eclipse Musical Co. | C. Bruno & Son, Inc. | Seattle, Wash. Sherman, Clay & Co. |
| Columbus, O. The Perry B. Whitsit Co. | I. Davega, Jr., Inc. | Sioux Falls, S. D. Talking Machine Exchange. |
| Dallas, Tex. Thos. Goggan & Bro. | S. B. Davega Co. | Spokane, Wash. Eiler's Piano House. |
| Dayton, O. The Fetterly Piano Mfg. Co. | Chas. H. Ditson & Co. | Sherman, Clay & Co. |
| Denver, Colo. Hext Music Co. | The Jacot Music Box Co. | St. Louis, Mo. Koerber-Brenner Music Co. |
| Knight-Campbell Music Co. | Landay Brothers, Inc. | St. Louis Talking Machine Co. |
| Des Moines, Iowa. Jones Piano Co. | The Regina Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Harger & Blish. | Stanley & Pearsall. | Koehler & Hinrichs. |
| Detroit, Mich. Grinnell Bros. | Benj. Switky. | Syracuse, N. Y. W. D. Andrews. |
| Dubuque, Iowa. Harger & Blish. | Victor Distributing & Exp't Co. | Toledo, O. The Hayes Music Co. |
| Duluth, Minn. French & Bassett. | | Whitney & Courier Co. |
| | | Washington, D. C. John F. Ellis & Co. |
| | | E. F. Droop & Sons Co. |



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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

Boston Office: ERNEST L. WAITT, 100 Boylston St.

Chicago Office: E. P. VAN HARLINGEN, 156 Wabash Ave.

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

St. Louis Office: San Francisco Office: CHAS. N. VAN BUREN. S. H. GRAY, 88 First St.

Cleveland Office: G. F. PRESCOTT.

Cincinnati Office: BERNARD C. BOWEN.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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

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

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

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

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

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

NEW YORK, NOVEMBER 15, 1908.

TRADE in this industry has not been good during the past month and there is no denying the fact that jobbers and manufacturers have been keenly disappointed by loss of anticipated business. Quite naturally, the month directly preceding a presidential contest is full of unrest and disquietude in business circles, for there are usually many contracts placed which are contingent upon the result of a presidential election. When such restrictions exist in the manufacturing world it is quite natural that the talking machine jobbers and retailers should suffer in common with general business. Then again the talking machine industry has been in a state of feverish unrest because of a disturbance of internal conditions. The record situation has been unsettled and it is a question whether the double faced disc will ultimately win out against the single faced disc records or not. Dealers and jobbers are disturbed over the present condition of the record situation. Then again, restrictions which have been recently placed upon the trade by manufacturers have also had a tendency to add to the general anxiety and unrest. But all of this will change, and first of all, we must conclude that there is an undeniable tendency toward concentration and if these conditions had been imposed three years ago, they would not have met the opposition which they do to-day. But the limitations which are placed upon the trade will have a tendency to concentrate trade in the hands of fewer individuals who must of necessity handle exclusive lines.

THE announcement which was made on October 15 that the Victor Talking Machine Co. would refuse to fill orders for Victor talking machines, records and supplies from distributors handling other lines of disc talking machines and disc records, excepting used machines, will naturally have the effect to make Victor dealers

more exclusive than ever before. The Victor edict applies to all other disc machines, excepting those manufactured by the Universal Talking Machine Co., which are specially licensed. Plainly the condition to-day is that no Edison dealers or jobbers or no Edison or Victor distributors, can receive discounts and privileges under their existing contracts if they continue to handle competing lines of disc and cylinder machines and records. Edison representatives have complained bitterly on account of the failure of the Company to fill orders for new Amberol records. However, they should exercise patience in this particular, because when putting forth a new product there are obstacles which sometimes appear which were not counted upon when the general plans were made. The directing forces of The National Phonograph Co. have been earnestly striving to fill their orders promptly and we understand from this time on but little delay will occur.

THERE has been harsh criticism uttered in a good many quarters and there has been a wholesale condemnation of the methods adopted by some manufacturers. Many have not hesitated to express their opinions in language which would seem to leave no doubt as to the intensity of feeling. Now abuse never was or never will constitute argument. It never will change facts in the slightest degree. The men who control the destinies of the talking machine trade are not anxious to place obstacles in the pathways of men who sell their product, because just as soon as that is done the factory wheels slow up, the output is curtailed. There may be, however, differences of opinion as to methods, but men who control a situation are going to try to maintain their supremacy in every particular. Now, what have the manufacturers done for the dealers and jobbers during the past few months? In the first place, they have been spending immense sums of money annually to create a demand for their product, and without this demand a great trade never would have been turned into talking machine circles. The people have been made to think talking machines, they have learned of their wonderful development and they have learned this through the large advertising campaigns which have been successfully employed by the great manufacturing concerns. And when we stop to consider the immense sums of money expended in advertising, the tremendous cost of experimental work, money paid to great players, singers and orchestras, money spent in machinery and in completing a perfect organization, we will find that it will be necessary to charge against the cost of machines and records an enormous amount, and when we come to figure that down to an individual record or machine, the profit is not large for the manufacturer when we consider what he has invested in his product.

TWO weeks ago the exchange proposition of the Victor Co. had cost that concern \$80,000, and the estimated cost will exceed \$100,000. We do not know of another institution in the civilized world in any trade which has made such a liberal proposition to its representatives that entailed such a vast loss to the parent concern. \$100,000 is a large amount of money even to a rich concern, and that is not stage money either, for it represents an actual cost to the Victor Company of that number of dollars in the coin of the realm. Think of it. That's "going some"

truly. Do the members of the trade stop to consider what such propositions mean in the way of cost to the manufacturer? Do they stop to consider what the manufacturer is doing to assist the trade? Do they realize what the creative end of the business is doing in the way of publicity?

Let the retail end of the business show enterprise as well. Let the men who sell the machines expand and put some money in the columns of their local papers. They cannot expect business will come their way without effort on their part to win it. We have seen precious little publicity on the part of the dealers in the papers throughout the land. Why is this?

THE dealers cannot expect that manufacturers will go on expending vast sums for advertising unless they also do something to stimulate trade. We have been keeping careful tab on the retail situation and we are compelled to state that taking the country as a whole there has been comparatively little publicity put forth by the members of the retail trade to interest talking machine purchasers. Now there should be supplementary work. Manufacturers spend fortunes annually in the magazines and periodicals of great circulation. Now this work should be reinforced by energetic action on the part of the dealer. He cannot expect that simply because the manufacturers advertise talking machines people are going to gravitate to their stores without some energy displayed on their part. It is unreasonable to expect this. If retailers expect to win good business, they must be up and doing. They must overlook no opportunity which makes for business success. A good demand exists for talking machines and this may be materially increased if the dealers themselves show the right kind of enterprise in pushing their product. What are you going to do to increase your holiday trade? Are you going to show the people the advantage of the talking machine in the home circle and intelligently present argument to the people in your vicinity, or are you going to rest on your oars?

Now resting does not pay. Rest is another name for rust.

FOR the first time in political history the talking machine has played an important part in a presidential campaign. The records made by Mr. Taft and Mr. Bryan have been heard in every city and hamlet in the land, and thousands of homes as well. The salient issues of the campaign with phonographs as weapons was pulled off in a duel in Spokane, Wash., last September. Two men who had been red-hot partisans on opposite sides and who were expert in the use of the talking machine, agreed to argue the case with the machines before the public. Each man secured the "canned" speeches of Mr. Taft and Mr. Bryan, and the bloodless duel took place before hundreds of voters. It seems there was no hard and fast rule of debate, nor was there a formal program including musical numbers between speeches. In Des Moines, Iowa, there was another "canned" duel along the same lines, and so the talking machine passes into political history as a great factor in a presidential struggle.

NOW that the contest for presidential honors has been definitely settled and the people have decided who is to rule the destinies of this nation for the next four years, it behooves every man to put his energies on business and to make

the holiday trade roll up in as substantial proportions as possible. General business conditions are steadily improving. More men are being placed back at work in the various factories throughout the land. The agricultural yield has been bountiful and farmers have received good prices for their crops, and there is now no good reason why business should not be excellent, even from the viewpoint of banner years. If we all do our part earnestly toward helping the good work along there is no question but that we will move rapidly along the right road which has success at the other end in great big letters.

CANNED DIN BY PHONOGRAPH.

Mrs. Rice to Emphasize Her Lectures on City Noises.

Canned noises of the New York brand were taken to Boston last week and turned loose on a large and fashionable audience, and this week Pittsburg will hear the phonographic records of New York's hideous sounds by day and by night.

Mrs. Isaac L. Rice, the founder of the Society for the Suppression of Unnecessary Noise, was invited to lecture before the Boston and Pittsburg audiences, and to bring along her phonograph and canned street noises

In her fight for a city ordinance to do away with the weird howls of hucksters and other noises she believes to be hurtful to humanity, Mrs. Rice has been employing a number of Columbia students to get samples of the noises for reproduction by phonograph. She now has a large collection and hopes to secure a monopoly of the more prominent brands of canned sounds in the city's symphony.

One of the star performers, whose record will be performed in Boston and Pittsburg, is a Sicilian who blows a trumpet and rings a big handbell at the same time, stopping the instrumental duet once in a while to howl out petitions for jobs at grinding scissors and knives. The Sicilian would not perform for the phonograph until he had been paid \$4 in advance.

Another record that will give outsiders some idea of New York's din furnishes a duet between an elevated train at Fifty-ninth street and Columbus avenue and a flat-wheel surface car. The two create a deafening uproar even from the phonograph.

In preparation for her fight before the Board of Aldermen, Mrs. Rice now has a number of students making investigations all over the city. She says she is getting the widest sympathy in her work.

The ordinance is now in the hands of the Aldermanic Legislative Committee.

Optimism cannot be bought with money. It is as free as the air we breathe. That is why poor people generally are optimists.

DISPLAY OF EDISON COMMERCIAL SYSTEM IN LOS ANGELES



SOUTHERN CALIFORNIA MUSIC CO.'S SHOW WINDOW.

The accompanying photograph is that of the window of the Southern California Music Co., of Los Angeles, Cal., which is the display of a complete office using the Edison commercial system. It consists of all the principals of an office engaged in their labors, with the assistance of the phonograph. Every detail is represented, from manager to office boy, each engaged in their respective duties. This display was designed by Messrs. Borgum and Richardson, of the same firm, and is the only display of this kind ever used in that vicinity.

The window is so arranged as to show the manager at his desk, dictating letters to the phonograph, while the stenographer, at her typewriter, is transcribing letters from the phono-

graph. The office boy is busily engaged shaving records in the background. It is estimated that over 125,000 people stopped to gaze on this novel display, and the prospective purchases recorded amply repaid the firm for their efforts in behalf of the Edison commercial system.

A number of small signs were hung in the background, reading:

- "From Brain to Type."
- "Shorten the Day."
- "Edison Fast Mail Route," etc.

The Edison commercial system has lately been installed by a number of the largest firms in Los Angeles, and the outlook is very promising for a large business increase with this line in Southern California.

NEW USE FOR HIS DEAF EAR.

Hears Loud Records and Secures Pianissimo Effects—Here's the Optimist of Optimists.

"I have discovered a new use for my deaf ear; you know, I have one good ear and one that is not so good," said Mr. Gizzleback, in the New York Sun. "For entertainment I visit occasionally the penny-in-the-slot phonograph parlors, and there on some machines I find the brass band music smiting my ears too blaringly for real enjoyment. But the other day by accident dropping the ear-piece from my good ear while I was listening to one of those vigorous performances, I was at once greatly gratified by the softened effect of the music as heard through my deaf ear only.

"You know what the poet says that distance lends enchantment to the view. Well, here we had in effect distance lending enchantment to the sound. With both earpieces up the band had seemed at my elbow, with all the horns turned

square on me; listening with my deaf ear only the sound was mellowed, and it came to me now softly and pleasantly as the music of a band heard playing somewhere off in a park.

"So, now you know with which ear I listen today when I drop a cent in the slot of one of the brass band machines, and I am reminded for the I don't know how manyth time that seeming afflictions may often turn to our advantage."

"TALKERS" FOR BULGARIAN SOLDIERS.

According to reports the Bulgarian War Office has purchased a talking machine for each company of soldiers for the purpose of entertaining and educating the men by playing special records of Bulgarian national songs.

Ben Reynolds & Co., music dealers of Washington, Pa., have opened a store at 102 Smithfield street, Pittsburg, Pa., and besides their regular line of musical goods will handle talking machines and records.

UNIQUE SECTIONAL DISC CASES



CLOSED

10-inch Size, \$4.00
12-inch Size, \$5.00

**LIBERAL DISCOUNTS
TO THE TRADE**

Hold 100 Records
Covered in Black Cloth
Ornamental Brass Corners

BEST SELLER ON THE MARKET



OPEN

BENJ. SWITKY, 27 EAST 14th STREET, NEW YORK

"PLAY THE OTHER SIDE, PAPA"



Double
Record Disks
10-inch
65 Cents.

Single
Record Disks
10-inch
50 Cents.

Taper Arm
Zon-o-phones
from
\$20.00
to
\$75.00

ZON
The Pleasure - O - The Cost
Doubled - O - Reduced

PHONE RECORDS

TWO SONGS WITH BUT A SINGLE DISK

**32½c. per
Selection**

Zon-o-phone Records are now made with selections on both sides for 65c. the lowest price ever offered for this type. No other record at any such price enjoys the established reputation for supreme quality, musical or technical, of Zon-o-phone Records. Their artistic interpretation of music, extraordinary clarity of natural tone, smooth freedom from scratching, extra length and long wear are all featured in this new production.

Zon-o-phone Single Record Disks Now 50c.

for 10-inch ; 75c. for 12-inch

The complete operas by celebrated European soloists and choruses delight and satisfy music lovers. Ask your dealer for the Zon-o-phone lists. It will **"Double your Pleasure."**

Zon-o-phones are visibly the best-made talking machines, musically superior, and they **Reduce the Cost.** Ask the dealer.

Universal Talking Machine Mfg. Co.
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

Los Angeles ... So. California Mus. Co., 332 S. B'way.
San Francisco.. Peter Bacigalupi & Sons, 1021 Golden Gate Ave.

San Francisco.. Byron Mauzy, 1165-75 O'Farrell St.
San Francisco.. Kohler & Chase, 1329 Sutter St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 131-141 Wabash Ave.
Chicago James I. Lyons, 265 Fifth Ave.

MARYLAND

Annapolis Globe House Furn. Co.
Baltimore C. S. Smith & Co., 641 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., 21-23 W. 5th St.

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City ... Mrs. J. Dixon, 804 Grand Ave.
Kansas City ... Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

Springfield Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 8839 Finney Ave.

NEW JERSEY

Newark Edison 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., 643 Main St.
Brooklyn F. W. Rous Co., 435 Fifth Ave.
Brooklyn B. G. Warner, 368 Livingston 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 Music Co., Inc., 111 4th St.

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St., E.
Philadelphia ... Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA

Aberdeen McArthur Piano Co.

TEXAS

Austin Petmecky Company, 411 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.

CANADA

Toronto Whaley, Royce & Co., Ltd., 158 Yonge St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth ... Yarmouth Cycle Co.

ARE YOU PREPARING TO CAPTURE HOLIDAY TRADE?

A Heart to Heart Talk With Readers of the World on This Important Topic—What Plans Have You Made, We Mean Extraordinary Plans, to Wake Up the People in Your Territory?—Now Is the Time for Action—Just Note What Some of Your Fellow Dealers Are Doing—Best to Imitate Rabbits Than Turtles When Considering This Proposition.

Only five weeks to Christmas. What have you done, Mr. Talking Machine Dealer, toward making a record during that period that will make a year's business total to be proud of? It is to be taken for granted that you are well prepared as to stock—if you are not, you have only your own carelessness or timidity to blame—but what steps have you taken to get rid of that stock before January 1?

One dealer not far from New York has ransacked both the Edison and Victor catalogs for records suitable for holiday times, both sacred and secular. These records he has listed in pamphlet form, and by adding a few pages has found space to illustrate and describe the latest models in machines and the new attachments, and incidentally include a very interesting talk regarding his own store. The cover is appropriately ornamented with a design of holly leaves and the booklet will be mailed to a selected list of customers and prospects on December 1, reaching them at a time when they should be most interested in the question of Christmas gifts.

Another dealer has had prepared a series of live advertisements headed "Talks to Holiday Buyers," which he has already begun to run in the local dailies, one appearing each day in consecutive order. These special advertisements will appear right up to Christmas and tell one continuous story with each part complete in itself. This dealer tried the same plan last year and found it wonderfully successful, and with the many new attachments, etc., offered this season, looks for still greater returns this year.

Appealing directly to the musical sense of the public through the medium of free concerts is the scheme of a New England dealer. His store is on the main business thoroughfare of the town and crowds of shoppers are continually passing

the door. The adjoining store has been empty for several months, owing to the assignment of the former occupants, and, pending the occupancy of new tenants on January 1, Mr. Dealer has rented the premises for the month of December. He has arranged to hire 250 camp stools, and being an agent for a home moving picture machine in addition to handling talking machines, he has arranged for nightly entertainments during the month that will undoubtedly mean business. The latest films will be shown and suitable music rendered through the medium of the talkers. Attractive programs will bear, besides the list of views and musical selections, an extended description of the dealer's line, and suitable holiday presents that can be chosen from it.

Yet another dealer has conceived the unique plan of sending out postal cards bearing a return portion. A cordial invitation is extended to the recipient to visit the store and listen to the latest records and examine the machines. On one side of the card the prices of the various styles of machines are printed. Those who cannot or do not care to visit the store are requested to mark the style of machine the price of which suits them, and upon the return of the postal the dealer sends an assistant to the house with a sample of the machine indicated and a liberal supply of late records. In two weeks the dealer sold machines to seventeen of twenty-two prospects before whom the machines were demonstrated at their homes.

These are only a few of the schemes that have or are to be adopted by as many dealers. There are many more that could profitably be adopted by other dealers. Try and be original, for it is a feature that will win success for even a really weak proposition. Work out an idea that is new to your town and drive it home. With over a

month to get holiday business in, every dealer should plan to and succeed in getting his full share. The idea of the turtle being slow but "getting there just the same" doesn't hold in business to-day; it's the rabbit, who gets away jumping and ends up with a rush who gets the backing and wins the money. Don't be the turtle.

BANKRUPTCY PETITION FILED

Against Burns-Brittain Co., Manufacturers of Talking and Moving Picture Machines.

A petition in bankruptcy has been filed against the Burns-Brittain Co., manufacturer of phonographs, moving picture machines, and magic lanterns, of 194 Broadway, by John M. Coleman, attorney for these creditors. Enoch Rector, for royalties; Downing Letter Co., for merchandise, and H. B. Wilson Agency, for money due. The amount due each creditor is not given. The company was incorporated Dec. 3, 1906, with capital stock of \$50,000, and Bradstreet's took away its rating six months ago. Henry L. Brittaine, president, it is said, resigned a few days ago. The company also used the trade style of the N. Y. & Chicago Supply Co.

PARROTS AND PUBLICITY

Taught by Phonograph in Paris for the Purpose of Advertising Certain Specialties.

Paris is becoming almost as original as New York when it comes to clever schemes of publicity, and for the first time parrots have been drafted wholesale into the advertising service in that city. "Use X's mustard," one bird, a fine gray, yells incessantly.

It appears that a parrots' academy exists somewhere in the suburbs, from which the above bird has been graduated with honors. The school is divided into classes and the birds are promoted according to their progress. In most cases it is pretty slow work and requires a good deal of patience.

They are taught, three or four at a time, by means of a phonograph, in darkened rooms. Private tuition is also given, but this naturally is more expensive.

A BOOSTER FOR THE "TALKER."

The Critic of the Los Angeles Times Devotes Much Space in Its Columns Regarding the Progress of the Talking Machine.

Julian Johnson, musical editor of the Los Angeles Times, is looked upon by local dealers as one of the best friends the talking machine has. Within the last few years, it might be said, since the first issue of records of voices of celebrities, Mr. Johnson has been among the most enthusiastic admirers of the talker. He is a familiar figure at one of the large establishments where he makes his purchases, and aside from being the possessor of a talker and a fine collection of records, he fully appreciates the real value of what he possesses. In his columns of music and musicians he often refers to the talking machine, pointing out its marked progress and the advantages it offers to music lovers. In a recent article discussing the great tenor, Caruso, he referred to the talking machine as the most practical way of judging the great tenor's course from light lyric voice to that of a robust dramatic, the earlier made records compared with the latest ones.

After trying over the new issue of records each month, Johnson generally gives his thoughts of them to talking machine owners through his columns.

H. B. Graves, an old-established furniture dealer of Rochester, has put in a complete line of Columbia machines and records.

Good advertising is 85 per cent. brains and 15 per cent. goods to back it up. Brains include knowing what to say and how, when and where to say it.

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.



TRADE IN SAN FRANCISCO.

Business Steadily Improving—New Records and Attachments Stimulate Trade—Geo. W. Lyle a Visitor—Great Call for Victrolas—Brown Resigns from Kohler & Chase—Chas. Jones Succeeds—Eilers' Entertainments Attract—Burson's Stop Device—Sherman, Clay & Co. Add "Talkers" to All Their Branches.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 6, 1908.

The talking machine business has been decidedly lively during the past month, showing, on the whole, quite a noticeable increase over the previous month. The new style records have naturally had a highly stimulating effect on the trade, the innovation being apparently just what was needed to give a new impetus to the interest in talking machines on the Pacific Coast. In addition to the phenomenal sale which has followed upon the appearance of the new records, an increased demand has apparently been created for machines of the leading makes. This seems to be the only way to account for the present activity, which is greater than was expected, even at the approach of the holidays. As things now stand, all the larger houses are busier than they have been for nearly a year past, and some even report an increase over last year's business. Even the smaller retailers, though their numbers have increased considerably and competition is keen, are all managing to make very satisfactory profits.

The wholesalers have been fairly rushing for the last month, and both machines and records have been sold to the trade in large numbers. The retailers in all parts of the State have been replenishing their stocks in preparation for the holiday trade, but in many cases most of the goods bought have already been sold off. Consequently, while the wholesale movement will naturally not be as brisk from now till the end of the year as it was this month, late orders are expected to be larger than usual.

As the new records were placed on this market by all the leading companies at about the same time, no one has secured anything like a monopoly on the new business that has developed. The competition has been very keen, but so far the representatives of each of the lines seem to be getting their full share of the benefits that have resulted.

W. S. Gray, coast manager for the Columbia Phonograph Co., is enthusiastic over the reception given to the double-faced Columbia records. The preliminary shipment to the San Francisco

headquarters was exhausted almost immediately, most of it going to fill the large advance orders that had been taken, and the local office is anxiously waiting for additional supplies. Shipment is being made on the larger orders direct from the factory, as many new connections have been made, giving orders for the entire list. The company has done extensive advertising on the coast, and is also carrying on a direct personal campaign. This side of the work is being handled by Mr. Beck, who, after a short stay in San Francisco, has gone south to carry on the work among the retailers there. He reported great success in the northern part of the State. Coast Manager W. S. Gray is now accompanying Geo. W. Lyle, vice-president of the company, on his annual tour of the Coast. They express themselves as highly pleased with the condition of the business through the entire northwest, as well as in San Francisco.

Sherman, Clay & Co. were troubled by a shortage of Victrolas early in the month, but they have received a large shipment and expect to be able to fill all orders for the holiday trade. This machine, however, has a habit of running out of stock sooner than is expected, and any Coast retailers who expect to get machines on short notice at the end of the season still have a chance of being disappointed. The local retail business in Victrolas is still good, and in fact seems to be increasing somewhat as the holiday season approaches, and more people feel able to buy. The Victrola is handled by quite a number of local dealers, and all find it a highly profitable line to carry.

The talking machine department of Kohler & Chase has again changed management. Charles E. Brown, who has been manager for some time past, returned from a month's trip to Seattle a few days ago, and handed in his resignation. He has not yet announced what he intends to do in the future, but he will probably engage in the talking machine business for himself, as he has done in the past. His position with Kohler & Chase has been filled by Chas. Jones.

Byron Mauzy has not yet received his stock of new-style Zonophone records, but looks for them in a few days. He has already secured a lot of good business on samples, and the trade is quite anxious for the goods.

The Eilers Music Co. are now holding a series of entertainments in its new recital hall, with a talking machine recital every alternate week. The program on Oct. 20 was a debate between Taft and Bryan on the Auxetophone, or, as the local press described it, "Canned politics." A large audience was present, and there was nearly

as much excitement as if the speakers had been actually present.

A new phonograph stop device, the patent for which is controlled by Arthur Burson, is to be manufactured at Santa Barbara, Cal. A factory is now being equipped, and will be in operation early in November. The invention has been favorably received, and several good orders have already been taken.

The Exton Music Shop, a Los Angeles talking machine store, has been moved to 216 West Third street.

Marin & Co. recently opened a new talking machine store in Stockton, Cal.

T. J. Christopher, a talking machine dealer of Mission street, San Francisco, has taken a new location.

C. E. Skinner, of the talking machine department of Sherman, Clay & Co., is now in Stockton, Cal., where he is superintending the installation of a similar department in the company's branch house.

Sherman, Clay & Co. are enlarging their work in the talking machine line all over the Coast. Geo. R. Guppy, manager of the department in Seattle, Wash., has started a department at Wenatchee, Wash., and the line is to be carried in several of the branch stores which have formerly been almost entirely devoted to the piano business. This action is undoubtedly partly due to the increased possibilities of the business brought about by the new records.

A WOMAN WITH A HISTORY.

A well-dressed and sharp-faced woman in some way got into the editorial sanctum, and very shortly was standing by the editor's desk.

"I beg your pardon," she said, in salutation, "but can you spare a few moments of your valuable time?"

"I am very busy, madam," replied the editor, "but if you have anything of importance to communicate I shall be glad to hear it."

"Thank you," she said, looking around in a nervous fashion. "I am a woman with a history, and—"

"Excuse me," apologized the editor, seeing a story on the horizon; "possibly you had better step into my private office, where you will not be interrupted."

"Now," he said, when they were seated, "I presume you wish to tell me something of your history?"

"Yes, sir; that is why I am here."

"Very well, proceed. Anything you may say to me will be held in the strictest confidence, and I will publish only what you wish. You were saying you were a woman with a history." This very sympathetically, as an encourager.

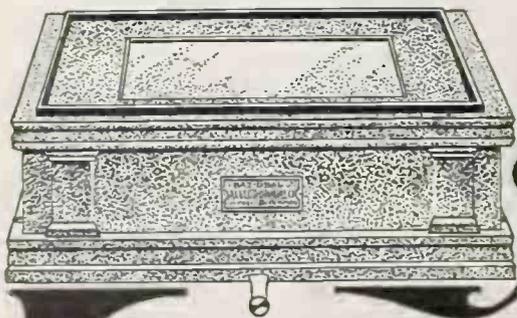
"Yes, sir," she began, as she laid a document before him. "It is a history of Napoleon Bonaparte, in eighteen monthly parts, at \$1 a month, and—"

He threw up his hands, but she had him, and he put down his name. Now when a "woman with a history" is mentioned in his hearing it makes cold chills run down his back.

"TALKERS" ENTERTAIN OYSTERMEN.

Some years ago it was custom for the oystermen, who abound in the neighborhood of Chesapeake Bay, when choosing their crews, to make it a point that there be a number of the darkies who could sing. In hiring men the first question often was, "Can you sing?" An affirmative answer then brought forth the questions, "Can you tong, cull and sail a sloop," or "bugeye," or schooner, as the case might be.

During the last season, however, the "hand's" ability to sing did not cut such a figure, for many of the oyster boats put out with talking machines and a liberal supply of records to beguile the long evening hours spent on the "beds." Many more oystermen have purchased machines for the coming season, and it will not be long before passengers on the Bay steamers will slip through night to the accompaniment of dozens of "talkers" on the oyster boats.



The Allegrophone

Dignifies and Beautifies the Talking Machine.

Is to the Talking Machine what the case is to the Piano.

☐ Conceals the running parts and eliminates all the noise except that necessarily transmitted through the horn.

☐ Can be adjusted in a minute, remains permanently and loses its identity in that of the machine. Has plate glass in the sliding top through which the operator may watch the progress of the needle.

☐ Protects delicate mechanism and records.

Made in Quartered Oak (No. 5) and Mahogany (No. 6) for Victor Talking Machines

To-day the Allegrophone is a new invention. To-morrow you will see it on all Talking Machines. It will prove a boomer.

NATIONAL ALLEGROPHONE COMPANY

178 DEVONSHIRE STREET, BOSTON, MASS.



Mahogany
Listed at \$15.00

Quartered Oak
Listed at \$12.50

Apply to your Jobber

Send for Booklet



Totally New Development in Tone Reproduction

SIR ISAAC NEWTON showed that the propagation of sound by any medium depended on the elasticity of that medium. Builders of fine pianos have long employed this principle. But not until now, with the perfecting of our **MUSIC MASTER WOOD HORN**, have scientific acoustics been successfully applied to phonographic horn reproduction.

Working long and patiently along these lines, we have produced, in our **MUSIC MASTER WOOD HORN**, not merely a horn which emphasizes by concentration the tones reproduced by talking machine or phonograph, but a horn which is an *actual sounding board* of wonderful vibratory freedom, giving to the reproduced tones the "singing quality" of the original rendition, and at the same time very materially softening the mechanical sounds incidental to the operation of the record.

Improves
the
Record
Reproduction



Subdues the Scratch
and Harshness

THE MUSIC MASTER WOOD HORN

is **NOT VENEERED** but is made of the finest selected **SOLID** Oak, Mahogany or imported Spruce. It will not crack, split, peel or blister. Finished in natural wood with beautiful French polish to match any talking machine cabinet.

We start our campaign of advertising in the December issues of the big popular magazines:

Everybody's Cosmopolitan Munsey's McClure's

This is not to be a spasmodic effort, but will be an appeal month after month to Talking Machine users. We want a live dealer in every locality to fill the demand that our advertising will create, and for such men we have an attractive proposition.

Are you the man? If you are, write us promptly, as we must complete our distributing arrangements at once.

SHEIP & VANDEGRIFT, Inc., - PHILADELPHIA



No delays

We don't have to send to the factory before we can fill your order. We have the goods here ready to ship when your order comes in.

Our stock contains the very latest wrinkles in the trade, and a complete line of Victors, Victor Records, record cabinets, trumpet horns, fibre cases, English needles, and all other Victor accessories.

Does your present jobber carry so complete a line and give such prompt and unfailing service? Does he keep you posted on the new specialties of the trade?

If you are in any way dissatisfied with the service you are getting, write to-day for our latest catalogue.

**The Victor Distributing
and Export Company**

83 Chambers Street, New York



HARGER & BLISH IN DES MOINES.

The Well-Known Talking Machine Jobbers of Dubuque Secure Magnificent Quarters on Locust Street, Where They Are Carrying a Full Line of Victor and Edison Machines.

(Special to The Talking Machine World.)
Des Moines, Ia., Nov. 5, 1908.

Harger & Blish, Inc., the well-known talking machine jobbers of Dubuque, Ia., have secured a seven years' lease on about nine thousand feet of floor space in the Garver building, Locust street, and have installed a very complete stock of Victor and Edison talking machines and records, amounting in value to over 50,000. They intend to do an exclusive wholesale business, and a large force of salesmen have been organized to cover the greater portion of Iowa and the surrounding States. The Harger & Blish house in Dubuque will be retained, and the people there will look after a portion of the State from that point.

The local house will be under the management of Geo. C. Silzer, who has been with the firm at Dubuque for a number of years. In their new quarters they have a complete sample room which contains absolutely everything in the talking machine line. In a chat with Mr. Silzer he stated that it would give him the greatest pleasure to have out-of-town dealers call upon him and look over their new quarters. A tremendous catalog of both Edison and Victor records is carried and quick shipments are their specialty.

AN EXAGGERATED STATEMENT.

Article in September Talking Machine World in Reference to Society of Friends Taking Exception to Songs as Reproduced on Phonographs Contradicted.

In the September issue of The World there appeared an article relative to the Society of Friends taking exception to the songs produced through the medium of the talking machine. After a careful perusal of the same, the writer being a Friend himself, decided to investigate. With this end in view, he wrote the following letter to "Mr. Charles Jenkins, editor of The Friends' Intelligencer, Philadelphia, Pa.:"

"Dear Mr. Jenkins—I enclose herewith a newspaper clipping relative to the Society of Friends taking exception to certain songs as reproduced on records made by the different talking machine companies throughout the United States. You will note that the sentiment was so pronounced that a committee was appointed to investigate the matter and endeavor to influence the manufacturers toward a better class of songs. If you are in a position to give me any data regarding the findings of the above-mentioned committee, I would like to have it, as I am of the opinion at present that the Friends are very much mistaken in their assertions that improper songs have been placed before the public through the medium of the talking machine.

"I have made it a point to peruse very carefully all the catalogs of the different concerns and have been unable to find a single instance where anything bordering on the improper has been listed. Any information you may give me regarding the above will be greatly appreciated. Hoping to hear from you, I am, yours very truly, Howard Taylor Middleton, Special Correspondent The Talking Machine World."

The results of his efforts in this direction are given in the letter herewith, dated October 21, 1908:

"Mr. Howard Taylor Middleton:

"Dear Sir—Yours of September 22 to Mr. Charles Jenkins was received and noted. I delayed reply until I could send you a copy of the official report of the conference. Under separate cover I am sending you a copy of the Friends' Intelligencer of October 3, the supplement of which contains all that was said at the conference in regard to the phonograph (page 62, end of first column). The reports in the newspapers were very poor and done apparently without the

least exercise of intelligence (as you no doubt know from experience, is nearly always the case with a convention on any subject at all out of the line of ordinary newspaper routine). What was said about talking machines was not given any particular importance, and no special committee was appointed to go into the matter. If you would like to insert a note in the Intelligencer giving the information contained in your letter as to freedom of phonograph records from improper or questionable matter, I shall be glad to have it and to give it due prominence. Very truly, R. Barclay Spicer, Associate Editor."

The extract from the Intelligencer's report of the conference which had to do with talking machines follows:

"Edwin Howard, Ames, Ia.—I have thought a great deal about the songs sung through the phonograph. I have investigated the matter some, also the pictures, and it is a deep subject. I have asked some young people that are going to Sunday-school, What do you think of most—your Sunday-school lesson or the songs you hear through the phonograph? The answer is, The songs I hear in the phonograph; and this is something that can be remedied, if we undertake it here, because I think we can go to headquarters and oversee what is sold. It would seem to me a great work toward reform."

It would seem from the above that the speaker made no insinuation conveying the impression that phonograph records contained suggestive songs, but simply asked the question of the young Friends: "What do you think of most—your Sunday-school lesson or the songs you hear through the phonograph?"

HOWARD TAYLOR MIDDLETON.

CAUGHT STEALING "TALKERS."

Mrs. Emma Undra, wife of a Milwaukee railroad man was found guilty of the charge of stealing a talking machine recently and was sentenced to sixty days in the workhouse, with a \$20 fine as an alternative. Mrs. Undra purchased the machine from Harry Kreinitz, a Milwaukee dealer, on instalments, and is said to have pawned it. She gave poverty as an excuse, but the detectives claim she was pricing talking machines in another store when arrested.

COLLINS AND HARLAN IN VAUDEVILLE.

Collins and Harlan, the well-known record makers, will shortly go into vaudeville. They will appear in a sketch illustrating how records are made.

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.

AN EYE OPENER

“About a year ago I decided to make no further purchases of records, for the reason that with the steel needle they showed deterioration very rapidly. My collection then consisted of between twelve and thirteen hundred selections and I was naturally much interested in your Fibre Needle. After having thoroughly tested them I concluded to NEVER again use a steel needle on any of my records.

“During the past eleven or twelve months I have used the Fibre Needle exclusively. So satisfactory have they proved that I have taken an added interest in my Talking Machine and, notwithstanding my resolution, have since purchased nearly six hundred new records, mostly high-grade.

“Four of my gentlemen friends, emulating my example, became enthusiasts, bought high-grade machines, had them equipped for the Fibre Needles and have already collected a “library” of about five hundred selected records each.”

The above statement was made by Mr. C. C. Crabb, of No. 55 Lake View Avenue, Chicago. Mr. Crabb is a wealthy, retired capitalist; he loves good music and will have none but the best. His collection of records consists of the very choicest and is probably the largest and most select in the country. His comments on the Fibre Needles were unsolicited.

**TWO THOUSAND SIX HUNDRED RECORDS
sold to FIVE customers in ten months, solely
and squarely on account of the FIBRE
NEEDLE!!!**

MR. DEALER: If this is not sufficient EVIDENCE that the Fibre Needle is a “record seller,” write to us and we will give you a few more—EYE OPENERS.

DON'T FORGET THE FIBRE NEEDLE. Write to your jobber—if he is a dead one, then write to us direct. We will send you samples and full instructions.

“B. & H.” FIBRE MFG. CO.

208 E. KINZIE STREET

CHICAGO, ILL.

WORK OF JOBBERS' ASSOCIATION.

Chairman of Press Committee Gives Exhaustive Resume of What Has Been Accomplished by the Jobbers' Association.

In response to a request for information as to what the Jobbers' Association has accomplished, J. Newcomb Blackman, chairman of the Press Committee, gave The World representative the following report:

"I do not think the trade in general realizes what has been accomplished by the Jobbers' Association. The first concession of great importance granted by manufacturers was while the eastern and western associations were separate bodies. Jobbers of both Edison and Victor goods were forced by competition to have their monthly records sent by express to insure having them as soon as competitors. In many cases this cost a large sum each month, and as it was done universally, no real benefit was accomplished. When this situation was explained to the Edison and Victor companies, through the associations, they finally arranged an opening day for the sale of the new monthly records and shipped jobbers' advance orders by freight soon enough to enable them to receive them before the opening day. There is no doubt that this has saved jobbers thousands of dollars each year.

"Another feature which was immediately introduced by the two associations was a system of credit reports, so that cases where dealers were taking unfair advantage of credit extended, or those who might be termed 'dead beats' would be brought to the attention of the association. This system is still in operation, and members of the association have all the back reports on file and receive current reports each month from the secretary. The strength and permanency of this system is insured by the fact that it is entirely optional with the jobber as to what action he will take regarding any name reported. In other words, the members of the association point out where they have suffered loss, and they are at the same time pledged to give an accurate report to any member requesting same. It then remains for the jobber to extend credit or do as he pleases, according to the situation as he defines it. This has proved a big help to dealers, for it has removed many competitors who cut prices and in other ways competed unfairly. The credit reports are generally conceded by members to be worth several times the cost of membership.

"It was found that subjects brought to the attention of manufacturers would be more favorably received if they represented the views of all the jobbers, and for that reason the eastern and western associations were merged into the present National Association of Talking Machine Jobbers. The present association was formed in Buffalo in September, 1907, and the results since then have been exceedingly satisfactory.

"The manufacturer's attention was called to the manner in which certain jobbers and dealers were indirectly cutting prices by offering horns and horn supports at practically cost. This condition enabled large dealers or jobbers, who could buy close, to unfairly compete with the smaller ones by offering outfits for less money. To place everyone on the same basis in this respect the manufacturers finally equipped their machines with a suitable horn and horn support, thus doing away with price cutting on those articles. In considering the complaint of dealers that jobbers were enabled to offer records at retail at 8 a. m. on the opening day, while dealers' orders could not be shipped until then and the sale delayed until they were received, the Jobbers' Association sought a remedy. A suitable resolution was prepared asking that jobbers be permitted to ship records to dealers the day before they were to go on sale, so that the trade in general would have them in stock to offer for sale at the same time. Both the Edison and Victor factories granted this request and the present plan has been found very satisfactory.

"A further request was made that the monthly supplement lists be furnished to dealers in advance, and that they be permitted to mail them the day before the records go on sale. This was also granted. The use of the dealer's identification card was also at the suggestion of the association, and is generally understood to be a great convenience to dealers.

"It had always been a puzzle to the manufacturers how to dispose of records that had become unsalable and represented surplus stock in the hands of the trade, and also those which, through lack of sale, had been removed from the catalog. The 'two for one,' or 'three for one' exchanges were not satisfactory, for the reason that they resulted in the jobber and dealer having to overstock in greater proportion in order to get credit for the records returned.

"After this subject was considered very carefully by the association, it was decided that surplus stock would eventually represent records that would be cut from the catalog, and the

resolution was then prepared and presented to the manufacturers asking for an even exchange on cut-out records only. This appealed to the Edison and Victor companies as the most feasible plan, and the Victor Co., shortly afterward, issued an exchange proposition on this basis. The Edison Co., while not ready to handle another exchange, approved the even exchange plan and agreed to take back records cut from the catalog thereafter on an even exchange basis. I do not think there is any question among jobbers and dealers as to the approval of this plan of exchange.

"At each meeting of the members and also of the executive committee it seems that greater results are shown. This was particularly evident in the Atlantic City convention last summer, and the meeting of the executive committee in September.

"In the latter case the plan of sending the resolutions in advance to the manufacturers and having the executive committee discuss them with a committee representing the manufacturers proved to be the best method, and some of the more recent moves on the part of the manufacturers were at the request of the Jobbers' Association.

"The decision of both the Edison and Victor companies to regulate the establishment of dealers is probably one of the most important things that the association has accomplished. It protects the dealer who is properly representing the goods and should receive encouragement, and prevents any jobber starting competitors without limit. At the same time it makes it necessary for dealers to carry a sufficient stock to make a proper showing, in order to be protected against competition. A better class of dealers will result and more loyalty will be shown than ever before.

"Many other concessions have been made by the manufacturers which do not come to my mind at the present time, or are of minor importance.

"We do not claim for the association all the credit for what the manufacturers have granted; nor do we wish to appear as the only source from which the manufacturers receive ideas for the improvement of trade conditions. It must not be forgotten that the manufacturers have shown a disposition to consider anything presented by the Jobbers' Association, and they deserve great credit for acting so promptly in many cases.

"After all—it cannot be overlooked that, while suggestions and ideas are good, it remains for the manufacturer to use them, and the trade in general will not fail to show their appreciation by a loyal co-operation with the manufacturers, who have their interest always in mind. The dealer, jobber and manufacturer should be a unit of co-operation, each having confidence in the others and not expecting anything that is not for the good of all. The dealer can help by working with the jobber and letting those who are members of the association know what changes they would like to see in the existing policies.

"Jobbers in general are benefited by the results obtained through the work of the Jobbers' Association, and I think they should consider it their duty when receiving these benefits to contribute by their membership and whatever help they can give to the association.

"The manufacturers have already shown their willingness to work with the association, and I think a word from them would often secure members for the association, in cases where the jobber does not understand the friendly feeling of the manufacturers toward the association.

"There is much work still to be done, and now that the uncertainty of election is over we must all work for a quick return to prosperity.

"If the Jobbers' Association is to continue its good work it must have the support of every jobber, and as I am chairman of the membership committee, I earnestly request any jobber who is not a member to send in his application to Perry B. Whitsit, secretary, 213 South High street, Columbus, O., or to J. Newcomb Black-

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

man, at 97 Chambers street, New York City. A request for information addressed to either Mr. Whitsit or me will bring the information desired. Everybody is with us, but we must have the support of a big membership.

"The Talking Machine World must not be forgotten as one of the most valuable supports of the Jobbers' Association, and every dealer and jobber should reciprocate in every way possible. This publication is the official organ by which the trade may be kept in touch with the work of the association, and Edward Lyman Bill, the editor, has received a set of resolutions thanking him for the liberal use of the columns of The World in the interest of the association.

"I trust the trade will realize the good work the association is doing and will give their support as far as possible."

THIEVES HOLD REVEL.

Visit the Home of a Philadelphian and Entertain Themselves With Music on the Phonograph While the House Is Being Robbed.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 30, 1908.

A few days ago the Philadelphia "North American" printed an article entitled, "Thieves Hold Long Revel in Daylight; Play Phonograph." After a careful perusal of this story, the writer arrived at the conclusion that it was worth reviewing in the columns of The World, because



THEN THE FUN BEGAN.

he has found talking machine dealers ever ready to hear a "talker" tale when it bore the stamp of authenticity.

On Monday, the 24th ult., thieves visited the home of Harry Miller at 2331 Cross street, and indulged in a thoroughly good time without the slightest molestation from the police, because they used the talking machine as a blind. The moment they arrived on the scene and discovered that there was a "talker" in the house, they immediately decided to utilize it as a means to their end, viz.: to operate it, thereby conveying the impression to the neighbors that the rightful owner was at home and enjoying himself. Thus eliminating all danger of interruption, they proceeded to leisurely rifle the establishment of its valuables. This accomplished to their satisfaction, they sent one of their number to "rush the growler," which for the benefit of the unsophisticated few who are not initiated into the ways of the followers of Bacchus, signifies, going to the nearest saloon after a can of beer.

Then the fun began. Cigars were discovered and ignited, the refrigerator relieved of its store of toothsome viands, and with sandwiches flanked with brimming glasses of Schlitz's best brew before them, the robbers settled down to the enjoyment of a talking machine concert, in which the great Melba competed with Miss Ada Jones, and the golden voiced Caruso with our friend, Arthur Collins.

All day long the revelry continued, and toward evening friends of the Millers, who did not know of their absence from town, marveled at the length of the show.

Even now, the police did not interfere, and just at dusk, their booty equally distributed among them, the robbers departed, leaving behind them a house stripped clean of its portable contents.

While there were several musical instruments in Mr. Miller's home, the phonograph was the

only one stolen, which proves once again the superiority of the "talker." Even thieves know a good thing when they hear it all day, all right, all right.

HOWARD TAYLOR MIDDLETON.

PREPARES FUNERAL SERVICE

By Means of Phonograph—Rev. G. L. Morrill Takes This Step so That He May Know How It Will be Conducted.

(Special to The Talking Machine World.)

Minneapolis, Minn., Nov. 11, 1908.

The Rev. G. L. Morrill, chaplain of the Actors' Alliance, has prepared his own funeral service by aid of a phonograph. He is 59 years old and is pastor of the People's Church, Unique Theater. Though he does not expect to die for some time to come, he has prepared his funeral service because he wants to know just the way his funeral will be conducted.

The clergyman went to a talking machine store in this city and closeted himself in a private room. Here he had placed a piano and started the machine going. He talked, recited and played on the piano the same service which he rendered at the funeral of his relatives and a large number of others.

It took some time before the service was finished, and then he took the records and personally placed them in his safety deposit vault in a downtown bank. Mr. Morrill admitted that he had made records for his own funeral. He said:

"It isn't a piece of sentiment. You know I left the Baptist church and became very orthodox. I've preached over 3,000 funeral sermons in my career, and I've often wondered what would be said over me. I just wanted to make sure that some of the things I believe are repeated over my casket.

"I prepared five records. No. 1 is the twenty-third Psalm. No. 2 is the song 'Shall We Gather at the River?' No. 3 is made up of the verses from the poem 'Immortality,' No. 4 is the Lord's Prayer, and No. 5 is Gottschalk's 'Last Hope.' I played it on the piano. In my will I have arranged to have these records played in the order that I have numbered them.

"I have rendered all of these verses and music at the funeral of my father, my mother and two brothers. I want to repeat them myself by means of the phonograph at my own funeral."

Men get tired of the same clothes and change them in order to appear neat and attractive. When was the dress of your store changed last? Time to change, isn't it?

THE NEW "ECHO-PHONE"

Marks a New Departure in Cylinder Construction—Some Facts of Interest Regarding It.

With this issue of The World another new model "Echo-phone" makes its debut. This machine is a wide departure from the old beaten paths, and among its new features is the noiseless worm gear motor, which ensures a much even tone, and together with the new "Echo-phone" reproducer ensures softer, mellow and sweeter music than has hitherto been possible on any but the most expensive types of machines. Durability rather than ornateness is the aim of its manufacturers, though they have by no means neglected the latter feature. Encased in a highly polished oak cabinet with heavy white nicked parts, this machine makes an imposing appearance. It looks what it is—a machine built on clean-cut lines, and built to wear. That the new model will meet with an enormous demand is certain, and we heartily congratulate the United Talking Machine Co. on the attractiveness of their product. At first, it may be uphill work to convince some people of the merits of this machine, inasmuch as jobbers and dealers as well as premium users in general have been "taken in" so many times, that they have all but given up the idea of ever obtaining a satisfactory article. However, now that the unexpected has happened, there will be no lack of orders for the new "Echo-phone." And while speaking of orders it might be well to state that already without solicitation this company have their hands full, and their factory is running overtime. The announcement of the United Talking Machine Co. on the front cover of The World is well worth the consideration of everyone interested in talking machines, and when coupled with the fact that each and everyone of their machines is fully guaranteed for one year it should prove irresistible.

The phonograph is suggested by a French photographer as a means of timing when a clock cannot be watched. He has fitted his machine with a cylinder counting from 1 to 240, with intervals of one second between the numbers.

There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide; that he must take himself for better or for worse, as his portion; that, though the wide universe is full of good, no kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given him to till.

One House—One Line

WE are the only Talking Machine House in Eastern Pennsylvania which has no branch stores, or that carries other lines.

For this reason we are better equipped to give prompt and efficient service than others. Give us a trial.

EDISON JOBBERS

VICTOR DISTRIBUTORS

PENN PHONOGRAPH CO., Inc.

17 South 9th Street

PHILADELPHIA

Edison Amberol Records Have Brought the Edison Phonograph Into Greater Prominence Than Any Instrument of the Kind Ever Enjoyed Before



These new records, adapted as well to Edison Phonographs now in use as to the new models, play or sing or talk twice as long as regular Edison Records and longer than any other Record of any kind.

Taking more music, they admit of songs and selections never before possible on any Record.

Music that heretofore had to be cut or hurried when put on the two-minute Records is now offered on Amberol Records complete and in a style of rendition never before possible.

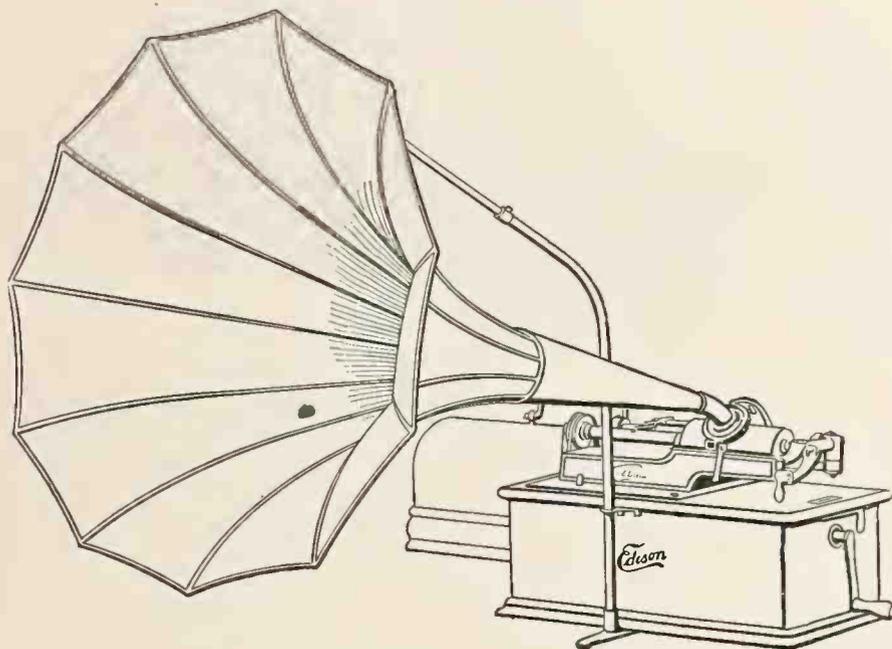
These greater possibilities in Record-making have led to greater results and the Edison Phonograph stands to-day the greatest musical entertainer of the age.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.

This Prominence Is Something You Can Cash In If You Have Edison Phonographs and Put a Little Selling Energy Behind Them



These new Amberol Records have caught the great music loving public. Not only do they afford music never possible before, but they afford more than twice as much music without changing records.

The price also appeals—twice the music for but little more than the price of regular Edison Records.

Your profit on each Amberol Record is greater, and in addition there is an extra profit to you on the sale of attachments for Phonographs already sold.

The field for the sale of Amberol Records is as great as the field for regular Edison Records, and in Amberol Records you have a new and telling argument for the sale of Phonographs.

Talking machine dealers who do not handle Edison goods, or those who do not push them, are neglecting a great opportunity.

We are seeking reputable dealers in all localities where we are not adequately represented. We do not give exclusive territory, but we do see that only a sufficient number of dealers are appointed in each locality to take care of the trade. Write the jobber near you about conditions in your locality.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.

Edison Phonographs and Records are sold to the trade in Great Britain by the National Phonograph Co., Ltd.,
Victoria Road, Willesden, London, N. W.

WITH THE TRADE IN CLEVELAND.

Continued Improvement in Business Reported—Dealers Begin Active November With the Various New Attachments and Records to Offer—Big Holiday Trade Looked for—F. S. Silverbach's Good Report—May Co. do Excellent Victor Business—W. H. Buescher Located in Handsome New Quarters—Bailey Co. Giving Victor Recitals at Lodges—Talking Machine in Restaurant.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 10, 1908.

Continued improvement in the talking machine trade is reported, although conditions during the past month were about the same as the month previous. November has started out on broader lines, with an impetus to business indicative of a normal fall trade. More inquiries are being made, more interest is manifest, and the sales of machines are larger, and include many of the higher-priced ones. The demand for records is constantly increasing, and the aggregate sales, including many of the highest-priced ones, is very large. The new Edison combination attachment and Amberol records, and the Columbia double-disc and indestructible records, are attracting unusual attention, and the dealers generally claim for them merits surpassing anything heretofore attempted in the talking machine line, and that their popularity is a foregone conclusion. Inquiries already making forecast a desirable holiday trade, and the dealers are all making extensive preparations to meet it with a large and choice selection of goods. With the close of the Presidential campaign, Cleveland manufacturers and business men predict an immediate boom in business, and that the mills and factories will all soon be running full time. This will favorably affect a very large class of workmen who are among the best patrons of talking machine dealers when employed.

Fred S. Silverbach, traveling representative of the Columbia Phonograph Co., whose headquarters is at Cincinnati, was a visitor to the city Nov. 4. He stated that he did more business in the month of October than in the two months of September and October last year. He said dealers in most of the small towns, who had not heretofore carried disc records, were now putting in stocks of the double disc records and were having a good trade. He said business was steadily improving in all the towns he had visited.

The May Co. report that business for October was more than double that of September. The

manager of the talking machine department said the sales of machines were good—that they had made several sales of Victrolas recently, together with a number of other of the higher-priced machines. He stated there was an excellent demand for Red Seal and other records, and that they were experiencing trouble in not being able to procure the Victor double records, for which they have constant inquiries. The company anticipate a good holiday trade, some goods having already been selected for that occasion.

At the Eclipse Musical Co. business was reported good and improving—"trade picking up in fine shape." Mr. Towell, manager, said their volume of business was daily increasing and extending over a wider area of territory. He stated they were having trouble in procuring from the manufactory the new Edison combination attachment and Amberol records, for which there is a big and growing demand.

Due largely to the new double disc and the indestructible cylinder records, Mr. Probeck, of the Columbia Phonograph Co., says there has been a big percentage of increase in their business. He stated there was an increasing demand for their goods and that the prospects were very bright.

W. H. Buescher & Sons have got settled in their new store at No. 2010 East Ninth street. The store has been magnificently fitted up in a combination of mahogany and old oak finish. The walls and paneled ceilings are beautifully frescoed, and with the graceful marble columns and ornate frieze, is certainly as fine a talking machine store as can be found anywhere. It is divided into two departments, one for disc machines and records, the other for cylinder, each stocked with a large and complete line of goods. Mr. Buescher, Sr., said they were particularly well pleased with the acoustic qualities of the demonstration rooms, something they had long hoped for, and which has greatly improved the effectiveness of the records. He stated business was good and that they were having more customers and prospective purchasers, since moving, than for some time past.

W. J. Roberts, Jr., is doing his full share of the talking machine business, making daily sales of machines and records in goodly numbers. It is rare that his demonstration rooms are not entertaining prospective customers. He stated the prospects of a good holiday trade were roseate, the only drawback now being in the inability to obtain a stock of the attachments and Edison Amberol records.

At the Bailey Co. business was reported to be

keeping up very good and improving. The manager said he anticipated a good holiday trade. The company have inaugurated a new and unique scheme to attract attention to their talking machine department. They are giving entertainments to the various lodges of the city with the Auxetophone and Victrola machines, and are meeting with good success, having four months' engagements booked with the different lodges; due, the manager stated, to their strenuous advertising campaign, the Zonophone machines were in great demand.

Collister & Sayle are doing good business in the wholesale department, with fairly good trade in the retail department.

The phonograph is being used to good effect by the proprietor of a Cleveland restaurant in enlivening his place with nightly concerts. He has an orchestra of three pieces, piano, violin and flute, and uses it in connection with the talking machine. Besides understanding the science of properly catering to the appetite, he is an enthusiastic admirer of the phonograph, and his purchases constitute a list of the best records, those containing the voices of the greatest grand opera singers, with orchestral accompaniment, and his orchestra adds its music to the phonograph's. "It's popular and will grow in favor," he says. "People generally like good music, and my customers are highly pleased with the entertainment I am furnishing."

IMPORTANCE OF OWNING LOCATION.

Ensures Dealer an Opportunity for Developing Business—Saves Money as Value of Location Increases—Improves Dealer's Commercial Standing.

When a dealer has a location that offers room for a developing business, it is, as in all practical affairs, a big advantage to look ahead hopefully. Where ability and industry accomplish some progress each year the results are cumulative, and, before long, the situation of facing an exacting landlord is likely to present itself.

Long before this happens the dealer will feel in himself the seed of progress and should, where possible, provide against such future difficulty—either by buying the premises occupied before his effort has largely increased its value or by securing an option or ownership of a near-by equally or superior building or situation.

This can be done by pledging the future as it were where successive yearly payments will be accepted as reducing a large mortgage which will figure in the original transaction. Of course, such a move takes for granted a long continuance in business in one location, and, as this is the usual successful way, it is important to begin in a center where effort will result in continual growth.

When a business owns the property in which it is conducted there is an anchor to it that makes moving an unthought-of possibility. That makes for stability of purpose and effort to build up itself and neighborhood usually resultful of much good. Besides materially improving one's commercial standing by such a move, the continued welfare of the business begets a materially increasing value to the real estate.

And then you have no fear of making improvements to the property, which, under other ownership, might result in higher rental. It is a good thing for a business man to know what he wants and start early in the direction of it without faltering or wavering, despite the little set-backs that try him, whoever he is.

Mrs. Bertha Guernsey, formerly of the Guernsey Music Store, North Yakima, Wash., and now known as the Yakima Music Co., was married on October 21 to Charles W. Harris, who is now manager of the music company.

Thomas & Co. have leased quarters on South Main street, Findlay, O., for the exclusive use of their talking machine department. The firm carries all styles of the Victor and Edison machines and a large stock of records.

"JOBBER, ATTENTION!"

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

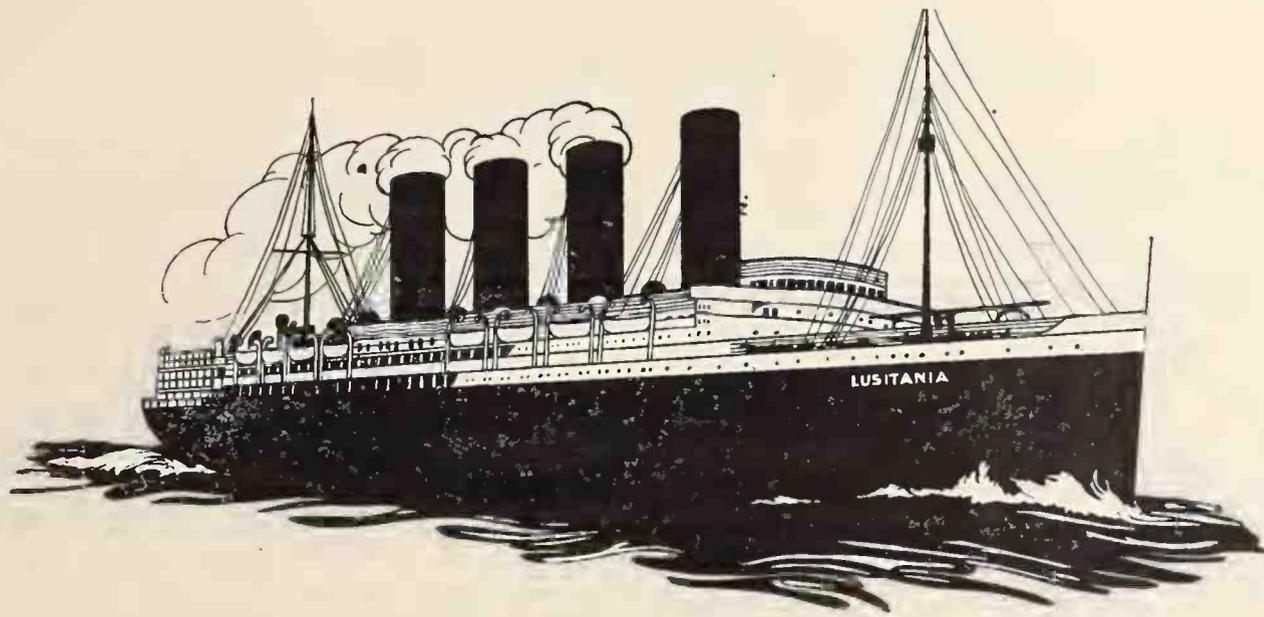
TALKING MACHINE SUPPLIES

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

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

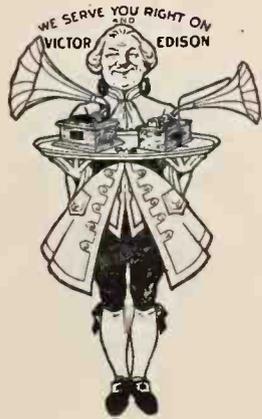
FASTEST THING ON WATER

—The LUSITANIA



FASTEST THING ON LAND

WURLITZER'S HURRY-UP SERVICE ON VICTOR & EDISON



WURLITZER'S HURRY-UP SERVICE is just what you need from now till Christmas!

With the election over and Xmas only a scant six weeks off, business is looking up. People are planning and buying for the holidays already. If you do not get your orders in now you cannot count on getting the goods in time for the holiday rush.

Many dealers let their stocks get low during the past summer. They are waking up now and firing their orders in as fast as the mails can bring them. Don't wait till the eleventh hour before sending us YOUR orders.

Speaking of "service"—

Not long ago an order came through marked "Rush!" It was after working hours when it reached us. The manager was the only one on deck. He made the order up himself—went to the train with it—and our dealer found the expressman rattling at his door with the goods next morning when he got down.

We mention this to show that there is ONE jobbing house that spares nothing in its efforts to "SERVE YOU RIGHT ON VICTOR AND EDISON."

Now, about those Machines, Records and Supplies you will want for the Christmas trade:

Our warerooms are filled from floor to ceiling with fresh new goods, and we have put in a RUSH ORDER DESK to take care of eleventh-hour orders. Send us YOUR orders and let us show you how much better is WURLITZER'S HURRY-UP SERVICE than any you ever tried.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO
Two points of supply; order from the nearer



"EXTRA! WURLITZER'S RECORDER!"

Write us to put your name on our mailing list to get "WURLITZER'S RECORDER" regularly.

This little trade paper is gotten out especially to help Victor and Edison Dealers sell more goods. It is helping others and will help you, too.

The December issue will contain a great big offer that you ought to know about. Write to-day to either our Cincinnati or Chicago house.

PHILADELPHIA'S TRADE NEWS.

Post-Election Outlook Decidedly Rosy—1909 Expected to be Record Year—Jobbers Handicapped Through Inability to Get Stock—Louis Buehn & Bro. Make Good Report—A General Summary of Current Conditions—What Various Dealers Have to Say Regarding Present Business and Future Outlook.

(Special to The Talking Machine World)
Philadelphia, Pa., Nov. 9, 1908.

October business in this city broke all records for the year, and now that the national election is over and satisfactorily settled, the outlook for the future looms up brighter than ever. A feeling of supreme confidence is evident wherever one goes, which, if combined with concerted effort, should make the coming year of 1909 memorable to all connected with the talking machine industry.

Though the jobbers here are doing a land office business on the new Edison attachments and Amberol records, a good deal of this is on paper only, because of the inability of the National Co. to supply their trade in anything like adequate quantities. Victor business, too, kept up remarkably well, considering the fact that this company did not issue any new list, and shipments on the double-faced records were made only late in the month. Columbia trade has kept up to the high records which have been made during the past few months, the indestructible product being a drawing card that has added a long list of new dealers to their staff.

Louis Buehn & Bro. are doing a remarkable business, October running away ahead of the preceding month. This progressive jobber has just added another traveler to his staff, H. E. Orr, who is an old talking machine salesman and well known in this State, will cover the territory handled by this firm's new branch at Harrisburg. Buehn & Bro. are making a strong bid for wholesale business, and their efficient service is winning for them an enviable reputation. Prominent among their leaders is their handsome line of record cabinets on which the profit to the dealer is especially interesting.

H. A. Weymann reports business brisk. This firm are experiencing unforeseen delays in getting their new dust-proof cabinets ready for the market, but hope to have them by the time the December World goes to press. Watch for their announcement.

In speaking for the Penn Phonograph Co., Mr. Miller said: "Notwithstanding the delays we have had in getting goods from the factories, our

business, both wholesale and retail, has kept steadily improving. Local trade especially has taken a spurt and sales on machines have been unexpectedly heavy. We look for a big Christmas."

C. J. Heppe & Sons are congratulating themselves on the fact that they are prominently connected with this trade, for while the sale of pianos and musical merchandise has not yet resumed its normal level, this deficiency has more than been made up by the talking machine department.

The Musical Echo Co. are going after business in their usual enterprising manner, and what is more, are finding it. One of their new specials is the Gerson commercial cabinet, details about which will be found in another part of this page.

Manager Goldrup, of the Columbia headquarters here, was most enthusiastic over the outlook and said he believed that at last business was on a sound, substantial footing, and that while "booms" might not be so prevalent, yet business would be steadier and more to be relied upon.

NATIONAL CO.'S ENTERPRISE.

Carrying on a Great Publicity Campaign for the Purpose of Introducing Amberol Records.

Following the introduction of the Amberol records and the new attachments, the National Phonograph Co. have arranged for a very extensive advertising campaign, calling for space in the leading dailies, weeklies and monthlies throughout the country, for the purpose of acquainting the public with the merits of these new features. The increased advertising has already begun, and it is said that in December the National advertising will exceed by 33 1/3 per cent. that carried on in previous months.

Beginning with the December issues both the Record Bulletin and the Record Supplement will be increased considerably in size in order to allow for the listing of ten new Amberol records in addition to the usual twenty-four two-minute records. Both booklets will be printed in two colors on heavier paper.

The National Co. are also preparing a new catalog of Edison phonographs as well as a folder describing the combination types, Home, Standard and Triumph machines, both publications to be ready for the jobbers about November 20.

Anticipating the rush of business that will result from this greatly increased publicity, the company are running their plant night and day,

in some departments working three eight-hour shifts, and are turning out machines and parts in great quantities, the weekly output of jewels alone totaling nearly 15,000.

BALTIMORE'S NEWS OFFERING.

Good Demand for High Priced Victor Machines—Double Disc Records Win Popularity—Good Columbia Report—Brisk Sales of New Edison Amberol Records—New Columbia Dealer—"Star" Records Selling Well—Other Interesting Items.

(Special to The Talking Machine World.)
Baltimore, Md., Nov. 6, 1908.

Victor talking machines figured conspicuously in the Presidential campaign in this city during the month of October, and also in giving out the returns on election night. At the Republican headquarters an Auxetophone, loaned for the purpose by H. R. Eisenbrandt Sons, one of the largest Victor dealers in this city, was used for furnishing Taft speeches to visitors, while one of these high-priced machines, through the courtesy of the same firm, was the means by which the Baltimore News acquainted the tremendous crowd of the returns on last Tuesday evening. When the returns came along slowly, the Auxetophone prevented the people from becoming restless by playing popular and campaign songs and giving out Bryan and Taft speeches. The Victor made a great "hit" with the immense crowds in attendance. Messrs. Eisenbrandt stated that there has been a healthy improvement in the trade, particularly with the high-priced Victrolas and Auxetophones.

Double disc records are becoming the rage in this city, and Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., states that he has had a big rush for them. According to Mr. Lyle the new records have revived interest in talking machines generally. Persons who had owned old machines for several years but who had lost interest in them have called upon the Columbia people to repair them, and have been liberal purchasers of these new records. The greatest demand in the double record line has been for the 12-inch discs.

Manager Lyle, while in Washington this week on a business trip, met George W. Lyle, general manager of the Columbia Phonograph Co., who has been making a circuit of the Columbia stores in the various sections of the country. Mr. Lyle declares that the demand for the double discs has been general all over the country.

The Columbia Co. has placed new style window cards about the city which have proven a great attraction.

Manager Grottendick, of E. F. Droop & Sons Co., announces that the sales of the new Edison attachments for the four-minute Amberol records have been brisk during October. The new Edison combination-type machines have also been attracting attention. Mr. Grottendick says that the firm is looking forward for a big Christmas trade, particularly with the Victrolas, which have become quite popular here.

G. Lando is the latest local dealer to enter the Columbia field. He is handling the company's machines exclusively in the western section of the city, with headquarters at 1331 West Baltimore street. The new type B Y machines have been going well with local buyers.

"Star" records of popular songs have been good sellers during the month, according to Fred Scheller, who is looking after the company's interest in this city. The demand for these records is steadily growing.

Sanders & Stayman have had a good month with Victor machines and records. They now look for increasing business. Similar statements are made by Manager Ansell, of Cohen & Hughes, regarding the Victor machines.

Are you helping out the publicity work of your manufacturer by letting the local folks know that you handle the universally advertised line? If not, why not?

"GERSON CABINET"

(Patent applied for).



The Gerson Cabinet is equipped as per illustration above, which shows the Graphophone set in top ready for dictation. The middle tray holds the answered letters. Fifteen pegs on bottom shelf for the cylinders.

Something New For Dealers in Edison Business Phonographs

DICTAPHONES OR COMMERCIAL GRAPHOPHONES

IT FITS THEM ALL!

Why fasten machines down in awkward cabinets, on desks or iron stands, when the GERSON CABINET gives greater flexibility of service?

The GERSON CABINET moves easily on casters.

Pull it up to your desk to dictate.

Push it away again when through.

The transcriber and another dictator can do likewise.

Any number of persons can use the machine when not in use.

TYPE E—To fit Edison Business Phonograph.

TYPE G—Fits both Columbia and Dictaphone.

(SPECIFY TYPE WANTED.)

SELLS AT \$7.50

(Regular discounts to dealers).

MUSICAL ECHO COMPANY

SOLE DISTRIBUTORS

1217 Chestnut Street - Philadelphia

The American People

have through their vote approved of

TAFT and SHERMAN



813 OPEN, SHOWS
EBERHARDT DISC RECORD HOLD

and by their past patronage
of the Superiority of the

HERZOG CABINETS

Keep Full Line in Stock!



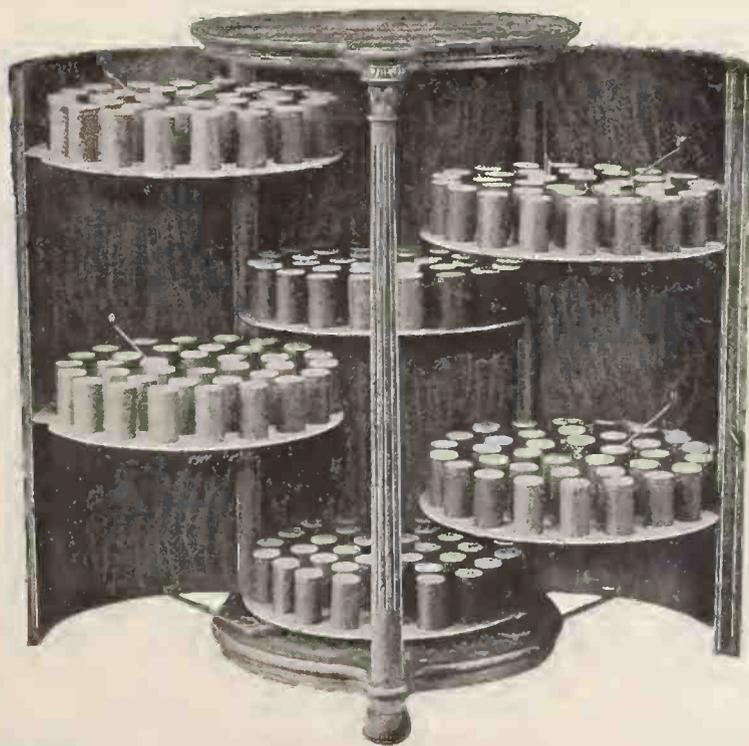
809 or 710
CLOSED

Herzog's Cabinets will be equipped with the Eberhardt Disc Holder on request.

Herzog Art Furniture Co.

Saginaw, Mich.

will furnish to all
and any Retail
Salesman, Copies
of Article, Page
15, Talking Ma-
chine World, Issue
April 15, 1908, to
read and study
carefully—



724
OPEN

it will help the
Salesman in sell-
ing Cabinets to
the satisfaction of
his employer and
assure him of a
raise in his salary.

Good times are
here.

Herzog Record Cabinets Are Record Sellers

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., Nov. 11, 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.

OCTOBER 10.

Buenos Ayres, 94 pkgs., \$3,251; 18 pkgs., \$580; Curacao, 4 pkgs., \$200; Glasgow, 105 pkgs., \$406; Havana, 23 pkgs., \$1,196; 6 pkgs., \$160; Halifax, 6 pkgs., \$110; Liverpool, 116 pkgs., \$350; London, 182 pkgs., \$4,496; 74 pkgs., \$1,941; 506 pkgs., \$5,480; 791 pkgs., \$9,757; Montevideo, 1,407 pkgs., \$26,236; Rio de Janeiro, 5 pkgs., \$199; 3 pkgs., \$238; Vera Cruz, 129 pkgs., \$1,775.

OCTOBER 17.

Berlin, 40 pkgs., \$649; Bombay, 9 pkgs., \$162; Cardiff, 35 pkgs., \$169; 35 pkgs., \$169; Colon, 25 pkgs., \$952; 9 pkgs., \$113; Corinto, 4 pkgs., \$165; Guayaquil, 8 pkgs., \$124; Havre, 5 pkgs., \$222; Havana, 9 pkgs., \$664; Kingston, 7 pkgs., \$372; Limon, 4 pkgs., \$289; London, 167 pkgs., \$4,682; 230 pkgs., \$5,626; Melbourne, 5 pkgs., \$193; Milan, 2 pkgs., \$208; Newcastle, 70 pkgs., \$373; 70 pkgs., \$372; Valparaiso, 3 pkgs., \$188; Vienna, 8 pkgs., \$484; Vera Cruz, 40 pkgs., \$672.

OCTOBER 24.

Berlin, 33 pkgs., \$542; Bremen, 1 pkg., \$200; Buenos Ayres, 88 pkgs., \$7,904; Demerara, 11 pkgs., \$1,121; Kobe, 34 pkgs., \$2,875; Havana, 15 pkgs., \$559; Hong Kong, 52 pkgs., \$1,129; London, 474 pkgs., \$3,716; 231 pkgs., \$4,486; 58 pkgs., \$2,316; 242 pkgs., \$6,955; Manila, 33 pkgs., \$2,703; Melbourne, 1,383 pkgs., \$17,782; Milan, 19 pkgs., \$412; Montevideo, 12 pkgs., \$305; Natal, 7 pkgs., \$955; Rio de Janeiro, 8 pkgs., \$412; 6 pkgs., \$196; Sydney, 58 pkgs., \$1,994; Valparaiso, 32 pkgs., \$1,587; Vera Cruz, 76 pkgs., \$2,036; Vienna, 27 pkgs., \$676.

NOVEMBER 4.

Berlin, 36 pkgs., \$1,853; Belfast, 84 pkgs.,

\$416; Bombay, 65 pkgs., \$294; Cardiff, 35 pkgs., \$180; Glasgow, 60 pkgs., \$250; Guayaquil, 2 pkgs., \$145; Havana, 22 pkgs., \$446; London, 916 pkgs., \$3,097; 25 pkgs., \$772; 655 pkgs., \$16,051; Manchester, 110 pkgs., \$524; Melbourne, 7 pkgs., \$1,450; Newcastle, 116 pkgs., \$624; Sheffield, 62 pkgs., \$263; St. Petersburg, 4 pkgs., \$110; Vera Cruz, 10 pkgs., \$195.

NOVEMBER 10.

Belfast, 84 pkgs., \$416; Cardiff, 35 pkgs., \$169; East London, 5 pkgs., \$150; Havana, 14 pkgs., \$567; Havre, 8 pkgs., \$301; Liverpool, 34 pkgs., \$167; London, 31 pkgs., \$1,073; 254 pkgs., \$7,305; 718 pkgs., \$7,382; Manchester, 110 pkgs., \$542; Melbourne, 578 pkgs., \$11,361; Newcastle, 46 pkgs., \$263; Savanilla, 3 pkgs., \$135.

TO TEACH TALKING.

London University Sees Need of Improvement in Voice Production.

(Special to The Talking Machine World.)

London, Eng., Nov. 2, 1908.

The University Extension Board of London University has arranged a series of classes in voice production for the autumn season, which begins on Monday. The lectures will be delivered by a medical specialist, who in an interview said:

"With the advance of civilization talking has become worse and worse. Few persons talk properly and never was there such need for voice production as at present. Three things are chiefly responsible for bad talking: The strain and rush of modern existence, lack of proper control of the muscles behind the upper lip and tight clothing, particularly corsets and high collars. Slovenliness, bad articulation and the clipping of words are some of the most obvious faults in modern talking. Voice culture on scientific principles is the only remedy. The voice is a safe guide to a test of physical education, for the voice is so dependent upon a flexible body that the slightest rigidity of the body

becomes at once evident in the vocal tones, and it is the presence of that rigidity of the body which accounts for the unmusical and harsh voices of many teachers of physical education. Voice culture which brings good talking is the finest means of obtaining a refined good health in contract to the rude health of the plowman."

FORTY YEARS OF WHAT—?

Forty years of buying
By the same "old man";
Forty years of selling
On the same old plan.

The same old building
In the same old lot;
The same old shelving
In the same old spot.

The same old books
In the same old way;
The same "tired looks"
On balance day.

Forty years of standing still—
Forty years of restful sloth—
Forty years of progress "nil"—
Forty years without a growth.

Forty years they rusted
In the same old lot
Until they "suddenly" busted
Of commercial "dry rot."

—Ralph Arnold.

G. H. Schubert, inventor and patentee of the Schubert Interchangeable shelving for making the Schubert extensible record rack, is experiencing a great demand for his specialty, and it is not at all improbable that he will come East and take up the manufacture of his new record rack on a much more extended scale.

Three things are necessary to enable a salesman to put up a good selling talk—knowledge, judgment and enthusiasm.

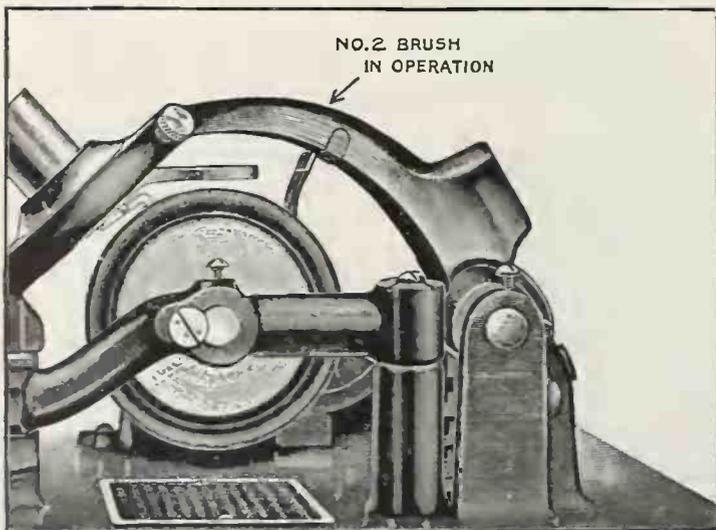
SAVE THE LIFE OF YOUR RECORDS

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.



NO. 2 BRUSH IN OPERATION



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

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

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



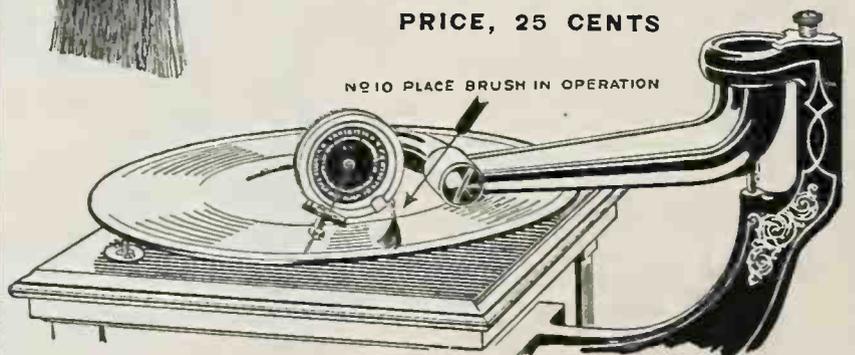
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

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

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President

"The White Blackman"

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Review of Trade Conditions—Graphophone Co.'s Report—Some Beautiful Klingsor Machines—Beka Activity—Concerns in Financial Difficulties—Star Machines Liked—New Edison Records—Anent Mineral Waxes—Latest Pathe Phono-Discs—Edison Circular Creates Comment—Barnett-Samuels in Liverpool and Manchester—Compliments for The World—Five-Minute Clarion Record—Labor Troubles Affect Provincial Trade—Clarion in Manchester—Death of John Annan.

(Special to The Talking Machine World.)

London, E. C., Nov. 3, 1908.

The United Kingdom is still involved in the throes of the general trade slackness characteristic of the whole year. The talking machine trade in London, however, is somewhat brighter, but not up to even time last year, while in the provinces matters are slightly worse, principally owing to the labor troubles and strikes which have paralyzed business in all trades. This condition of things is strongly evidenced by the returns which show a falling off in the country's trade of something like 80 million pounds sterling; the government revenue has also dropped considerably. If anything, the various talking machine firms have put out more advertising this year than last, and yet scales are far short of what they should be for the month of October, which is usually one of the best times for our industry. Things are bound to better themselves shortly, and in this regard reports show that industrial and labor disturbances are on the road—especially with the great cotton strike—to an amicable settlement. Hope is the mainstay of life, and we must maintain a good outlook on matters in general, and as each one does his individual best to keep things moving, the sooner we shall see the silver lining to the dark cloud which is overshadowing us.

Gramophone Co.'s Annual Meeting

The Financial Times gives a detailed account of the Gramophone meeting, of which I append the most interesting facts. In his opening remarks, Mr. Trevor Williams, the chairman, said that the trading profit for the year ended June 30, 1908, was £144,125, which, compared with last year's figure of £263,950, showed a decrease of £119,825. The falling off did not indicate a lessening of the demand for the company's goods. The decrease was mainly due to increased expenditure on advertising and recording, and the exceptional charges brought about by the reduction in the price of their records, which cost the company about £20,000, besides which there were more bad debts and also unproductive expenditure with regard to their new factories opened up

at Hayes, Calcutta, Paris and Barcelona, which it was stated are now complete and productive. The chairman further reported that the Supreme Court in France had decided against the company on the copyright question, while the Supreme Court in Australia made a decision on almost identical issues entirely in their favor. Competition abroad was very keen, especially in the machine trade, which principally consisted of cheap imitations, which sold in large quantities, and to their detriment, but the sale of such cheap imitations must eventually advertise and accentuate the superior quality of their goods. In England the watchfulness of their London manager had kept the name, the reputation, and the trade of the company, far above the reach of harmful competition. £144,000 was a very fine profit to earn in these times, said the chairman, and he thought there were very few industrial companies that could pay 25 per cent. on its ordinary capital. The popularity of the gramophone was as great to-day as it had even been in the history of the business. During the past trade-disturbed year the English branch had sold gramophone goods to the value of £20,200, in excess of what it sold during the record year (£263,000) and £47,700 in excess of the average sales of the previous five years. Replying to a question, the chairman stated, that he had not heard of any instrument which threatened to supersede the gramophone. It was resolved that a bonus of 10 per cent. less income tax, be paid forthwith, in addition to the 15 per cent. already paid. The directors were authorized to pay quarterly interim dividends for the year ending June 30, 1909, as follows: 5 per cent. per annum, less income tax, on the preference shares, and 15 per cent. per annum, less income tax, on the ordinary shares. The assets of the company apart from patents, trademarks, and good will, show a surplus over liabilities of £757,300 as compared with £772,600 twelve months ago.

Photographing Heart Pulsations.

A Dutch inventor has caused considerable interest by constructing an apparatus which enables heart pulsations to be photographed. The instrument is an ingenious combination of the stethoscope, microphone, phonograph, and galvanometer. I fancy the idea is not a new one, though.

Small Offers for Hunting Co. Stock.

At a recent creditors' meeting of the Russell Hunting Record Co., Ltd. (in liquidation), it was stated that the stock of records amounting to about 500,000 titles, were sold for £4,000. Russell Hunting made an offer of £500 for the machinery at the factory, which the chairman stated originally cost £15,000. Other offers, however, were pending and the meeting passed a resolution

authorizing the committee to accept the highest offer.

Beka Co.'s Fine Report.

A splendid report was made to me on the occasion of a call at the Beka Record Co.'s new premises in City Road. Mr. Rühl is the right sort of man to be in charge, and it is not surprising that his indefatigable energy and enterprise, combined with the enormous repertoire and general good quality of the Beka records has brought about a well deserving success for the firm's products. The world-wide nature of the Beka catalog, which contains local selections of practically every civilized country on earth, is unparalleled. Their latest records, some of which I had the pleasure of hearing, are well up to the high standard of quality for which the Beka is famous. The well known artist, Bernard Turner, has sung for the company and the records figure in the current list.

The "Klingsor" Specialties

I have had some splendid catalogs come under my notice from time to time, but for artistic merit and practical value, it would be impossible to beat that of the celebrated Klingsor Hornless Cabinet Machine catalog just issued. The cover is adorned by an attractive design, and raised letters of gold on stiff white art paper, while inside we find illustrations, colored to life, of the various machines and other lines. I cannot describe all the machines individually; suffice it to say there are twelve models all built on the same principal. The particular feature comprises an interior horn, across the mouth of which is stretched a series of musical wires tightened to a high tension, by which, it is claimed, sound is produced in greater volume and much brighter. And I may here say that I have found this claim true in every respect. Excelsior motors are fitted in every machine, and they are unquestionably the best. The different motors run from 9 minutes, up to 25. The cabinets are made in oak, walnut or mahogany, or according to requirements. Other lines mentioned in the catalog are record albums, record cabinets, sound-boxes, needles, and the Phono Doll novelty. The "Zora" sound-box, adaptable for needle and sapphire records, gives remarkably fine results, as also does the Klingsor needle. Traders interested in these propositions should write to Messrs. H. Lange's Successors, 21 Little Portland street, London, for a copy of the Klingsor catalog.

Lyon Creditors Meet.

The creditors of J. Lyon, talking machine dealer of Bishopsgate street, were recently called together by Messrs. L. Morse & Co. Mr. Morse said he had requested the debtor to attend, but he failed to do so. Debtor had kept no cash book, journal or sales ledger, and Mr. Morse ordered the removal of the stock from the premises

FAVORITE RECORDS



are gaining a strong hold in the States. Trial orders have grown into big stock orders. Those enterprising firms who have made a trial with *Favorites* have found out that it pays them to stock

FAVORITE RECORDS

and they are doing well.

Nothing Venture—Nothing Have!! There is still room for you to take a share in the profits *Favorite Records* bring.

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued).

in Bishopsgate street, as the safest course to take in the interest of the creditors. Liabilities, £343; estimated assets, £40. The meeting passed a resolution in favor of winding up the business.

Other Creditors' Meetings.

A meeting of creditors was also called in the case of the Gramophone Stores, Lime street, Liverpool. An offer of 10s. in the pound, payable by instalments was made and accepted. Others under proceedings are: G. Morgan, Osborne Rd., Pontypool, and in the case of Romain & Co., Beech street, Barbican, at a private meeting of creditors, it was stated that the liabilities amounted to £143, while the assets comprised stock at cost £42. It was understood that debtor's father had issued a writ in respect of £60. At the meeting an offer of 1s. in the pound, payable within 14 days, was made.

It will no doubt be a matter of surprise to many to learn that the Multiphone Co. (Ltd.) have gone into voluntary liquidation. A meeting of creditors was held on Oct. 17, at the registered offices of the company, 24 The Pavement, Chiswick. E. G. F. Medley, 6 Farringdon avenue, London E. C., is the liquidator.

Insurance Against Bad Debts.

The idea of insurance against bad debts is again being discussed here. The suggestion is that travelers should guarantee their firms against loss by bad debts on all orders taken, in consideration of extra commission to counter-balance the risk. This seems an excellent idea, but would it hold in law? if so, it would, in the majority of cases, necessitate the employer to safeguard himself against possibilities by requiring a bond, or guarantee, for a good sum of money from the traveler.

"Star" Machines in Great Favor.

The "Star" machines, recently introduced to

this market, are finding much favor with the trade on account of the many distinct advantages embodied therein. The talking machine public are a little slow with their money this year, but the "Star" product is meeting a fair demand, notwithstanding. The season now here will undoubtedly give an additional impetus to machines that are "different," and of these the "Star" is foremost.

"Mineral Waxes."

Their preparation and uses. By Rudolf Gregorius. Translated from the German. Crown 8vo. 250 pages. 32 illustrations. 6s. net (post free, 6s. 4d. United Kingdom; 6s. 6d. abroad). Scott, Greenwood & Son, 8 Broadway Ludgate Hill, London, E. C. The above constitutes one of the most useful works of its kind which we have come across. Its contents are of a practical nature, and furnishes a number of excellent recipes for making up artificial waxes, put and varnish removers, floor polishes, vaseline, insulating compositions; in fact it is impossible to mention the large variety of wax compositions which this splendid work devotes itself to. Such a technical volume as this should be in the hands of all managers of record factories, as many valuable hints may be obtained therein, quite apart from the exhaustive particulars regarding the natural wax and processes for distilling and refining.

New Edison Amberol Records.

The first advance list of the new Edison Amberol record is to hand. It comprises about fifty selections of a comprehensive character, which I understand will be issued to the trade on Nov. 15. From advance notices in *The World*, the English trade had come to look for these records with no little interest and enthusiasm. Those who have been privileged to hear the first samples are unanimous in praise of the beautiful repro-

duction and increased time length, which places the Amberol in the position of being without exception the finest record on the market. It plays over four minutes and in some instances up to 4 minutes 45 seconds, which is more than equal to a 12-inch disc. I recently paid a visit to the Edison factory at Willesden, where I was regaled with some fine vocal and instrumental selections. They are much sweeter and more pure in tone than the usual run of records, and in regard to volume I am of opinion that they are not quite so loud, which, at the same time, being quite sufficient for home use. In order that present owners of phonographs can use the new record, an ingenious attachment has been devised, which is adaptable for all Edison machines, except the Gem. Recognizing the necessity of placing these attachments within the reach of all classes, the company have generously put them on the market at a nominal cost, which leaves little profit for the makers. The new attachment embodies differential gears, which may be operated by simply moving a lever. Thus the new 4-minute record, as it is called, is available for the delight of all the phonographic enthusiasts throughout the world. In company with Thomas Graft (chairman of the National Phonograph Co.), I had the pleasure of inspecting the large factory where all the records are made for this market. It's a hive of industry and work was proceeding apace as we passed from one department to another in quick succession. My thanks are due to Mr. Graft for a very pleasant time.

A Chance for American Firms.

The Klingsor machines are now completely covered in America by patents (No. 899491), and as they are moderately priced, a good opportunity is presented to live American houses willing to take up a quick seller. Special terms are offered

KLINGSOR



THE "WAGNER"

Highly finished solid Oak Cabinet.

THE new season is here and 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."

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.



THE "SULLIVAN"

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



THE "BIJOU"

Mahogany, Walnut or Oak Cabinet.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus,

:: LONDON, W., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

and exclusive territory would be given. In England and foreign countries the Klingsor is a great favorite and sells in large quantities. Some dispatches, the other day, I noticed were to Russia, Shanghai, Persia and Vera Cruz, and in fact there is hardly a part of the world in which the Klingsor is not familiar. Communication should be addressed: H. Lange's Successors, 21 Little Portland street, London W.

Gramophone Co. Expansion.

In addition to their present premises, the Gramophone Co. have now taken over the extensive building at 59 City Road, E. C.

Francis Nottingham Recovered.

We are very glad to report that Francis Nottingham (American Talking Machine Co.), has so far recovered from his recent illness as to be expected at the office by the time these lines appear. Mr. Nottingham underwent two serious operations, which at one time reached a crisis, but is now happily a thing of the past. In conversation, John Nottingham stated that he had received so many letters of sympathy and kind inquiries of his son, that he had been unable to answer them. Sympathizers will understand, and it is perhaps hardly necessary to convey Mr. Nottingham's deep appreciation to all those friends whose letters he was unable to acknowledge personally. Mr. Nottingham is spending a few weeks in Yorkshire, and we trust the change will bring about his complete return to health.

Ten-Inch Double-Sided Pathe Disc.

Messrs. Pathé Frères have startled the trade by placing on the market a 10-inch double-sided phono-disc at 2s., which is a record of very good quality, indeed. By the way, the firm's cinematograph and talking machine saloon at the White City has proved a wonderful success. During the few months in which the exhibition has been open, over three-quarters of a million persons visited the Pathé building, which cost £4,000 to put up.

Some More Double-Sided Discs.

The Edison Bell Co. inform me that they have now issued their 8½-inch double-sided phono-disc at 1s. 6d., and judging from the quality, which is good, it will no doubt prove very popular both with the trade and the buying public.

Death of John Annan.

We regret to announce the death of John Annan, of Messrs. Annan, Dexton & Co., London, with other businesses in New York and Chicago, which occurred on Oct. 29 in New York. Mr. Annan was one of the original reorganizers of the Edison Bell Phonograph Co., but pressure of business in other directions caused him to resign about two years ago. He was at one time a great power in the commercial life of London, and figured prom-

inently in many directions. Jabez Balfour, otherwise the Liberator Society, will be remembered by many, and when the smash came, Mr. Annan was appointed liquidator, and he was also much before the public in undertaking all the accountancy business in connection with the transfer of London water schemes, which involved expenditure of upwards of five million pounds sterling. The news of Mr. Annan's death came as a great shock to all his friends, as he was in the prime of life, and enjoying robust health almost to the last.

Gramophone Co.'s New Wooden Horn.

The Gramophone Co. have introduced a very artistic wooden horn which has been received with great favor everywhere. The Franco-British exhibition jury have awarded the Gramophone Co. the grand prix, the highest award in the music section.

S. P. Turner With Pathe Freres.

Sidney P. Turner, lately of the Sterling & Hunting Co., has now joined the staff of Messrs. Pathé Frères, as assistant manager of the London house. His unique trade experience aptly fits him for the post.

A. Lyon & Co.'s Creditors to Meet.

In the matter of A. Lyon & Co., of 75 City Road, and 106 Houndsditch, London, jewelers and dealers in talking machine goods, notice has been given that the first meeting of the creditors will be held at Bankruptcy Buildings, Carey street, London, W. C., on Nov. 4. The public examination of the debtors is fixed for the 4th day of December, '08, at half-past eleven o'clock in the forenoon, at the same place. The debtors' statement of affairs has not been lodged. The receiving order is dated Oct. 21.

Closer Connection With Australia.

The British India Steam Navigation Co. are about to initiate a four-weekly service of passenger and cargo boats between London and Brisbane, the journey to occupy not more than fifty days.

Oppose Duty on Catalogs.

A resolution condemning the reimposition of duty on catalogs and other trade literature into Australia has been passed by the London Chamber of Commerce and forwarded to the right quarters.

Oppenheim's Repairing of Factory.

Mr. Oppenheim's horn repairing factory in Scrutton street, Finsbury, is well worth a visit by those traders who cater for this class of work. In company with Mr. Oppenheim, your representative made a round of the works, where old and battered trumpets are given a new lease of life. For a moderate charge dents are taken out and the whole horn repainted to any color

required, and so well is the work executed that one would never suppose the renovated horn had ever been in use before. Truly, the factory is best described as a veritable Baits!

Gounod Family Oppose Reproduction.

A musical contemporary states that mechanical reproduction of the famous Gounod's compositions is much resented by the Gounod family, so much so that they have instructed legal agents to look after their interests in Germany, and to take legal proceedings if necessary.

A Side Line for Drapers?

The possibility of the talking machine as a useful side line for drapers, etc., has impressed the Drapers' Record to strongly advocate its adoption by their readers. We have yet to learn the result. Talking machine dealers at present are not having a very bright time, and to introduce further competitive elements in their respective districts will not be to the advantage of anybody. Everybody has to get a living, and what with the mail order stores, competition and the already over-abundance of dealers in England, the genuine talking machine retailer has to be pretty smart to make ends meet. The tucks and frills man has everyday articles to sell, and generally a fair business; if he hasn't, then he won't succeed in making a fortune selling records. No, we should not like to see the talking machine dealer's profit and trade dwindle on account of drapers' competition. It's impossible to reconcile the two businesses in any sense whatever, and we are inclined to think were drapers induced to enter this trade they would be out—figuratively speaking—to-morrow. Our advice to the Draper's Record is to drop the subject; otherwise it only remains for us to advocate drapery as a good summer line for talking machine retailers!

The Edison "Restricting" Circular.

The circular issued to factors and dealers by the National Phonograph Co., which states that the supply of the new Amberol record will be restricted to those only who do not handle cylinder records other than the genuine Edison products has created a remarkable stir in trade circles. It's a strong move and one that could only be made by a strong company. Chatting with a leading factor on this subject he said: "The average factor's trade is from 40 to 50 per cent. Edisons, leaving say 50 per cent. to other makers of cylinder records. The National Co. are virtually asking factors to drop this latter trade without offering an equivalent compensation. Then, again, the factor must not supply the large number of dealers, who will not sign the new agreement, and consequently sales are restricted. It is not so much a question of 'won't' do it, but that the factors 'cannot' afford to be bound by such regulations."

The Sheffield Choir

Described as "The Finest Choral Organization in the World"

is now TOURING CANADA under the leadership of
DR. HENRY COWARD

Germany (said to be the most musical country in the world) has vied with England and France in paying tribute to the powers of this wonderful choir and its painstaking directors. Its first visit to the Western Hemisphere is causing a great stir in musical circles.

Odeon Records

By "The Sheffield Choir." :: :: The Most Successful Chorus Records Ever Produced

SOLE WHOLESALE AGENCY

BARNETT SAMUEL & SONS, Ltd., 32-6 Worship St., London, E.C.

Four Splendid Odeon Records (Doublesided, 10¾ in.) at 5/ each, by
THE SHEFFIELD CHOIR

- 738 { "And the Glory of the Lord"
"Glory to God"
- 739 { "His Yoke Is Easy"
"Surely He Hath Borne Our Griefs"
- 740 { "The Hallelujah Chorus" (Messiah)
"He Trusted in God"
- 742 { Choral Song: "The Dance"
Madrigal: "I'm Going to My Lonely Bed"



FROM OUR LONDON HEADQUARTERS—(Continued.)

Bull's-Eyes from "John Bull."

"Infernal machine as wedding present," we read. Gramophone, of course. Shocking joke, this.

"The modern musician has become a mere juggler," says Musical Standard. No doubt he has a jugular vein.

Mr. Lloyd George—"I do not know what kind of a song the next budget will be." But we know it will be a "part" song.

Musical Wellerisms—"Alice, Where Art Thou?" as the man asked his wife when he heard the burglars. "Come Into the Garden, Maud," as her brother shouted when he tumbled through the cucumber frame. "When Other Lips," as the lodger said when he found the spirit bottle half empty. "Whisper and I Shall Hear," as the policeman said at closing time. "'Tis Hard to Give My Hand," as the boy said to the schoolmaster.

A Splendid Clarion List.

Within the past twelve months a number of new discs have been born; some have passed into the realms of the unknown, others are sickening, and for the remainder I will say they promote confidence by quality and proper financial backing. They are few, it is true, and for this issue I shall confine myself to one of the most promising, i. e., the "Clarion" phono-disc. Let me first say this is a 10-inch double-sided record, and retails at the competitive and popular price of two shillings and sixpence, with a generous allowance to the trade. For quality they are remarkable in several respects; good volume, bright and pure tone, absence of scratch and metallic or nasal sound. In this respect, then, the record stands for all one could wish, but let it be stated I am speaking of the general all-round attributes, as in the most expensive record a faulty note or slight blast will occasionally be noticeable. In this regard, however, the Clarion disc stands the test well, and their average excellence will undoubtedly create a big sale. The instrumental and band selections are especially good, as also are the vocal records, among which I notice some well-known artistes' names. The following comprises the first list, and if it's an index of what's to come, then the success of the Clarion phono-disc is assured. "Echoes of America," by the Premier Concert Orchestra; reverse side, "Light of Foot" (march), Premier Military Band; "Zanetta" (overture), reverse, "Chorale" (Faust); "The Veterans' March," reverse "Abide with Me"; "The Wee Macgregor" (Highland Patrol), reverse "The Three D. G.'s," all three by the Premier Military Band; "The Spirit of

the Storm" (march) by the Silver Prize Band, on the reverse "Strauss March," by the Premier Military Band; "Gipsy Life" (waltz), reverse "Highland Schottische"; "In a Pagoda" (Japanese intermezzo), reverse "In a Lotus Field" (Japanese novelty), the four selections by the Premier Bijou Orchestra; "The Better Land" (cornet solo), W. J. Price, reverse "Song of My Heart," Premier Bijou Orchestra; "Good-Bye to Mandie," by Alec Kennedy, reverse "I. W. I. L. L.," by Woolmer Young; "A Farewell," by Vincent Hards, reverse "The Toreador Song" (Carmen), by Alan Turner; "Love, Could I Only Tell Thee," by Vincent Hards, reverse "For All Eternity," by Alan Turner; "In Happy Moments," reverse "The Irish Emigrant," both by Alan Turner. A strong list and a good one, this, and worthy of congratulation by all music lovers. Further information from the Premier Manufacturing Co., 81 City Road, London, England.

Barnett Samuel & Son's Expansion.

Barnett Samuel & Son, the well-known talking machine factors and pianoforte makers, are advancing in a remarkable manner from the point of view of "sales." They recently relinquished factorship of all cylinder goods and Zonophone disc, in order to concentrate solely upon "Jumbo," "Odeon" and "Fonotopia" goods, which they have done with excellent results. The moderate prices of these records, combined with quality in recording, and the best artists, have brought about a demand for these records considerably in excess of expectations. Naturally, in view of the keen competition in the disc line, the publicity department is working at high pressure, and the beautiful booklets, folders, and other literature put out reflects great credit in that quarter. In addition to this the company have opened a fine showroom in Liverpool, and in Manchester, H. Cooper, 15 Cumberland street, Deansgate, has been appointed their agent. Two new models have been added to the "Odeon" machines, styled the "Sheraton" and "Salon," which names are sufficiently appropriate to explain the class of case used.

The Mellophone the Latest

The "Mellophone" is the name of still another disc record on the market.

Anent Postage to America.

Although the postage to America has been reduced to 1d., the reply coupon remains unaltered at 3d. Henniker Heaton has asked Mr. Buxton whether he will institute a system of exchange

penny postal stamps with every part of the British Empire and the States.

Moving Pictures at the Pavilion.

The London Pavilion has inaugurated a series of daily matinees of an entertainment consisting of the bioscope and gramophone.

Of Interest to Canadian Dealers.

The famous Sheffield Choir is now on tour in Canada, and I would remind Canadian traders that the Choir is exclusive to Odeon records, for which they have made a number of fine chorus records with splendid results. The Sheffield Choir is acknowledged to be the finest choral organization in the world, and there is sure to follow hard upon the choir's visit a good demand for records. Canadian dealers everywhere should at once write to Barnett Samuel & Sons, Ltd., Worship street, London, England, for particulars and catalogs.

Clarion Record to Play Five Minutes.

We understand that the Premier Mfg. Co., makers of the famous "Clarion" records, are about to submit to the trade samples of a new record having 200 threads to the inch, and playing about five minutes. They intend to manufacture samples of this record, as a matter of fact, the masters are being made now.

Some Excellent Favorite Records.

The September list of Favorite records is a particularly good one. I would mention the following: 12-inch double-sided records of Sullivan's operas, selections 1 and 2 from "Mikado," Nos. 2-63001-2; "Patience," Nos. 2-63005-6; both are rendered in a magnificent manner by the Earl of Lonsdale's private military band. Ten-inch double-sided include the "Bellringer" and "Nazareth" (Nos. 65133-4), by Wilfrid Platt, with organ accompaniment, which is faithfully reproduced. Bernard Turner is great in "Sing Me to Sleep" (No. 65138), and "I Know a Lovely Garden" (No. 65129). "I Love a Lassie" (No. 67057) and "Bonnie Scotland" (No. 67059) are sung by Sandy Maggregor so splendidly that did we not know the artist we should be inclined to say it's Harry Lauder himself. There are two excellent songs by Miss Jessie Broughton (Gaiety Theater), sung in a manner that will make the records a lasting success; the selections are "The Sweetest Flower that Blows" (No. 66042), and "Because" (No. 66043).

Mme. Melba in a New Role.

Reports to hand state that the great prima donna has initiated a new financial corporation which has been successfully launched, for the placing of a complete service of motor taxi-cabs on the streets of her native city—Melbourne.

New Company

Registered Sept. 29. W. M. Tomlin & Co., Ltd. Capital £1,000 in £1 shares. Objects, to acquire the business of pianoforte, musical instrument, gramophone and music dealers, etc., carried on at 221 Roundhay Road, Leeds, as W. M. Tomlin & Co. Private company. Registered office, 221 Roundhay Road, Leeds.

Russell Hunting Director-General.

Russell Hunting has been appointed director-general of Pathé Frères' recording departments throughout the world. He will be away a good deal visiting the company's continental branches, and for the purpose of securing further records and artists.

Cheaper Postage to New Zealand.

A penny rate on letters is shortly to be introduced between New Zealand and the United States. The Anglo-American penny post arrangement, the postmaster-general announces, applies only to the United Kingdom and the American possessions in the continent of North America.

Clarion Cylinder Records

The October, or 17th parcel of Clarion cylinders, includes the following: "Spirit of Vienna" (march), Premier Military Band; "H. M. S. Pinafore" (selection), and "The Teddy Bears' Picnic," both by the Premier Concert Orchestra; "Over the Waves" (waltz), and "De Gone Coon"

"CLARION"

FULL LENGTH 10-in. DOUBLE SIDED
CYLINDER RECORDS PHONO. CUT DISCS

MONEY=MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you.

The Premier Manufacturing Co., Ltd.

81 CITY ROAD

LONDON, E. C.

Accredited Agents in U. S. A. **The Portland Talking Machine Co.**

PORTLAND, MAINE, U. S. A.

FROM OUR LONDON HEADQUARTERS—(Continued.)

TRADE REPORTS FROM THE PROVINCES

MANCHESTER AND DISTRICT.

Manchester, Nov. 3, 1908.

(barn dance), Premier Bijou Orchestra; "Jesus, Lover of My Soul" (hymn), Premier Singers; "Inseparables Polka" (cornet duet), by Price and Kettlewell; "Ora Pro Nobis," Edgar Coyle; "Nelly Dean," J. Davidson; "Baby's Picture," Vincent Hards; "They Were Singing Home, Sweet Home," F. Miller; "Oh! Oh! Antonio," by C. Lester. The October supplement (18th parcel) contains: "Entry of the Gladiators" and "The Elephant March," by the Premier Military Band; overture, "Rienzi," Premier Concert Orchestra; "The Rosary," "Blumenlied" (romance), "Dream Faces" (waltz), Premier Bijou Orchestra; "Sailor's Hornpipe" (piccolo solo), Gilbert Barton; "Hallelujah Chorus," Premier Singers; "The Old Rustic Bridge," Vincent Hards; "You Are Still My Highland Laddie," W. Davidson; "I'm Not Supposed to Know What I'm About," F. Keeton, and "Whack-jol-the-diddle," Albert Marsh. Here we have twenty-four good titles, the majority of which will no doubt be much in demand. "The Rosary" is a record which should especially appeal to Roman Catholics, while the others cater for the popular taste. The Premier Mfg. Co., 81 City Road, London, are the makers of "Clarion" cylinder records, and elsewhere will be found particulars of a new disc which they have just introduced.

Clarion Factors in Manchester.

The Colmore Depot, Manchester, which a couple of months ago took over the agency for the Clarion records, previously handled by the New Rapid Cycle Depot at Deansgate, but who gave them up on relinquishing the talking machine trade, have built up a flourishing business in that city. In addition to Clarion cylinders and discs they handle the Pathé products, besides their own special lines. The Colmore Depot have their headquarters in Birmingham, where they conduct a very complete establishment. Frank S. Whitworth, manager of the Colmore Depot in Manchester, in a recent letter to The World, includes the following appreciative remarks: "This paper shows very conclusively that the talking machine industry is a serious industry, and has outlived the slur that was once placed upon it, viz.: that the talking machine was simply a fad and could in no way be reckoned as a musical instrument, and this was borne out by the other music houses boycotting the talking machine. Your paper is absolutely essential to anyone in the talking machine trade who desires to know what is going on all over the world with regard to this particular industry."

Can't Affix Advertising Labels.

The post office has issued a notice to the effect that any letter or package observed in the post bearing on the front a private label resembling a postage stamp will be returned to the sender. This step became necessary by reason of the fact that a great number of people were affixing adhesive advertising labels to the cover of letters which so closely resemble postage stamps as to be a source of annoyance.

Entering upon the sixth week of the cotton strike, the outlook at present is exceptionally serious, and business generally in the talking machine trade is in a state of stagnation. What the result will be no one can at present foresee, but it certainly will be a very bad season, unless the lockout ends quickly. So far there appears no prospect of a settlement; rumors, however, are afloat that it may possibly end in December, and in other cases we hear that it will not be over until the middle of January or February next. It is estimated at the present moment that there are 150,000 operatives idle, and these are being added to daily. The wages lost per week is approximately £160,000, and the total losses to date, for the six weeks, amounts to £925,000; or by the time this reaches the printer's hands, it will be considerably over £1,000,000 sterling actual loss.

The following towns are very seriously affected: Bolton, Rochdale, Preston, Oldham, Blackburn, Heywood, Bury, Darwen, Burnley, Nelson, Colne, Chorley, Radcliffe, Ashton-under-Lyne, Mossley, and Accrington. In all these towns there is at present widespread distress, and the longer this unfortunate dispute lasts, the more acute the suffering will be.

Factors are complaining bitterly that there is not a quarter of the trade about that they should be doing; indeed, so acute is it that the probability is some of the various employes will be discharged if matters do not soon mend.

In Manchester itself business is comparatively at a standstill. There are, of course, orders to be obtained by the wholesale houses if long credit can be given, but past experience has proved that the large dealers will be very chary about this, especially as the outlook is so black. Dealers who come into the town state that they are selling nothing, and consequently they are buying nothing for the time being.

At Burrows & Co., High street, Manchester, business is not startling.

Messrs. Duwe, of High street, who report business as moderate, say the new Edison Amberol records is an exceptionally good one, and he expects to do an enormous trade in them a little later. This firm has just issued a new catalog of machines, parts, sundries, etc., for the retail trade. The various retail prices and models of the machines and other goods are illustrated therein. Customers in the North of England who have not already received one should obtain one at once, as the supply is limited.

Messrs. Richardson, of Shudehill, like everyone else here, are feeling the effect of the cotton strike, but hope it will soon be over.

Mr. Geddes is highly enthusiastic over the

new Edison Amberol record, and considers there will be an enormous future for it. Owing to the increased amount of music that will be put upon it, practically double the length of an ordinary record, and the price retail being only 1s. 6d. each, it should sell well. The price of the new attachment to fit the ordinary Edison machine to take the new records being retail only £1 1s., will further help toward increasing the sales. By the use of this attachment the present owners of Edison machines will be able to use both types of Edison cylinders.

The Edison-Bell Phono Co. opened their new wholesale warehouse at 22 Dantzic street in the early part of October, under the management of A. Lomax, who has been connected with the trade since 1889. Mr. Lomax states that notwithstanding the depression existing in the North, the business already transacted has been up to what they anticipated. Their new policy being to supply the retail dealers direct, this wholesale depot is a center of distribution for Lancashire and the northern counties, and it appears to be a step in the right direction. They are keeping a large stock of the various kinds of records they manufacture, both in needle and phono cut discs, besides cylinders. They are also handling five types of "Discophones," which are made at their own works in London, and the prices range from £2 2s. to £7 5s. They are also handling five distinct types of the well-known "Excelsior" machines, which Mr. Lomax states give them every satisfaction. Mr. Lomax expressed his opinion that it had come to stay, and that the trade in this article would, a little later, be as large as with the present needle disc.

D. Fraser Watson, of Cateaton street, recently placed an order for Klingsor machines, and expects to do great things with them. As we mentioned in our last issue, Mr. Watson's special "forte" is Pathé goods, in which he does an exceptionally good trade during the winter season.

At Messrs. Robinson's, Deansgate, a big push is being made with Klingsor machines, and some very good orders have recently been taken. Interest in the Klingsor machines has been considerably roused by the fine window display, and inquiries have been numerous.

In concluding the Manchester notes, we understand that a serious effort is now being made to bring the cotton strike to an end. Let us hope it will be successful.

LIVERPOOL NOTES.

Liverpool, Nov. 4, 1908.

In Liverpool and district trade appears to be looking up. The unfortunate dispute in the cotton industry does not affect Liverpool in quite

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.

FROM OUR LONDON HEADQUARTERS—(Continued.)

the same manner as it affects Manchester. Its effects are felt only in an indirect way, as in outward bound shipping and freights.

The wholesale factors report business as fair. At Messrs. Richardson's, great things are anticipated with the introduction of the new Edison records, and they believe it will result in large and increased sales. Klingsor machines with this firm are selling very well, and they look for a good demand the forthcoming season.

At Thompson, Helsby & Co. the sales in Pathé records during the past few weeks have been exceptionally good, and they anticipate a fair season.

The Melograph Disc Record Co. have every hope of doing considerably better this year than they did last.

Archer & Sons are fitting up a large salon furnished in the latest style, with a view of utilizing it entirely for the sale of the very highest class records.

Smith & Co., Lord street, have a nice display of Gramophone, Zonophone and Pathé goods. The way the records are shown is particularly attractive.

J. B. Cramer & Co., Church street, also are displaying a choice line of gramophone goods. They report sales as exceptionally good for the past month.

Jake Graham, of Renshaw street, states that business with him has been satisfactory and the sales have been considerably greater than for the same period last year.

Mr. Parr, who has recently taken over the Gramophone Supply Co., Lime street, informs us that business is looking up.

Messrs. Dibbs, Ltd., have closed their depot, and their stock has been purchased by another Liverpool house. Mr. Smith, the late manager of Messrs. Dibbs, Ltd., has accepted a position with Messrs. Lange's Successors, the makers of the Klingsor machines.

Paradise street and the vicinity appears to be

rapidly becoming the center of the phono and talking machine industry. Within a radius of probably 150 yards there are no less than ten distinct firms handling these goods—Messrs. Meads, Cundle, Richardson, and the Reliance Co. all being within a few doors of each other.

It now looks as if the Liverpool dealers will have a fairly good season, taking it altogether. The shipping depression having passed over, money is circulating more freely, and we do not think that there will be anything to mar the very promising outlook.

LEEDS NOTES.

Leeds, Nov. 5, 1908.

In this district the factors, in many cases, have a very fair amount of orders, but there is no disputing the fact that they are nothing in proportion to what they were twelve months ago. Owing to labor difficulties on the northeast coast business was at a standstill for some months past, and although work has now been resumed, it will be some considerable time before luxuries can be well afforded. Even now the shipping trade is in a very depressed condition, a large number of steamers being held up owing to the scarcity of freights, and with no prospect at present of being engaged for some considerable time to come. Notwithstanding this, most of the wholesale factors in Leeds are pushing around among the dealers on the northeast side for whatever orders can be obtained.

Scott & Co. and Hilton & Co. report business as only fair, while Messrs. Sykes are having a good demand for gramophone goods.

Pathé goods appear to be holding their own well in Leeds. Mr. Jenkins, of Queen Victoria street, states that he has made several good sales lately in expensive machines, besides doing very well in the 11-inch discs. T. Byrom, of East Parade, is also making a good show of Pathephones and Pathé records. Generally speak-

ing, the cycle dealers are now considering their winter supply, and each will, no doubt, do his best to capture part of the trade in machines and records.

In chatting with Mr. Bleakley, of the Magazine Holder Co., 180 Cardigan Road, we were pleased to learn that this firm are exceptionally busy. Their specialties being cabinets with or without machines, and record cabinets, etc., are well known all over the British Isles. They have a large factory and manufacture throughout from the raw material. Hitherto they have used a large number of Excelsior motors, which they consider to be the best in the world; but later on they may make arrangements for making even the motors, themselves. This firm have recently patented an improvement in sound boxes, playing either a Pathé or a needle record, which we hope later on to describe in detail.

It looks now as if some severe competition is likely to ensue in the cabinet manufacturing businesses. Several of the leading houses in this city are giving their attention to this part of the business.

TALKING MACHINE MEN IN TAFT PARADE.

It was the intention of talking machine men to parade with the piano trade division in the magnificent turn-out October 31 of the Republican Business Men's Association. They were dilatory in arriving at the point of assembly, and therefore turned in "any old place," the music section being already "on its way" a half-hour or more. Enough were present, however, to form two companies, M. A. Cappel, of the Herzog Art Furniture Co., manufacturers of record cabinets, being captain of the first and J. Newcomb Blackman, of the Blackman Talking Machine Co., in command of the second company. They went over the full line of march, and doubtless received an ovation here and there for duty sturdily performed.

EXCELSIOR MACHINES

EXCEL EVERY OTHER MACHINE

A trial will convince you of this statement Not the Cheapest—But—The Best

This season's demand more than doubles the previous two years taken together.

Our LOUD-TONE-SOUND-BOX is considered by Experts THE BEST that ever has been brought on the market.



Model XII.

Once you have stocked EXCELSIOR MACHINES you will never be without them, because
THEY GIVE THOROUGH SATISFACTION and ADVERTISE THEMSELVES.

Write at once for Free Catalogue to

COLOGNE-NIPPES (Germany)
121 Niehler-Kirchweg

Excelsiorwerk, Ltd. or
London, Eng., 45 City Road

DEATH OF J. B. BEEKMAN.

The Former Sales Manager of the Universal Talking Machine Mfg. Co. Passed Away on Monday at Liberty, N. Y.

The many friends of J. B. Beekman, recently sales manager of the Universal Talking Machine Manufacturing Co., Newark, N. J., will regret to learn of his death, after a lingering illness, on Monday, Nov. 9, at Liberty, N. Y. The deceased's



THE LATE J. B. BEEKMAN.

first connection with the trade was as traveling salesman for the Victor Talking Machine Co., Camden, N. J. Subsequently he became sales manager of the Victor Distributing and Export Co., of New York, when J. T. Williams became the general manager, remaining there until he became connected with the Universal Co. in January of this year. In the same month he started on an extended selling trip, intending to reach the Coast, and then into Mexico and Cuba, coming back via the Atlantic coast States.

When Mr. Beekman reached Portland, Ore., in April, however, he was taken seriously ill, and by the advice of his physician he was hurried across the Continent to his home in New York City. Shortly afterward he was taken to Liberty, being a victim of tuberculosis, where his death occurred. The funeral took place Wednesday from his residence here. Mr. Beekman was not only a very successful man in his special line, but was also highly esteemed for his many admirable traits of character.

TWO SPECIALTIES OF MERIT

Are the Devineau Self-Supporting Horn and the Biophone, a Device Which Allows Discs to be Played on Cylinder Machines.

Two of the talking machine novelties made by the Federal Manufacturing Co., Cleveland, O., that have proven very popular with dealers, owing to their practical value, are the Devineau Self-Supporting Horn with repeating attachment, for cylinder machines, and the Devineau Biophone, a device to be attached to cylinder machines and allowing disc records to be played with the same power.

The self-supporting horn is made of pure aluminum, and is nearly six feet in circumference, insuring a full volume of sound. The elbow is of ebonite, the middle part being on a swivel so that the sound may be thrown in any direction without moving the machine.

The Biophone is very simple in construction, considering the object accomplished, and is operated entirely by friction, this eliminating all gears and belts. It is equipped with aluminum tone arm and patented sound-box, and is said to open an entirely new field to the dealer, i. e., supplying disc records to owners of cylinder machines.

OHIO DEALERS UNITE.

Talking Machine Men of the Buckeye State Interested in the Association Plan—Will Meet in Columbus on the 20th—Objects of the Association—Supported by Leading Men.

The Ohio talking machine dealers are taking steps toward the formation of a State association. A number of dealers have favored a move in this direction, and communications have been sent to the trade throughout the State by A. C. CaJacob, of Wapakoneta, with the request that dealers express their views as to the advisability of forming a retail talking machine association for Ohio.

Mr. CaJacob says in his letter: "I am firmly of the opinion that the time is now ripe for the retail dealers to get together and form an association on the plan of the Jobbers' Association, which association, as all know, has met with great success.

"Not only has the Jobbers' Association greatly benefited the jobbers' interests, but it has in a like measure benefited the manufacturer and the retailer. The success of the organization will not depend so much on the number of its members as it will on the kind of dealers its membership is composed of.

"One of the prime objects of the association should be to eliminate 'the little fellow,' whom we know is doing most of the mischief in the way of cutting prices and committing other abuses. Other objects would be two prices for outfits, one for cash and one for instalments, also assistance in tracing stolen goods and forcing payments on accounts that move to another dealer's town, more restriction in the number of selling agents, etc. The exchange of ideas, besides, is sure to make more enthusiastic and better dealers."

A few have already gone over the matter in Columbus, and a temporary president and secretary were selected, Mr. CaJacob being named for the former office and Mr. Chandler, of the Chandler Phonograph Co., of Chillicothe, the secretary. James F. Bowers, president of the National Talking Machine Jobbers' Association, was in Columbus at the time, and he stated the jobbers would certainly encourage such a move. A committee has been appointed to draft the constitution and by-laws, and this committee is to report at a meeting to be held in Columbus, at the Southern Hotel, on Friday, November 20, at 10 a. m.

It is believed that there will be a goodly at-

tendance at the first meeting, as the Ohio dealers are interested in the association plan.

BIG DEAL IN PITTSBURG.

Standard Talking Machine Co. Buy Out Stock and Fixtures of the Powers & Henry Co. and the Pittsburg Phonograph Co.

(Special to The Talking Machine World.)

Pittsburg, Pa., Nov. 7, 1908.

On Nov. 1 the Standard Talking Machine Co., of Pittsburg, Pa., took over and bought out the entire stock of merchandise, fixtures and furniture of the Powers & Henry Co., and the Pittsburg Phonograph Co., of this city.

This deal involved some \$70,000 and combined with the Standard Talking Machine Co.'s \$60,000 worth of merchandise, gives them a combined stock of \$130,000, making the Standard Talking Machine Co. the fourth largest talking machine jobber in the United States.

It is the intention to run the business under the name of the Standard Talking Machine Co., with our showrooms and main office at 435-437 Wood street, using the former Powers & Henry warehouse at 335-7 Second avenue. The combined Edison record stock will aggregate 175,000 Edison records, and 90,000 Victor records, and it is our intention to push the trade vigorously, and we feel confident that we will be able to fill all record orders complete and ship them the day order is received.

A. G. Higgins, formerly traveling representative of the Victor Talking Machine Co., is now associated with the Standard Co. and he, together with E. G. Bachtell will continue to call on trade in their interest.

We understand that it is the intention of W. E. Henry, of the Powers & Henry Co., to locate in the Illinois oil fields, and that Mr. Wagner, of the Pittsburg Phonograph Co., intends to withdraw from the talking machine business entirely. The former stockholders of the Standard Talking Machine Co. have not been increased by the addition of any outside parties, and none of the Powers & Henry Co. or Pittsburg Phonograph Co. stockholders are at all interested in the Standard Co., they having gone out of the business entirely.

The present officers of the Standard Co. are: C. F. Haudenschild, president; M. S. Rocereto, vice-president, and J. C. Roush, treasurer and manager.

Don't try to do a \$20,000 business on a \$3,000 capital. Some folks learned better during the past year, and school's still open.



No. 688 Closed

A Postal

will bring to you our illustrations of over fifty of the finest Music and Record Cabinets on the market this season.

If you want the Cabinet trade in your locality, put in a line of our goods, they will sell easily and make a good profit for you. Write to-day.

Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.

CONFERENCE NEARING CLOSE.

Important Matters Discussed at the Berlin Gathering—Royalty on Compositions Favored—A Good Attendance.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 5, 1908.

I regret that I am unable to send you complete particulars regarding the International Copyright Conference which has been in session in this city for nearly a month. There have been, I understand, some interesting discussions. The conference is exciting a good deal of interest, as it is the third gathering of this kind which has been held in Europe since 1886. One at Berne, Switzerland, in 1886 was followed by the second in Paris in 1896. It was then agreed that the third meeting should occur in Berlin in 1906, but subsequently this date was changed to 1908 by agreement.

The purposes of this conference have been explained in detail in the columns of The Talking Machine World, and there is but little to add at this time, except that discussions have been followed as outlined in the earlier issues of The World. The discussions have been exciting and at times almost heated. It is generally believed that the conference will recommend an additional royalty to be paid to composers. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., has been one of the interested attendants, and Mr. Cromelin is conceded to be one of the best international authorities on the Copyright Law.

BUSINESS WILL BE DISSOLVED.

The stockholders of the Zed Co., formerly Zonophone jobbers, New York, held a meeting at their attorney's office on Monday, when preliminary steps were taken to bring about the dissolution of the corporation. It is likely further steps in this direction will be taken at subsequent conferences. The Zed Co. is in no way connected with Landay Bros., the Victor distributors,

of 400 Fifth avenue, though Max Landay, of the firm, was president, and James B. Landay, the brother, was treasurer, it being a distinct and separate enterprise.

SOL BLOOM REARRANGES STORE.

Adds a Number of New Booths to Accommodate Holiday Trade—Increases Selling Staff.

Sol Bloom, the Victor distributor, who has been doing an excellent business, is increasing the facilities of his store at 40 West 34th street, New York, by adding new booths to accommodate the holiday trade, and which will number a dozen when completed. The departments heretofore occupying this space will be removed to the upper floors of the building. A new freight elevator has also been finished at the cost of \$1,000. A. P. Petit, formerly general manager of the Talking Machine Supply Co., New York, and well known in talking machine circles, is now on the selling staff of Mr. Bloom, as is also Henry Stein, recently with Landay Bros., of the same place, where he occupied a responsible position. With Geo. M. Cohan, the song writer, actor and manager, and Sam Harris, also a theatrical manager, Mr. Bloom is serving on a committee to raise funds for the erection of a monument to Jack Haverly, in former years a manager of celebrity, whose enterprises covered the entire country. The deceased, who is fondly remembered by the profession as a friend to everyone in need connected with the stage, lies buried in a neglected grave in Laurel Hill Cemetery, Philadelphia, Pa., and it is now proposed to place a marble shaft to his memory in this plot, and for which \$2,000 have already been secured by this committee. It is also their intention to provide a fund for Mrs. Haverly and her children, who were left destitute, through the unfortunate business ventures of her husband, though several times in his life he was rated a very wealthy man. Sol is putting in some energetic work, in his characteristic way, for this laudable purpose. Recently he arranged several Auxetophone con-

certs at the Waldorf-Astoria and other New York hotels, giving a notable one election night to the celebrated Rocky Mountain Club, managed by Mr. Petit.

PAUL H. CROMELIN DUE WEDNESDAY.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., who went to Europe in September on special business, and to attend the sessions of the International Copyright Conference that convened in Berlin, Germany, Oct. 14, sailed for the United States Wednesday. His last calling point was London, Eng.

REGINA CO.'S SPECIAL VICTOR SALE.

The Regina Co., of New York City, in a conspicuous advertisement in The American of Sunday last, stated they had discontinued selling the records of the Victor Talking Machine Co., Camden, N. J., and offered this stock for sale at 25 per cent. discount off the regular established price. This step has followed the enforcement of the Victor Co.'s position on the exclusive handling of their product.

THE OUTLOOK IN THE SOUTH.

Among the callers at the New York office of the National Phonograph Co. this week was C. B. Haynes, of the C. B. Haynes Co., Richmond, Va. He declared business with their firm had been very active throughout the fall, and the main trouble was goods could not be obtained fast enough. The Amberol record, Mr. Haynes said, was a splendid seller and had more than justified its production. He is quite optimistic over the business outlook.

More Victor jobbers and several dealers could be added to the New York City list without any detriment to the present firms, according to one of our prominent talking machine men. He holds that new methods of selling and creating prospects would have to prevail should the addition be made.

BEKA RECORD

The Best Disc In the World



The Largest and Most Comprehensive Repertoire in

German	Danish	Tamil
English	Arabian	Malayian
French	Turkish	Burmese
Italian	Chinese:	Hindustanee:
Russian	Swatow	Urdu
Polish	Guakau	Marathi
Spanish	Pekinese	Gujarathi
Portuguese	Shansinese	Hindi
Hungarian	Kiangnanese	Tarsi, and 15
Dutch	Cantonese	other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agent for Great Britain and Ireland:

O. RÜHL, 77 CITY ROAD, LONDON, E. C.



SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINENSTR. 21



THE GERSON COMMERCIAL CABINET.

Clever Device for Use With Business Phonographs or Graphophones—Equipped With Letter and Record Tray—A Convenience for the Busy Man.

Louis J. Gerson, manager of the Musical Echo Co., has just perfected the Gerson commercial cabinet—a clever device for use with the business phonograph or graphophone. While the commercial talking machine has, after the severest tests, proven itself a time and money saver, there was one drawback, namely, its unhandiness, both the machine and records being awkward to handle and in the way when not in use. As will be seen from the illustration, both these difficulties are overcome by the Gerson cabinet. It is especially constructed to fit all styles of machines, and the record tray keeps



the records from the danger of breaking. Another feature is the upper tray in which all letters answered on the machine are deposited, doing away with any chance of mixing, or other confusion. Mounted on rollers, the cabinet can be easily swung one side after the work at hand is finished until needed further. This device is substantially and neatly built, and is bound to have a large sale. The Musical Echo Co., who are sole distributors, are making the trade an especially attractive offer, which it will pay all to investigate.

WANT INJUNCTION DISMISSED.

Yesterday (Friday) in the United States Circuit Court, New York City, before Judge Lacombe, the case of the American Graphophone Co. against the International Record Co., Auburn, N. Y., was down for argument. The motion is to show cause why the injunction granted by the same justice some time ago should not be dismissed, the argument being originally on the calendar for Oct. 23. With the decision of Judge Hough, holding the Jones patent for the duplication of disc patents by the electrotyping process invalid, this step was taken by the International Co., who had been enjoined when the United States Circuit Court of Appeals restrained the same patent per curiam.

FEATURING FONOTIPIA RECORDS.

The Columbia Phonograph Co., General, New York, have inaugurated a great campaign of advertising in the New York daily papers, in which they are particularly featuring their Fonotipia op-

eratic double disc and indestructible cylinder records. This is timely, in view of the opening of the opera season. George P. Metzger, manager of the company's publicity department, is doing good work along this very effective line.

TALKING PAPER THE LATEST.

New Records May be Folded Up and Carried in a Man's Coat Pocket—Reproduction Very Satisfactory—Immense Possibilities of the New Records—The Result of Twenty Years of Work by the Inventor.

Notwithstanding the high state of perfection reached in the manufacture of records, it has always been a moot question why something could not be discovered, originated or invented—as you please—that would or could reproduce an entire score of an opera, for example. In the earlier numbers of *The World* this query was ably propounded in an interesting editorial. Are we on the eve of this "consummation devoutly to be wished?" Simply as a matter of historical progression it seems something of this kind is about to be placed on the market. *The World* had the privilege of hearing a number of records made of paper, and while allowing for the crudity of laboratory samples, as a whole they were very satisfactory.

The material resembles celluloid in appearance only, but is much more elastic and pliable; in fact, to such an extent that the record can be folded into a small compass so as to be carried in a man's coat pocket, the creases not interfering the slightest with the sound waves on the surface, and which, by the way, are neither vertical nor lateral, but differ entirely from the lines on the familiar cylinder or disc records. Doubtless the composition has a basis of fiber, but will not burn nor explode. The inventor claims he has been working on the problem for upward of twenty years. Be that as it may, the record in question is paper—"talking paper," the discoverer calls it—and if all he claims can be supported by practical demonstration in other than a laboratory way, it looks as if the trade were about to witness a revolutionary change. On this "paper" record loudness over brilliancy is not the object, but rather quality of tone, which is claimed to be perfectly natural and true. Trained voices are not required for reproduction, and the methods of reproducing is by a species of photography, the surface of the material being sensitized so as to receive clearly and distinctly a whisper, according to the say so of the enthusiastic inventor. Primarily, this new record is intended for commercial purposes, as telephone messages can be taken or transcribed on the surface in the natural voice of the person talking, and dictations may also be taken direct and sent through the mails, the same as ordinary correspondence.

At present the concern owning this seemingly wonderful product are employing the ordinary disc machine and steel point needle for reproducing. By the time the company are ready for

the market they will have a sapphire point and a machine of their own, which will make a vast difference in the sound results.

It cannot be denied that, so far as known, progress is being made in the direction of continuous sound reproduction, and on a scale to arouse the curiosity, if not the wonder, of the inventors, who have done so much to bring the talking machine appliances to their present exalted stage, in itself a marvel. Rolls of this new material can be made and utilized, it is alleged, and the duplication of records is practically instantaneous, tens of thousands can be turned out daily, in the same manner as paper is run through a printing press; and a record can be made easily from every present-day record while being "run off" by a machine. Here arises a question of equity—but that is a contention for the courts to settle, should it ever arise. It may be *The World* is anticipating what may never be accomplished in a commercial sense. At any rate, the foregoing is a narration of facts, and therefore deserving more than mere passing mention. Time—and short at that, the inventor claims—will establish the falsity or truth of what now may be regarded as a most interesting development. The telegraphone, it may be remembered, aimed at this same purpose; but as yet it has never emerged from an experimental state. This apparatus is costly and of the most delicate mechanism, whereas the "talking paper" record is simplicity itself, and the cost of production so low as to appear ridiculous in the telling!

AN AMUSING INCIDENT.

While manager of the Columbia store at Milwaukee a great many amusing incidents came to the observation of the writer. Two carpenters were engaged to place a stairs from the store floor to the basement. One was a German, the other an Irishman. They were both fond of listening to music, and after each piece they would each make their respective comments. After they had completed the opening they placed a plank across and were surveying their work and incidentally listening to the music, when a diabolical idea came into the head of some one to put on the record "It was the Dutch." The antics of the German teasing his pal was worth the price of admission, and when the piece was finished he commenced to mimic the machine: "Who always leads the Irish whenever they parade? It is the Dutch." His fun ended very suddenly, however, when from the machine came the strains of "It takes the Irish to beat the Dutch." Pat's inning. He swung his feet to a level with the German and pushed him off the plank into the cellar and sat there singing, "It takes the Irish to beat the Dutch."

This incident occurred about three days before St. Patrick's day, and on the following morning a buxom Irish lady came into the store and asked for some Irish pieces appropriate for the day and she was told of the incident and the fate of the German.

"What was the name of the record?"

"It takes the Irish to beat the Dutch."

"Give me three of them."—A. E. THOMAS.

The *World* is in receipt of an autographed record of Emile Berliner's address at the banquet of the N. A. T. M. Jobbers at Atlantic City, last July, with the compliments of the Victor Co.

FLURSTEDT
bei Apolda i. Th., Germany

E. SAUERLANDT

CHEMISCHE
FABRIK

The largest manufacturing plant in the world devoted
exclusively to the manufacture of Master Waxes for

Gramophone and Phonograph Recording

Sole Manufacturer of

Sauerlandt's Material for Hard Moulded Records

Attention paid to the Manufacture
of any Special Material.

Master-Wax

ALL MATERIALS PROTECTED
BY PATENTS.

EXCL Columbia



Music on both sides!

THE best people rapidly close the exclusive business. Jobbers and dealers. How many dealers the chances of having than we can figure. If this coat happens our honest advice minute. A "try-out." That is, ask your dealer to let this product without getting it right away—without deciding or committing out all about it, to considerable.

The Double-Disc. You may as well wonder the most in every part of the holding of exclusive in their territory. destructible Cylinder would be reasonable entering the Columbia themselves: You Double-Disc for single-disc would sell it for more single-disc will be not only better double value for.

And to cap it all demand right now than for single-disc only just gotten and a night shift of new presses all looks as if we right on.

It's a live, vital you have before it's a question worth it!

Write for particular sive-dealer plan.



Columbia Phonograph Company

ASSISTIVE Dealers

ne business are
p with us on
oth.
afford to take
g off, is more
o fit you, take
out it on for a
ly, you know.
you are will-
be carried out
orrespondence
sn't mean de-
ourself. Find
ll—and that's

come to stay.
e that. No
essive dealers
ntry are get-
olumbia rights
olumbia In-
Record alone
But consid-
uble-Discs by
a Columbia
oney than the
you—and you
ey than that
ou. And it's
for you, it's
n you sell to.
s a far better
Double-Discs
and we have
A day shift
whole battery
actory—and it
have to keep

sing question
minute—and
y one side to
of our exclu-



*Two records at
a single price!*

**COLUMBIA
DURABLE
RECORD**

n'l, Tribune Building, New York

TRADE NOTES FROM BOSTON.

Big Demand for the "Harry Lauder" Records—Manager Harris' Good Display—Noticeable Increase in Business Since Election—New Attachments Popular—Iver Johnson Co. Find New Location Helps Business—Personal Items of Interest—What Various Houses Are Doing—Dealers' Association Dormant.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 13, 1908.

Everything in the talking machine trade here in Boston this month is "Harry Lauder," for the famous Scotch comedian was booked at the Orpheum Theater here this week, and all the talking machine dealers got busy. They decorated their windows with Lauder's pictures, put in hosts of his records and did the thing up brown.

Manager Harris, of the Houghton & Dutton talking machine department, had much the best showing, for he decorated an entire window with the Scotch colors, a bust of Burns, and a big enlargement of Lauder. The Eastern Talking Machine Co. secured a big three-sheet of Lauder and put it in their window, while other stores had photographs and cards, so that it was a Lauder month at the talking machine stores.

Election time dulness seems to have passed and every store in the city reports an increase of business during the past week. The new Edison attachment and the issue of new records has acted as a great stimulus to business. Dealers find, too, that the double record for the disc machines has served to increase trade amazingly, with the result that an unusually busy winter is looked for.

The Iver Johnson Co., since they moved into their new building, with the increased facilities and the opportunity for window display, have

First Class Edison & Victor Phonograph Business for Sale

in choice residence section of New York City. No competition. Fine stock of up-to-date goods. No cut-out records. Attractive and appropriate fixtures. Mailing list 1,000. Established 4 years. Excellent reason for selling. If you want a paying business, write

"CASH" care of Talking Machine World,
1 Madison Ave., New York

Not a job lot nor a sacrifice sale. No agents interviewed.

WILL BUY RETAIL STORE

Wanted.—Edison and Victor retail store; New York City; good location; state amount of stock on hand; also cash price. Address, F. L., care Talking Machine World, 1 Madison Ave., New York.

TRAVELING MAN WANTS POSITION

Wanted.—Position as traveling salesman; have had 3 years' experience on the road and am thoroughly acquainted with Edison, Victor and Columbia goods; can furnish best of references. Address Box 18, care The Talking Machine World, 1 Madison Ave., New York City.

POSITION WANTED

As manager of retail talking machine department, by a man who has had thirteen years' experience; capable of filling any position where executive ability and salesmanship are required; will come well recommended. Address Immediate, care of The Talking Machine World, 1 Madison Ave., New York.

EXPERT WANTS POSITION

A mechanical expert of 10 years' experience in the manufacture and recording of disc records is now open for an engagement; no objection to going abroad. Address Box 302, Talking Machine World, 1 Madison Avenue, New York.

SALESMAN WANTS POSITION

Salesman with a large jobbing house of New York would like a position as inside or outside salesman; twelve years' experience. Address, "C. J.," care The Talking Machine World, 1 Madison Ave., New York.

found that trade has increased to a great extent and they are very glad that they moved when they did.

Wholesale Manager Chamberlain, at the Eastern Talking Machine Co., is very optimistic. He says that he feels from all over New England a better response and a greater activity in the market, and that the recent changes in the record business have done wonders for the trade in general. Business in the retail floors there has picked up a great deal of late.

At the Columbia Phonograph Co. the grand opera records are being pushed to the fore, and retail trade here is reported as far ahead of what it was this week last year. The pleasant, cool weather which has been vouchsafed to Boston recently has brought out customers.

The recent improvements in the wholesale department of M. Steinert & Sons has served to attract more trade. The quarters are now commodious and the addition of the upper room was beneficial in every way.

General Manager Bobzin, of the Oliver Ditson Co., has taken a great interest in the growth and development of the Victor talking machine trade, in the department managed by Mr. Winkelman, and it was to him that the new rooms were due. Mr. Winkelman says that Victor business with the Ditson Co. has been a complete surprise, for they planned for a goodly lot, but got much more than that. The demand for the higher-priced records here has developed wonderfully within the past year.

At the Boston Cycle & Sundry Co., the Edison line is being pushed more than ever before, especially since the new records were put on the market. Manager Andrews finds that the jobbing trade throughout New England is greatly interested in this phase of the business, because they can easily make the customer realize that he is getting two records for nearly the price of one. The tray system, which Mr. Andrews originated, is also booming along on the high tide of popularity.

Lauder records have been very popular at the C. E. Osgood Co., and the window display this week made much of them.

There is talk among some of the salesmen in the different stores of organizing a bowling league among talking machine men. This plan may develop this winter into a strong league, as some of the boys are great bowlers—or lead people to think they are.

The Tosi Phonograph Co., on Hanover street, furnished music for the patrons of the Boston Post on election night, making quite a lively and interesting time of it.

The newly organized National Association of Phonograph Dealers is in a quiescent state just at the present time, although plans are under way for a meeting of those vitally interested within a short time. Secretary Foley reports that he is in daily receipt of applications from new members from all over the country. He promises something interesting soon.

RAISES RENT \$4,000 A YEAR.

S. B. Davega & Co. Owing to Increase in Rent Will Remove to Their Wholesale Quarters on University Place on March 1st.

Owing to an atrocious raise in his leasehold, from \$6,000 to \$10,000 a year, after March 1 next S. B. Davega & Co., one of the best-known and most successful Edison jobbers and Victor distributors, at 32 E. 14th street, New York, will surrender this location and remove the entire business to their warerooms on University place, around the corner. With this change they will discontinue the sporting goods stock and also the smaller part of their retail trade. Heretofore the University place store has been devoted exclusively to the wholesale branch of their talking machine business.

The Pike News Co. send us a photograph of their very complete exhibit of Victor talking machines and records at the recent Clarksburg (W. Va.) Fair.

GEO. W. LYLE REVIEWS TRIP.

Found Increasing Trade Prosperity at Every Point Visited—Says Columbia Program Has Been Approved—Business for September Shows Increase of 60 Per Cent. Over Previous Month—Interesting Chat.

George W. Lyle, general manager of the Columbia Phonograph Co., returned home from his annual business tour of the United States just in time to lose his vote at the recent election. Mr. Lyle says he started out prepared, by all sorts of signs of the times and by a voluminous correspondence, for an enthusiastic indorsement of the Columbia Co.'s recent moves, yet with the firm intention of inaugurating still more enthusiasm if possible. He says that the tables were turned on him from one end of the country to the other, and most of the time he was receiving the very thing he had intended to give out.

The most significant statement Mr. Lyle said he could make was that, for some reason or other, all over the country the graphophone business has been one of the very first to feel the effects of the general improvement in business conditions. The company's figures for October total a 60 per cent. increase over September, and September had August swamped out of sight. The factory force at Bridgeport is not only running to its full capacity, but has already been increased by a night shift, and its manufacturing facilities added to by a whole battery of new record presses.

Mr. Lyle, on being asked for the one most important message he could give to the trade through The Talking Machine World, said: "The double disc has come to stay. Dealers and jobbers all over the country are taking advantage of the initial demand created by the Columbia Co.'s extensive and convincing publicity. As we said in a recent circular to the trade, 'As far as the Columbia Phonograph Co. is concerned, our policy is not only determined for the coming season, but it is already doing business and a lot of it.' There is nothing 'up in the air' in the Columbia program; it's as plain as type can make it—all settled and settled to stay. I want to say right here and now that the Columbia Phonograph Co. deserve and assume all the responsibility for the introduction of double-disc records in this country. No one can too strongly emphasize the extent of our responsibility in this epoch-making innovation. And in assuming this responsibility we want likewise to assume all the credit for having instituted the greatest record-selling proposition in the history of the business and all the credit for giving the public more for their money than ever was given before."

Mr. Lyle observed that in his opinion there were two principal reasons for the great increase in talking machine business during the last sixty days: First, the general improvement in business conditions which everybody is familiar with, and, second, the remarkable way in which the dealers all over the country have taken hold of the Columbia double-disc and Indestructible record propositions. He added:

"There is no question about the future of the cylinder business with the Columbia Indestructible record in the field. There are points enough that appeal to the average dealer. It's a wonderful record to demonstrate. The salesman doesn't have to handle it with any care at all,

A Main Spring Installer

Also VALUABLE TO REMOVE and true up UNEVEN turntables and spindles, removing gears from shafts, loosening tight thumb screws, forcing concert sound-box backs into caps, a tool holder and other purposes. A sample mailed post paid for 75c.; if not satisfactory, money refunded.

Manufactured by The Orchestraphone Co.
815 Harrison Street, KANSAS CITY, MO.

and even if he demonstrates it with an ordinary reproducer, on any machine, its clear, resonant, brilliant tone is a strong selling point. It may be used on any machine now on the market—any length of mandrel, with any reproducer. And when it is demonstrated with the special Indestructible reproducer, it never fails to astonish the talking machine owner who hears it for the first time. Moreover, the dealer's shipment reaches him every time in perfect shape—not one record ever broken—and coupled with the splendid quality of the record itself, this "unbreakable" feature enables a good many dealers to supply customers who cannot come to the stores with records sent out by mail.

"I am quite ready to predict," said Mr. Lyle, "that the Columbia Phonograph Co. has just put in the first two months of a season which is sure to be reported as the biggest year's business in its history. The company's policy of establishing exclusive dealers and jobbers and giving them exclusive selling rights has made every wide-awake talking machine man sit up and think. The mail in the wholesale department on my return looked as if certainly 50 per cent. of all the dealers in the United States had already taken up the question of exclusive handling of Columbia goods in their territory. The other 50 per cent. ought to make inquiry pretty soon before the whole country is signed up."

LEO KOHN'S SUGGESTIONS

Worthy the Consideration of Record Manufacturers—High Class Records by Less Renowned Artists Suggested.

Leo Kohn, of Seattle, Wash., in the course of an interesting letter to *The World*, says: "A certain governor informed another governor that it was a long time between ——— I do not quite remember what; but I do say: long time between receiving bills, for I do not remember the arrival of one. For safety and that I may not fall in contempt, please find post office order amounting to \$1, to soothe the publisher's wrath. You have, more than likely, been instrumental in having the disc manufacturers favor us with the issue of the vocal quartette of 'Rigoletto' and the sextette of 'Lucia.' Our gratitude is due, both to the suggestor and to the executor. As I corresponded with you in behalf of this innovation, permit now two suggestions for the manufacturer. Nobody can possibly complain about the price of the above named records when stars, such as Sembrich and Caruso sing for us for three hours at the opera houses, while we have their voices for all times. But not everybody can afford to go to the grand opera; then why not produce good duets, arios, and so forth, by less renowned artists on the black seal discs in order to popularize them, placing them within reach of everybody, thereby acting as a popular educator. Both the Victor as well as the Columbia people issued excellent ensemble songs, one of the first trios as far as I can remember, ten or 12 years ago, was the 'Atilla' trio 6-in disc, which was good, the 12th Mass of Mozart is not bad, and the Columbia production of 'Lo, Listen to the Lark' is also creditable. Now, I would suggest that the most meritorious compositions be reproduced upon the red seal and the more popular ones on black; for the first, such as Orovoso, with the priests chorus in 'Norma,' the duet of Norma and Adalgise, same opera, the duet of Bertram and Robert in 'Robert, the Devil,' the final chorus of Frieschütz, the final 'Faust' or 'Aida,' and for the cheaper ones there is any amount of material: The quartette of 'Martha,' the midnight song; the duet between Nancy and Martha of same opera, which, by the way, was published about twelve years ago by the Berliner Co., and sung by Mme. Chalia and Mme. Frankel, a very well sung duet, and was then well received.

"Another suggestion; the gap between the heavy opera and typical popular songs is hardly properly filled in the talking machine record line. Whilst one may be too heavy for some, the other may be light and flippant for the music lover. A happy medium would be certainly struck with

the arrival of the opera buffo order, the composers of which will never die, whilst the present compositions survive themselves and are soon forgotten. I refer to Offenbach, Suppé, Audran, Strauss and others."

PATHE FRERES' REPRESENTATIVE

Sails for Europe After Closing Canadian Agency.

R. J. Hately, of the London staff of Pathé Frères, sailed from New York last Wednesday on the *Lucania*. Mr. Hately has been spending some time in Canada looking after the interests of his company in that country. While there he arranged with the Bell Piano Co., of Toronto,



R. J. HATELY.

to represent the Pathé record and sound-box product in that city.

Mr. Hately, while young in years, is a veteran in the talking machine world, having been associated with the industry almost since its inception, and he has always kept in touch with its marvelous growth. He has the history of the trade in Europe and America at his finger tips, and is an ardent advocate of the product which he represents.

LOUIS F. GEISSLER IN NEW YORK.

Louis F. Geissler, general manager of the Victor Distributing and Export Co., Camden, N. J., was in New York last week calling on the leading Victor distributors. His estimate of trade for the remainder of the year was placed in large figures.

NOTES FROM THE EMERALD ISLE.

Department of Agriculture and Technical Instruction for Ireland Adopt the I. C. S. Language System—Big Sales of Edisons.

(Special to *The Talking Machine World*.)

Belfast, Ireland, Nov. 4, 1908.

It will interest readers of *The World* to know that the British government through one of its important departments, has in a practical manner, not only evinced its interest in the "talker" as a language teacher, but thereby recognized its capability as an educator.

During October "The Department of Agriculture and Technical Instruction for Ireland," adopted the I. C. S. language system and the equipment consisting of a complete set of records, text-books and an Edison "Home" phonograph has been supplied by the well known jobber, T. Edens Osborne of this city. Furthermore George Fletcher, the assistant secretary, in respect to the technical instruction section of the department, who, in person ordered the outfit, has expressed himself exceedingly well pleased therewith. This encomium emanating from such an important source must be gratifying to the International Correspondence Schools, whose interesting advertisements appear so regularly in *The World*.

As an indication of the popularity of Edison phonographs in Belfast, it may be mentioned that, although only two months of the winter season have elapsed, the principal jobber (Osborne) has received during that period 83 Gems, 30 Standards, and 6 Homes, or in the aggregate 119 instruments and some thousands of records. Mr. Osborne, by the way, does not approve of the jobbers' limitation clause just announced by the National Co.

REASONS FOR DELAY IN SHIPMENT.

Such delay as has occurred in the delivery of the Amberol record equipment by the National Phonograph Co. has been due to having an inadequate supply of sapphire points. This work is of the most delicate nature, making a point a 17/1,000th part of an inch, and workmen had to be drilled to the task. It took more time than was anticipated, but now that department is rendering a splendid account of itself, and is kept going twenty-four hours daily, with three shifts. A large quantity of Amberol goods have also been shipped abroad.

The Toledo Novelty & Post Card Co., Toledo, O., have incorporated with a capital stock of \$5,000. Incorporators: A. P. Garns, and others.

LOOK HERE!

SPECIAL INDUCEMENT!

Very Loud and Clear—Very Mild and Sweet—Either Tone All in One Needle.

They Improve the Tone Fully One Hundred Per Cent.

Made of the Finest Quality Specially Tempered Steel. Will Outlast Any Other Needle Ever Made.

To each dealer sending us \$3.50 we will send Ten Thousand of our new "MAGNETIC NEEDLES" and a handsome felt banner, 15x30 in. FREE. Suitable for any showroom or window, showing our trade-mark and the words "ASK TO HEAR MAGNETIC NEEDLES," "FOR SALE HERE."

MAGNETIC NEEDLES

TRADE-MARK

One Trial Will Convince You of Their Immense Superiority Over All Others.

ONCE TRIED, ALWAYS USED.

S. B. DAVEGA COMPANY

126 University Place, New York City

RETAIL PRICE
TEN CENTS
PER HUNDRED

Clearest and Most Natural Sounding in the World.

DEALER'S PRICE
THIRTY-FIVE CENTS
PER 1000

EDISON JOBBERS VICTOR DISTRIBUTORS

Get on our mailing list, you will find it to your advantage.

THE AUXETOPHONE AS AN ORCHESTRAL PROPOSITION.

The rapid rise of the talking machine from the role of toy and novelty to that of artist was exemplified in a most interesting manner during the recent Pittsburg (Pa.) Exposition, when Arthur Pryor and his superb band of fifty pieces accompanied a Victor talking machine placed upon the platform in the Exposition Music Hall. The performance was greeted with great outbursts of applause by the large audience composed of some of the "best" people of the city.

Regarding the Victor as a growing factor in

array of talent of sufficient breadth and variety to make up an all-star concert program for every day in the year, that could not otherwise be arranged by the most ambitious individual with unlimited capital at his disposal.

The advertising derived from these public concerts should not be lost sight of. Wherever the Victor is played in public it is sure to attract attention and cause favorable comment. Hundreds of people who hear the Victor in the music rooms of the big hotels imagine they are listen-

ing to a living singer. Disclosure of the true source of the music evokes expressions of wonderment and admiration, with the result that the Victor's marvelous powers are vividly advertised in an endless chain by "word of mouth."

No shrewder advertiser ever lived than the well-known merchant, John Wanamaker, and in the great Wanamaker department store, Philadelphia, the Victor is used as a drawing card. Auxetophone concerts are given daily in Egyptian Hall, the sumptu-

ously-appointed music hall at Wanamaker's.

"MEDIUM FOR RESULT GETTING"

Is the Term Applied to The World by the Columbia Phonograph Co.

From time to time this publication is in re-



THE AUXETOPHONE ORCHESTRA CONCERTS AT THE HOTEL SCHENLEY, PITTSBURGH.

the musical world, the Voice of the Victor says:

"Musical organizations everywhere are waking up to the Victor's fine musical qualities and to the possibilities that the Victor holds out in conjunction with band and orchestra programs.

"Many of the largest hotels and restaurants in the country are using the Victor for concert purposes in connection with their regular orchestras, among them being such fashionable hostelries as the Waldorf-Astoria, the Cafe Martin and Cafe de Beaux Arts, New York; the Bellevue-Stratford, Bingham and Edouard, Philadelphia; the Fort Pitt and Hotel Schenley, Pittsburg; The Plankinton, Milwaukee, Wis., and a score of others.

A vocal soloist is invariably a big addition to an instrumental program, but vocalists, even of the mediocre sort, are

not to be found at the rate that the average hotel management is willing to pay. Here the advantage of the Victor is manifest, for, with a moderate outlay, it is possible to engage the services of, not one singer of ordinary ability, but a group of artists of world-wide renown. The Victor Red Seal list offers an

receipt of unsolicited testimonials from advertisers who have praised in strong terms the pulling powers of this publication as an advertising medium. They have come from all over the country, and clients have not hesitated to say that The World has been a powerful force in building their business not only in America but in all

THE INTERCHANGEABLE AUTOMATIC STOPPER

Operates perfectly for all Edison Phonographs; as easy to attach and adjust as placing a record on the machine.

It is the cheapest, most practical and effective Automatic Stop on the market.

Sample mailed to dealers, post paid, 30c.; if not satisfactory in every way, money refunded.

Manufactured by the **ORCHESTRAPHONE CO.**
815 Harrison Street, KANSAS CITY, MO.

parts of the world, for it circulates in every land on earth. The subjoined from the Columbia Phonograph Co. is a compliment from a great producing house which is fully appreciated:

New York, Nov. 11, 1908.

"Mr. Edward Lyman Bill, Editor The Talking Machine World:

"Dear Sir—We are constrained at this time to express in unmeasured terms our appreciation of The Talking Machine World as a medium for advertising, and what is more to the point, a medium for result-getting of the very highest order.

"Of course, our recent double-disc announcement was bound to bring results in any case, and would have done so in practically any publication in which it might have appeared. But to say that results from The Talking Machine World have been 'satisfactory' would be far less than the truth.

"The Columbia double-disc record announcement has marked a new era in the record and graphophone industry. We knew the trade were ripe for it, but the project has already 'caught on' to a degree such as even we ourselves scarcely anticipated.

"There can be no actual prediction made at this moment of the full extent to which the introduction of a complete line of double discs by the Columbia Phonograph Co. will revolutionize the general record business in North America, but one prediction there is that is eminently safe: The Columbia Phonograph Co. will continue to give the Columbia dealer the best line of goods in the world. It is also fairly safe to predict that the Columbia Phonograph Co. will continue



PRYOR AND HIS BAND WITH THE AUXETOPHONE AT THE PITTSBURGH EXPOSITION, SEPTEMBER 30, 1908.

to advertise in The Talking Machine World." Yours very truly,

"COLUMBIA PHONOGRAPH CO., GENERAL."

E. K. Phillips quite recently assumed the office of manager of the credit department of the National Phonograph Co., Orange, N. J., with his headquarters in New York. Mr. Phillips has occupied the position of manager of salesmen, the duties of which he will continue to look after also. This relieves F. K. Dolbeer of the credit affairs and will give him wider scope.

The "MELLO-TONE"

is the only PERFECT ATTACHMENT for modifying and regulating the volume of sound on any style or size of TALKING MACHINE or PHONOGRAPH.

Produces Natural Tone

Makes Talking Machines More Musical

PRICE \$1.00 EACH

Manufactured by

THE MELLO-TONE CO.
SPRINGFIELD, MASS.

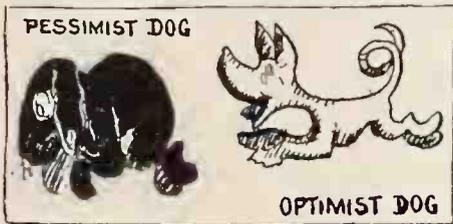
New York Office and Export Department

92 Beaver Street, New York, U. S. A.

All Aboard for Prosperity!

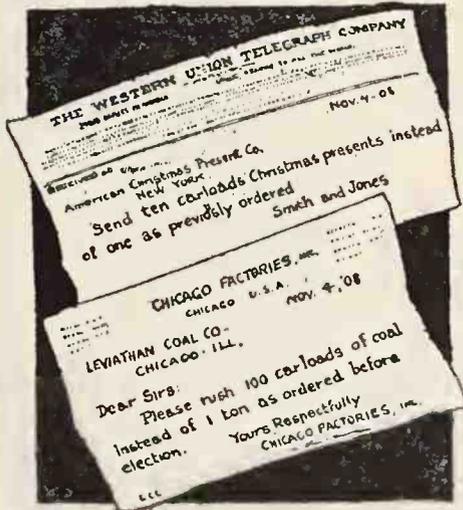


A CLEAR TRACK AND THE RIGHT OF WAY!
THE DEMON OF DISTRUST HAS BEEN ROUTED. *The disturbing possibilities of a presidential election are in the past, and the Prosperity Special is ready to start with a full head of steam. Now is the time to get aboard.*



The Pessimist Dog Is on the Run.

Now is the time to join the Optimist Society. Get out in the sunlight and put on a look of relieved gladness. Thanksgiving Day is coming. Factories are beginning to operate with full forces. The mails are full of new orders and maybe salaries will be raised. Stranger things have happened. At any rate, we have four years of golden possibilities ahead, and now is the time to get on the Band Wagon and be close to the music.



Confidence Has Come Out of Its Hole.

The spirit of confidence, which for some months has been in modest retirement, came out a day or two ago and is in our midst. Some one asked the question, "Shall the People Rule?" and the answer given by a gigantic chorus of 8,000,000 was so loud that confidence was awakened from its fainting spell and came out to see what the celebration was all about.

WANT ADS.

Help Wanted

WANTED — Stenographer; must be neat and rapid; blonde preferred.
 A. M. CO., Chicago.

WILL gentleman who applied for position and was told to call again, please do so at once?
 A MANUFACTURER.

FOR SALE—Horse; owner wishes to buy an automobile. A. D. G.

WANTED — 100,000 people to do their Christmas shopping early.
 A MERCHANT.

INTERESTING FACTS:

- ☐ Wholesale only.
- ☐ Orders shipped the same day received.
- ☐ Goods shipped you in exactly the same condition as received by us from the factory.
- ☐ You might consider us your warehouse.
- ☐ We refer all retail inquiries to you.
- ☐ The largest and most complete stock in the country.
- ☐ Orders filled complete.
- ☐ "The Cabinet that Matches."
- ☐ The most complete repair department in the country.
- ☐ Service—Good Service doesn't cost any more, the same discount applies.

**MEN
 WANTED.
 —
 APPLY
 EVERY-
 WHERE.**



72-74 WABASH AVE., CHICAGO, ILL.

VICTOR CO. AFTER PRICE CUTTERS.

Final Decree Entered Against Bernard Bearwald Restraining Him from Price Cutting.

In the Voice of the Victor for November the Victor Co. publish the following open letter to their dealers, emphasizing their firm stand against any form of price cutting on Victor goods:

To Victor Dealers—In order that you may appreciate our constant efforts to enjoin sales of our patented goods at prices less than the licensed price, we call your attention to still another case in which we have recently been successful in enjoining such infringement, commonly known as price cutting. In our suit against Bernard Bearwald in the United States Circuit Court, Southern District of New York, for infringement of our Berliner Patent No. 534,543, a decree was entered in favor of the Victor Co., not long since, granting preliminary injunction and restraining the defendant from selling Victor records and machines at less than the licensed price, the defendant being represented by counsel, and opposing the motion. We have just been advised by our counsel, Horace Pettit, Esq., that a final decree has been entered against the said defendant, costs taxed, and execution was issued on September 29, 1908, the amount of which the defendant has just been compelled to pay.

We send you this memorandum so that you may know that we are diligently prosecuting all instances of infringement by cutting prices, as soon as we have satisfactory evidence of the facts.

LOESER'S AUXETOPHONE RECITALS.

Frederick Loeser & Co., the big Brooklyn, N. Y., department store, who are distributors in that city for Victor talking machines and records, hold bi-weekly Auxetophone recitals, which they advertise extensively and which are invariably attended by large crowds, among whom many purchasers are found.

PIG SQUEALS FOR PHONOGRAPH.

(Special to The Talking Machine World.)

Chicago, Nov. 9, 1908.

An inventive genius has discovered that there is money in a pig's squeal. So that which P. D. Armour said was the only thing that went to waste at the stock yards now has a commercial value.

A man carrying a camera and a machine for making phonograph records presented himself Saturday at the stock yards and asked permis-

sion to take some pictures, for use in a 5-cent theater to illustrate a pictorial slide entitled "A Day at the Stock Yards."

"I will first take a set of moving pictures," he said, "and then get a record for the phonograph." He then caught squeals of hogs as they were hoisted to death.

BIG CALL FOR VICTOR AUXETOPHONES.

The demand for Victor Auxetophones is said to exceed the supply, and the factory is having its hands full keeping up with orders. The latest development is the use of the Auxetophone in connection with orchestras. The instrumental music with the vocal rendition of the famous Red Seal records makes a combination most pleasing and harmonious. It has made a hit wherever introduced. An orchestra must be rehearsed with the Auxetophone in order to get the pitch and tone quality. After this is accomplished the program of an instrument is very much enhanced. The leading hotels and restaurants are adopting the arrangement as quickly as the Auxetophones are delivered.

CAUTION LABEL ON DOUBLE DISCS.

The manufacture of double-faced Victor records has made it impossible to stamp the usual caution label on the back, so a new label has been designed that will bear all information and "warnings" on its face, the price being plainly printed in the center around the hole. The new labels will gradually make their appearance on Victor records and the colors will remain the same as now used, that is, black with gold letters on the 60-cent and \$1 records, and red with gold letters on the Red Seal classes.

WOOD WITH MANUFACTURERS' OUTLET COMPANY.

After being with the Regina Co., manufacturers of a line of music boxes and other widely-known automatic instruments, Rahway, N. J., for many years, attached to the selling corps at the New York store, John J. Wood resigned on November 7 to accept a position of trust and importance with the Manufacturers' Outlet Co., New York. Mr. Wood is a capable salesman, with a pleasing personality, and was an efficient lieutenant of J. B. Furber, formerly general manager of the Regina Co., and now treasurer and one of the owners of the M. O. Co.

If a man puts all that is in him into his business, it will give him back all that is in it.

BLACKMAN USES AUTO FOR SELLING.

Long Island Thoroughly Covered and Good Results Obtained.

During the last month J. Newcomb Blackman, president, and R. B. Caldwell, vice-president of the Blackman Talking Machine Co., made two trips on Long Island, calling on practically every dealer. Mr. Blackman acted in the capacity of



J. N. BLACKMAN TOURING FOR TRADE.

chauffeur, but arranged speeding in localities where constables were not in evidence.

In describing the trip, Mr. Blackman says an automobile, in perfect running order, is a wonderful help in covering ground and avoids delays. He also is a firm believer that it is best to meet the trade personally, as it insures better confidence between the concern and its customer.

At the end of each day's run, however, it was questionable whether he was the "White Blackman" from appearances. The automobile is becoming a great factor in business, and Mr. Blackman's salesmen have already presented a petition to have one supplied for their use.

THE EBERHART DISC RECORD HOLDER.

The Eberhart disc record holder is one of the latest features embodied in the Herzog cabinets. Style 813 in the Herzog Co.'s advertisement elsewhere shows these record holders in place. This holder provides a protected division for each record, in which scraping is eliminated. A position in which records will not warp. A cushion at the back preventing edges from chipping. A number and index for each record, to locate, remove and replace in a few seconds. A very rapid storing system where records are marked with Eberhart's white ink.

It is claimed by the inventor that the use of these record holders will remove many of the evils attendant upon the handling and storing of discs. They are sold at a popular price, and can be procured by dealers from the jobbing trade. The Herzog Art Furniture Co. not only recommend this holder to the trade, but also offer to equip all their disc cabinets with it, that are ordered, at the same prices as the Eberhart Disc Record Holder Co. quote to the jobbers.

VICTOR DISTRIBUTING & EXPORT CO.

With the Victor Distributing and Export Co., New York, business for October was better than any month since January. Their entire traveling force is out, and orders are not lacking. They have fitted up a special room for demonstrating the Auxetophone in connection with an orchestra. A number of important sales have been effected in this way.

INCORPORATES FOR \$1,200,000.

The Empire Talking Machine Co., recently incorporated in New York with a capital of \$1,200,000, to market a new product, will be prepared to announce its nature and their plans within a few weeks. The directors are John Noll, William T. Jenkins, and S. W. Slayden.

Crown Talking Machines

AND

PEASE SIDE LINES

Will Make \$\$\$ for You

Secure the Agency by writing NOW

E. S. PEASE, HUDSON TERMINAL BLDGS., **NEW YORK**
50 Church Street

TIMELY TALKS ON TIMELY TOPICS

The three big manufacturing companies are again resuming their old-time activity and reports of congested conditions are once more rife. With the Amberol record a huge success, the works of the National Phonograph Co., Orange, N. J., have never been so busy. Their payroll last week, according to General Manager Wilson, was the heaviest in the history of the company, and the demand for the new record and attachments has not abated a particle; on the contrary, their sales have increased. The situation is about the same with the Victor Talking Machine Co., at Camden, N. J., who are behind on Auxetophones and double-sided records, with the plant running overtime. The factory of the Columbia Phonograph Co., General, Bridgeport, Conn., according to the officers of the company, is being operated full up in every department, as is also their Indestructible cylinder plant in Albany, N. Y. Jobbers and dealers are preparing for a holiday trade of unusual proportions and quite in contrast with that of last year. Early indications of an active business are already in evidence.

Notwithstanding the attitude of the jobbers, it is believed by a number of the observing distributors that the duplex or double-faced disc record will be supported and approved by the consumer or buying public. Possibly it is too soon to pass judgment on this very important question, and therefore The World only records an impression gathered in confidential discussions of the outlook with keen, far-sighted concerns, who may have preconceived, prejudicial notions as to the value of a selling proposition, but are ready to reverse themselves should facts prove their judgment at fault.

Think of a company incorporated with a capital of over a million dollars to manufacture and market a reproducer! It is a fact, nevertheless. The inventor is a "rank outsider," so to speak, having been a telephone lineman, and is quite a young man. The company or the sanguine originator of this device are not inclined to exhibit it as yet for trade inspection or criticism, but will later when their plans are perfected. The reproducer is to be sold in connection with a tone arm, and for the modest price of \$15! That is going some.

One of the "talent," a well-known artist in his special line, who has traveled the country over many times as a theatrical headliner, in speaking of the great campaign of advertising carried on by the companies whose names are as household words, said: "In going through the Far West I never saw so much enterprise displayed as is shown by the talking machine people. For example, in Colorado, where the law prohibits the use of scenery and public places for advertising purposes, at one time a very enterprising chap went through the mountains decorating the most prominent and picturesque places with well-executed signs of 'the Victor dog.' They looked beautiful; but the authorities got after the aggressive advertising proposition, and in fear of having the statute enforced he followed his own tracks, obliterating every sign under pressure. I also observed that the 'old couple' in Massenet's painting, the rapt listeners to the Edison phonograph, were also pictured in the most unexpected places. Both of these examples of publicity appealed to me as excellent examples of great advertising, and the effect on the public must have been as impressive as on myself."

A short time since a plan for controlling the output of shellac—that essential material in the manufacture of disc records—was proposed to a group of New York capitalists. The scheme, as figured by the daring promoter, would require from \$12,000,000 to \$20,000,000, and the proposal was given attention by the financiers approached. In truth, the matter is still under advisement,

getting a set-back not long ago by the failure of one, if not the largest, importers of shellac in this country, involving over \$2,000,000. One of the largest disc record makers in the world was approached previous to seeing the moneyed men, but they declined to take hold, though it was demonstrated that there would be a saving of half a million dollars on their part, not to mention other sources of profit.

One of the drawbacks connected with the use of the phonograph is the constant attention which it required to give the instrument during its operation so that it is almost impossible for the operator to derive any great amount of pleasure from the performance. Others sit around and drink in the sweet strains of the music or the merriment of the monologue, but the operator must be on the alert constantly to see that the records are not damaged and that they must be changed as desired. If an encore is desired it is necessary for him to turn the needle back to the starting point. An inventor of Canton, O., has made an attachment by which the operation of the instrument is controlled automatically with the exception of the winding. The modern phonographs are supplied with powerful springs so that this task is reduced to a minimum. With the new feature it is possible to have the instrument play any part or the whole of the record and then stop or repeat as desired. The invention is not yet on the market, but will be at an early date.

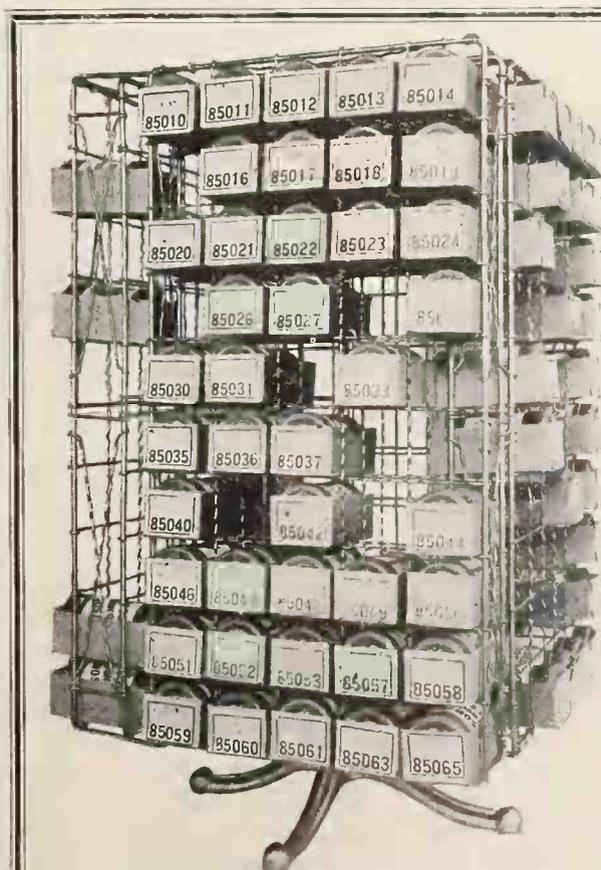
The mail order houses in the Middle West are cutting into the record sales of the regular dealer and jobber. Of course, the records handled by these price-cutting establishments are not the protected lines, whose excellence as to finish, tone quality and variety of repertoire stand unequaled. The usual methods followed by the catalog concerns are being closely adhered to, and the buying public are more or less deceived in the character of the goods offered. To be sure, the mail order houses in question buy records—disc exclusively—in great quantities, and these orders are eagerly sought by manufacturers who are desirous of such business, and as no legal restraint can be invoked against them for selling at any old price they please, naturally they have an advantage over the legitimate talking machine dealer, whose trade is threatened. These catalog house records are stencil goods,

and the wide-awake, aggressive dealer should take particular pains to make his trade acquainted with this condemning fact, and impart such other information as will make everyone fully acquainted with the merits and demerits between the legitimate and the mail order line of records.

Recording laboratories are busier now than they have been for months, preparing for the fall trade. The "talent" have hailed this revival with pæons of joy, as their services are again steadily in demand. For a while the artists commenced to recognize something was wrong in the business of the country, a condition decidedly unpalatable to the gentlemen of the millifluous voices. Now that a change has come, and their services are once more figured by "dates," they are happy accordingly, and refer to the coming fall trade in a florid vein of optimism.

Never has the moving picture business been so prosperous as at the present time, especially when they are operated in connection with the talking machine. This combination is the great attraction wherever introduced, and the demand for the synchronous machine is heavy. The results obtained are very satisfactory, indeed; in fact, the illusion is well-nigh perfect. On top of this press of business comes the report that price-cutting is rapidly becoming a bane among the moving picture manufacturers, who are rushing their goods on the market and selling at figures that the conservative concerns declare is ruinous. It is therefore proposed that the principal firms get together before too much damage is inflicted, and establish a schedule of selling rates which will return a fair profit and at the same time be conducive to a healthy tone of the business as a whole.

At this time and date when the talking machine is no longer considered a wonder, but almost a necessity, the early days of the business are fondly recalled by the "old timers." Using this description advisedly of the men who were in the game from the first, as they are very few who are indeed old as to age, excepting possibly Thomas A. Edison and Edward N. Easton, and both of these eminent gentlemen would rather resent the soft impeachment, stories are narrated of the financial difficulties encountered in those strenuous times as well as other incidents of "field and flood," so to speak. These tales are usually brought forth by some reference to the apparently endless litigation that has followed every development of the trade that has



Trays and Labels

Used in connection with

The Monarch Midget Special

THE illustration shows our popular Monarch Midget Revolving Rack with special openings of a sufficient size to accommodate Blackman's Folding Record Trays or other standard size tray equipped with Rapke Labels. The price of the Rack is the same as the Standard, but in ordering, be particular to mention the word SPECIAL.

Holds 200 records; does one-half of your selling. Get busy to-day.

PRICE TO DEALERS, \$10.00

Order from your jobber—he has them

Syracuse Wire Works

SYRACUSE, NEW YORK

Canadian Representatives
THE R. S. WILLIAMS & SONS COMPANY
TORONTO and WINNIPEG

been involved in the great number of patents which mark every step.

The other day reminiscences of this kind were in order, and then it was related how Jesse H. Lippincott, who undertook to market the first phonograph—the old wax record—had paid \$800,000 cash for the privilege, organizing the North American Phonograph Co.—of litigious memory—for the purpose. The first machine was taken to Washington, D. C., to be patented, and that inside of fifteen days it was altered as many times before the papers were finally issued. In the meantime Lippincott was in New York in a frenzy of impatience waiting for the patent, with men clamoring for selling territory and eager to pay over the money on the spot, but no title could be conveyed until the device had been patented. After this difficulty was overcome then everybody started in to make money.

For a number of years the shellac market was in a panicky condition, owing to the scarcity of raw material. The crop in India, where the gum grows, had been practically destroyed by a parasitic insect. It takes quite three years for the trees upon which shellac grows to be renewed, and it is possible this period has finally been passed, as the price has fallen to a reasonable figure. As shellac forms the greater proportion of the material used in disc records, this meant a great deal to the record manufacturers, and at times caused no little uneasiness to them.

Appreciation should be a stimulant, not a sedative. A well-balanced man will not be spoiled by words of praise. If told he has talent, he will not cease work. There is a fatal lack in the character which is spoiled instead of inspired by appreciation.

To American Dealers:

HERE IS YOUR OPPORTUNITY TO SECURE TRADE WINNERS

If you desire a splendid line of talking machines which challenge any on the American market so far as tone, quality and finish are concerned, investigate THE KLINGSOR MACHINES. They are made in a variety of models and are especially adapted for export trade.

We have just issued a superb catalogue, showing the various styles which we manufacture and this will be mailed free upon application to any name, to any part of the world.

The "KLINGSOR" is an original talking machine, for which patents have been issued in America. The case designs are unique and striking. They will attract attention in any warehouse. The scientific combination of the strings with double sounding board enhances the natural tone. Disc records of any size or make can be used on the "KLINGSOR" machine, some of which are fitted with coin-operating attachments.

This is a marvelous product, original in every way, and American dealers who desire something absolutely striking and in every way a quick seller, should lose no time in communicating with us.

H. LANGE'S Successors,
ESTABLISHED 1854
21 Little Portland St., Oxford Circus,
LONDON, W., ENG.

CAN ONLY HANDLE VICTOR GOODS.

Victor Talking Machine Co. Issue Notice to Distributors to the Above Effect This Week—Zonophone Products Only Exception.

The Victor Talking Machine Co., Camden, N. J., have notified their distributors that hereafter only the Victor line can be handled by them, excepting goods made by the Universal Talking Machine Co., Newark, N. J. The circular letter received by the trade Monday is as follows:

"Important Announcement—To all Victor Distributors: We beg to notify you that on and after this date, Oct. 15, 1908, we will refuse to fill orders for Victor talking machines, records and other Victor supplies, patented under our patents, from distributors handling other lines of disc talking machines and disc records, excepting such other second-handed machines as may have been taken in trade in part payment for said Victor talking machines.

"This is not meant to preclude the sale or disposition of such other disc talking machines and disc records as may be at this moment in the stock of distributors, but any further purchases on and after this date of other disc machines and records, excepting only those of the Universal Talking Machine Mfg. Co., a licensee (manufacturers of Zonophone disc talking machines and records), will cause the immediate withdrawal of all distributors' discounts and privileges under the contract."

A letter of instructions, going into the details of the foregoing announcement, and the reasons why the company have taken this step, accompanied the above. It is of some length. The National Phonograph Co., Orange, N. J., had already notified their jobbers to the same effect regarding Edison goods, and which went into force Oct. 1, excepting where extensions were specially made.

RECORDS SHOULD BE CLEAN.

Importance of Cleaning Record Surfaces Explained by J. Newcomb Blackman.

The aim of the record manufacturer has been to produce a record that would give the best reproduction with the least friction and wear, in order to insure the life of the record. Disc records are made of a material to withstand the wear and tear of the needle, and at the same time insure a smooth surface. Although a sapphire point is used with cylinder records, the record is of softer material than the disc, so that the friction is probably very much in the same proportion.

Dirt and dust on the surface of either a disc or cylinder record acts as a grinding material and seriously affects the reproduction.

In the case of the new Edison Amberol record the threads and the sound engravings are so fine that the importance of an absolutely clean surface to avoid this friction is apparent. To automatically insure this, Mr. Blackman recommends the use of the Place Automatic Record Brush, which is described and illustrated in the Blackman Co.'s advertisement on page 24 of this issue.

SUED FOR VIOLATING CONTRACTS.

National Phonograph Co. Obtain Preliminary Injunction Against Wright & Metzler—Final Decree Against Gent & Eagen—Business Agreements Must be Lived Up to.

The National Phonograph Co., Orange, N. J., have recently obtained a preliminary injunction from the United States Circuit Court, western district of Pennsylvania, against Wright & Metzler, Connellsville, Pa., who are charged with infringing patents No. 782,375 and 798,478. The defendants are enjoined "from selling or advertising for sale Edison phonographs or parts thereof, records or blanks, at less than current list prices, or violating in any manner whatsoever their license agreements of December 6, 1905, and October 26, 1907."

A final decree was also issued by the same court, October 13, against Gent & Eagen, Oil City, Pa., for violating the selling system of the National Phonograph Co. In this case the defendants were not authorized or signed Edison dealers, and they claimed to have obtained the goods without notice of the restrictions. The company waived an accounting and the defendants consented to a final decree and perpetual injunction. The defense, however, were assessed the costs and disbursements of the complainants in bringing the suit.

VICTOR VS. LEEDS & CATLIN SUIT.

Two cases of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, that were on the calendar of the United States Circuit Court, southern district of New York, before Judge Hazel, in which the method for attaching labels to disc records was at issue and up for a hearing on a demurrer, have been changed, according to the attorney for the defense. The patent covering the process is owned by the Victor Co., and they have discontinued one suit. The other will be argued at the next session of the court.

There was once a man who didn't advertise—said it was a waste of money, for everybody knew him and the line he handled. There is a new name over the door to-day.

SIDE LINES AND MONEY

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

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

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

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

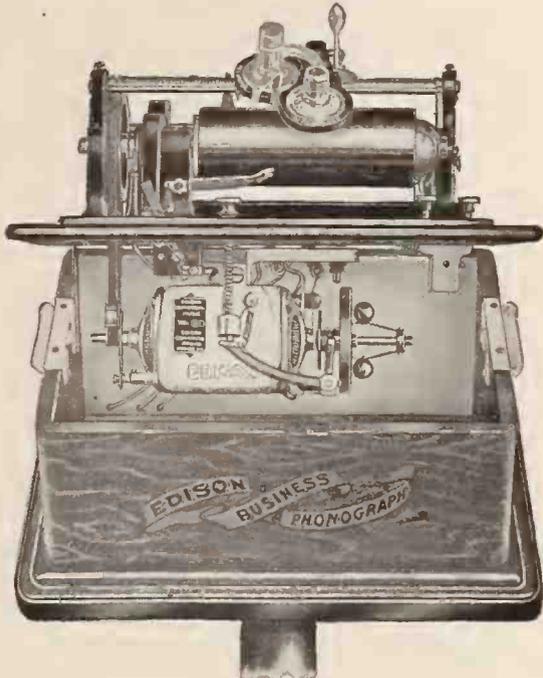
¶ We have detailed a member of the World staff to investigate this subject carefully and we are willing to make an interesting report to any dealer who writes us asking for information upon the subject. Address all such correspondence to

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

EDISON BUSINESS PHONOGRAPH.

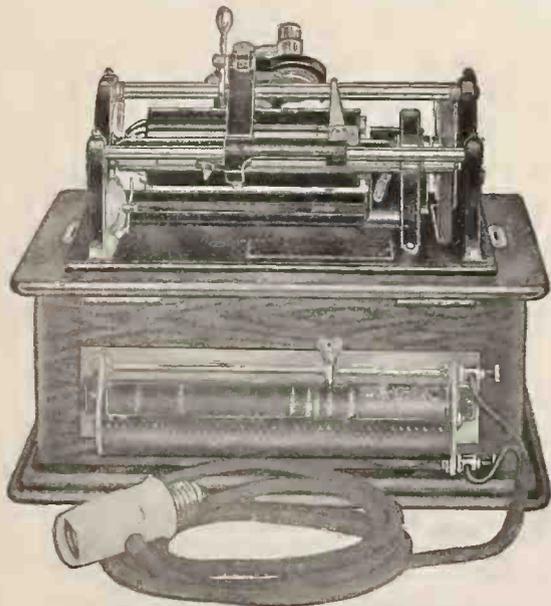
The New Machines With Universal Motor Attract Much Attention at Business Show.

One of the exhibits that attracted a great amount of attention at the Business Show held in Madison Square Garden, Oct. 17-24, was the new Edison business phonograph with Universal motor and other radical improvements, shown by the Edison Business Phonograph



EDISON COMMERCIAL PHONOGRAPH, FRONT VIEW, SHOWING MOTOR.

Co. The new Universal motor is adapted to either direct or alternating current and which may be run on from 110 to 220 volts, a rheostat being provided at the rear of each machine to regulate the resistance. The new motor saves much trouble and annoyance for both manufacturer and purchaser. Other



EDISON COMMERCIAL PHONOGRAPH, BACK VIEW.

new improvements in the Edison business phonograph shown this year include a lever for ejecting the record, saving the effort of pushing the cylinder off by hand and being especially useful when the record contracts in cold weather, and a more exact arrangement of the record point, increasing the capacity of the record. The end gate, which often proved troublesome, is done away with and a swivel arm is provided, holding both recorder and reproducer. When either is in position a bar at the end of the arm bears down

on the end of the mandrel, making it impossible to put on a record and break the sapphire points, as was frequently the case formerly.

The new universal type of machine arrives just in time to make a fitting celebration of the 30th anniversary of the Edison business phonograph, the first having been made in 1878.

Nelson C. Durand was in charge of the exhibit at the Business Show and he was highly pleased at the interest shown in the new machine.

GET OFF THE BEATEN PATH.

Strike Out Boldly and Blaze Your Own Trail to Success—Give Each Move Careful Consideration and When Started Don't Turn Back—Some Advice Worth Taking.

To be enterprising is to strike out on new and improved lines of your own, to leave the beaten path of routine and monotonous custom, and blaze for yourself a trail broad and straight through the great world of opportunity that stretches out before us on every hand. The great prizes of the world are reserved for the enterprising, for those who have the courage to dare and the will and perseverance to do.

The enterprising man requires nerve, energy and ambition. He must be willing and able to shoulder responsibility, and he must be ready to take risks. He must not be such a one as requires to see the complete and successful finish of a transaction before he undertakes it. He must be willing to back his judgment and take chances. A certain amount of caution is wise, but too great caution in business is weak and unprogressive. It is stagnation.

If you are going to accomplish anything of moment in the world you've got to strike out boldly on new lines of your own. You can't expect to make any but ordinary headway doing what others are doing. Competition under such conditions is too keen to admit of great advancement. You must break in on old methods with a new plan, or do something better than it has ever been done before. New ideas are what make big successes. It is the man who can anticipate new wants or create some new demand that wins fortune. The man with ideas and the nerve and energy to work them out will always find a field, no matter how crowded the market.

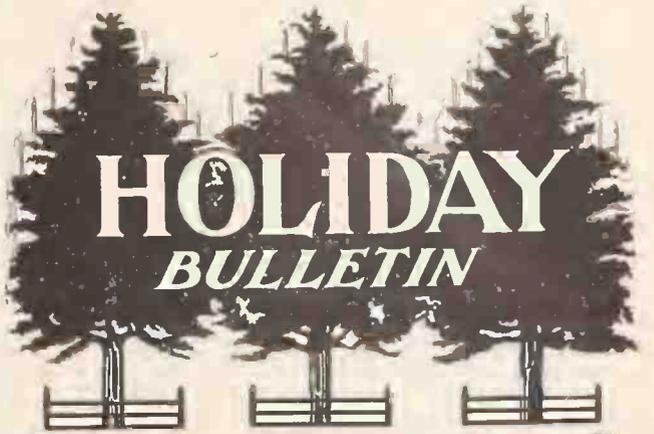
If you have an idea, don't be afraid to try it out. You'll never know what it is worth until you try. More good ideas perish than ever see the light of day just for the want of action. When a good idea strikes you, get busy on it at once. Don't wait for a more convenient time, don't be talked out of it, try it out. Strike while the iron is hot. Ideas are rare inspirations. Seize hold of them and act.

If you are in earnest, seize this very minute. What you can do, or believe you can, begin it.

I don't want to convey the idea that new things should be rushed into without any consideration. No thought in such matters is worse than too much thought. The wise man will investigate and study well each new undertaking before he engages in it. He will weigh very carefully the chances of success over failure, and then decide, and once his decision is made, he will stick to it. If the decision is favorable to the attempt, he will cast to the wind all further hesitation and doubt, and devote himself heart and soul to the task. There will be no turning back, no weak vacillation, but a determined resolution to put the thing through to a successful conclusion. And let it be remembered, new things do not usually succeed at the start. There is generally a lot of disappointment and grief mixed up with them before they are made to go. And here comes the test of pluck. The average man lets go too soon. Discouragement and disappointment force him out. It's the man with confidence and pluck that hangs on.

It's wonderful how great is the power of pluck. Every man who has conquered success, in whatever calling, has possessed it. He has been full of the courage to do, and the pluck and nerve to hang on until it is done.

Of course, you may get knocked out for a



Taft Was Elected Because

he had, in addition to natural executive ability, a side line of policies that appealed to the people.

By the same token, if you want to succeed and earn profits to a greater extent than the talking machine business will allow—

—You should carry a side line that will appeal to musical people.

Yes, you can go further, but you can't fare better than by installing our line of

MODERN MUSICAL MERCHANDISE

To do so during the holiday season means a quick and adequate return and a constant turn-over on your investment.

No goods will be in such demand as musical instruments; no merchandise will tax your space, time, temper and bank account so little; no other line, not even talking machines, will net you the margin of profit that you can enjoy on **DURRO VIOLINS, BOWS and STRINGS; LESTER ACCORDEONS, VICTORIA GUITARS, MANDOLINS and BANJOS and DUSS BAND HARMONICAS.**

Besides bringing you a consistently profitable business throughout the year, these brands will attract the finer class of trade and spread your name and fame to every corner of the town.

Sit down now and write for our big illustrated catalog; it's yours with our compliments.

Buegeleisen & Jacobson

Sole Importers

113-115 University Place
NEW YORK



SAPPHIRE JEWELS

FOR ALL

TALKING MACHINES

Highest grade work. Experimental work a specialty. Write for prices

**JNO. S. JONES, 662 SIXTH AVENUE
NEW YORK CITY**
Seventeen Years' Experience

time. The best of men do—but it doesn't count as long as you do not stay out. Get up again take a fresh hold, and go at it harder than ever, with renewed energy and determination. Remember, disappointments and discouragements are necessary to the highest development of our powers. It often requires some great disaster, some overwhelming opposition to discover our real strength and resource. Such obstacles are a test of our worth. If we go down under them we are lost, if we surmount them we are conquerors. Mistakes you may make, but to failure you must never succumb.

CINCINNATI'S BUDGET OF NEWS.

Noticeable Improvement Noted in Trade—Extensive Wurlitzer Advertising—Passing of the Ilsen Co.—Sale Held Nov. 11—Trouble With National Co.—Columbia Horns Save Lives at Fire—Wurlitzer Co.'s "Square Deal" for Dealers—Other News Worth Noting.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 9, 1908.

Talking machine trade during the past month showed noticeable improvement over the month preceding. This is the report from the dealers in this city, and in the face of the election which arrived this week it is very good indeed. The reason for the pick-up in trade is attributed to the new records received for the month and to the energetic advertising of the dealers urging prospective buyers to get busy. The Wurlitzer Co. were leaders in the advertising field, making their ads. up-to-date with the political verbiage of the hour. The outlook for this month seems very good. The dealers say that the fall trade is picking up and will make a good account of itself from now on until the holidays.

The Ilsen Co. closed their doors during the past month. The passing of this well-known firm is a matter of regret to the trade and to the many friends of the Ilsen brothers, both of whom are well-known business men. As stated in last month's issue, Geo. Ilsen has left the city for a six months' rest at Bat Cave, North Carolina, stopping at the Esmeralda Inn. The firm have been in the hands of a receiver for the past three months. The sale will take place on Wednesday, November 11, at the storeroom, 615 Vine street. The receiver's notice of sale states that \$25,000 worth of sheet music, music books, copyrights, plates and titles, photographs, machines, records, musical instruments, store fixtures, etc., are up for sale. An incident of the receiver's proposed sale arose this week, when Scott Bonham, the receiver, received a telegram from the Edison Phonograph Co. ordering him to stop the sale of the 15,000 cylinder phonographic records, claiming that this would be a violation of the jobbers' agreement, threatening to sue out an injunction if necessary. The Edison Co.'s telegram is as follows: "Proposed auction of Edison goods made you personally liable under jobber's agreement. Stop. Wire decision." Mr. Bonham, when seen as to the action he would take, said that unless something more drastic than telegrams were received he proposed to go ahead and sell the stock of goods. He consulted with Judge Caldwell, who appointed him, and has his advice in the matter. The sale will take place under the auctioneer's hammer, Wednesday, November 11. It is thought that many rare bargains will be had at the sale.

S. H. Nichols, manager of the Columbia Phonograph Co., had a very optimistic report to make regarding October trade. Speaking of the wholesale business, he said: "I have been making short trips each week throughout the territory, and the number of orders received has more than pleased me. I find the dealers very enthusiastic over the Columbia disc and Indestructible records. These are proving excellent sellers and very naturally the dealers think well of them. I would say that October business was booming, that the double disc records have taken the market by storm. The trade realizes the possibilities of the 10-inch, double-disc records, which sell at 65 cents each, or 32½ cents per selection, bring-

ing the price within reach of the masses of people. This makes each selection 2½ cents less than a 35-cent cylinder record. The Indestructible record played with the Columbia high-tension reproducer is being received enthusiastically by the trade, for they recognize the superiority of it over any other cylinder record." Mr. Nichols went on to say that the retail trade is looking up—is getting a fall move on, and will soon be up to normal proportions. He looks for a decided improvement all along the line from now on. He thinks that the pre-election period retarded local trade to some extent, and with this out of the way, sees more business ahead.

The Columbia Phonograph Co. are situated just across the street from the Neave skyscraper building, which suffered from a disastrous fire, on the fourth floor, last week. The hundreds of tenants of this building above the fourth floor found themselves cut off from a safe exit by the fire and flames, which raged furiously, sending great volumes of heat and smoke up the stairways and elevator shafts. The clamor and excitement of the fire terrified the tenants, many of whom were women. They were forced to lean far out of the windows for fresh air, and were led to believe that the only escape was by jumping from these windows. The surging crowd below on the street yelled for them to be patient, but above the clamor of it all the Columbia Phonograph Co. did some good work by using the megaphones of their machines. These proved very effective and are known to have restrained a number of women from hurling themselves to the street below. The local company deserve the commendation and praise received from the local fire chief and the local papers.

Manager J. H. Dietrich, of the Wurlitzer talking machine department, had this to say of local trade during October: "The talking machine trade in Cincinnati during the month of October was extremely satisfactory, largely owing to the efforts of the Rudolph Wurlitzer Co. The old and tested system of advertising the Victor, namely, by recitals at various clubs and social gatherings, has been used by the Rudolph Wurlitzer Co. to good advantage, and a correspondingly large increase in the sale of Victrolas resulted. Mr. Taft, the Cincinnati, furnished splendid material for publicity, as the Taft family are great admirers of the Victor and the Red Seal artists.

"The greatest incident of the month was the installation of an Auxetophone in the \$1,000,000 Sinton Hotel. The Auxetophone was so placed that it could be heard throughout the immense dining room and lobby, and created quite a sensation.

Caruso sings there nightly and is applauded to the echo. The hotel orchestra accompanies the Auxetophone.

"There has been one big grievance, and that has been the shortage of Amberol attachments and records. Some hundreds of the machines and attachments have already found their way into Cincinnati, but these seem to have no material effect on the demand. The future business in the new style Amberol machines and records will undoubtedly prove immense, and the dealers only hope that the Edison Co. may be able to get a quantity of these goods to them before Christmas."

The salesman in charge of the retail Edison department of the Rudolph Wurlitzer Co. is the sorest man in this section, the Rudolph Wurlitzer Co. allowing him no more or less of the new Edison goods than they allowed any of their dealers. This gives him but a small stock of attachments only, and he is now busy booking orders for future delivery. When these goods will be delivered, however, is questionable, as the company will supply their dealers before allowing their retail department any further supplies.

The Edison salesmen seem to regret very much that the Rudolph Wurlitzer Co. were not exclusive wholesalers with retail stores established under fictitious names. In this event they could have supplied them with any amount of Amberol records and attachments and at the same time posed to the dealers as exclusive wholesalers who do not retail.

The Rudolph Wurlitzer Co., however, have been giving the retailer a square deal. The trade is rapidly gaining more and more confidence in the firm of Rudolph Wurlitzer Co., and their wholesale manager has acquired a reputation for square dealings among the dealers of the Central States and has gained the confidence and personal friendship of every Edison and Victor dealer located in this territory.

Money is a good thing, but its goodness is in its moving, its circulating. Thought is its propelling power; remove the thought and the circulation stops. A people who do no thinking would have no use for money. Money can exist only where thought exists. An advertisement calls for money. It costs money to begin with, it brings money to end with, but since money is moved by thought the advertisement will move it in proportion to the thought it contains.

Work your field thoroughly. Keep your tools bright by using them.

WURLITZER

UP-TO-DATE

**AUTOMATIC
MUSICAL
INSTRUMENTS
WITH SLOT
ATTACHMENT**



WURLITZER MILITARY BAND ORGAN

**LARGEST LINE IN
THE
WORLD**

**SUITABLE
FOR ALL
PUBLIC
PLACES**

OUR PERFORATED PAPER ROLL

Military Band Organs

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

Catalog upon request
Exclusive Agency to Dealers in Unoccupied Territory

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO



OUR
LARGE CATALOG
SHOWING
COMPLETE
LINE

MAILED
UPON REQUEST

OPERATED BY PERFORATED PAPER ROLLS

FROM OUR CHICAGO HEADQUARTERS

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

Dealers Accept New Propositions Offered by Big Companies—Result of Election Increases Optimism—Some Recent Visitors of Prominence—Will Oakland Pleased With Records—Scarcity of Amberol Records and Attachments Relieved—C. E. Goodwin on Trade Conditions—Better Machines Have the Call—Travelers Make Good Reports—Columbia Business Good—Increase Facilities for Manufacturing Economy and Perfection Record Racks—New Universal Edison Business Phonograph Shown—Changes at Lyon & Healy's—Hopkins With Oliver Typewriter Co.—Fibre Needles Help Record Sales—Eckland in New Field—Otto Gives Political Debate With Victor—Coon Records Cause Trouble—Other Interesting Trade News of the Month Worth Recording.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1908.

While the trade is still discussing and occasionally cussing different departures announced by the big companies last month, a more philosophical attitude has taken the place of the state of mental confusion caused by the promulgation of so many new policies and revolutionary ideas. The feeling is now quite general that while many of the new propositions may not have had time to demonstrate their practicability, that the net result will be a benefit to the trade, adding thereto virility and new interest on the part of the public.

The spirit of optimism which has been gradually growing in the trade concerning a return to normal business conditions has received a decided stimulus as the result of the national election. While it is possible that the jubilant reports in the dailies of the resumption and ac-

tivity in lines that have been especially depressed, and regarding the immediate starting of new enterprises, may be more roseate than the facts justify, there are evidences of new life on every side. In the talking machine trade a considerable amount of business, held back pending the election, is already coming to hand, and all the important houses here believe that the last impediment to a fine fall and winter business has been removed.

Lawrence McGreal, of Milwaukee, was in the city on Thursday of this week. His genial countenance was as radiant as ever, and he expressed himself as very happy over the trade outlook.

Oliver Jones, credit manager for the Victor Talking Machine Co., spent a few hours in Chicago on Friday of last week and called on the principal Victor distributors.

Will Oakland, one of the latest additions to the Edison galaxy of artists, and who is now traveling with the Cohan & Harris minstrels, was a visitor at both Wurlitzer's and Lyon & Healy's recently. He listened with interest to all his records, some of which he had not heard since his seance in the Edison laboratories. He related in a vivid manner his experiences with the music committee, who in some instances made him sing the same selections as many as seven times before they were satisfied with the results. He was highly impressed with the efforts of the company to secure the most perfect results.

Sam Wade, one of the best mechanical experts in the talker line in the West, has been put at the head of the repair department of the Talking Machine Co. Mr. Wade is the inventor of a new device for pointing B. & H. fiber needles and he has turned it over to the Talking Ma-

chine Co., who will manufacture it and have it ready for the market in a short time.

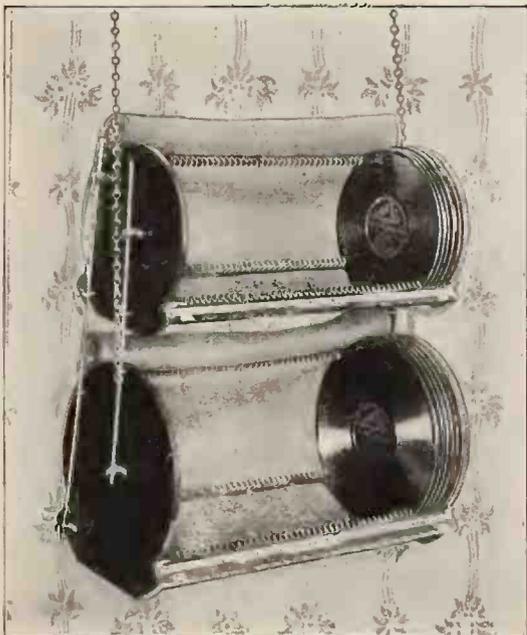
E. C. Plume, western wholesale manager for the Columbia Phonograph Co., believes that the election of Mr. Taft will restore business conditions to a sound basis. "This is the first case in history," said Mr. Plume, "when the party in power during a financial panic has been victorious at the succeeding election. Personally, I look forward to the most prosperous year that the trade has known. I have already taken several good orders from customers, who said they would not buy except in a hand-to-mouth manner unless the election resulted in a Republican victory."

Edward J. Melick, who has been handling Victor, Columbia and Edison goods at 1220 South 40th avenue, near 12th street, for the past two years, has moved to larger quarters at 2055 West 12th street. In his new location he expects to devote considerable attention to pianos and other musical instruments.

The day after election, George N. Nisbett, manager of the wholesale department of Babson Bros., received an order four times as large as any he had received from the same dealer for several months. Across the top of the order was written, "How is this for the day after election."

The business on Amberol records has now assumed the proportions that the initial orders indicated. The scarcity of machines with the new equipment and of the attachment for old machines has been relieved the past week. Lyon & Healy received a few days ago two carloads of machines and have a large shipment of attachments now on the way. Other jobbers are likewise getting in shape to supply the trade.

In speaking of trade conditions, C. E. Good-



THE ECONOMY RECORD RACK

FOR HOME USE
A Radical Departure

Marks a Revolution in Home Record Storage

Epecially Adapted for the Double Face Discs

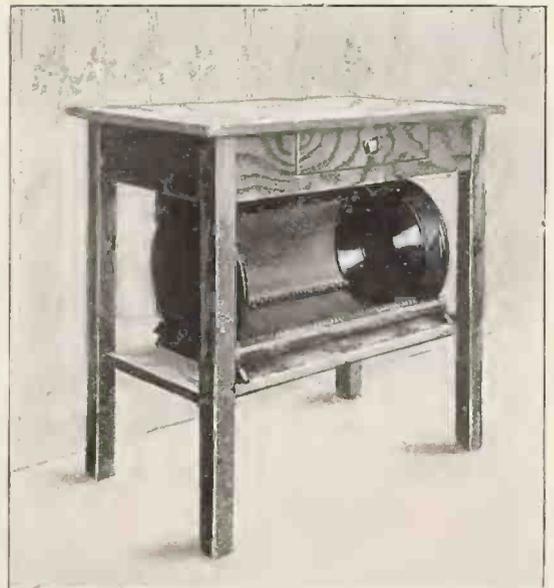
No handling of several records to get the one you wish.

The index number leads you direct to the record you want.

The characteristics are neatness, cleanliness, portability and great utility.

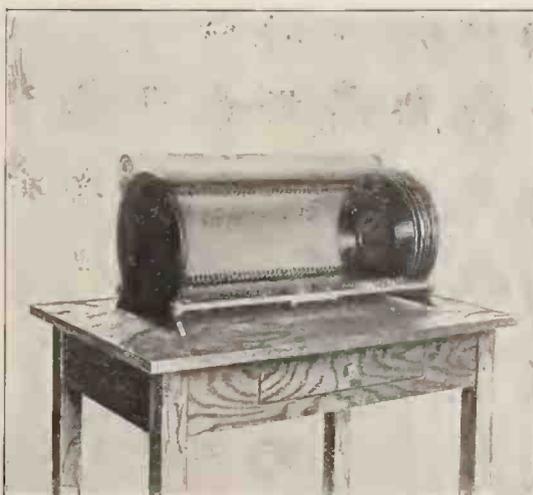
RETAIL PRICES

Rack for 10-inch Records . . \$3.50
Rack for 12-inch Records . . 3.75
Rack for Insertion in Cabinet . 1.50



Can be either placed on under shelf of table or suspended from picture moulding; or is adapted by special fixtures for insertion in existing cabinets.

The **Perfection** is a rack similar to the Economy but less ornamental and therefore cheaper. Price \$1.50, for rack holding 10-in. records, \$1.75 for 12-in. rack.

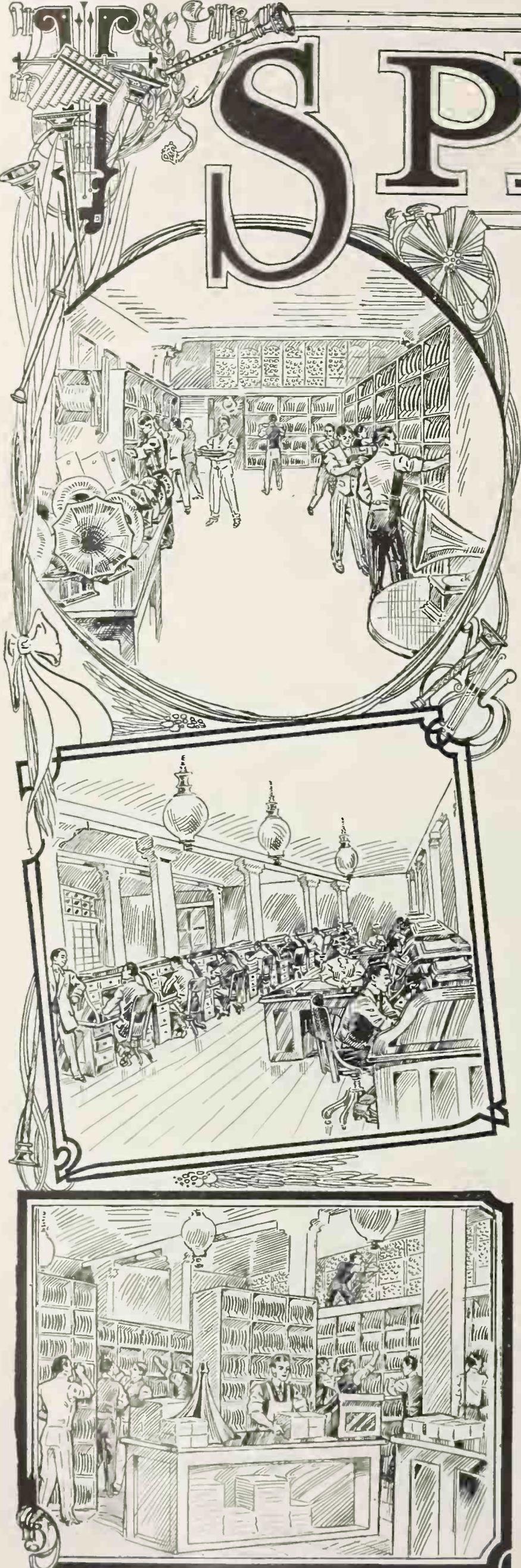


R. H. JONES

Patentee and Sole
Manufacturer

1-17 Bryan Place, CHICAGO, ILL.

FAST SPEED



Forty-five years' experience in conducting the largest general music business in the world has given us some

ORIGINAL IDEAS

in regard to filling orders.

IN THE FIRST PLACE, our vast Victor and Edison stock is all on one floor.

IN THE SECOND PLACE, this department has its own force of packers.

IN THE THIRD PLACE, orders go only into hands of experienced men.

Therefore, when you send orders to us, you may count upon the utmost speed in the handling of them. Some orders are in the house a little over an hour, others, more complex, may take half a day, but no order is neglected for even a short time. If you send your orders to Lyon & Healy, and your competitor sends his orders to some slower house, it is only a matter of time before you will get the cream of the trade in your town.

Your customers want what they want when they want it.

Lyon & Healy

CHICAGO

win, of Lyon & Healy, said: "Now that the election is out of the way, the people who have voted so unanimously with a view of restoring prosperity will undoubtedly give tangible evidence of their confidence. I see no good reason why conditions should not steadily improve. Now that the Edison Co. are able to supply the new Amberol goods, I look for a big demand. The Victor business has shown marked improvement even in the last month or so. The Victor-Victrola is going to make many talking machine dealers rich. The idea that Victrolas could be sold only to the very wealthy has been proved fallacious. Why it should have been entertained is a problem. People that can afford to pay from \$350 to \$400 for a piano will not hesitate to buy a Victrola when the matter is properly placed before them.

"Yes, the effect of the election is already apparent," said Arthur D. Geissler, general manager of the Talking Machine Co. "On Thursday, the second day after the election, our orders were double those of any day for a year past. We got one order for six machines and three each of the new Victor double-sided records from a dealer we had not heard from for a month. At the bottom was the significant indorsement, 'Hurrah for Taft.'" Mr. Geissler had the pleasure recently of shipping two carloads of the "cabinets that match" to the coast. The second lot is already nearly exhausted, and the way in which orders are coming in indicates a sensational success for the new departure.

J. E. Fitzsimmons, who travels in western territory for Rudolph Wurlitzer & Co., has just returned from a trip through Kansas. He says that trade with the talking machine dealers has been gradually increasing since Sept. 1. The trade is in good condition, as they have been this year restricting their instalment trade to people of undoubted ability to pay, have been pushing the better class of machines, and while the volume of trade has been less, dealers have been generally satisfied with the net outcome. They are all very optimistic and generally look for not only a thoroughly good holiday business, but a strong trade throughout the winter.

At the Columbia Co.'s headquarters at 88 Wabash avenue there is not the slightest skepticism regarding the success of the double-faced record. The proposition has certainly started out with a boom. District Manager W. C. Fuhri says that the factory is now running literally night and day in the record department, as double shifts are being run. Down in the retail department the only complaint is that they cannot get goods rapidly enough to supply the demand. The total business done by the Chicago office of the Columbia Co. for October was practically double that of September, which showed an increase over August.

R. H. Jones, manufacturer of the Economy and Perfection record racks, reports that the demand for his product has developed to such an extent as to make the immediate enlargement of his manufacturing facilities necessary. This has been arranged for, and by the time that this copy of The World is in the trade, he expects to be in a position to fill all orders the day received. These record racks, the character of which can be understood at a glance, from the cuts printed elsewhere, are particularly adapted to the new double-faced record. Mr. Jones will shortly present to the trade a new cabinet of great merit, both in respect to economy of space and storage facility and from an artistic viewpoint. It will embrace, of course, the Economy record rack principle.

The new Universal Edison business phonograph is now on exhibition at the offices of the Business Phonograph Co., of Chicago, in the First National Bank building, and Manager Edwin C. Barnes considers it the most revolutionary departure ever made in dictation machines. The new type sells for \$85, but is equipped with A. D. C. motor, which is adjustable for either direct or alternating current, regardless either of cycles or voltage.

George E. Griswold left on October 31 with his family for Los Angeles, where he will spend

a couple of months at least before considering the matter of entering the business arena again.

James I. Lyons, the youthful veteran in the talking machine jobbing business, returned a couple of weeks ago from New Orleans, in the interests of the New Orleans Talking Machine Co., the prosperous retail concern in which he is interested. "Business in New Orleans is not booming," said Mr. Lyons, "and the reason of this, in my opinion, is that cotton is still being held for higher prices, and this causes something of a shortage in money. From talks with business men in staple lines I came to the conclusion that the talker dealers are getting considerably more than their logical share of the public patronage." The window displays being made at the Lyon headquarters, 265 Fifth avenue, this city, are worthy of note. Some time ago he secured a hundred miniature horns with brass bells, made for sample purposes. He has literally trimmed his window with these, and especially at night, when they reflect the rays of the electric light, the effect is very striking. This house is a strong believer in the side line proposition for talking machine dealers, and a full line of the Ikonograph moving picture machines, as well as stereopticons, post card projectors and photographic supplies are shown in the windows, as well as talking machines, cabinets and accessories.

George W. Lyle, general manager of the Columbia Phonograph Co., who was in Chicago early last month, has since made a circle of the West, visiting the principal distributing points on the coast, and is now at New Orleans, from whence he will go to New York by way of Atlanta, Ga.

The recitals in Victor Hall, at Lyon & Healy's, have been suspended for a week or so on account of extensive changes being made on the first floor of the big store. When completed, Joe Vasey, in charge of retail machine sales, will have two salesrooms adjoining Victor Hall, instead of one, as heretofore. The partition between the two rooms will be partly of glass, enabling Vasey to keep his eye on both rooms at once, and the advantage in being able to handle a rush of customers, especially during the holiday season, will undoubtedly more than justify the expense and trouble entailed in making the new arrangement.

C. J. Hopkins, who, after many years spent in the foreign service of the Columbia Phonograph Co., during which period he had been instrumental in working up the company's trade in all parts of the Globe, has returned to Chicago and assumed charge of one of the two divisions of the sales department of the Oliver Typewriter Co. The World readers are familiar with Mr. Hopkins' experiences in South America, through his contributions to this paper from time to time, and they will be glad to know that he has promised your representative an article on the general characteristics of the South American trade, together with his observations regarding its future, as soon as he can spare time to prepare it.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, comes honestly by the architectural artistic talents evidenced in the arrangements and decorations of the new quarters, which were described and illustrated in these columns last issue. Not only is Mr. Goodwin's father a famous artist, but his mother, Mrs. Belle Goodwin, is represented in the annual exhibition of oil paintings by American artists, now in progress at the Art Institute in Chicago. She contributes a study in still life entitled "California Berries." The coloring and treatment are exquisite, and the little picture is attracting marked attention from the crowds of art lovers who throng the building during the present notable exhibition.

Manager E. H. Uhl, of the Chicago house of Wurlitzer, said: "The trade outlook is very promising, in my opinion. Our sales have shown a moderate increase each month this fall over the preceding month, and I believe that the election of Mr. Taft was the only thing needed to fully reinsta confidence. Dealers are now or-

dering with more freedom than at any time this year, and I fully look for a much larger business in November and December than in the corresponding months of 1907." Mr. Uhl's friends will be glad to know that his wife, who has been ill for some time, successfully underwent an operation this week and is now believed to be fully on the road to complete recovery.

Some remarkable facts are given in the advertisement of the B. & H. Fibre Mfg. Co. in this issue. Think of it—2,500 records sold to five customers through the influence of the fiber needle. Who ever heard of a needle influencing sales? But that is exactly what the B. & H. is doing.

J. W. Harrison has retired from the Boyd, Harrison Co., dealers in electric pianos, and is traveling in Texas for the Consolidated Adjustment Co., of this city. Mr. Harrison is well known in the talking machine trade, and started and managed a talker department of the Cable Company.

O. W. Eckland, formerly instalment manager for the Chicago office of the Columbia Co., but who has been operating recently from Detroit, has resigned from the service and last week opened offices at 1110 Heyworth building, as sales manager for J. W. Meaker, of Detroit, for whom he will market a new patent salt shaker. This sounds funny, but the shaker is a dandy, and O. W. has already secured orders from some of the biggest jobbers in the West. He is now organizing a force of missionary men.

John Otto, the retail manager of the talking machine department of the Chicago house of Rudolph Wurlitzer Co., gave a Victor recital before Everett Council, of the National Union, prior to the election, which involved a novel use of the Bryan and Taft records. Notices were sent to the members that Bryan and Taft would be heard in debate and the announcement brought forth a record-breaking attendance. By way of an opener the Lucia Sextette was played. Next, Bryan's record on the trust question was put on, and immediately succeeding it came Taft on "What Constitutes an Unlawful Trust." After another musical number Taft was heard on "Labor and Its Rights" and Bryan on "The Labor Question." This plan was followed throughout the program, the two candidates being pitted against each other when the record

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)

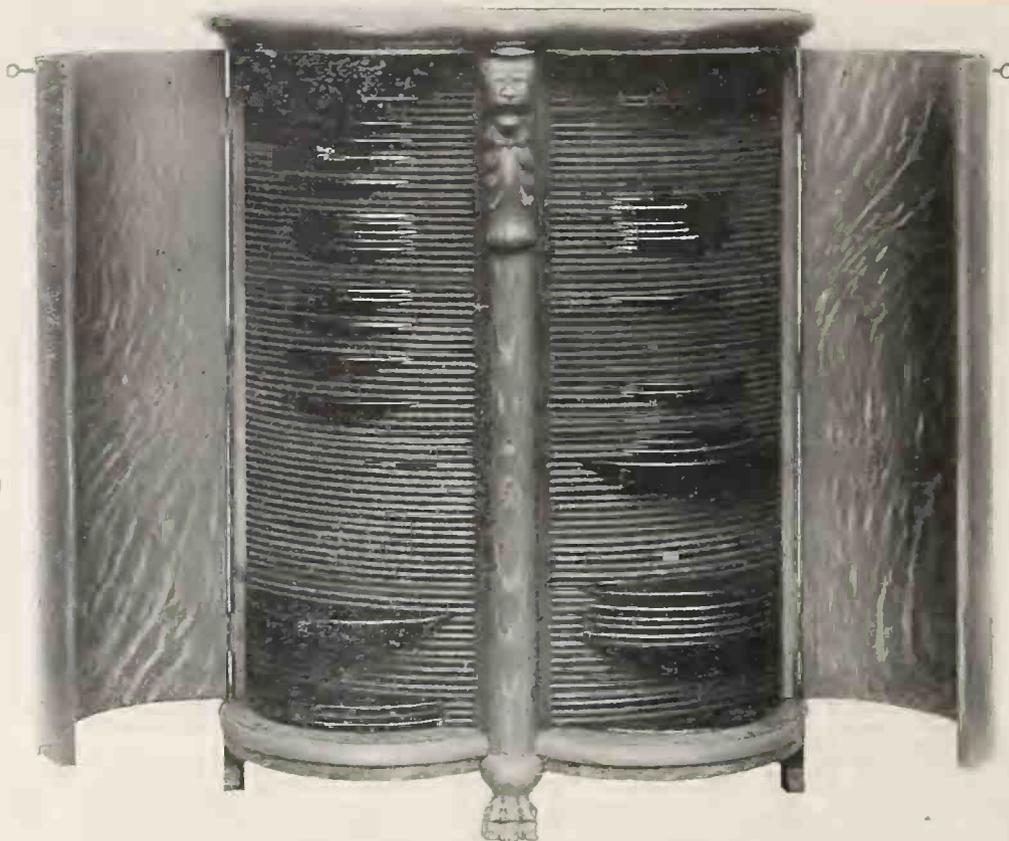
This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn. Retail at 50 cents.

To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

Salter's**Entirely****Improved****New****Cabinets****Goods**

No. 784, Open

Records lay flat to keep them FROM WARPING. Shelves lined on both sides with soft green felt to PREVENT SCRATCHING, and especially adapted for the DOUBLE FACE RECORDS. Compartments are made to hold one disc only so same may be FOUND INSTANTLY. Each shelf is numbered to correspond with index card, which we furnish with cabinets.

SALTER MFG. CO.

102 to 108 N. Oakley Avenue

CHICAGO, ILL.

IF YOU HAVE NOT GOT OUR LATEST CATALOGUE SEND FOR IT TO-DAY

Our new
Cylinder
Cabinets
will hold
ALL
MAKES
of Records
in the
Original
Carton
Boxes



No. 785, Open

Cabinets
Wanted
for the
Holidays
should be
ORDERED
NOW

subjects permitted. All of the Bryan and Taft records were given and the program closed with Bryan on "Immortality." The "debate" was a success and the applause was frequent. An appropriate wind-up was made in a straw vote. Mr. Otto has already sold three high-grade Victor machines to members of the audience.

C. N. Post, formerly of Lyon & Healy, left this week for Pasadena, Cal., whence his family had preceded him. He will make his home in the California town in the future.

J. M. Secoy, of Hoopston, Ill., was in the city last week and arranged to become an Edison dealer, buying his opening stock from Mr. Siemon, of the Wurlitzer Co.

Amberol V. Chandler, B. P. P., has had the State of Illinois added to his territory. He cannot devote as much time to his Chicago friends as formerly, but the amount of Amberol truth he can concentrate in a five minutes' talk is awe-inspiring. From this it must not be deduced that Chandler is a salesman of the "talk only" kind. His sincerity is as deep as his melting smile, and he is producing good results for the company he represents.

L. Kean Cameron is working the impresario racket when he's not selling talking machines. He is the business manager for a big production of "Mignon" to be given at the Illinois Theater on the afternoons of Dec. 15 and 17. The very best professional talent obtainable in Chicago will be utilized. Among the principals will be Mary Hissam De Moss and William Beard.

Coon song records should be handled with the same care and tact as a dynamite bomb, according to the experience of a Chicago retail salesman. The story in point happened some years ago when Nubian melodies of the "Just Because She Made Those Goo-Goo Eyes" and "Rufus Rastus Johnson Brown" were at the height of their popularity. A gentleman of Teutonic origin came into the store where the relater was employed and confessed to a predilection for "coon" songs. The salesman told him the names of all those in stock, but after each statement the customer said, "Nein, nein, I haf gottid." He was drifting toward the door when the talker man happened to see another record, the last of its kind in stock, and shouted out its title to the disappearing Teuton as follows: "If You Haven't Got the Money You Needn't Come 'Round." The gentleman turned around in a hurry and came thundering back down the aisle. "Gott in Himmel! Donner und Blitzen!" vociferated he. "I vant you to oonderstand, mein frent, I haf enough money to py oud dis whole tam blace." Suiting the action to the word, he pulled out a handful of silver from one trousers pocket and a big roll of bills from the other. The tactful salesman carefully explained the matter to the man, who showed himself not devoid of a sense of humor when he understood things. Furthermore he bought the "If You Haven't" record and became a good customer of the house.

SHIPPERS OF GOODS SHOULD NOTE

The Importance of Being Cautious in Giving Receipts for Shipments—Given too Freely.

Talking machine dealers, especially if they handle side lines will find it decidedly to their advantage to observe caution in giving receipts for shipments, thereby making it much easier to trace and recover for shortages.

At present it seems as though receipts are given too freely, especially by authorized draymen. It is the common practice with railroad agents at all stations (large or small) to take receipts for goods at the time the freight bill is taken up in exchange for their receipt for freight charges. The exchange usually takes place at the cashier's or agent's window before the party signing the receipt knows whether the shipment has arrived or not or what condition the packages are in.

The receipt remains in the agent's office, and if a shortage is discovered by the draymen he is

invariably told the missing goods will arrive on the next train. The drayman should then insist on a notation being made on his freight bill and a corresponding notation on the receipt he has signed.

It is next to an impossibility to get an agent to make a notation of shortage or damage on a freight bill, and with a promise that the shortage will soon show up, or if a claim is presented for damage it will be paid, as he has a record of the shipment in his file, the matter is dropped.

The consignee, being unable to check up his invoice, deducts the amount of shortage from his remittance. The bookkeeper then writes for an explanation and is informed certain goods are checked short.

The matter is then placed in the hands of the Claim Department, which writes for further particulars and asks for the freight bill covering, upon receipt of which claim is made against the railroad company in behalf of the consignee.

In due time the papers are returned to claimant with letter stating, "Upon investigation we find we hold clear receipt, and claim is respectfully declined." Then follow a long drawn out controversy and a final adjustment, which is usually unsatisfactory to one or the other party.

Shippers as a rule are ever ready and willing to assist customers in recovering any loss sustained at the hands of the railroad companies, but it should be borne in mind, says a writer in "The Iron Age," 1. That a clear receipt from the railroad company to the party making the shipment releases the shipper in full from any responsibility for the delivery of the goods. 2. That if the consignee has given a clear receipt to the railroad company before a full delivery of the goods has been effected, the railroad company is thereby placed in position to claim full delivery and decline to entertain the claim. All parties receiving shipments can therefore see the great importance of being sure that only such goods as are received are receipted for.

A "LIVE" VICTOR TRADE-MARK.

E. T. Van de Mark, of Chicago, The Owner of a Fox Terrier Who Loves the Victor.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1908.

The accompanying illustration shows Victor, the live trade-mark, owned and featured by E. T.



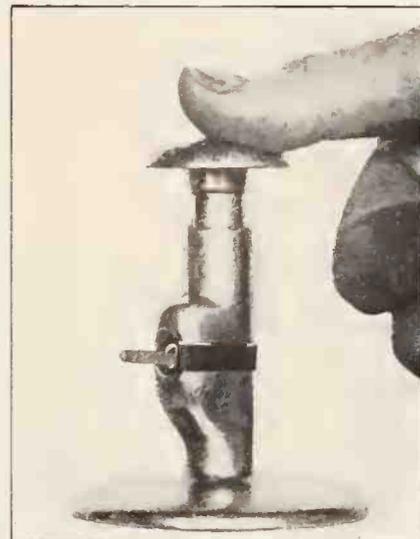
Van de Mark, who does business under the name of the South Side Headquarters, at 612 43d street. The cut shows Victor listening to a Caruso record played on a Victrola, but his usual stunt is sitting in true trade-mark fashion before a Victor 111 in the window of the store. The

dog has black ears, black tail, and is a terrier with a dash of bull. This, of course, is symbolic of the attitude of the Victor Co. toward price-cutting and various other things.

FIBRE NEEDLE RECUTTER.

A Clever Device Being Placed on the Market by the Talking Machine Co.

The accompanying illustration shows an ingenious and convenient device for recutting the



B. & H. fiber needle. As will be noted, it operates in the same manner as a dating stamp. The needle is inserted in the triangular hole in the side of the cutter, with the polished side of the needle down. Press down on the plunger and the machine makes a perfect point. The fiber needle can be repointed ten or eleven times and as the consumer pays \$1 a box of 250 fiber needles, he practically gets 2,500 needles for his money when this device is used. This cutter is the invention of S. O. Wade, of Chicago, and will be manufactured and marketed by the Talking Machine Co., of that city.

"THE WURLITZER VICTOR NEWS."

The Rudolph Wurlitzer Co., of Cincinnati and Chicago, are issuing, monthly, a very clever little sheet called "The Wurlitzer Victor News," which they are circulating among talking machine dealers to very good effect. It must be productive of splendid results in bringing Victor business to the Wurlitzer headquarters.

Edison Jobber Zonophone Distributor



New Design
Wooden
Disc Record
Racks

Wire
Record
Racks

RECORD CABINETS SPRINGS

for all makes and size machines

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

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

TRADE NEWS FROM LOS ANGELES.

Dealers Making Preparations to Handle Heavy Business—New Departments Opened—Exton Music Co. Open With Excellent Line—Pease & Foote in New Quarters—Prosser Closes Store—Victor Line Being Strongly Featured—Geo. W. Lyle a Visitor—Other News of Trade Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 2, 1908.

If the plans of those interested in the trade are consummated, and it is to be hoped they will, Southern California will surely do a much larger talking machine business than heretofore. In all cases dealers are making greater preparations than ever before. Each seems to be trying to outshine the other. Many are opening new departments, while others are making additions to their present quarters and placing large orders for machines and records.

The newest store is that of the Exton Music Shop, formerly the Exton Music Co., now located at 216 West Third street. They have four splendid large rooms with glass partitions, which accommodate their Zonophone, Edison and Victor business, with a long stock room running the length of the department for the various catalogs of records. The trade has opened better than they expected, and is expected to be much greater than in the old location.

Pease & Foote have also changed their address within the past month, and are now located at 531 South Spring street, where they have a very cozy little department.

The Wiley B. Allen Co. have met with great success in their recently added talking machine department, and have already made a number of large sales.

Frank Prosser, proprietor of the Standard Phonograph Co., has closed his store here and moved to Oakland, where he will open up under the name of Oakland Graphophone Co.

The J. B. Brown Music Co. report considerable improvement in trade lately. A number of large stores have opened in their vicinity, principally the big Hamberger department store.

The Burton Music Co., also located on South Broadway, are doing a good business with Columbia goods. It is not long since they opened a talking machine department in connection with their piano business.

The Geo. J. Birkel Co. have opened a special room, which is to be devoted to the sale of Victrolas and high-priced outfits. They are now receiving large shipments of machines and records for the fall trade.

Billie Fiske has had a big increase in trade since the arrival of the new Amberol records and new type Edison machines, and has sold a great many new attachments for Amberol records.

The Angelus Talking Machine Co. are featuring the I. C. S. language courses with great success.

Sherman, Clay & Co. have received a large shipment of Victrolas, of which they have already sold a considerable number. The demand for this instrument is destined to be far greater than ever before. The double-faced Victor records are due this week, and although no great excitement has been caused by their announcement, most of the dealers have ordered a stock of them. The general opinion of those handling Victor goods is that the double-faced record will in no way interfere with their business, as so far no great trade differences have been noticed, except that the failure of the November list of new selections to appear has caused the retail customers to question as to whether or not there would be new issues of single-faced records, especially Red Seal records.

The Southern California Music Co. are doing an excellent business, both wholesale and retail, and are carrying into effect plans for a number of improvements. Many sales of Victrolas have recently been made and a large order for these instruments has been given. Their show window attracted a great deal of attention lately when a display was made of the Edison commercial system conducted with the Edison business phonograph, which is referred to elsewhere.

The double disc has been the main factor in the business done by the Columbia Phonograph Co. Since the advent of this new product they have seen a good increase, their local house doing more business in one day than in four heretofore. The Indestructible record is also a big figure in their cylinder business. A number of new dealers for exclusive rights have placed large orders, and many more are expected from the amount of inquiries received daily.

Geo. W. Lyle recently visited this city and surrounding country, together with W. S. Gray, Coast manager for the Columbia Co. Mr. Lyle was highly pleased with conditions throughout the country and says the Coast is holding up its end exceedingly well.

L. R. Jones, a talking machine enthusiast of this city, has invented a new record-filing album for disc records, which he has placed on the local market and which he will later send samples of to applicants in distant points.

There is nothing but good news from out-of-town dealers. Bates & Co., of Santa Barbara, have just stocked a complete line of Columbia goods. The Southern California Music Co.'s branch store in the same city have done an encouraging business in the suburbs.

Geo. P. McKay is making a short stay in this city, bringing from Mr. McKay's Oceanside store a nice order for Edison goods.

E. J. Fiske, manager of the Southern California Music Co.'s talking machine department, in San Bernardino, was another visitor.

"Jim" Wales called on several of his old friends while making a few hours' stay in this city.

Murray K. Hill, whose records appear in the Edison catalog, while playing an engagement at a local theater, called on the Edison jobbers and made a few new records of some of his new songs.

The death of Chas. Borgum, which occurred

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.



Sept. 18 at his home in Seattle, Wash., is deeply lamented in the trade circles here. Mr. Borgum was a prominent figure in the talking machine business of the Coast, and his loss is severely felt both by his business associates and his many friends. Last year he returned to Seattle from this city to accept a position but was taken ill on his arrival there.

CAUTIOUS MR. EDISON.

The trustees had completed a beautiful church building with a high spire projecting far above any other neighboring building. When it was nearing completion the question arose, should they put on a lightning rod. The great building had strained their financial resources severely, and one party on the board was of the opinion that they should avoid this unnecessary expense, supporting their economic attitude by the argument that to put on a lightning rod would argue a lack of trust in Providence. Finally, after much debate, it was decided, as Edison, the inventor, was readily accessible, to submit the question to him. Mr. Edison listened gravely to the arguments presented pro and con. "What is the height of the building, gentlemen?"

The number of feet was given.

"How much is that above that of any surrounding structures?" The data were supplied.

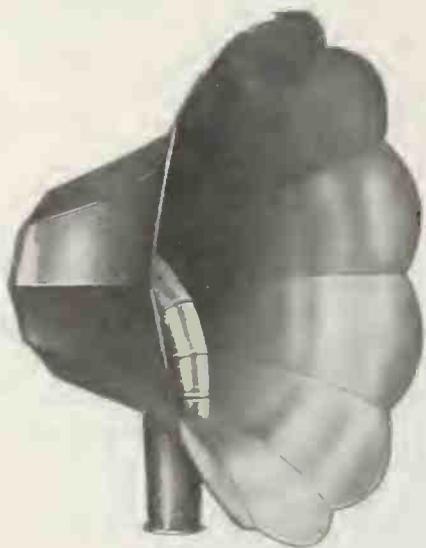
"It is a church, you say?"

"Yes."

"Well," said Edison, "on the whole, I should advise you to put on a lightning rod. Providence is apt at times to be a little absent-minded."—Saturday Evening Post.

Be in the business game to be a winner, but if you can't win, remember the next best thing is a good loser. The world hates a "quitter" and a "squealer," but the man who really tries and fails is helped to begin again, and cheerfully.

ECHO-TONE



ONE MODEL

(Interchangeable attachments for all leading machines.)

This picture attracts YOU

How much MORE will the ACTUAL HORN attract YOUR PATRONS?

Ask us to explain the novel plan by which we are interesting dealers everywhere.

THE ECHO-TONE HORN CO.

Sole Patentees and Manufacturers

118-120 Park Ave. BROOKLYN, N.Y.

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.



Your Christmas Business

Regina Music Boxes and Reginaphones

are always in great demand for Christmas gifts—because they make the sort of gift that is universally acceptable.

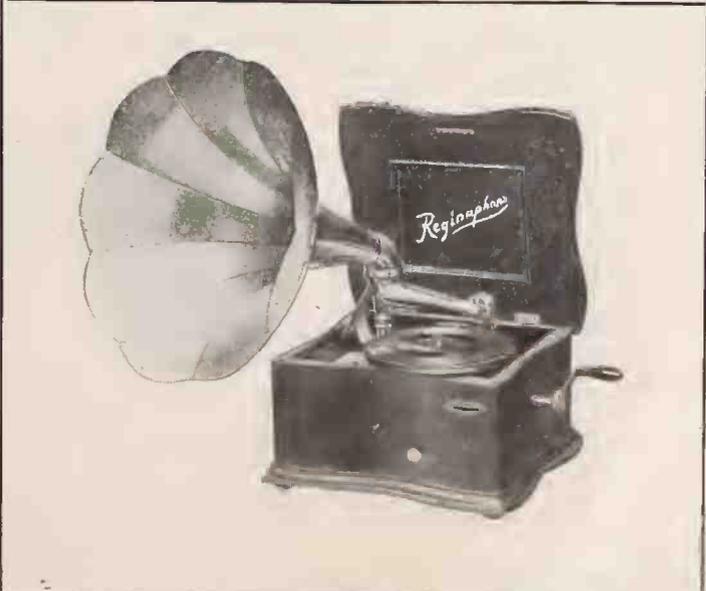
Regina instruments sell freely at holiday time if given half a chance. You don't need to talk your head off to sell a Regina Music Box or Reginaphone for the name Regina is known everywhere as representing the standard and the best.

The Reginaphone is becoming almost as well known as the Regina Music Box, and everyone can at once see the desirability of an instrument that combines both music box and talking machine, especially as the price of the combination instrument is considerably less than the combined prices of the two instruments bought separately.

The Reginaphone is the happiest idea in musical instruments since the player-piano.

Let your customers know about it and you'll find them delighted with the idea of getting two fine instruments for little more than the price of one.

We urge every dealer to give immediate attention to the Regina Music Box and the Reginaphone for the Christmas trade. It is none too early to send in your orders now. The Christmas trade starts earlier each year and it is to your advantage to encourage early buying.



THE REGINA CO.

RAHWAY, N. J.

BRANCHES:

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

WITH THE TRADE IN INDIANAPOLIS.

Approach of Winter and Demand for Indoor Amusements Helps "Talker" Sales—Joseph Joiner Moves to New Location—Prohibition Records Popular—Featuring New Columbia Double Disc and Indestructible Records—Talking Machines in the Theaters—Some Interesting Personal Notes.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 8, 1908.

Cold weather and the desire for indoor amusement is adding somewhat to the talking machine business among Indianapolis dealers just now. All dealers report a fairly good trade. The Kipp-Link Co., who handle Victor and Edison machines, are having a good business out in the State. Dealers feel optimistic over the outlook for fall and winter business.

Joseph Joiner, who handles Victor and Edison machines, has moved from his old location in East Ohio street to a place in Massachusetts avenue, just across the avenue from the big Marott department store which has just been established. In his new location Mr. Joiner is a few doors removed from the store of Frank Lesley, who handles all kinds of talking machines, and it is to be expected that these two business men will engage in friendly competitive battles.

Local dealers say that if the sale of records had been any indication as to the national election the Prohibitionist candidate for president would have won hands down. More of the Prohibitionist political records were sold than of any other kind. There was a big demand for the Prohibitionist speeches on records and the dealers believe this is due to the fact that the Prohibitionists take more interest in their politics than the leaders of either of the two great parties.

The local committee rooms of the Democratic party made quite a feature of Bryan records. In one room they used a Columbia disc machine and in another a Twentieth Century graphophone. "Billy Boy," a song about William J. Bryan, has proved to be a big hit.

The Columbia Co. had an attractive window last week featuring the new Columbia propositions, especially the double disc records. If there is a man, woman or child in Indianapolis who does not know of the new Columbia 65-cent disc record it is not due to a lack of attractiveness on the part of the Columbia window. Mr. Devine, local manager for the Columbia Co., is greatly pleased with the double disc record and predicts a big sale for it. He says, too, that the new Columbia Indestructible record is proving to be a very popular seller and undoubtedly will be one which must be reckoned with by anyone who handles talking machines.

Artie Williams, manager of the Columbia Co.'s store at Terre Haute, has been making trips over the State in the interest of his company, with a view to securing new contracts. He has been in the larger cities of the State and reports an excellent demand for his line of goods.

Henry McDonough, widely known as the tenor

of the Haydn quartette, was featured last week at a local theater.

There is a feeling among local dealers that business is going to be unusually good this fall. Jobbers report that trade is steadily increasing and the increase seems to be general.

At the final prohibition meeting of the campaign, which was held in Monument place, records giving the speeches of Prohibitionist leaders were used.

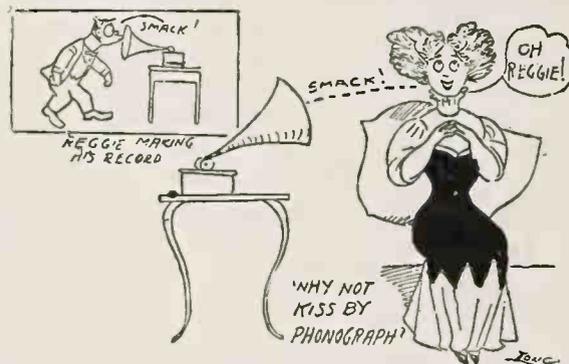
The Lyric Theater in North Pennsylvania street is running a song series of Life of Christ pictures. In connection with this they use a Columbia disc graphophone with the fiber needle behind the scenes for effect work.

The new Gayety Theater in West Washington street is said to be a great success. This is the theater which is featuring the talking moving pictures during the winter, and is the only playhouse of any consequence that continued this plan after the close of the summer season. It was merely a venture, but it is said that it has proved successful.

KISSING BY TALKING MACHINE.

New York Genius Suggests Such a Form of Osculation—Its Advantages from Both Sentimental and Sanitary Viewpoints—Beats Cloves for Concealing the Strong Breath.

In these days of wireless telephone and telegraph it is a simple matter for lovers to communicate with each other without interruption, but the sentimental young couple wrapped up in their calf love are not content with mere talk. Kissing is as necessary, at this stage of the game, as the cherry in the cocktail. A New York man has overcome this difficulty, however, via



the talking machine route. The youth simply puts the photograph of his beloved before him, concentrates his mind upon the original, and does some fervent smacking, interspersed with short phrases, such as "Oh, you kid—smack—does it love its Reggie—smack—its little hands will never touch a broom or kettle after we're married (he's getting \$12 per)—more smacks." He seals up the record, mails it, registered, and awaits the record bringing a similar line of chatter from the girlie in response to his bright remarks. All the young lady does is to take the record to her boudoir, where she has the talking machine, start things going, and sit enraptured until the spasm is over. A dummy with a padded

lap, hugging mechanism, and well-shaped, soft rubber lips, with down on the upper, might prove a valued addition to the girl's equipment, but at last reports had not been adopted. The records could be exchanged every day and played over as often as desired.

The suggestion is especially useful to those couples who believe, with the doctors, that kissing transmits disease germs. They could sit together on the sofa, her head on his shoulder, perhaps, and let the machine do the work. What a cinch that would be for the man who meets some friends on his way to "her" house and has to "smile" with them. Whisky or beer leaves an odor that cannot be mistaken, so he drinks gin rickeys, so that when he kisses his little angel she'll ask him where he drank the lemonade, unless she gets wise, accidentally. With the talker in action he can drink up the contents of a distillery and keep it dark by keeping his face turned away from the lady. Truly, the wonders of modern science and invention are unceasing. It may not be long before the record manufacturers will be listing sets of courtship records, numbered and to be used as directed, number one, for instance, being for the first call, and number fifty the proposal, with "spat" records in between.

VICTOR CO. DISCUSS DOUBLE DISC.

Issue List of 125 Double-Faced Records—Some Excellent Numbers—Their Views.

In sending out their circular to the trade on October 21 respecting their first list of double-faced records, the Victor Talking Machine Co., Camden, N. J., state that 100 ten and 25 twelve-inch records are in the list. Respecting the selections, the company add: "While our list is very small, it is very comprehensive and very attractive."

Commenting on the double-faced record situation the letter says: "It is not our intention to specially advertise or exert any extra effort to create a demand for double faced records. . . . We want to give Victor dealers every advantage if they are compelled to show fouble-faced records to insistent buyers. A perfect hail of protests has been received by this company from talking machine dealers all over America against the introduction of the double-faced record. We are equally opposed to it, and we are quite contented with the way in which the trade is receiving the news of our move on the double-faced record question. The sentiment is exactly as we would have it. . . . The dealers now have a chance to test the matter out, and it lies largely with them whether they shall sell or not. We don't care to have ours sell, but we certainly do object to the sale of double-faced records by our rivals."

Schedules in bankruptcy of the Colonial Phonograph Co., 903 Second avenue, New York, show liabilities of \$3,031 and assets of \$2,095, consisting of stock, \$300; accounts, \$1,758; judgment, \$25, and insurance rebate, \$12.

The Munson Folding Horn

(PATENTED)



OH! WHAT A DIFFERENCE WHEN YOU COME TO CARRY IT.

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 FOLDED AND CARTONED it occupies only a space of 28 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

WHAT ST. LOUIS TRADE REPORTS.

Business Picking Up in Both Wholesale and Retail Lines—Auxetophones Being Used Exclusively by the Chronophone Moving Picture Concern—Horse Show Officials Entertain With Red Seal Records—Columbia Co. Report Great Business Activity—Some Recent Visitors—Edison Amberol Records Esteemed.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 8, 1908.

The talking machine dealers' reports for the last month show that the business is picking up, and the wholesale trade is quite active, with every indication that the winter trade will be very good.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that there has been a nice improvement in their business. This concern has just placed three Auxetophones in moving picture shows here, to be used in connection with the synchronizing machine which is used exclusively by the Chronophone Moving Picture concern, of which the Aloe Optical Co., of this city, are the western representatives. Mr. Gressing is co-operating with Louis P. Aloe, of this concern, in introducing the Auxetophone, and it is proving to be a great success.

The St. Louis Talking Machine Co. recently gave a concert one evening in the lobby of the Hotel Jefferson to entertain the Horse Show officials and the promoters of the same, which was largely attended. Some of the most popular of the Red Seal records were played and accompanied by the hotel orchestra. They made a great hit, and the audience expressed their appreciation in a very enthusiastic manner.

H. F. Harrison, traveler for this concern, returned recently from a four weeks' successful trip through Missouri. He will leave shortly for a trip through southern Illinois, Kentucky and Tennessee. L. A. Cummins, traveler for the same concern, is home from a ten days' trip through Illinois.

Geo. D. Ornstein, manager of the traveling force of the Victor Co., spent a day here recently and met F. S. Rambo, traveler for the company through Illinois, and Mr. Weiniger, traveler for the company through Iowa. Mr. Ornstein stated that there was a decided improvement in trade through the Middle and Southwest. He left here for Cincinnati.

A. D. Geissler, general manager of the Talking Machine Co., Chicago, spent two days here recently.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that trade for the past month has been excellent, both retail and wholesale. He reports the sale of two \$500 instruments to two local firms.

The new arrangement of securing exclusive graphophone dealers in towns and cities of less than 25,000 population is proving to be one of the best moves made by the Columbia Phonograph Co. Sales on the double disc and indestructible records have surpassed the company's expectations here. The new type of mahogany graphophones retailing for \$65 has just arrived and is making a very favorable impression. Geo. W. Lyle, general manager, and W. C. Fuhri, western district manager, spent one day here recently. Mr. Lyle expected to visit all the branches in the West.

C. L. Byars, formerly with the St. Louis Talk-

ing Machine Co. and later with the talking machine department of the Thiebes-Stierlin Music Co., has accepted a position as salesman with the Columbia Phonograph Co.

The Koerber-Brenner Music Co. report a good improvement in their talking machine department, especially on Edison machine attachments and Amberol records, of which they received two large shipments recently. They say that dealers are commencing to stock up and are sending in large orders. They are pleased with the outlook.

The Thiebes-Stierlin Music Co. say trade is fair in their talking machine department. Miss Lillian Lane, who was formerly with them, has again re-entered their employ in the talking machine department.

The Conroy Piano Co. and D. K. Myers, the well-known Zonophone jobber, report business in their talking machine departments to be fair and improving.

The Knight Talking Machine Co. report a good business on double disc records.

The Silverstone Talking Machine Co. say there is a good demand for the new Edison Amberol records.

"MUSIC MASTER" WOOD HORN.

The Latest Product of Sheip & Vandegrift Has Been Highly Praised for Its Many Individual Features of Excellence.

Sheip & Vandegrift, patentees of the "Music Master" wood horn, have just completed a large addition to their plant to be used exclusively for the manufacture of this product, their present quarters having been found too small to cope with the fast increasing demand for their horns. The "Music Master" horn is constructed of 16 solid staves of oak, mahogany or spruce, finished with a beautiful French polish, which makes it an ornament in any home. Its acoustic properties are wonderful. After experimenting for over a year along the lines followed in the manufacture of violins, pianos and other musical instruments, where the propagation of sound depends upon the elasticity of the medium to amplify the tone, Sheip & Vandegrift have only demonstrated in their horn the fact that a perfect horn is as essential to producing a clear resonant and mellow tone in a talking machine as a sounding board is necessary to a piano. This company have just inaugurated an extensive advertising campaign to include all the leading magazines, and talking machine jobbers and dealers everywhere should be prepared to cater to the demand that is sure to follow. While Sheip & Vandegrift are as yet little known in this trade, members will recognize an old friend in their sales manager, H. N. McMenimen. This gentleman has been conspicuously connected with the talking machine business for the past 16 years, having formerly been associated with the Victor Co., Emil Berliner, and the old Gramophone Co. He knows the ropes from beginning to end, and the trade can well afford to put their trust in him and his product, with the assurance of a square deal.

SOMETHING APPROPRIATE.

She bustled into the shop as though she hadn't a moment to spare.

"I want a book for my husband," she grumbled. "It's his birthday, and I want it for a present. Show me what you have and be quick, please. Nothing too expensive, mind you, and I don't want anything too cheap, either."

"He's a mild-mannered man, and not fond of sports, so don't show me anything in that line. For goodness sake don't offer me any of those trashy novels, and, no matter how much you try to persuade me, I won't take anything in the line of history or biography."

"Come, now, I'm in a dreadful hurry, and I've already wasted too much time here. Of course, you don't know my husband, but from all I've said, can't you suggest something appropriate?"

"Yes, ma'am. Here is a little volume entitled 'How to Manage a Talking Machine.'"—Tit-Bits.



Reg. U. S. Pat. Off.

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

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

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

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

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

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

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"

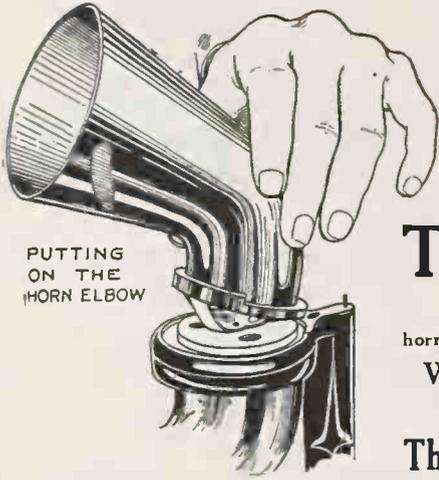
Or Recommend Them to Get It.

"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

Modifies the Tone—Eliminates the Scratch



SUBDUES THE HARSHNESS
PREVENTS THE MECHANICAL NOISE
ENTIRELY OBSCURE FROM SIGHT
EASY TO ADJUST—EXPRESSES THE REPRO-
DUCTION

The Tone Controller FOR VICTOR TALKING MACHINES

Controls the tone of the record reproduction and requires only a slight movement of the horn to obtain all the expression so much appreciated by all lovers of music.

We Must Complete Our Distributing Arrangements AT ONCE.

Write To-day for Sample and Discounts.

The TONE CONTROLLER CO., H. N. McMenimen
Gen. Sales Agt. Providence, R. I.



WHERE CONCENTRATION PAYS.

In Advertising It Pays to Keep Your Name Before the Public and Talk Quality All the Time—Avoid Poorly Written Advertisements.

When a dealer goes into advertising, he should go in to stick and be prepared to pay the piper liberally. False economy has spelt failure for more than one advertising campaign, and ignorance of the subject has ruined many more. One of the greatest faults of the experienced advertiser is to spread his publicity too much, figuring, for instance, that one inch in twenty papers is better than twenty inches in one paper. As a matter of fact, twenty inches in five papers, consisting of strong and convincing matter, is better than the same amount in one or a lesser amount in more mediums.

A campaign of advertising should be conducted in a manner to create the greatest effect, and little inch ads. won't have that effect. If a man wants to create a big splash he doesn't throw in a number of pebbles at intervals, but takes a large stone and dents the water with that. In weight and bulk the lot of pebbles may equal the stone, but they cannot produce the effect. The same principle governs good advertising.

It is not sufficient to simply keep a dealer's name before the public, but there must be something additional to cause readers to remember the name, and the space used for the purpose should be as large as a liberal appropriation will allow.

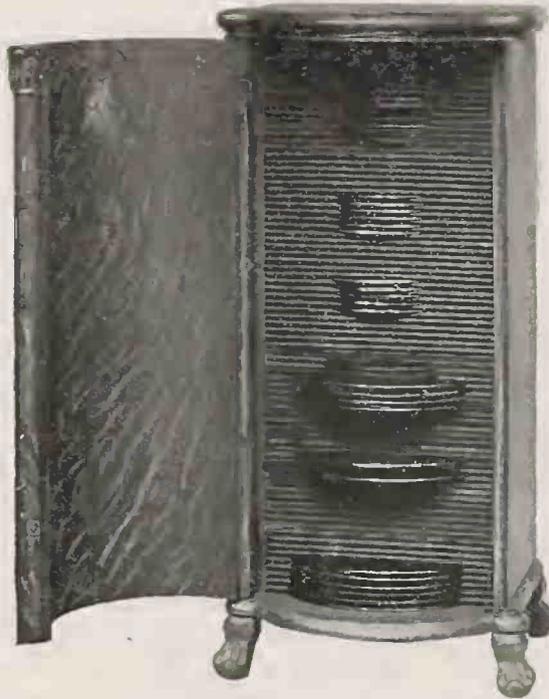
Poorly written advertisements also mean a waste of money which might be saved if the writing was left to a competent ad. writer, who could do the work either on a salary or at so much per ad. Many dealers seem to think that they know more about advertising and advertisement writing than the man who discovered the game, but their work often displays woeful ignorance of the subject. A good number of amateur ad. writers believe that cheap prices must be quoted to interest the public, and a favorite phrase now-a-days is "We need the cash and are selling off our stock at low prices to get it," or words to that effect.

That kind of advertising does not interest that portion of the public whose patronage is worth obtaining. The best plan is to cut out prices and talk quality and the reasons therefor. It will mean more direct business than all the bargain sales on record, and will attract trade that will remain to put the business upon a substantial foundation.

NEW SALTER CABINET STYLES.

The Salter Mfg. Co., of Chicago, Ill., whose new line of cabinets is shown on another page in this journal, deserve credit for their enterprise in bringing out these new and original styles. Their new disc cabinets are especially adapted for the double-face records, as the shelves in them are lined on both sides and front with soft green felt, which prevents scratching while handling. Another good fea-

ture about them is that there is a special compartment for each record which is numbered to correspond with index cards furnished with cabinets. The shelves are made to lie horizontal, which fills a long-felt want, as there has been



SALTER STYLE 782.

some complaints about discs warping while standing up. These cabinets are most attractively finished, and all up-to-date dealers should not delay looking them up.

The Salter Co.'s new line of cabinets for cylinder records have a separate compartment to



SALTER STYLE 783.

hold each carton box, as by keeping the records in cartons they will be protected from the dust and also from breaking. The compartments will hold the new Edison Amberol records and all other makes. They have lately issued a new catalog which will be sent to the trade free on application.

NEW MISSION FOR "TALKER."

Being Employed Most Effectively to Inform the People to Avoid Tuberculosis and Typhoid—Fast Replacing Professional Talker.

If the typewriter has to a great extent rendered the art of penmanship useless, the phonograph which appears in some new role almost daily has done its share toward retiring the professional talker, not to give him the more dignified title of orator or lecturer. When one man in a half hour can furnish the material for "records" that will carry his voice to millions of hearers, the natural tendency is to throw a large number of talkers out of a job. Nature has gifted the human race with but two ears apiece, through one of which the words of others may pass in, and through the other one pass out. We can listen to only so much of speech in a lifetime, and if one man can address a thousand audiences in a day through the medium of machinery, 999 rival orators may well begin to wonder where their bread and butter, not to mention jam, are coming from.

Up in New York state the Charities Aid Association has been employing lecturers to tell the people how to avoid tuberculosis and typhoid. All the county fairs are visited every fall, while in the winter the lecturers address gatherings in school houses and churches. Now, in the interests of economy, the phonograph is to take their jobs, says a local daily. One first-class lecture will be loaded into half a hundred talking machines, which will be sent about the state. One or two popular songs and comic dialogues will be interspersed with portions of the lecture so that the audience will be sure to remain to the close. Since the phonographs will run up no hotel bills, nor any other expenses incident to maintaining a force of lecturers in the field, the annual saving will enable the association to extend its beneficent work much farther than formerly. But what are the poor lecturers to do? Some undoubtedly will seek positions as barkers for summer shows, but it is only a question of time until the phonograph follows them even into this field and they will be compelled to "move on." Others may obtain jobs in railway stations to call out the trains, but the phonograph will be hot on their trail. Experience has shown that wherever modern mechanical ingenuity has thrown a certain class of humanity out of work, some new avenue of employment has been opened.

HE HAD SEEN THEM!

Patient Salesman.—"Now, here's a lively jig, that ought to be just the thing for the hotel."

Hotel Keeper.—"Take it off! No good!"

Patient Salesman.—"Ah, you don't want to annoy your other customers by the noise of dancing on the floor. I'll find you something else."

Mrs. Hotel Keeper.—"Why, dear, its a lovely record. Think how they'll all enjoy to jig!"

Hotel Keeper.—"I'd get it, if they would jig."

ERNEST WERNINCK.

THE NEW MONARCH MIDGET

Record Rack Takes in Folding Trays and Is a Most Complete Product—Proving a Big Seller Wherever Introduced.

The new Monarch Midget record racks made by the Syracuse Wire Works, Syracuse, N. Y., have taken strong hold of the trade, owing to their several features tending to convenience in arranging the records systematically. The Monarch Midget rack is made with openings large enough to take the various makes of folding trays using the Rapke label, thereby permitting several records of the same number being kept in the same compartment.

The Blackman Talking Machine Co., New York, in acknowledging receipt of a sample of the special Monarch Midget rack says: "The special Monarch Midget wire rack, holding 200 of the Blackman folding trays, has been received and is very satisfactory. A number of our dealers will use your wire rack now, in view of the spaces being large enough to accommodate the trays. We expect to dispose of a number of these racks, as well as the regular racks to be used in connection with our folding trays."

THE "TALKER" AS A DIPLOMAT.

In writing of the talking machine for a number of daily papers, Frederick J. Haskin mentions an incident in which the "talker" came to the aid of diplomacy and won out. Mr. Haskin says: "When the Americans wanted to negotiate the treaty of Jolo they took the Sultan aboard the "Charleston" with his suite and showed them the sights; and that which most interested the party was a talking machine. The Sultan's favorite wife wanted the wonderful thing. The Americans agreed to give it to her if she would induce her husband to agree to the treaty. She succeeded in getting him to sign the document, and so American diplomacy knows the advantage of the talking machine."

TOSI MUSIC CO. ENTERTAIN CROWDS.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 6, 1908.

Through the courtesy of the Tosi Music Co., 279 Hanover street, the crowds watching the election bulletins of the Boston Post were entertained for three hours or more with selections from grand operas and also popular music, furnished by a Columbia graphophone supplied by the music company.

RECORD BULLETINS FOR DECEMBER, 1908

NEW VICTOR RECORDS.

NO.	ARTHUR PRYOR'S BAND	SIZE.
5577	Poet and Peasant Overture..... Von Suppe	10
5576	National Emblem March..... Bagley	10
5595	Yankee Shuffle March..... Moreland	10
5596	"Yama Yama Man" Medley.....	10
31716	Hallelujah Chorus—Messiah..... Handel	12
5608	Rainbow (Indian Two-Step).....	10
31717	My Queen Waltz..... Bucalossi	12
5597	Drowsy Dempsey..... Lansing-Hildreth	10
52704	La Giralda Marche Andalouse..... Juarranz	10
52900	Boulangier March (Bell Solo)..... Desormes	10
52906	Gypsy Dance, "La Gitana" (Xylophone Solo).....	10
5612	"No News," or "What Killed the Dog".....	10
5613	Are You Sincere—Parody.....	10
5614	B. P. O. E. (Elks' Song).....	10
5599	There's Nothing in the World Like Love.....	10
5615	"Funiculi Funicula" (A Merry Heart)..... Denza	10
5572	Could You Learn to Love a Little Girl Like Me..... Ziegfeld	10
5574	When Grandma Was a Girl..... Goetz	10
5601	Always Me..... Harris	10
5603	Medley of Popular Airs.....	10
5611	Here's to the Girl! From "Girls of Gottenberg"..... Anderson	10
31718	Some Day..... Conway-Wellings	12
5591	I'm Glad I'm Married..... Norworth-Von Tilzer	10
5609	There's No Moon Like the Honeymoon..... Malone-Gumhle	10
5605	Honey Lou..... Lemonier	10
5606	Jim Jackson's Affinity.....	10
5604	Christmas Morning at Clancey's.....	10
31715	Uncle Josh Keeps House.....	12
5570	Take Me Out to the Ball Game..... Von Tilzer	10
5571	Rainbow..... Wenrich	10
5573	You'll Have to Sing an Irish Song..... Norworth	10
5592	Taffy..... Bryan	10
87020	The Danza..... Chadwick	10
88138	Stille Nacht, heilige Nacht (Silent Night, Holy Night)..... Gruber	12
88139	I und mei Bua (I and My Boy). Yodel Song..... Millocker	12
88140	Rienzi—Gerechter Gott! (Righteous God!)..... Wagner	12
87501	Samson and Delilah—Vengeance at Last!..... Saint-Saëns	10
88136	Cavalleria Rusticana—Santuzza's Air (Vol lo sapete)..... Mascagni	12

88137	Aida—Ritorna vincitor (May Laurels Crown Thy Brow)..... Verdi	12
ALICE NIELSEN, SOPRANO, WITH ORCH. IN ENGLISH.		
74121	Martha—The Last Rose of Summer..... Flotow	12
GINA C. VIAPORA, SOPRANO, WITH ORCH. IN ITALIAN.		
64094	Manon Lescaut—In quelle trine morbide (In Those Silken Curtains)..... Puccini	10
EVAN WILLIAMS, TENOR, WITH ORCH. IN ENGLISH.		
64093	Serenade..... Schubert	10
74119	Crossing the Bar..... Willeby	12
74122	Carmen—Flower Song..... Bizet	12
MARCEL JOURNET, BASS, WITH ORCH. IN FRENCH.		
74123	Jongleur de Notre Dame—Legende de la Tango..... Massenet	12
EMILIO DE GOGORZA, BARTONE, WITH ORCH. IN ITALIAN.		
74124	Il Trovatore—Il haiei (The Tempest of the Heart)..... Verdi	12

NEW EDISON GOLD MOULDED RECORDS.

EDISON STANDARD (TWO-MINUTE) RECORDS.

10008	Christ Is Come..... Edison Concert Band
10009	Always Me..... Byron G. Harlan
10010	Taffy..... Ada Jones
10011	Petite Mignon..... Caesar Addimando
10012	When Darling Bess First Whispered Yes..... Manuel Romain
10013	My Brudda Sylvest..... Collins and Harlan
*10014	Everybody Knows It's There..... Edward M. Favor
10015	Fun in a Barber Shop..... Vess L. Ossman
10016	Uncle Josh's Arrival in New York City..... Cal. Stewart
10017	The Widow Dooley..... Ada Jones and Len Spencer
10018	I'm Glad I'm Married..... Ed Morton
10019	In Lover's Lane..... Edison Concert Band
10020	The Sons of Uncle Sam..... Edward Meeker
10021	Last Day of School at Pumpkin Centre..... Cal. Stewart
10022	My Rosy Ramhler..... Billy Murray and Chorus
10023	Kentucky Patrol..... American Symphony Orchestra
10024	Yours Is Not the Only Aching Heart..... James F. Harrison
10025	Oh, You Coon!..... Ada Jones and Billy Murray
10026	What You Goin' to Tell Old St. Peter?..... Arthur Collins
10027	Song of the Mermaids..... Venetian Instrumental Trio
10028	I Don't Want the Morning to Come..... Frederic Rose
10029	So Do I..... Kuickerhocker Quartette
10030	Christmas Morning at Clancy's..... Steve Porter
10031	Uncle Sam's Postman March..... Edison Military Band

EDISON AMBEROL (FOUR-MINUTE) RECORDS.

51	Overture, "The Year 1812"..... Edison Concert Band
52	Ask Mammy..... Manuel Romain
53	Miserere, from "Il Trovatore"..... Miss Hinkle, Mr. Anthony and Chorus
54	A Few Short Stories..... Marshall P. Wilder
55	When Grandma Was a Girl..... Ada Jones
56	Spring, Beautiful Spring..... American Symphony Orchestra
57	Stories About the Baby..... Marshall P. Wilder
58	Grandma..... Byron G. Harlan
59	The County Fair at Pumpkin Center..... Cal. Stewart
60	I'm Afraid to Come Home in the Dark—Humoresque..... New York Military Band

BIG COLUMBIA DEAL IN CHINA.

John H. Dorian, who represents the Columbia Phonograph Co., general, in the far east, has just closed one of the largest contracts in China ever booked by the foreign department. The Chinese firm placing the order have branches or storehouses in all parts of the empire, a quantity of the goods being shipped to the interior on camel-back, and taking fourteen days for the delivery from the seacoast. Mr. Dorian's headquarters are at Shanghai, but his working territory, besides China, covers Japan, India, Siam, the Straits Settlements, the Dutch East Indies and the Philippines, and he is not expected home for several years.

NOW THE YAKIMA MUSIC CO.

The Guernsey Music Store, North Yakima, Wash., will in future be known as the Yakima Music Co. They carry a full line of Victor and Edison machines and records, and small goods, only handling pianos as a side line.

THE VICTOR WOODEN HORN.

The beautiful finish and superb construction of the Victor wooden horn, coming in mahogany and quartered oak, and which are now being sent the trade by the Victor Talking Machine Co., Camden, N. J., is being generally remarked by energetic dealers. The mahogany horn is being generally used on the No. 6 Victor, and the oak on the No. 5 machine, making a splendid equipment.

All business men should remember that well directed individual energy may win out in spite of dull times.

UDELLE CABINETS

For Disc and Cylinder Records

YOU should sell a Cabinet to keep the Records in every time you sell a machine. It will not take much talking on your part to sell Udelle Cabinets. They speak for themselves. We are proud of them.

They are sold by the dealer at a fine profit.

Write

THE UDELLE WORKS

INDIANAPOLIS, IND.

A postal brings illustrations and prices



No. 434 Disc Record Cabinet
Mahogany or Golden Quartered Oak. Holds 170 12-inch Disc Records.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World., Washington, D. C., Nov. 8, 1908.

RACK. Gustave H. Schubert, Reno, Nevada. Patent No. 894,706.

This invention is an improved rack, more especially intended for phonograph records, and has in view such a device that will display the ends of the cartons in which the records are kept, whereby the record wanted may be readily selected; also a construction by which the capacity of the rack may be increased as the selection of records is added to. In attaining these objects there is provided a pair of looped hangers having hooks for suspending them from a ceiling or other convenient support, and seated within the hangers is a shelf on which the records are placed, the shelf preferably having upwardly-turned flanges at opposite side edges, and downwardly-turned end flanges adjacent to the cross members of the hangers. When the capacity of the rack is to exceed one shelf, a second shelf of like construction is seated in U-shaped hangers having hooks engaging over the first hangers, and this manner of construction continued until the required space is obtained.

Figure 1 is a perspective view of a rack complete embodying the invention, illustrating the manner in which the records are stowed; Fig. 2 is a cross-section of the rack, and Fig. 3 is a perspective view of one of the U-shaped hangers.

SOUND-BOX. James Smith Kerr, Valparaiso, Chile. Patent No. 901,703.

An object of this invention is to provide a simple and efficient sound box for talking machines and the like, in which practically the entire quantity of sound waves produced is forced to pass through the sound tube, in which inharmonic or disturbing vibrations are avoided, and in which all deadening of the sound waves is prevented.

A further object of the invention is to provide a device of the character described having a diaphragm of particularly efficient construction

which is so formed that practically all secondary vibrations are obviated, and to which the stylus bar is connected in such a manner that the use of glue, cement or the like is avoided.

A still further object of the invention is to provide a sound box in which the diaphragm is enclosed in a substantially air-tight chamber, thereby avoiding the escape of the sound waves to the outer air with the consequent diminution of the sound volume produced by the machine.

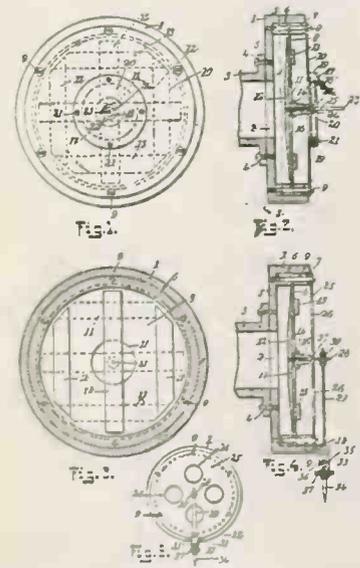


Figure 1 is an inverted plan view of a sound box incorporating the improvements; Fig. 2 is a transverse section of the sound box; Fig. 3 is a section on the line 3-3 of Fig. 2; Fig. 4 is a transverse section of a modified form of the sound box, and Fig. 5 is an elevation showing the modified form of the device.

Figure 1 is an inverted plan view of a sound box incorporating the improvements; Fig. 2 is a transverse section of the sound box; Fig. 3 is a section on the line 3-3 of Fig. 2; Fig. 4 is a transverse section of a modified form of the sound box, and Fig. 5 is an elevation showing the modified form of the device.

TALKING-MACHINE. William Albert Chapman, Smithville, Ark. Patent No. 901,781.

This invention relates more particularly to the horn and sound tube attachments of talking machines employing disc records. An object of the invention is to provide a talking machine having means for supporting the sound tube so that the latter is free to swing in two directions, without interrupting the propagation of the sound waves through the sound tube and the horn which communicates therewith.

A further object of the invention is to provide a device of the class described in which the sound tube is mounted free to swing in two directions, that is, in a horizontal and a vertical plane, and in which the sound tube is resiliently held, when in an operative position, thereby avoiding the imposing of excessive weight upon the record through the sound box and reproducer.

A still further object of the invention is to provide a device of the class described, in which the sound tube is connected with the horn by means of a perfectly fitting joint which permits of the free relative movement of the sound tube in an inoperative position, away from the record.

Figure 1 is a side elevation of a talking machine, showing the invention applied thereto; Fig. 2 is a rear elevation of the talking machine, showing a part of the horn broken away. Fig. 3 is an enlarged longitudinal section of a part of the device, showing the sound tube and horn

connection; Fig. 4 is a transverse section on the line 4-4 of Fig. 3; Fig. 5 is a transverse section through the sound tube near the end remote from the record, and Fig. 6 is a transverse section on the line 6-6 of Fig. 3.

SOUND-REPRODUCER. William Albert Chapman, Smithville, Ark. Patent No. 911,782.

An object of the invention is to provide a simple, durable and efficient sound reproducer which is constructed to eliminate harsh, shrill and metallic tones in sound reproduction, and which exactly reproduces the volume, register and tone shading of the original sound.

A further object of the invention is to provide a sound reproducer having a diaphragm which is normally under different balancer tensions, thereby augmenting the sensitiveness and rapidity of action of the diaphragm.

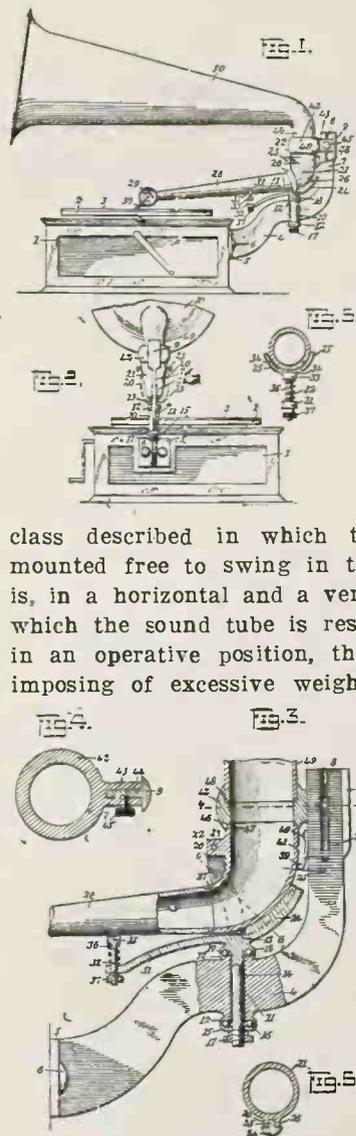
A still further object of the invention is to provide a sound reproducer having a stylus bar which permits the easy and rapid insertion and removal of needle points, and which is resiliently controlled, whereby it is rendered flexible and efficient in action.

Figure 1 is a front elevation of the sound reproducer; Fig. 2 is a longitudinal section of the device; Fig. 3 is an enlarged transverse section of the line 3-3 of Fig. 2; Fig. 4 is a transverse section on the line 4-4 of Fig. 3, and Fig. 5 is an enlarged transverse section on the line 5-5 of Fig. 2.

GRAPHOPHONE-STOP. Junius Wallace Jones, Baton Rouge, La. Patent No. 901,910.

This invention relates to automatic stops for phonographs and in providing this mechanism the inventor aims to produce an automatic stop susceptible of adjustment for use with record plates of different diameters. This invention is designed to coact with a form of trip stop device now in use on what is known as the Victor machine. It is the object to produce an automatic stop which will require the addition of the fewest number of parts and which will be simple in construction and effective in operation.

In the drawings, Figure 1 is a side view of a turntable of ordinary construction to receive the record disc, said turntable having associated therewith the horn, the trip stop of substantially



MIRAPHONE



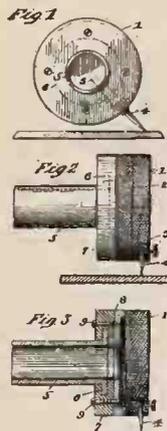
Combination Music Box and Talking Machine

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

ordinary form and the improvements. Fig. 2 is a detail plan view of the ordinary trip stop in its relation to the turntable. Fig. 3 is a plan view of a part of the invention with the elements in one position, and Fig. 4 is a similar view to Fig. 3 with the parts in another position. Fig. 5 is a plan view of a record of disc form showing the grooves which are made on all records.

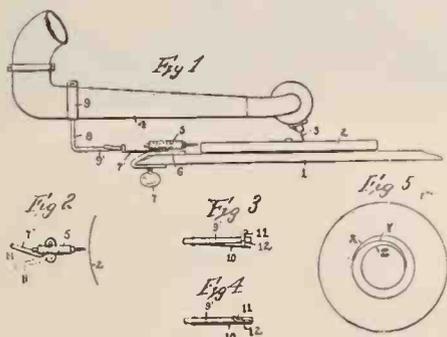


SOUND BOX FOR TALKING MACHINES. Leon F. Douglass, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 902,280.

The object of this invention is to provide an improved construction in, and relating to, sound boxes for talking machines, such that the quality and clearness of the sound produced thereby will be greatly improved, and whereby the action of the sound box, as concerns the effect of the vibrations of the stylus or needle caused by the record, will also be made more nearly perfect.

In the art relating to talking machines, and the recording and reproduction of sound waves, difficulty has been experienced in that the coarse and other vibrations of the sounds which have been recorded have been too great for the diaphragm of the sound box when reproduced from a disc record. These sounds composed of vibrations of greater amplitude also have been accentuated or made abnormally pre-eminent, so that the effect of the more delicate sounds and vibrations has been reduced, and the tone and quality of the reproduction thereby impaired.

The object of the invention, therefore, particu-



larly relates to such a construction in connection with sound boxes that these harsh undesirable vibrations may be eliminated or reduced to such an extent that they retain the requisite intensity to give a pleasing effect when taken in connection with the other vibrations of less amplitude and greater frequency. It is evident that the inertia of the parts of the sound box, and the support therefor, to which the stylus bar and diaphragm are connected, have considerable effect upon the waves produced from the latter. That is, if the parts are held rigidly in position, the sound produced by the diaphragm will correspond exactly to the line traced by the stylus point, and if there are vibrations of greater amplitude and less frequency, such vibrations will be reproduced in substantially the same manner that they are recorded by the recording machine, and since sounds having waves of different amplitude are not all recorded with the same ease and accuracy, the sounds which are most easily recorded will be accentuated in the reproduction. This is especially true of the coarser vibrations of the male voice and the notes of the larger wind instruments in bands and orchestras. It is also true of certain vibrations in the reproduction, which cause a hollow or tubby sound in connection with the music or words reproduced. This invention is particularly intended to overcome the above-mentioned defects.

It has been found that when the sound box of a talking machine, or its casing, is mounted upon an elastic cushion or backing, so that said casing may move independently of the sound box support, the harsh vibrations which would otherwise be undesirably accentuated in some forms of reproducing machines and also the tubby sounds, have been eliminated. This result is occasioned by the relation between the inertia or mass of the metal of the sound box or its casing, and the

amount of elasticity of the cushion or connection between said metal and the arm or support of the sound box. That is, when the stylus or needle follows the finer and more rapid sinuosities of the record groove, the inertia of the sound box is great enough to prevent the casing and diaphragm from moving or oscillating with the needle or stylus bar; but when the needle traverses the greater or coarser sinuosities, which must necessarily be of less frequency, the oscillating force is, therefore, greater, and at the same time slower and in acting upon the stylus bar and diaphragm causes the sound box or its casing to oscillate more nearly in synchronism therewith on a diameter at right angles to the stylus bar, instead of vibrating the diaphragm transversely as a whole. It will thus be seen that the diaphragm is not put under such a strain, nor is the same distorted to such an extent as to communicate the full force of the vibrations in the form of sound waves to the sound conveying means or amplifying horn.

Briefly this invention comprises the providing of an elastic cushion or connection between the sound box support or tube, and, the sound box or its casing, said cushions being of such a size, consistency, and form, and being held in such a manner that an elastic and yielding mounting is given to the sound box or the casing thereof, which allows the same to be oscillated transversely about a central diameter or axis which is transverse to the axis of the sound box.

Figure 1 is an elevation of improved sound box; Fig. 2, a side elevation thereof, and Fig. 3, a view showing the essential parts of the sound box, as concerns this invention, cut away and partly in section.

DEMAND FOR STAR PRODUCT.

E. A. Hawthorne Reports Improvement in Trade—Star Machines and Records Growing in Popularity.

E. A. Hawthorne, president of Hawthorne & Sheble Co., was one of the visitors to town recently. While Mr. Hawthorne is not old in years, yet he is one of the men whose service in the talking machine trade ranks among the first in point of service. While discussing business with *The World*, Mr. Hawthorne took occasion to emphasize the improved condition of trade, and he felt that conditions were brightening all the time, and that it would only be a short time before they would be almost back to normal.

The big plant of the Hawthorne & Sheble Co.,

in Philadelphia, is extremely busy. Orders are coming in from dealers for Star talking machines, and those who have placed sample orders have expressed themselves more than pleased with the results obtained from the trial order. The Star records, too, are claiming a goodly share of trade, even in these times, and, in fact, there is an increased demand now for all of the Hawthorne & Sheble specialties, which include talking machines, records and accessories of all kinds.

NEW EDISON LAUDER RECORDS.

The National Phonograph Co. have issued three more Edison records by Harry Lauder, who is again scoring a tremendous success in this country. They are entitled: "That the Reason Noo I Wear a Kilt" (13757); "Inverary" (13758); "Callaghan" (13759). Lauder's reappearance in New York has certainly created a fresh demand for all his records. It is safe to say that not in years has a European singer visited this country who made such a genuine hit as has this humorous Scotsman.

"TALKERS" FOR HINDOOS.

Some time ago Wesleyan missionaries introduced talking machines in their work in India, and it now develops that the Hindu priests have also begun to employ the machines in order to counteract the effect of the missionaries' preachings. The machines are portable and are sent to the most inaccessible districts of the empire. Truly, the "talker" acknowledges no creed in religion or code in politics.

VISIT COLUMBIA PLANT.

Captain Lorocchio, of the Italian cruiser "Fievamosca," and Captain Winslow, of the United States battleship "New Hampshire," inspected the factories of the American Graphophone Co., at Bridgeport, Conn., recently, and upon leaving the plant both were presented with handsome graphophones, with silver horns, appropriately engraved plates being attached thereto.

THE AUTOMATIC SOUBRETTE.

"I suppose your play starts with a housemaid dusting the furniture and soliloquizing about the family affairs."

"No, we've cut all that out. Instead we have a vacuum cleaner with phonographic attachment."

Stop—Look—Listen!

With the election of President out of the way, "look out for the cars of trade."

You are going to have the biggest holiday trade in the history of your business. Prepare for it. Don't be "skimpy." Don't be fearful. **STOCK UP.** If you haven't got what the people want—and they're going to want a lot—the other fellow will have it.

Put in a big stock of Phonographs with the new attachment for Amberol Records. The greatest inspiration the business has ever had is this Amberol Record—doubles the usefulness and pleasure of the phonograph.

We can ship all orders the day received. We have the courage of our convictions, and have to-day the largest stock in every line of every character. Don't believe you can ask for anything we haven't got on hand.

And with quality right, price right, shipments prompt, "square deal" for all—we want your trade.

Phone rush orders at our expense.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

Leading Jobbers of Talking Machines in America



THE DITSON STORES

Trade-Mark

Are delivering the most wonderful TALKING MACHINE NEEDLES ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of GOOD NEEDLES.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co. J. E. Ditson & Co.
Nos. 8, 10, 12 East 34th Street No. 1632 Chestnut Street
NEW YORK, N. Y. PHILADELPHIA, PA.



THE REGINA CO.

TRADE-MARK

BROADWAY and 17th ST., NEW YORK

Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago

WHOLESALE AND RETAIL

REGINA MUSIC BOXES REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS

DISTRIBUTORS IN NEW YORK FOR
Victor Talking Machines and Edison Phonographs
Complete Stock. Prompt Deliveries.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBER Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

HARGER & BLISH
JOBBER

VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

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.

STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

Jacot Music Box Co.,
39 Union Sq., New York.

Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

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

EXCLUSIVELY JOBBER
of PROMPT DELIVERY
FRESH STOCK **ZONO-O-PHONES**

BYRON MAUZY
SAN FRANCISCO CALIFORNIA

You Can Get Goods Here

EDISON JOBBERS VICTOR DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE McGREAL, Milwaukee, Wis.

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.

EDISON JOBBER

C. B. HAYNES W. V. YOUNG
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS

EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES

603 East Main St., Richmond, Va.

NEW ENGLAND
JOBBER 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 Street BALTIMORE, MD.

Distributors of

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

ECLIPSE PHONOGRAPH CO.
HOBOKEN, N. J.

Edison and Zono-phone Jobbers

Can Guarantee Quickest Delivery From Largest Stock in New Jersey.

Edison Phonographs
Victor Talking Machines

Records, Cabinets and Supplies

LARGEST STOCK SOUTH OF NEW YORK

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.

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

KLEIN & HEFFELMAN CO.
Canton, OHIO.

Edison & Victor
MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

PERRY B. WHITSIT I. M. WELER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** 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 December list.

Leading Jobbers of Talking Machines in America

FINCH & HAHN,

Albany, Troy, Schenectady.
Jobbers of Edison, Victor and Columbia
Machines and Records
300,000 Records
Complete Stock Quick Service

E. T. WILTON & COMPANY

HOUSTON, TEX.
Wholesale Distributors "Star" Talking
Machines, Records, Horns, Cranes, Etc.
We have everything you need, also
JEWELRY and WATCHES

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

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

Stick a Pin in This!

[We refer all retail inquiries from our Dealers' towns to them for attention.
[We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.
[We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.

The Rudolph Wurlitzer Co.,
Cincinnati and Chicago.

2 points of supply on Victor & Edison. Order from the nearer.

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.

Lyon & Healy

CHICAGO

VICTOR and EDISON JOBBERS

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 December list.

TO LIMIT VICTOR DEALERS.

The Victor Co. Issue New Rule Which Will Act as a Protection to Their Representatives—An Important Move.

The Victor Talking Machine Co. recently sent out a notice to all Victor distributors, signed by Louis F. Geissler, manager, in which they state that it is their desire to limit the number of Victor dealers throughout America, to the end that they may receive a more powerful and enthusiastic representation than ever before. It is their desire to avoid poor representation or the placing of their product with undesirable persons. In this connection the Victor Co. announce that the following rule will go into effect on and after October 31.

"Our distributors must in every case, when qualifying a new dealer, and, before shipment of the goods, submit to us his contracts, signed in triplicate, together with statement of the amount of his initial order. The distributor will then await authority from this company to qualify the dealer, which will be promptly forthcoming if desirable, and the contracts at that time will be returned; one copy to the distributor, and one direct to the dealer accompanied by his identification card.

"Full information is tabulated in our offices regarding the status of the Victor representation in each town, and our judgment as to the desirability of qualifying new dealers must be accepted as final. The above ruling should in no instance cause a delay in shipment of more than a week. Telegraphic authority may be had upon request, and to a dealer who has delayed putting in the Victor line all these years this slight final delay can be of no great moment. Any failure to comply with the above request will be construed as a violation of our contractual relations."

In commenting upon this notice the Victor Co. state in another communication:

"This means, practically, that if you push Victor goods in your city, town or village with that energy which the merits of the goods warrant, and to which our exclusive and aggressive business policies entitle us, that no more Victor dealers will be qualified in your city, and that the objectionable ones will be gradually eliminated. What we desire is few dealers and more active ones.

"We have advertised the fact to you frequently that the great bulk of our profits goes back into

the business in the shape of increased advertising to sell the goods for you, betterments in factory equipment and the constant advance and improvement in the quality of Victor machines and Victor records.

"No one who will make a careful comparison of the output of our factory—compare our work, period for period—can fail to be impressed with the enormous strides which the conscientious work of our scientists, experts and mechanics has accomplished.

"We want the enthusiastic support, the friendship, and the enthusiasm of Victor dealers to increase, and shall endeavor to merit it. We know of no article so well advertised and so stable that pays to the dealer so large a percentage of profit.

"We take this opportunity to express our pleasure at the enormous increase in our business during the months of September and October. Machine orders are to-day up to our factory capacity, and reports from all sections are reassur-

ing regarding a good fall and holiday trade. Don't delay your machine orders to your distributor."

George W. Gibbs started for the West Indies early in the month to represent the Columbia product there and also in the northern part of South America, as well as in the Central American countries. The sale of talking machine paraphernalia in those quarters of the globe is expanding tremendously, despite the fact that Brazil and Chili are passing through a financial crisis.

Walter Freiberg, in charge of the reproducing expedition to the City of Mexico, accompanied by Harry L. Marker, who have secured a number of the best originals from native talent, will return to the United States some time this month, having finished their work. They have been in Mexico three months.

Now for Business

Election is over and the people have settled upon their

choice for president and it is the right time now to put your shoulder to the business wheel. You can make it revolve more rapidly if your stock is fresh, bright and contains up-to-date machines and accessories of all kinds. We are in a position to help you keep it there.

Our specialty is supplying the dealer. We manufacture a line of talking machine specialties and we carry the biggest lines of talking machines and records to be found anywhere. We can help you out in a business way at short notice because we make a specialty of filling all orders promptly. Just try our rapid service system and see if it does not benefit you.

The Boston Cycle and Sundry Co.

48 Hanover Street Boston, Mass.

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

From reports which reach this office it is evident that the expansion policy which we have been advocating has met with pronounced approval by the great majority in this trade. This has taken material form, as hundreds of firms, small and large, are adding other lines and broadening thereby their business horizon. Among those whom we have helped to the road of prosperity of The Agency Co., of Galveston, Texas, their appreciation being shown by the following letter to the Editor: "Well, how are you by this time? I hope things are opening up in every way for you, as you deserve success from your hustling. It seems as though most talking machine firms have added side lines as a result of your advocating this branching out for more profits. As for myself, by taking your advice I have been compelled to greatly enlarge my store and if I had a picture of it to send you, you would say it is about the busiest and best looking talking machine store you have seen. I have just added another department to be devoted to Kodaks and photographic supplies, also a developing branch, and should do well with it, as Galveston is the best excursion point in the State of Texas. The Kodak fiends are thick as mosquitoes down here. I am, therefore, in the market for anything good in this line that you come across, or, in fact, in all 'live' lines. Thanking you for past interest in my behalf, I remain very truly yours, J. N. Swanson."

What this enterprising firm is doing you can do, Mr. Jobber or dealer. All you have to do is to keep your eyes open for opportunities. These are not as scarce as many would believe, but are all around you waiting to be taken advantage of. All we can hope to do is to make you think. You must do the directing. What would you think of a person who with plenty of money in his clothes starved to death because he didn't have brains enough to use it to supply his wants? Would you have any sympathy for such a person? True, you might pity him, but in the same breath you'd call him a fool. This sounds brutal and especially so when we say that the firm who sits still and howls bad times is guilty of the same unadulterated species of idiocy. Are you or are you not in this class? If so, find out what's the matter and then use "kill or cure" methods to get yourself out, for if you are not capable of holding your place in the line of "successes" you had far better call the sheriff and become an employe of some live man. In this commercial age a man who would succeed must bend every energy and faculty to the task. He cannot afford to beat about the bush or mince words.

Business in all lines has taken a wonderful spurt during the past sixty days and there is every indication that this is but a forerunner of the prosperous times ahead. Merchants all over the country are looking forward to a big holiday

trade, which if it materializes will do much toward boosting the year's average. Therefore, Mr. Talking Machine Man, if you desire to get your share, it behooves you to stir yourself, for the time for getting ready is almost over and you must either act now or lose money.

Musical Merchandise.

Talking machine dealers who have tried small musical merchandise as a side line have been well pleased with the results accomplished. Musical merchandise blends perfectly with the talking machine line and has a drawing power which assists the dealer. Banjos, guitars, mandolins, violins, accordions, harmonicas, drums and all kinds of band instruments can be displayed attractively without taking up but little floor space and a big holiday trade won if handled rightly. In connection with this department many dealers are now carrying sheet music with great profit. Nearly every family has a piano nowadays and it is obvious that if a member likes a record very much, he or she would be inclined to purchase the selection in sheet music form, or, vice versa. And sometimes also, not for the music alone, but to obtain the words, which are often indistinguishable through the machine. In some stores the department is maintained with a view to increasing the number of visitors to the store. This is accomplished by placing a piano in the department and employing someone to play any piece in stock that may be requested by the visitors. In this way the store is made more entertaining and at the same time many catchy pieces of music or talking machine records are sold that perhaps would have been slow movers. In many of the stores the popular pieces are mentioned at very low figures in their advertisement, with the stipulation that no mail orders will be accepted. This serves to bring the purchasers into the store and is a material aid toward the selling of other lines of goods and other pieces of music. Frequently it is a good plan to advertise to give away a sheet of music to each customer who purchases a stipulated amount of talking machine goods or in connection with a sale of one specific article. It is not necessary to tie up a lot of money in establishing a sheet music department; on the contrary, a moderate sum will suffice. One large publisher estimates that the cost of stocking a department with enough music to make a good showing is under \$200, and The World will be pleased to furnish upon request a list of such stock as it would be advisable to carry together with other details. In case you do not care to invest in a piano it would be gladly furnished by any dealer with the permission to place his card on it and also any sale you might make through its use he would give a certain per cent. on, thereby adding materially to your profits.

Piano Players and Rolls.

While speaking of music as a side line, another branch of the music trade industry occurs to us which offers many opportunities to the wideawake retailer. We have in mind player pianos and music rolls. Now, while a great many are handling this line in what might be called the straight legitimate manner, that is by selling outright, few—and those only in the larger cities—have taken up the renting and library plan. Everyone knows how popular this wonderful invention has become, but up to the present time its sale has been more or less restricted to the higher class trade. This has been because of the high price at which it is sold and even when sent out on instalments the payments are too high for the average purse. Dealers could even more easily afford to rent a player than an ordinary piano, for in the first place, he would obtain an additional income from the rolls while in the latter all he can count on is his fee for the piano. Let us explain: Mr. A. decides to adopt this plan. First he buys a number of piano players in cabinet form (these to be rented to those already possessing pianos), also several interior players. He then devotes his attention to his rolls, buying as complete an assortment as possible, being careful to have a number of each selection always on hand and keeping his popular stock up to the minute. He then starts to figure out what he shall charge. As an example we will say that his piano players will be put out at \$3 a month. The interior players at \$5. He then forms a circulating roll library charging an entrance fee of \$10, same to ensure against unwarranted damage to rented rolls, and to be returned to the customer at the expiration of the contract, providing no such damage occurs. Mr. A. then fixes a renting charge of say five cents per roll per week. Allowing the life of each roll to be one year—and placing the average cost to the dealer at \$1. It is seen that the profit on each roll, providing it is always kept out the full week, would be \$1.60, which is mighty good interest, and when carried on, on even a moderate scale, figures up into a handsome income. Understand, Mr. Reader, these figures are not given as a standard, but simply to better explain the idea. We, however, believe it to be a good one, and would be much interested to know how it would work out practically.

Stationery.

Stationery and school supplies is a line that can be carried profitably by talking machine dealers, and the demand is a continuous one. Certain standard brands which have been on the market for years sell well at all times. In connection with this line, pencils, assorted pens and those of the fountain type should be carried, as not only do they naturally go together, but the profit from their sale is considerable.

Jewelry.

"Opposites attract" was never better demonstrated than in this trade. We have reference to the hundreds of dealers who are doing a thriving business combining jewelry and talking machines. Anyone looking for a side line that offers a chance for the small as well as the largest investor would do well to investigate the jewelry field. Big inducements are offered and there are many novelties in connection with the regular stock to offer. Watches, rings, pins, bracelets, etc., are always in demand, especially at this time of year. Why not put yourself in a position to cater to it?

Illustrated Post Cards.

Christmas and New Year's always offers the post card dealer golden opportunities. Each year the sending of greetings becomes more

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. - CHICAGO
Department A, 112 East Randolph Street



“New Process” GILLETTE Blades

Have You Got Them In Stock?

“New Process” Gillette blades have proved an instantaneous success.

They differ in price, quality, appearance and style of package from the previous kind, and the public is being notified of the change by full page advertisements in all the leading magazines.

More than two million GILLETTE users will now accept only “New Process” GILLETTE blades. If you have them in stock before other dealers in your locality you will get the business, and at the new price your profit is a very liberal one.



“New Process” blades are manufactured by newly-invented machines and processes, making them superior in appearance, operation and endurance to any blades ever produced by anyone.

These machines are automatically regulated, and grind, hone and sharpen each blade individually with the utmost precision.

Every cutting edge is perfect, and possesses a degree of keenness not produced by any other process.

“New Process” blades are finished with a high polish that renders them

easy to clean. Since dust and moisture do not cling readily to a polished surface, these blades are practically immune from rust.

“New Process” blades are packed in a handsome nickel-plated box which seals itself hermetically every time it is closed. This shuts out all dampness and effectively protects the blades from rust in any climate, land or sea. When empty, the box forms an attractive waterproof match safe.

The set now contains 12 blades.

The Retail Price is \$1.00 per set.
Twelve sets are packed in a carton.



To those who are not handling the GILLETTE, we suggest “Get Busy.” Get the sales resulting from our huge advertising campaign—the increased business and profits that the co-operation of our Sales Department will bring you.

YOUR customers are continually seeing GILLETTE advertisements and they want the razor. Eventually they buy it somewhere.

WHY NOT OF YOU?



Write us for catalog and liberal discounts to dealers.

GILLETTE SALES COMPANY

BOSTON
702 Kimball Building

NEW YORK
702 Times Building

CHICAGO
702 Stock Exchange Building

popular and to-day, thanks to the enterprising publisher, retailers have almost an inexhaustible assortment to choose from. These special day cards are now brought out in all classes and many run up even as high as the dollar mark, and are real works of art. This is also the time of year when albums move the best. These should range from those retailing at 10 to 25 cents to those selling for \$3 or \$4. One thing about laying in a stock of these, is that they are more or less standard, and even if they are not disposed of at once will not become dead stock on the dealer's hands. Post card reflecting machines like the "Reflectoscope" make a cracking good addition and will greatly stimulate sales for months afterward. Dealers, especially around Christmas time, cannot lay too much stress on attractive window displays and this line with a little care lends itself admirably to gala effects.

Home Moving Picture Machines and Films.

Notwithstanding the passing financial slump, things look exceedingly bright for dealers handling moving picture machines and films; in fact, this business has suffered but very little, and unless something unforeseen happens there will be a rich Christmas harvest for these enterprising retailers. Much of this steadiness has been due to the increased exertions on the part of the manufacturers. These men did not "rest by the wayside," but the minute they felt a relaxation on the part of the buying public, they began to push work on new models, and in every way possible keep things stirred up.

Premiums Great Trade Stimulators.

How to attract trade to your store, and hold it, is a problem that has puzzled the heads of our wisest as well as less gifted merchants. Many affirm that one of the most satisfactory methods ever devised is that of giving premiums. This plan is used extensively by nearly all the larger trades, but so far has not succeeded in gaining a foothold in the talking machine field. In the past it would have been unnecessary, as no inducements were needed to stimulate trade. Now, however, that competition

has grown so keen, it would pay all interested to investigate its possibilities. This industry (that of premiums) is founded and relies on that human weakness for "getting something for nothing" which we all possess to a greater or less degree, though some of us are too proud to admit it, and cannot be inveigled into purchasing a pound of sugar because we may obtain a spoon or something else gratis. The premium expert knows this, and before he decides on any particular campaign, studies the class of trade he would appeal to. Then he sets his net (and there are nets to suit all grades and conditions), and if the bait is wisely chosen, the fish is captured. Take as an example John Wanamaker. His trade is such that he would scarcely be interested in the trading stamp scheme, but his "net" is well "baited"—reading and writing parlors, waiting rooms, musicales on a grand scale, supplementing which, and a part of the whole, is an army of maids, floor walkers hired expressly for the convenience of customers.

Stores catering to the cheaper trade use trading stamps extensively, the class and extent of the premiums varying according to their capital and trade. Newspapers give books, lamps, talking machines and other articles as inducements to subscribers, and so it goes. For every Jack there is a Jill, and every man, woman or child has his or her weakness. While, as we have said, the talking machine man has not as yet used this method for drawing trade to his store, there is no reason why he should not, and every reason why he should consider it seriously. The idea that it is a costly undertaking is an erroneous one, for it is fully based on a percentage basis. A talking machine man who has given this subject consideration said the other day: "If I was to employ premiums I would go about it something like this: I would first figure out the average actual clear profit (not the apparent one, for there is a vast difference) on my stock as a whole, and then estimate what I could afford to allow for my premium campaign, and govern all my future operations accordingly—in the same manner as one would do in making

out an advertising appropriation. If, for instance, I can afford to allow my customers 2 per cent. rebate on each purchase, I do so, and credit them with that amount either by the stamp system or some other, and whenever their credit amounts to the price of the desired article, make the exchange and give or send it to them prepaid. The choice of premiums must be given careful consideration, and the best and surest way for success, if one is ignorant of the idiosyncrasies of the business, is to consult with one of the large manufacturers of such articles, who will gladly co-operate with you."

It is not necessary to carry a large stock on hand, many merchants only carrying a sample line and letting the premium manufacturer ship direct. Of course, where possible it is better to have the goods right on hand, so that deliveries can be made promptly. Too careful attention cannot be given to catalogs. Many a firm has lost the best effects of their campaign by trying to save on cuts for illustrating, paper and printing. It is only too easy to give the impression of cheapness in this game, and this should above all else be shunned. Obtain as extensive a list of people as is possible in your locality and dictate a carefully worded personal letter to each, enclosing your catalog and calling attention to and emphasizing the quality of the goods you handle, leaving out all mention of premiums. Your catalog, if it be gotten up as it should be, covering this end of it. Advertisements inserted in your local papers will do much toward helping the good work along, and the brighter and more inviting your store is, the better, as this is the all-important feature and should cap the climax.

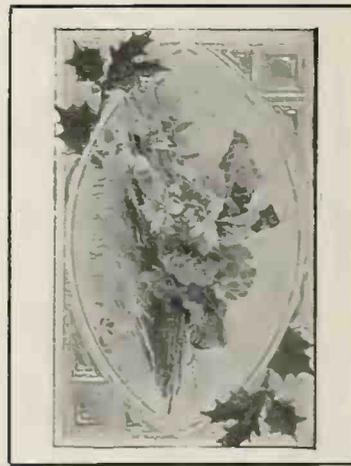
Think this over, Mr. Talking Machine Man, and think it over seriously. If handled rightly it will mean big things to you, and will prove a wonderfully lucrative investment. On the other hand, if treated superficially it may prove a costly experiment.

Attractive Side Lines.

Cameras and photographic supplies, safety razors, sporting goods (at this time of year skates, sweaters, hockey sticks, etc.), make at-



NEW DESIGNS, 1908 Christmas and New Year POST CARDS



Our Plans for this line of Post Cards of over 100 All New Subjects were made many months since.

Our Expert Artists have never failed to design pleasing and popular styles and they

Have outdone all previous efforts in our line for this year

These Assortments will give Dealers a Large Variety with a Small Investment.

ASSORTMENT No. 200/12.

100 New Embossed Xmas	100 designs	}	This Special Assortment of 250 Christmas Post Cards only \$2.50
15 " " Figures and Faces	15 " "		
10 " " Domestic	15 " "		
25 " " Imt. Silk	25 " "		
10 " " 120/43	8 " "		
15 " " Air Brush	15 " "		
15 " " 120/58	12 " "		
10 " " Madonna	10 " "		
40 " " Special	25 " "		
10 " " Folding with Verses	10 " "		

250 Total

ASSORTMENT No. 200/14.

215 New Embossed Xmas and New Year	100 designs	}	This Special Assortment of 500 Xmas and New Year Post Cards only \$5.00
15 " " Figures and Faces	15 " "		
25 " " Domestic Xmas	15 " "		
65 " " Imt. Silk Xmas	25 " "		
20 " " 120/43	8 " "		
25 " " Air Brush	25 " "		
25 " " 120/58	25 " "		
25 " " Madonna	10 " "		
75 " " Special			
10 " " Folding with Verses	10 " "		

500 Total

Send your orders early while the assortment is complete. You will be surprised how many of these cards will be sold at once.

Shall we send you our new Fall Post Card Catalog?

THE AMERICAN NEWS COMPANY
POST CARD DEPARTMENT, DESK R NEW YORK, N. Y.

tractive side lines and offer this trade unlimited opportunities. If nature has endowed you with push and ambition, make use of these gifts and quit crying "poor business," but get a move on. No man can be a success who sits still and waits for trade to come to him. Nothing will sell itself. The old saying, "The man who would in business rise, must either bust or advertise," is very much to the point, and should be taken to heart.

OVER THREE MILLION SOLD.

Gillette Safety Razors Have Proved a Boon to That Number of Men Within the Last Three Years—A "New Process" Blade Put on the Market in September and Its Chief Features.

During the past three years over three million Gillette Safety Razors have been sold to men who have found that comfort, convenience and economy were all combined in this little shaving device, which at its inception was purchased by many because of its novelty—and since which time to them and to the new buyers it has become a necessity, many men stating that they would not take twenty times its price, provided another could not be found.

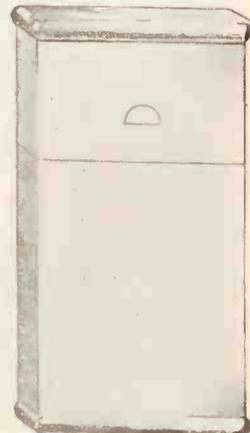
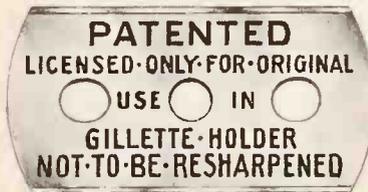
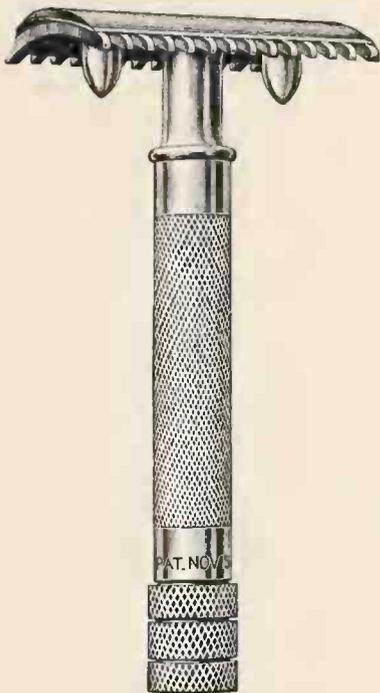
When King C. Gillette invented his razor, the principal feature of which was the Gillette blade, he brought out the first new idea in razor blades in more than 400 years—a double-edged, flexible blade, which, placed in the Gillette holder, becomes a concave shaving edge, being adjustable for a close or an easy shave by a slight turn of the handle to the right or left, the only adjustable razor blade on the market.

Millions of Gillette blades have been sold and hundreds of thousands of voluntary testimonials have been received by the makers, and yet it was not deemed best by this company to rest on past laurels, with the result that during the past few years experiments have brought about improvements in the manufacture of the Gillette blade, to the end that this company on Septem-

ber 1 began to distribute a "New Process" blade, which met with immense success from its introduction, due to the fact that a superfine steel, made from a new Gillette formula, was utilized. Secondly, a new tempering process was introduced and new automatically regulated machines were manufactured for sharpening both edges, giving every blade powerful pressure and producing a keen and enduring edge, each cutting edge on every blade being perfect, and possessing

ess" blades are so superior in every particular to any blades ever produced that each blade will give many more delightful shaves than has ever been experienced, no matter how satisfactory the user's previous experience with the Gillette has been.

These "New Process" blades are finished with a high polish, much easier to clean after using, since dust and moisture do not cling to them, which renders them practically immune from rust, and were an instantaneous success when



a degree of keenness not possible to produce by any other process. Therefore, although the blades are paper-thin, they have the utmost endurance and survive any kind of service, whether in daily contact with the critical user's coarse stubble, or the college boy's soft down.

Of course the cause of the original success of the Gillette blade still pertains to the "New Process" blades, the feature of which is—No Stopping, no Honing. Each of the "New Proc-

placed on the market during the past month, because of their greater durability, which means a lessening to the already low cost of a daily shave with the Gillette Safety Razor, beyond the efficient and satisfactory results derived from the use of same.

The "New Process" blades are packed in a unique nickel-plated box which seals itself hermetically every time it is closed, making an absolutely damp-proof protection to the blades.

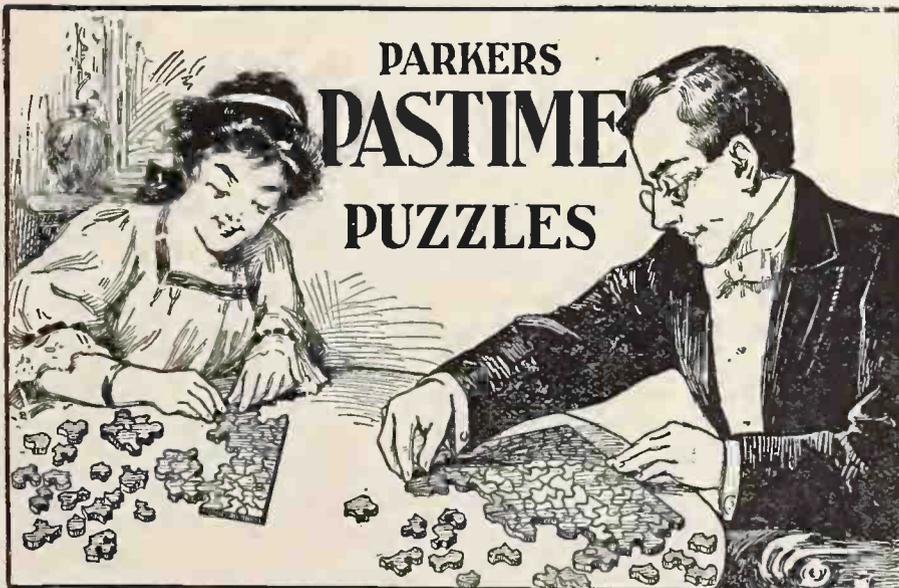
To the dealer the "New Process" blades offer an added profit, and the company will be very glad to have you address them, asking them for particulars, terms, etc., mentioning this publication.

It doesn't pay to advertise unless you are able to deliver the goods.

A GENUINE SOCIETY CRAZE

Society in all the large cities has taken up the **PASTIME PUZZLES**

FOR ADULTS



PARKERS PASTIME PUZZLES

Even President Roosevelt himself has spent hours over these wonderful picture puzzles.

FOR ADULTS

PASTIME PICTURE PUZZLES are made only by **PARKER BROS., Inc.**

Of Salem, Mass., the makers of PIT, PING-PONG, DIABOLO and other Games of World-Wide Fame.

PASTIME PICTURE PUZZLES

Retail at 50 cts., \$1.00, \$1.50, \$2.00 up to \$7.50 each.
NET Wholesale, \$3.50, \$7.50, \$10.80, \$15.00 per dozen.

YOU CAN MAKE MONEY OUT OF PASTIME WRITE TO-DAY FOR SAMPLES

PARKER BROTHERS, Inc.

12th Floor, Flatiron Building,
NEW YORK

SALEM, MASS.

PARKER'S PASTIME PUZZLES

Should Prove a Big Holiday Seller With the Talking Machine Trade.

A genuine craze has been created in Boston and other New England cities, which has rapidly spread to all of the social centers in the East. This fad or craze is for the new picture puzzles made by Parker Bros. (Inc.), of Salem, Mass., called Pastimes. The most distinguished members of society are giving more time to Pastime picture puzzles at present than to any other amusement. It is known to be a fact that President Roosevelt himself has been sufficiently diverted to actually spend hours over the delightful amusement of putting together the beautiful pictures which constitute the Pastime puzzles.

Pastime puzzles are unlike the usual juvenile picture puzzles and are intended for adults. They are fine art pictures mounted with special cement upon three-ply wooden stock and sawed into a great number of pieces.

The puzzles retail all the way from 50 cents to \$7.50, and Parker Bros. have many special orders for puzzles of very large number of pieces that retail as high as \$10. The sale of \$2 and \$3 styles has run to a large number of thousands.

As the fad has now spread to all large centers, all dealers having a good class of trade can dispose of hundreds of these puzzles if they once make it known that they have them. Hand-some placards are sent with the puzzles. The goods cost from \$3.50 a dozen upward.

The Parker plant at Salem, Mass., which has produced so many famous games, as Ping Pong, Diabolo, Pit and other great successes, is running an entire factory on these Pastime puzzles. For the purpose of cutting these puzzles very fine imported saws are used on specially made machinery. Such fine saws could not be used on the ordinary jig saw machines with which most people are familiar.

As a side line for talking machine dealers these high-class puzzles are money-makers. The finest booksellers in New York, such as Scribner's, Putnam's, etc., are selling them as fast as they can get them from the Salem factory.

GERMAN POST CARD SITUATION.

Consul-General T. St. John Gaffney, of Dresden, states that the exportation of German picture post cards has recently diminished considerably. The foreign demand is, however, still great, amounting to about 500,000,000 since the

beginning of the year to July 1. Compared with the previous year, this shows a diminution of 150,000,000. The United States is said to be Germany's best customer, followed by England. Asia and Australia are also good patrons of this form of art industry.

HOW MOVING PICTURES ARE MADE.

Four thousand people packed the space in front of Borough Hall, Brooklyn, while they gazed at a baseball bulletin board. The police moved here and there clearing the car tracks. Up came a boy. He didn't look much like a boy—because he was an actor. Behind him toddled an old woman, and behind her a stage manager, a camera man, and a helper. Scarcely had the old woman established herself on the curbstone before a trolley car came clanging down the avenue. The boy spat professionally on his hands. The old lady gathered herself together. The car was thirty feet away and bowling along in lively fashion, writes Harris Merton Lyon in the New Broadway Magazine.

"Now, go!" yelled the stage manager.

Out onto the tracks she went. It was a business of seconds and split seconds. Subtly somewhere a camera began clicking off its little stamp pictures, the photographer turning away at a crank like a housewife grinding coffee.

"Now, you!" was the second command.

This time the boy leaped out. The car came jarring to a standstill. The motorman jumped down to the rescue.

"Keep back!" The stage manager again. "Let the boy save her."

Then the crowd took its eyes off the baseball results long enough to stare at the picture of a young man carrying an old woman in his arms to safety out from under the very wheels of the terrible trolley car. "Who got hit?" "Was the old lady hurt?" "What is it, an accident?" No; it was the American Vitagraph Co.'s crew of five-dollar-a-day actors, bound on their day's work of telling in pictures the heroic "Life of a New York Lad"—six hundred feet of it, and twenty pictures to the foot.

DUTY ON FEATHERED POST CARDS.

In the appeal of A. H. Ringk & Co., et al., against the assessment of duty on feathered post cards, i. e., souvenir post cards on one side of which appear pictures of birds printed by processes other than lithographic, and which are ornamented by feathers, as manufactured feathers, the United States General Appraisers

upheld the collector's classification. An appeal being taken from that decision to the Circuit Court for the southern district of New York, however, the court reversed the ruling of the board and held in Ringk vs. United States that the so-called feathered post cards were properly dutiable as printed matter. The Treasury Department has announced its acquiescence, and the ruling of the court cited has thus become final. In accordance with it, and on the record in the cases now on appeal, the government sustains the claim in these protests under paragraph 403, and the decision of the collector in each case assessing duty on the post cards as manufactured feathers is modified accordingly. All other claims in said protests are herewith overruled.

IN THE PENNY ARCADE.

The graphophone and the phonograph had been speaking alternately for some time. Both had discussed the tariff, injunctions, the Philippines, trusts, guaranteed bank deposits and tainted political contributions, when one of them passed a slighting remark upon the big orchestration which stood at the other end of the hall. At this the other protested with much warmth, and while both were talking together at the top of their voices there was a roar and a rumble and a crash and the orchestration made so much noise that the crowd speedily assembled at that end of the room, leaving the graphophone and the phonograph in silence and alone. Toward night, when the orchestration had run down, the graphophone ventured to ask the phonograph how it was that the orchestration had not only drowned them out, but had attracted all the people. "Because," said the phonograph, "the orchestration is a brass band, and there never was anybody or anything that could talk against it." The moral of this simple tale is that if a man or a machine would be heard great care must be taken not to start up the big noise.—New York World.

SHRP-SHAVR SALES GROWING RAPIDLY.

The Shrp-Shavr Safety Razor Co., New York, report a steady growth in the sales of the Shrp-Shavr Safety Razor and blades. This razor sells at retail for 25 cents, and its shaving qualities are satisfactory, the blades especially being of very superior quality.

The advantage of the Shrp-Shavr is that it opens up an immense safety razor field that has, so far, been little touched. Hundreds of new safety razor buyers are induced to try the Shrp-Shavr because of its low price—25 cents; and the merits of the Shrp-Shavr and blades are such as to bold them and make them permanent safety razor users.

This means an impetus not only to this 25-cent market, but in the market for higher-priced razors and in shaving accessories—soap, shaving brushes, talcum powder, bay rum, etc. The Shrp-Shavr is, therefore, proving profitable to both jobbers and retailers. The volume of sales of the Shrp-Shavr is very large and the aggregate profit inviting. At the same time it stimulates the sale of shaving accessories and other lines.

SECOND MEETING IN FEBRUARY.

The National Sporting Goods Dealers' Association will hold their second meeting some time in February, the place not having as yet been determined upon. Meanwhile the officers and members are doing their utmost to increase the membership, and dealers all over the country are sending in their applications. The officers of the association are as follows: Charles Antoine, Chicago, president; T. W. Stake, New York city, vice-president; C. J. Schmelzer, Kansas City, Mo., treasurer; W. B. Jarvis, Grand Rapids, Mich., secretary; directors: Charles Antoine, T. W. Stake, Charles J. Schmelzer, Justus Von Leugerke, R. S. Kennedy, Ad. R. Roll, and R. J. Leacock.

GUNS, REVOLVERS, OPTICAL GOODS, ETC.

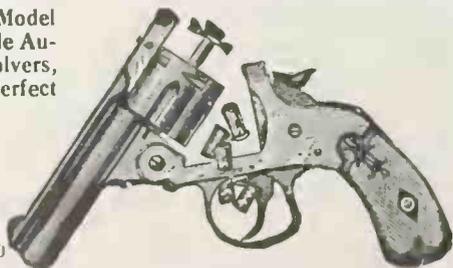
Are Good Side Lines for Phonograph Dealers

We here illustrate, describe and price a few specialties that will put some go into your business. The goods are all right and prices 20 to 25 per cent. lower than others. Write for confidential wholesale prices.

AUTOMATIC REVOLVERS WITH HAMMER

Improved Model American-made Automatic Revolvers, High Finish, Perfect Model.

HAMMERLESS AUTOMATIC REVOLVERS 32 and 38 Cal. Retail Price, \$5.50



"UNDERBUY AND UNDERSELL" is the vital principle of success in trade. Here is your opportunity. National Arms Co. Single Guns, Automatic Shell Ejectors, Retail Price, \$5.00.

Don't pay the gun trust \$4.25 for their guns when you can get a



NATIONAL ARMS CO. GUN FOR ONLY \$3.50

NEW LINE

Double Action Revolvers

RETAIL PRICE, \$2.50

Write for Wholesale Prices



NEW LINE SMOKELESS POWDER SHOTGUN SHELLS

20 per cent. under the Association Dealer's prices. WRITE for our Confidential Wholesale Price List

KIRTLAND BROS. & CO., Distributing Agents, 90 Chambers St., New York

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

The American News Co., of this city, are making an especially attractive offer in The World this month to dealers on Christmas and New Year's cards. This firm are agents for all the cream in the post card world and are in a position to offer retailers the most comprehensive assortments at the lowest prices. Now is the time for dealers to add this line if they have not already done so. In order to fully realize the possibilities in the business they should send for the news company's new fall and winter catalog.

"Joss" is the name of a quaint Chinese idol made by a Chicago firm. It is a smiling Oriental image 5½ inches high, finished in ivory, with hand-colored cap and queue. The figure is very unique in design and in addition to being decorative, it has a practical use as an incense holder.

On account of the scarcity of leather used to make pocketbooks and other novelties, these will advance considerably in cost.

We notice that British post card makers have formed an association to try and instill life in the trade over there. About time they did something and not be dependent so much on American custom, seeing that our dealers are beginning to show a strong predilection for domestic products.

A novelty which is bound to have a great sale during the holidays is the Reflectoscope. All dealers who are handling post cards as a side line should be sure to have a stock on hand. The best feature of this machine is that the dealer not only makes a good profit from its sale, but each sale will stimulate the demand for cards for months and even years afterward.

The new "Echo-phone" is bound to take its place at the head of the line of live premiums.

Some new post cards by Howard Chandler Christy have just made their appearance and are most striking and attractive, notable among the subjects are "Sailing Close," "Teasing," "Love and Duty," "Signs of a Thaw," "Excess Baggage," etc.

Walter Wellman, the cartoonist publisher, is at it again. Some of his new ones are "Big Hand" series, "Weaker Sex" and "Last Will and Testament." They are very clever, and done in this artist's best style.

A new 10-shot automatic pistol has just been

brought out by the Savage Arms Co. Of 32 caliber, this gun is so constructed that all powder gases are utilized, insuring extreme accuracy as well as freedom from fouling. Their offer to the trade is a liberal one.

A new and very useful little article is the "Little Clincher Ice Creeper." This device fits any shoe; no nails, screws or rivets required in fastening; can easily be put on or taken off. Retailing at 25 cents a pair, it should be a seller and make a good winter side line.

Reports from all parts of the country demonstrate conclusively that the roller skate business is still at its height, and that dealers who are handling these goods are reaping a harvest.

And while speaking of skates, don't forget that the ice variety make mighty acceptable Christmas presents.

Raphael Tuck has scored another triumph on the following new numbers: "Gallery Pictures," by Van Dyck, Greuze, Gainsborough, Hals, and Reynolds; "Famous Autographs," "Happy Childhood," "Little Nemo," "New Stork Series," "College Kings," "College Queens," "Scottish Christmas and New Year" subjects.

PHOTOGRAPHING WINDOW DISPLAYS.

Every trimmer should photograph his best efforts. Often they come in mighty handy for references, and besides it gives one pleasure to sit down and look over the past records and note the improvement. Many times an old trim will suggest a new idea, and unless you keep your photos you are very liable to forget them entirely. Besides, good window photos are the best advertisement the trimmer has, and will add mightily in securing better positions. An experience has proved that the best results can be obtained by photographing by electric light, provided the window is properly lighted, and making a long exposure, gaged according to the power of the lens and the class or color of goods to be photographed. A window with sharp, distinct contrasts, or one containing light colored goods, does not need as long an exposure as a display of dark colored goods, or one without sharp contrasts of light and shade.

A 15-minute exposure is enough for the average well-lighted window. A poorly lighted window, or one containing dark merchandise, will require a longer exposure—20 to 30 minutes is not unusual. During all this time the camera is exposed people can pass to and fro in front of the camera without spoiling the photograph, provided they do not stand in one place for any length of time.

Sometimes the top of the window is lighted much more strongly than the bottom of it, so that the photographs always come dark at the bottom. This can sometimes be avoided, says the Sporting Goods Dealer, by placing two or three electric lights in the bottom of the window (ex-

tensions can be run from some of the sockets in the window), and so shielding them as not to shine directly into the camera. Always remember that the window must be lighted more strongly than any objects across the street, otherwise these foreign objects will be reflected unless the screen is used. Also remember that a long exposure cannot be taken if there is even the faintest wind blowing, for the slightest shaking of the camera will blur the photograph.

MOVING PICTURES A HELP.

Give Easy Work to Many a Struggling Actress—The Pay Is \$5 a Day and There Are No Expenses to be Met—Costumes and Properties Supplied by the Companies—Call for Athletic Women.

Woman's chances of making a living have been increased by the rise of the biograph machines. Many a young actress anxiously awaiting an engagement will agree to this. At the start, when one concern controlled the production of moving pictures in this country, women helpers were not seriously considered in the plans of managers. As a rule when a woman was needed a man donned petticoats and played the part. Even now in a certain class of pictures this is sometimes done, but generally with pretty poor results. Every year there has been an increased demand for women to pose, and indications are that the demand will go on increasing, for instead of one concern in the field there are now fifteen at least.

"I need these in my business," explained a young woman who was surprised in her bedroom by a visit from a friend. She was working on what looked like a very full pair of bloomers made of coarse, inexpensive gray flannel, with blouse waist to match.

"When do you expect to need anything so ugly?" asked the other in surprise.

"Next Monday morning, when I shall jump into the water, strike out for a row-boat, clamber in and row off."

"Mercy!" gasped the listener. "What sort of a play are you booked for now? I thought you were not expecting an engagement for two months to come."

Then the other confessed. She was posing for moving pictures, and her ability to swim and manage a rowboat had got her the job. These talents had not so far been of any particular use to her in her stage career, but supplemented with her stage experience they made her eligible for a moving picture model at a time when a few five dollar bills looked like a fortune to her. In doing her stunt, she explained, after she and the photographer and his assistants had journeyed to an isolated suburban spot, the young woman would wear the gray flannel suit—the full bloomers easily passing for a skirt, especially when watersoaked. In scene number two of the same series she beaches the boat, supposedly half a mile away, although in reality she only goes a few yards down the shore, jumps out and runs away. In fact, at this juncture she

300 POST CARDS FREE



We will send 300 samples of Post Cards, no two alike, FREE, to any merchant of good standing, who will write on his own letterhead.

We are obliged to make a nominal charge of \$1.00 for these cards in the first instance, but if we receive orders for \$25 worth of goods from the same party, we will rebate the \$1 paid for the samples. We do not ask anyone who is rated in Dun's Agency to send cash in advance, but those who are not rated we will have to ask them to send cash in advance.

Our line consists of about 1,000 subjects, including Christmas, Birthday, Easter, Valentine, Santa Claus, Floral, Fruit, Imitation Burnt Wood, Comics, Quotation, Embossed, Gold and Silver Backgrounds, etc. We have a great many specialties, such as Astrological, Language of Flowers and others.

WE ARE NOT JOBBERS, WE ARE PUBLISHERS

When you buy from us you get rock-bottom prices. We will send our entire set of nearly 1,000 cards for \$2.50. If you do not care to order so many samples, we will send you 100 selected samples for 35 cents, if there is any chance of our doing business with you.



TERMS LIBERAL
Satisfaction Guaranteed

James Lee Company

5-17 W. Madison St.
Chicago

does make a beeline to a near-by house where dry wearing apparel awaits her. The succeeding scenes of the same series may not be made until the next day and in quite a different part of the country, the length of time required depending a good deal on the cleverness of the posers. This is another way of saying that the average amateur, no matter how accomplished she thinks she is in aquatic exercises or how much at home she may be in a boat, is not likely to be favorably regarded by managers for the role of a moving picture model.

"We haven't time to coach the inexperienced," explained the head of one moving picture concern. "Moving pictures are pantomime, and to give good pantomime requires clever actors."

As a matter of fact, so tremendously varied is the present output of moving pictures that every possible variety of talent can be and is used in their manufacture. Women who have never had a chance to do more behind the footlights than move about gracefully, and actresses who earn \$100 a week when lucky enough to get an engagement, are alike registered at the office of the several concerns which make and keep the pictures moving, as well as women who have learned the business of the stage without getting a chance to put it all in practice.

All these, and in the aggregate there are several hundreds of them, jot down by advice of managers in the line under their name any specialty they imagine they have, whether it is falling down stairs, fainting, giving a knock-out blow, weeping real tears, running, swimming, playing ball, firing a gun, climbing ladders, or jumping out of a window.

There is an adage that no woman can be taught how to run or to throw anything straight, therefore the woman who registers as a good runner or ball player usually finds herself as much in demand as the woman who records that her specialty is Shakespearian roles. What is more to the point, her pay will be equally good. Five dollars a day is the usual remuneration received by a moving picture model, and often it takes many days to complete a series of pictures, particularly if the scenes are made out of doors and photographers and models must travel to some distant spot.

Women engaged by a biograph manufacturer need give no attention to wardrobe or properties of any sort. Every company sets up a property room, which includes a collection of wearing apparel, draperies, sporting goods, musical instruments and other things which would make any second-hand dealer the world over turn green with envy.

Therefore when the eloping young woman is spilled into the stream she wears clothes from the property room. When the athletic, sure-footed young woman in the role of thief at a house party climbs at night out of one window, crawls along a narrow coping high above the

ground and into another window, she is done up in pajamas which belong to the property room. Trolley and railroad fares, carriage and automobile hire are all paid by the manager. Thus the five dollar bill handed to each actress—the word model is not popular with biograph employes—at the end of a few hours' work is subject to no deductions for expenses and none is asked to wait for her pay until the end of the week or until the series of pictures is finished.

To students from the various schools of acting the moving picture business is a boon, in one case an impecunious young woman confessing that but for the employment she got from time to time with one concern she would have been obliged to give up finishing her course of study.

"Do you really succeed in getting actresses who have played leads in Shakespearian roles to pose for moving pictures?" a manager was asked.

"Certainly we do. They are not to be had every day, of course, but at the off seasons when there is nothing doing in their line and no revenue is in sight, women who, when playing an engagement, draw their little \$100 or \$150 a week, are perfectly willing to register with us. And at any time when we are short of a certain style of woman to pose for dramatic pictures of a high class, all we have to do is to advertise the fact and we have more applicants than can be taken care of.

"We have no graded scale of pay, and the woman with a beautiful face gets no more than the plainer woman. Action, not looks, is what recommends a woman for employment with us, and the more experienced the applicant the better chance she has. Ingenues are not popular with biograph managers and novices with no stage experience have no show at all."

CINEMATOGRAPH IN OPERA.

Wagner's "Gotterdammerung" was recently produced at the Opera House, Paris, with great success, with Ernst Van Dyck in the role of Siegfried. The opera was superbly mounted. An innovation was the use of a cinematograph to represent the destruction of the Walhalla as the final tableau. The management hopes soon to produce "Das Rheingold," completing the "Nibelungen Ring," the other operas of which already are in the repertoire, and give a festival performance of the cycle similar to that at Munich.

The prompt man will always prove his own best advertisement; he will be welcome in all circles; will receive more courteous favors and general respect; will have more real friends and will invariably do more business and receive more patronage from the public than his more conspicuously wealthy but negligent brother who overestimates his influence and ability.

HOLIDAY TRADE HINTS.

Some Reflections on This Timely Topic Which Will Interest World Readers.

On every hand the beauties of the side lines are being brilliantly expounded, and to the absolute limit. Those susceptible to the weighty argument which may be summed up in just two words, "increased income," are lending a willing ear to the siren song of advertisers. It is well so. Many a dealer whose initial capital amounted to nothing more tangible than a choice stock of courage and confidence can trace success to his receptiveness of the horde of suggestions offered to him by our leading advertisers.

The approach of the holiday season means that nearly every talking machine man will take on one or two additional items to help swell his bank balance. In their eagerness to accomplish this some are likely to give cause for the repetition of the old saying that "Fools rush in where angels fear to tread."

The value of side lines as such is lost if the goods make appeal only to the transitory holiday buyer. While one is about it, why not take a side line that has some stability? One that assures substantial monetary returns?

Through frequently inserted ads. in The World the firm of Buegeleisen & Jacobson, 113-115 University Place, New York, importers and wholesalers of modern musical merchandise, have been calling the attention of this trade to their Durro Violins, Bows and Strings; Lester Accordions, Victoria Guitars, Mandolins and Banjos, Duss Band Harmonicas, and a general line of trimmings, as the logical side line for talking machine dealers. These specialties have been on the market for years and are known probably in every corner of the land, certainly wherever musical instruments are played. They are being advertised as well in the journals that reach the users of instruments.

Up to the present many of the leading talking machine dealers have put in stocks of these goods and are reaping such bountiful fruits in the shape of musical patronage that this firm are warranted in the assertion that all those in the trade who do not handle these specialties are allowing to slip through their fingers a splendid chance to secure the business of musicians constantly needing material, in which there lies a fine margin of profit. But this is a most favorable time, according to Buegeleisen & Jacobson, for the exploitation of musical instruments, as the demand is very pronounced at this season, and besides, liberal profits can be realized; for when a gift is being considered, the purchaser does not hesitate to stretch the limit by a few dollars.

A TRUTH IN A NUTSHELL.

Occasionally you see a man with nothing else to boast of, who tries to make up for the deficiency by bragging that he's an American. Convince him that it's the country he ought to brag about, not the accident of his having been born in it. A lot of people have more reason to be proud of their country than their country has to be proud of them.

COLORED LOCAL VIEWS

from photos furnished by you, made in 4 weeks, and just as cheap as you can buy them from stock. Our five-colored hand work is marvelous. Send for samples and prices.

DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.

IF YOU ARE INTERESTED
IN

ELECTRIC-PLAYERS

Write us for Latest List of Up-to-date and Popular Selections in
PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.

Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

60 YEARS'
EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 626 F St., Washington, D. C.



Peerless —
 "Matchless" ^{having no peer} or equal" ^{Webster.}

AN ACCURATE DESCRIPTION OF THE
PEERLESS AUTOMATIC PIANO
 COIN OPERATED

PEERLESS PIANO PLAYER CO

F. ENGELHARDT & SONS

CITY OF NEW YORK
 110 BOOR ARCADE
 FIFTH AVENUE NEW YORK.

FACTORY
 ST. JOHN ST. N. Y.

Here, Mr. Dealer, are two novelties of great merit:

The Devineau Self-Supporting Horn

The Devineau Self-Supporting Horn requires no support, no crane, no standard, no special attachment. It is instantly secured to any cylinder machine, either Edison or Columbia or to a Devineau Biophone.

The bell of the Devineau horn, 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 objectional.

In the middle part of the elbow a swivel allows the sound to be thrown in any direction while playing a record.

The Devineau Self-Supporting Horn is handsomely finished and weighs but a few ounces.

Retails for \$7.50

The Devineau Biophone

A Splendid Disc Seller

With the Devineau Biophone owners of cylinder machines are enabled to add to their repertoire the magnificent selections of the greatest operatic singers of the world. The Devineau Biophone is equipped with an aluminum tone arm and our patented sound box, producing a full, perfectly natural sound. The attachment can be connected or removed in a few seconds.

It is operated by friction so that neither gear nor belt is needed in its operation. No screw, no bolt to mar the cabinet. No need of removing the attachment while playing a cylinder record.

The Devineau Biophone is a splendid piece of accurate mechanism, handsomely finished.

Retails for \$15.00

Liberal discount to dealers—ask your jobber about it

Federal Manufacturing Company

TALKING MACHINE NOVELTIES

CLEVELAND, O.

The Devineau Biophone
(PATENTED)
attached to an Edison Standard

Edison Home equipped with
The Devineau Self-Supporting Horn
(PATENTED)
and a J Repeater

