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 Imp-"or-Phonograph, and Advertiser—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 the patent, 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 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 going 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 patent, which assures a woman and prevents 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. These records turn automatically at the same speed at which they are made, 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 Kames.

"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 music, and 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 any 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 Unauthorized Photographs.

The Court of Appeals at Albany last week declared constitutional the law passed by the New York Legislature in 1904 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 Polding 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 Alida T. Rhodes sued the Sperry & Hutchinson Co. for displaying her picture in its Manhattan office among its premium exhibits which was exchanged for trading stamps. She secured a decision in her favor prohibiting the further use of her photograph and a verdict giving her $3,000 damages. The Brooklyn Appellate Division affirmed the trial court's decision, and so did the Court of Appeals today.

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 Court held are at liberty to be used for advertising or trade purposes, without being held thereby to have been guilty of a crime or to have committed a tort. His property right is therefore not affected 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 transferred, the effect is a transfer of ownership no longer capable of being enforced in equity, and 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 their employees are courteous to their customers. Aggressive dealers everywhere recognize that even though their line may be thoroughly reliable, their advertisements truthful, their dealers just in their treatment of customers, they will be no better supplied with customers than if the advertisements were not made because they are trusted so little that the customers are kept away by the experience that they will only be a convenience to the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with a dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers. Women of refinement, in particular, will be tempted to go to some other establishment which gives better service. Women will judge by the experience with the dealer, and it is only as a convenience by the better class of consumers.

It is indeed surprising that dealers who are accustomed to expect not merely politeness, but sub servience 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 jobber's houses, large and small—the attention there accorded to him from start to finish—and the indifference which customers so frequently encounter in some retail stores.

The majority of dealers, of course, are fully aware of the importance of courtesy on the part of their employees 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 Ayles- worth Phonograph 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 petition for a permanent restraining order was granted.

The case was that in equity, New Jersey Patent Co. and National Phonograph Co. vs. Donnelly & 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 rights therein are unaffected by the statute. On the other hand, as to pictures whose ownership remains in the person represented at the time the act took effect its provisions are inoperative. The Court of Appeals, id., a decision in the Roches-

H. Schmidt & Son Co., the music dealers of Davenport, la., recently moved into their hand- some new store at 222 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 Vic-

In New York they are passing ordinances forbidding them, and Mrs. Isaac L. Rice's society for the prevention of unnecessary noise is going with wonderful rapidity.

The work of the department for use in the research 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. Kroeber, acting head of the depart-

DONT WAIT FOR BUSINESS.

The three ways of getting business are wait-

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 will have his services dispensed with in short order.

The man who goes after business is the fel-

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

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THE "COUNTERSIGN LOCK."


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 throws an image of 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 Tetraxzini, 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 and 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. Moreover, 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 patent-office diagram. 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 contact which is made, and the motor which operates the lock. 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. No longer must the would-be thief be longing to hear 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 names of Cecilia Loftus and Elsie Janis. His attack upon a bank must be prefaced 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 safecracking. 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 burglar mimic that some such safe wireless telephone, if one wishes to speculate so far upon the future.

One provision, 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 saved 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 his 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 one of them, I wondered whether it could be so called, or 'rotten' against the compositions so as to class them for the trade. The 'rottens' always made a hit with the public. Now, all I have to do is to sign a bit of music, and the factory works overtime to supply the demand."

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 largest stock - best service.

We originated the system of supplying the high grade RED SEAL RECORDS IN SEALED ENVELOPES, not records that have been used for demonstrating machines: not records that have been played for retail prospects. 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.

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 largest stock - best service.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co.,
177 Tremont St.
Original Distributors of Victor Records 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
5570 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). Victor Orchestra, Walter B. Rogers, Conductor

The Talking Machine World.
TRADE NEWS FROM MILWAUKEE.

Dealers Pleased With Larger Shipments—Big Holiday Trade Looked for—Hoefller Mfg. Co.’s Fine Displays—Victor Concert at "Merchant’s 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 Hoefller Mfg. Co. in this city. Unique window displays are always a feature of the Hoefller people and this week a big exhibition of more than 100,000 needles and an artistically arranged showing of violins 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 Walfish 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 "Merchant’s 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 rank.

George W. Lyle, general manager of the Columbia Co., together with W. C. Puhri, 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 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. Schulz, of Schulz 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 a 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 Magadie building. The downtown establishment will be only a branch of the Grove street store.

Recent callers on the trade were George D. Ornum, 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—

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.

SPECIAL—The illustration shows our No. 124—200 Peg—Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.
Two New Style Cabinets for the Victor-Victrola XVI

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 Victor 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.

Circassian Walnut
Victrola XVI
Price, $250

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 Weathered, Flemish, Fumed, Driftwood and Gun Metal; these five to be either a dead flat or a polished or a dull rubbed varnish finish. They may also be ordered in Quartered Oak, antique, golden and early English; these three to be a polished or a dull rubbed varnish finish.

When ordering Victrolas in any of the special finishes it is of the greatest importance that dealers plainly specify 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.
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 dissipated 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 undoubtable tendency toward concentration and if these conditions had been imposed three years ago, they would not have met the opposition which they do today. 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.

This announcement was made on October 15 at the Victrola Trading Meeting. It was referred to all orders Victor talking-machine 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 exclusive contracts. Is it any wonder then that the 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 anxiously 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, 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 successful in sound 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 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 $50,000, 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 enabled such a vast output to be turned out at the parent concern.$100,000 is a large amount of money even to risk concern, and that is not stage money either. 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?

The retail end of the business show enterprise as well. Let it be known that 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.
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 instrument 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 a Sicilian who blows a trumpet and rings a big handbell at the same time, stopping the instrument 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.

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"PLAY THE OTHER SIDE, PAPA"

The Pleasure

The Cost

Doubled

Reduced

ZON-O-PHONE RECORDS

TWO SONGS WITH BUT A SINGLE DISK

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.

Newark, N. J.

Distributors of Zon-o-phone Goods:

**MISSOURI**

Kansas City .... Mrs. J. Dixon, 804 Grand Ave.
Kansas City .... Westh-Voyseyling Minc. Co., 7th and Delaware Sts.
Springfield .... Marion Lines, 203 Rouselle St.
St. Louis ....... Knight Mersamel Co., 211 N. 12th St.
St. Louis ....... D. K. Myers, 2039 Finney Ave.

**NEW JERSEY**

Newark ...... Edison Co., 601 Franklin St.
Hoboken ...... Eclipse Phon. Co., 228 Washington St.
Petersen ...... J. K. O'Dea, 115 Elliot St.

**NEW YORK**

Newark ...... Edison Co., 87 Halsey St.
Brocklyn ...... R. G. Warner, 268 Livingston St.

**OHIO**

Cleveland .... The Bailey Company, Ontario St. and Prospect Ave.
Columbus .... The Columbus Piano Co., North High St.

**OREGON**

Portland ...... Craves Music Co., Inc., 113 4th St.

**PENNSYLVANIA**

Allegheny .... H. A. Berker, 801 Ohio St., E.
Philadelphia .... Disk Talking Machine Co., 12 N. 9th St.
Pittsburgh ...... C. C. Miller Co., Ltd., 319 Fifth Ave.

**SOUTH DAKOTA**

Aberdeen .... MeArthur Piano Co.

**TEXAS**

Austin ...... Pemocky Company, 411 Main St.
Beaumont ...... K. B. Pierce Music Co., 808 Pearl St.
Dallas ...... Dallas Talking Machine Co., 131 N. Ervay St.

**YARMOUTH**

Whalcy, Royce & Co., Ltd.

**YORK**

Toronto ...... Whalcy, Royce & Co., Ltd., 143 Yonge St.
Winnipeg, Man. Whalcy, Royce & Co., Ltd.

**ZON-O-PHONES**

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

ALABAMA

ARIZONA
Tucson ........ George T. Fisher, 70 E. Congress St.

CALIFORNIA
San Francisco .... Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
San Francisco .... Byron Mauzy, 1385-15 O’Farrell St.
San Francisco .. Kohler & Chase, 1209 Sutter St.

FLORIDA
Tampa ......... Turner Music Co., 601 Franklin St.

ILLINOIS

MARYLAND
Annapolis ..... Globe House Furn. Co.
Baltimore ...... C. S. Smith & Co., 541 W. Baltimore St.
Baltimore ......... Louis Mayor, 1425 E. Pratt St.

MASSACHUSETTS
Boston ............ Mank’s Talking Machine Co., 41 Wash-

MINNESOTA

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OMISSIONS

ZON-O-PHONES

Taper Arm
Zon-o-phones
from
$20.00
 consecutive order. These special advertisements will and crowds of shoppers are continually passing the scheme of a New England dealer. His store looks for still greater returns this year. Many new attachments, etc., offered this season, found it wonderfully successful, and with the "Buyers," which he has already begun to run in interested in the question of Christmas gifts. 

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 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 ran-sacked 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 slighty 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 be held, 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 mailing post cards bearing a return portion. A cordial invitation is extended to the recipient to visit the store and listen to the latest supply of late records. 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 post card 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 when 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 or are to be adopted by other dealers. Try and be original, for it is often the most original that is the 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 today; 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.

**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.

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.

**PARROTS AND PUBLICITY**

Tought 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 business maxim.

It appears that a parrot's academy exists somewhere in the suburbs, from which the above bird has been graduated with honors. The students are 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 looking for 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 true 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 the 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.

**PARROTS AND PUBLICITY**

I. C. S. LANGUAGE SYSTEM

Thomas G. Eisem

PHONOGRAPH

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International Correspondence Schools

Box 018, Scranton, Pa.
TRADE IN SAN FRANCISCO.


(Special to The Talking Machine World.)

San Francisco, Calif., 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. 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 have been received 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 location is keen, are all managing to make very satisfactory profits.

The talking machine department of Kohler & Chase has again changed management, Charles E. Brown having been made 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 Cha. Jones.

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. 29 was a debate between Taft and Bryan on the Austrophone, 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, Calif. A factory for making phonograph stops will be in operation early in November. The invention has been favorably received, and several good orders have already been taken.

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

Martin & Co. recently opened a new talking machine store in Stockton, Calif., under the management of J. T. Christopher, a talking machine dealer of Mission street, San Francisco, has taken a new location.

T. J. Skinner, of the talking machine department of Sherman, Clay & Co., is now in Stockton, Calif., where he is superintending the installation of a similar department in the company’s branch.

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 maybe you have anything of importance to communicate that shall be of interest.

“Thank you,” she said, looking around in a nervous fashion, “I am a woman with a history.”

“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.”

“Well, proceed. Anything you may say to me will be held in the strictest confidence, and I will publish only what you wish.”

“Thank you,” she said, smilingly, “I have anything of importance to communicate that shall be of interest.

“I am a woman with a history.”

“Excuse me,” she said, and 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 oyster men, who abounded 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 long, call, and sail a sloop,” or “buggy, or scow?” and the case was settled.

During the last season, however, the “hands’ ability to sing did not cut such a figure, for many of the oyster boats put out with talking machines and a little supply of records to beguile the long evening hours spent on the “ocke.” 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.
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
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, 1906.

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 skilled men have been engaged 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. Silver, 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. Silver 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 into this 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, Associate Editor."
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 \textbf{NEVER} again use a steel needle on any of my records.

"During the past eleven or twelve months I have used the Fibre Needle \textit{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 \textbf{EVIDENCE} that the Fibre Needle is a "record seller," write to us and we will give you a few more—\textbf{EYE OPENERS}.

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

"\textit{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 Blackburn, 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 a privilege which members have received ever since. It has saved jobbers thousands of dollars before the opening day.

"The manufacturer's attention was called to the manner in which certain jobbers and dealers were unfairly taking advantage of their opportunities. The credit reports, so that cases where dealers were too much advantage of credit extended, or those who might be termed 'dead beats' would be given by the Jobbers' Association. They have all the back reports on those who might be termed 'dead beats' would be given by the Jobbers' Association on the opening day for the sale of the new monthly records and shipped jobbers' advance orders by freight soon enough to enable them to receive the goods 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 exchanges, that they resulted in the jobber and dealer having to dispose of records that had been unsalable and represented surplus stock in manufacturers which do not come to my attention of manufacturers asking for an even exchange will result and more loyalty will be shown than is probable. The manufacturer's attention was called to the manner in which certain jobbers and dealers were unfairly taking advantage of their opportunities. The credit reports, so that cases where dealers were too much advantage of credit extended, or those who might be termed 'dead beats' would be given by the Jobbers' Association; and they represented the views of all the jobbers and Victor companies as the most feasible 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. The people traded at the suggestion of the Jobbers' Association. The Edison Co., while not ready to handle any exchange, approved the exchange plan and agreed to take back records cut from the catalog thereafter on an even exchange basis.

"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 protected the dealer who is endeavoring to represent 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 and 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 heretofore.

"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 of the improvements in 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 may result from the manufacturers for the use of 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 at heart.

"The dealer, jobber and manufacturer should be a unit of cooperation, 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 practices.

"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. "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. Whitsell, secretary, 212 South High street, Columbus, O., or to J. Newcomb Black-
The Talking Machine World.

THIEVES HOLD REVEL.

Visit the Home of a Philadelphian and Enter 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."

Then the fun began.

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 had the talking machine in an upright position awaiting the arrival of the police. They sent one of their valuables.

Men got tired of the same clothes and change them in order to appear neat and attractive.

The phonograph was the pho no graph while the house was being robbed.

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.

"I have rendered all of these verses and music is Gottschalk's 'Last Hope.'

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

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The world will be conducted.

The phonograph was the phonograph while the house was being robbed.

I have rendered all of these verses and music is Gottschalk's 'Last Hope.'

"I have rendered all of these verses and music is Gottschalk's 'Last Hope.'"
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—

Cleveland, O., Nov. 10, 1908.

Continued improvement in the talking ma-

chine trade is reported, although conditions dur-

ing the past month were about the same as the month previous. November has started out on

broader lines, with an impetus to business indica-

ting a normal of full 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 rec-

ords is constantly increasing, and the aggregate

volume of business was daily increasing and

extending over a wider area of territory. He

stated they were having trouble in procuring

from the manufacturer the new Edison combina-

tion 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 busi-

ness. He stated there was an increasing de-

mand 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.

He stated there was an excellent demand for Red

Seal and other records, which they have constant

inquiries for, and which has greatly improved the

importance of owning location.

Economical Location.

Importance of Owning Location.

When a business owns the property in which it

is conducted there is an anchor to it that makes

keeps up very good and improving. The man-

ager said he anticipated a good holiday trade. The

company have inaugurated a new scheme to at-
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.


(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 looks up brighter than ever. A feeling of supreme confidence is evident wherever one goes, which, if combined with concerted effort, will make the coming year of 1909 memorable to all connected with the talking machine industry.

Though the jobbers here are doing a large 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 announced. The middle country is winning for them an enviable reputation.

Harrisburg.

Orr, who is an old talking machine salesman here, was most enthusiastic over the outturn of the November issues which have 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 that their efforts are amply rewarded, for the new specials are 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 the returns on election night. Mr. Bryan and Mr. Taft will find it very difficult to take the vote of this city, which our people will have only one voice in the election.
The American People
have through their vote approved of
TAFT and SHERMAN
and by their past patronage
of the Superiority of the
HERZOG CABINETS
Keep Full Line in Stock!

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 Machine World, Issue April 15, 1908, to read and study carefully—

it will help the Salesman in selling 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
The exports of talking machines for the past five weeks from the port of New York.

- **October 10.**
  - Buenos Aires, 34 pkgs., $2,251; 18 pkgs., $850; Curacao, 4 pkgs., $306; Glasgow, 165 pkgs., $406; Havana, 23 pkgs., $1,146; 6 pkgs., $160; Halifax, 6 pkgs., $110; Liverpool, 116 pkgs., $550; London, 182 pkgs., $6,486; 76 pkgs., $3,411; 506 pkgs., $8,460; 791 pkgs., $12,097; Melbourne, 1,470 pkgs., $26,296; Rio de Janeiro, 5 pkgs., $199; 3 pkgs., $238; Vera Cruz, 129 pkgs., $1,775.

- **November 10.**
  - Berlin, 40 pkgs., $646; Bombay, 9 pkgs., $162; Cardiff, 35 pkgs., $169; 35 pkgs., $169; Colon, 23 pkgs., $903; 9 pkgs., $113; Corinto, 4 pkgs., $165; Guaquil, 8 pkgs., $134; Havre, 5 pkgs., $222; Havana, 9 pkgs., $251; Kingston, 7 pkgs., $272; Limon, 4 pkgs., $298; London, 167 pkgs., $4,682; 230 pkgs., $5,760; Melbourne, 5 pkgs., $119; Milan, 2 pkgs., $268; Newcastle, 70 pkgs., $3,734; 70 pkgs., $872; Valparaiso, 3 pkgs., $188; Vienna, 8 pkgs., $484; Vera Cruz, 40 pkgs., $672.

- **October 24.**
  - Berlin, 33 pkgs., $784; Bremen, 1 pkgs., $200; Buenos Aires, 39 pkgs., $7,204; Demerara, 11 pkgs., $1,121; Kobe, 34 pkgs., $2,875; Havana, 15 pkgs., $550; Hong Kong, 58 pkgs., $1,739; London, 414 pkgs., $5,716; 351 pkgs., $4,486; 58 pkgs., $2,516; 214 pkgs., $6,866; Manilla, 23 pkgs., $7,760; Melbourne, 3,538 pkgs., $17,782; Milan, 19 pkgs., $412; Montevideo, 12 pkgs., $305; Natal, 7 pkgs., $855; Rio de Janeiro, 8 pkgs., $112; 6 pkgs., $193; Sydney, 88 pkgs., $1,964; Valparaiso, 2 pkgs., $1,587; Vera Cruz, 70 pkgs., $2,636; Vienna, 27 pkgs., $676.

- **November 4.**
  - Berlin, 36 pkgs., $874; Belfort, 84 pkgs., $166; Bombay, 65 pkgs., $794; Cardiff, 35 pkgs., $180; Glasgow, 60 pkgs., $206; Guaquil, 2 pkgs., $145; Havana, 22 pkgs., $146; London, 96 pkgs., $3,095; 25 pkgs., $772; 655 pkgs., $19,051; Manchester, 110 pkgs., $523; Melbourne, 7 pkgs., $1,450; Newcastle, 115 pkgs., $651; Sheffield, 69 pkgs., $263; St. Petersburg, 4 pkgs., $110; Vera Cruz, 10 pkgs., $155.

**FOURTY 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 shalving
- 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 slumber
- Forty years of progress "nil"
- Forty years without a growth.
- Forty years they rusted
- In the same old lot
- Until they "suddenly" basted
- Of commercial "dry rot".

-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.

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**TO TEACH TALKING.**

London University Sees Need of Improvement in Voice Production.

- 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 which brings good talking is the finest means of obtaining a refined good health in contrast to the rude health of the plowman."

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**THE PLACE AUTOMATIC RECORD BRUSH**

For Edison Phonographs and Victor Talking Machines.

- **By Using**
  - Preserves the life of disk records
  - 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.

**THE PLACE NO. 10**

- **Price, 25 Cents**
- **Price, 15 Cents**
- May be used on all phonographs.
- Removes dirt, dust and prevents record getting scratchy.
- Insures perfect playing record.
- It is equally as efficient when recording.

**THE PLACE NO. 10**

- PRESERVES THE LIFE OF DISK RECORDS
- Automatically cleans the Record Grooves and gives the needle a clean track to run on.
- Ensures a clear reproduction and prevents record getting scratchy.
- Makes the Needle wear better.
- Dust and dirt in the Record grooves advance.

**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.

**FREE SAMPLES**

- will be sent upon request to any Jobber or Dealer.
- Write Now.

**BLACKMAN TALKING MACHINE CO.**

- 97 Chambers street, New York.

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**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.

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 60 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 was anticipated, and at the end of 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—toward a more 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.

Graphophone Co.'s Annual Meeting

The Financial Times gives a detailed account of the Graphophone meeting, of which I append the most interesting facts.

The creditors of J. Lyon Creditors Meet.

The Australian Copyright Court in Sydney made a decision on almost identical issues entirely in their favor. The decision was made on the copyright question, while the Supreme Court in Australia made a decision on almost identical issues entirely in their favor. The decision was made on the copyright question, while the Supreme Court in Australia made a decision on almost identical issues entirely in their favor. The decision was made on the copyright question, while the Supreme Court in Australia made a decision on almost identical issues entirely in their favor.
in Bishopsgate street, as the safest course to take in the interest of the creditors. Liabilities, £348; estimated assets, £60. 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., Pentypool, and in the case of Romain & Co., Beech street, Harbican, at a private meeting of creditors, it was stated that the liabilities amounted to £148, 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.

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 that again being discussed here.

THE "WAGNER"

Highly finished solid Oak Cabinet.

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.

H. Lange's Successors,

ESTABLISHED 1854

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

THE "BIJOU"

Mahogany, Walnut or Oak Cabinet.

THE "SULLIVAN"

No. 60. Solid Oak Cabinet, with Silk Curtains.

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.

A Chance for American Firms.

The Klingsor machines are now completely covered in America by patents (No. 899,491), 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
and exclusive territory would be given. In England and foreign countries the Klinger is a great favorite and sells in large quantities. Some dispatches, the other day, I noticed to Russia, Shanghal, Peruda and Vera Cruz, and in fact there is hardly a part of the world in which the Klinger is not familiar. Communication should be addressed: H. Lange's Successors, 21 Little Portland street, London, W. 1.

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 expecting his 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 further improvement.

Ten-Inch Double-Sided Pathe Disc.

Messrs. Pathé Frères have started the trade by placing on the market a 10-inch double-sided phono-disc at 3s., 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 people 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 8-inch double-sided phono-disc at 1s. 6d., and judging from the quality, which is now issued their 8-inch double-sided phono-disc has been open, over three-quarters of a million during the few months in which the exhibition has proved a wonderful success. 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 Pathé Frères.

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.

Lyon & Co. & 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 Hackford Buildings, Carey street, London, W.C., on Nov. 6. 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 receipting order is dated Oct. 21.

Closer Connection With Australia.

The British India Steam Navigation Co. are about to inaugurate 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 Catalogues.

A resolution condemning 'the reimposition of a duty on catalogues' was virtually adopted by the Edison Bell Co. In previous years, the Edison Bell Co., in a series of circulars, have intimated that a catalogue duty would be out of the question on account of the cost of manufacturing and distribution. It has been intimated that the duty on catalogues would be out of the question on account of the cost of manufacturing and distribution. It has been intimated that the duty on catalogues would be out of the question on account of the cost of manufacturing and distribution. It has been intimated that the duty on catalogues would be out of the question on account of the cost of manufacturing and distribution.
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 Musicii 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 burglar, "Come into the Garden, Maid," 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 reason I shall confine myself to one of the most promising.
Here is 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 go far to increase the sale.
The instrumental and band selections are especially good, as also are the vocal records, among which I notice some well-known artists' names. The following comprises the first list, and if it's an index of what's to come, then the success of the Clarion disc record on the market.

A Splendid Clarion List.

The follow-

ning comprises the first list: and if it's an index of what's to come, then the success of the Clarion disc record on the market.

A Splendid Clarion List.

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TRADE REPORTS FROM THE PROVINCES

MANCHESTER AND DISTRICT.

Manchester, Nov. 3, 1908.

Entering upon the sixth week of the cotton strike, the outlook at present is exceptionally grave and serious 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. Edison machines, which up to this time apparently show a prospect of a settlement; rumors, however, are afloat that they may possibly end in December, and in other cases we hear that it is expected that the strike will end the 1st of 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 paid per week is approximately £600,000, and the total losses to date, for the six weeks, amounts to £325,000; 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, Clitheroe, Blackburn, Accrington, Lytham, and Accrington. In all these towns there is at present widespread distress, and the longer this unfortunate dispute lasts, the more acute the feelings 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 that many of the various employers 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 credit can be got, but it is a pity that the big 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 Barrow's & Co., High street, Manchester, business is not startling.

Messrs. Dawe, of High street, who report business as moderate, say the new Edison Amberol record 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 Edison machines, parts, sundries, etc., for the retail trade. The various retail prices and models of the machines and other goods are illustrated, and the retail selling price of the new record being only 1s. 6d., it should sell well. Mr. Dawe 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 1s. 1d., will further help toward increasing the sales. Mr. Dawe also states that owners of Edison machines will be able to use both types of Edison cylinders.

The Edison-Bell Photo Co. opened their new wholesale warehouse at 22 Dansegate street in the early part of October, under the management of A. Lomax, who has been connected with the trade since 1885. 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 phone 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 8s. They are also handling five distinct types of the well-known "Excelsior" machines, which Mr. Lomax states give them every satisfaction. Mr. Lomax also stated his opinions on the matter of the trade being at a standstill, and that the trade in this article, would, a little later, be as large as with the present needle disc.

Mr. Fraser Watson, of Catcheon street, recently placed an order for Klingmor 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 Klingmor machines, and some very good orders have recently been taken. Interest in the Klingmor machines has been considerably roused by the fine window display, and inquiries have been numerous.

By the use of these Klinogor machines, 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 same degree as the other districts, and confidence is growing that the troubles will soon be over.

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

**American Talking Machine Co.**

**F. W. ROBINSON**
The Proprietors of these Establishments, MANCHESTER, MANCHESTER, ENGLAND
Direct Importers of all kinds of DISC TALKING MACHINES, PHONOGRAPHS, CYLINDERS, and all Talking Machine Records. Wholesale, Retail and Export Agents throughout the United Kingdom and Colonies. Correspondence Invited.

**TALKING MACHINES**
Records and Supplies
Export a specialty. Shippers are requested to state their requirements.

**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.**

**F. W. ROBINSON**
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**TALKING MACHINES**
Records and Supplies
Export a specialty. Shippers are requested to state their requirements.

**FOREIGN AGENCIES**

If You Want to Market Your Goods in the United Kingdom, write to us.

R. PRIEUR
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 increased sales. Klingor 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 Pathe 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.

Archib & 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 Pathe goods. The way the records are shown is particularly attractive.

J. B. Graham & 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. Parx, 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 Klingor machines.

Paradise street and the vicinity appears to be rapidly becoming the center of the phonograph and talking machine industry. Within a radius of probably 150 yards there are no less than ten distinct firms handling these goods—Messrs. Mees, Clodie, 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. Nevertheless in Leeds 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 large number of Excelsior motors, which they think that there will be anything to mar the rapidity with which they are making arrangements for making even the motors, themselves. This firm have recently patented an improvement in sound boxes, playing either a Pathe 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. Carpil, 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 splendidly performed.
THE LATE J. B. BEEKMAN.

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


Mr. Beekman was not only a very successful man in his special line, but being a victim of tuberculosis, where his death occurred, the funeral took place Wednesday afternoon at 10 a.m.

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.

THE TALKING MACHINE WORLD.

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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 1836. One at Berne, Switzerland, in 1836 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 attendant. 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 460 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 12 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. Cohen, the song writer, actor and manager, and Slim Harris, also 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 Aucetophone concerts 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

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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. RUHL, 77 CITY ROAD, LONDON, E. C.
THE TALKING MACHINE WORLD.

33

SPECIAL-FABRIK
CARL SCHROETER
BERLIN S 42. PRINZESSINENSTR. 21

THE GERSON COMMERCIAL CABINET.


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 severest tests, proven itself a time and money saver, there was one drawback, namely, its un-handiness, 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., Asbury, N. Y., was down for argument. The motion is supported by practical demonstration in other than a laboratory way, it looks as if the trade were about to witness a revolutionary change. The "talking paper" and its score of obvious possibilities are 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 transmitted on the surface in the natural voice of the person talking, and directly without a new record being 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 that 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—to the inventor claims—will establish the falsity or truth of what now may be regarded as a most interesting development. The telephophone, it may be remembered, aimed at the 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" records 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 street door 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 mind of the Irishman. "Why not put 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 Irish" from Sauer's song. 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 Irish.""Give me three of them."—A. E. Thomas.

The World is in receipt of an autographed record of the famous Irish step dance of the Boston Ladies of the N. A. T. M. Jobbers at Atlantic City, last July, with the compliments of the Victor Co.

Flurtstedt 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

Sauerland’s Material for Hard Molded Records

Attention paid to the Manufacture of any Special Material.

Master-Wax

ALL MATERIALS PROTECTED BY PATENTS
THE best people rapidly closed the exclusive basis jobbers and dealers.

How any dealer with the chances of holding high, as they are, than we can figure.

If this coat happened, our honest advice was that a "try-it" without getting right away—whether anything or committing all about it, is considerable.

The Double-Disc for the sole use of cylinder dealers.

You may as well wonder the most in every part, getting hold of exclusive in their territory, destructible Cylinder would be reason ever entering the Columbia themselves:

You can have the Double-Disc for single-disc would sell it for more than for single-disc will I not only better double value for.

And to cap it a demand right in the evening, only just gotten, and a night shift of new presses a looks as if we right on.

It's a live, vit you have before, it's a question with it!

Write for passive-dealer plan.

Columbia Phonograph Company
Dealers

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TRADE NOTES FROM BOSTON.


(Special to The Talking Machine World.)

Big demand for the Harry Lauder records — increased activity of talking machines in Cuba — noticeable increase in business since election — new attachments popular — Iver Johnson Co. find new location helps business — personal item — what various houses are doing — dealers' association dormant.

WILL BUY RETAIL STORE.

Wanted — Edison and Victor retail store; New York City; good location; state amount of stock on hand; also price; address, E. 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 are 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 charge of repair department and have had 15 years' experience. Can handle any machine and can run a repair shop. Address, F. L., care The Talking Machine World, 1 Madison Ave., 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.

First Class Edison & Victor Phonograph Business for Sale.

In choice residence section of New York City. No competition. Very large and complete stock; every Edison and Victor phonograph, with all necessary accessories and apparatus for the house. Established 5 years. Large and enthusiastic customer list. Established at cost. No cut-out records. Established 5 years. Large and enthusiastic customer list. Established at cost. No cut-out records. Established 5 years. Large and enthusiastic customer list.

"CASH" care of Talking Machine World.

Not a job but a sacrifice sale. No agents interviewed.

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 rise 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 51 and 53 and 14th St., New York, will surrender this location and remove the entire business to their warehooms on University place, around the corner. With this change they will go into a large new and also a smaller part of their retail trade. Hereafter the University place store has been devoted ex-clusively 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 Stop. Victory of the Columbia Phonograph Program Has Been Approved—Dealermaker 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 have his voice preserved, for he says he started out prepared, by all sorts of signs of the times and by a voluminous correspondence, for an enthusiastic indoctrination of the public. He has yet to find 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 heard was this, 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 69 per cent increase over September. In September the August production was А. W. Lyle, and 92 per cent of the September production was obtained.

Will Remove to Their Wholesale Quarters on University Place.

Mr. W. J. Chamberlain, manager of the H. F. Osgood Co., and the window display this season, but it is already doing business and a lot more than that.

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

There is a great deal of business 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 lend 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 these vitaly interested within a short time. Secretary Foley reports that he is in daily receipt of applications from new members, and all over the country. He promises something interesting soon.

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and even if he demonstrate 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 new on the market—an any length of manuel, with any reproducer. And when it is demonstrated with the special Indestructible reproducer, is 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” presser has enabled 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—he 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 fail to peep, please find post office order amounting to $21, 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 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 of 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 time. But not everybody can afford to go to the grand opera; then why not produce good duets, arias, 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 ‘Atila’ 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 Oruwe, with the priests chorus in ‘Norma,’ the duct of Norma and Adelaide, same opera, the duct of Bertram and Robert in ‘Robert, the Devil;’ the final chorus of Friautsch, the final ‘Faust’ or ‘Aida;’ and for the cheaper ones there is an army of material: The quartette of ‘Martha,’ the midnight song; the duet between Nancy and Marthe of same opera, which, by the way, was published about twelve years ago by the Berliner Co., and sung by Chaila and Mme. Franckel, 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, Aurian, Strauss and others.”

PATHE FRERES’ REPRESENTATIVE

Sails for Europe After Closing Canadian Agency.

R. J. Hatley, of the London staff of Pathé Frères, sailed from New York last Wednesday on the Locania. Mr. Hatley 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, to represent the Pathé record and sound-box product in that city.

Mr. Hatley, 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 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 Belquit, it may be mentioned that, although only two months of the winter season have elapsed, the principal jobber (Osborne) has received during that period $2 Gens, 30 Standards and 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.

BEASONS 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. Gurns, and others.

LOOK HERE!

SPECIAL INDUCEMENT!

To each dealer sending us $3.50 we will send Ten Thousand of our new “MAGNETIC NEEDLES” and a handsome felt banner 15x30 in. “ASK TO HEAR MAGNETIC NEEDLES” we will send Ten Thousand of our new “MAGNETIC NEEDLES” and a handsome felt banner 15x30 in. 1000 PER HUNDRED

RETAIL PRICE TEN CENTS CLEAREST AND BEST

PER HUNDRED

COST 5 CENTS

PER HUNDRED

COST 5 CENTS

MAGNETIC NEEDLES

ONLY TONE ALL IN ONE NEEDLE

They Improve the Tone Fully One Hundred Per Cent.

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

Note 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, Aurian, Strauss and others.”

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, textbooks and an Edison “Home” phonograph that has been supplied by the well known jobber, T. Edens Osborne of this city. Furthermore George Pietcher, 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.

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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 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 hostleries 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, Pittsburgh; The Plankington, 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 worldwide renown.

"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 listening to a living singer. Disclosure of the true sources 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 sumptuously 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 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 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:

"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 to 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 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 automobiles, the duties of which he will continue to look after also. This relieves F. K. Dober of the credit affairs and will give him wider scope.

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

ORCHESTRAPHONE CO.

815 Harrison Street, KANSAS CITY, MO.

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815 Harrison Street, KANSAS CITY, MO.
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. 

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.

INTERESTING FACTS:

- Wholesale only.
- Orders shipped the same day received.
- Goods shipped to 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.

WANT ADS.

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

WANTED—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.

MEN WANTED.

The Talking Machine Co.

- Victor
- Talking Machines
- Records
- Supplies

72-74 Wabash Ave., Chicago, Ill.
VICTOR CO. AFTER PRICE CUTTERS.

Final Decree Entered Against Bernard Bear-wald 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 and his agents, 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 is money in a pig’s squeal.

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.

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. Rayden.

THE TALKING MACHINE WORLD.

CROWN TALKING MACHINES

AND

PEASE SIDE LINES

Will Make $$$ for You

Secure the Agency by writing NOW

E. S. PEASE, 50 Church Street

NEW YORK
The three big manufacturing companies are again resuming their old-time activity and re-
ports of congested condition and the demand for the new record and the reproducer are quite in contrast.

One of the drawbacks connected with the use of the phonograph is the record 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 pleas-
ure from the performance. Others sit around and drink in the sweet strains of the music or the merriment of the monologue, but the operator to derive any great amount of pleas-
ure from the performance.

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 un-
ex
equaled. The unsuccessful 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 questions are buying at or below ordinate disc exclusively—in great quantities, and these orders are eagerly sought by manufactur-
ers who are destitute of 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 talk-
ing 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 acquaint-
ested with this condemnation of 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 rec-
ords.

Recording laboratories are busier now than they have been for months, preparing for the fall trade. The "talent" have hailed this revival with great joy, as their services are again steadily in demand. For a while the artists com-

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The other day reminiscences of this kind were in order, and there it was related how Jesse H. Lippincott, who undertook to market the first phonograph—the old wax record—had paid $400,000 cash for the privilege, organizing the North American Phonograph Co.—perhaps for memory—for the purpose. The first machine was taken to Washington, D. C., to be patented, and 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 they started to make money.

For a number of years the shellac market was in a panic 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.

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 efficiency are concerned, investigate THE KLINGSOR MACHINE. They are made in a variety of models and are especially adapted for export trade.

We have just issued a superb catalog, 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 by the United States. The case designs are unique and striking.

RECORDS SHOULD BE CLEAN.

The importance of cleanliness is well known, and to obtain the best results the machine and the room in which it is used should be kept clean.

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, Pennsylvania, who are charged with infringing patents No. 722,757 and No. 726,147. The defendants are enjoined from selling or advertising for sale Edison phonographs or parts thereof, records or blanks, at less than current list prices, and from violating any manufacturer's license agreements of December 6, 1905, and October 26, 1906. The company have taken this step, accompanied by the preliminary injunction, because of the existence of a violation of contracts between the Phonograph Co. and various phonograph dealers.

To American Dealers:

THE TALKING MACHINE WORLD

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

CAN ONLY HANDLE VICTOR GOODS.

Victor Talking Machine Co. Issue Notice to Distributors to the Above Effect This Week—Zenophone 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 we will return all 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-hand machines as may have been taken in trade in part payment for said Victor talking machines."

"This is not meant to prejudice 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 Zenophone 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.

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? Do you 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 is a great field 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

SIDE LINES AND MONEY

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To American Dealers:

THE TALKING MACHINE WORLD

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 efficiency are concerned, investigate the "KLINGSOR" machine. They are made in a variety of models and are especially adapted for export trade.

We have just issued a superb catalog, 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 by the United States. The case designs are unique and striking. They will attract attention in any ware-room. 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 some-thing thoroughly striking, and to every way a quick seller, should take no time in communicating with us.

H. LANGE'S Successors,
ESTABLISHED 1861
21 Little Portland St., Oxford Circus,
LONDON, W., ENG.
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 Co. The new Universal motor is adapted to either direct or alternating current and which may be two or more from 110 to 230 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 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 engine, 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 the consequences. 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. Don’t want to convey the idea that new and novel ideas will attract the finer class of trade through the year, these brands merchandise will tax your space, return and a constant turnover 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 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.

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, expense and bank account so little; no other line, no other choice of your investment. To do so during the holiday season means a quick and adequate return and a constant turn-over on your investment.

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CINCINNATI'S BUDGET OF NEWS.

Notable Improvement Noted in Trade—Ex-
tensive Wurlitzer Advertising—Passing of the
Edison Man—Soldier's Home—The Project—
With National Co.—Columbia Horse Live-
sales at Fire—Wurlitzer Co.'s "Square Deal"
for Dealers—Other News Worth Noting.

(Exclusive to The Talking Machine World.)

Cincinnati, O., Nov. 9, 1908.

Talking machine trade during the past month shows signs of a decided upturn over the
month just 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 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
verbalings 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 by 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 both brothers, both of whom were 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, postponed by the failure of the firm. The firm have been in the hands of a receiver for the past three months. The sale will take place Wednesday, November 11, at the storeroom, 615 Vine street. Toward covering the cost of sale statements the 15,000 cylinder phonographic records, claim-
ing 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 between, personally liable under jobber's agree-
ment. Stop. Wire decision." Mr. Bonham, when
seen as to the action he would take, said that unless something more drastic than telegrams were
adopted 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 Phon-
ograph Co., had a very optimistic report to make regarding October trade. Speaking of the whole-
trade 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 rec-
ords. These are proving excellent sellers and very satisfactorily the dealers think well of them. I would say that October business was looking
up, and that the double disc records have taken the mar-
eto. Deaths of two men noted among the Ilsen brothers, both of whom
many friends of the Ilsen brothers, both of whom
were interesting personalities in the trade, and their passing is very regretted by those who knew them.

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 stair-
ways and elevator shafts. The clamer and ex-
citement 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 jump-
ing from these windows. The surging crowd below on the street yelled for them to be patient,
bout the clamer of it all the Columbia Phonograph Co. made some noise 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. The local company deserve the commendation and praise received from the loca-
local fire chief and the local papers.

Manager J. H. Dietrich, of the Wurlitzer talk-
ing machine trade in Cincinnati during the month of October was extremely satisfactory, largely owing to the efforts of the Rudolph Wurlitzer Co. and the old
and tested system of advertising the Victor,
among, by recitals at various clubs and social
gatherings, has been used by the Rudolph Wur-
litzer Co. to good advantage, and a correspon-
ding large increase in the sale of Victrolas re-
sulted. Mr. Taft, the Cincinnati, furnished splendid material for publicity, as the Taft family are great admirers of the Victor and the Rich-

teatrical artists.

"The greatest incident of the month was the installation of an Auxetophone in the $1,000,000
Binton Hotel. There were a number of objections
raised to the installation of such an instrument, but it is now on the fourth floor, and is getting a fall move on, and will
be ready for use on the holidays. It is supposed to be the largest job ever undertaken in the West. It is one
of the best jobs ever done, and the arrangement is
very good. The Auxetophone installation has been
the shortage of Amberol attachments, and the
reason is that the double disc records have taken the mar-
eto. Buyers of Amberol records have already found their way into Cincinnati, but these seem to have no mate-
rial effect on the demand. The future business in the new style Amberol machines and records
will undoubtedly be secure, and the dealers
are very optimistic about the future. The Edison Co., which has been allowed a small stock of
attachments only, 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 estab-
lished under fictitious names. In this event they
would 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
salesmen have acquired a reputation for square dealings among the dealers of the Central States and has gained the confidence and per-
sonal 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 pro-
pelling power; remove the thought and the cir-
culation 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 hand, but since money is moved by thought the advertisement will move it is proportion to the thought it contains.

Work your field thoroughly. Keep your tools
bright by using them.
FROM OUR CHICAGO HEADQUARTERS
ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARRINGEN, MANAGER.


(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1908.

While the trade is still discussing and occasionally causing 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 activity in lines that have been especially depressed, and regarding the immediate starting of new enterprises, may be more remote 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 Coban & 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 progress 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 Machine 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 car loads 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. Goodwin, a recent visitor, said: "There can be no doubt about it, the election has given the trade a much needed lift. It is now possible to make a substantial profit in the ordinary run of things, and the sales that are made are of a more permanent nature. The business is steady and this is the real test of the conditions of the market. I look forward to the most prosperous year that the trade has known."

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THE ECONOMY RECORD RACK
FOR HOME USE
A Radical Departure
Marrows a Revolution in Home Record Storage

No handling of several records to get the one you wish.
The index number leads you 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 $1.75, for rack holding 10-in. records, $1.17 for 12-in. rack.

R. H. JONES
Patentee and Sole Manufacturer
1-17 Bryan Place, CHICAGO, ILL.
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.**
win, of Lyon & Healy, said: "Now that the election is out of the way, the people who have voted for Bryan and Taft are rich. Sellers of Victrola goods, for instance, have been very busy with their orders from a dealer we had not heard from for the past. Orders were double those of any day for a year and a half. Lyon & Healy, said: "Victrola is going to make many talking machine dealers rich. They will have a strong trade throughout the winter. They are all very optimistic and generally look for a big demand.

To Dealers

To Dealers, we will send this new ball- joint horn, which is adjustable for either direct or alternating current, regardless of 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. Just as George E. Griswold of the National Union is in the great talking machine jobbing business, returned a couple of weeks ago from New Orleans, in the interests of the New Orleans Talking Machine Co., to do personal sales work in the cities in which he has been most 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. The farmers have been making studies on the possibility of a shortage of money in shortage. From talks with business men in staple lines I came to the conclusion that the talkers are getting considerably more than their share of the public patronage." The window displays being made at the Lyon headquarters, 255 Fifth avenue, this city, are worthy of note. Some time ago he secured a hundred minutes of horns with brassy tone for general 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. Trade, together with his observations regarding the success of the double-faced record racks, reports that the demand for the new Amberol goods, reports that the demand for the new Amberol goods, has been generally satisfied with the net outcome.

"The trade outlook is in the trade, he expects to be justified the expense and trouble entailed in making the immediate enlargement of his manufacturing plant, and from an artistic viewpoint.

The window displays being made at the Lyon headquarters, 255 Fifth avenue, this city, are worthy of note. 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 58 West, the trade is in good condition, as they have been the objects of much attention. Mr. Hopkins of the West, visiting the principal distributing points 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 current of Victor Hall, at Lyon & Healy's, has been suspended for a week or so on account of the fires burning on the first floor of the big store. When completed, Joe Vassey, in charge of retail machine sales, will have two salesrooms adjoining Victor Hall, in which the new double-faced record racks will be displayed. In these, as well as talking machines, cabinets and accessories.

George W. Lyle, general manager of the Columbia business department of the Chicago house of Lyon & Healy, comes honestly by his contribution to this paper from time to time. 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 is also represented in the present notable exhibition of the Columbia phonograph corporation, during which period he was instrumental in working up the company's trade in all parts of the Globe, has returned to Chicago and assumed the duties of the sales department of the Oliver Typewriter Co. The world readers are familiar with Mr. Hopkins' experiences in South America, through his contribution to this paper from time to time, and they will be glad to know that he has promised his representative an article on the general characteristics of the South American life, the two columns just published, and the arrangements regarding its future, as soon as he can spare time to prepare it.

Mr. Harrison is well traveling in Texas for the Consolidated Adjusting Co., of this city. Mr. Harrison is well known in the talking machine trade, and secured 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. Meeker, of Detroit, for whom O. W. Eckland worked in Detroit. John Otto, the retail manager of the talking machine department of the Chicago house of Rudolph Wurlitzer Co., gave a Victor recital before the biggest jobbers in the West. He is now on the road to complete recovery.

But that is exactly what the B. & H. is doing. Mr. Harrison is well known in the talking machine trade, and secured and managed a talker department of the Chicago house of Rudolph Wurlitzer Co., gave a Victor recital before the biggest jobbers in the West. He is now on the road to complete recovery.

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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

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 "Monotony." 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 Hooption, 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.

Amerhol V. Chander, B. P. F., 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 Amerhol trade he can concentrate in a five minutes' talk is awe-inspiring. From this it must not be deduced that Chander is a salesman of the "take 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 worthing the impresario rate when he is 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 used. Among the principals will be Mary Hisam De Moes and William Beard.

Soon 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" grade caused such commotion that "Rufus Rastus Johnson Brown" were at the height of their popularity. A gentleman of Teutonic origin came into the store where the retailer was employing the amount of Amberol trade he can concentrate in a five minutes' talk is awe-inspiring. From this it must not be deduced that Chander is a salesman of the "take only" kind. His sincerity is as deep as his melting smile, and he is producing good results for the company he represents.

"If You Needin' Goo - Goo Eyes" and "Rufus Ras" "Round." The gentleman turned around in a hurry and came thundering back down the aisle.

"Gott in Himmel! Donner and Blitzen!" vociferated he. "I want you to understand, mein freund, I hat enough money to pay out dis whole thing." 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 disappearance 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.

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"The Rudolph Wurlitzer Co., of Cincinnati and Chicago, is 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

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.

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.)

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 615 45d 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
TRADE NEWS FROM LOS ANGELES.


The J. B. Brown Music Co. report considerable improvements in trade lately. A number of large stores have opened in their vicinity, principally the big Hamburger 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 season.

Billie Fiskie 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 in the old location.

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. 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, connected 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 large factor in the business, and Victor records 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, connected with the Edison business phonograph, which is referred to elsewhere.

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 for Real records. The demand for disc records, which he has placed on the market, is to be devoted to the sale of Victrolas and high-priced outfits.

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Geo. P. McKay is making a short stay in this city, has invented a new record-filing album for disc records, which he has placed on the market, 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 season.

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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 TONE CORP.

118-120 Park Ave. BROOKLYN, N. Y.

One Model (Interchangeable attachments for all leading machines.)

THE TALKING MACHINE WORLD.

Sept. 18 at his home in Seattle, Wash., is deeply mourned 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 its financial resources beyond, 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.

THE 1010 SPECIAL

150-Peg Cylinder

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.


PREFERRED TO ALL OTHERS.

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.


(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, Lish 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 the two keenest 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 do the leaders of either of the two great parties.

The local committees rooms of the Democratic party are not doing as much as to the Democratic half the business that they did before the election. The Republicans are doing as well as ever.

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 big sale for the Ohio street store.

The Columbia Indestructible record is proving to be a big sale for the 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 big sale for the Ohio street store.

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 interruptions, 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, by taking the machine route. The young couple 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 you Reggie—smack—his little hands will never touch a bouse or kettle after we’re married (he’s getting $12 per)—more smacks.” He seals up the record, mails it, registered, and away he goes with the original image of his love held in his mind.

Ah, the talking machine route. The young fellow 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 you Reggie—smack—his little hands will never touch a bouse or kettle after we’re married (he’s getting $12 per)—more smacks.” He seals up the record, mails it, registered, and away he goes with the original image of his love held in his mind.

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 double-faced records to insistent buyers. A perfect hail of protests has been received by this company from talkers in the various parts of the country. We are completely unable to promise the introduction of the double-faced record. We are equally opposed to it, and we are quite content 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 $3,631 and assets of $2,695, consisting of stock, $300; accounts, $1,788; judgment, $26, and insurance rebate, $12.

The Munson Folding Horn

(Patented)

OH! WHAT A DIFFERENCE WHEN YOU COME TO CARRY IT.

FOR DISC AND CYLINDER MACHINES

The only One-Piece Indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plate solid colors or handsomely decorated by hand.

WHEN FOLDED AND CARTONED IT OCCUPIES ONLY A SPACE OF 28 INCHES LONG; BY 3/4 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 PHONOGRAPH HORN CO., 650-52 Ninth Ave., New York City.

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents.
WHAT ST. LOUIS TRADE REPORTS.


(Special to The Talking Machine World.)

The St. Louis Talking Machine Co., reports that there has been a noticeable improvement in their business. This company, which recently placed three Auxetophones in moving picture shows, has been in communication with the synchronizing machine which is used exclusively by the Chronophone Moving Picture Co., of Chicago, and is proving to be a great success.

Geo. W. Lyle, general manager, and W. C. Fuhri, western district manager, spent one day here recently. They say that the dealers are commencing to stock up and are sending in large orders. They are pleased with the outlook.

The Thiebes-Sterlin Music Co. says trade is fair in their talking machine department. Miss Lillian Lane, who was formerly with them, has again re-entered her employ in the talking machine department.

The Cosmoy 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 and future expansion having been found too small to cope with the fast increasing demand for their horns.

The "Music Master" horn is constructed of 16 solid slats 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 recently 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. Sheip & Vandegrift, as yet little known in this trade, members will recognize an old friend in their sales manager, H. N. Memmenm. 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.

STILL MORE OF THIS.

......

THE TALKING MACHINE WORLD.
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.

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 nowadays 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 concentrate on the strong and convincing matter of fact, twenty inches in five papers, consisting of strong and convincing matter, is better than twenty inches in one paper, for instance, that one inch in twenty papers is better than the same amount in one or a lesser amount in more mediums.

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 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 makers. They have lately issued a new catalog which will be sent to the trade free on application.

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 feature 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

THE TONE CONTROLLER CO. FOR VICTOR TALKING MACHINES

The TONE CONTROLLER CO., H. N. McIntire, Gen. Sales Agt. Providence, R. I.
THE TALKING MACHINE WORLD

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 RDuple tag, whereby permitting several records of the same number being kept in the same compartments.

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 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 having a talking machine."
A still further object of the invention is to provide a sound reproducer having a diaphragm 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.

This invention relates to automatic stops for phonographs and in providing this mechanism the inventor aims 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 identical construction; 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.


An object of the invention is to provide a simple, durable and efficient sound reproducer which is constructed to eliminate harmonic 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 balance tensions, thereby augmenting the sensitivity and reliability of action of the diaphragm.

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 easy removal and insertion of the tube so that the shading of the original sound.

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 the trip stop of substantially identical construction; Fig. 3 is an enlarged transverse 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.


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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 the trip stop of substantially identical construction; Fig. 3 is an enlarged transverse 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.


An object of the invention is to provide a simple, durable and efficient sound reproducer which is constructed to eliminate harmonic 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 balance tensions, thereby augmenting the sensitivity and reliability of action of the diaphragm.

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 easy removal and insertion of the tube so that the shading of the original sound.
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.

The object of this invention is to provide an improved structural form for 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 reproduction of sound, there has been experienced a 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 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 there-with 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, form, number and arrangement as to be 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 to the sound box, 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 part 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, 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 fairly well 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 the sample orders have expressed themselves more than pleased with the results obtained from the trial order.

The Star records, too, are claiming a good share of the 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); "Inver-sary" (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 “Fiammasosa,” 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 household# furniture and plumbing about the family affairs. "No, we've cut all that out. Instead we have a vacuum cleaner with phonographic attachment."
Leading Jobbers of Talking Machines in America

THE DITSON STORES

Are delivering the most wonderful TALKING MACHINE NEEDLES ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, 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. Dilson & Co.
J. E. Dilson & Co.

HARGER & BLISH

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA

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

STOCK ZONOPHONES

You Can Get Goods Here

EDISON VICTOR DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not sold to dealers. We make it our business to get brand new goods just as they come from the factory.

EDISON VICTOR DISTRIBUTORS

NEW ENGLAND JOBBER

Our Motto: "If it's made we ship it the same day order is received"

LARGEST STOCK SOUTH OF NEW YORK

E. F. DROOP & SONS CO.

925 Pa. Avenue

WASHINGTON, D. C.

Write to-day for terms necessary to become dealers.

EDISON JOBBER

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

Price Phonograph Co.

HOBOKEN, N. J.

ECLIPSE PHONOGRAPH CO.

We don't retail. We take care of the Dealer.

Largest Stock - Quick Service

EDISON VICTOR COLUMBIA

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

If you're in Western Michigan it will be money in your pocket to order Victor Machines and Records.

Julius A. J. Friedrich

35-37 Canal Street, Grand Rapids, Michigan

Our Mottos: Quick Service and a Saving in Transportation Charges.

RETAIL DISTRIBUTORS

Babson Bros.

19th St. and Marshall Boulevard

CHICAGO, ILL.

Special attention given DEALERS only, by Q. M. Nisbett, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

BABSON BROS.

503-32 Canal Street, Grand Rapids, Michigan

Our Mottos: Quick Service and a Saving in Transportation Charges.

If you're in Western Michigan it will be money in your pocket to order Victor Machines and Records.

Julius A. J. Friedrich

35-37 Canal Street, Grand Rapids, Michigan

Our Mottos: Quick Service and a Saving in Transportation Charges.
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. announces that the following rule will go into effect on and after October 31.

"Our distributors must in every case, when qualifying as new dealers, or, before shipment of the goods, submit to us his contracts, signed in triplicate, together with statement of the amount of the goods, and the contracts at that time will be returned; one copy to the distributer, and one direct to the dealer accompanied by his identification card."

"Fall 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 as well advertised and so stable that pays to the dealer a large 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 day by day up to our factory capacity, and reports from all sections are reasserting 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 expeditions 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.

Paste This Where You Can Always See It!

Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

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.

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.
developing branch, and should do well with it, as I have just added another department to be devoted to Kodaks and photographic supplies, also a developing bench, and should do well with it, as Galveston is the best excursion point in the State of Texas. I have added a manager for this branch as mos- quisone 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. There are not as many looking to make a profit, but there 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 will you think of a person who with plenty of money in his clothes started 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 must do the directing. What would you think of a person who with plenty of money in his clothes...
"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 capturing 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 “bailed”—reading and writing folders, writing rooms, musicals 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.

Gifts 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 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 error.

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 in this way: I would first figure out the average actual clear profit (not the apparent or 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, should cover this end of it. Advertisements inserted in your local papers will do much toward helping the good work along, and the brighter and more attractive your catalog, 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 to be a wonderfully lucrative investment. On the other hand, if handled wrongly 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 Assortments 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. 300/12.

<table>
<thead>
<tr>
<th>100 New Embossed Xmas</th>
<th>100 designs</th>
</tr>
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<tbody>
<tr>
<td>15</td>
<td>&quot; Figures and Faces.</td>
</tr>
<tr>
<td>10</td>
<td>&quot; Domestic.</td>
</tr>
<tr>
<td>25</td>
<td>&quot; Imt. Silk.</td>
</tr>
<tr>
<td>10</td>
<td>&quot; Christmas.</td>
</tr>
<tr>
<td>15</td>
<td>&quot; Air Brush.</td>
</tr>
<tr>
<td>15</td>
<td>&quot; Madonna.</td>
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<tr>
<td>10</td>
<td>&quot; Special.</td>
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<tr>
<td>10</td>
<td>&quot; Folding with Verses.</td>
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</tbody>
</table>

250 Total

Send your orders early while the assortment is complete. You will be surprised how many of these cards will be sold at once.

Will we send you our new Fall Post Card Catalog?
Society in all the large cities has taken up the PASTIME 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.

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.
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 puzzle pictures 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 by a fact that President Roosevelt himself has been sufficiently diverted to actually spend hours over the delightful amusement of putting together the beautiful puzzles 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 saved 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 disappear quickly.

The goods are all right and prices 20 to 25 per cent. lower than others.

The foreign demand is, however, still very large.

The sale of these puzzles has been sufficiently increased during the past year to justify a good class of trade in the expenditure of their time in putting together these beautiful puzzles.

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OUR MONTHLY REVIEW.

We solicit inquiries from our subscribers who are desirous of handling any of the many new specialties 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, the Mile 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 catalogue.

"Joss" is the name of a quaint Chinese idol made by a Chicago firm. It is a smiling Orient-al 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 productions.

A novelty which is bound to have a great sale during the holidays is the Reflectoscope. It is a machine which can be handled in connection with the Talking Machine. This is a new one among dealers who are handling these goods are reaping a harvest.

And while speaking of skating, don't forget that the ice variety make mighty acceptable Christmas presents.


PHOTOGRAPHING WINDOW DISPLAYS.

Every trimmer should photograph his best efforts. Often they come inmighty 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 up with it, you may forget them entirely. Besides, good window photos are the best advertisement the trimmer has and will add mightily in securing better positions. An experience proves that the best results can be obtained by photographing by electric light, provided the window is properly lighted, and making a long exposure, gaped 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 window 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-

300 POST CARDS FREE

TERMS LIBERAL

Our Monthly Review. We will send 300 samples of Post Cards, no two alike, FREE, to any merchant of good standing, who will write an original letterhead.

We are obliged to make a nominal charge of $1.00 for these cards in the first instance, but if we receive orders from the companies who use these cards, we will remit the $1 paid for the samples to anyone who is rated in Dun's Agency to send cards in advance, but these 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, Comic, Quotations, 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 net 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.

James Lee Company

Merry Christmas

5-17 W. Madison St.,
Chicago.

TERMS LIBERAL
Satisfaction Guaranteed

MOVING PICTURES A HELP.

Give Easy Work to Many a Struggling Actress —approximately 65 cents in 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.

"When do you expect to need anything so ugly?" asked the other in surprise.

"Mercy!" gasped the listener. "What sort of a man are you looking 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. She was working on what looked like a very full pair of gray flannel, with blouse waist to match.

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of doors and photographers and models must
be ready to catch the first glimpse of the
newly-floated young woman in the role of thief at a
wealthy property room, which includes a collection of wear-
ables, particularly if the scenes are made out
in aquatic exercises or how actresses
have 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, it requires a lot of acting." Women who "have
never had a chance to do more behind the foot-
lights than move about gracefully, and actresses
who earn $100 a week when lucky enough to get an
engagement, are skilfully 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 any advantage out in practice.

All those, and in the aggregate there are sev-
eral 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 the sidewalk, giving a hilarious blow, weeping real tears, running, swimming, playing ball, flogging a gun, climbing ladders, or jumping out of a window.

"The managers believe 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 Shakespearean roles. What is more to the point, her pay will be equally good.

Five dollars a day is the usual remuneration
for when a gift 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 infamous young woman confessing
that but for the employment she got from time
to time with one concern she would have been obliged to go out finishing her course of study.

"Do you really mean it in getting actresses
who have played leads in Shakespearean roles to pose for moving pictures?" a manager was asked.
"Yes, and we shall do it. They are not to be had every day, of course, but at the off seasons when there is nothing doing in the line and no revenue is in sight, women, 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 shall 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 humblest girl, in the plural sense. She is
recommended 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 actresses 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.
Peerless — "Matchless having no peer or equal" Webster.

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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 weighs but a few ounces. Retail for $7.00.

The Devineau Biophone

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 perfect, perfectly natural sound. The attachment can be connected or removed in a few seconds by the operator. 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. Retail for $15.00.

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