

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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

Three Roads to Prosperity Via the Echo-Phone Agency Route



First

Straight sale of machines over the counter, which nets you a handsome profit.

Second

Give away the Echo-Phone. You can do this by our plan and at the same time stimulate the demand for your records and lay a foundation for future business on your more expensive type machines.

Third

Contract with your local papers [to supply machines to their subscribers. We will show you how this can be done with big results.



Write Now for Exclusive Territory and Full Particulars—It Will Pay You

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK

Star Talking Machine Line

Increased to Fifteen Models, all with Distinctive Features by the Addition of the

Starola Cabinet Machine

(No. 175)

Starola Grand Cabinet Machine

(No. 250)

(Mahogany Highly Polished Piano Finish)

Note—The interior arrangement of both styles adapted to accommodate 240 records.

Immediate deliveries for Holiday trade. Our attractive discounts and selling conditions are very interesting to both jobbers and dealers.



No. 250, Closed



No. 175, Open

Still a few desirable openings for jobbers.

THIS IS THE STORY OF THE STAR LINE

Write us for Catalogues

Star 10-inch records at **50 cents** seem to have struck the popular chord.

Orders by every mail and from all quarters of the Globe. Does this interest you Mr. Jobber and Mr. Dealer? We repeat, attractive selling arrangements ready for a few more live jobbers.

Write to-day

Hawthorne & Sheble Mfg. Co.

Manufacturers of Star Talking Machines and Records

FOUR FACTORIES

Main Office, Howard and Jefferson Streets

Philadelphia, Pa.

The Talking Machine World

Vol. 4, No. 12.

New York, December 15, 1908.

Price Ten Cents

WANT RECORDS THAT WILL EXPLODE.

Emil Taussig Getting Weary of "Dead Beats" and Is Anxious That Records Should Explode After Being Used Fifty Times.

Dealers in talking machines frequently come across a class of customers who never seem to be satisfied. They buy records, and after short use complain of their being in bad condition, or find some other fault with them and desire to exchange them for newer records. In other words they are "dead beats," to use the vernacular, and want to get more than they are entitled to. If they had their way they would work the exchange plan until they had exhausted the entire list of records in the dealer's store.

To meet such a condition of things Emil Taussig, talking machine dealer of Elizabeth, N. J., has suggested the manufacture of phonograph records that will explode after they are used a certain number of times, and he has sent his suggestion to the National Phonograph Co.

He is thoroughly disgusted with the lovers of the talking machines at the present time, because, he says, they are inclined to want something for nothing. Some of the customers with whom Mr. Taussig engages, purchase records, use them for several months and then return them to him with the request that they be changed for new ones.

"If a record could be made that would explode after being used, say from thirty-five to fifty times, the customers would be better satisfied," Mr. Taussig said the other day. "They would realize that it costs so much each time the record is used and there would be no kicking. Now a record will last indefinitely and after the customer has become tired of it, he comes to the store and asks for a new one in exchange."

THE VALUE OF AN IDEA.

How It May be Realized and the Originator Encouraged.

How much is an idea worth? Governments permit the patenting of ideas put into practical shape and will protect the owners. How much is a store idea worth? How great is the benefit of this and that little plan put into practical operation by the interested store worker? The clerk who takes enough interest in his work and his job to evolve some plan, no matter how apparently insignificant, that he can employ—and possibly the whole store can employ—to push along the business, does a service to the store which deserves some practical acknowledgment through encouragement and commendation, and an endeavor to induce that clerk to work out other plans into practical shape. The worth of it all is in the deep interest such an employe can and does take in the forwarding of the business which he has made his business for the time being.

Few retailers will deny the logic of that, yet there are retailers who have failed to realize the worth of an idea among their clerks, in that they have practically strangled all effort on the part of any clerk so inclined to make more than one or two attempts at bringing his plans into actual use. The crudeness of a suggestion should not condemn it. If it is good at all it should be worked out in conjunction with its originator; if it is bad, there is no reason why the originator should be made to think he is considered a fool and never make another attempt to help the store because of that feeling.

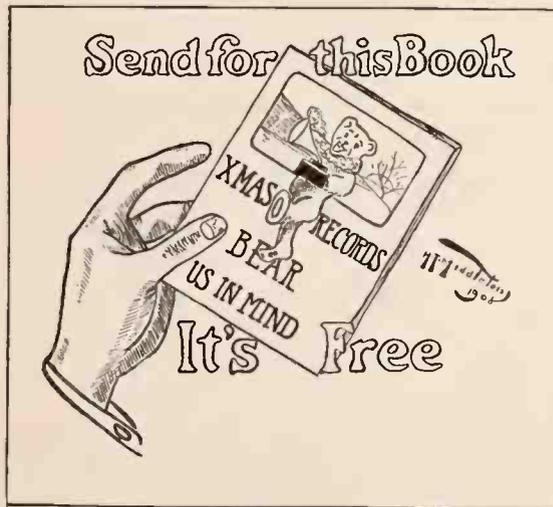
Don't try to wait on two customers at the same time. Devote your whole time and thought to the first customer; finish as quickly as possible without hurrying him. This is accomplished through knowing your stock and talking to the point.

THE CHRISTMAS HOLIDAYS.

The Jingle of Christmas Bells Should Ring Out Prosperity to Every Progressive Dealer—Originality Will do It.

Once again old Santa is packing his sleigh with presents away up in the great Northland behind the stars, preparatory to making his annual visit to his friends in the world. Are you ready for him, Mr. Dealer? Has the little Christmas brochure setting forth in just the right way the information that talking machines make the greatest holiday gifts on earth, been prepared and issued? Is your store a veritable winter garden with its gorgeous display of holly and mistletoe? Has your show window been turned into a bower of beauty in honor of the merry old Saint? These things should all be done, Mr. Dealer, if you would have the dear public stop, look, and listen.

I have found in my rambles through the business highways and byways that the dear public above mentioned has to a man moved to Missouri, and that they simply will not feed out of your hand unless you offer them something exceptionally toothsome and original. To do this, you must use your eyes and ears perpetually with ever the one idea in view; that is, to install something new into your business that



DESIGN FOR CHRISTMAS POSTER OR NEWSPAPER AD.

will place you in advance of the other fellow in the hard up-hill race for success, and now is the psychological moment to begin. There is no reason why your store should not be the most attractive in your street, if not in your whole town, during the holidays this year if you make up your mind to it, and get busy.

Choose something original in the way of Christmas literature. Let it embrace a feature that has not made its appearance before, and you will reap a harvest eminently worth the trouble involved in its preparation. The public demand something new, and when they see it, they jump at it like a trout at a fly. Originality means success, Mr. Dealer, so let it be your watchword this Christmas time.

Election being over and business rapidly adjusting itself to normal conditions should mean a great deal to you just now, because you can rest assured that your efforts in the way of original display and judicious advertising will not be wasted. The factories are running again, shoppers are flooding the stores once more, and our entire country shows an activity that is very encouraging to the business man. The situation being as it is, you must do everything in your power to bring a share of this ever increasing prosperity into the doors of your establishment. The manufacturers are aiding you in this by continually bringing out some new product that stimulates trade and creates new demand. When before in the history of the 'graph and 'phone have we had such an assortment of good things to choose from? The four minute and indestructible cylinders, the double side discs, and many

other novelties of 1908 make a plea to the music loving masses that is well nigh irresistible. All they need, Mr. Dealer, is your originality to send them flying into the homes, clubs and pleasure houses throughout our broad and glorious land. Are you there with the goods?

Ye gallant knights of the 'graph and 'phone,
Come raise your goblets high;
Let us quaff deep draughts to the dear old Saint
As his sleigh goes dashing by.
We owe him a bumper this year, my lads,
For he brings to both you and me
A gift worth more than pirates' gold—
Restored prosperity.

HOWARD TAYLOR MIDDLETON.

VALUE OF THE TAFT RECORDS.

Live Dealers Should Find Them Steady Sellers for After March 4 They Will Represent the Voice of a Living President.

Perhaps no single series of records are more highly valued than those made by President-elect Taft at the opening of his campaign. After March 4 the records will be reproductions of the actual voice of a living President of the United States, and the first in history bearing that distinction, as the present incumbent of that high office has steadfastly refused to have any of his decidedly interesting remarks recorded for either private use or public sale.

With Mr. Taft's example as a precedent it seems as though all Presidents of the future should make, say half a dozen, records of their chosen subjects if only for private distribution, and one set of each should find a suitable repository in the library of Congress in company with other interesting records of historic nature.

TO STUDY LIFE OF DYING RACE.

Ethnologist Will Make Phonograph Records of Aleutian Language—Only 2,000 Inhabitants of Islands Now.

Dr. Waldemar Jochelson, the archeologist and ethnologist, has just left for Kamchatka and the Aleutian islands, where he will spend two years studying the Aleuts, of whom there are but 2,000 living. The race is rapidly dying out.

The scientist carried with him several phonographs and hundreds of blank records, which he will use to preserve the Aleutian language. He is accompanied by his wife, who will assist in his archeological work.

Dr. Jochelson, who has done much work for the American Museum of Natural History, is making the present expedition for the Academy of Sciences of St. Petersburg.

In the Morris K. Jesup North Atlantic expedition it was found that in prehistoric times there was a distinct relation between the North American Indians and the tribes of Siberia.

The forthcoming work of Dr. Jochelson among the Aleuts will be supplementary to that done by the Jesup expedition, for it is believed evidence of ethnological relationship between the tribes can be much strengthened by investigation.

Dr. Jochelson says that because the race is rapidly dying out the investigations about to be made are considered of exceptional value, as it is only a question of comparatively short time before such investigation would be impossible.

The expedition will be made simultaneously by five sections, Dr. Jochelson having charge of one and going to the Aleutian islands before proceeding to Kamchatka, while the others will go directly to the peninsula of Kamchatka.

It is said that a wealthy Russian interested in ethnology is supplying the funds for the expeditions, although the work nominally is being done for the St. Petersburg Academy of Sciences.

A customer has some rights to his own opinion. Don't force yours on him, but try and mold his.

WHAT PLANS HAVE YOU MADE FOR 1909?

Isn't It Time to Set to Work and Prepare a Policy of Progress That Will Advance Your Business and Augment Your Bank Account?—The Depression Is Past and All Live Men Are Looking to the Future—Some Remarks in This Connection.

Well, what plans have you made for 1909? Have you dreamed of a year's business total that will be a record, and prepared to realize that dream by every means in your power, or are you one of those who despairingly cry that the talking machine business is going to the dogs?

There are those among the dealers who declared, earlier in the year, that they were convinced that the talking machine was in reality a fad, but the quick revival of the trade with the returning prosperity has proven that the talking machine is an established musical instrument of permanent value, and the many new uses being constantly found for it in the fields of science, art and commerce tend to enhance that value.

Not for several years have the various large companies offered so many live talking points as have been presented this year. The new attachments and records are calculated to revive any interest in the talking machine that has become dormant and not only create new enthusiasts, but to cause all customers to take added interest in their machines, owing to the special inducements in records.

It is hustle and not opportunity that the dealer

THE TRADE IN LOS ANGELES.

Election Has Very Little Effect on Trade—Sherman, Clay & Co. Receive Carload of Victors—Good Demand for Edison and Zonophone Records—Prepared for Heavy Holiday Trade—Other News Worth Recording.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 6, 1908.

The talking machine trade of Southern California was not greatly affected by the Presidential campaign unless it was responsible for the increased business of which some dealers boasted. Many other attractions have commanded a certain amount of public attention, but still no differences have been noticed. The fall activities are beginning to bud and the outlook is that of an overwhelming Christmas business.

Sherman, Clay & Co. have received a second carload of Victor machines and are sending to the trade the new styles of Victor Victrolas. Manager Chas. Ruggles says he has the record stock in excellent shape and expects several large shipments of records, including the double-faced selections.

The Southern California Music Co. are having a continual demand for the Edison Amberol goods and have placed a large standing order for monthly shipments from the factory for these goods. Several new Zonophone dealers are reported and a number of orders for large quantities of Zonophone records have been received. Their retail department is being enlarged to the extent of a new room for the demonstration of high class goods and when completed will be used for that purpose exclusively. Its fittings and finishings are to resemble those of a private living room so as to lose the effect of the ordinary salesroom. The removal to a large room on the fourth floor has greatly improved conditions for the repair department, which is now in a position to handle any number of jobs. The Edison Business Phonograph is to have a separate department with an expert in charge.

The Geo. G. Birkel Music Co. have almost completed their plans for the holidays and are ready for the heavy Christmas trade. A noticeable feature recently added to their Victor department is a handsome collection of enlarged pictures of Red Seal artists. A splendid business has been coming their way with Victor "Crown" records, especially the operatic selections which are considered educators in leading to the sale of Red Seal records.

Exton's music shop now presents a very handsome appearance and is doing equally as handsome a talking machine business.

will require in 1909, and it is high time that the opening campaign of the new year was planned and prepared for adoption.

There is no surer way to create interest in a line of talking machines than to give frequent free recitals where your prospects may actually hear the music as produced in a proper manner and realize the desirability of owning such an instrument. Between selections it is well to have a competent salesman deliver a short lecture upon the new records and attachments while assistants pass through the audience offering the records for the examination of those who show sufficient interest. An attractive program is also a necessity, for where a cheap one will be thrown away a handsome one will be preserved for a time at least and the advertising matter therein read over thoroughly. And the possibilities for attractive window displays are also greater than ever before, the new goods allowing for some interesting printed matter to be used.

On the whole, Mr. Dealer, the talking machine is in prime condition to make new conquests in the realm of business, and it's up to you to get busy and do your share.

The Wiley B. Allen Co.'s trade is on the increase at a lively rate and they have already started their holiday advertising. Their show windows present an elaborate display of Victrolas and Red Seal records.

H. B. Hinman, who has been connected with the trade in San Francisco as well as Los Angeles, is now in charge of the talking machine department of the J. B. Brown Music Co., which is putting forth new efforts to increase its trade.

The Los Angeles store of the Columbia Phonograph Co. leads the entire Coast for the period of November 1 to 15, both in wholesale and retail. This gain is looked on as exceptional considering San Francisco's past record. Wm. T. McKenna, recently from Chicago, where he was connected with the Dictaphone Co., has joined the Columbia Co.'s forces in this city.

L. R. Jones has sold to Exton's music shop a large number of his new record files in which they will keep their entire stock of disc records. Harry P. Rothermel is making his first trip to Southern California for Sherman, Clay & Co., whom he recently joined in San Francisco. Having traveled this section several years ago for other interests, he is thoroughly familiar with

the trade, which is glad to see him once again. The appearance of the Victor Co.'s famous Red Seal artist Emilio de Gogorza in concerts in this city and surrounding towns has caused an increased demand for his records. All the dealers have featured him in their newspaper ads., and it is a noticeable fact that the talking machine is as good an ad. for him as he is for it.

Most of the valley trade seems to be depending on the coming rains for its prosperity during the coming season. All are confident of the best year yet, regardless of weather conditions. R. Barcroft & Sons, Merced, the largest hardware firm in the valley, are new dealers who have started in the business with a complete line of Edison goods and a tray system for their record stock. When their plans are completed they will have the finest department in the valley. Homan & Co., Fresno, report a large increase in business since the raisin crop has been pooled in that vicinity. They have just placed an order with a Los Angeles jobber for a carload of disc and cylinder record cabinets. Their record for machines sold in one day is the best in the valley, they having sold 1 Victor Victrola, 1 Victor 6th, 1 Victor 5th, and 3 Edisons, 2 Triumphs and 1 Home.

W. L. Sheibley, Reedly, has been obliged to enlarge his store with special rooms for his Edison department to accommodate his trade, which is growing by leaps and bounds. Thos. B. Watson, manager Oakland Graphophone Co., is negotiating to go into the talking machine business in Los Angeles in the near future. Hamburgers have announced the opening of a talking machine department in their big department store through the daily papers. Ed. Borgum has returned from a trip North in the interest of the Southern California Music Co.

THE WURLITZER CO. IN NEW YORK.

Howard Wurlitzer Chats of New Store—Will Not Put in Talking Machines at Start—Will Exploit Automatic Instruments.

Howard Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O., was in New York last week, and called upon the manufacturers. The Wurlitzer Co., in opening their new store in New York, at 25 and 27 West 32d street, state they will not put in a talking machine stock at the start off, and will carry samples only. They propose to exploit an initial line of their automatic instruments, and later other goods. From current accounts their establishment promises to be a model in point of handsome fittings and elegant decorative effects.

OUR

VICTOR RECORDS

Guaranteed Perfect

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

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

But—

Absolutely New Unplayed Records

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

RED SEAL RECORDS IN SEALED ENVELOPES

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

If You Want New Records, Send Us Your Orders

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

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



Get the complete list of new Victor Records for January

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

Accompaniments by the Victor Orchestra

10-inch—60 cents

- No. 5621 "Fairest of the Fair" March.....Sousa's Band
- 5602 Italian Riflemen March..Arthur Pryor's Band
- 5607 Georgia Sunset—Cakewalk.Arthur Pryor's Band
- 5600 Madeleine Waltz.
Victor Orchestra, Walter B. Rogers, Conductor
- 5622 Fun at a Barber Shop. Banjo Solo.
Vess L. Ossman
- 5630 There Never Was a Girl Like You.
Harry Macdonough
- 5598 When Jack Comes Sailing Home.
Harvey Hindermeyer
- 5632 Farewell Address to the Navy.
Admiral Robley D. Evans
- 5610 Annie Laurie.....Alan Turner
- 5631 Over on the Jersey Side.....Billy Murray
- 5616 Our Boarding House.....Nat M. Wills
- 5617 Sullivan (from "The American Idea").
Billy Murray and Haydn Quartet
- 5624 Sweetheart Town.
Billy Murray and Haydn Quartet
- 5618 Alabam' (from "The Broken Idol").
Collins and Harlan
- 5620 Flanagan's New Year's Call. Descriptive Specialty.....Steve Porter
- 5619 Moving Day at Pun'kin Center. Yankee Talk.
Cal Stewart
- 5625 When We Are M-A-R-R-I-E-D (from "Talk of New York").Miss Jones and Mr. Murray

- No. 5627 Good Evening, Caroline.
Miss Stevenson and Mr. Stanley
- 5628 Sally in Our Ally..Whitney Brothers Quartet
- 5629 The Little Red Drum.
Whitney Brothers Quartet
- 52010 "With Us in Tyrol." German Chorus with Yodel.....Pircher Alpensingers
- 52902 Black Forest Polka. Bells.....Albert Muller
- 52013 Carmen-Habanera. Whistling Solo.
Guido Gialdini

12-inch—\$1

- 31722 Venus on Earth Waltz.....Sousa's Band
- 31711 Pamplona Waltz. Victor Dance Orchestra,
Walter B. Rogers, Conductor.
- 31721 Caprice Brilliante. Cornet Solo.
Herbert L. Clarke
- 31714 The Ninety and Nine.....Harold Jarvis
- 31719 The Sentinel Am I.....Alan Turner
- 58002 When I Get Back Again to Bonnie Scotland.
Harry Lauder
- 31720 The Flag He Loved So Well. Burlesque Military Ballad.....Nat M. Wills
- 31723 "Excelsior" Up-to-date; "Fishing."
Whitney Brothers Quartet
- 58107 Huguenots—O Vago Suol Della Turenna (Meyerbeer) (Fair Land of Touraine). In Italian.....Giuseppina Huguet

New Victor Red Seal Records

- Marcella Sembrich, Soprano.**
- 88141 Semiramide—Bel Raggio Lusinghier (Rossini) (Bright Gleam of Hope). 12-inch, \$3. In Italian.

- No. 88142 Linda di Chamounix—O Luce di Quest' Anima (Donizetti) (Guiding Star of Love!) 12-inch, \$3. In Italian.
- 88143 Vespri Siciliani—Bolero, "Merce Dilette Amiche" (Verdi) (Dear Friends, We Now Must Part). 12-inch, \$3. In Italian.

Ernestine Schumann-Heink, Contralto.

- 87021 Treue Liebe (True Love) (German Folk Song). 10-inch, \$2. In German.
- 87022 Irish Love Song (Lang). 10-inch, \$2. In English.

Emmy Destinn, Soprano.

- 91083 Mignon—Kennst du das Land? (Thomas) (Knowest Thou the Land?). 10-inch, \$2. In German.
- 91084 Madama Butterfly—Sai Cos' Ebbe Cuore (Puccini) (Do You Know, My Sweet One). 10-inch, \$2. In Italian.
- 92057 Madama Butterfly—Un Bel di Vedremo (Puccini) (Some Day He'll Come!). 12-inch, \$3. In Italian.

- 92058 Aida—O Vaterland (Verdi) (Oh, My Fatherland). 12-inch, \$3. In German.

Evau Williams, Tenor

- 64096 Queen of Sheba—Lend Me Your Aid. Part II. (Gounod). 10-inch, \$1. In English.

Violin Solo by Mischa Elman.

- 71038 Rondo Capriccioso—Introduction (Saint-Saens). 12-inch, with Piano, \$1.50.

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

A two-page advertisement, giving the complete list of January records, will be published in the leading magazines for January. In addition, we call attention to the new records in our newspaper advertising in the principal newspapers of the country around December 28—the simultaneous opening day throughout America.

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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

BALTIMORE'S BUDGET OF NEWS.

E. F. Droop & Sons Co. Make Special Holiday Display—Cohen & Hughes Advertising—November a Record Month With Columbia Branch—Stewart & Co. Arrange to Handle Columbia Goods—What Other Houses Have to Report Anent Business and Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 8, 1908.

E. F. Droop & Sons Co., North Howard street, near Saratoga, who look after the interests of the Edison and Victor machines, have on exhibition a neat holiday window display, made up of both the various styles and parts of the Edisons and Victors. They show the largest and smallest size instruments which prove quite an attraction to the advanced holiday throngs.

Cohen & Hughes advertise as a common sense Christmas present the Reginaphone which they offer on very easy payments or cash, just as the purchasers desire. Manager Ansell stated that November has been a good one from a trade standpoint and that the holiday buyers are already beginning to show themselves. The Auxetophones and Victrolas are so much in demand just at present that Mr. Ansell says he finds it a hard matter to keep a full stock on hand. The Victor double disc records have also been going well.

Manager Lyle, of the local branch of the Columbia Phonograph Co., stated to a representative of the Talking Machine World to-day that the Baltimore store ended up the month of November with a larger number of sales than any previous month during the year. He also said that the December business has started in with a rush, and that the indications are for a particularly heavy Christmas trade. This statement is similar to those made by the other dealers in this city. That there is a boom on in the business just at present is indicated by the crowds of buyers who invade the stores daily and keep the clerks on their feet during the best part of the days and nights—for the stores have been

since the first of the month opened at night to accommodate the late purchasers.

Stewart & Co., one of the largest department stores in this city, located at the corner of Howard and Lexington streets, have put in a talking machine department, which is devoted exclusively to all types of Columbia machines and records. Mr. Smily, formerly of the Philadelphia office of the Columbia Phonograph Co., is in charge of this department.

Mr. Lyle said that the best sales have been particularly in three departments, namely, the double disc records, the new indestructible reproducers and the wooden horns. The wooden horns have been in heavy demand as a part of the high priced machine while quite a few have been sold as extras with the lower priced phonographs. The December specials for the holiday trade, which have just arrived, have been and will be all through the month extensively advertised in the local papers. Already good results from this cause have been noticed, as the requests for these specials have been coming in rapidly. A feature of the company's latest grand opera list have been the roles sung by Emmy Destinn and which have proven good sellers. There are eight selections by this prima donna.

"Our talking machine rooms have been crowded from morning until night," is the way Mr. Bowden, of Sanders & Stayman, announces the present condition of the trade so far as his firm is concerned. Sanders & Stayman handle both the Columbia and Victor machines. The double disc records of both manufacturers have been popular sellers during the month. The high price machines have been away up in the lime-light.

"We have been extremely busy with the sales of Victor talking machines," said G. Fred Kranz, president of the Kranz-Smith Piano Co. "The cash sales especially have been a feature and have shown a big increase over those of former months. I look for a healthy holiday trade."

Fred Scheller, who has the Baltimore agency for the Star Phonographs and records, says that

he has had a satisfactory month with the sales of machines and popular song records. "The Star machines and records are making a hit here," continued Mr. Scheller, "and I have every hope of a prosperous season during the next year."

EDISONIA CO. BUY DOUGLAS STOCK

In Newark, N. J., Which Has Been Transferred to Their Own Establishment.

(Special to The Talking Machine World)

Newark, N. J., Nov. 29, 1908.

Last week the Edisonia Co. (A. O. Petit) bought out the entire stock of the Douglas Phonograph Co.'s branch store here, transferring it to their own establishment. It is said \$10,000 changed hands. The Douglas place has still a three years' lease to run. This makes one less Victor dealer and Edison jobber in this city, and adds fresh luster to the enterprise and progressiveness of the Edisonia Co., now the leading concern by all odds in the entire state.

THE INVALUABLE TALKING MACHINE.

The talking machine is rapidly coming to the front as a medium for solving various troubles of man. An Albany, N. Y., man recently went into a local talking machine store and ordered a record to repeat the words "He's not here," and nothing more. He explained his unique order by stating that one of his clerks had been married only a short time before and his bride insisted upon calling him on the 'phone numerous times during the day, usually at the busiest hours.

On each occasion she had to be told repeatedly that her husband was not in, and as the merchant got tired of her continual 'phoning and did not care to fire the man owing to his ability, he decided upon the talking machine record to do the work.

Don't try to remember orders in your head; pencil and paper are cheap.

Orders Filled Quickly and Fully Our Claim

LET US PROVE THIS TO YOU



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

FIRST—We are Talking Machine Jobbers exclusively.

SECOND—Orders go only into hands of experienced men.

THIRD—Our two warerooms bring us closer to the dealer.

We mention this to show there is One Jobbing House that spares nothing in its efforts to "Serve You Right on Edison and Victor."

Our warerooms are filled from floor to ceiling with fresh new goods, to take care of all hurry-up orders.

Write, telephone or telegraph, and be convinced that Buehn's Rush Service is better than any you ever tried.

LOUIS BUEHN & BROTHER

PHILADELPHIA

Everything for
Talking Machine

HARRISBURG



Victor business is "quality" business

Mr. Dealer, you know that the *Victor* is a musical instrument of the highest order, and that *Victor Records* are the best in every way. But are you making the people in your neighborhood familiar with these facts—are you getting all the business that should be yours on account of this quality?

Display the *Victor* to the best advantage; have attractive well-furnished salesrooms where people can hear the *Victor*—make your store a "quality" store.

Draw the best class of people to it—people who want the best and have the money to pay for it.

The *Victor* business is founded on quality and every dealer can use the "quality" idea to his benefit—add to his prestige and reap a rich money-harvest.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Full information can be obtained from the following Victor dealers:

Albany, N. Y. Finch & Hahn.	El Paso, Tex. W. G. Walz Co.	Omaha, Neb. A. Hospe Co.
Altoona, Pa. W. H. & L. C. Wolfe.	Escanaba, Mich. Grinnell Bros.	Nebraska Cycle Co.
Atlanta, Ga. Elyea-Austell Co.	Galveston, Tex. Thos. Goggan & Bro.	Piano Player Co.
Phillips & Crew Co.	Grand Rapids, Mich. J. A. J. Friedrich.	Peoria, Ill. Chas. C. Adams & Co.
Baltimore, Md. Cohen & Hughes.	Honolulu, T. H. Bergstrom Music Co.	Philadelphia, Pa. Sol Bloom.
E. F. Droop & Sons Co.	Indianapolis, Ind. Kipp-Link Phono. Co.	Louis Buehn & Brother.
H. R. Eisenbrandt Sons.	C. Koehring & Bro.	J. E. Ditson & Co.
Wm. McCallister.	Jacksonville, Fla. Alexander Seewald Co.	C. J. Heppe & Son.
Bangor, Me. M. H. Andrews.	Kansas City, Mo. J. W. Jenkins Sons Music Co.	Musical Echo Company.
Birmingham, Ala. E. E. Forhes Piano Co.	Schmelzer Arms Co.	Penn Phonograph Co., Inc.
The Talking Machine Co.	Lincoln, Neb. Ross P. Curtice Co.	Western Talking Machine Co.
Boston, Mass. Oliver Ditson Co.	Little Rock, Ark. O. K. Houck Piano Co.	H. A. Weymann & Son.
Eastern Talking Machine Co.	Los Angeles, Cal. Sherman, Clay & Co.	Pittsburg, Pa. C. C. Mellor Co., Ltd.
M. Steinert & Sons Co.	Memphis, Tenn. E. E. Forhes Piano Co.	Standard Talking Machine Co.
Brooklyn, N. Y. American Talking Machine Co.	O. K. Houck Piano Co.	Portland, Me. Cressey & Allen.
Buffalo, N. Y. W. D. Andrews.	Milwaukee, Wis. Lawrence McGreal.	Portland Talking Machine Co.
Neal, Clark & Neal Co.	Minneapolis, Minn. Minnesota Phonograph Co.	Portland, Ore. Sherman, Clay & Co.
Burlington, Vt. American Phonograph Co.	Mobile, Ala. Wm. H. Reynolds.	Richmond, Va. The Cable Co.
Butte, Mont. Orton Brothers.	Montreal, Canada. Berliner Gramophone Co., Ltd.	W. D. Moses & Co.
Canton, O. The Klein & Heffelman Co.	Nashville, Tenn. O. K. Houck Piano Co.	Rochester, N. Y. The Talking Machine Co.
Charlotte, N. C. Stone & Barringer Co.	Newark, N. J. Price Phono. Co.	Rock Island, Ill. Totten's Music House.
Chicago, Ill. Lyon & Healy.	Newark, O. Ball-Fintze Co.	Salt Lake City, Utah. Carstensen & Anson Music Co.
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Knight-Campbell Music Co.	Landay Brothers, Inc.	Koehler & Hinrichs.
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NEW YORK, DECEMBER 15, 1908.

BEFORE this publication makes its next appearance the curtain will have been rung down upon the old year, and many of us will not be sorry to see the close of the 1908 act upon the business stage, for truly, a review of the business conditions for the past twelve months does not cause one unalloyed pleasure and satisfaction. The talking machine trade, in common with other industries, has suffered on account of the business depression. There is no denying that fact, for it has been plainly apparent to most of us. Then again, this industry has not merely had to stagger along, crippled by reasons of depressed business conditions, but it has had to suffer an additional load on account of disturbed internal conditions. Business changes have unsettled the trade to such an extent that there has been much unrest and anguish as to new moves which might be made by those who controlled the destinies of the talking machine trade. The dealers have had restrictions imposed upon them so that they have had to adjust themselves to new conditions.

THE record situation has been unsettled, and it is problematical to-day just what the condition may be a year hence regarding the position of the double-sided record. In fact, when we consider all the elements which have tended to disturb the inner conditions of the talking machine trade, we do not wonder at the dissatisfaction expressed over the volume of business which has been transacted during 1908. It has been, in many ways, a discouraging period, but we cannot have things quite to our liking in this busy world of ours, and the talking machine men will have to accept, gracefully if they can, painfully if they must, present conditions, for it should be understood that the manufacturers are anxious to increase the distribution of their product in every way possible. But as to methods which can be best employed to obtain that end

there may be some difference of opinion, but keen-minded business men are naturally anxious to remove all business barriers so that the trade may move along the easiest lines of distribution.

BUT, let us not spend too much time in retrospect. It matters not—the future is gone, and let us turn to the bright page of the new year with fixed resolutions to make the most of the business possibilities which present themselves, and let us not wait for these opportunities to come knocking at our door. Let us seek them, because the men who seek trade intelligently and with sincerity and fixity of purpose, will be apt to locate a mighty sight more of it than the men who sit down and suck their thumbs waiting for trade to come their way. It does not pay to indulge in a pessimistic strain too long else it may become chronic. It pays better to face the future full of a resolve to do things.

THERE is a growing demand for talking machines of the better grades. In fact, the great producing houses have been unable to keep up with their orders on their higher class of machines. We know of some dealers who have placed strong emphasis upon this end of the business and have been phenomenally successful in accomplishing large sales. In fact, by advertising, and progressive methods, they have been enabled to largely increase their trade in high grade machines. It seems singular that at the first blush, so to speak, there should be, in a period of business depression, such a well accentuated demand for high grade products, but this is easily understood when we analyze the conditions. The people who have purchased the lower priced machines in large quantities, have been unable to continue purchases in the same way as in former years, simply because thousands of men have been out of employment in the various industrial centers, and have not had the means to purchase articles which could be dispensed with in the struggle for a livelihood. On the other hand, the people of easy finances have had money at their disposal to indulge their tastes along lines which do not require more than a two or three hundred dollar investment. The higher priced machines have fascinated them, and they have kept on buying. As a result, this particular department of the business has been unusually brisk. Dealers are beginning to realize full well that it pays to exploit the high priced product, and the people who purchase the higher priced outfit are invariably large subsequent purchasers of records. The best trade, that is, the high priced trade, has kept up surprisingly good, and it is believed that during the holiday season, the high priced stock will be pretty nearly cleaned out everywhere throughout the land. The demand for machines of all grades can be materially increased if the retailers patronize local papers in a fairly liberal manner. It doesn't pay to hide one's business light under the bushel of indifference.

THE compact entered into by the United States and Japan means a big opportunity for enterprising Americans in the Orient. It is surprising, too, what a powerful factor the talking machine has been, and is to-day in building up trade relations with the still slumbering Chinese nation. The talking machine is arousing them from the lethargy of centuries. The people there are quick to buy Chinese records,

and as the talking machine is a distinctly American creation, they are naturally interested in other products of American brains and skill, and as a result, manufacturers in specialties will find a constantly growing market in the Chinese Empire. The talking machine is doing its part as a trade promoter, and with the great development which is bound to come as a result of the "open door" in China, Americans in all industries should profit materially thereby.

IS it fair business for talking machine dealers to take on records which are copied from high class operatic records made by artists who sing exclusively for some of the leading talking machine concerns? If this sort of business, which is colloquially termed "dubbing," is encouraged by legitimate dealers, then it shows, indeed, that the talking machine trade has but a slight regard for good business ethics, for the selling of copied records constitutes a violation of the cardinal principles of business. Surely, when the talking machine companies pay artists of world-wide fame large sums to sing exclusively for them, they are entitled, by all rules governing business, to reap the fullest benefit which should come to them as a reward for their progressiveness and enterprise. Is it not so? If dealers are to support this sort of piracy generally, then good-bye to fair dealing in the talking machine trade. In our opinion, the courts would sustain the rights of the original producers, and surely, the fairmindedness of Americans should not permit the offering of a copy, because the "dubber" can evade the payment of royalties to the artist, and offer his copied product at a lower rate. We believe the talking machine industry will not countenance work of this kind, the business morals of our people are not blunted to such an extent, and if the Victor or any other talking machine company are compelled to resort to the courts to protect their rights in a matter of this kind it would be indeed a sad commentary upon American business methods.

WHILE the talking machine trade, in common with all other industries, has shown a great shrinkage in volume during the present year, it may be safely assumed that indications now point to materially bettered conditions during the new year. The demand has already been made manifest in the Middle West, and will ere long be felt in the manufacturing centers which have been the hardest hit of all during the past twelve months. We do not have to look far to find the cause—the workmen have been large purchasers of moderate-priced machines and records, and as so many of them have been out of employment since the panic of last fall, they have not been in a position to continue purchases on the same broad scale as formerly. The agricultural sections have been especially favored, and the dealers and jobbers in the great crop-producing States are enjoying a winter trade of satisfactory volume.

In most sections of the country, however, holiday trade has been extremely disappointing. It lacks a life and vim which is noticeable in business circles as we approach the holiday season, and to bring the trade up to anything like pleasing proportions, it is necessary that added emphasis be placed upon the publicity end of the business. We know of some dealers who have been liberal in their advertising appropriations, as a result their holiday trade has been good.

OLD SONGS WOULD BE PROFITABLE.

Constant Search for Novelties for Slot Machines
—Batteries of Bugle Records and Massed Effects of Operatic Selections to Draw the Public—Lincoln's Gettysburg Address.

"There must be, I suppose," said a man who finds more or less enjoyment in the penny-in-the-slot phonograph parlors, "there must be somebody who decides on what songs and music shall go into the machines, and I should say that the success of a place must depend in considerable measure on him. True, you can tell whether what you've got is taking or not by the returns from the machines; there couldn't very well be any better demonstration than that; but what you want to know is what to put in in place of a piece that has ceased to draw profitable returns, and you also want to know what will draw better than anything you have got—and you want novelties.

"In one place where I go they have lately equipped a dozen or less of the phonographs, all right along together in a row, with bugle records. Of course they've had bugle records here before, a single one here and there, but here was a regular battery of bugle phonographs.

"This novelty attracted me to the extent of five cents. I walked along the line and tried five of these bugle phonographs that I thought I'd like to hear, and as far as my observation went this battery of bugle records thus brought prominently to my attention drew very well.

"Another massed effect here is produced by a string of a dozen or so of phonographs placed all together, all with selections from operas. This was suggested very likely by the opening of the opera season; and of course the advent of a popular singer in any line, as on the vaudeville stage, finds a prominent echo here. Let a singer that people talk about come and straightway you find his songs on the records, paying a royalty to the singer and yielding a revenue to the proprietors of the phonograph parlor.

"And of course any song or music, however or wherever produced, that hits the popular fancy is at once reproduced on the phonographs, but there are here scores of machines for which records and constant changes must be provided, and I should think it would keep a man guessing what to choose. With the most earnest desire in the world to put on records that will draw pennies this is still a most difficult thing to do. The songs written and sung are innumerable, but the really good songs are very few. Certainly I have paid many a penny to hear things that I never want to hear again, though tastes vary, and things that I might not like at all might hit other people very hard.

"I have an idea myself that we don't find on the records enough good old songs. I would immensely prefer a good old song to a poor new thing. We do, to be sure, always find here some old songs sung or played on musical instruments; but I think we ought to have more of these; a good old song always preserves its appealing melody, just as good architecture always keeps its satisfying beauty.

"In the search for new things that will draw they put on the records other things than songs and music. On one machine here the other day I found Lincoln's Gettysburg address, and promptly I dropped a cent in the slot to hear again that noble utterance. And it seemed to me, thinking of it in a business way, that here was the germ of an idea; that quite apart from things said in current political campaigns there might be other great or famous speeches, old as it may be, but still alive with human feeling, that might prove profitable records for the phonograph parlor.

"But perhaps we don't need to tell them this, for they are always seeking for new things, or for things that are different, that may be old but that are new here, and always seeking to invest old things with new attractiveness. For instance, among the many slot machines of many kinds other than the song and music phonographs is the fortune-telling machine. Here not

long since sitting in a glass case was the life-size figure of an old lady attired in old fashioned garments, and you drop a cent through a slot in the base of this machine and the old lady up in the glass case would bend her gaze downward upon array of cards spread out on a table before her and as she scanned the cards she would swing her hand back and forth over them, her lips moving as she made her selection, and then presently she'd stop and sit up straight again, and then out of an opening in the machine below would pop a card for you with your fortune on it.

"And so many people want a fortune! So many people are willing to pay a cent to have their fortune told; and people swarmed around this machine to drop their pennies in the slot; but then—I don't know whether the old lady had ceased to draw or not, or what—but then they took the old lady out and put in her place to tell the fortunes the figure of a young and handsome woman.

"So it's novelty, novelty; they are always seeking, in the phonograph parlor, something new or something old or different, something that will draw; and a man's job, it would seem to be, here as in any other business line, to know and to be able to provide things that the people want to buy."

THE ORIENTALS AND THE TALKER.

Chinese Thought Machine Was Possessed of the Devil When First Demonstrated—Now Visitors to Chinatown Hear the Music of the Flowery Kingdom Coming from the Horns of Hundreds of Talking Machines.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 5, 1908.

Chinatown has the talking machine fever. This would not seem strange if it were any other quarter of the city. But any one who knows the deep-rooted superstitions of the yellow men cannot help but be surprised to see them calmly sitting and smoking around a contrivance so mysterious to the unschooled as a talking machine. The first attempts made to introduce the talking machine to the Orientals by a local dealer were very interesting. One night he visited several well-to-do Chinese merchants and asked them to visit his store. Some accepted his invitation through curiosity more than anything and sat about his store till he started a machine with a comic laughing selection. When the instrument started to talk, they looked at each other, and when it started to laugh they rushed out of the store to the sidewalk and would not listen to the much amused dealer who tried to pacify the excited Mongolians, but they neither stopped or looked back until they reached their homes. Later they held council and finally decided the white man's was devil-possessed.

They carried their woe to the joss houses, where long and loud the gongs sounded to summon the gods. The joss house keeper blinked and said nothing on account of being kept from his hard bed, for a double portion of silver fell from the hand of each worshiper. Later another dealer thought out a plan to overcome the superstitions.

He had some circulars printed on red paper at a Chinese print shop, describing the talking machine and what it could do; he procured several sets of Chinese records, it may be said several songs, as one song sometimes takes ten ten-inch records. He then packed his outfit and visited the most prominent Chinamen, whom he presented with his Chinese circular and asked to be allowed to demonstrate. His experience was almost the same as that of the first attempter, but finally made a success of his venture and a customer of the Chinaman.

Now, as one passes along the streets of Chinatown, anywhere from dark to midnight, he can hear the weird music, which falls upon the American ear as discord, being reeled off the talking machine in every store.

The Chinese merchants have recognized it as a business proposition. Where there is music men will congregate and where there are men

someone will buy something. We also have several Chinese who are bona fide dealers in talking machines and are among the best customers in the wholesale trade. A retail customer relates a little experience which shows the Chinaman as a talking machine enthusiast. On going to a mining camp where he had interests he took with him a talking machine and a number of records, and remembering the Chinese cook there he also purchased two or three Chinese records for him. When he had played all the records of American title for the members of the camp he thought he would surprise the Chinaman who was busy clearing the table after the evening meal. He therefore started the machine with one of these Chinese records, whereon the Chinaman looked around and said in an unconcerned tone, "Me Get Him." This was to the white man a great surprise and not thoroughly understood until the Chinaman led him to his cabin and showed him a large talking-machine and a good supply of Chinese records. His dearly loved companion in that desert spot.

POWERS BUYS OUT DOUGLAS CO.

Will Change Name to "The Talking Machine Co." and do a Retail Business Only.

P. A. Powers, proprietor of the Talking Machine Co., Rochester, N. Y., and also of an establishment in Buffalo, N. Y., his home, has purchased the stock and lease of the Douglas Phonograph Co., 89 Chambers street, New York city, taking possession November 25. He signed the lease for the premises, which has three years yet to run, November 27, going to Buffalo the same evening. The place will be conducted as dealers only, the Edison jobbing end being discontinued, and under the name of the Talking Machine Co. handling Victor and Edison goods, and also a number of side lines. John Kaiser, formerly sales manager of the Douglas Co., will be the general manager of the new concern.

Mr. Kaiser, in speaking of the new deal, said: "Mr. Powers is the sole proprietor of the business heretofore known as the Douglas Phonograph Co., and I will be the general manager. C. V. Henkel, who has been the president and general manager of the Douglas Co. for several years, will have no connection with the Talking Machine Co., of which the Rochester store will be a branch. Mr. Henkel, I understand, will give his attention to developing the General Phonograph Supply Co. We will retail exclusively, and as business is improving rapidly now, I will add to my clerical force right along. Whether we shall occupy the same space remains to be determined, but no change will be made for some time. I am satisfied Mr. Powers has acquired a good property and made a profitable investment." In due course, the Douglas Phonograph Co., Inc., will be formally dissolved.

PAYS TO STOCK LAUDER RECORDS.

It is, perhaps, safe to say that never before have we had an artist from "the auld countrie" who compares in his own particular field with Harry Lauder, the Scotch comedian, who has virtually "captured" New York and Brooklyn during the past month. He is now "bound west" on a tour of the United States, and he is certain to stimulate an increased demand for the Lauder records which are proving among the big sellers of the season with talking machine men. Lauder is inimitable in his special field, and his records are peculiarly "individual." One has only to hear him through the talking machine to appreciate his humor and his ability, and those who hear him "in the flesh" are certain to appreciate him still more, and *vice versa*. Wise dealers are they who watch the coming of these European artists, and prepare for their visits to the principal cities. The publicity received helps out the records, provided, of course, the dealer is wide-awake enough to appropriate this publicity to his own ends. Nowadays it doesn't pay the talking machine man to sit down and wait for business to come to him; he must take advantage of every opportunity and get the public interested in his goods and in his store.

"PLAY THE OTHER SIDE, PAPA"



Double
Record Disks
10-inch
65 Cents.

Single
Record Disks
10-inch
50 Cents.

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

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

TWO SONGS WITH BUT A SINGLE DISK

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

Zon-o-phone Single Record Disks Now 50c.
for 10-inch; 75c. for 12-inch

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

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

Universal Talking Machine Mfg. Co.
Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 187 Dauphin St.

ARIZONA

Tucson.....George T. Fisher, 7-9 E. Congress St.

CALIFORNIA

Los Angeles...So. California Mus. Co., 332 S. B'way.

San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.

San Francisco..Byron Mauzy, 1185-75 O'Farrell St.

San Francisco..Kohler & Chase, 1329 Sutter St.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.

Chicago.....James I. Lyons, 205 Fifth Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.

Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.

Baltimore.....Louis Mazor, 1423 E. Pratt St.

MASSACHUSETTS

Boston.....Pike's Talking Machine Co., 41 Washington St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 91-28 W. 5th St.

MICHIGAN

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City...Mrs. J. Dixon, 804 Grand Ave.

Kansas City...Webb-Freysehlag Merc. Co., 7th and Delaware Sts.

Springfield....Morton Lines, 325 Boonville St.

St. Louis.....Knight Mercantile Co., 211 N. 12th St.

St. Louis.....D. K. Myers, 8889 Finney Ave.

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Newark.....Edisonia Co., 57 Halsey St.

Hoboken.....Eclipse Phono. Co., 203 Washington St.

Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK

Astoria (L. I.)..John Rose, 99 Flushing Ave.

Buffalo.....Neal, Clark & Neal Co., 648 Main St.

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.

Brooklyn.....B. G. Warner, 368 Livingston St.

NORTH DAKOTA

Fargo.....Stone's Plano Co., 614 First Ave., N.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.

Cincinnati.....J. C. Groene Mus. Puh. Co., Race and Arcade.

Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.

Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.

OHIO

Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

Columbus.....The Columbus Piano Co., North High St.

OREGON

Portland.....Graves Music Co., Inc., 111 4th St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St., E.

Philadelphia...Disk Talking Machine Co., 13 N. 9th St.

Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA

Aberdeen.....McArthur Piano Co.

TEXAS

Austin.....Petmoeckey Company, 411 Main St.

Beaumont.....K. B. Pierce Music Co., 603 Pearl St.

Dallas.....Dallas Talking Machine Co., 151 N. Ervay St.

Houston.....Southwestern Talking Machine Co., 616 Main St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

Yarmouth...Yarmouth Cycle Co.

"TALKER" PUTS THIEF TO FLIGHT.

Young Inventor's Burglar Catcher Rouses Household and Telephones "Central"—Wired Phonograph Does the Trick.

Harold Greenthal, a High School boy, who lives with his father, a lawyer, at 229 East 88th street, New York, is the inventor of a novel burglar alarm, which he conceived owing to the fact that recently the block where he lives has been visited nightly by burglars. Adjusting his mother's phonograph so that the mouthpiece of this instrument faced that of the telephone, he contrived a wire arrangement which removed the telephone receiver and started the phonograph operating at the same time. Registered on a record were these words:

"Central, central, tell Police Headquarters burglars are murdering and plundering the Greenthal family, No. 229 East Eighty-eighth street! Central, central," etc.

The record repeated this sentence seventeen times just distinctly enough to be heard in the telephone. Harold was satisfied. A test showed that the device worked perfectly. Then came an injunction from the inventor not to discuss the device with any one for fear burglars would "get next" and spoil the robber catcher. Wires were so fixed to each window and door that the slightest opening would set the machinery working and call out the police.

After Saturday's football game, Harold was very tired and went to bed early. He told his sister, Irene, to adjust the mechanism when the family had locked the doors for the night. The apparatus was located in Harold's room on the second floor. Miss Irene was not forgetful and cautiously arranged the device, as instructed, or as she thought proper. But she made a mistake. Instead of placing in the burglar call to central, she adjusted a record of "The Merry Widow" waltz and retired.

It was 2 o'clock next morning when the football star was aroused by the familiar strains. He rubbed his eyes, looked at the child of his brain,

saw it revolving and sprang from his bed. The receiver was off and the record rang out plain and distinct whereas his record was almost inaudible except to the telephone.

Before he was half way across his room his mother, father and two sisters were screaming: "Harold, stop that noise!"

The youth, however, paid no attention and darted down the hallway. He was just in time to see a dark figure crawling out of a broken basement window. The fellow got away so fast that the agile gridiron back couldn't get anywhere near him. Then came explanations.

Central was ringing and pleading with the Greenthals to shut off the "Widow" and several voices were trying to explain. The family was gathered in the dining-room when the pajama-clad inventor got back upstairs. Then the blushing little Irene told her big brother that she placed the wrong record in the machine.

AN UNIQUE AND PLEASING RECITAL

Given by Loeser & Co., Brooklyn, N. Y., in Which the Victor Auxetophone and a Piano Player Were Operated in Conjunction—Audience Enthusiastic Over Rendering of Excellent Program.

No greater proof of the artistic value of the talking machine is needed than the constantly growing use of the Auxetophone in concert halls, hotels and other public places where bands or orchestras are generally employed. Only last month we referred at some length to the use of the Auxetophone in conjunction with Pryor's Band at the Exposition Music Hall in Pittsburg, as well as its employment in many of the leading hotels and restaurants throughout the country in connection with the regular orchestras.

Another development is the use of the Victor Auxetophone in recital assisted by the piano player. This demonstration occurred recently in the music hall of the piano warerooms of Frederick Loeser & Co. in Brooklyn. This, it is believed, is the first time that the piano player

has been used in public to reinforce and enrich the accompaniment of songs or instrumental solos as rendered by a talking machine. The program, one of unusual excellence by the way, we print herewith for the guidance of those who desire to give a similar performance:

1. Meistersinger March Wagner 31427 Sousa's Band
2. Quartet (from Rigoletto) (in Italian).....Verdi 96000 Caruso, Abbott, Homer and Scotti
3. Songs, with piano accompaniment—
88108 a. The Rosary (in English).....Nevin
Mme. Ernestine Schumann-Heink
(Accompanied by the Loeser Piano-player.)
88103 b. Who is Sylvia? (in English)..Schubert
Mme. Emma Eames
(Accompanied by the Loeser Piano-player.)
4. Peer Gynt, Suite No. 1, op. 46.....Grieg
31391 a. Daybreak in the Mountains
31392 b. Aase's Death
31395 c. Anitra's Dance
4351 d. In the Hall of the Mountain King
Pryor's Band
5. The Two Grenadiers (in German).....Schumann 74031 Robert Blass
(Accompanied by the Loeser Piano-player.)
6. Trio (from Faust), Act V (in French).....Gounod 95300 Eames, Plancon and Dalmores
7. 'Cello Solo (Berceuse from Jocelyn).....Godard 31582 Rosario Bourdon
(Accompanied by the Loeser Piano-player.)
8. Coronation March (from Le Prophete)...Meyerbeer 31503 Pryor's Band
9. Star Spangled Banner
41256 Garde Republicaine Band.

The Auxetophone-Piano-Player concerts were largely attended and aroused the greatest enthusiasm. William B. White presided at the piano player, and by his artistic reading of the various numbers developed an ensemble that was an artistic delight.

The value of such concerts is obvious. They elevate the talking machine from mere commercial to artistic standards, and force its consideration on those critical personages who consider the talking machine merely an amusement factor or a toy. By means of such concerts the general public is educated to a proper comprehension and appreciation of the functions of the talking machine, and in this way the entire industry is benefited.

Dealers who desire to succeed in the talking machine business must be constantly developing new ideas in order to attract the attention of the public, and there is no better way than by the giving of concerts—concerts that will be interesting, dignified, and educational. It would be wise to rent a small hall and send out invitations or else charge a small fee of admission, or better still, arrange your warerooms so as to enable say from fifty to one hundred people to hear the latest records by the great artists and thus develop a scheme of publicity that will give most satisfactory results. It has been proved by experience that no better plan exists of developing "prospects" than through recitals.

WHITBECK RADIATES OPTIMISM.

The Southern Ambassador of the Universal Talking Machine Co. Makes Quite an Impression in Houston, Texas.

A World subscriber in Houston, Texas—one of the enterprising talking machine dealers in that city—writes The World under recent date as follows: "The general southwestern representative of the Universal Talking Machine Co., Mr. Whitbeck, spent several days in this city last week in the interest of his company. In commenting on Mr. Whitbeck's being so stout and inquiring the cause of his looking so well, his recipe was the general improvement of the country and condition of his order book, which, from general appearances, gave evidence of extensive use. Texas friends are always glad to come in contact with a jovial knight of the grip, and especially our friend 'Whit,' and we hope the remainder of his trip will bring equally good results."

FEATURING THE "STAR" LINE.

Ben Reynolds & Co., of Washington, Pa., who recently opened a branch store at 102 Smithfield street, Pittsburg, Pa., have entered the talking machine field in the latter city, being jobbers of the Hawthorne & Sheble Mfg. Co.'s line of "Star" talking machines and records. Their territory includes all cities and towns within a 200-mile radius of Pittsburg. They are building up a big business for these specialties.



It's So Easy

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

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

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

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

International Correspondence Schools

Box 918, SCRANTON, PA.

THE RELATION OF COLOR TO SOUND.

Instructor in Chicago Art Institute Conducts Some Interesting Experiments in Proving the Theory of Parallels Between Colors and Sounds—Has Made Twenty-Six Charts Showing Colors of Various Musical Keys—His Theory Partially Explained.

"Every sound has its color—every color its sound," has often been said as a mere figure of speech, and certain musical sounds have long been associated with certain colors, but it remained for Louis W. Wilson, instructor in the theory of color at the Chicago Art Institute, to offer a scientific basis for these relations.

Mr. Wilson has been associated with the Art Institute for twenty years, and has been an instructor for fifteen years. For some years his original theories in reference to color and harmony were thought a bit too daring, but now the results of these experiments are accepted as having scientific value and are taught regularly by Mr. Wilson to his pupils at the institute.

He first experimented with the so-called "after image," which for years has been an interesting branch of experimental psychology. It consists in gazing at a color spot until the eyes have become fatigued; then, as the eyes are closed, the image of this spot will under different conditions still be seen, but of a different color. Helmholtz, one of our greatest scientists, determined this color to be the complement of the first color seen. There have been variations of this after image, however, which have been so confusing that the true complement has been a subject of much dispute.

Complementary colors are any two which, when taken together, will produce white or gray. White light, of course, is composed of all the colors so that a color is the complement of another if one contains the color qualities that the other does not contain.

"Thus, red contains no yellow or blue qualities," says Mr. Wilson, "and therefore in the right proportions of yellow and blue we find the complement of red, which is blue green. Red, yellow, and blue, however, are not necessarily the primary colors."

Mr. Wilson points out that the negative after image merely is the combination of all the spectral colors with the exception of the one used to stimulate the nerves of the eye, and the unsteadiness of this after image, oscillating as it does, is composed of the principal overtones of the stimulating color. Thus, after the image of yellow is blue violet, but on a close study it is found to sway between blue and purple and sometimes it will be found to be rimmed with a faint orange.

In music if the note F is sounded the principal overtones or partials of this note will be heard. They are the third, A, and the fifth, C, while in the chord of the seventh, E, is also introduced. As Mr. Wilson arranged his parallel, yellow corresponds to F, while blue, purple and orange correspond to A, C and E.

Mr. Wilson claims that when Sir Isaac Newton named the colors of the solar spectrum he did so with regard to establishing the diatonic scale of color, and that he meant a fundamental purple by the color he named indigo; this color appears at both ends of the spectrum.

The theory of parallels between color and sound, as worked out by Mr. Wilson, is not a mere scientific curiosity, but is essentially practical in its application, says the Chicago Sunday Tribune. He has made twenty-six charts showing the prevailing colors of the various musical keys. In every picture there is one and only one strongest color. This establishes the key, and, having been selected, the relation of the other colors is easily found.

"The student of music always has had a perfectly tuned instrument at his command," says Mr. Wilson, "but the student of art has been compelled to tune his own instrument. He has had nothing but raw colors to depend upon, and only by experiment could he learn the colors that blend harmoniously. But the parallels between color and music are easily learned, and they have such fixed and universal values that the student makes wonderful advancement by learning them.

"Association of definite colors with our surroundings has stood in the way of a working basis heretofore. A certain note in music may mean little or nothing to us in an emotional way; so a single color has but little significance. A combination of musical sounds, however, may mean a great deal, so also will a grouping or combination of colors.

"We have been told that purple is the royal color, red the color of passion, orange the color of anger, yellow and white of purity, green of patriotism, blue of constancy, violet of thought; but the esthetic use of these colors in combination may possess vastly different phases of nature, the appearance of the time of day, the seasons, etc.

"A single sound has no great musical quality. Quality depends upon the taking together of a fundamental tone with its so-called partials—that is, the accompanying tones heard when a note is sounded, and in color the overtones or colors which the eye reaches for when it has been stimulated by some one color."

This Mr. Wilson has taught for the last eight years in his classes. One practical form of application was to take some color, say green, and

instead of painting it flat and hard, it was broken with its various overtones—that is, by spotting on this green ground violet and red as the two principal overtones. This has been done by the impressionists, "but with so little understanding," says Mr. Wilson, "that it has led them into the most weird extravagances."

Mr. Wilson bases his parallels upon the mathematical correspondence between color vibrations and sound vibrations. His theory is, however, too technical to be explained in this article.

While the colors in a certain harmony have fixed values, there is nothing mechanical about the work taught by Mr. Wilson. Given the same color scheme for a particular harmony, each artist would interpret it according to his own individuality, but B minor would be inevitably sad and A major just as surely gay.

In figuring his correspondences or parallels, Mr. Wilson has used definite mathematics. He has found that the light waves producing the different colors vibrate at a certain rate in proportion to the sound waves that produce certain notes in music, and that the overtones of the colors harmonize precisely with the overtones of sound.

During the years in which he has been perfecting his theories Mr. Wilson also has made many interesting experiments on the effects of color and sound upon human consciousness.

One of these experiments was to place a subject in a gray cabinet and leave him there until the nerves of the eye were completely rested so far as color sensations were concerned. Then different colors were flashed into the cabinet and the resulting nervous stimulation established. By this means it was possible to ascertain definitely just what effect each color has on the nerves as well as the incidental effect on the emotions as regards depression or exultation. Every experiment that he made went to confirm his color formulas for the different keys in music.

Mr. Wilson was cautious in making definite statements as to the future possibilities of painting music. But taking his sketches of the different keys as a suggestion, it would seem to be possible to illustrate a song both in regard to the words and music, and if the colors could be reproduced in a moving picture machine the combined effect of the harmony and the related color combinations would be both unique and pleasing. If the musical composition were written in different keys the effect would be decisive.

A picture as well as a piece of music is pleasing in proportion to the beauty of the mental images it calls up. It becomes powerful when these mental images are sharply defined.

INSIDE THE STORE.

Interior arrangement should be considered from two points of view—convenience and effect.

Convenience includes not only your convenience in finding goods called for, but the convenience of your customers in buying.

Lack of system in arranging records means lost time and frequently lost sales.

Poor facilities for demonstrating phonographs does the phonographs an injustice and discourages buyers.

Effect—that is, the impression created by a well arranged stock—is often sacrificed in the interest of convenience. It need not be and it should not be.

Surroundings often speak louder than the salesmen and often more effectively, says the Edison Phonograph Monthly. A poorly arranged store may undo the work of good advertising, good window dressing and good salesmanship.

DECEMBER EDISON RECORD HANGER.

The hanger bearing the list of Edison Standard and Amberol records for December is 18x25 inches in size and makes a most impressive showing when hung in the dealer's window and would prove most effective for capturing holiday trade.

Selling a \$75 talking machine to a man who can only afford a \$25 machine may mean greater profit in the beginning, but kills all chance of future trade with him.

The Original House

We were the **FIRST JOBBER** of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "**FIRST.**" We are **FIRST** in securing anything new, **FIRST** in making prompt and satisfactory shipments, and **FIRST** in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

PENN PHONOGRAPH CO.

17 South 9th Street

Opposite Post Office

PHILADELPHIA

Herzog Art Furniture

Co.

Saginaw,
Michigan



No. 719. Golden Oak or Mahogany Polished Finish.
150 Records.

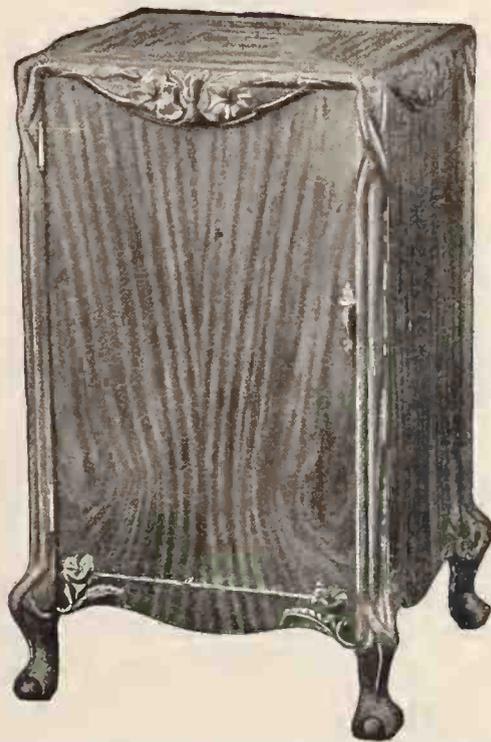


No. 813. Open

OFFERS

The best made and
cheapest cabinets
on the market

No Imitations!



No. 824. Golden Oak or Mahogany Polished Finish.

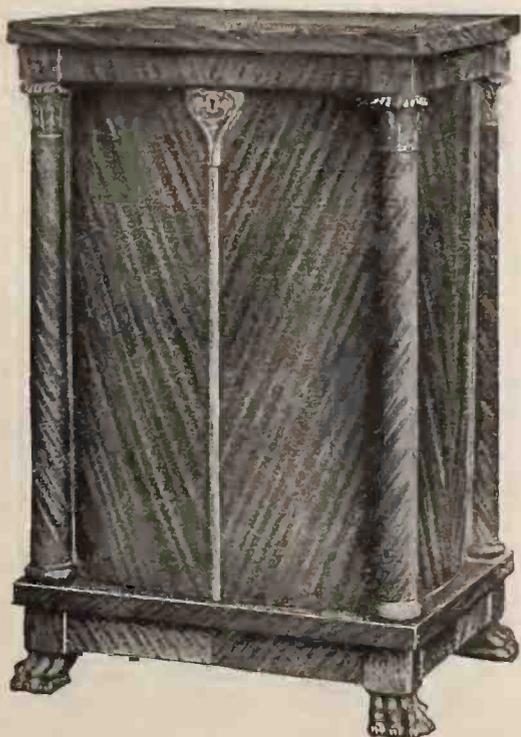
OFFERS

The most attractive
and most artistic
line of cabinets

We Are Originators

OUR BUSINESS POLICIES:

1. Protection to the Trade.
2. Perfect satisfaction to the Consumer.
3. An excellent profit to the dealer on our Disc and Cylinder Cabinets.



No. 833. Golden Oak or Mahogany Polished Finish.



No. 827. Golden Oak or Mahogany Polished Finish.



Hashimura Togo

the famous Japanese school-boy says: "A martyr is a hero tied to a post."

Can you see anything heroic in being "tied to a post" just when you want all the elbow room you can possibly get to do business?

The greatest of all seasons for the Victor is here now and you cannot do it justice unless you have the stock to meet the demands.

There is still a small margin of time left in which to place your order in time for Christmas. DO SO NOW and prevent the possibility of being "tied to a post."

There is absolutely no danger of your becoming OVER stocked, but the danger of becoming UNDER stocked is very real.

With pleasure at your service.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

TRADE IN THE SAINTLY CITY.

Considerable Improvement Noted in Both Wholesale and Retail Business—Travelers Return With Pleasing Reports—A Talker Demonstration—Personal Notes of Interest—What Various Houses Are Doing.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 6, 1908.

The talking machine business for November shows that trade continues to improve in both the wholesale and retail departments and that there is a better feeling all along the line.

O. A. Gressing, manager of the St. Louis Talking Machine Co., returned recently from a week's trip to Memphis, Little Rock and other points, and reports that business is picking up nicely. H. F. Harrison, traveler for this concern, concluded a very successful six weeks' trip through Missouri, Iowa and Illinois, and spent Thanksgiving at his home in Flora, Ill. L. A. Cummins, another ambassador, is in from a ten days' trip through Missouri and reports trade growing better right along. This firm have just placed an Auxetophone in "Tony" Faust's, the most prominent and popular cafe in the city. It will be used in connection with their orchestra.

E. B. Walthall, manager of the Columbia Phonograph Co., reports trade for November to have been good, and especially so on high grade machines and grand opera records.

C. L. Byars, retail sales manager of the Columbia Phonograph Co., gave a demonstration of grand opera selections on Thanksgiving evening at the home of C. H. Howard, president of the Commonwealth Steel Co., this city, at which there was 100 invited guests. Mr. Howard is the owner of a \$200 Columbia machine. The entertainment was very much appreciated by those present.

STUDY YOUR TRADE.

Importance of Appealing Directly to the Class of People Who Are Most Likely to be Customers—Choosing Advertising That Brings Maximum Results—General Versus Local Publicity as Trade Producers.

In advertising as in buying stock one of the chief questions to be considered is the class of the trade to be reached. No dealer would be foolish enough to advertise the Auxetophone in a rural journal, but many have fallen into the habit of advertising cheap and medium-priced machines to high class trade, and actually lost money by it.

There is nothing that so frightens a possible customer as prices, i. e., when talking machines are advertised at \$200, \$100 and \$75 he is afraid that one purchased at a lower price will not give him any satisfaction and in cases where such trade is to be reached it is well to quote prices as running from the lowest up to medium priced. Of course where practically the entire trade of the dealer consists of the monied class it is all right to advertise the highest prices for it will be found much easier to come down the scale than to go up.

In the matter of records, however, the same advertising should reach all classes, for it often happens that the laborer more thoroughly appreciates the true beauties of high class selections than the man of a higher station in life, and though the former may not buy many five or six dollar records he will buy more in proportion to his earning capacity than his wealthier brother.

The whole secret of success is in studying your trade and appealing directly to them. The big companies will look after, and do look after, the general advertising in a most thorough manner, and all that is asked of the dealer is to reach his own trade through local mediums.

WRIT SUSPENDED NOT VACATED.

Judge Lacombe, United States Circuit Court, New York, Monday, November 23, granted a preliminary injunction against the International Record Co., Auburn, N. Y., on petition of the

During the evening Mr. Byars gave a fifteen-minute talk on the theory of reproduction, and explained the process of manufacturing disc records.

W. S. Byrd, traveler for the Columbia Phonograph Co., was confined to his home one week recently on account of severe cold.

M. Silverstein, manager of the Columbia Phonograph Co. at Louisville, Ky., spent two days here recently as a witness in the Federal court.

Elmer A. McMurtry, manager of the Columbia Phonograph Co., accompanied by his wife, whose parents live here, spent several days here recently, including Thanksgiving.

The Koerber-Brenner Music Co. report an increase in business of thirty per cent. for November over the same month a year ago. They look for a steady improvement. This firm will move into their new quarters in the Misval building on Washington avenue, between Fourteenth and Fifteenth streets, during Christmas week and will occupy the entire fourth floor which will give them 9,500 square feet of space. This firm has secured the agency in this territory for the Edison commercial machine.

D. K. Myers, the well known Zonophone jobber, reports having had a good business for the month of November, and that it is picking up right along.

The Conroy Piano Co. report that their talking machine is picking up with good signs of further improvement.

The Silverstone Talking Machine Co. report that trade is improving and they feel that it will continue to do so. This concern has a very attractive Edison window display at the present time and it has made a great hit.

The Thiebes-Stierlin Music Co. report trade fair in their talking machine department.

The Knight Mercantile Co. are having a run on the new double disc records.

American Graphophone Co., in which infringements of the Jones process for duplicating disc records was charged. The writ was suspended, not vacated, pending decision of the case in the United States Circuit Court of Appeals, second circuit, of the American Graphophone Co. against the Leeds & Catlin Co., New York, up for review of Judge Hough's opinion, that held the patent void. The same court had previously affirmed the validity of this patent unanimously. The order of suspension was made November 25.

Have faith in your own ability to win. Cut loose from the weakness that prompts you to say: "I am not appreciated;" "I have had bad luck all my life;" "Others have had a better chance."

Auto Run

WATCHUNG MOUNTAINS

Golf Drives

45 Minutes from Broadway and 90 Minutes from Philadelphia.

Truell Hall, PLAINFIELD, N. J.

(Formerly Hotel Netherwood.)

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



3 Minutes from Station.

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

Healthful Climate. Excellent Views.

Also Truell Inn and Truell Court.

Send for Booklet and Rates.

NATIONAL CO. CONCENTRATE

All Record Making Interests in Orange Plant—European Factories Closed but Recording Laboratories and Sales Forces to be Maintained as Heretofore—Great Plant Ready to Handle Added Work and Force of Employees to be Augmented—Preparations Aroused Curiosity Before Cause Was Known—Details of the Important Changes.

Visitors from the trade who have visited the works of the National Phonograph Co. and kindred Edison interests at Orange, N. J., have speculated and been curious as to the ultimate use of the immense factory buildings of concrete in course of erection for a couple of years. The quid nuncs concluded that finally Mr. Edison had withdrawn his well-known opposition to the manufacturing of a disc record, and the line would shortly be announced, else why this mysterious extensive preparation? The real purpose of the extraordinary expansion of the plant is now revealed, and the secret, so well kept by those in the confidence of the company officials, is made public.

Since spring the National Phonograph Co. have gradually ceased manufacturing records in their foreign factories, maintained in England, Paris, France, and Berlin, Germany, in connection with the recording laboratories. One object of Wm. E. Gilmore's trip to Europe in July, during the closing months of his administration as president of the company, was to arrange for the complete shifting of the record-molding work to the home quarters in Orange, and this was accomplished, so that at the present time all of the Edison records are now made there and the foreign markets will be supplied direct hereafter. The machines and essentials were always manufactured in Orange, so there will be no change in that respect. The European factories will be sold, the working force dismissed, while the American or home factory complement will be greatly augmented in proportion. The foreign recording laboratories and selling corps, however, will be maintained as heretofore.

In commenting on this change of policy the other day with *The World*, William Pelzer, vice-president of the National Phonograph Co., and also of the legal staff, said: "Yes, the company will make all their records in Orange. In fact, the change was effected in the spring, the work gradually ceasing abroad as we were able to handle it here. Now, we are in a position to swing the entire business, and no genuine Edison records are made in Europe. As a matter of experience, we found that the record product of our three factories in Europe differed each with the other, which gave rise to more or less dissatisfaction in the trade, and to gain absolute uniformity, not to mention economy, in manufacturing, we have transferred this branch of their business wholly to Orange. Mr. Gilmore looked after the details of this transfer when abroad this summer. Of course, we were not prepared then to take the trade into our confidence for obvious reasons, and even now I am inclined to think the announcement is slightly premature; but as it has, nevertheless, leaked out, why, *The World* had better have the straight story. The talk 'that the business of the National Phonograph Co. has been affected seriously by the adverse decisions of the courts recently' is nonsense, if not poppycock. Also a few other reasons that have crept into print as motives for the step we have taken are entitled to the same criticism. We established our molding plants abroad, especially in England, to meet the patent situation at the time; but now in withdrawing from those countries as manufacturers, as we are indifferent to their patent laws, even of the recent British patent act. In brief, we do not care a rap about their laws in this regard.

"Our recording laboratories for making originals and the selling force attached to each of our European establishments will be maintained as heretofore. The factories, however, are closed. Of course, they will continue to make up their own bulletins or record lists, as they are in touch

with their respective markets and know their needs, and with which the home or parent organization will not interfere. Shipments of everything in the Edison line of phonographs, records, etc., will therefore be exclusively made from Orange hereafter. Last week a large quantity of goods went in that direction, to be followed regularly by other lots of equal size."

WITH THE TRADE IN INDIANAPOLIS.

Steady Growth of Business Since Election—Good Demand in All Lines—Lawmakers Help Moving Picture Shows—A New Corporation—Other News of Interest in Talking Machine and Allied Lines.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 11, 1908.

Talking machine merchants of Indianapolis report a constantly increasing trade. The growth in business was noticed soon after the election and it has kept up. Some of the dealers believe they are now beginning a period of four years of prosperity and they are preparing to take advantage of it.

The Columbia Co. have been enjoying a brisk trade. The double disc and indestructible cylinder records combined with their elegant window displays have attracted many patrons.

The Indiana Phonograph Co. say that business is on the boom. This company handle Edisons and do largely a jobbing business. The company not long ago came under a new management which has been successful.

Mr. Kipp, of the Kipp-Link Co., who handle Edisons and Victors, is all smiles. He says that business has been better since the election than it has at any other time since the company began business two or three years ago. This company devotes most of its attention to the jobbing business, but it is building up a high class retail trade.

Joseph Joiner, at his new store in Massachusetts avenue, is having a nice business in Columbias and Victors. He believes that that part of the avenue which is just now enjoying a boom is a "comer."

The Kipp-Link Co. are sending out letters to retail dealers over the state calling attention to the fact that Christmas is approaching and that now is the time to begin to get business. People are beginning to think about Christmas presents and there is no more desirable Christmas present than a good talking machine. The Kipp-Link Co. are carrying a larger stock of records and machines now than ever before and expect a

great holiday business during the next month.

Money was plentiful on Thanksgiving Day, according to the managers of the five-cent theaters. The theaters were crowded, particularly in the afternoon. The rush began between 1.30 and 2 o'clock.

A harvest is coming for the five-cent theater men in the coming session of the legislature. Majorities in both branches are close between the Democrats and Republicans and there is a United States Senator to elect. It promises to be one of the most turbulent sessions in the history of the State and will draw many people to the city. One might not think so, but there are no better patrons of the five-cent theaters than the lawmakers. It is not uncommon for the legislators in parties to make the rounds of the five-cent houses. Then of course many others who are attracted to the city by the session make good business for the five-cent houses and penny arcades. Most of the legislators come from points outside of Indianapolis. Many of them come from small cities and towns and some of them from the farm.

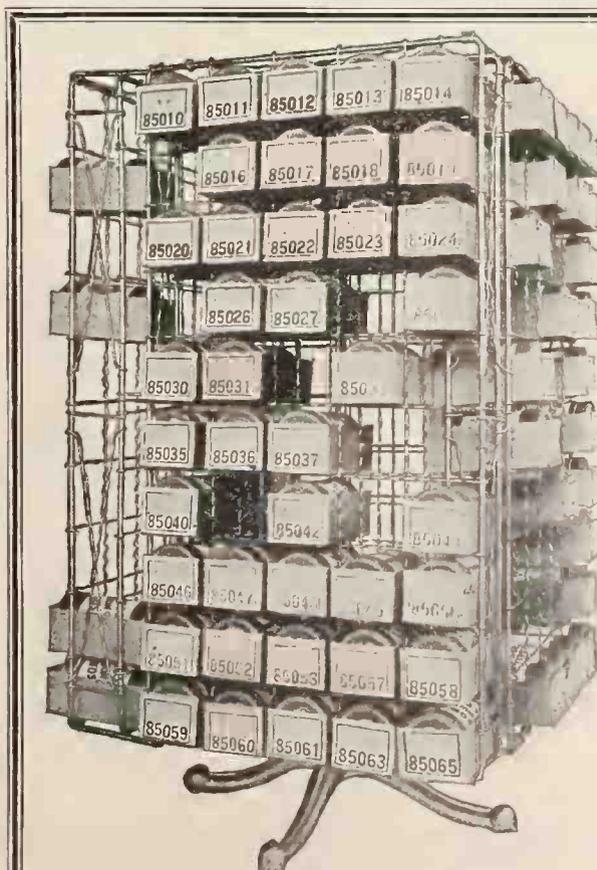
The legislature will not be the only attraction during the next few months. Many important gatherings of State organizations are scheduled for the different hotels and assembly halls and many of them for the State House.

Articles of incorporation have been filed at the office of the Secretary of State for the Victoria Amusement Co. at Lafayette. The capital stock is \$10,000 and the directors are Anna A. Rice, William A. Florer and Felix G. Rice.

One of the five-cent theaters at Muncie had quite an attraction recently in the form of a long-time piano player. The player whose name was J. M. Waterbury broke the world's record by playing continuously for 28 hours. A part of the time he was kept up by the fumes of ammonia, which was sprinkled over the floor. Many of the night owls of the town dropped in at different times during the night to see if he was keeping faith and they always found him pounding away.

Indianapolis five-cent theaters have been free of contests and special inducements for several months. A year or two ago some of them conducted baby contests, but they finally came to the conclusion that the best thing was to keep striving in a conservative way until they caused the people to get the five-cent theater habit.

A talking machine is not a present that is forgotten in a moment. It is one that is fully appreciated for years—every time it is played—and the cost is a trifle in comparison. Tell your neighbors so.



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

Trays and Labels

Used in connection with

The Monarch Midget Special

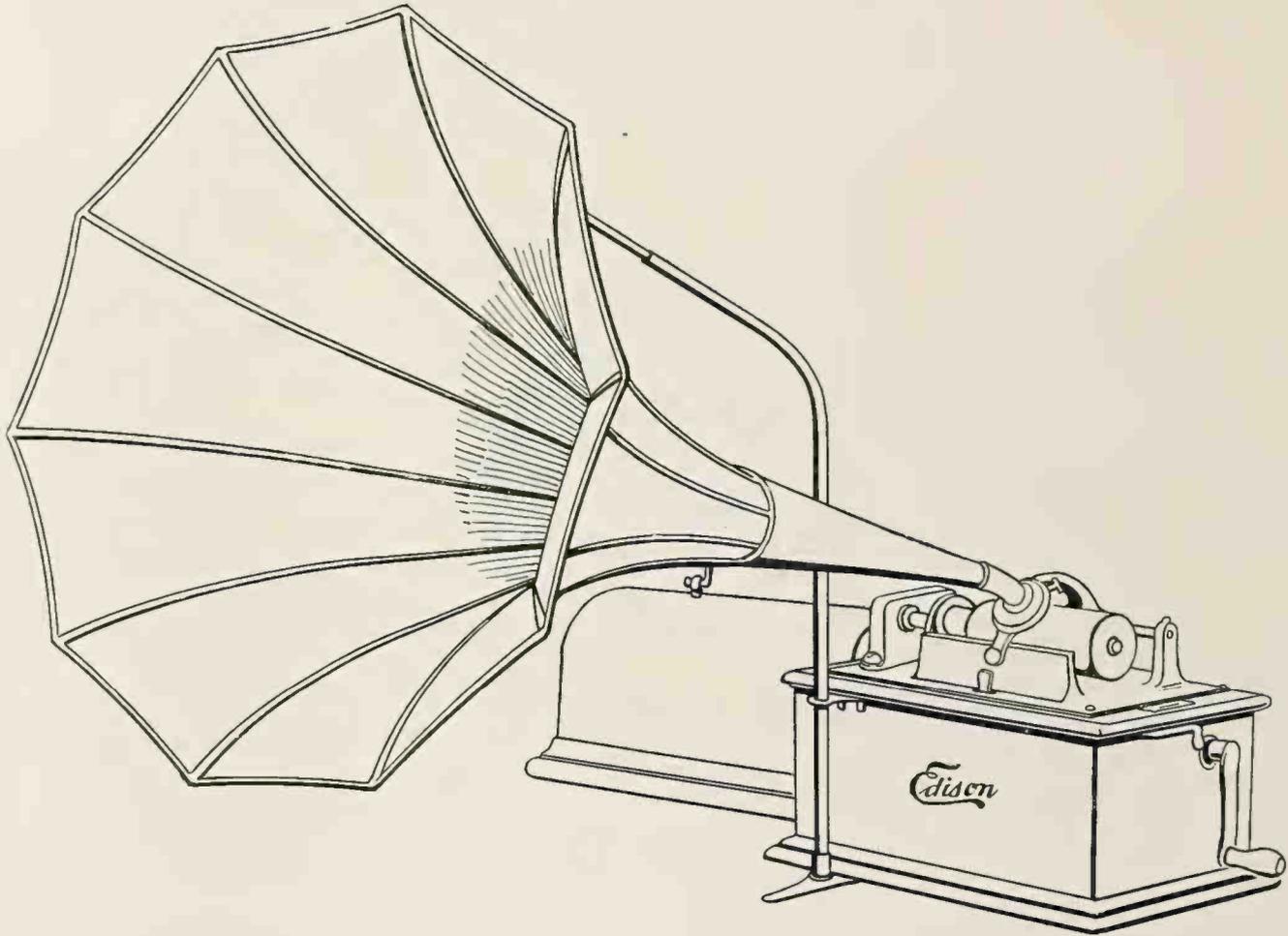
THE illustration shows our popular Monarch Midget Revolving Rack with special openings of a sufficient size to accommodate Blackman's Folding Record Trays or other standard size tray equipped with Rapke Labels. The price of the Rack is the same as the Standard, but in ordering, be particular to mention the word SPECIAL. Prices on trays and labels are given in the Blackman Talking Machine Co.'s advertisement on page 31.

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

PRICE TO DEALERS, \$10.00
Order from your jobber—he has them

Syracuse Wire Works
SYRACUSE, NEW YORK

Edison Phonographs Will Sell Amberol Records



Every Phonograph owner will want to buy Amberol Records as soon as he hears them. Their tone, the songs and selections they offer and the fact that they will play twice as long as the standard Edison Records and longer than any other kind of records, are arguments that no Phonograph owner can resist.

It is not alone the Amberol Records that are going to bring you this bigger volume of Record business; it is also the Edison Phonograph which so faithfully and clearly interprets them.

As these new Records improve the Phonograph, so the Phonograph enhances the value of the Records, so that every Phonograph sale is the beginning of a persistent and large Record business.

Both the Phonograph and the Amberol Records are worthy of your greatest selling effort. When you feature them you are featuring something that everybody knows about and is interested in.

Take advantage of the new things. There is an extra profit in Amberol Records for you and an extra profit in the attachments which present Phonograph owners want so that their instruments will play Amberol Records.

The Edison Phonograph will sell Amberol Records. Your part is to have them, play them and push them all you can.

Write a nearby jobber if you haven't them, or are out of them or your stock is incomplete.

National Phonograph Company, 59 Lakeside Avenue
ORANGE, N. J.

Edison Amberol Records Will Sell Edison Phonographs



Edison Amberol Records have improved the Phonograph. They have made it a more fascinating entertainer than it was before. They have added richness and sweetness to its tone, increased its repertoire of songs and music and enabled it to give to more people more of the kind of music they enjoy.

Consider the effect on your trade of a Record that plays or sings over four minutes—longer than any other record made. Think of what it means to be able to offer over four minutes of entertainment without the necessity of changing Records and to offer besides songs and musical selections, which, by reason of their length, cannot be secured on any other record.

Edison Amberol Records give you these real, new important selling advan-

tages, not only for the records themselves but for the instrument that plays them—the Edison Phonograph.

These new Records will increase your Phonograph sales. No one who hears them will further hesitate about buying. Edison Phonograph owners who hear them will want their instruments equipped to play them and here again is another source of profit.

Be sure and get the new Amberol Records as they come out and when you get them, play them, talk about them and keep them in the foreground.

You have never had as good a selling advantage as these records afford. A nearby Edison jobber can supply you with Records and Phonographs.

National Phonograph Company, 59 Lakeside Avenue,
ORANGE, N. J.

TRADE NEWS FROM MILWAUKEE.

Dealers Much More Optimistic Over Present Conditions and the Outlook—Double-Faced Records Proving Popular—Well Known Jobbers Visit Milwaukee—Local Talking Machine Dealers Meet—Lawrence McGreal's Tour of the Trade—Talking Machine a Valued Accessory in Cure of Tuberculosis.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 8, 1908.

Dealers are more optimistic and better satisfied than they have been in months. Several reasons are responsible for the bright outlook at the present time. First of all, trade in both the retail and wholesale fields has reached the point where there is no longer any doubt that normal conditions have been reached. The holiday business is well under way and there is every promise that the season will be one of the best in years. Dealers are contrasting the rosy prospects of the present time as compared with the gloomy outlook of a year ago and believe that they ought to be satisfied. The retail trade, not only in Milwaukee, but about the State also, has come up to expectations in every way. The natural result is that wholesale trade is of ample proportions as dealers are stocking up well in preparation for the run of holiday trade which has already opened up.

Dealers are becoming accustomed to the many new arrangements of several of the large companies, and while a few weeks ago there was plenty of dissatisfaction to be heard in some quarters the general opinion now seems to be that the various orders were all meant for the ultimate good of the trade.

While dealers are finding it much easier to secure equipment and supplies there is still complaint to be heard among the Edison representatives that they are back on orders for both Home and Triumph attachments. The new Amberol records and attachments created a remarkable demand which it is taking months to satisfy.

The Victor double-faced records are proving themselves to be winners with the trade. Dealers are finding them to be ready sellers and jobbers are meeting with excellent orders. "The new double Victor records have come to stay," said Lawrence McGreal, the well known Milwaukee talking machine jobber, "and there is not a doubt but that they are the record of the future."

The new Columbia double records and indestructible lines recently put on the market are bringing a wonderful business. A. D. Herri-man, manager of the Milwaukee Columbia establishment, reports that sales were never better

both in the record and machine lines, and that without a doubt the new records have been largely responsible.

The recent meeting at Chicago of the executive committee of the National Association of Talking Machine Jobbers attracted to Milwaukee several well known jobbers of the country, viz.: Perry B. Whitsit, Columbus, O., secretary of the National Association of Talking Machine Jobbers; Louis Buehn, Philadelphia; W. D. Andrews, Syracuse, N. Y., and J. Newcomb Blackman, of New York. Lawrence McGreal was in Chicago to attend the meeting.

S. S. Iverson, representing Reton Bros. & Co., well known Edison and Victor dealers at Stevens Point, Wis., recently called upon Milwaukee dealers.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., has placed a number of Edison business phonographs on trial at the general offices of the Milwaukee Electric Railway & Light Co. and the prospects point to ready sales.

The regular monthly meeting of the new Milwaukee Association of Talking Machine Dealers was held on November 28 at the warerooms of Lawrence McGreal. It is planned to make the meetings of a social as well as of a business nature, and so far the results have been most satisfactory. The work of forming the new State Association of Talking Machine Dealers is progressing, although now that the holiday trade is opening up with such vim it is feared that the complete organization will not be perfected until the new year has opened up.

W. W. Warner, leading talking machine dealer of Madison, Wis., James Selkirk, of Clinton, Wis., and Mr. Smith, of the Cadillac Co., called upon the local jobbing trade recently.

Mr. Magner, of the Rudolph Wurlitzer Co., of Chicago, called upon the Hoeffler Mfg. Co. lately and helped J. H. Becker, Jr., in the arrangement of a unique fiber needle window display. As a result of the interesting display of needles the Hoeffler Co. made several Victor sales.

W. P. Hope, representative of the National Phonograph Co. in Wisconsin and Northern Michigan territory, made a recent visit to Milwaukee headquarters. Mr. Hope reports excellent sales.

Lawrence McGreal, the enterprising Milwaukee talking machine jobber and retailer, recently visited his various dealers as far north as Menominee, Mich., and as far west as La Crosse, Wis. He found trade in a satisfactory condition with brilliant prospects for holiday business. Mr. McGreal believes in the policy of becoming acquainted with his dealers.

The talking machine as a valuable accessory in the cure of tuberculosis is the view taken by Former Alderman Charles B. Weil, of Milwaukee. Mr. Weil recently visited the Blue Mound sanitarium for tuberculosis patients near Milwaukee and was impressed with the fact that some form of diversion should be furnished them as a means of keeping their thoughts from their condition. Mr. Weil believes that there are many people in Milwaukee who have talking machines which they could loan to the sanitarium until the institution can afford to purchase machines of its own.

CHAMINADE RECORDS IN DEMAND.

American Tour of Great French Composer and Pianiste Greatly Stimulates Sales of Her Records Throughout the Country.

The American concert tour of Mme. Cecile Chaminade, just closing, has stimulated a strong demand for the talking machine records made by this celebrated composer and pianiste. This de-



MME. CHAMINADE.

mand has come from every part of the country, and it has been unfortunate that not more of her compositions were recorded to satisfy the craving of those music lovers who, hearing her play personally, desired to further enjoy her brilliancy or not hearing her in the flesh, desired to listen to her playing at second hand.

VALUE OF THE ANNUNCIAPHONE.

Will Answer Telephone Calls and "Fill a Long Felt Want."

J. F. Land, formerly with the Michigan Telephone Co., has invented a device for answering telephone calls when the person called is absent, the talking machine equipped with a special record being the basis of the new device, which is called the annunciaphone. The American Annunciaphone Co. has been formed to market the contrivance, with E. M. Hopkins as president.

"There are many things about the annunciaphone that commend it to the public," said Mr. Hopkins. "See what a convenience it will be to the doctor when he is out. The phonograph arrangement is told the piece to speak, and during his entire absence it answers the telephone. No matter how many calls it tells when the doctor will be back."

Owing to the fact that he carelessly stole a record that had just been received by a local dealer, and not yet been placed on sale, led to the downfall of a sixteen-year-old boy, son of a prominent merchant of Millinocket, Me. As no records of the certain selection had been sold in the town, the police had an excellent clue to work on, and when they heard the boy playing the record in question, immediately arrested him. He confessed to robbing several stores, as well as stealing a pouch of registered mail.

To keep trade at home, place a large handsome card in a prominent place reading "If we haven't got it, we'll get it."

"GERSON CABINET"

(Patent applied for).



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

Something New For Users of Edison Business Phonographs

DICTAPHONES OR COMMERCIAL GRAPHOPHONES

IT FITS THEM ALL!

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

The GERSON CABINET moves easily on casters.

Pull it up to your desk to dictate.

Push it away again when through.

The transcriber and another dictator can do likewise.

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

TYPE E—Top Mortised to Fit Edison Business Phonograph.

TYPE G—Top Mortised to Fit Either Columbia or Dictaphone.

(SPECIFY TYPE WANTED.)

SELLS AT \$7.50

(Regular discounts to dealers for two or more.)

MUSICAL ECHO COMPANY

SOLE DISTRIBUTORS

1217 Chestnut Street - Philadelphia

ENOUGH JOBBERS IN NEW YORK.

J. Newcomb Blackman Takes Exception to Statement That There Is Room for Several More Victor Jobbers—Nearly a Score of Authorized Distributors in the Greater City—Idea of Unlimited Competition a Mistake, a Fact Realized by the Big Companies.

J. Newcomb Blackman takes exception to the statement that more Victor jobbers should be established in New York City, and in referring to this subject, he said: "I notice on page 32 of the November 15 issue of The World, somebody, who evidently did not want his name quoted, made a statement to the effect that more jobbers could be added in New York without detriment to the present firms. It is evident that this gentleman was one of those 'on the outside looking in,' for if he was already a jobber it is not likely he would have made any such statement. I must give him credit, however, for admitting that in case more were added certain new methods of selling and creating new business would have to be inaugurated.

"In New York City and Brooklyn at the present time we have 13 distributors, advertised as such, and four or five who get distributing discounts, but are evidently not advertised, as they make no attempt at doing a wholesale business.

"Both the Edison and Victor companies have recently inaugurated a new system to establish dealers, which proves they realize the error of unlimited competition among dealers and that quality counts more than quantity. This condition is even more true with jobbers, who invest much more money and are in proportion a much greater support to the manufacturer. We have had examples recently of talking machine jobbers discontinuing business. More protection as against additional competition will result in better jobbers, who will show returns to the manufacturers more satisfactory, than by causing a lack of confidence through unlimited competition.

"While I do not wish to intimate that the Victor Co. approve of the establishment of further competition among jobbers in New York City, I do think people who get into print with such opinions might use a few arguments and use their name, as I have in this case.

"I would be very glad at any time to discuss this subject, on my part arguing the advantage of more protection, as against more competition and leave it to the trade, as to which plan will show the best results."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 10, 1908.

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

NOVEMBER 17.

Bangkok, 4 pkgs., \$353; Bombay, 7 pkgs., \$495; 2 pkgs., \$107; Buenos Ayres, 4 pkgs., \$580; 8 pkgs., \$400; Cardiff, 35 pkgs., \$320; Corinto, 1 pkg., \$192; Havre, 7 pkgs., \$289; London, 138 pkgs., \$6,558; 64 pkgs., \$3,676; Manila, 8 pkgs., \$918; Milan, 19 pkgs., \$2,000; Para, 17 pkgs., \$1,631; Rio de Janeiro, 7 pkgs., \$846; Singapore, 7 pkgs., \$241; Sydney, 211 pkgs., \$5,585; Vera Cruz, 29 pkgs., \$608; Yokohama, 89 pkgs., \$773.

NOVEMBER 24.

Berlin, 49 pkgs., \$565; 31 pkgs., \$200; Colon, 4 pkgs., \$129; Guayaquil, 6 pkgs., \$233; Havana, 5 pkgs., \$201; Havre, 5 pkgs., \$210; Kingston, 2 pkgs., \$178; 3 pkgs., \$124; London, 648 pkgs., \$7,610; 91 pkgs., \$2,279; 318 pkgs., \$8,068; 642 pkgs., \$6,619; Melbourne, 4 pkgs., \$177; Rio de Janeiro, 2 pkgs., \$23; Savanilla, 6 pkgs., \$160; St. Johns, 4 pkgs., \$123; Vera Cruz, 124 pkgs., \$3,635; Vienna, 2 pkgs., \$121.

NOVEMBER 30.

Amapala, 20 pkgs., \$353; Callao, 7 pkgs., \$165; Colon, 10 pkgs., \$222; Havana, 5 pkgs., \$411; Havre, 7 pkgs., \$215; Kingston, 11 pkgs., \$123;

WANTED--Rush Orders!



Send us your rush orders on Victor and Edison Machines, Records and Supplies. Ordinary jobbing service may be put up with in ordinary times, but from now to the holidays, you need quick, complete filling of all orders.

TRY WURLITZER'S HURRY-UP SERVICE. "We serve you right on Victor & Edison!"

WURLITZER'S NEEDLE OFFER!

WHEN we determined to put out the best Needle in the world at a price others ask for the ordinary kind, we got quantity prices from every manufacturer, American and European.

We succeeded in finding a Needle that tested out much better than any other. The Manufacturer had always gotten a higher price because his Needles were far ahead of all others, either imported or domestic. The reason of this is that the Needles are drawn from the best grade of

double-refined American steel wire and take longer to manufacture than any other.

By agreeing to dispose of an enormous quantity, we secured a price much below regular and quote quantity prices to Dealers as follows:

In 1M to 50M lots, 25c. per M	200 M lots, 22c. per M
In 50M lots, 24c. per M	300M lots, 21c. per M
In 100M lots, 23c. per M	500M lots, 20c. per M

Put up in envelopes of 100 each, unless otherwise ordered. On all orders for 50,000 or more Needles, we will imprint Dealer's name and address on envelopes free.

THE RUDOLPH WURLITZER CO.
CINCINNATI :: :: :: CHICAGO

☞ 2 points of supply; order from the nearer.

Liverpool, 787 pkgs., \$6,148; 110 pkgs., \$2,865; Melbourne, \$1,223 pkgs., \$14,301; Port of Spain, 3 pkgs., \$174; Southampton, 200 pkgs., \$5,112; Vera Cruz, 39 pkgs., \$684.

DECEMBER 8.

Belfast, 4 pkgs., \$319; Bergen, 11 pkgs., \$400; Berlin, 32 pkgs., \$573; 32 pkgs., \$233; Bradford, 110 pkgs., \$510; Buenos Ayres, 3 pkgs., \$145; Cardiff, 35 pkgs., \$168; Colon, 4 pkgs., \$185; 1 pkg., \$113; Havre, 4 pkgs., \$223; Hong Kong, 26 pkgs., \$1,330; Iquique, 54 pkgs., \$760; Liverpool, 37 pkgs., \$168; 1 pkg., \$300; London, 103 pkgs., \$2,483; 175 pkgs., \$4,258; 629 pkgs., \$3,609; Manchester, 39 pkgs., \$430; Newcastle, 46 pkgs., \$257; Rio de Janeiro, 9 pkgs., \$162; 17 pkgs., \$1,464; Shanghai, 92 pkgs., \$3,673; St. Petersburg, 2 pkgs., \$400; 1 pkg., \$114; Sydney, 3 pkgs., \$235.

AN ORATOR AND A CHORUS.

The business orator was making his speech.

"It is possible," he said, "to do business with people whom you know!"

"Yes," said his hearers.

"And with people who know you!"

"Yes!"

"But it is impossible to do business with people whom you do not know!" he continued.

"Right you are!" from the chorus.

"Or with those who do not know you!"

"What's the answer?" from the crowd.

"Advertise!"

AN ACOUSTIC OSCILLOGRAPH.

By causing a small mirror to oscillate in accord with the movements of the diaphragm of a phonograph, Mr. Bowron, an English inventor, has contrived the means of showing to an audience a visible representation of a piece of music to which they are listening. A beam of light reflected from the oscillating mirror and from another mirror which rotates uniformly is thrown upon a screen, where it appears as a luminous curve, varying in correspondence with the sounds. The instrument is called an acoustic oscillograph. —Youth's Companion.

TALKER POPULAR IN AFRICA.

Its Songs and Music Bringing the Whole World Into Closer Touch.

According to travelers' reports the talking machine has been taken up with extraordinary enthusiasm in many parts of Africa. At Timbuctoo, once regarded as a mysterious and inaccessible stronghold of fanaticism, you can now hear in many a white-walled dwelling the phonograph squeaking out the latest popular songs of the Parisian boulevards. There is hardly a village in Algeria, Tunis or the other French possessions that does not possess one or two or more phonographs. Operatic arias and comic songs are ground out all day long for the amusement of the natives, who have plenty of time to spare. In Dahomey and the Congo, where the ivory and rubber trades have made many people prosperous, the natives eagerly await the arrival of the steamships at Grand Bassam and Porto Novo bringing the latest records from Paris.

MISS FARRAR HEARS HERSELF SING.

Miss Geraldine Farrar, the Metropolitan prima donna, had a pleasant surprise at a luncheon, which had been arranged in her honor at the Waldorf-Astoria, on Dec. 2. When the menu was about half-way disposed of the orchestra struck up the accompaniment to "Aunie Laurie," and a voice took up the song. Then followed the duet from "Madame Butterfly." Miss Farrar's host, Mr. Bagby, had invited her there to listen to records she had made for the Victor Co.

BUILD ADDITION TO SALESROOM.

Owing to the rapid growth of his business, A. Diener, a talking machine dealer of Bellefontaine, O., has found it necessary to build an addition to his salesrooms on South Main street, that city.

A little discourtesy is capable of destroying the effect that a hundred advertisements have created.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

How to Develop Holiday Trade—Export Business on the Decline—Reflections on Present Conditions and Developments—Chat With Mr. Heilborn Regarding Star Records and Machines—Henry Seymour's 8-Minute Record—Excellent Piano Records—Opportunities for Side Lines—New Syndicate Organized—Lyon & Co. Creditors Meet—Gramophone Co. Make Interesting Report Regarding Business—Columbia Co. Exchange Plans—Pantomime Songs—National Co.'s Publicity—Some New Incorporations—Interesting News Items from the Provinces.

(Special to The Talking Machine World.)

London, E. C., Dec. 3, 1908.

Whatever the trade has been in the past, there is always good business about during Christmas week, and with enterprising methods the average dealer should turn over at least £50 net profit. The many little schemes which are being adopted to bring about this amount of sales is really very interesting to report. One dealer of my acquaintance has gotten out a striking little booklet which concisely states the advantages of possessing a talking machine for Christmas enjoyment, etc. Another employs a special salesman to go around with a complete outfit and records for demonstrating to the best residents of his locality. And we could give similar cases unlimited, but perhaps the most successful is along the lines of a "competition." I do not advocate this generally, but a little local scheme in that direction is quite harmless.

Talking machine window displays are already, in many instances set out effectively in harmony with the festive season, and by all appearances the situation indicates a splendid time for the up-to-date traders during Christmas week at any rate.

Export trade, unfortunately, is on the decline as it has been for some very considerable time past. As a consequence both in Liverpool, London, and on the Tyne, a large number of steamers have been laid-up for weeks, and are likely to remain so throughout the winter. On this account alone the shipyards in most cases are working half-time, and what with so many workmen being out of employment, combined with the effects of the cotton strike (which happily is now settled) the result has affected talking machine sales to an unfortunate extent. Yet in the face of this the dealer and factor is charged with another difficulty by manufacturers introducing propositions which will restrict trade all around. November sales have been decidedly slack everywhere, and a general prevalence has existed among dealers to hold-up orders until the

last moment. Even the proximity of Christmas does not show the usual influence on manufacturers' orders, which is, no doubt, to a large extent, due to the feeling of unrest bred in the dealers' mind by the uncertain actions of manufacturers in introducing and adopting new trading policies at a time when stability should reign supreme. Such departures disturb the retailers' well-thought-out plans for the season, and do more to restrict sales than all the effects of our industrial troubles put together. How can the trade progress along commercial lines when almost every month some new enterprise is sprung upon us? The key-note of trade progress depends on confidence between the maker and distributor; but confidence is dead, and while this state of things exists, neither factor nor retailer will stock as largely as before. If any one product cannot sell on its own merits, and succeed, then exclusive trading in the long run, I believe, will prove a failure. And if it is persisted in, what is the future position? If there are fifty wholesale houses to-day, (of which quite half cannot meet their payments promptly) it is no exaggeration to predict that another fifty will come into existence within five years. The public demand will certainly not keep up with the increased competition, and the greater the number of distributors, the lesser their profits. Bad debts alone will seriously hamper the manufacturer and his output—granted an increase in some instances—is unlikely to cover the loss.

I am writing in no pessimistic strain, but if we would secure the future of this industry, by all means let us have no more of these trade restricting elements. Wholesalers and dealers alike should have the courage of their opinions and be loyal to all those manufacturers who have hitherto provided the means of their existence.

Microphonograph Co.'s New Diaphragms.

The Microphonograph Co. have issued a new diaphragm for their 1908 model repro. to play the Edison Amberol record. The price is extremely moderate.

Action for Breach of Contract.

The action for breach of contract brought by Mr. Seymour against F. M. Russell & Co. is in the lists, and will have been heard probably by the time these lines appear.

New Records by Lauder.

The National Phonograph Co. announce the news of three more records by the inimitable Harry Lauder, for which many thanks. That's the spirit in which the trade receive these records judging by the enormous demand they provoke. On Nov. 17, the "exclusive" Edison dealers' agreement was posted to the trade.

The National Phonograph Co. give notice in the Phonograph Monthly that the price of Amberol "Home," and "Triumph" attachments are subject to the return of the present mainshaft, and mandrel, which is superfluous to users or dealers where the new attachments are fitted. For every new one supplied dealers must return the old to their factor.

Going After the Swindlers.

The Morning Leader is very pluckily exposing a gang of swindlers who trade under the style of the "Phonic Musical Warehouse," Bexley Heath, and 300 Clapham Road, London. The modus operandi is to buy up old letters, cut out the signature, which is then pasted on a circular containing a specious offer, and sent to the various persons. The fraud in question follows this line and people are induced to send money—presumably for a phonograph—but in reality all they get is some cheap trashy music which costs them 2s. 4d. This is an evil, which, if not put down, must affect the genuine mail order house to no inconsiderable extent, and we trust that by this time the Leader has driven home the last nail in the coffin of these blood-suckers.

Grand Prix for Pathephone.

The Pathephone has been awarded the grand prix at the Franco-British exhibition, which is the highest award in the music section. Presumably there were two such diplomas awarded, as the Gramophone Company are also in receipt of this high honor.

Some Recent Pathe-Disc Records.

Some remarkable—not to say surprising records are to be found in the December lists of the 10-inch new standard Pathé disc, retailing double-sided at two shillings (48 cents). Records by the following artists figure in this impression: Misses Eleanor Jones, Mr. Burnett and Florrie Forde, Messrs. Walter Hyde, John MacCormack, Ernest Pike, Peter Dawson, Harry Lauder, George Formby and Alexander Prince of concertina fame. In his inimitable Lancashire brogue, George Formby gives a fine rendition of "John Willie, Cum On."

Messrs. Lacroix & Co.'s Statement.

I am authorized to announce that Messrs. Lacroix & Co., Jewin St., London, have given up the factorship of Phono & Phoebus records, which in future will be handled in England by Mr. Davis of Victoria street, Westminster.

Mr. Heilbron Returns from the States.

F. Heilbron, of Willibald Tweer & Co., arrived here November 23 from the States, where he had been on a business visit to the Hawthorne & Sheble factory in Philadelphia. Interviewed by your correspondent Mr. Heilbron stated that the trip was primarily in the interest of, and having reference to the market

FAVORITE RECORDS



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

FAVORITE RECORDS

and they are doing well.

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

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued.)

ing of the "Star" products in this country, and he was glad to say that two new models were now ready for the trade. The prices are retail £3 7s. 6d. and 4 guineas, respectively, and they will both contain all the features of the other Star machines, besides having convertible tone arms to play both record cuts. I had the pleasure of hearing a few records on the small machine, which is wonderful value for the money, and of a surety it will attain a fair demand here, since it represents and embodies just those requirements most suitable to the English trade. Mr. Heilbron had a good word to say for the general courtesy with which he was received everywhere, and of American enterprise—well, we in the old country, it seems, in comparison, just play at business. Did you ever hear of a cable order coming to England for 1,000 machines? No, said I, and it turns out from what Mr. Heilbron says, that such orders were quite a common occurrence in the States, and notably in the Hawthorne & Sheble business, after the Presidential election. Mr. Heilbron has promised to give me his impression in greater detail, which I shall hope to publish in the near future.

Some Excellent Favorite Records.

Some recent Favorite records are of that quality which goes so far to build up a good reputation! Mr. Fischer informs me that trade is satisfactory, all things considered, and their products generally are receiving the demand which they merit. I have not a complete list by me, but the following good titles have been sent for mention in these columns: "You Were Made for Me" (No. 1-65143) "Kiss Your Soldier Boy Good-Bye" (No. 1-65144) on the reverse side, sung by Hamilton Hill, and I feel bound to say that Mr. Hill's rendition of these two songs on the

Favorite record far excel anything he may have done elsewhere. "Lovely Night" (No. 1-69075) and "The Long Day Closes" (No. 1-69076) by the Male Quartet, with organ accompaniment, is a really fine record, the organ introduction being rendered in a very natural manner. Fred Vernon gives us two comics "John Willie" (No. 1-67075) and "Call Around Any Old Time" (No. 67076), while there are two more records by Hamilton Hill, "Bombardier" (No. 1-65147) and on the reverse "Hang Out the Frontdoor Key" (No. 1-65146).

Buy British Goods!

The Union Jack Industries League have issued a manifesto, in which they point out that unemployment has attained such serious dimensions as to be a real menace to the country, and they ask the public to show a patriotic preference for British-made goods. In this connection the Clarion Company have issued the report verbatim to dealers. The show bill is headed in large type, "£10,000 expended every year in the employment of British labor to produce the famous Clarion record." A timely piece of advertising this—if it goes no further.

400 Threads to the Inch.

An application for a patent on the above has been made by Henry Seymour, who claims that by an entirely new process he is able to put an eight-minute record on the standard cylinder, ensuring easier tracking, and without losing either in volume of sound or quality. The principle, most remarkable to say, can be applied equally as well to the phono disc as the cylinder. Another peculiarity about this system is that all trouble in relation to correct tracking in fine threads is entirely obviated, without the slightest regard to the size

of the reproducing stylus. Mr. Seymour has kindly promised to furnish me with full details for our next issue, and it is only fair to say that this wonderful system will revolutionize anything yet attempted.

Records of the Pianoforte.

The Pianoforte, which up to recent times had resisted the best efforts of talking machine experts to record with any degree of success, is entirely vanquished—if I may be permitted the term. And this is not more evidenced than in the last Beka issue, where I find such favorites as "Alice, Where Art Thou?" "Valse Arabesque," "Rondo Capriccioso," and "Rondo Brillante," all by Mr. Henry Gechi, played in a truly brilliant manner. Other records are "O Come, All Ye Faithful," and "Hark the Herald-Angels Sing"; two fine hymns appropriate to Christmas, and sung in quartette by Miss Ivy Hope, Miss Jessie Broughton, Messrs. Bernard Turner and Norman Williams. Conducted very ably by Julian Jones, the Beka London orchestra shines well in "The Sharpshooter," "With Flying Colors," and "The Pride of the Regiment" (marches). In "Marguerite," and "Mary" Mr. Bernard Turner gives a sympathetic rendering and of these two favorites a record sale is expected.

New Model of Pathephone.

Pathé Frères have just placed an order with Lebus & Co. for Pathephone machine cabinets to the tune of something like 20,000. These are for a new model which the company intend to introduce shortly.

New Clarions at a Popular Price.

The Premier Manufacturing Co. have marketed two models of a new disc machine, under the now well-known name of "Clarion." They

KLINGSOR

**THE "WAGNER"**

Highly finished solid Oak Cabinet.

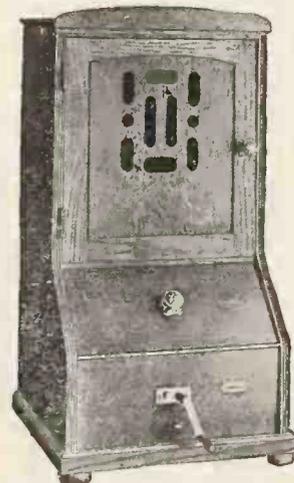
THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness,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

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

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

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.

**THE "SULLIVAN"**

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

**THE "BIJOU"**

Mahogany, Walnut or Oak Cabinet.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus,

:: LONDON, W., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

will retail at five guineas, and three guineas, respectively, (with liberal trade discount) and these are indeed moderate prices in view of the excellent quality given. Each machine is adapted to play both cuts, the motor is good, while the cabinet is of Spanish mahogany color, surmounted by an artistic flower horn. The sound-box, which presents many new features, I shall have something to say about in our January issue.

Columbia Dictaphone in Governmental Service.

The Columbia Dictaphone is attaining quite a distinguished following in Governmental service. The Duke of Marlboro, Earl Cawdor, the Postmaster General, Mr. Haldane and Mr. Balfour, all utilize this time-saving device in their official capacity; the latest adherent being the Rt. Hon. Winston Churchill, who has ordered the Dictaphone for his official use at the Board of Trade.

British Zonophone Co.'s Latest Issue.

The British Zonophone Co.'s December list is replete with seasonable titles for Christmas enjoyment, and covers both classical, sentimental and comic selections of a delightful nature. With such fare it is not astonishing to learn that Zonophone records are increasing in popularity all the time; in fact, I understand there has been a regular boom for these latest issues, and they cannot be dispatched fast enough. Here are some good sellers: "A Jolly Christmas" (Minister singers), "Land of Hope and Glory," in which we have a charming combination of a cornet solo (Mr. H. Bryau), chorus (The Alexandra Choir), and full band (The Black Diamonds). The Black Diamond band also present "Reminiscence of 1871" and "Overture to Mignon," in both of which the recording is exceedingly natural. "Genevieve" is a fine cornet solo by Messrs. Hawkins and Hardy of the band of H. M. Coldstream Guards. "Rocked in the Cradle of the Deep," by Harry Lauder, is well up to his inimitable style, and was made by the special request of over a thousand persons. The London Municipal Orchestra plays "Gold and Silver Waltz," and on three records "The Merry Widow Lancers," figures 1 and 2, 3 and 4, and 5 are given. This dance music is particularly appropriate at this time, and the recording thereof is characterized by a truly faithful rendering, seldom met with. There are other splendid titles in the list, notably the famous quartette from Rigoletto (Verdi), and it is but natural to predict that the whole December issues will be winners everywhere.

Dyktor's Biophone Co.

Our old friend Sr. Dyktor is now trading under the style of the Dyktor's Biophone Co., in Goswell Road, E. C.

Latest "Clarion" Cylinder Records.

In the 19th parcel, or November list, of "Clarion" cylinder records, a new artist of exceptional merit is introduced in the person of Master Lloyd Shakespeare, who is but 12 years of age. Although so young, Master Shakespeare plays his cornet solo "Bolero" (The Toreador) in a style truly remarkable, and we shall hope to hear further selections by this infant prodigy from time to time. Other selections in the list are "Homeward Bound" (march), Premier Military Band; "Poet and Peasant" (overture), and "Chevalier's Songs," both by the Premier Concert Orchestra; "Old Country Dances," Premier Bijou Orchestra, and a fine clarinet solo, "The Alsatians," by Charles Draper. In the vocal selections are "The Postman," A. Marsh; "It Serves You Right," Will Terry; "In the Valley Where the Blue-Birds Sing," S. Kirkby; "Red Wing" and "Same Old Church," F. Miller; and "Nirvana," by Archie Anderson. Here, too, is a fine list, especially introduced for Christmas use: "The First Noel," "While Shepherds Watch," "O Come All Ye Faithful," and "Christians Awake" are four good carols by the Premier singers; "Sons of the Brave" (march), "Pomp and Circumstance," by the Premier Military Band; "Far Away in Australia," Frank Miller; "Hang Out the Front-door Key" (seasonable, this!) by Charles Lester; "I Know Where to Find 'Em," Charles Denton; and here are three beautiful descriptive selections—"A Watch Night Service in the Old Village Church," "The Miner's Dream of Home," song by Stanley Kirkby, and "At the Pantomime."

Parcel Post Rates Reduced.

The parcel post rates from England to the Argentine Republic have been reduced to—not exceeding 3 pounds, 2s.; over 3 pounds and not over 7 pounds, 3s.; over 7 pounds up to 11 pounds, 4s.

What a Desecration!

Dedicated to the landlord of a Leipzig hotel, a comic song by Richard Wagner, comprising no less than twelve verses, is to be put up for auction in Berlin shortly.

Value of Side Lines.

Business being so quiet, the live talking machine dealer naturally takes up a good side line—that is, of course, if he wants to keep that "balance" at the bank. Perhaps there are, however, a good many who have no bank reserve, and to such these lines will especially appeal, for, if acted upon, there is no reason whatever why any trader should not turn over a decent profit. There are a number of excellent articles, for instance, which every dealer might stock, such as air-guns, and pistols, targets, clockwork door

bells, boxing gloves, exercisers, footballs, shin guards, fretwork outfits, pedometers, roller and other skates, etc. While the majority of retailers could not stock all of these lines, they should go in for those most suitable for their class of customers; it largely depends on locality, but the foregoing present a few likely articles to choose from. There is unlimited possibilities to build up a fine trade in these side lines, and any trader wishing to adopt means of increasing their balance at the bank cannot do better than communicate with Brown Bros. of Great Eastern street, London, who will gladly furnish the required information, together with details and particulars of the best paying phonographs, records, and disc talking machines.

The Rena Manufacturing Co.

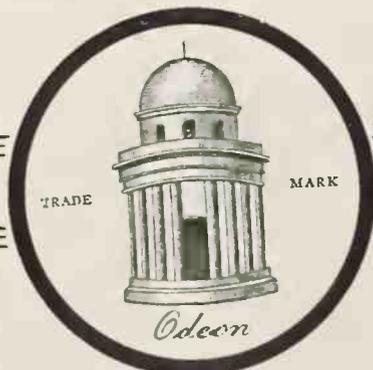
A new syndicate has come into formation under the title of the Rena Manufacturing Co., to market both a disc machine and record. The trade thought it not a little likely that Louis Sterling (late managing director of the Russell Hunting concern) would soon be among us again, and it was therefore a pleasure to find him at the head of this new company. He is very enthusiastic in regard to the future, and there is no doubt that when general conditions resume a normal state, the "Rena" will create for itself a splendid following. It is a double-sided, needle-cut record, and will sell at the tempting price of two shillings and sixpence. About fifty titles figure in the first list to be issued December 1. The "Rena" is characterized by fine recording, and is impressed with selections from some of the leading artists and best bands of the day.

Creditors of A. Lyon & Co. Meet.

At the creditors' meeting of A. Lyon & Co. (City Manufacturing Co.), City Road, London, a list of claims was read out, from which I mention the following: British Zonophone Co., £197 17s. 8d.; Columbia Co., £65 2s.; Cooper Bios. & Co., £28 1s.; Gramophone Co., £44 8s.; International Favorite Co., £63 18s. 6d.; Beka Co., £18 14s. 4d.; Musogram Co., £30 12s. 6d.; Hesse & Co. (amount not stated); Lugton & Co., £81 4s.; H. C. Lewis, £33 1s. 4d.; M. & A. Woolf, £75 9s. 6d.; and others. Total liabilities (proved to date), £3,816 7s. 5d. Assets, estimated about £800. Mr. Moore has been deprived of the trusteeship in place of Mr. Tilley, 8 Staple Inn, London, W. C. The public examination of the debtor is fixed to be held on December 4.

Shipping News.

The Continental North Atlantic shipping lines have decided to organize a service of cargo steamers to Canada, starting from Hamburg, and calling regularly at Bremen and Rotterdam. An agreement has been come to with the Canadian



THE LEADING DISC

RECORDS OF TO-DAY

These wonderful Records have for the past five years been recognized as the premier artistic discs of both continents. They stand to-day the highest conception of the recorder's art, and by their aid thousands have become known to the musical possibilities of the Talking Machine. "Odeon" Records have attained a world-wide reputation for beauty of tone, wearing powers and perfection of detail. A long array of well-known artistes, many of them exclusively retained, have assisted to make the "Odeon" Record famous, and, in this connection, we would specially draw your attention to the magnificent records made by

Mr. LLOYD CHANDOS
Mr. JOHN McCORMACK
Mr. IVOR FOSTER

Mr. WATKIN MILLS
Mr. DALTON BAKER
Mr. JAMES DAVIS

Mr. WALTER HYDE
Madame EMMY DESTINN
Madame EDNA THORNTON, and many others

The Bands of the GRENADIER GUARDS, LONDON, and of the GARDE REPUBLICAINE, PARIS

BARNETT
SAMUEL
& SONS CO.

Sole Wholesale Agency
Worship St.
London, Eng.

ODEON DOUBLE DISC RECORDS

FROM OUR LONDON HEADQUARTERS—(Continued.)

Pacific and Grand Trunk railways. The two great German shipping companies have made arrangements to sail their fast liners from New York in rotation. Next season's timetable from New York will be Tuesday, North German Lloyd express; Wednesday, White Star express to Southampton; Cunard intermediate, Hamburg-American intermediate; Thursday, North German Lloyd intermediate; Saturday, Cunard, Hamburg-American, White Star intermediate, to Liverpool.

Post of Trust.

I know of a gentleman who is open to accept a position as traveler, manager, or any post of trust. He knows the talking machine trade from its infancy, and is right up-to-date in every sphere.

What a West End Dealer Says.

A West End dealer says that banjos, guitars, harps, and other stringed musical instruments are decreasing in popular favor. People will not take the trouble to learn, now that they can get all or any instrument on the Gramophone, which is held responsible for this state of things. We hope that West End dealer sells gramophones, as otherwise he should soon be out of business, at that rate.

Business With the Gramophone Co.

From a recent call on the Gramophone Co. I gleaned some interesting information in regard to general business conditions. Several splendid lists of records have lately been issued, and from the excellent quality of fare provided, especially in the Christmas record list, it was only to be expected that sales had been exceptionally good; and in machines also. Unfortunately, the good demand for gramophones and records does not apply to the talking machine trade generally—which is to say that when you hear of a thousand gramophone machines being despatched in one week in these times of general depression, it is not to be gathered therefrom that this reflects a busy time in the trade all round. Far from it. Yet it is some measure of consolation to know that when the Gramophone Co. are busy, trade

generally in this industry may be expected to revive in the near future. I have received several current lists of gramophone records, which are all appropriate to the season. For dance music we have an unlimited selection—lancers, quadrilles, waltzes, two-step, polkas, etc. These records are of excellent quality, and have been recorded extra loud for the purpose. In the Christmas list much seasonable music is given by the leading bands and artists of the day, the complete oratorio of "Elijah" and the "Messiah" are in the list, which also contains selections by Miss Amy Castles, Mme. E. Jones-Hudson, W. Edward Lloyd, John Harrison, Westminster Cathedral Choir, Sousa's Band, Band of H. M. Coldstream Guards, a talking record, "Bob Cracket Telling of Scrooge," by Bransby Williams, etc., etc. The special issue of eight new pianoforte records by the celebrated Herr Backhaus should be stocked by every first-class gramophone dealer. We have heard some of these records, on which he renders the works of Chopin, Handel, Liszt, Grieg, and others, in a manner truly wonderful, while at the same time the recording is perfect. Another impression contains selections of new orchestral records by La Scala Symphony Orchestra, Milan. These cover overtures from "Lohengrin," "The Flying Dutchman," "The Valkyrie," "Rienzi," "Midsummer Night's Dream," "Tannhauser," "Tristan and Isolde," "The Twilight of the Gods," and others, truly a splendid list this, and one which upholds the high standard of the gramophone products. Traders should communicate with the nearest branch for further information.

Russell Hunting Co. Affairs.

In the matter of the Russell Hunting Record Co. (in liquidation), I understand that Russell Hunting has made an amended offer which covers not only all the machinery and plant at the factory, and the office furniture, etc., but also takes over the liability of the company's mortgage on the factory, amounting to about £4,000, but in taking over this liability Mr. Hunting has pre-

sumably come to a satisfactory settlement with the mortgagors. The offer is said to have been made on behalf of a new company about to be formed. As the Chancery Court has sanctioned this arrangement, it only remains for the contract to be signed between Mr. Hunting and the debenture holders' receiver.

Business Troubles.

Business troubles during this last month affect the following: C. J. Saunders, Eastbourne; A. Lyon & Co. (City Manufacturing Co.); Wm. Powell, Dallas street, Worcester; Smith & Co., Albion street, Halifax; I. N. Millard, Bristol; Wm. Oram, Chapel street, Pontnewydd; G. H. Richards (trading as the Ruperra Furnishing Co.), Newport; instances are here of many well-known talking machine manufacturers and factors being let in for quite large sums. It only emphasizes the fact that greater care should be exercised in the giving of indiscriminate and long credit.

Another Dog in Advertising.

The topical advertisements issued by Catesbys have now reached their zenith of fame. The latest presents an illustration of a dog with a disc record in its mouth, much to the chagrin of "father," who looks like having a fit, while in the background—of course—may be seen the "naughty" boy wearing the smile that won't come off. Such advertising brings the prominence of this industry before the public, and is at the same time a compliment. But what's the name of the record that can stand the bite of a dog?

Columbia Co.'s Exchange Scheme.

The Columbia's exchange scheme has caught on well. There can be no doubt that the idea of an allowance on old records is a popular one. People like to think that they are going to get something back for an article when they are through with it. Every man feels a little bit better when he knows that after he has got a whole lot of enjoyment out of a record and finally tires of it, or drops it on the floor and breaks it, it can

ROYAL APPRECIATION



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTERS VOICE



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
 21 CITY ROAD, LONDON
 15 Rue Bleue, PARIS
 36 Ritterstrasse, BERLIN
 56 Balmes, BARCELONA
 139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

be made to help buy a new one. Under the Columbia's scheme a user or a dealer hands in an old disc record of any make and pays 3d. less than the usual price for a new Columbia 10-inch double-face record. If instead of buying one double-face record he buys three, the allowance for the one old record is 1s., instead of 3d. Sales of Columbia double-face discs have jumped like a thermometer in the sun in consequence of this liberal exchange allowance.

The Truth!

Ideas are the common inheritance of mankind. Where is the writer, however fair he may be, who has never borrowed an idea from another author? Where, oh, where!

Anent Reply Stamps.

The Postmaster-General states that he is not disposed to issue a reply-paid stamp for Imperial and United States use, as the demand for the 3d. reply-paid coupon (which can be exchanged in nearly every country for a 2½d. stamp) is so small as not to justify it.

National Company's Publicity.

The National Phonograph Co. have been putting out some fine advertising in the newspapers and magazines lately, and by this means are encouraging dealers in the perhaps most effective fashion, by securing them customers for the Edison goods. Under the pen of A. W. Gray, a most interesting article entitled "How a Phonograph Record is Made," recently appeared in the Daily Chronicle. The interest was enhanced by illustrations, and the idea was altogether a smart piece of work.

New Prices for Columbia 12-Inch Records.

On December 1 new prices came into effect for Columbia 12-inch records. Those that formerly sold at 4s. are reduced to 3s., and the "Celebrita" records formerly 6s. are reduced to 4s.

Popular Pantomime Songs.

There are several new pantomime songs this year, of the usual comic style; some are good, some "ain't," but those of the former (from the popular point of view), and which appear in several talking machine lists, are "Oh, Oh, Antonio," and "Sue, Sue, Sue." Dealers should note this and make a special feature of such records.

Postmaster General's Suggestion.

At a recent meeting in London, the Postmaster-General, Henniker Heaton, strongly advocated that cable monopolists be bought out by the government, in order that universal penny-a-word cable rates could be established. The conference was attended by the Canadian Postmaster-General, Mr. Marconi, and many influential city merchants and members of Parliament.

R. J. Hatley Returns.

R. J. Hatley, who has been on a visit to Canada in the interests of Pathé Frères, returned home by the R. M. S. Lucania, which arrived in Liverpool Nov. 18, after being delayed about sixteen hours off "New-York-by-fog." Mr. Hatley has many amusing and interesting anecdotes to relate, but that of most interest to Canadian dealers is that they can now obtain Pathé records



IT WILL SURPRISE YOU

when you find how quickly we can give deliveries of all the very latest types and titles of

ZONOPHONES and GENUINE EDISON

Talking Machines and Records

BROWN BROTHERS, Ltd.

22, 24, 26, 28, 30 and 32 Great Eastern St.

LONDON, E. C.

Wires: "Imbrowned," London

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and sound-boxes in any quantity. There is in Canada a large scope in handling these goods, for no other similar line is obtainable, and thus traders have an exclusive article, which to enterprising men means money.

William McEwan's Visit to America.

William McEwan, who is known as "The Scotch Sankey," sailed for America November 21 for a six months' mission tour in the States. Prior to his departure a number of farewell meetings were held at various points in Scotland. At four of these meetings, held in Shettleston, Wishaw, Govan and Glasgow, Columbia records of Mr. McEwan's hymns, which he himself made some time ago for the Columbia Co., were reproduced by a powerful "Premier" sound-magnifying graphophone, loaned by James Neill, a Glasgow dealer.

Talkers at the Cycle Show.

At the recent Stanley Cycle Show, Agricultural Hall, Islington, the talking machine trade was very poorly represented, and this in face of the fact that cycle dealers are still far and away the best customers in the season. I found that Hobday Bros., C. Lohmann, and Brown Bros. had small though suitable displays, but the saving grace was undoubtedly the fine stand and showroom, wherein Pathé Frères were able to make a most effective display of all their models in machines, comprising interior horn cabinet and the ordinary style, not to mention the new "Orphone," which attracted considerable attention.

R. J. Hatley was kept pretty busy demonstrating and interviewing dealers, from whom many new customers were secured. The Pathéphone display proved an undoubted success altogether.

New Companies Organized.

Charles Bigg & Co., Ltd., capital £70,000 in £1 shares. Registered in New Zealand, July, 1908, as reconstruction of an earlier company. Objects, to carry on the business of musical instrument, phonograph and typewriter dealers, etc. British address, 119-125 Finsbury Pavement, London, E. C., where W. Elmer is authorized to accept service.

Filamentophone Co., Ltd., capital £1,500 in £1 shares. Private company. The registered office is 4 Booth street, Manchester. Objects, to carry on the business of manufacturers of and dealers in talking machines, diaphragms, records, etc.

London & County Trading Co., Ltd.; capital, £4,000. Objects, to take over the business of outfitters, furnisher manufacturers, and dealers in musical instruments, etc., carried on by J. H. Bettsworth, at 692 Seven Sisters Road, Tottenham, and 11 Mentmore Terrace, Hackney. The registered office is at the latter address.

A Visit to the "Clarion" Factory.

In company with Mr. Forse, managing director of the Premier Manufacturing Co., I recently had the pleasure of going through the company's factory at Wandsworth, London. Here, as we passed through the various departments, I was enabled to follow every detail in the making of a record.

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

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

TALKING MACHINES

Records and Supplies

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

American Talking Machine Co.

31 Tabernacle St., London, England

F. W. ROBINSON

"The Talkeries," 213 Deansgate, MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS, CYLINDERS, ETC., and all goods connected with the trade. WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited PROMPT ATTENTION

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

SEE ADV'T ADJOINING

To Colonial and Foreign Buyers

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

Bankers, London City and Midland Ltd., Manchester. For terms, please write stating requirements, to

F. W. ROBINSON, 213 Deansgate, Manchester, Eng.

FOREIGN AGENCIES

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

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

R. PRIEUR

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

FROM OUR LONDON HEADQUARTERS—(Continued).

from the gold-molded master to the finished production we are perhaps most familiar with. The birth of a record furnishes much food for interesting impressions, and perhaps I ought to confess to obtaining a little "instruction" also, but that is by the way, for of course we talking machine men are supposed to know all about it. Most traders know that from the original wax master a gold-molded impression is taken, which in its turn is backed up by copper to obtain sufficient rigidity for usage through the various processes without damage. In some cases it is necessary to make three or four master reproductions where the selection is of a very popular nature. When these metal masters are ready it is practically plain sailing from the molding room to the cooling, trimming, and name-embossing departments, until they get to the testing room. Perhaps it would surprise many to know that each and every record is put to a thorough test before it is allowed to pass to the boxing department. The slightest fault in the record is sufficient to banish it to the melting pot, but it is a pleasure to state that the throw-outs in the Clarion factory are of an insignificant number compared with the thousands of records that are despatched every week. One can hardly grasp the enormous detail involved in a record factory, and were it not for an admirable and strict system, confusion would reign supreme. All the factory officials, from the manager, C. Hawtree, down to the least important, know their work well and do it well. The company have their own gas-making plant, and I can unhesitatingly say it is one of the best organized factories, fully equipped in every way with up-to-date machinery and appliances to produce a record which has obtained well-deserved success. The guiding spirit of it all is W. Forse, who will even yet make his name still more prominent in the realm of inventions to which his mind gives practical evidence.

Megaphone in Law Court.

Unable to hear a witness in a recent law action, counsel suggested that a megaphone would be a most useful instrument in a court of justice, to which the judge replied, "We could only hear one at a time then, and that would not suit the bar!"

Agreement With Canadian Pacific Railroad.

An agreement has been come to between the postoffice and the Canadian Pacific Railway to convey the mails from Liverpool to Hong Kong by the all-British route in thirty-four days in summer and thirty-six in winter, for £45,000 per annum.

Columbia Double-Face Discs.

That it was a good move on the part of the Columbia Co. to bring out their fine 12-inch records on double-face discs is shown by the cordial reception given to the new line. The December

Columbia supplement contains a list of 51 12-inch double-face discs (102 selections), and 10 double-face "Celebrita" records (selections from "grand opera" and other fine arias by singers of the first rank and world-wide reputation).

Recording Folk Songs.

Percy Grainger, an Australian pianist, has been recording folk-songs on the phonograph and he tells about his experiences in a volume of the "Journal of the Folk-Lore Society." He recorded seventy-three tunes in Lincolnshire, England, alone. Many of the songs were recorded by old men, and their impressions, when brought face to face with the talking machine, were amusing.

Edison Bell "Crystal" Records.

The new Edison Bell 200 thread records, to play five or six minutes, will be named the "Crystal," and they will be sold at the price of one shilling.

TRADE REPORTS FROM THE PROVINCES

DERBY NOTES.

Derby, Dec. 3, 1908.

In Derby business, truly, is not nearly so good as had been anticipated. Supported practically by the Midland Railway Co., whose head works are here, employment is given to many thousands of men in the various branches of railway plant and running stock. For some considerable time past the depression in railway work has been very great. Consequently, the employes have been working short time. Generally speaking, the depression is not felt so acutely as in Lancashire. Nevertheless, less wages means less money to be spent, so that in reality industries like the talking machine trade are the first to suffer or to feel the effects from it. The past season has not been reported good, by any means,

but most of the traders hope that business will considerably improve before long.

Edgar Horne & Co., The Strand, Derby, who are one of the largest dealers in the town, both wholesale and retail, state that at present sales are only just moderate. They handle principally Gramophone, Twins, Zonophone and Pathé, both in machines and records, and they have recently taken up the Klingsor machines.

At Charles Foulds, in Irongate, Derby, who concentrate principally upon Gramophone and Zonophone goods, J. C. Threlfall, the manager, states that the past September and October months have been exceptionally good with him.

T. Kay, of 14 Sadler's Gate, Derby, handles a good range of both cylinder and disc records, and although not dissatisfied with past results, he anticipates an altogether better trade when the

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EXCEL EVERY OTHER MACHINE

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

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



Model XII.

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

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

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FROM OUR LONDON HEADQUARTERS—(Continued.)

railway works resume their full activity.

John H. Roberts, The Arcade Music Stores, handles Gramophone, Zonophone machines, etc., and in disc records, Gramophones, Zonophones, Twins and Bekas, while at the same time keeping a good stock of cylinder goods. Summer trade has been just moderate, but he hopes that in the near future sales will very considerably increase.

We have recently seen a new type of machine that is about to be placed upon the market by Mr. Powell, Alexandra Works, Morledge, Derby. Several improvements have recently been made and various patents been taken out by him, especially in connection with sound arms, etc. In using this patent sound arm a small horizontal bar is fitted slightly behind the axis of the turntable, and upon this bar the sound arm rests while traveling along the bar by means of two small wheels. The object of this is to enable the needle in the sound box to travel across the record in a perfectly straight line, instead of a circumferential line, governed by the axis of the sound arm. To obtain this movement, the tone arm is designed with a horseshoe attachment to lift the sound-box on and off the record in the usual way, and the connections are such that they are air-tight and work upon a universal movement in each case, so that whether the needle is at the outside or the inside of the record, there is no loss of tone, and each movement harmonizes with the next one in proportion. The usual type of motor is used with this machine, and the front is fitted with a double fall movement to open or close the cabinet. This invention may be used with or without a horn, and in either case gives exceptionally good results. We understand that Mr. Powell's patents and inventions will be put upon the market shortly, and good business is likely to result from them.

For those of our readers who remember ma-

chines like the "Pathé Perfecta," Mr. Powell's arrangement (as far as the traveling of the sound-box is concerned), resembles somewhat the well-known "Orpheus attachment," which was supplied by Pathé Frères to their phonographs a few years ago.

MANCHESTER NOTES.

Manchester, Dec. 4, 1908.

Since writing our notes for the November issue of The Talking Machine World the cotton strike has ended. Cottonopolis is now beginning to resume its normal condition, but the mills will not be running full time yet awhile. It may be several weeks before the full complement are at work. Nevertheless, in the course of a month we hope that the effect of this dispute will be a thing of the past. From the latest figures given the loss in wages has been approximately £900,000 (\$1,500,000), besides which, trades union firms have suffered to the extent of £200,000 (\$1,000,000). Needless to say, it will be some considerable time before the talking machine trade resumes the conditions that were expected from it during the present months. Trade generally is, without a doubt, very slow. Approximately, only about one-third of the business is being transacted that was generally expected, but a very optimistic feeling exists in the trade that things will brighten up at the beginning of the new year.

The new Edison "Amberol" records are being well taken up by the trade, and appear likely to result in good business from those who already own the larger size of Edison phonos.

At Messrs. Duwe's, in High street, business is reported as moderate. Mr. Duwe has every hope that in the next few months trade will brighten up very considerably.

Messrs. Burrows & Co. state that, although business has been somewhat flat, it has picked up

considerably during the past few weeks. They have done very good business with the "Apollo" machines, for which they are wholesale agents, and their own specialties, the "John Bull" disc machines, and the "Bull Dog" needles, which are in good demand.

Messrs. Richardson's, Shudehill, are pushing very extensively the new "Amberol" records and attachment, their faith in both being unlimited. Hitherto, as Mr. Geddes puts it, the ordinary cylinder records have been far too short, but the new record at once remedies this defect, as one record contains as much music as two of the ordinary size; besides which, the price being only 1s. 6d., it is a saving, not only of half the space that two records would take up, but also of 6d. if the purchaser had to buy two distinct records. Messrs. Edison's agreements are coming in very freely at Messrs. Richardson's, and altogether they expect large business with this particular article.

We understand that Brown Bros., of London, and Deansgate, Manchester, will make a special display of Zonophone machines and records, and also of Edison machines and records, during the forthcoming season, in which they expect to do a large business.

LIVERPOOL NOTES.

Liverpool, Dec. 4, 1908.

Liverpool, like many other towns in the North of England, is suffering from a very general depression. Customers wanted is the requirement of most of the traders, and although in some cases orders are obtained from the smaller retail houses, money is very tight. There is no doubt whatever but that where a sale is effected in talking machines it is a good one, fairly high in price; but for the moderate and lower price goods there is scarcely any demand at all. About one-third of the business is being transacted this

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JOBBER,
PORTLAND, MAINE, U. S. A.

year, as against the figures of last season. Here and there, in an isolated case, we may find one who states that business is good, but it is very seldom.

The new Edison Amberol records appear to be making good headway in this city, but there are a good many who do not altogether agree with the Edison policy. Some of the traders think that in restricting themselves to handle one line of goods only (should something good crop up a little later), they would be unable to take advantage of perhaps a fine selling line. And, in an industry which is progressive, one can never tell what a week may bring forth in the way of novelties and improvements.

At Thompson, Helsby & Co., although the season promised well, a little depression has set in, which they, nevertheless, hope will soon lift.

Archer & Sons have now considerably improved their establishment. A large portion of the shop has been utilized for the erection of a gramophone salon, which has been fitted up in an exceptionally nice manner.

Messrs. Johnson's, the wholesale factors, like others, are experiencing a little depression, but hope it is only temporary. Mr. Cundle, of Lime street and Paradise street, also states that business is rather slow.

Cramer & Co., Church street, holding as they do a large stock, have not experienced quite so much the depression in trade as some of the other houses. Generally speaking, trade has held up very well here.

At Jake Graham's, in Ranelagh street, business was fairly moderate, but nothing exceptionally good could be reported.

At the present moment North of England traders are going through a very bad time. The crisis is most acute in many cases, and it will only be by very careful attention (buying just whatever is necessary for the time being, and reducing expenses as far as possible), that a good many will be able to keep afloat. At this time of the year, when everybody anticipates a large business to make up for the losses incurred

during the summer months, it is exceptionally disappointing that the middle and lower classes have no money to spend. Trade difficulties in shipping, railway, cotton and other instances, have reduced the spending power of the wage-earner to almost nothing, and the consequence will be that for all goods, such as luxuries, the effect is felt most severely. As the manager of one of the leading houses remarked the other day, in conversation, "It is not because we do not attend to business, do not circularize our customers, or that we have insufficient stock, as these matters are attended to in every detail"; but the fact remains that customers, who hitherto would buy five or six records at a time, purchase now, in many cases, only one or two at the utmost, saying they cannot afford more.

HALIFAX NOTES.

Halifax, Dec. 5, 1908.

Trade appears to be in a very poor condition in this locality. In nearly all cases throughout the district short time is the general rule in the various mills.

Priestly & Sutcliffe, George street, the well-known gramophone agents, say that so far they cannot complain, all things considered. Appealing, as they do, to the very highest class of people, they have done a very good business with gramophone goods, and especially with "Celebrity" records. They are giving recitals during the winter months at the Cafe Royal, on Saturday afternoons and evenings. This being the leading cafe in the town, it is patronized by the nobility, and in consequence not only a good advertisement has been secured, but many sales have resulted therefrom.

The business of I. Smith & Co., of Albion street, is in progress of reorganization. A deed of assignment has recently been made, and we understand that Mr. Smith made an offer for the business.

At the "Phono Supply Stores," in Woolshops, Mr. Stoddart informs us that he is making a

special push of the new "Amberol" records, and expects good business during the present season.

Mr. Grey, Commercial Road, reports business as rather slow. Pathé discs and Edison goods are his leading lines for the time being.

A. Senior, of Market Hall, the well-known music dealer, states, like others, that business is very quiet, the present winter trade being rather disappointing.

A good deal of dissension appears to exist in the district regarding the new Edison agreement. It is apparently not liked at all, and the chief obstacle appears to be that dealers observe that insufficient time is allowed them to clear out their existing cylinder stock. Furthermore, now that the Clarion Co. are, we understand, introducing a similar record, agents feel loth to sign this agreement, because they do not know what the future will bring forth; and the feeling is that if they tie themselves up with any firm upon the lines suggested, it will act detrimentally against them in the future, should anything better crop up.

Altogether, it does not appear that the agents in this district are desirous of jumping at agreements of this nature.

MANCHESTER NOTES.

Manchester, Dec. 2, 1908.

Trade with the Colmore Depot is at present being stimulated by the demand for Amberol records and for the Edison machine equipments for playing same upon existing machines, the general opinion being that these records will fill a long-felt want, both as regards length and clarity. Manager Frank S. Whitworth adds: "Zonophone machines are also going strong, it being generally admitted that excellent results are obtained from these machines, fitted as they are with a gramophone exhibition sound-box."

Failure does not come through making mistakes, but in refusing to learn by mistakes how to avoid them.

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German	Danish	Tamil
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Dutch	Cantonese	other dialects.

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SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINENSTR. 21



REVIEW OF BERLIN CONFERENCE.

An Interesting Chat With Paul H. Cromelin Regarding the Proceedings at the International Copyright Conference—Suggestions or Recommendations for Royalty to be Paid on All Compositions Hereafter—This, However, Is Subject to the Legislation of the Different Countries.

After a hurried trip to Washington, D. C., immediately on his return from Europe, November 20, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, got back to New York November 30. Chatting with The Talking Machine World relative to the copyright situation and the work of the International Copyright Conference in Berlin, Mr. Cromelin said:

"As you know my main object in going to Europe was to complete a deal which will greatly extend our business and enlarge our operations abroad. I had to leave on short notice and had no intention when going of getting into the copyright fight at Berlin. After closing up the business in hand, however, I proceeded to Berlin and remained all during the session of the conference. There were no open meetings and none but accredited delegates were permitted to attend. Newspaper men were excluded and no official reports reached the public, except such occasional items as appeared in the paper which is the recognized organ of the German administration.

"America was not a party to the conference, although our government was represented by Thorvald Solberg, register of copyrights, and Mr. Orr, third secretary at the American Embassy, Berlin. These gentlemen, like representatives from other governments, which are not members of the International Union—Russia, Holland and others—observed the proceedings, but had no plenipotentiary powers.

"There was a great line-up of various interests—publishers, composers and those firms seeking to change the law on one side and manufacturers of mechanical musical instruments on the other. The interests were greatly diversified. Having our own establishments and factories in different parts of Europe, we co-operated with the other European firms with a view to bringing about as good a compromise as possible. The conference discussed a great many matters regarding extension in the copyright principle and various desirable changes in the international regulations. The only great fight was precipitated on the proposals to change the laws in respect to the use of copyrighted matter by the makers of mechanical musical instruments.

"A great many memorials were sent into the conference by the various interests and the delegates had a rather hard time deciding upon their course. Under the original proposals made by the German Government and which were the basis for the discussions, it was the intention to grant to the owners of copyright now subsisting and those taken out in the future the right to exact a tax from the manufacturers of mechanical musical instruments for every record made of their compositions. This was qualified by a provision that if the author had used or permitted the use of his work for the purpose of mechanical reproduction any third person was to have the right to claim the privilege on payment of a reasonable compensation, it being left to the legislatures and the courts to decide in case of dispute what was to be a reasonable compensation.

"The principal effort on the part of the manufacturers was to prevent the law working retroactively, their contention being that only pieces published in the future should be affected; and they wanted to obtain some practicable

scheme for compulsory license as regards the royalties to be paid on new compositions and an international agreement on this point which would insure like action in the various countries of the Union instead of having the law different in each country.

"As there had to be unanimity of action it was most difficult to reconcile the conflicting interests. Italy, striving to grant full and complete protection to her composers, was working to cover not only pieces published in the future, but also those in which copyright still subsisted. She opposed any scheme for compulsory license. Germany, on behalf of her manufacturers and great export interests, insisted that the compulsory license was an absolutely necessary feature of any change in existing law. The whole German trade was aroused and when they realized what the change in the law meant the greatest pressure was brought on the government and delegates to modify the proposals. The result was a compromise which, though perhaps not entirely satisfactory to anyone, was, from the standpoint of the industry, in every way better than what was originally intended to be carried through.

"Up to the time I sailed for America, November 14, nothing official had been announced. The revised text has, however, recently reached this country, and is practically as was exclusively outlined in The Music Trade Review. By its provisions everything which has been heretofore lawfully used on a mechanical musical instrument in any country of the Union remains free forever, notwithstanding that copyright still subsists in the composition. On pieces published after the convention goes into effect, and on all which have not been used to that date, the composer is to secure mechanical reproducer rights. As the congress could not bring about an agreement upon an international arrangement as to compulsory license, they added a provision leaving to the legislatures in each country the right to limit or add such conditions to the new rights as might be deemed expedient. The revised text of article 13, which now appears complete for the first time, is as follows:

"Article 13: Authors of musical works have the exclusive right to authorize (1) adaptation of these works to instruments serving to reproduce them mechanically; (2) public execution of the same works by means of these instruments. Reservation and conditions relative to the application of this article may be determined by the domestic legislation of each country in that which concerns it, but all reservations and conditions of this nature shall only have an effect strictly limited to the country which shall have established them. The provision of section 1 has not a retroactive effect, and consequently is not applicable in a country of the Union to works which in this country shall have been legally adapted to mechanical instruments before the putting in force of the present convention. Adaptations made in virtue of sections

2 and 3 of the present article and imported without authorization of the parties interested into a country where they would not be legal may be seized there.'

"The convention is to be ratified before July 1, 1910, and to come into force three months after the exchange of ratifications. As matters now stand we have established the principle in the countries composing the Union that pieces once lawfully used are to remain free; and as regards the new rights to be granted to composers which will be confirmed by new legislation we must convince the members of the committees having the preparation of the bills in charge of the inexpediency of any law which does not embrace some practicable compulsory license clause, and, especially in view of the contracts already made, which will turn these industries over to a single group if the compulsory license clause is omitted."

TALKERS AND AEROPLANES.

Notable Contributions of Professor Bell Set Forth by Sir J. H. A. Macdonald—Letter from Mr. Henry Cowen, of Berwick-Upon-Tweed.

Berwick-Upon-Tweed, Eng., Dec. 2, 1908.
Editor Talking Machine World, New York.

Dear Sir: Between talking machines and aeroplanes there may be a great gulf fixed, but it may interest your readers to know that the fertile brain of the inventor of the telephone had apparently long years ago considered the subject which is now perplexing the thinking powers of various grades of humanity. Under the auspices of the Edinburgh Engineering Students' Society a lecture was given a few evenings ago by Sir J. H. A. Macdonald, himself an inventor and a prominent lawyer, being Lord Justice Clerk of Scotland. The lecturer dealt with great inventions, such as the discovery of steam power, the telegraph, telephone and phonograph, and remarked that Professor Bell had stated to him that a time would come when mails and passengers would be conveyed by aeroplane, and that this mode of locomotion would be worked on a large scale with time-table accuracy. (Time-table accuracy seems to leave some doubt in the average man's mind with regard to punctuality!) It is also attributed to him that he was of opinion that no fuel or other means of raising power would be carried by flying machines, but that electric motors would obtain their current in a wireless manner or by means of an electrode fashioned to draw the electricity from the atmosphere. Dr. Bell's idea seems to have been that electricity was always accumulating and continued to do so until a thunderstorm relieved the atmosphere of the charge. Should such a scheme ever materialize electric disturbances will become a thing of the past.

A remark made by Sir J. H. A. Macdonald might with advantage be made a note of by cranks and others in the talking machine industry, viz: "If there is any lesson taught by the history of science on material things and their powers, it is that divorce between abstract and practical science is disastrous to progress. There has been a tendency for the student or abstract science to think his discoveries are final and that practical men should take his advice."

While mentioning the city of Edinburgh I would like to add that I was present at an interesting

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Attention paid to the Manufacture
of any Special Material.

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ALL MATERIALS PROTECTED
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experiment with a new disc record. There used to be a saying that it took ten men to make a pin, and on this occasion it took twenty-three men to make a disc. The experiment was a great success, and more will be heard of the process which will probably have no inconsiderable effect on the disc trade. It has been said that canny Scots are prone to look after their "siller," but it goes to show the interest taken in a scientific experiment when a request to look into a new form of disc was responded to by the superintendent of a large factory detailing the twenty-three men mentioned to rig up plant to do what was necessary accompanied by a refusal to accept any remuneration. Yours very truly,

HENRY COWEN.

FOREIGN INTEREST IN ELECTION

Aroused by Records Made by Messrs. Taft and Bryan Sent Abroad—Taft Records Advertised as Bearing Speech of Next President of United States.

The talking machine has this year been instrumental in causing Europeans to take a decided interest in the contest of Messrs. Taft and Bryan for the presidency of the United States. There was a surprisingly heavy demand for all the records from abroad and especially Great Britain, and upon Mr. Taft's victory his records were widely advertised as being those of the next President of the United States. Never before have the British exhibited such interest in our election as this year, when the result was watched with interest. Previous to the entrance of the "talker" in the campaign, our election was looked upon abroad as a matter of small international moment.

In advertising the Taft records after election, T. Edens Osborne, the prominent factor of Belfast, Ireland, said: "An up-to-date electioneering method! Not by any means the least important of the potent influences which contributed to Mr. Taft's victory on Tuesday was that produced by the faithful, clear, loud, and distinct reproduction of seven of his political speeches, which he personally dictated to the 'talking machine,' and of which records were made."

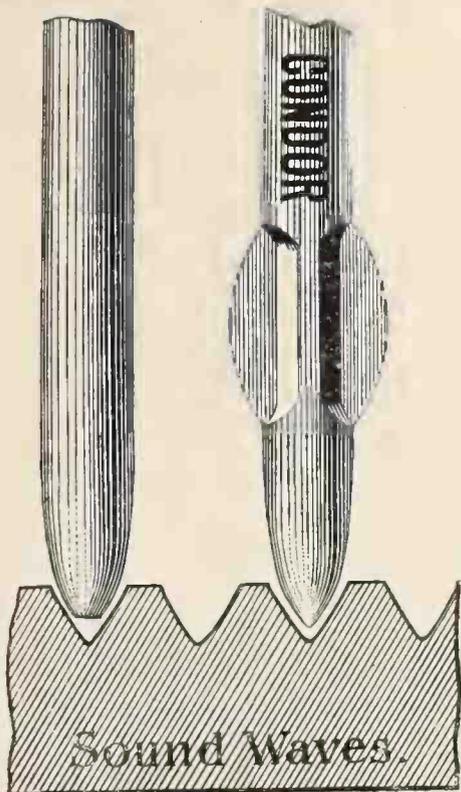
GREAT VICTROLA DEMAND.

Louis XV. Style XX Reduced in Price to Supply Call for Style XVI—Louis F. Geissler's Cheery Report.

In an effort to partially relieve the pressing demand for style XVI. Victrola, selling at \$200, and which they are unable to meet in that particular style, the Victor Talking Machine Co. on December 1 announced that, at a severe loss to themselves, they have reduced the price of the Louis XV. style XX from \$300 to \$250 list. The company only had 275 of the style XX Victrolas on hand when the reduced price was announced, and only distributors who make their wants known at an early date can have them supplied. The Victor Co. state that the shortage is due to the fact that distributors and dealers did not anticipate their wants far enough ahead.

In regard to the announcement, Louis F. Geissler said: "We have to-day practically sold every Victrola we can manufacture up to February 1, 1909, and will not be able to deliver one-half the Victrolas, now in order for shipment, prior to Christmas. As we have but 275 of the style XX finished, on hand at present, these will no doubt be hurriedly taken up by our distributors, and in consequence if they wish to have any of these on hand to help out during the holidays, they must give the matter immediate consideration. The same percentage of discount to both distributors and dealers will prevail upon the \$250 price as applies to Victrolas generally.

The Zed Co., former jobbers of Zonophone goods in the Greater New York territory, New York city, has complied with the legal formalities, and on December 2 was dissolved.



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Only Needle in the World having



Each Point Warranted



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Best Reproduction

No Ruin of Record

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AACHEN, - GERMANY

DETROIT'S BUDGET OF NEWS.

Grinnell Bros. Pushing the Victor Line in a Vigorous Way—The Auxetophone for Hotel Pontchartrain—Manager Johns Sells Columbia Records by Telephone.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 10, 1908.

Grinnell Bros.' music house has been pushing the Victor and Victrola in a way that has attracted a great deal of comment and which has brought considerable business. One of the \$500 Auxetophones was placed in the Hotel Pontchartrain and is now being used in connection with the dining-room orchestra to the delight of the guests of the fashionable hostelry. The talking machine was secreted among the palms behind which the orchestra plays. A few nights ago when the innovation was introduced the orchestra began playing the opening measures of a familiar grand opera aria and then the unmistakable voice of Caruso was heard. It was the Auxetophone. In this manner all of the vocal celebrities are being accompanied, to the delight of the patrons of the hotel. Of course this is accompanied in the papers by big display advertisements: "Great Singers at the Pontchartrain."

Max Strasburg, manager of the Grinnell Bros.' talking machine department, says the business is good, and increasing every day. Of the new Amberol records of the Edison people, he said that the only difficulty is in getting the new product fast enough to supply the demand.

Kenneth M. Johns, of the Columbia Phonograph store, reports good business conditions, and in discussing the trade told of a new way he has sometimes of letting regular patrons hear the new records as they come in. There are some buyers who buy many records and want to know what the new catchy things are like, and Mr. Johns gets them on the line and lets them hear the new production over the telephone. There is an agent of the company up in a rural district who does considerable business with the farmer trade on records, and he adopts the same method through Mr. Johns. There are about ten farmers on one line in one rural community and they all get on the line at one time and hear some of the new records.

LANDAY BROS.' NEW QUARTERS

At 27 West 34th Street Will be Conducted in Addition to Their Fifth Avenue Establishment.

Leasing premises at 27 West 34th street, New York, November 25, in three days Landay Bros., the Victor distributors, 400 Fifth avenue, opened a new salesroom, complete in every respect. The No. 2 store, which is in the heart of the new shopping and music center of the metropolis, was remodeled and redecored in record time, while a fresh Victor stock, a line of handsome cabinets and other requisites of a first-class retail establishment were installed. The place has splendid, deeply-recessed, double window space, which is made the most of for display purposes. The color scheme of the interior, running back a hundred feet, is a warm red, with three demonstrating booths in the rear. Soft rugs cover the parquet floor, and a uniformed colored boy stands ready to open the door for incoming prospects and visitors. B. Feinberg, recently proprietor of the Victor Talking Machine Shop, and previously a partner in the Western Talking Machine & Supply Co., Chicago, is managing Landay Bros.' new Victor salesrooms, assisted by Mr. Ellis, also from the Windy City.

Any ordinary salesman may sell talking machines, but that is not what your employer desires. He wants the sale made, of course, but furthermore, he wants that customer made, and to effect that, means that the customer must be waited on properly and the salesman must make such an impression that the customer will come again and call for him by name.

WITH THE TRADE IN CINCINNATI.

A Better Tone to Trade—High Priced Goods in Best Demand—Wurlitzer Co. Reports Shortage in Machines—Auxetophone Placed in the Hotel Sinton—Milner Music Co. Make Excellent Report—Trade With the Columbia for the Past Four Weeks Exceeds Expectations—Dealers as a Whole Are Most Optimistic and Look Forward to a Big Holiday Trade.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 7, 1908.

The talking machine trade is reported to have made a fair showing during November. The dealers expected that a better tone to trade would follow the election, and in some respects their hopes were not in vain. The better class of buyers, however, seem to have shown the stronger hand. This leads the dealers to say that they are not so hopeful of the business being good in the cheaper grades of machines until the winter shall have passed over. They recognize that there are still many unemployed and that those who are being re-employed have back debts to pay before they can buy luxuries again. The outlook for this cheap class of buyers is not so reassuring and the dealers are turning their attention to the higher priced trade. This class gave the dealers during November about all that they had to do. The prospects for this month are along the lines of the past month, the dependable trade being the better class of buyers. These are expected to make the volume of trade normal, but should they fail to materialize the prospects for a large holiday trade are not so bright. The local dealers are not letting up in advertising, trusting to this to inject additional life into the situation.

The Wurlitzer house reports a shortage in machines, which was accentuated by the demand for them last month. The firm hope to be able to fill all orders promptly this month. The Red Seal trade for the past month is said to have been very good. The cheaper class of trade was not so good. Manager Dittrich, of the talking machine department, states that the holiday trade with his department is usually very large, but is rather dubious as to the prospects this year. The firm is carrying on a big campaign of advertising, hoping to add spirit to the trade. Manager Dittrich has sold a magnificent Auxetophone to the Hotel Sinton, this city's leading hostelry, which is now installed in the grand cafe. The orchestra plays in conjunction with the Auxetophone. This is the second installation

of expensive instruments by the Wurlitzer house in the leading hotels of the city. Manager Dittrich calls attention to the "hurry-up service" of the Wurlitzer house which is filling an important place in the rush of holiday orders. An instance of the quick work done was cited. A "rush" order was received after working hours and the manager was the only one left on hand to fill it. So he made the order up himself, went to the train with it, and he says that the dealer was much pleased the next morning when he found the expressman rattling at his door with the goods. Manager Dittrich is a great believer in the effective influence of Saturday evening concerts given by the dealers, and is advising all of them to keep them up, as they create interest. The Wurlitzer house will make a change in the locations of the various offices of the firm this month, placing the offices of the different departments all on the fourth floor of the building. At present several offices are on the basement floor, others are on the ground floor and others on the third floor, while the fifth floor has one or two. All these will be grouped together on the fourth floor. The only office not on this floor will be Mr. Howard Wurlitzer's office which will remain on the first floor.

The Milner Music Co. report a fair November trade, and express confidence in the December outlook as a whole. The call for records and for machines should be of good proportions, thinks Manager Strief, during the month and especially for the holidays. This enterprising store put in a piano department a short time ago, but it remained for November to see the placing of a manager in charge of it to make business get a move on. The number of sales made is pleasing to Manager Strief, who is in charge of the entire store. The manager of the piano department is Walter Timmerman, formerly of the Wurlitzer house. He is a capable salesman. The report for the souvenir card department of this store is a good one. The present month with its Christmas calls for cards is expected to make a record for the numbers sold. The sheet music feature of the business was very large for November in volume of business.

Manager S. H. Nichols, of the Columbia Phonograph Co., reports a fine November trade in records and in machines. The wholesale end showed a decided gain over the good record for October. The call for the new double-disc and indestructible records was up to Manager Nichols' expectations. The dealers took to them in response to a splendid call from buyers. The call for the Columbia high tension reproducer was another feature of the trade of the past month.

The outlook for the present month is good, from Mr. Nichols' point of view. He finds the dealers more hopeful of the prospects for a fairly good December trade, and says that the holiday demands will aid materially in disposing of stock. The local retail trade did fairly well last month. "The situation here is not yet as it should be, caused by the large number of people out of work. But these are growing less each day and better things are in store for local dealers next spring. At present the high class trade is looked to to keep the dealers busy during this month," added Mr. Nichols.

AUXETOPHONE FOR EDEN MUSEE.

The Victor Distributing & Export Co. Sell One of These Instruments—To be Used in Connection With the Full Orchestra.

V. W. Moody, for the Victor Distributing & Export Co., New York, recently equipped the Eden Musee, famous for its wax works collection and a favorite pleasure resort for visitors to the metropolis, with a Victor Auxetophone to be used in connection with the full orchestra. Its installation has proved a marked success, and will doubtless be a card for the V. D. & E. Co., and lead to other sales.

LITIGATION OVER DOUBLE-DISC.

About two years ago A. N. Petit, known as an inventor of talking machine devices, brought suit against the American Graphophone Co., New York, for alleged infringement of his patent, No. 749,092, in which he claimed to have invented certain improvements for the making of double-face sound records. The case has lain dormant until November 13, when it was up before Judge Cone, United States Circuit Court, New York City, on a motion by the defense to limit the time for taking testimony. On the complainants agreeing to commence the examination of witnesses at once the defense withdrew the motion without prejudice. One half of this patent was originally assigned to F. M. Prescott, since retired from the business, and well known in the trade here and abroad. The same contention has been before the German courts for years, the decisions rendered being in favor of the Columbia Co.

CASE TAKEN TO COURT OF APPEALS.

An appeal has been taken to the Court of Appeals, the highest tribunal in the State, from the decision of the Appellate Division of the New York Supreme Court, second department, in the memorable case of the New York Phonograph Co. against S. B. Davega, New York city, and over 300 other Edison jobbers and dealers. The opinion, which was unanimous, dismissing the suit for lack of jurisdiction, was handed down June 5, and six months are given to file a motion for a review, the time having just expired. The case in the Federal courts has not been reached on appeal.

WARNING AGAINST "DUBBERS."

A cautionary circular, warning the trade against the purchase of so-called "dubbed" records of a number of their famous reproductions, was issued by the Victor Talking Machine Co., Camden, N. J., November 21. The indicted records are claimed to be "made from mother records imported from foreign countries."

KOHLER & CHASE CUT RECORD PRICES.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 20, 1908.

In Sunday's newspapers Kohler & Chase boldly announce a reduction on ten-inch disc records, single face, from sixty cents to thirty-nine cents retail. They do not state whose records they are, and those at all familiar with their stock are making a pretty good guess as to the name of the manufacturer and merchandise, the sale of which is licensed under signed contract. A half double column in bold type tells the story.

THE DIAPHRAGM IS KING

Everybody Indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

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

NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, \$5.00

NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

COLUMBIA CO.'S NEW POLICY.

Jobbers and Dealers Given Exclusive Selling Rights—Plan a Great Success, Says Geo. W. Lyle, General Manager of the Columbia Co.

The Columbia Phonograph Co., general, have recently adopted a new policy in connection with the sale of their goods, and reports from all over the country indicate that the new move is proving very attractive to jobbers and dealers. In a general way, George W. Lyle, general manager of the Columbia Phonograph Co., said: "The company's new policy differs from that of other talking machine manufacturers in that in establishing jobbers and dealers exclusive selling rights are given them, so that for the first time in the history of the business jobbers and dealers are in position to secure for themselves the benefit of any business their advertising, energy and enterprise produces instead of dividing it with other dealers who are always willing to come into the game and handle any line of goods after someone else has made the market."

In inquiring for further particulars of this admirable arrangement, Mr. Lyle spoke more specifically to *The World*, as follows: "The best and most profitable method for marketing our product has never ceased to be a live issue with us and we have devoted much time to the problem. Different plans have been tried out, as you know, with the changes and developments in the talking machine trade that have taken place in recent years, and naturally new selling methods have been recommended from time to time. The result has been that about October last a definite policy was outlined for Columbia jobbers and dealers. Although simple of execution it eliminates nearly all the troubles which the trade have complained of for many years.

"The plan, warmly approved wherever considered and which has led to the creation of many representative jobbers and dealers in all parts of the country, is substantially as follows:

"First.—The appointment of exclusive jobbers or distributors in exclusive territory. This meaning that but one distributor is appointed for a given territory; to him are referred all inquiries and orders from the territory; no other jobber is allowed to sell goods within the described territory, and, further, and most important, an agreement is signed on the part of the jobber himself that he will not sell our product outside of the territory which is allotted to him.

"Second.—This same plan is extended to the dealer, who is given an exclusive territory in which he has the exclusive handling of our product at retail in the territory which is assigned to him."

"By this arrangement both the jobber and the dealer enjoy the advantages and business created by our extensive magazine and newspaper advertising, as well as our other means of publicity in their exclusive territory, and at the same time are protected against the establishment of demoralizing competition after the trade has been developed by their energy and enterprise in any particular field, which heretofore has been one of the great drawbacks of the business.

"Our exclusive policy, as it may be termed, contributes in large measure to the success of the jobber in his chosen territory, and at the same time makes assurance doubly sure that the dealer's ability and personal aggressiveness in the advancement and increasing sales of the Columbia line will not be interfered with by any one who merely steps in and reaps the benefit of his work, and consequently divides the profits.

"The discontinuance of our seven and ten-inch single face records, which have been superseded by the now famous double-sided records, with a catalog of about one thousand selections, enables a dealer to carry a full stock with an investment of not over \$200, and the introduction of the Columbia indestructible cylinder record absolutely eliminates all loss by breakage in shipping and handling, a no inconsiderable item, and the fact that they can be used on any cylinder machine, of any make on the market, without the necessity of any additional attachment has made

this an important factor in establishing and maintaining our new selling proposition."

CONFERENCE OF JOBBERS.

New York Men Hold Meeting and Discuss Matters of Interest.

A conference of jobbers in the Greater New York territory was held Thursday evening, December 10, at the office of the Blackman Talking Machine Co., 97 Chambers street, New York. Credits, samples and matters of personal moment to those in attendance were discussed, warmly at times. The session, which was of the most agreeable nature, lasted until 11 o'clock. Those present were: Lou C. Wilber, manager of the Regina Co.; S. B. Davega, of the S. B. Davega Co.; W. S. Moffat, with the Victor Distributing and Export Co.; I. Davega, Jr., A. H. Jacob, president of, and A. W. Barkelew, sales manager of the Jacot Music Co.; J. Newcomb Blackman, R. B. Caldwell and George C. Blackman, of the Blackman Talking Machine Co., New York City; R. H. Morris, of the American Talking Machine Co., Brooklyn, N. Y. All of these men are members of the National Association.

NEW MANAGER IN ROCHESTER.

M. L. Bardwell, manager of the Columbia Co.'s store in Rochester, N. Y., has been transferred to the company's store in Toledo, O. He has

been succeeded by W. L. Sprague, formerly of Boston, and more recently of the wholesale department in New York.

THE FAMOUS "CONDOR" NEEDLES.

Big Demand for This Product Made in Aachen, Germany.

Joseph Zimmerman, Aachen, Germany, is having a splendid trade on his famous "Condor" needles. We learn from a number of foreign countries that the "Condor" needles are giving the utmost satisfaction and the German consumers have expressed themselves in the strongest terms of praise in favoring this particular needle.

The talking machine men of this country who have handled the "Condor" needles, also join in the general praise accorded this product. Mr. Zimmerman's larger and well equipped factory is rushed with orders.

PHILPITT WITH WANAMAKER.

S. C. Philpitt, for several years connected with the Swisher business in Philadelphia, has taken an important position in the talking machine and small goods department of John Wanamaker.

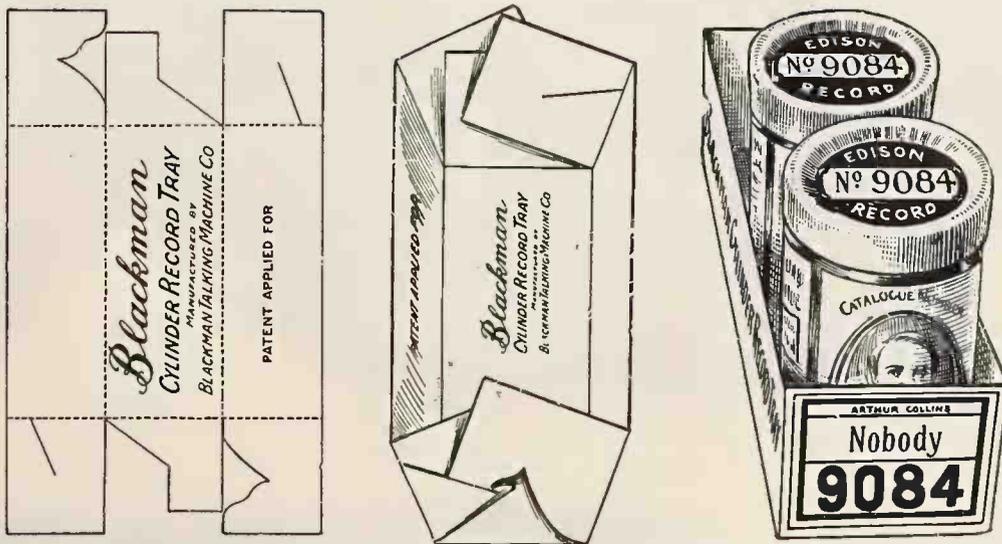
The big department store of Sibley, Lindsay & Curr Co., Rochester, N. Y., have added a talking machine department, and put in a full line of Victor machines and records.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

NET PRICES TRAYS ONLY

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
3.	3 Records.	7.50	73 "
4.	4 Records.	9.00	87 "
5.	5 Records.	10.50	105 "
6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....\$3.50
Per month, thereafter (postpaid) payable in advance 12
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK



COLUMBIA DOUBLE-DISCS

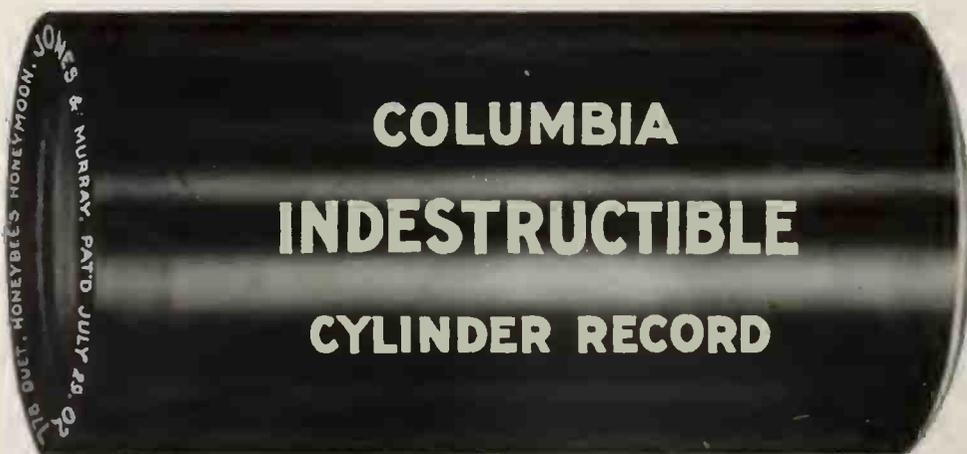
65c.



Music on both sides!

Two records at a single price!

35c.



35c.





We Have Conceded Exclusive Columbia Rights to 539 More Dealers Since Last Month's Talking Machine World.

Orders and Re-orders from Exclusive Dealers and Jobbers are Piling in Strong and Fast—And we are Filling Them!

There is no question of more present vital importance to the talking machine and record dealer than that of exclusive territory rights.

The Columbia exclusive program has the unique advantage of being complete. It leaves nothing to be desired on the part of the dealer who looks to both disc and cylinder ends of his business for returns on his investment. It assures the dealer of absolute protection. It gives him a larger profit on a complete, established line of Double-Discs at 65 cents than is offered him in an incomplete and experimental line at a 16 per cent. higher price. It gives him a hold on every owner of a cylinder machine in his territory through the splendid line of Indestructible Records. It is a program that will repay looking into.

Here's how the Double-Disc end of it sums up:

You buy a Columbia Double-Disc for less money than the single-disc would cost you.
 And you sell it for more money than that single-disc will bring you.
 And it's not only better profit for you, it's double value for the man you sell to.
 And the public demand for Columbia Double-Discs is already the biggest thing in the business!

Here's how the Indestructible end of it sums up:

You buy a record you know will be eventually sold to a customer—no loss from breakage, your investment is always secure. It is not only safer and better business for you but it is extra value for the man you sell to. He buys records he can't break or wear out—records that have the finest tone of any cylinder records in the world.

WRITE FOR PARTICULARS OF OUR EXCLUSIVE DEALER PROGRAM

COLUMBIA

Phonograph Company, Gen'l, Tribune Building, New York



RECORDS OF KAISER'S TALKS.

Dr. Scripture Denies That Germany Has Recalled Phonograph Records of Ruler's Voice—Just What Wilhelm Said—Philosophized on Religion and Paid Tribute to Frederick the Great—Three Records Here.

The dispatches from Berlin and Washington that the German Government is anxious to call in and destroy phonographic records of the voice of the Kaiser made by Dr. E. W. Scripture, of 87 Madison avenue, did not cause much concern to Dr. Scripture this week.

Dr. Scripture was for twelve years director of the psychological laboratory at Yale University, and he has been a profound student of the problem of the analysis of vocal sounds. He took the records of the Kaiser's voice for future reference, caring more for the actual tones of the voice than for the sentiments expressed.

"If there has been any effort on the part of the German Government to get back these records," he said, "I know nothing of it. I would be consulted in such case, I believe. The records are here and were given to us to keep, and they are safely filed away."

Dr. Scripture said that he made five sets of records of the Kaiser's voice. No other records or reproductions of records exist. One of these is now preserved in the Smithsonian Institution, another in the Congressional Library, and a third in Yale University. The other two have been kept by the Kaiser.

The first record was an original composition of philosophical and moral tone. It was spoken into the phonograph in German. A translation by Dr. Scripture printed in The Century Magazine is as follows:

"Be brave in adversity. Do not strive for what is unattainable or worthless; be content with each day as it comes; look at the good side of everything; take pleasure in nature and accept your fellow-men as you find them. For a thousand bitter hours comfort yourself with a single happy one; in effort and deed always do your best, regardless of reward. He who can do this will be fortunate, free, and independent; the days of his life will always be happy ones. He who is distrustful does wrong to others and injures himself. It is our duty to consider every person good as long as he does not prove the contrary.

"The world is so large, and we human beings so small, that everything cannot center in us alone. Even when something injures us or something hurts us, who can know but that it is necessary for the benefit of the whole creation? Everything in the world, whether good or otherwise, is the work of the great, wise will of the Almighty and All-knowing Creator, though we

RECORD EXPERT WANTS POSITION

Expert master record maker (cylinder) with 17 years' experience, is open for engagement. Can take full charge. Has up-to-date recording method. Thorough mechanic. Address Expert, care Chicago Office Talking Machine World, 156 Wabash Ave.

POSITION WANTED BY REPAIR MAN

Repair man, thoroughly experienced and resourceful, on all machines. At liberty Dec. 21. Address R. C., care Chicago Office Talking Machine World, 156 Wabash Ave.

BARGAIN IN ENVELOPES

For Sale.—Record envelopes eight-inch size, extra strong, \$1 per thousand. Quantities as desired, cash. Address Record Envelopes, 314 Wilmoughby Building, Chicago.

SALESMAN WANTS POSITION

Experienced Outside Salesman, who made the mistake of his life, by getting into another line, wants to get back to the talking machine business. Will go to any part of the world. Address WICK, care Talking Machine World, 1 Madison Ave., New York, U. S. A.

petty creatures may not be able to understand it. Everything in the world is exactly as it must be, and whatever it may be, the good is always the will of the Creator."

The second cylinder took the record of the beginning of a speech delivered by the Kaiser at the unveiling of a monument to Frederick the Great. Part of Dr. Scripture's translation of this follows:

"A hundred and fifty years ago Frederick the Second—already termed the Great by his contemporaries—had collected a large part of his army at Doeberitz, in order to exercise and steel them for the desperate struggles which his penetrating vision foresaw. The period of preparation seemed to him so important that he was not afraid to trust his troops to the guidance of his trained field marshals. Working incessantly, and forgetting no detail even in the midst of his large plans, the great soldier-king developed his regiments for the difficult problems of the Seven Years' War just breaking out, and formed between himself and his soldiers the personal ties that incited the latter to their utmost efforts, while he imparted his own spirit to his generals, and so laid the basis for the incomparable success that culminated in the victorious conquest of a world in arms conspiring against him. Never should we forget these achievements, never the names of the heroes of that glorious age."

Dr. Scripture said furthermore, "that he had originally intended to take records of the voices of other rulers and had expected to make a record of the voice of the Pope along with them. He abandoned this plan, however, as he was so beset by talking machine manufacturers that he was unable to confine himself absolutely to his scientific studies."

WURLITZER CO. EXTEND LEASE

Of Their Chicago Quarters—Will Occupy the Upper Floors as Soon as Tenants Vacate—This Will Relieve the Congestion Felt for Some Time.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1908.

The Rudolph Wurlitzer Co. have made a new arrangement with Frederick Fischer by which its 20-year lease of the property at 266-268 Wabash avenue has been extended for a term of 80 years, making it a 100-year lease. The original lease covered the period from May 1, 1906, to April 30, 1926, and included the entire five-story building on the premises, fronting 51 feet with a depth of 172 feet. It called for a rental of \$1,000 a month, the lessee to pay all taxes in addition. Under the terms of the extension, the lessee is to pay a net annual rental of \$13,000 from the first day of November last in monthly installments of \$1,083, and is also required to rent within fifteen years from May 1, 1906, at its own expense a new building to cost not less than \$150,000. The annual rent of \$13,000 is 4 per cent. on \$325,000, or the rate of about \$6.350 a front foot. The Board of Review value the property at \$306,675, \$30,000 being for the building and \$276,675 for the ground.

As will be noticed the company is not obliged by the lease to have a new building constructed until 1921, and in all probability this will not be done for a number of years. While, of course, they will carry their own pianos here as well as in Cincinnati, as soon as the factory at Tonawanda, N. Y., can turn them out in sufficient quantities, this will not be for several months. It can be stated positively that no definite decision has been reached as to the matter of establishing a general piano department here, although this is a future possibility. In the meantime the business of the Chicago house along the present lines has increased to such an extent as to make increased space absolutely necessary. This will be done when the leases of the tenants now occupying the third and fourth floors of the building expire, which will be on May 1. The company will then convert these floors to their own use, as well as the first and second floors now occupied. This will serve to relieve the con-

gestion on the second floor, where the company's automatic instruments and wholesale small goods department are both crowded for room, and will also enable them to move the wholesale talking machine department, now at 338 Wabash avenue, back to their own building. It is needless to say that to Manager E. H. Uhl is due, in large measure, the rapid advancement of the company's interest in Chicago and the West.

PROGRESS MADE IN A CENTURY.

Why It Is a Privilege to be Living in This Age Set Forth Very Illuminatively by John K. Le Baron in a Recent Issue of The Evening World.

It is a great privilege to be alive to-day!

The twentieth century offers more to the poor man than the eighteenth offered to the rich.

From the days of Adam to the days of Washington was a slow journey.

From the days of Washington to the present has been an era of magic.

The age of miracles is not past.

It was a journey of many centuries from the savage in his dugout to the launching of Fulton's first steamboat, the Clermont.

The Clermont to-day would be a joke.

But it set the pace for the marvellous speed progress of the century.

The Lusitania traces its ancestry to the Clermont, and even beyond, to the little Burlington steamboat of John Fitch.

The United States had had seven Presidents before any one ever rode in a railway coach.

It was during the administration of Andrew Jackson that The Best Friend, the first American-built locomotive to see actual service, made its memorable run in South Carolina.

With that event speed became the watchword of progress.

The year 1844 saw the birth of the telegraph. That invention gave wings to thought.

For untold ages the world had known no means of communication faster than the horse.

The birth of the nineteenth century was coeval with the beginning of the age of invention.

In the scale of possibilities an hour came to mean more than days had meant.

Did the magic of India ever rival that achievement?

Twelve years after the railroad came the telegraph.

The miracle of Morse made the railway seem slow.

It brought distant cities within a minute of one another.

Was ever such another miracle performed by man.

The railway and the telegraph wrought commercial revolution.

Methods were changed.

The civilized world experienced a great awakening.

Thirty-three years after the telegraph came the telephone.

Wonders were multiplying.

As an inventive marvel the phonograph rivals the more practical inventions of that century of Cooper, a Morse, a Gray, a Bell and an Edison.

All Americans but one.

It is a great privilege to live in the twentieth century.

Could men have foreseen events it would have been a disappointment to have lived in the slow-going eras.

We hardly appreciate how much a day has to offer in this age.

The nineteenth century left a marvellous footprint on the sands of time.

C. C. HAWES THE PURCHASER.

C. C. Hawes has purchased the talking machine department of the Staples Piano & Music Co., Portland, Me.

There must be earnestness and sincerity in all you do and say in making a sale.

TIMELY TALKS ON TIMELY TOPICS

Once more the apparently interminable copyright controversy is before Congress again. What will be the outcome no one seems to be in a position to know or even venture a prediction carrying much weight. Elsewhere the work of the Berlin Copyright Congress is reviewed and commented upon by a competent authority from the talking machine point of view, and what the law-makers at the national capital will be urged to do in respect to this trade. A new bill has been prepared by Chairman Currier, of the House Patents Committee, which was considered December 12. No action is expected before the holidays, and what will occur in the remaining days of the short session is in the realm of doubt, with a strong probability that the opposition of the record and automatic musical instrument manufacturers will be so strenuous as to compel the laying over of any inimical copyright measure to the next or Sixty-first Congress, that convenes in December, 1909.

The new company referred to in last month's World as being incorporated with a capital of over \$1,000,000, to manufacture and market a reproducing point, was not mentioned in a spirit of sarcasm. Far from it. The World simply spoke of the enterprise as one whose reputed magnitude of capital appeared out of proportion to the reputed work in hand. The concern in question, who still decline to wholly reveal their intentions on account of pending foreign patents, claim to have invented a method of recording and reproducing sound entirely new and absolutely different from the practices and processes now in vogue. In other words, they are sanguine the present sound-box will be an archaic device when their inventions are given to the world. If such is really the case, the sooner the mysterious veil now concealing this wonder is removed the better. No one doubts that further and valuable developments may be looked for at

any time, and their originator may rest assured he will find the trade in a receptive mood.

A double-horn proposition, in connection with their Edison line, is a novel selling plan introduced by Babson Bros., Chicago. The price does not conflict with the established figure of the Edison equipment, and has proven a big business "puller," especially in agricultural communities. As may well be paraphrased in this connection, "A little ingenuity now and then is just the thing for the talker men" when sales are in question.

Mme. Schumann-Heink in an interview with the reporter of a Berlin paper, stated that she did not consider New York the chief city of American art appreciation, that "it is in the interior of the United States where the real enthusiasm is to be found." For instance, she noted more enthusiasm at Norway, Mich., where workmen willingly paid from one to three dollars a seat than in the city audiences, with their direttore gowns and jewels. Speaking of the sums paid first-class artists she said that there was some exaggeration in this connection. She admitted, however, that her 130 concerts in the United States in 1907 brought her \$1,000 each, while she received \$30,000 for 100 songs, which she sang for the Victor Talking Machine Co.

The official statement emanating from the National Phonograph Co., the details of which appear on another page of The World, regarding the discontinuance of their record factories in Europe and the reasons therefor will be read with interest by the foreign trade. It is a move fraught with the greatest importance, and will doubtless lead to a readjustment of the company's business abroad that will inure greatly to their advantage, besides guaranteeing the public a vastly improved product. As American-made goods command a readier sale as against the

foreign, a wider and more profitable market will be one outcome of this radical change in the future policy of the National Co.

On returning from Europe last month, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, had this to say about the situation abroad:

"The talking machine business is exceedingly quiet in Great Britain and Germany. In the latter country the competition is fierce almost beyond belief. Europe has felt our depression here keenly, and in Germany, which has sent enormous quantities of goods to the United States annually, the decrease of exports during the past year has been so tremendous as to cause alarm. We are the great market of the world, the most liberal buyers and consumers on the globe, consequently foreign manufacturers, producers and workers are so dependent on us that any business disturbance in this country affects them more than they ever dreamed was possible. The election of Taft to the Presidency, which means the return of normal conditions and permanent prosperity, has given satisfaction abroad."

The name "Amberol," given to the new 4-minute Edison record, was not born until July, and is therefore only a little over five months old. It has been before the trade since August and before the public only since October 1. In that short time, however, it has become known in the remotest parts of the United States and Canada, and scarcely a phonograph owner in those countries does not know already that the Amberol record is the newest product of the Edison organization. The name already has a money value equal to a small fortune and promises in the future to be one of the most valuable assets of the National Phonograph Co., just as the names Sapolio, Uneeda, Pearline, etc., are worth millions to the companies controlling them. The name Amberol is this month being placed before the British public, and within three months more it will be a household word in every country

MR. DEALER:

The FIBRE NEEDLE offers you an opportunity to reach an entirely new class of customers—the kind that want music—real music—soft, sweet and mellow music.

There is a touch of refinement and delicacy about the

FIBRE NEEDLE

that appeals to the lover of good music—the critic and the artist.

Why not reach for this class?

Your jobber will supply your wants; if not, write direct to us.

“B. & H.” FIBRE MFG. CO.

208 E. KINZIE STREET

CHICAGO, ILL.

where the Edison Phonograph is known. What a testimony all of this is to the thoroughness and value of organization and advertising! A perfect trade organization backed by the expenditure of a comparatively small sum of money has in four months taken an unknown word, applied it to a new product and made both itself and the product known to millions of people. It will be interesting to the trade to know that the word "Amberol" was originated by no less a person than Thomas A. Edison. The name he suggested—"Amberol"—won out over a large number of others that were suggested by his associates in the laboratory and the officers and employees of the Edison works.

The exigencies of the export trade often call for novel expedients to successfully meet emergencies. For example, the majority of Chinese dealers or factors are not always competent to write out their orders for records; or, not having the essential chirographic implements at hand, are not in a position to make their wants clearly understood by the wholesaler or jobber. To overcome this difficulty the Columbia Phonograph Co., General, had a special order blank made up, the Chinese characters being "brushed" in by the Japanese attache of their foreign department. The work was done entirely by hand and occupied a month in its completion.

In size the original copy is $4\frac{1}{2}$ x $2\frac{1}{2}$ feet, and is marvelous in its execution. This has been reduced to a sheet 9 x 12 inches, and lists 650 records. There are four lines of description to each selection. The first gives the number; the second, whether the record is that of a male voice imitating a female; third, if a male voice; fourth, if vocal or instrumental. The merchant can read if not write, and having these blanks supplied him by the company, he can make out his order easily and quickly by checking off the number as well as the character of the record he wants. This blank solved a vexing problem and is regarded not only as a happy conception, but commercially of great value. The original has been framed and hangs in the office of Edward N. Burns, manager of the Columbia Co.'s export department.

Trouble was also encountered in the selection of colors for record labels. When first entering the Chinese field, and probably inspired by the gorgeousness of the imperial banner with its great dragon, yellow was chosen, and considered a brilliant idea. On making inquiry it was ascertained that the use of yellow, excepting by the reigning family, was prohibited by royal edict; in short, this color found in the possession of other than the privileged class merited death. Red was substituted, and then there was no objection. In Siam white is sacred to the dead, and if it had been employed as a label, not a Siamese would have touched a record. Numerous other peculiarities in this regard were revealed as one country after another in the Orient was entered, and the labels had to be colored in accordance with traditional customs and prejudices.

What is termed a "Certificate for Victor Goods" has been originated by Arthur D. Geissler, president and general manager of the Talking Machine Co., Chicago, for a Christmas gift. To be sure, an order for goods current during the holiday season is as old as the hills, so to speak. It relieves the donor of choosing what may prove undesirable articles, and the worry, anxiety and time inseparable from this by no means agreeable task. Well, Mr. Geissler has made a vast improvement in the form, style and appearance of this Christmas blank order, which permits

the recipient to buy his Victor machine and records at his leisure and according to his own taste and judgment by presenting it to any Victor dealer it may be drawn on. Mr. Geissler's blank is about 8 x $3\frac{1}{2}$ inches, printed in orange-colored ink, and with its heavy border, has the substantial resemblance to a bond; in other words, like "real money." At any rate, this method of remembering friends during the festal season with machines or records—the price in advance, of course—acceptable and elegant gifts to everybody, has few equals for convenience and satisfaction. Dealers who have seen the Geissler Christmas certificate pronounce it a winner, and are adopting it in its entirety or something similar. It is to be recommended.

A new line of machines and disc records will be introduced to the trade probably next month, if not earlier. The machines are made abroad, with the records manufactured, or at least pressed, in the United States, and the sound wave or line is undulating or vertical, or what is sometimes designated the "up-and-down cut," such as is used on cylinder records. The sapphire reproducing point is employed. The manufacturers avow these goods conflict with neither the Berliner nor Jones patents, and therefore are entitled to enter the American market free and untrammelled, in so far as litigation may be feared.

CHICAGO PIONEER DIES.

Father of Local Regina Manager Passes Away
—Came to Western Metropolis in 1850.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 5, 1908.

Maximian Faber, father of M. J. Faber, Chicago manager for the Regina Co., died at his residence in this city on November 28 of ulceration of the stomach. The deceased was 67 years of age and one of the pioneers of Chicago, having come here from Treves, Germany, his birthplace, about 1850. At the funeral services at St. Francis Church yesterday morning solemn high mass was celebrated and the ceremony was participated in by Revs. Peter and William Faber, sons of the deceased, and the Rev. Father Thiele. Fifty clergymen were present. The burial was at St. Boniface Cemetery.

McWILLIAMS APPOINTED MANAGER

Of the Wholesale and Retail Talking Machine Department of the E. E. Forbes Piano Co. of Birmingham, Ala.

(Special to The Talking Machine World.)

Birmingham, Ala., Dec. 8, 1908.

J. W. Lewis, who has been manager of the wholesale and retail talking machine department of the E. E. Forbes Piano Co., has resigned his position and will be connected with one of the prominent coal companies, purchasing an interest in the business and assuming the title of secretary and treasurer.

Mr. Lewis was succeeded by Bruce R. McWilliams, who has been connected with the E. E. Forbes Piano Co. for several years past as head salesman in the department. He has also had wide experience as a talking machine man, having been connected with other distributors before going with the Forbes people.

The E. E. Forbes Piano Co. are extensive distributors of talking machines, being jobbers for both the Victor Co. and the Columbia. They also operate large stores at Montgomery, Mobile, Anniston, Memphis, Jackson, Rome, Ga., and Jackson, Miss. The future of the department is looked forward to with much interest, as Mr.

McWilliams is an enthusiastic young man and a fine salesman.

GEORGE N. NISBETT RESIGNS.

(Special to The Talking Machine World.)
Chicago, Ill., Dec. 9, 1908.

George N. Nisbett, manager of the wholesale talking machine department of Babson Bros., has resigned. Mr. Nisbett is one of the best known Edison men in the country and was manager of the Chicago office of the National Phonograph Co. up to the time of its discontinuance in 1906, when he went with Babson Bros. and opened their wholesale department. Mr. Nisbett has several propositions under consideration and will probably close with one of them very shortly. Babson Bros. have not as yet appointed a successor.

FAILURES DECREASING.

Business Mortality Still Above the Normal, but Liabilities Growing Less.

The commercial failures in the United States for November as compared with the same month in the previous year show a larger falling off in the total of defaulted indebtedness than in the number of commercial fatalities. According to the statistics compiled by R. G. Dun & Co., there were 1,120 commercial failures last month, involving \$12,999,912. In the corresponding month of 1907 there were 1,180 failures with a defaulted indebtedness of \$17,637,011.

In addition to this improvement in commercial failures there was also a decrease in banking losses, ten suspensions this year for \$863,181, comparing with thirty similar failures last year, when the amount involved was \$9,144,225. Manufacturing failures were 273 in number and \$5,277,420 in amount, against 305 similar defaults last year, when the amount involved was \$10,927,598. Trading failures were 799, against 840 last year, and liabilities of \$5,731,104 compared with \$5,640,065. In the third division alone does there appear any material increase over last year's losses, 48 failures for \$1,591,388 comparing with thirty-five for \$1,069,348. This increase was due to one or two speculative failures. One brokerage house making the entire difference.

Dun says the shock experienced a year ago was much too severe to be quickly overcome, and there are still indications that the aftermath is keeping the insolvency returns above normal. That there is reason for encouragement is found in the gradual improvement, however, liabilities of failures in November being smaller than in any month of the last year.

GREAT EXPORT TRADE.

The export department of the Columbia Phonograph Co., General, was never so busy as at the present time, to quote the language of Edward N. Burns, the Chesterfieldian manager. Several unusually large orders for South America and China for double-faced disc and Indestructible pressing factory of the plant at Bridgeport, Conn., running night and day. The office force under Mr. Burns has been augmented this month in order to cope with the pressure of business. The new foreign catalog is being rushed to completion.

The December list of Zonophone double-side records are twenty-five in number. As they are aptly described, "two songs with but a single disc." The Universal Talking Machine Mfg. Co., Newark, N. J., claim "no other record at any such price enjoys the established reputation for supreme quality, musical or technical, as Zonophone records. Their artistic interpretation of music, extraordinary clarity of natural tone, smooth freedom from scratching, extra length and long wear are all featured in the double discs." As long as the public demands them, the company will also continue to manufacture single-side records at the new list price of 50 cents.

The "MELLO-TONE"

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

Produces Natural Tone

Makes Talking Machines More Musical

PRICE \$1.00 EACH

Manufactured by

THE MELLO-TONE CO.
SPRINGFIELD, MASS.

New York Office and Export Department
92 Beaver Street, New York, U. S. A.

TARIFF ON TALKING MACHINES.

Geo. W. Pound Makes a Plea for Maintaining Existing Rate of 45 Per Cent. on Talking Machines, Records and Automatic Instruments.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1908.

George W. Pound, an attorney of Buffalo, N. Y., who represented the Edison Phonograph Works and the National Phonograph Co., Orange, N. J., also the Rudolph Wurlitzer Co., Cincinnati, O., and the Rudolph Wurlitzer Mfg. Co., and the De Kleist Instrument Co., North Tonawanda, N. Y., on Monday, appeared before the Ways and Means Committee of the House of Representatives, who are giving hearings on the revision of the tariff law and the administrative act. He argued to have the existing rate of 45 per cent. ad valorem retained on talking machines, records and parts thereof, as well as automatic instruments.

It was stated that talking machines, records, masters, matrices, needles, came in not as musical instruments, but as manufactured articles, at 45 per cent. ad valorem. Mr. Pound had very little to say about the talking machine industry, admitting frankly that his "particular education along that line has been along other classes of instruments rather than on the phonograph." He said, however, in answering queries by the committeemen, that the "patents on the phonograph have expired, so far as they amount to anything, although there are patents on some particular minor details which do not interfere. * * * There is nothing basic in the patents on any of them."

NEWS FROM THE EMERALD ISLE.

New Talking Machine Salon in Belfast—S. W. Dixon a Visitor—Other Items.

(Special to The Talking Machine World.)

Belfast, Ireland, Dec. 3, 1908.

"Beethoven House" is the nomenclature of a new gramophone salon in Belfast. Its proprietor, Mr. H. B. Phillips, is an honorable trader of pronounced urbanity and a gentleman in every sense of the word. To him our citizens are indebted for fetching to Belfast some of the world's most famous artistes.

Smyth & Co., Donegall street, Belfast, are doing a steady business in gramophones and zono-phones.

That flourishing firm, The Gramophone Co., London, exhibited during the last week of October a complete range of their latest instruments at Dublin. Invitations were issued to all their Irish dealers and the result was a large volume of business.

The genial general manager of the Gramophone Co., Sidney W. Dixon, paid a flying visit to Belfast on Oct. 31, and had interesting business chats with his dealers (Phillips, Smyth & Co., and Osborne). Mr. Dixon justly enjoys the reputation of being one of the most clever business men connected with the British talking machine trade; "his word is his bond," and accordingly he enjoys the utmost confidence of all gramophone dealers.

THE REGINA HEXAPHONE.

The Regina Hexaphone is the new instrument that the Regina Co., Rahway, N. J., has announced as a new line for the new year. It is a multiple cylinder talking machine holding six different records of standard size, and is operated

by a spring motor, and is provided with a coin-attachment. By means of a tune-selecting device anyone of the records may be played at will. The amplifying horn is concealed within the case, and the entire mechanism is enclosed and protected from abuse and dust, and when desired ear tubes are furnished, which admirably adapts it for "penny arcades," as it does the work of six single cylinder instruments while occupying the space of one. The Regina Hexaphone is of the same high character in point of construction, finish and positive action that is inseparably attached to the celebrated line of the Regina Co.

COPYRIGHT QUESTION UP AGAIN.

Revised Bill Relating to the Reproduction of Music on Talking Machine Records, Etc., May be Considered at This Session, Although Its Passage Is Not Probable.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 10, 1908.

It was given out Saturday that among other important legislation Congress would consider at this session would be the passage of a revised copyright bill. On the convening of Congress to-day Frank D. Currier, New Hampshire, chairman of the House Committee on Patents, stated he had called to see President Roosevelt, who urged the revision of the copyright acts in his yearly message two years ago, and said that his committee will begin consideration of a bill tomorrow, and that it should be completed this week.

It is announced by Chairman Currier that the House Patents Committee will meet next Saturday to consider that portion of the new copyright bill relating to the reproduction of protected music on talking machine records, etc.

Paul H. Cromelin, president of the American Musical Copyright Association, arrived here today to attend the session of the committee.

Frank H. Dyer, president and general counsel of the National Phonograph Co., Orange, N. J., was in the city last week.

WURLITZER MFG. CO. INCORPORATES

With a Capital of \$1,000,000—Absorb the De Kleist Co., of Tonawanda—Will Manufacture and Expand Their Business Generally.

In the latter part of November the Rudolph Wurlitzer Mfg. Co., with distributing warerooms in Cincinnati, O., Chicago, and New York City, was incorporated with a capital of \$1,000,000, for the manufacture and sale of everything in the musical instrument line. The officers of the company will be Rudolph Wurlitzer, president; Eugene de Kleist, first vice-president; Fanny R. Wurlitzer, second vice-president; Rudolph H. Wurlitzer, treasurer; August de Kleist, assistant treasurer; E. H. Uhl, secretary, and Howard E. Wurlitzer, chairman of the board. The directors will be made up of Howard E. Wurlitzer, Rudolph Wurlitzer, Rudolph H. Wurlitzer, Eugene de Kleist, Fanny R. Wurlitzer, E. H. Uhl and James S. Thompson.

The Messrs. De Kleist are of the De Kleist Musical Instrument Mfg. Co., North Tonawanda, N. Y., and E. H. Uhl is manager of the Rudolph Wurlitzer Co.'s Chicago branch house. The manufacturing plant will be at North Tonawanda, where they will make pianos for the wholesale trade and further develop their automatic instrument business, that has assumed large proportions. The Wurlitzer Co. are also jobbers of the Edison and Victor lines.

The machinery equipment of the Columbia Co.'s recording laboratory at 102-104 West 38th street, New York, has been doubled, due to the extraordinary demand for the duplex records, which are hitting the "high spots" in sales.

What to advertise; how to advertise it, and when and where to advertise it; a quartet of questions, the knowledge of which means success to the talking machine dealer.



Can you take care of the "last minute" customer?

He's always in evidence at Christmas time. He waits until the very last minute and then wants things quick. Your rush and the heavy Christmas demand on your stock is no excuse to him for your not having goods on hand. If you cannot fill his order he will go to another dealer who can. The serious part of it all is that you've not only lost a sale, but a customer.

We can help you keep such customers. If you happen to be entirely out of what your "last minute" people want, figure out whether there's time to get an order to us and get the goods if they are shipped at once. If there is, you can tell your customer just when you will have the goods, and there won't be any danger of disappointing him.

What may be impossible with other jobbers is easy with us. We never let our stock run down, no matter how great the demand, and shipments are always made the same day orders are received.

It's great to have service like that back of you at Christmas and all other times; to know that you can immediately get from us whatever you want in Victors, Victor Records, record cabinets, horns, English needles, fibre cases and all other Victor accessories.

Wouldn't you like to have such service? Don't you want to be on the safe side?

Write to-day for our catalogue and booklet, "THE CABINET THAT MATCHES," that tells about new record cabinet that matches perfectly each type of machine in design, finish and architecture.

The Victor Distributing and Export Company

83 Chambers Street, New York



First Class Edison & Victor Phonograph Business for Sale

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

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

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

A WONDERFUL FACTORY.

Great Plant of Victor Talking Machine Co. as It Appears To-day as Compared With Original Home—Story of the Great Stack That Helps Give Life to the Machinery.

Victor dealers everywhere have been interested in the great additions and improvements made to the plant of the Victor Talking Machine Co. in Camden, which is now considered a model by experts on factory construction and arrangement. One of the dominant features of the plant is the immense chimney towering to a height of 200 feet, it being the highest stack

landmark. It is built of Pompeian brick, and the word "Victor," composed of white pressed bricks, appears on three sides—a conspicuous and permanent advertisement.

The completion of the new chimney was celebrated informally by eight young women, employes of the Victor Co., ascending one at a time, in a bucket, to the temporary platform at its top, where they remained for over an hour. By means of a powerful field glass it was ascertained that the stack commands a view of forty miles. The stack furnishes draught for six great

FARMERS WANT "TALKERS."

Would Take Them as a Gift from the President as a Means of Uplifting Their Condition but Are Buying Them in the Meanwhile.

The efforts of President Roosevelt to uplift the condition of the farmers throughout the country is not meeting with the success which he hoped it would. It is true that many meetings have been held, but the Commission has not yet met any feverish signs of appreciation of the President's plan. Trained Rube uplifters, who have been traveling around the country talking to farmers about the welfare scheme, report that the horny-handed tillers of the soil do not seem



THE GREAT PLANT OF THE VICTOR TALKING MACHINE CO. AT CAMDEN, N. J.

in South Jersey. Architecturally it is a shaft of graceful proportions, and seen from Philadelphia or the Delaware river it is an imposing

boilers of combined capacity of 3,000 horse-power.

To realize the marvelous growth of the Victor one has but to compare the original factory and the present plant as shown in the illustrations.

AN EDUCATIONAL EXHIBIT

Made by the Manufacturers' Outlet Co. Which Brought Good Business Results.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 7.

There has been recently a Food Fair held in this city at which the exhibit of the Manufacturers' Outlet Co. (J. Samuels & Bro., proprietors), attracted a great deal of attention. It will be seen from the illustration which is presented herewith that this exhibit was an attractive one and the company say that they are more than pleased with the results obtained. A good many sales were made and the exhibit was visited by thousands of people who marvelled at the wonderful improvements made on the talking machines.

The talking machine department of the Outlet Co. was installed about five years ago by Mr. H. Wonderlich in a small way, and it has developed to large proportions, jobbing and retailing exclusively Victor and Edison goods.

Try imagining yourself in your employer's place and see what sort of a clerk you think you are making from his point of view.

Powers Hotel, Rochester, purchased a Auxetophone to be used in connection with orchestra in the dining room.

to be keen about being uplifted. Many of them lost interest in the project when they found that the Government does not purpose to help it along with free gifts of organs, pianos, phonographs or moving picture machines. Millions of circulars have been sent out on the rural free delivery routes by the Commission, with the object of arousing interest in the uplift movement. It is the President's hope to make farm life as attractive as life in the city, and thus keep the country boys and girls at home.

Friday, November 28, argument on the motion to make the preliminary injunction permanent, in the case of the Victor Talking Machine Co., Camden, N. J., against the Regina Co., New York, was heard in the United States Circuit Court, southern district of New York, Judge Hough sitting. Violation of the Berliner and the Johnson patents—the latter not adjudicated—was charged. The case occupied the attention of the court for several hours, when leave to file briefs up to Thursday of last week was granted both sides.

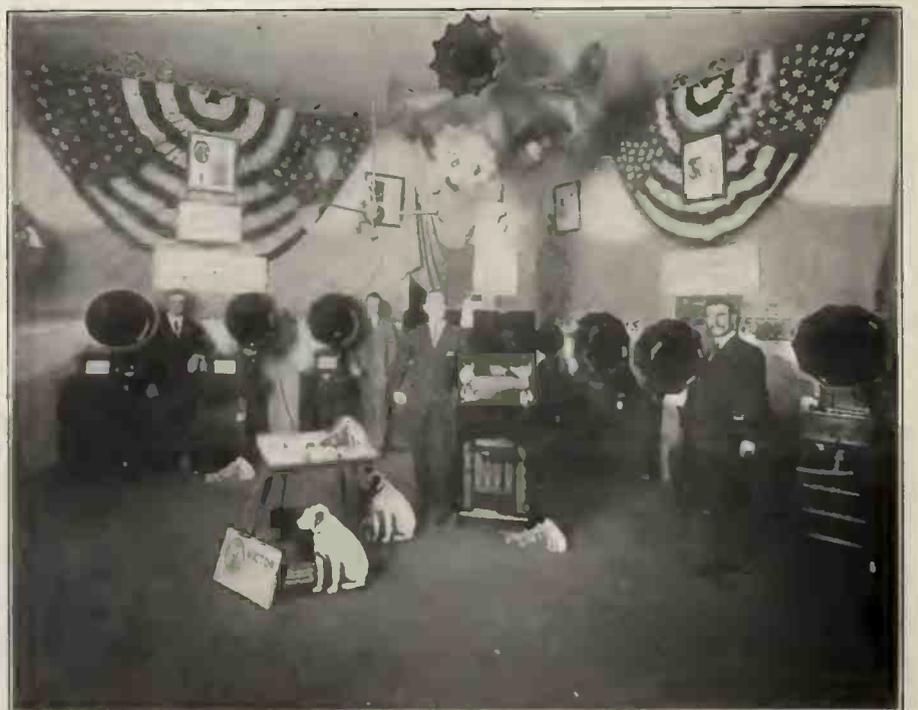
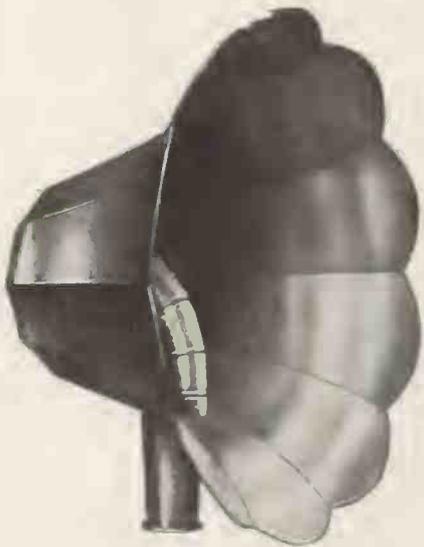


EXHIBIT OF THE OUTLET COMPANY AT FOOD FAIR, PROVIDENCE, R. I.

ECHO-TONE



ONE MODEL

(Interchangeable attachments for all leading machines.)

This picture attracts YOU

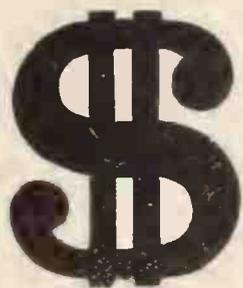
How much MORE will the ACTUAL HORN attract YOUR PATRONS?

We furnish dealers with an Attractive Xmas Display.

THE ECHO-TONE HORN CO.

Sole Patentees and Manufacturers

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



Do You Desire to Make Dollars?

GOOD COIN OF THE REALM?

We suppose Yes! Well then, we can help you

¶ We have a special proposition of interest, which will assist talking machine men to increase their incomes.

¶ There is no doubt of it.

¶ The suggestions which we are able to make in this particular will be of monetary advantage to every talking machine man who wishes to broaden his sphere of operations.

¶ It will be easy to increase your income, without materially increasing your expenses, for the suggestions which we will make do not include a large outlay of money.

¶ We have gone into this subject exhaustively and we know that we are on the right road.

¶ We know that we can do precisely what we say regarding bringing about increased incomes for talking machine men.

Write and see how we can make good

EDITOR SIDE-LINE SECTION

THE TALKING MACHINE WORLD

1 Madison Avenue, NEW YORK

DEALERS OF OHIO FORM STATE ASSOCIATION.

Strong Board of Officers Elected at a Meeting Held Recently in Chillicothe—C. A. CaJacob, of Wapakoneta, Elected President—By-Laws Adopted Will Doubtless Interest Talking Machine Men Desirous of Organizing Other State Associations—Matters of Importance Discussed—Vote of Thanks and Appreciation Extended The Talking Machine World.

(Special to The Talking Machine World.)

Chillicothe, O., Dec. 6, 1908.

For some time past the talking machine dealers of Ohio have been desirous of getting closer together to the end that the friction which is inevitable in competition may be smoothed over, and many necessary plans for the eradication of trade abuses be put in force. To this end a meeting to organize the Ohio Association of Talking Machine Dealers took place in the parlors of the Southern Hotel in this city on November 20, about thirty of the leading dealers of the State being in attendance. After a short discussion the following officers were elected to serve for the ensuing year: President, C. A. CaJacob, Wapakoneta; vice-president, Geo. J. Doerzbach, Sandusky; treasurer, Chas. J. Williams, Zanesville; secretary, M. G. Chandler, Chillicothe. W. H. Snyder, of Columbus, was appointed as one member of the executive committee, and four others are to be appointed by the president, the matter of choice being left open in order that different sections of the State may be represented.

The by-laws, which were prepared by a committee selected by the temporary officers, were then presented, and after considerable discussion



VICE-PRESIDENT GEO. J. DOERZBACH, SANDUSKY, O.

were adopted. They are as follows, and constitute the first "bill of rights" of a State association of talking machine men:

ARTICLE I.

NAME.

This Association shall be known as "The Ohio Association of Talking Machine Dealers."

ARTICLE II.

OBJECT.

The object of the Association shall be for the promotion of all subjects which appear to be for the betterment and improvement of the talking machine business and to affiliate with the National Association of Talking Machine Jobbers.

ARTICLE III.

LOCATION.

To be determined.

ARTICLE IV.

OFFICERS.

The officers of this Association shall be a President, Vice-President, Secretary and Treasurer, elected for a term of one year, or until their successors are duly elected and qualified.

These officers, together with five members of the Association appointed by the President, shall constitute the Executive Committee of the Association. Provided, however that no two members of the Executive Committee shall be from the same locality.

ARTICLE V.

The regular meetings of this Association shall take place quarterly on the first Wednesday of February, May, August and November, at a place to be designated by the Executive Committee.

ARTICLE VI.

DUTIES OF OFFICERS AND EXECUTIVE COMMITTEE.

SECTION 1. It shall be the duty of the President to preside at all meetings of the Association and of the Executive Committee. He shall appoint for a term of one year the five members of the Executive Committee. He shall call special meetings of the Executive Committee at the written request of a majority of the Executive Committee or of one-fourth of the members of the Association.

SEC. 2. In the absence or refusal to act of the President the Vice-President shall preside at all meetings and shall perform all other duties and be clothed with all the powers of the President. In the absence of both President and Vice-President from meetings of the Association a majority vote of the members present at such meetings shall elect a presiding officer.

SEC. 3. The Secretary shall notify each member of the Executive Committee of all meetings, and each member of the Association of every meeting of the Association. He shall make and keep a true record of all the

meetings of the Executive Committee and of the Association. He shall issue all authorized notices to the members, conduct the correspondence of the Association, and perform such other duties as shall be directed by the Executive Committee.

He shall have general executive management of the Association, subject only to the direction of the President and the Executive Committee. He shall collect all dues and assessments and all other moneys due the Association and shall pay same over to the Treasurer monthly to be deposited.

SEC. 4. The Treasurer shall be charged with the funds of the Association and shall furnish such bond as the Executive Committee may require. All disbursements shall be made by him. Disbursements and payments shall be made by checks, signed by the Treasurer, after the bills have been approved by the President.

He shall keep a book of record of all the receipts



PRESIDENT C. A. CAJACOB, WAPAKONETA, O.

and disbursements, making a report to the Executive Committee and the Association at its regular meetings.

ARTICLE VII.

SECTION 1. The Secretary only shall receive a salary which shall be the sum of Twenty-Five Dollars (\$25.00) payable quarterly.

SEC. 2. The expenses of the members of the Executive Committee shall be paid out of the funds of the Association, and shall be limited to actual railroad transportation and meals while in attendance at such meetings as they attend excepting the regular quarterly meetings.

SEC. 3. The cost of the surety bond for the Treasurer shall be paid out of the funds of the Association.

ARTICLE VIII.

MEMBERSHIP.

SECTION 1. Any person, firm or corporation in good standing, engaged as a dealer in the talking machine business may become a member of this Association, provided he or they are not directly or indirectly connected with the jobbing or manufacturing of said line. For the purpose of this Association a dealer shall be one generally recognized as such by the Executive Committee. The name dealer shall be applied only to such person, firm or corporation having in stock at all times one each of the machines manufactured by the Victor or Edison companies and the entire catalog of records of either of the said companies. This section does not refer to Victor or Edison machines listing above \$60, or the regular twelve-inch, ten-inch foreign or Red Seal records, or Edison Foreign or Grand Opera records.

SEC. 2. Application for membership shall be made in writing to the Secretary, with remittance covering the admission fee of Five Dollars (\$5) and Five Dollars (\$5) for one year's dues in advance.

SEC. 3. All applications for membership shall be referred to the Executive Committee, who shall have power to elect.

SEC. 4. The election of new members shall be by ballot, by the Executive Committee, and it shall be necessary for the election that the candidate shall receive the vote of two-thirds of the members of the Executive Committee.

SEC. 5. Each person, firm or corporation so elected on receiving notice of such election from the Secretary shall be entitled to the privileges and subject to the penalties of membership.

SEC. 6. Every member, whether individual, firm or corporation shall be entitled to cast one vote in person or by proxy at the annual election, and on all questions on which members may vote.

SEC. 7. In the absence of a regular member of this Association he may delegate a partner or employee to represent him, and said representative shall have all the privileges of the absent member.

SEC. 8. It shall be the privilege of any member to invite a partner or employee to accompany him at the Association meetings, but said partner or employee shall have no voice or vote when the member is present.

SEC. 9. Should any member of this Association become suspended by either the Victor or Edison company, he or they, shall immediately forfeit their membership in this Association.

SEC. 10. Neither the Association or the Executive Committee, as such, shall accept any entertainment from any jobber or manufacturer.

ARTICLE IX.

SECTION 1. The annual dues of this Association shall be Five Dollars (\$5) payable annually in advance.

SEC. 2. Any member in arrears sixty days in the payment of dues shall forfeit all rights and privileges of membership.

SEC. 3. Any suspended member may be reinstated by a two-thirds vote of the Executive Committee.

ARTICLE XI.

ORDER OF BUSINESS.

1. Calling of the roll.
2. Reading of minutes of previous meeting.
3. Reports of officers.
4. Reports of standing committees.
5. Reports of special committees.
6. Unfinished business.
7. Election of officers.
8. New business.
9. Good of the Association.
10. Adjournment.

ARTICLE XII.

These By-Laws may be revised or amended at any regular meeting called for that purpose, provided that notice of such revision or amendment has been sent to each member of the Association at least thirty days before said meeting, and that such revision or amendment be passed by a two-thirds vote of the members in person or by proxy.

The chief matter discussed at the meeting was the requirements in the way of stock carried by dealers. It is likely that some action will be taken in this matter by the executive committee who will have full power to elect members. That is why it is planned to have various members of the executive committee located in different points. Petitions for membership will be referred to the member in the section from which the application comes for investigation. In this way it is hoped to build a strong and forceful organization of live talking machine men.

The next place of meeting was discussed at some length. J. H. Dittrich, of Cincinnati, made a strong plea for the next meeting, which occurs in February, to be held in Cincinnati. It is now probable that the meeting will be held in that city in February and another meeting will be held in Cleveland in May.

The following resolution was unanimously passed:

"Resolved, That we as officers and members of the Ohio Association of Talking Machine Dealers tender to Mr. Edward Lyman Bill, the publisher of the Talking Machine World, our thanks for courtesies shown and that we as dealers endorse The Talking Machine World as one of the greatest aids in improving the talking machine business, and recommend that we constitute our-



SECRETARY MARTIN G. CHANDLER, CHILLICOTHE, O.

selves as a committee collectively to render any assistance in our power in increasing the circulation of this excellent periodical."

The officers of the State Association are indebted to Mr. Whitsit and Mr. Davidson, of the Perry B. Whitsit Co., to Mr. Dittrich and to Mr. Gerlach, of the Rudolph Wurlitzer Co., for their assistance in organizing the association. Their knowledge of the workings of the National association of Talking Machine Jobbers was most opportune and helpful.

The meeting as a whole was a most harmonious one and must result in great benefits for the trade of this State. One of the prime objects of the association will be to eliminate "the little fellow," who is doing most of the mischief in the way of cutting prices and committing other abuses. Other objects will be two prices for outfits, one for cash and one for instalments, also assistance in tracing stolen goods and forcing payments on accounts that move to another dealer's town, more restriction in the number of selling agents, etc. The exchange of ideas through association intercourse besides, is sure to make more enthusiastic and better dealers.

Persistence in advertising is what counts. Even little drops of water falling steadily in one spot will wear a hole in the hardest granite.

An indispensable requisite to success is concentration or devotion to one subject.

Your show windows are the index to your store as a man's face is the index to his soul.

BOSTON'S BUDGET OF NEWS.

Business Situation Greatly Improved—Christmas Holiday Trade Already in Evidence—Eastern Co. Resume Victor Concerts—Handsome Lauder Window—Activity With Boston Cycle Co.—Manager Junge Enthusiastic—Other Items of General Interest.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 12, 1908.

There are no silver linings to the clouds for the talking machine men here in this part of New England, for the simple reason that there are no clouds to have silver linings—everything is bright and sunny, and business within the past four weeks has taken a big jump upward.

The Christmas holiday trade has been unusually brisk, and is expected to be even better. The dealers have good stocks on hand and extra clerks have been hired. The trade has been growing daily and bids fair to last even over the Christmas week. The talking machine trade is peculiar in that instead of dropping off immediately after Christmas it keeps up until way into January, holding steady then until about the first of June, March being the busiest and best month of the year.

The talking machine business in Boston has been revolutionized, it might also be said, since the introduction of the double-disc records. Many dealers have found that they stimulate trade enormously, while the cylinder trade shows little progress. As one dealer very wisely remarked, "The disc machines sell themselves, the cylinders have to be pushed."

The indestructible record is becoming more and more a factor in the trade, especially since the business here was taken over by the Columbia Co., the record is being advertised extensively and proves an easy seller.

R. M. Pease, formerly of the Massachusetts Indestructible Record Co., was in town this week.

J. L. Gately, also with this company, has not been heard from for some time, not since he joined the Victor staff. Some of his Boston friends scan every automobile closely, especially when it is standing still and some one is under it. They feel that it probably is Gately, for that is where he used to be most of the time when living here.

L. F. Geissler, of the Victor Co., came here this week. He says business has increased 70 per cent. in a month.

The Eastern Talking Machine Co. has resumed its Victor concerts and numerous sales are reported, traceable directly to these concerts. The boys at this company's store have formed a basket ball team and are preparing to meet any talking machine team that dares face them.

Harry J. Skelton, who left Boston to go with the American Phonograph Co., is now with the Foster Co. at Providence, R. I.

Manager Howes, of the Houghton & Dutton talking machine department, has received a letter of congratulations from Harry Lauder on the excellent window display which he arranged during "Lauder week" here. The Lauder records have been great sellers at all the stores ever since.

Manager Andrews, at the Boston Cycle & Sundry Co., reports a large jump in the volume of business done by this enterprising firm. The dealers, he finds, are anxious to keep good sized stocks on hand, knowing that the demand will increase from now on. The chief trouble that he has is the inability to get goods from the factory.

This trouble is still worrying the other dealers and jobbers here. At the Ditson Co. Manager Winkelman declares that he can sell twice the number of Victrolas if he can only get them. The Ditson business is all high grade and more Victrolas are sold than almost anything else.

The new attachments on Edison goods seem to catch the popular fancy, but the old difficulty still remains—inability to get enough from the factory.

The Pike Talking Machine Co. made a great purchase recently from a failed firm and are now

selling cabinets very cheaply. Business is very brisk, says Mr. Pike.

J. G. Widener, formerly with M. Steinert & Sons, has gone back to Philadelphia.

J. W. Scott, the Edison advance guard, was in Boston this week and went about like a streak of lightning, carrying away a lot of good orders.

Morris Robinson, who was burned out by the Chelsea fire and opened up in Lynn, has returned to Chelsea, more optimistic than ever.

Maurice Reid, from the New York office of the National Co., is here to look after the commercial record end of their business. Thomas W. Duncan has gone with a razor company.

Wholesale Manager Junge, of the Columbia Phonograph Co., is one of the most optimistic men in the entire trade here. He says that the double-disc record is a marvel for increasing business, and the indestructible is selling finely. He expects great things from the trade this winter and is unusually pleased with the way the Christmas business is shaping up.

VICTOR ENTERTAINS DR. BULL.

The Noted Surgeon, Fatally Ill, Much Pleased With a Program in Which He Heard His Favorite Singers.

Dr. William T. Bull, who is said to be the victim of a malignant and mortal malady, and who has had a number of sinking spells during the last few weeks, developed surprising strength on Tuesday last. His mind cleared and he displayed such energy that he demanded a book and papers to read. He expressed a desire later to hear some of the latest operatic records sung by his favorite singers, and the Victor talking machine was carried to his sick room, and for a good part of the afternoon the afflicted surgeon listened to his favorite singers. The wonderful improvement continued the following day, and Dr. Bull exhibited more strength and animation than for months. He asked to be removed to an invalid chair, and he was wheeled from his room to the 58th street side of the Plaza Hotel. While his trouble is deemed fatal, yet he has shown amazing strength. Dr. Bull, as well as his wife, were among the greatest patrons of music in New York, the doctor being an especial admirer of the talking machine and keenly interested in its progress.

BLACKMAN READY FOR HOLIDAY RUSH.

Improvements have been the order of business in the salesrooms and shipping department of the Blackman Talking Machine Co., 97 Chambers street, New York City. Additional space has been added on the three floors occupied, new offices installed and additional display rooms for exhibiting machines and records.

Mr. Blackman says they have greatly increased their capacity for carrying a stock of both Victor and Edison records and expect to take care of the Christmas rush, which may come at the last moment. When it is considered that this company handles talking machines exclusively, it speaks well for their confidence in the return of good business.

The Women's National Health Association of Ireland, which is accomplishing so much under the patronage of the Countess of Aberdeen, to check the spread of the white scourge, tuberculosis, is utilizing the gramophone as an aid to the lecturers in disseminating valuable information calculated to eliminate this deadly disease. The use of the gramophone is two-fold, first to attract an audience, and second, to deliver by special made records lectures descriptive of the illustrations thrown upon the lantern screen.

The third number of Wurlitzer's Recorder is as interesting, if not more so, than its precursors. In connection therewith they issue a special story of the formation of the Ohio Talking Machine Dealers' Association, which clearly manifests their desire to promote the interests of the association.

NIGHT

&

DAY

—Service

Our mammoth stock, facilities, and the energies of all employees, as well as that of the head of the house, is at the disposal of our customers and the Trade every 24 hours of the day; between now and the balance of the year.

This service will guarantee instantaneous attention to urgent orders. Without exception, orders will be shipped on the day received; those received as late as 6 P. M. will be forwarded the same night.

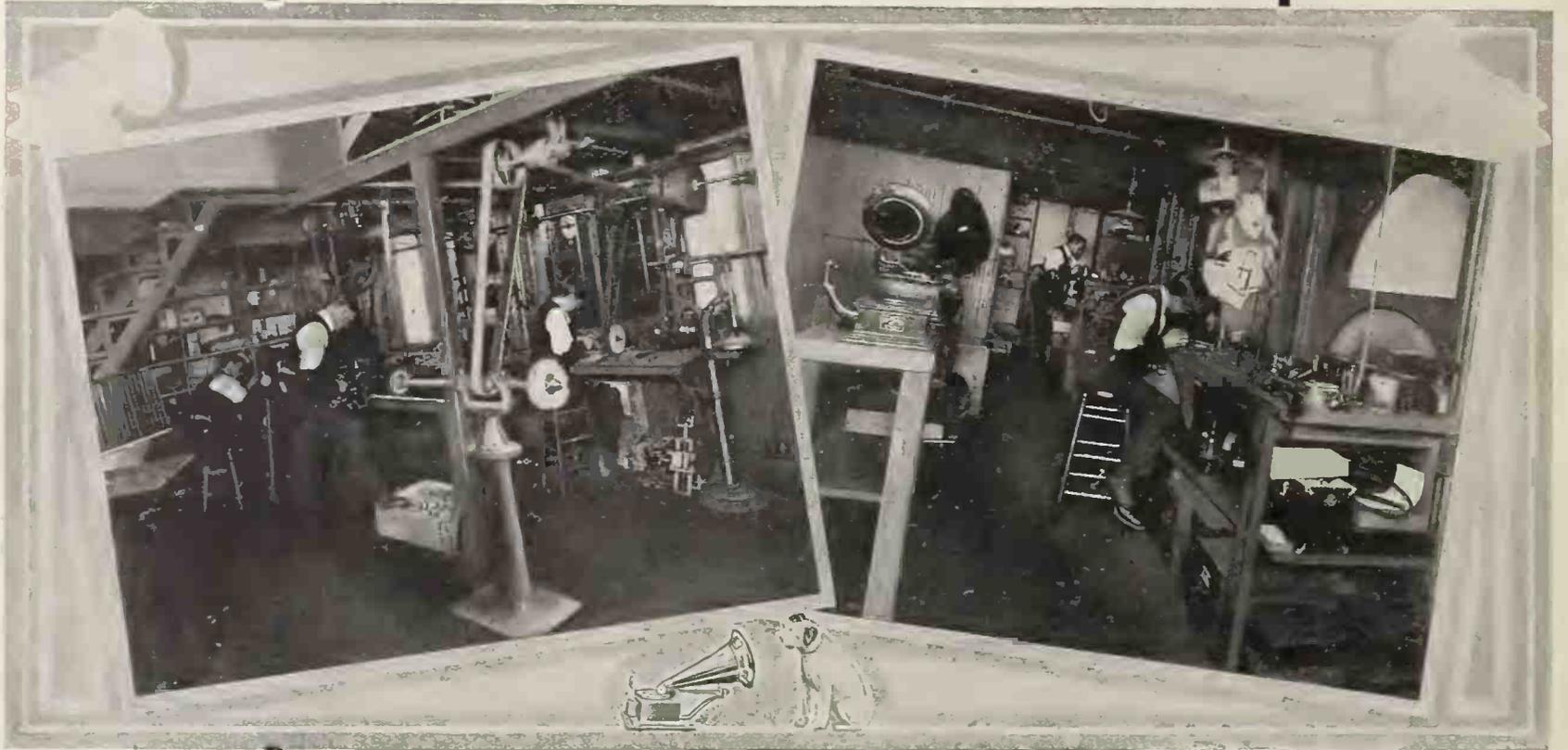
This will not impair intelligence and care in selection, proper adjustment and testing of instruments.

With this matchless service to rely on, it is not yet too late to send that Christmas order; you can call for "fillers in" any time—and be sure to get them.

Buegeleisen & Jacobson

113-115 University Place
NEW YORK

Our Repair Dept.



¶ *We have proven absolutely that a man's subsequent purchases of records amount to double his initial investment.*

¶ *You must take care of your customer. His machine must be kept in running order. It would even pay you to send a man regularly to inspect your customers' machines.*

¶ *Dealers are realizing this more and more. In consequence, our repair work is double.*

¶ *It has been necessary for us to greatly enlarge this department. We are employing three expert repair men.*

¶ *We are prepared to handle not only the Victor line, but we solicit your work on Edison, Columbia, Zonophone and other machines.*

¶ *We will estimate your work. If estimate does not meet with your approval we will return goods at our expense.*

¶ *Our charges are the lowest possible consistent with good work.*

The Talking Machine Co.
VICTOR
 TALKING MACHINES
 RECORDS AND
 SUPPLIES

72-74 WABASH AVE., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

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

Talking Machine Business Running Close to Old Form—Dealers Everywhere Report Good Trade With Excellent Prospects for the Holidays—High Priced Trade the Rule—Big Victrola Sales—Amberol Records and Attachments Win Success—H. K. Hilt Again With Hawthorne & Sheble Manufacturing Co.—High Introductory Prices a Mistake—Graphophone Recital in Sioux City—Recent Visitors—Wurlitzer Co. Expand—J. I. Lyons Makes Improvements—Big Columbia Business—Opening of Lyon & Healy's Refitted Quarters—Details of the Changes—B. & H. Fibre Needles Popular—The Talking Machine Co.'s New Catalog—Auxetophone for Bismarck Hotel—Viascope Manufacturing Co. Lease Additional Quarters, Doubling Capacity—A. D. Geissler Hurries East to Have Shipments Pushed—Other News of Trade Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1908.

The past fortnight business in the talking machine line has been swinging along in a manner strongly reminiscent of the period prior to that when the effects of the panic commenced to be felt in the trade. In volume of orders received by Chicago jobbers, November was not quite equal to that of the same month of 1907, but was materially larger than October of this year. Moreover, business steadily increased in volume all last month and towards the latter part orders for machines, as well as records, commenced to take on a distinctly stocking up character. Travelers from the field state that dealers are not only in a more cheerful mood than they have been for nearly a year, but are having larger sales and are looking for a really excellent holiday trade.

From all reports the big manufacturing companies must be rushed to the utmost. Jobbers report that it is very difficult to get enough Victrolas and Victor 2nds, 3rds and 4ths, to supply the demand. The Victor 2nds seem to be very short. The demand for Victrolas must be something terrific. Even comparatively small country dealers seem to have been going vigorously after the high-priced trade, judging from the reports of jobbers. In Chicago the Victrola sales are remarkable. This does not apply merely to concerns like Lyon & Healy and Wurlitzer, but to some of the smaller dealers as well. It is a fact that one south side dealer sold four Victrolas for cash within the last ten days.

That the Amberol records are proving one of the big successes of recent years is shown clearly by the volume of orders being received by the jobbers. The Edison factory now seems to be equal to the demand for the attachments for Standard machines, but those for the other models are still coming forward very slowly. This, however, will probably be rectified shortly.

Harry K. Hilt, who was formerly for several years with the Hawthorne & Sheble Manufacturing Co., has again joined the sales force of that company and will represent them in Chicago and western territory. He is making temporary headquarters at Room 514 No. 269 Dearborn street. He is very enthusiastic over the big line of Star machines, which embraces no less than 14 models, ranging from a \$10 machine up to the two new "Cabinet" machines, retailing at \$1.75 and \$2.50. The style 20 Star promises to prove remarkably popular and some large orders have already been taken in Chicago. The new Star record at 50 cents is meeting with ready approval, according to Mr. Hilt. Horace Sheble, of the Hawthorne & Sheble Mfg. Co., spent several days in Chicago last week.

"The trouble with many manufacturers of new talking machine novelties and auxiliaries is that they make the mistake of fixing too high a price on their goods at the start," said a man who has been through the mill himself. "They do not

take the broad commercial view of the matter and do not realize that it would be better to make 50 cents apiece on a thousand of their specialty and have a steady demand for it than to sell a hundred, at a profit of a dollar apiece and stop there. The market has been so flooded with talker novelties of all kinds and so many of them have been found abortive, that the public has grown wary. Many of the new things are of general merit and when put out at a reasonable price, bring the makers substantial returns, but to be too grasping is equal to killing the auriferous goose."

The W. A. Dean Co., of Sioux City, Ia., who are exclusive Columbia jobbers for the western part of that State, have announced a graphophone recital at their retail warerooms for Dec. 16. The Columbia artists will be accompanied by a full orchestra, and a lecture will be given on the history of the graphophone. Handsomely engraved invitations have been sent to the company's patrons.

F. G. Cooke, who has been assistant retail floor manager at the Columbia's Chicago branch, has been promoted to head of the retail department. He is an exceedingly capable and popular young man and richly deserves the recognition he has received.

Among the visiting talking machine dealers the past two or three weeks were: Fred L. Beerman, Muskegon, Mich.; W. H. Elmer, Winona, Minn.; C. C. Warner, treasurer Milwaukee Talking Machine Co., Milwaukee, Wis.; A. G. Kunde, Milwaukee, Wis.

Friends of Benjamin F. Feinberg will be interested to know that he is now sales manager for the new retail store of Landay Bros., at 27 West 34th street, New York.

The Rudolph Wurlitzer Co.'s Chicago branch house, has developed to such an extent as to make larger space comparatively necessary. They now occupy the first two floors of their own building at 266-268 Wabash avenue, but they will also have the third and fourth floors as well, as soon as the lease of a book supply concern expires on May 1, of next year. At that time the wholesale talking machine department now at 338 Wabash avenue, will be moved to the Wurlitzer building, and the added floors will also serve to relieve the congestion in the automatic instrument and small goods department, now on the second floor.

Manager E. H. Uhl says that their talking machine business has improved very notably the past month.

James I. Lyons has just made some notable improvements to his retail department on the first floor of his establishment at 265 Fifth avenue. A new record room has been constructed, which is unique in that the stock of disc records is carried in the room itself, thus adding greatly to the convenience in waiting on customers. Furthermore, the room has an outside window, thus furnishing natural light and providing for facilities for ventilation, rarely found in record booths.

Frank L. Dyer, president of the National Phonograph Co., spent several days in Chicago last week.

C. F. Baer, manager of the Chicago office of the Columbia Co., said that November was the biggest month they have had this year. The double-faced record is proving an immense success, according to him, and a large number of new Columbia dealers have been established who are attributed entirely to that innovation.

Lyon & Healy's remodeled and refitted warerooms were formerly opened to the public last week. Thousands of visitors have thronged through the big building, attracted by the liberal advertisements in the dailies. C. E. Goodwin not only supervised the arrangement of the new talking machine department on the fifth floor, but also the improvements made throughout the building. The show windows were the last to be completed. The entire window frontage on Wabash avenue and Adams street, has been reconstructed. The windows have all been deepened and the background is of silver oak with panels of Venetian glass admitting light into the store. A large portion of the Adams street frontage is devoted to the display of talking machines, besides one or two of the windows on the Wabash avenue side. Two of the windows have displays of Victrolas with red seal records displayed in the background. These records are edged with circular labels bearing the name of the selection and the artist, and the whole is set in a golden star, in one of the rays of which is a photograph of the artist making the record. Victor Hall is again in full blast and the audiences are unusually large. The holiday trade is on and Mr. Goodwin says that sales so far have been in excess of those of last year. Mr. Goodwin leaves

The Economy Racks A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, \$3.50; 12-inch, \$3.75; Rack for insertion in cabinet, \$1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, \$1.50 for 10-inch records; \$1.75 for 12-inch.

The Ideal Negative Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, \$1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, \$1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principal and will create a sensation.

R. H. JONES, Patentee and Sole Manufacturer 1-17 Bryan Place, Chicago, Ill.



An improved method of handling all orders for

VICTORS

and

EDISONS

We have just expended nearly

\$100,000

to make our establishment simply ideal.

Dealers get the benefit.

Are you a Lyon & Healy dealer?

If not, the latch string is out.

Lyon & Healy

CHICAGO

Dealers, with us also reap the great advantage of having a standing here, should they suddenly want anything in music from a sheet of music to a piano. We sell "everything known in music."

for the East to-night, and will spend to-morrow in Washington and the balance of next week at the Edison and Victor factories and in New York.

Kreiling & Co. are experiencing an increased demand for their "Tiz-it" all metal, ball joint horn connection for cylinder machines. This meritorious specialty has been on the market for several years, and has created a permanent place for itself.

The B. & H. Fiber Needle is growing steadily in popularity and is being featured by all the leading jobbers and retailers in Chicago. Many people throughout the country will receive talking machines for Christmas and these new machine owners will soon be coming into the stores to buy records. This gives the dealers an opportunity to exploit the fiber needle, of which they will no doubt take advantage.

The Talking Machine Co., of this city, have issued a remarkably complete catalog of the goods handled by them, and it contains unique features calculated to decrease the manual labor involved in ordering goods. It is 12x10 inches in size, bound substantially in black cloth, with the name of the company, the Victor trade-mark, and the name of the dealer receiving the catalog, all stamped in gold on the front cover. To the inside of the front cover are attached two pockets, one containing self-addressed telegraph blanks, which, while although not marked collect, Manager Geissler always encourages dealers to wire at the company's expense. The lower pocket contains a supply of self-addressed envelopes. Attached to the inside back cover is a duplicate order book. There are 28 pages of reading matter and illustrations and a prominent place is given to the "cabinet that matches." There are seven different styles of these cabinets, matching all models of the Victor. Half-tones of the various departments of the Talking Machine Co.'s quarters are given, and a page is devoted to the reproduction in fac-simile, of letters from dealers, eulogizing the company's service. The different styles of various models of Victor machines are presented and considerable space is devoted to talking machine specialties and supplies.

The Bismarck Hotel and restaurant on Randolph street has installed an Auxetophone in connection with the orchestra in the café. It is proving a marked success and on the evening of the first appearance of the Auxetophone, a traveling man who was standing in the lobby of the hotel proper was heard to remark that they had a remarkable tenor singer in there with the orchestra.

E. O. Rockford, secretary and treasurer of the Columbia Phonograph Co., was in Chicago for a few hours, one day last week, on his way to St. Louis.

W. C. Fuhri, district manager of the Columbia Co., is on a business trip to headquarters in New York.

Rudolph H. Wurlitzer, of the Rudolph Wurlitzer Co., was in Chicago this week, conferring with E. H. Uhl, of the Chicago branch.

H. Slaff & Co., talking machine dealers of La Porte, Ind., were entirely burned out last month.

The Viascope Mfg. Co., manufacturers of moving picture machines, have experienced such a large demand on the new Viascope special, which was introduced to the trade a few months ago, that they have been compelled to take additional quarters at their present location, 112 East Randolph street, which will practically double their capacity.

Arthur D. Geissler, general manager of the Talking Machine Co., left for the East on the Twentieth Century to-day. Although the company's lofts are full of goods, such a heavy demand has developed within the last week or two as to make it necessary to hurry forward orders in hand at the factory for certain types and this was the main object of Mr. Geissler's present trip. He will return about the middle of next week.

Each sale makes the next one easier and each customer becomes a friend, and your friend has a friend and the friend's friend has a friend—and the work is done.

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEET.

Full Committee, With One Exception, Convene in Chicago on Nov. 29 and Discuss a Number of Important Matters—Old Point Comfort Favored for Annual Convention in June—Two Applications Received—President J. F. Bowers Acts as Host at Chicago Athletic Club.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 4, 1908.

A meeting of the executive committee of the National Association of Talking Machine Jobbers of America, was held at the Chicago Athletic Club, Sunday November 29th. All of the members of the committee were present, with the exception of Carl Droop, of Washington, D. C., who was detained on account of illness in his family.

A number of important matters were acted upon, but the session, which lasted all day, was strictly executive and the committee thought best to withhold information regarding their plans until they are more fully developed. At the close of the meeting J. Newcomb Blackman, of New York, the chairman of the press committee, in talking with The World, said: "The general conditions surrounding the trade were given careful consideration. Certain recommendations were adopted, embodying the views of the association and will be presented to the members of the trade interested, either by letter or by formal resolution. The double-faced-disc-record proposition was given due attention, but the committee do not feel disposed to divulge their action at this time.

"Communications were received from the Ohio Talking Machine Dealers' Association and the Missouri Valley Talking Machine Jobbers' Association, which were formed with the idea of co-operating with the National Jobbers' Association for the betterment of trade condition. Representatives of both associations were invited to be present at to-day's meeting, but were unable to be here.

"Preliminary plans were inaugurated with a view to making the annual meeting next June the biggest in the history of the Association. The matter of location was freely discussed and the general sentiment seemed to be in favor of Old Point Comfort, Va. It is a central, eastern point, where the members and their wives will find an abundance of entertainment and will prove an ideal vacation ground for those who desire to extend their stay in that beautiful section. Another fact in its favor is its nearness to the capital city of our country. Still another reason favoring Old Point Comfort is its proximity to the great talking machine factories, enabling the jobbers to visit in person the plants where the products they handle are made and to get in practical touch with the latest developments of the industry. Definite action on the matter was postponed until the next executive committee meeting, which will probably be held in March, in order to enable members of the Association to express their views on the matter. Any member having any suggestion to make is invited to communicate with Secretary Perry B. Whitsit, Columbus, O."

Two new applications for membership were favorably acted upon at this meeting. The new members are the Southern California Music Co., of Los Angeles; and the O. K. Houck Piano Co., Memphis, Tenn.

The members of the committee present at the meeting were: Lawrence McGreal, Milwaukee; W. E. Henry, Pittsburg; E. H. Uhl, western manager Rudolph Wurlitzer, Chicago; J. Newcomb Blackman, president Blackman Talking Machine Co., New York; also the officers of the Association ex-officio, i. e., President J. F. Bowers, secretary of Lyon & Healy, Chicago; Vice-president W. D. Andrews, Syracuse and Buffalo, N. Y.; Treasurer Louis H. Buehn, of Louis Buehn & Bro., Philadelphia. There were also present H. H. Blish, of Harger & Blish, Dubuque and Des Moines, La.; Lawrence Lucker, of the Minnesota Phonograph Co., Minneapolis, Minn.; C. E. Goodwin and L. C. Wiswell, of Lyon & Healy; and Fred Siemon of the Rudolph Wurlitzer Co.

The visiting members all expressed their highest appreciation of the manner in which they

were entertained by President J. F. Bowers. The Chicago Athletic Club, of which he is a member, was thrown wide open for their benefit and both he and Mr. Goodwin, exercised themselves to the utmost to see that the visitors had the time of their lives. They all inspected the new quarters of Lyon & Healy's talking machine department and conceded that the business was one of the best managed in the trade. Sunday evening Messrs. Buehn, Blackman, Andrews, and Bowers accompanied Lawrence McGreal home to Milwaukee, spent the evening there and in the morning inspected the McGreal establishment, returning to Chicago later in the day.

ALARM CLOCK ATTACHMENT.

P. M. Ravenskilde, a Jeweler of Cabery, Ill., Puts Attachment on the Market Adapted to Use With Cylinder Machines—The Device Is Most Interestingly Conceived.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 7, 1908.

P. M. Ravenskilde, of Cabery, Ill., now has ready for the market the alarm clock attachment for cylinder talking machines which he patented early in the year and of which mention was made at the time in The World. Mr. Ravenskilde, who is a jeweler as well as a talking machine dealer of years of experience, postponed marketing the device until he could demonstrate in a practical way that it was mechanically perfect. He has sold a number in a retail way; they have made good, and he is now ready to go before the trade to supply any demand that may arise. By means of the attachment the machine may be made to play at any time at which the clock is set. It will wake to the sound of sweet music or you can set it at say, nine o'clock, in the event when you have a guest in the house, and the surprise of the visitors may be imagined when the machine starts up without the intervention of human hands. It can in either case,

TWO MISSING LINKS



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



IT'S ALL IN THE BALL

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn. Retail at 50 cents.

To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.

of course, be used to the most dramatic advantage with the aid of an automatic stop.

The Ravenskilde Talking Machine Starter, as the inventor terms it, is susceptible to a wide variety of usage. The present model is adapted to either Edison phonographs or Columbia cylinder graphophones, but a style for disc machines will be introduced in the near future. The device is simply constructed and can be instantly applied to the machine by anyone.

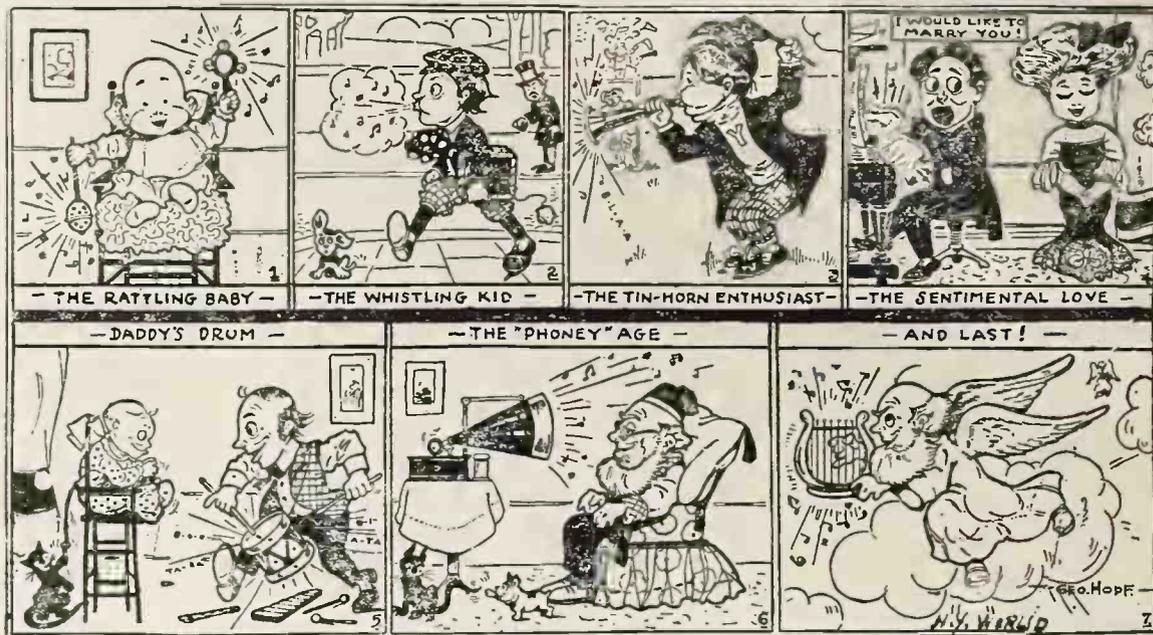
DEALERS MUST "GET A MOVE ON."

National Phonograph Co. Put New Policy in Force of Protecting Enterprising Dealers—Slow Ones Must Get Busy or Give Way to Others.

The new policy of the National Phonograph Co., in protecting the interests of their dealers, which became effective on December 1, besides giving every dealer a fair field and no favor should prove a stimulus to those dealers who have got into a rut, and do not push their business with the proper amount of energy.

In an article in the current issue of the Phonograph Monthly, treating of this matter, the company say: "If Edison dealers carry a fair stock, based upon the size of the towns they are located in, if they make a reasonable effort to push the business and make sales in proportion to the populations of the towns, they will not be disturbed and no additional dealers will be allowed to compete with them. Otherwise, the National Phonograph Co. will establish new dealers. Their decision not to accept new dealers where they are now properly represented does not alone mean protection for existing dealers; it means that they intend improving the standard and extending the business of the dealers. They expect that the additional business obtained from the protected dealers will more than offset the business that would be obtained from the initial orders of new firms and that the additional business will be more profitable to those who do it. Consequently, every present Edison dealer who desires to keep out competition will have to do what is expected of him. After all, why should a dealer who carries a machine or two and a hundred or two records, and who makes no effort to sell goods, care to continue in the business? He cannot make a profit worthy of the name, he is occupying space in his store that might be

THE SEVEN MUSICAL AGES OF MAN UP-TO-DATE



filled with more profitable goods, and he is occupying a town in which another firm might do a good Edison business."

VICTOR-AUXETOPHONE RECITAL.

Scott & Jones Co. Entertain Large Audiences at a Special Concert in Youngstown.

(Special to The Talking Machine World.)

Youngstown, O., Dec. 7, 1908.

The Scott & Jones Co., talking machine dealers of this city, gave their first Victor Auxetophone concert of the season, last Wednesday night, and a large audience enjoyed listening to the grand opera selections sung by famous stars. The auxetophone was accompanied by Liebman's orchestra, under the direction of Maurice Adheimer.

The concert was the first of a series which the Scott & Jones Co. intend to make a permanent feature of the musical life of the city. Judging from Wednesday night's audience the plan will meet with general favor. Opportunities to hear good music are so rare in Youngstown that semi-monthly concerts, such as are proposed when the new Scott & Jones building is completed, are certain to increase public appreciation of it.

The idea of the concert was novel. Selections from grand opera, sung by Caruso, Mme. Schumann-Heink and others were reproduced by the Victor Auxetophone, while the accompaniment was played by a full orchestra. The smoothness with which the whole program was rendered was abundant proof of careful preparation. The orchestra followed the songs perfectly, always subordinating its own playing, so that the voices sounded full and clear above it.

A PROFIT IS A PROFIT.

While the fixed charges of a business may demand at least an average 20 per cent. profit, it is out of the question to measure arbitrarily if a live, active, aggressive and growing policy is determined upon.

The fixed charges are there, anyhow, if you don't sell a dollar's worth, so many a live day is created without a visible profit by selling a staple at cost or a particularly good purchase at say 10 per cent. advance. If these bring work to fingers that were otherwise idle, it keeps them in touch with your customers and prevents forming lazy habits or circulating idle and pessimistic gossip.

Whatever draws your customer in gives the other departments a chance to sell, and, be it ever so little, the crowd that comes for one great bargain, leaves something—even though small—in the other parts of the store.

This policy, pursued by one man and ignored by his competitor, will eventually win for the former the big bulk of the business, all other things being equal.

Where both spur business by this method, they

neighbors share in the general prosperity brought about by the aggressive activities of both.

You simply cannot lie back and say, "There's no money in it at that price," if the other fellow does it without actual loss. Maybe you sell a fair quantity at a higher price, but each year will find it dwindle, instead of growing, and one day the hustler who sold too cheap will have the bigger business and a start on you that gives him a lead which only his own carelessness can lose.

THOS. A. EDISON A VISITOR

To the New York Headquarters of the National Phonograph Co.—Pleased With Its Equipment—His First Visit to the Building.

For the first time since the occupancy of the National Phonograph Co.'s New York headquarters at 10 Fifth avenue, the building was visited one day last month by Thomas A. Edison. After inspecting the various departments of the different floors, he was particularly pleased with the sumptuous quarters of Messrs. Dyer, Pelzer, Dolbeer and Stevens, with the gorgeous rugs, beautiful mantels, and the elegant surroundings in general of the palatial rooms. Subsequently he called upon Walter H. Miller, manager of the recording department on top of the impressive Knickerbocker building, Fifth avenue and 16th street. This was Mr. Edison's first visit also to the laboratory, and Mr. Miller took great pleasure in showing "the old man" around his perfectly equipped department. Doubtless the distinguished inventor and originator of the Edison phonograph was familiar with the sound reproducing apparatus in use, but he admired the arrangement of the well-appointed place, and congratulated Mr. Miller upon the excellent work he had and was accomplishing.

HOW IS YOUR SYSTEM, MR. DEALER?

Talking of system, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, said the other day:

"Mr. Lawson opposes a system which has great bearing on stocks. This has no reference to talking machine record stocks, however, for a good system is necessary for your record stock. I advocate the use of the Blackman system, which combines my folding tray with the Rapke record label.

"This system don't boost prices, nor tear them down, but it brings customers, as it provides better service at the same price. Every dealer should be able to immediately locate any record called for in his stock. If he cannot do so he drives customers to dealers who can, for the price of records is the same and service counts." Reference to the Blackman Co.'s ad on page 31 of this issue will probably prove profitable to dealers and jobbers.

Edison Jobber Zonophone Distributor



New Design
Wooden
Disc Record
Racks

Wire
Record
Racks

RECORD CABINETS SPRINGS

for all makes and size machines

Stereopticons, Post Card Projectors
and Moving Picture Machines

JAMES I. LYONS

265 Fifth Avenue
CHICAGO

NEWS FROM GOLDEN GATE CITY.

Improvement in All Branches of Trade—Outlook for Holidays Excellent—Bacigalupi Leases Down Town Store—Sherman, Clay & Co.'s Big Victrola Trade—Columbia Expansion on the Coast—Zon-o-phone Records Greatly Admired—Brown's Plans—Other Items of Interest to World Readers.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 28, 1908.

The talking machine business has continued in good condition during the past month all over the Coast, and while one or two dealers in the city say that they find things rather quiet, the majority are keeping busy, having all they can handle in some lines. From the reports of retailers, the holiday season appears to be well under way and some new records are likely to be established in the sale of machines before the end of the year. The jobbers, as a rule, have their hands full shipping out goods to all parts of the Coast. The retailers have shown great confidence in the holiday prospects, and their orders, even on ordinary lines of goods, have been about as large as usual, while some of the new records and machine models have had a tremendous sale. Shipping has been going on for some time on holiday orders and the retailers are beginning to receive their new stock which gives them the opportunity to start the season with a campaign of advertising. Many additional orders continue to come in from the trade, and in certain lines it is likely that those who held back their orders until the last moment will get left, as many of the jobbers themselves are short of stock. The new lines of records have continued in great demand, none of the dealers being able to fill orders on time, as it is almost impossible to get shipments in any quantity from the factories.

The most important news in the talking machine trade this month is the leasing of a fine

down-town store by Peter Bacigalupi & Sons. They have secured a large first floor and basement location on Market street, opposite Turk, near the Eilers Music Co.'s building, and will move in about the first of the year. There they will have the largest and finest talking machine store on the Coast. The main store has a frontage of about 35 feet on Market street and extends through to Stevenson street in the rear, affording admirable facilities for shipping and receiving stock in large quantities. The space on Stevenson street is much larger than that on Market, taking in the rear of two other stores, and affording room to carry a larger stock than ever before. The entire wholesale and retail business will then be concentrated in the one location, though branch retail stores may be opened later on if it appears advisable. The company have been caught short on the new Amberol records, and find it is almost impossible to fill the large orders that are coming in. Plenty of stock has been ordered from the factory, but it is being sent out in small consignments. The new Edison machines are also in short supply, as there has been a big demand for them. In addition to the regular business the new store will have a department set aside for the Edison business phonograph, which will be pushed more vigorously than before, and one for the I. C. S. language course records.

Sherman, Clay & Co. state that their holiday talking machine business is starting off with a boom. They have two cars of ordinary machines and one of Victrolas on the way and have had to order another carload by telegraph. Mr. McCarthy states that the demand from the Coast trade has been far ahead of expectations, and from the present outlook it will be the best in the history of the business on the Coast. A particularly good sign for the retail trade is the fact that a number of machines have already been bought for Christmas delivery. The sale of Victrolas is steadily increasing. While most of the retailers in the city carry them in stock, Sherman, Clay & Co. are getting the great share of

the retail business. They sold five of these machines in one afternoon this week, two of them being \$300 machines. So far the Victor double disc records have not yet come in, but they are expected at any time, and the advance orders have been very large.

The steady increase of business in the Coast department of the Columbia Phonograph Co. has necessitated a change in the organization. W. S. Gray, the general manager for the Coast territory, has also had charge of the San Francisco business directly, but he has been compelled to give his entire attention to the larger field. P. H. Beck, who formerly had charge of the wholesale department here, has accordingly been promoted to the general management of the entire San Francisco business. This step was determined upon during the visit of Mr. Lyle. The new Columbia records continue to meet with great favor, both from the trade and the public, and new agencies are being placed all over the territory. The local branch was very short of stock for a time this month, but new goods are now arriving and orders on most lines can be filled without delay.

Byron Mauzy reports that the new Zonophone records have made a great hit with the trade, and since the arrival of stock he has received a lot of new orders. His first shipments of stock have accordingly been cleaned up and he is now waiting for more.

Charles E. Brown, formerly manager for Kohler & Chase, is planning to spring a big surprise on the Coast trade in a few months. Just at present he is giving most of his attention to his store at Spokane, Wash. He is just preparing to make a visit there.

Kohler & Chase have been holding a big sale of ten-inch records, selling the regular 60-cent size for 39 cents. They advertised a sale of 25,000 at that price.

T. B. Watson, of the Oakland Phonograph Co., is to have charge hereafter of the talking machine department of the Eilers Music Co.'s Market street store.

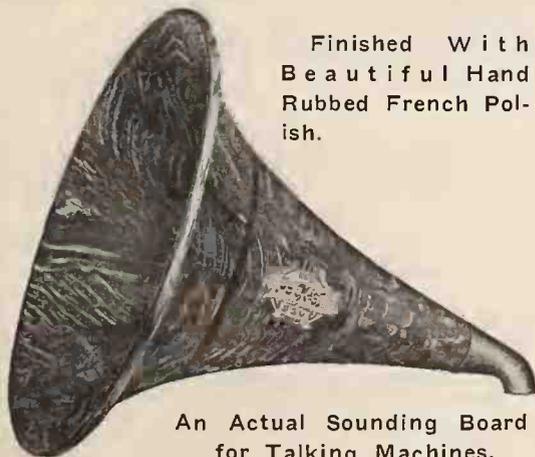


MUSIC MASTER

Wood Horns (NOT VENEERED)

This New Development in Tone Reproduction

will help you develop a better class of trade, incidentally your bank account.



An Actual Sounding Board
for Talking Machines.

Finished With
Beautiful Hand
Rubbed French Pol-
ish.

The Music Master Wood Horn

is *not veneered* but made of 16 *solid* staves of either Oak, Mahogany or Imported Spruce. Guaranteed not to crack, split, peel or blister. We want live dealers in every locality. It will pay such dealers to write us at once for our terms and illustrated matter. Made for all makes of disc and cylinder machines.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **PHILADELPHIA**

CLEVELAND'S BUDGET OF NEWS.

Steady Improvement in Trade and Dealers Optimistic—Higher Grade Machines in Demand—International Talking Machine Co. Open for Business—Columbia Co. Changes—G. J. Probeck Co. Buy Both Stores—Akron Graphophone Co. Incorporate—How Various Houses Find Business—Talker Causes Plant to Shut Down—Moving Picture Shows Popular—Interesting Budget of News.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 9, 1908.

The talking machine trade improves month by month—a fair exponent of the general state of trade, the full volume of which is not yet reached. The feeling among the talking machine dealers of Cleveland is rather optimistic, and, as a matter of fact, they are enjoying as lucrative a trade as, comparatively, that of any other kind of business.

It is noticeable that during the past year, and due to the unstable conditions that existed, there has been a considerable change going on in the talking machine business. Whereas, previously, the bulk of the trade was in cheaper machines, it is now in the higher grade, and the best class of records. The result is that talking machines are quite frequently finding their way into Euclid avenue and Euclid Heights residences.

Not that the sales of cheap machines has ceased—they are still sold, and in aggregate large quantities, and as conditions in the industrial world improve a noticeable increase in demand from the mechanic and working man is evidenced. The new records recently brought out, together with new improvements in various directions, is attracting attention and adding to the impetus of trade.

A new candidate for public favor, the International Talking Machine Co., are opening up at No. 13, the Taylor Arcade, under the management of Cleo. S. Bourgeois, formerly of the West Side branch of the Columbia Co. The company will handle a complete line of Columbia goods, also the Odeon records. They have secured an ideal talking machine location and will undoubtedly do a successful business.

An enterprising young man, T. W. Simpson, has purchased from the Bailey Co., a Victor V machine, with 100 records, including comic, opera, solos, instrumental and sacred songs and hymns, and has started out on the road giving concerts. He announces in a hand bill program, two hours entertainment for 15 cents. Visiting small towns and settlements, where as yet the

talking machine has had limited hearers, he undoubtedly will do well.

There has been quite a change in the Columbia Co.'s affairs during the past month. G. J. Probeck said: "We bought both stores, No. 420 Prospect street, and 1831 W. 25th street, and sold the latter to John Reiling, who will continue an exclusive Columbia store at that place. The new company will be called the 'G. J. Probeck Co.,' and retaining the main store, will be the exclusive representatives of the Columbia Phonograph Co. in this section. Our company purchased outright the stock, fixtures and good will of the Columbia Co., and will carry a complete and entire line of their goods." Mr. Probeck said business was good and improving. He stated that one of the first sales made by the new company was one of \$2,000 to a talking machine company.

Mr. McNulty, with a number of associates, are busy as bees at the May Co.'s. He stated that business during the past month had been excellent—very satisfactory. His only complaint was their inability to fill orders for Victrolas, for which there is a big demand, which it seemed impossible for the manufacturers to supply. The holiday trade, he said, was well under way, and it was already evident it would be larger.

The Arcade talking machine dealers, Robbins & Emerson, are busy and report trade good. They have recently made sales of several Victrolas and report an excellent demand for machines of all kinds. They also report increasing sales of records, especially Red Seal.

The Akron Graphophone Co., incorporated under the laws of Ohio, have opened a completely equipped store in the Walsh Block, S. Main street, Akron, O. The company are incorporated to handle graphophones, talking machines, moving picture machines and supplies, photographic and music supplies. In the talking machine line the company will be exclusive Columbia dealers. Their thoroughly appointed store is located in the business center of Akron, and with the exclusive right to handle the Columbia goods, they are certain to do large business. The directors of the company are: A. F. Peebles, C. M. Dickinson, G. A. Lance, George J. Probeck and H. E. Jones. Mr. Peebles, president and general manager, has for a long time been connected with the Columbia Co.'s business in Cleveland, and the company are fortunate in securing so well posted and thoroughly competent an executive. The other directors are well known and successful business men of this city. Geo. J. Probeck and H. E. Jones are both old hands at the talking ma-

chine game. Everything points to the success of this new venture.

W. H. Buescher & Sons, 2010 East 9th street, report business very satisfactory. "Business is gradually improving," said Mr. Buescher, Sr. "We are having a good trade in the higher class machines, Victrolas and Red Seal records, but the resumption of business has not yet created that degree of prosperity as to affect the mechanic to any great extent. Holiday selections are being made and that trade promises to be good."

W. J. Roberts, Jr., is busy these days, with a fine assortment of machines and records in stock. He said: "Business during November was excellent, and this month has started in fine. We have made sales of a number of the high-grade machines, including a good list of records, intended for Christmas presents for wives and sweethearts. The Amberol records are taking well and the demand for them is increasing. The holiday trade has started in lively and we anticipate a very satisfactory season's business."

Business is reported very satisfactory at Collier & Sayles. Phil Dorn, manager of the talking machine department, said: "Business is very good and there is a noticeable daily improvement. There is a big demand for Victrolas, and the new double disc Victor records are selling well. The demand is largely for the higher grade machines and Red Seal records. Business is fair in our wholesale department."

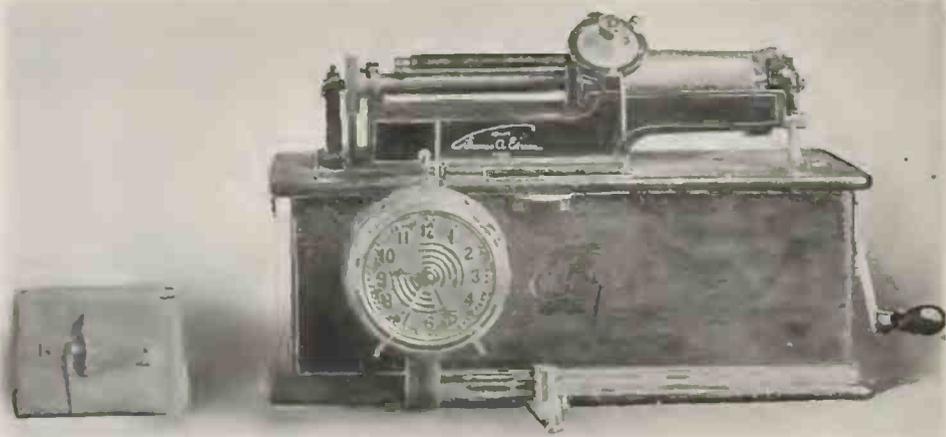
"Trade is very good," said Mr. Towell, of the Eclipse Music Co. "Our December business has opened up fine and is improving daily. Indications are that the talking machine dealers will have a profitable holiday trade. There is a large demand for the higher priced goods, and we are experiencing difficulty in procuring Victrolas—have several unfilled orders now on our books."

The Bailey Co. report business improving. The gentleman in charge of the talking machine department said: "We are selling a good many machines, including Victrolas and Zonophones, which seem to be desirable and satisfactory to our customers. We are selling Amberol records as fast as we are able to procure them—they are taking well. The holiday trade, which has already set in, will undoubtedly be good."

Conditions generally were reported very satisfactory at Hartwell's Phonograph Store. "We are having calls for machines daily," said Mr. Hartwell, "and record sales have increased 50 per cent. in the past month. More men are being constantly employed, and many of our customers who had not made a purchase in months, are again adding to their repertoire, and buying liberally. Indications are that we shall have a good holiday trade both in machines and records."

In a suit for damages in the sum of \$50,000, brought by the mayor of the suburban town of Newburg Heights, against the American Steel & Wire Co., the mayor related how he had tried to can the roar of a slag crusher. He testified that he and his attorney carried a phonograph to a spot just outside the company's land, wound up the recording mechanism and were just getting a fine reproduction of the horrible racket, when every wheel in the mill suddenly stopped, and it became silent as the grave. The employes had divined his purpose and stopped the ponderous machinery. He claims that the noise and dust emanating from the machinery makes life at his nearby home unbearable.

Hundreds of Cleveland women are utilizing the moving picture shows for practical use as well as entertainment, using them as a meeting place, instead of street corners or stores. Two women decide to meet on an afternoon and go shopping together. "I'll see you at 2 o'clock in such and such a moving picture theatre," says one. It is a certainty that one of the women will be late, so that the other has a comfortable place in which to wait and see an entertainment, besides, for which she has paid, but little more than street car fare. The moving picture show business, by the way, has grown to enormous proportions. Already scores are in existence and not a week passes but a new one opens in some section of the city.



Patented Feb. 4, 1908.

The Ravenskilde Talking Machine Starter

For Either Edison Phonographs or Columbia Cylinder Graphophones

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.
It will surprise and startle evening guests.
As a trade attractor in the store it is unexcelled.

It sells itself.
Can be attached instantly by a child.
Is a perfect device. Does not get out of order.

RETAIL PRICE, \$5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

P. M. RAVENSKILDE

Patentee and Sole Manufacturer

CABERY, ILL.

THE REGINA HEXAPHONE

A New Instrument for the New Year!



REGINA HEXAPHONE

SPECIAL FEATURES

Magazine holding six records

Tune selecting device

Safety clutch, preventing breakage of springs

Nickel or penny coin attachment

Concealed Horn

Enclosed mechanism



WE have been working many months to perfect the instrument which we now present to the trade and which is herewith illustrated.

Model after model of this new instrument was constructed, only to be cast aside as soon as improvements were discovered, and the completed instrument as it now stands is as nearly perfect mechanically as we know how to make it.

This new addition to the Regina family will be called the REGINA HEXAPHONE, "Hexaphone" being derived from two Greek words, and meaning "a six sounder." The Regina Hexaphone is a multiple cylinder talking machine holding six different records of the standard size. It is operated by a spring motor, and is provided with a coin-attachment for nickels or pennies. It contains a tune selecting device by means of which any one of the records may be played at will.

After the insertion of the coin three turns of the winding crank (no more) starts the music and the record is played to the end.

The winding crank is locked after three turns and cannot be forced, and the safety clutch prevents the breakage of springs.

The unsightly horn which is usually in evidence on instruments of this character is concealed within the case, and the entire mechanism is enclosed and protected from abuse and dust.

When desired the Regina Hexaphone can be furnished with ear tubes, and when so equipped is admirably adapted for use in "penny arcades" as it does the work of six single cylinder instruments while occupying the space of one.

This is a brief description of the latest automatic music maker. Further details, together with price and terms, will be sent on application.

Agents wanted where we are not already represented.

THE REGINA CO.

RAHWAY, N. J.

BRANCHES:

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

PRACTICAL SUGGESTIONS AND COMMENTS

INVENTION OF MOVING PICTURES.

J. L. Collins, Houston, Tex., writes: "Will you kindly inform me through The World who was the inventor of moving pictures; state something of their evolution."

It would be difficult, if not impossible, to say just who is entitled to the credit of inventing moving pictures. The product is really the result of a gradual evolution in the art of photography. The word chronophotography may be applied to the intricate process by which the moving picture has been evolved.

Chronophotography is a method by which motions are analyzed by means of a series of instantaneous photographs taken at very short and equal intervals of time. The intervals between the exposures of the plate must not vary the smallest fraction of a second if the motion pictures are to be recorded accurately.

In 1873 Janssen, the scientist, invented an astronomical revolver which showed in detail the successive positions of the planet Venus. This experiment was the first real achievement by way of chronophotography, for although others had attempted before that time to accomplish the same feat, their ideas had invariably proved impracticable.

Following this achievement of the scientist Muybridge, a noted photographer of San Francisco succeeded in reproducing by means of a series of instantaneous photographs all of the successive gaits of a rapidly moving horse. His experiment was conducted with a series of multiple cameras. From twelve to twenty-four were placed on a race track, all of the lenses trained on a fixed point, and at intervals that would permit of the photographing of the horse in successive motions. This experiment was made in 1878, and from that time on the evolution of the moving picture has been rapid.

PRACTICAL POINTERS FOR DEALERS.

Mark Silverstone, of the Silverstone Talking Machine Co., the well-known talking machine jobbers of St. Louis, Mo., recently issued a little booklet for the benefit of their dealers, to the end that they may be able to correct any difficulty which may be encountered by the owner of the phonograph, and it is such good matter that we take the liberty of reproducing it for the benefit of the trade at large:

"Every wheel that turns must have play or free movement. Examine wheels by grasping with the thumb and forefinger. There should be a perceptible movement of at least one-sixty-fourth of an inch, laterally. If tight, loosen end screws and move pivots. If loose, close up pivots. Always run the phonograph down before attempting to take the machine apart. Whatever interferes with the free movement of the machine affects its playing qualities. The tone drops as the machine slackens, and raises as its speed increases. A machine will stutter and repeat the same sound where a record is loose on the cylinder or when the belt is too large, also if the feed nut does not fit properly or is worn.

BELTS.

"The belt must run in center of pulleys and not rub against the side flanges. This retards free movement. To ascertain whether the belt fits correctly, grasp the cylinder while in motion, and if the belt continues to move more than half an inch, it is either too long or oil has been placed on it. In the first instance a new belt is necessary; in the second, if a new belt cannot be secured readily, remove belt, dip in chloroform and replace. Clean pulleys thoroughly of all oil and dirt before placing belt.

OIL.

"Use specially prepared phonograph oil. Apply one drop to all bearings once a week and on the teeth of wheels, and on the back rod on which the speaker arm slides. The black substance on the wheels is graphite; do not clean off. Graphite is an excellent lubricant for the lower works of the phonograph, but should not be used on the upper works.

RECORDS.

"These are best kept in cabinets. Constant friction of placing them in and out of a felt-lined carton is not conducive to their longevity. Never leave record on the cylinder after playing. The metal being colder than the record causes it to shrink and fit snugly. If this occurs, warm the record with the palm of hand or blow breath, and in a short while it will have expanded sufficiently to be taken off. Don't exert force in placing record on the cylinder, as many records are cracked that way and the dealer blamed for it. Always open end gate as far as possible. Many records are scratched and practically ruined by being rubbed against the corner of the end gate. Grasping the record with the fingers will not hurt it—your finger nails might scratch. The safest plan is by placing the first and second finger inside of the record and place on machine. When taking record off, always start it with the thumb and finger of left hand, and then grasp with the right hand, as above stated, viz., by spreading the first and second fingers inside of the record.

SAPPHIRE.

"The small point that tracks on the record should be watched for flat surface. Dusty records will sometimes wear it flat, and a broken sapphire will play a record while at the same time ruin it. If there are thin brown shavings on the sapphire point, have a new sapphire immediately installed. It is important that a genuine sapphire be installed, as there are many imitations out, which have a short life. If machine has suddenly lost its tone quality, look for a broken sapphire. Brush the cotton that congregates on point frequently.

GOVERNOR.

"The small screws holding the governor springs sometimes become loosened; this may be noticed by the irregular revolution of the governor. Occasional examination is necessary, and if found loose, tighten with small screw driver.

CLAMP SCREW.

"The circular clamp screw inside of the reproducer should be occasionally tightened. Hold reproducer in left hand with limit weight up—place thumb against word model C, press upward, place screw driver or knife blade on ridges of clamp screw, press to the left, which turns clamp screw and tightens diaphragm. New machines must always have diaphragm tightened, as the clamp ring works itself loose in shipment. If

reproducer rattles, look for loosened clamp ring. **FEED NUT.**

"The small piece of steel that engages the screw-threaded shaft and aids in carrying the speaker arm across the record is called the feed nut. It sometimes wears, as it is made of soft metal to prevent wearing out the other parts. To replace new feed nut, fasten it loosely with the screws, start machine, allowing the feed nut to engage the feed shaft, which will place it in its proper position. Stop machine and tighten screws. The feed nut must fit snugly on shaft without any pressure. This is important.

SPRINGS.

"Do not leave machine tightly wound in cold weather. If a jolting sound issues from the mechanism, the spring needs graphiting. Get a tube of graphite, turn machine handle side down, squeeze the graphite in the small openings on the left side of main-spring barrel; then wash the graphite into the spring with oil from your oil can. Start the mechanism and repeat the performance at another part of the barrel. Barrels without openings in sides must be removed and cover taken off.

HORNS.

"To ascertain if horn is correctly hung, slip rubber off speaker. It should point toward center of cylinder; remove all surplus rings from chain."

TO PRESERVE LANGUAGES AND DIALECTS.

John A. Dailey, of East Orange, N. J., makes a plea for the preservation of the sundry languages and dialects in the following letter:

"While it is true that voice reproduction is not perfect, yet noting the advance of the last few years, we are justified in believing that improved methods and appliances will approach nearer and nearer to perfection. It is for us to provide the records and means for their care and preservation, with suitable buildings and thorough, comprehensive, and analytical indexes.

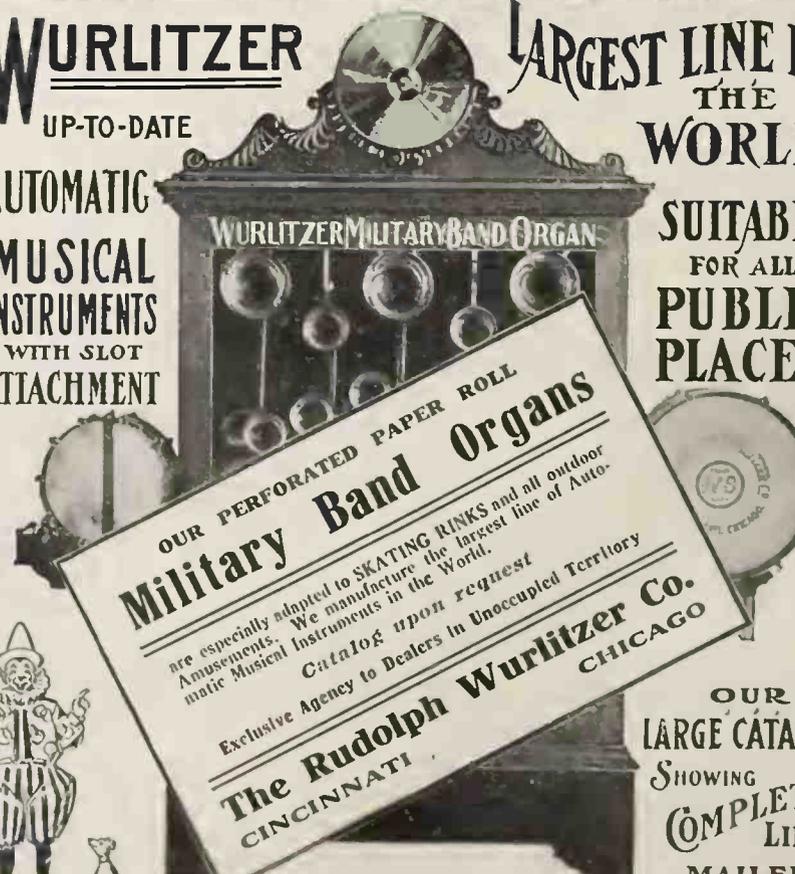
"While we are engaged in preserving the lineaments, history, and accounts of the domestic and general life of the fast vanishing tribes of the American Indian, should we not also preserve the actual spoken word of the sundry languages and dialects still extant?"

"It would seem that by the free governments and composite peoples of North America this work should be inaugurated and efforts made toward international co-operation in an undertaking so broad and cosmopolitan in its character, and that no point for the origin of the movement could be more natural and fitting than the almost epitomized world, New York."

WURLITZER

UP-TO-DATE

**AUTOMATIC
MUSICAL
INSTRUMENTS
WITH SLOT
ATTACHMENT**



WURLITZER MILITARY BAND ORGAN

**LARGEST LINE IN
THE
WORLD**

**SUITABLE
FOR ALL
PUBLIC
PLACES**

OUR PERFORATED PAPER ROLL

Military Band Organs

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

Catalog upon request

Exclusive Agency to Dealers in Unoccupied Territory

The Rudolph Wurlitzer Co.

CINCINNATI CHICAGO



OUR
LARGE CATALOG
SHOWING
COMPLETE
LINE
MAILED
UPON REQUEST

OPERATED BY PERFORATED PAPER ROLLS

MUNCHAUSEN'S GREAT CREATION.

Gives Pointers to Inventors of New Things in Musical Instruments—Stores the Music of the Universe for the Twentieth Century Ear to Hear—The "Greatest Thing Ever" if Munchausen Is to be Believed.

Chauncey Munchausen Sellers (no connection with any one of somewhat similar name) has been contributing some interesting articles to the New York Herald, from which we learn that his relative, Colonel Munchausen, the versatile and veracious historian and inventor, has now perfected a most wonderful musical instrument, information regarding which will doubtless interest those subscribers of The Talking Machine World who are laboring upward and onward toward perfection in musical reproduction. Indeed, according to our chronicler, Colonel Munchausen's inventions and discoveries have created such a deep thirst for knowledge among the Board of Aldermen that they have been encouraging investigations along æsthetic lines. Among those foremost in recommending exhibitions in music, fine arts and kindred topics are Aldermen Von McCrum, Prof. James Crystal, of the South Brooklyn district; Alderman Von Roerback, Patrick Reinhauser, Carl Pretzefeller and Alderman Guffy, of Harlem.

This spirit of advancement enabled Colonel Munchausen to resume certain musical experiments which he had begun years before—namely, the rediscovery of the lost art of making instruments so entrancing as to inspire the coldest and dullest of mortals—in a word, awakening them to the joy of living and the glorious possibilities of the every-day life around them.

With a handsome appropriation at his command, Colonel Munchausen bought seven lots and a big factory at Steinway, L. I., and after a period of unceasing experiment he was able to produce music of the most extraordinary character. The philosophy of it all was simple enough. He proceeded on the lines laid down

by Sir Isaac Newton, that nothing is ever lost, whether it be sound, color or thought.

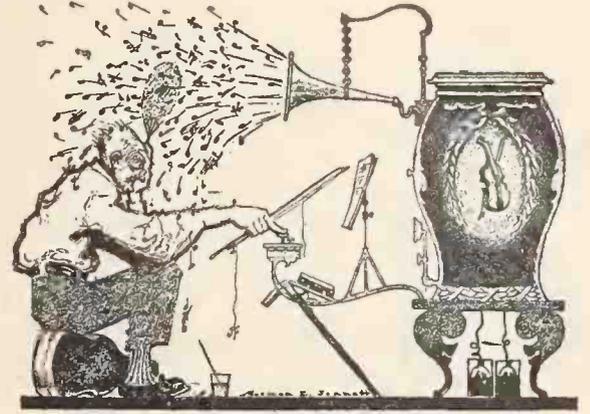
Colonel Munchausen not only discovered that somewhere in the universe is stored away all the beauty, joy and sunshine known to man since mundane things began, but that the very murmur of the ancient seas and forests, as well as the music of Orpheus, might be reproduced for the twentieth century ear to hear to its enravishment.

By putting a mediæval violin into his electrical music cabinet and turning on the current the Colonel was able to reproduce the music of the dead masters. This was not only repeated with astounding effect, but its sweetness was greatly enhanced by the mellowing and ripening effects of time, just as the rare and wondrous quality of colors and certain woods are increased in beauty as the years go on. Colonel Munchausen found that the most exquisite melodies were improved as the sun enriches the old carvings and frescoes of ancient days.

A violin of Swedish wood gave the weird songs of the Northland just as they were played by the minstrels of thousands of years ago. A fiddle of Irish birch sang the wondrous melodies heard in the halls of the Irish kings. A violin of California redwood filled the room with the far-away tremolo of those primeval forests in the days when elephants roamed the wilderness that stretched unbroken on the mighty plateaus upheaved and sunk where the Pacific now rolls.

A violin of Oregon coastwood reproduced the roar and murmur of the ancient sea. The very noise of the marine mastodons, sea serpents and whales lashing the water with thunderous report could be heard punctuating the loveliest of earthly music.

But the event of the preliminary exhibition was a test of instruments made from trees grown in classic lands. From cedars of Lebanon you heard the songs of the Israelites, evidently at the evening hour. The altos and sopranos rose as clear and beautiful as liquid ivory above the deep bass of the male voices, which



MUNCHAUSEN'S WONDERFUL INVENTION.

was evidently back under the trees of Lebanon.

From the beeches and sacred sassafras trees of old Greece came the melting melodies and war chants as described by writers of ancient history. From certain Assyrian woods brought over by the recent expedition of the Pennsylvania University and manufactured into violins by Colonel Munchausen's experts were heard the wailing harp tones and songs of the captives as they were heard at the close of a long, hard day, when they hung their harps on the willows and sat down and wept by the rivers of Babylon.

As may be imagined, all this was greeted with wonderment. Nothing like it had ever been heard under the skies before. It seemed as if the fables of the ancients had more than proven true. The very grain of the old trees spoke of the past—of the lands, the people and their music of ages and ages ago.

But the marvel of marvels was kept for the last. From early boyhood Colonel Munchausen had been an earnest student of the classics and had always dreamed of some day being able to reproduce something of their departed glory and greatness. It was with feelings of agitation that the pale-faced Colonel carefully placed an ancient looking lyre in position in his electrical cabinet.

With his voice trembling with emotion, he said a few words, in effect that he had made a

ATTENTION, MR. JOBBER AND DEALER!

The New Munson Folding Horn

PATENTED

RETAILS \$7.00



RETAILS \$7.00

OFFERS YOU GREATER SALES AND LARGER PROFITS

From its inception this company's efforts have been directed toward the improvement of its horns. That the result has warranted the cost and labor involved, is vouched for by the increased orders we are receiving from all who have inspected the new product.

THE NEW MUNSON FOLDING HORN is not only superior in appearance but through some mechanical changes in its construction its tonal qualities have been greatly improved.

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

Dealers Must Order Through Their Jobbers

Further Particulars and Discount Sheet on Application

FOLDING PHONOGRAPHIC HORN CO.

650-652 Ninth Avenue

NEW YORK CITY

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

careful model of the famous lyre played on by Orpheus when he charmed the multitudes. At this a deep blush fell upon the committee of visiting Aldermen and spectators who crowded the assembly room of the music-torium.

When all was ready word was given for the experiment to proceed. With his own hands Colonel Munchausen adjusted the electrical apparatus and turned the button releasing a current from a specially manufactured battery of the most delicate construction. For an instant there was a buzz, a flutter and a murmur in the machine, then from its depths came ethereal strains of music so sweet and ravishing that every one seemed entranced. Rough men were moved to tears. Strangers from Hoboken, Jersey City, Perth Amboy and even Seabright clasped hands, while women embraced and invited one another to visit their homes and stay a month.

Under the influence of this rapturous music all the world seemed really kin, and when the exhibition closed it was already getting dusk, and the people could hardly believe that they had been under the influence of the magic tones for four solid hours without refreshments or programs to break the spell.

The news of Colonel Munchausen's unparalleled discovery brought a multitude to hear the next day's concert. Hundreds could not get near the door. Fortunately the music, like the X-ray, had the magic quality of penetrating all substances, and it filtered through the heaviest walls of brick and stone as through gauze.

But this is not all. The enchanting quality of the music was unlike anything of earth. The ecstasy of it fell upon the place like heavenly incense, pervading all space and filling the soul until the great audiences became so exalted that they lost all sense of their surroundings and did not know whether they were in Steinway, L. I., or the golden temples of the new Jerusalem.

At the final demonstration, when Colonel Munchausen connected his machine with two fresh batteries, the effect became so overpowering that the people burst into song—a sort of paraphrase of the magic lyre music.

Every note was clear and distinct, and yet the people of untrained voice, and mostly strangers to one another, sang in marvelous unison, keeping exact time with the murmuring cadences of Colonel Munchausen's musical cabinet, so that every voice seemed a part of it, answering like an evening breeze on land to the roar and murmur of the sea.

As a sort of triumphal finish to the performance the machine was tried on different nationalities. This closing experiment was the greatest success of all. The people of East New York and South Brooklyn, about six thousand of them, were packed in one of the big armory buildings, when Colonel Munchausen began his last song. The effect was beyond words to describe. Everybody, pawnbrokers, real estate speculators, trolley conductors and members of the local government, whose highest ambition was a sharp deal and 300 per cent. profit, crowded around the musical cabinet like mourners at a Methodist revival, and also burst into song. So sweet and beautiful was the music that even the plumbers and pushcart men outside the building crowded in and joined in the universal sort of hallelujah chorus that rounded up the evening performance.

The result of all this was most marked. In a few days a decided improvement was noted in the political atmosphere of the City Hall in Brooklyn and New York. Men became almost human in their dealings. Trolley conductors stopped their cars at the corners, and even the bell failed to start the car until the motorman had seen the women and children safely on the sidewalk, and that no cripples or helpless ones were hanging to the rail when the car started. Perhaps no greater triumph ever greeted the life-long struggles of an inventor than was received by Colonel Munchausen.

The Board of Aldermen appointed a musical committee to entertain all visiting musicians in New York and to found a chair of music with an appropriation, guaranteeing the free education of the musical poor and struggling geniuses who

were considered worthy to play with Paderewski or sing with Melba in the Metropolitan Opera House were to be specially educated at public expense.

Colonel Munchausen had now become so

wealthy that he declined further appropriations for six months, and asked that all money voted to him be turned over to the musical fund for educating gifted children of New York and suburban origin.

RECORD BULLETINS FOR JANUARY, 1909

NEW VICTOR RECORDS.

NO.	SOUSA'S BAND.	SIZE.
5621	"Fairest of the Fair" March.....Sousa	10
31722	Venus on Earth Waltz.....Lincke	12
ARTHUR PRYOR'S BAND.		
5602	Italian Riflemen March.....Buccalosi	10
5607	Georgia Sunset (Cakewalk)...Brown-Lampe	10
VICTOR ORCHESTRA (WALTER B. ROGERS, CONDUCTOR).		
5600	Madeleine Waltz.....Georges	10
VICTOR DANCE ORCHESTRA (WALTER B. ROGERS, CONDR.).		
31711	Pamplona Waltz.....Gauwin	12
CORNET SOLO BY HERBERT L. CLARKE ACCOMP. BY SOUSA'S BAND.		
31721	Caprice Brillante.....Clarke	12
ORCHESTRA BELL SOLO BY ALBERT MULLER WITH ORCH.		
52902	Black Forest Polka.....	10
BANJO SOLO BY VESS L. OSSMAN WITH ORCH.		
5622	Fun in a Barber Shop.....Winne	10
WHISTLING SOLO BY GUIDO GIALDINI WITH ORCH.		
52013	Habanera. (From "Carmen").....Bizet	10
TENOR SOLO BY HARVEY HINDERMEYER WITH ORCH.		
5598	When Jack Comes Sailing Home.....	10
TENOR SOLO BY HARRY MACDONOUGH WITH ORCH.		
5630	There Never Was a Girl Like You.....	10
CHORUS WITH YODEL BY THE PIRCHER ALPENSINGERS OF BERLIN.		
52010	"With Us in Tyrol" (Bei uns in Tirol)....	10
SCOTCH SONG BY HARRY LAUDER WITH ORCH.		
58002	When I Get Back Again to Bonnie Scotland.	12
DUET BY MISS JONES AND MR. MURRAY WITH ORCH.		
5625	When We are M-A-R-R-I-E-D. From "Talk of New York".....Cohan	10
COMIC SONGS BY NAT M. WILLS WITH ORCH.		
5616	Our Boarding House.....Wills	10
31720	The Flag He Loved So Well (Burlesque Military Ballad).....Wills	12
BY BOBBLEY D. EVANS.		
5632	Farewell Address to the Navy.....	10
WHITNEY BROTHERS QUARTET.		
5628	Sally in Our Alley.....Carey	10
5629	The Little Red Drim (Poem by Eugene Field).....Gibson	10
31723	(a) "Excelsior" Up-to-date; (b) Fishing... 12	
BILLY MURRAY AND HAYDN QUARTET WITH ORCH.		
5617	Sullivan. From "The American Idea".....Cohan	10
5624	Sweetheart Town.....Mahoney-Morse	10
COMIC SONG BY BILLY MURRAY WITH ORCH.		
5631	O'er on the Jersey Side.....Norworth	10
DUET BY COLLINS AND HARLAN WITH ORCH.		
5618	Alabam'. From "The Broken Idol".....	10
IRISH SPECIALTY BY STEVE PORTER.		
5620	Flanagan's New Year's Call.....Porter	10
YANKEE TALK BY CAL STEWART.		
5619	Moving Day at Pun'kin Center.....	10
TENOR SOLO BY HAROLD JARVIS WITH ORCH.		
31714	The Ninety and Nine.....Campion	12
BARITONE SOLOS BY ALAN TURNER WITH ORCH.		
5610	Annie Larrie.....Scott	10
31719	Thy Sentinel Am I.....Pinsuti	12
DUET BY MISS STEVENSON AND MR. STANLEY WITH ORCH.		
5627	Good Evening, Caroline!.....Von Tilzer	10
GIUSEPPINA HUGUET, SOPRANO, WITH ORCH.		
58407	Huguenots—O vago suol della Turenna (Fair Land of Touraine!).....Meyerbeer	12

NEW RED SEAL RECORDS.

EMMY DESTINY, SOPRANO. TEN-INCH, WITH ORCH.		
91083	Mignon—Kennst du das Land? (Knowest Thou the Land?) In German.....Thomas	
91084	Madama Butterfly—Sai cos' ebbe cuore (Do You Know, My Sweet One). In Italian.....Puccini	

TWELVE-INCH, WITH ORCH.		
92057	Madama Butterfly—Un bel di vedremo (Some Day He'll Come). In Italian.....Puccini	
92058	Aida—O Vaterland (Oh, My Fatherland). In German.....Verdi	
MARCELLA SEMBRICH, SOPRANO. TWELVE-INCH, WITH ORCH.—IN ITALIAN.		
88141	Semiramide—Bel raggio lusinghier (Bright Gleam of Hope).....Rossini	
88142	Linda di Chamounix—O luce di quest' anima (Guiding Star of Love).....Donizetti	
88143	Vespri Siciliani—Bolerò. "Merce dilette amiche" (Dear Friends, We Now Must Part).....Verdi	
ERNESTINE SCHUMANN-HEINK, CONTRALTO. TEN-INCH, WITH ORCH.		
87021	Treue Liebe (True Love) (German Folk Song). In German.....	
87022	Irish Love Song. In English.....Lang	
EVAN WILLIAMS, TENOR. TEN-INCH, WITH ORCH.—IN ENGLISH.		
64096	Queen of Sheba—Lend Me Your Aid (Part II).....Gounod	
VIOLIN SOLO BY MISCHA ELMAN. TWELVE-INCH.		
71038	Rondo Capriccioso—Introduction....Saint-Saëns	

NEW DOUBLE RECORD ZONOPHONE DISCS 10-INCH.

ZONOPHONE CONCERT BAND.		
5151	A—Funiculi Funicula March.....F. Baselt	
	B—Egyptian March.....J. Strauss	
5152	A—Solitude Waltz.....E. Waldteufel	
	B—Sizilietta.....F. von Blon	
5153	A—Spanish. From "Foreign Lands".....Moszkowski	
	B—Fanfare (Soldier's Chorus). From "Faust".....G. Gounod	
ZONOPHONE ORCHESTRA.		
5154	A—Harry Lauder Medley (Two-Step.	
	B—Yankee Dude (Characteristic March and Two-Step).....Lampe	
5155	A—Sphinx (Valse de Genre).....Popy	
	B—Senorita (Spanish Waltz).....Moore	
5156	A—John Chinaman (March and Two-Step).....Fessler	
	B—Rainbow (An Indian Intermezzo).....Wenrich	
VOCAL SELECTIONS WITH ORCH. ACCOMP.		
	(Henry Burr.)	
5157	A—Nita Gitana (A Spanish Serenade).....DeKoven	
	B—If You'll Remember Me (Song from Chauncey Olcott's new play "Ragged Robin".....Ball	
	(Arthur Collins.)	
5158	A—Mister Dinkelspiel.....Moran-Helf	
	B—Father is a Judge.....Moran-Helf	
VOCAL SELECTIONS WITH ORCH. ACCOMP.		
	(Steve Porter.)	
5159	A—Finnegan's Flat (Original).	
	B—Pat O'Brien's Automobile (Original). (Frank C. Stanley.)	
5160	A—Stella. Song from Edward A. Paulton's Operetta "The Naked Truth."	
	B—The Cherry in the Glass. From "The Girl Behind the Counter." (Alice C. Stevenson.)	
5161	A—Sweetheart.....Von Tilzer	
	B—Carissima.....Penn	
(Arthur Collins and Byron G. Harlan.)		
5162	A—Down in Georgia on Camp Meeting Day.....Bevlins	
	B—Play Dat Rag.....Rose-Lemonier	
	(Ada Jones and Billy Murray.)	
5163	A—Oh, You Coon.....Cohan	
	B—Rainbow.....Bryan-Wenrich	
	(Ada Jones and Len Spencer.)	
5164	A—The Widow Dooley (Irish Vaudeville Sketch).	

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Height 31 inches, width 18 inches, depth 14 inches. Golden Quartered Oak top and front, Mahogany finish. Holds 140 12-in. Disc Records. List price \$10.00.

B—Tony and Rosetta (Italian Character Sketch).
(Frank C. Stanley and Henry Burr.)
5165 A—On the Banks of Allan Water (Old English Song).
B—Wanderer's Night Song... Goethe-Rubenstein

SINGLE SIDE 10-INCH ZONOPHONE RECORDS.

ZONOPHONE CONCERT BAND.
1187 Kaiser Josef (March).....Komzak
ZONOPHONE ORCHESTRA.
1188 Songs of the South (Waltz Medley).
ACCORDION SOLO PLAYED BY J. J. KIMMEL.
1189 March—The Irish Boy.
BELL SOLO PLAYED BY ED. KING, ORCH. ACCOMP.
1190 Powder and Patches (Gavotte Intermezzo)... Aronson
VOCAL SELECTIONS WITH ORCH. ACCOMP.
1191 Ask Her While the Band is Playing. From Victor Herbert's "Algeria"... Dorothy Kingsley
1192 Evening Star. From "Tannhauser"... Thomas Chalmers
1193 Frieda. From "The Girls of Gottenberg"... Metropolitan Trio
1194 Grandma (Snyder).....Byron G. Harlan
1195 Sullivan. From Geo. M. Cohan's "American Idea"... Billy Murray
1196 Throw Out the Life Line (Sacred) (Ufford) Peerless Quartet

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A613 A Busy Week at Pumpkin Center. Talking record by Cal Stewart ("Uncle Josh").
Sullivan, from "The American Idea." Cohan. Baritone solo, by S. C. Porter, orch. accomp.
A614 Uncle Josh and the Sailor. Talking record by Cal Stewart.
Honey Lou. Lemonier. Tenor-baritone duet by Byron G. Harlan and Arthur Collins, orch. accomp.
A615 I'd Rather Float Through a Dreamy Old Waltz. Camp. Soprano-baritone duet by Miss Stevenson and Frank C. Stanley, orch. accomp.
If You'll Remember Me, from "Ragged Robin." Ball. Tenor solo by Henry Burr, orch. accomp.
A616 Arion Carnival March. Faust. Played by Prince's Military Band.
Ring the Bells for Christmas Morn. Spence. Sung by Mendelssohn mixed quartette, orch. accomp.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5082 Rainbow. Weurich. Played by Prince's Military Band.
Kerry Mills Barn Dance. Mills. Played by Prince's Orchestra.
A5083 Stille Nacht, Heilige Nacht and O Sanctissima. Wohlfahrt. Violin, flute and piano trio by George Stehl, Marshall Lufsky and C. A. Prince.
Largo. Handel. 'Cello solo by Victor Sorlin, piano accomp.

COLUMBIA "BC" CYLINDER RECORDS.

85165 The Soldier's Song, from "Sarena." Lohr. Baritone solo by Frederick Wheeler, orch. accomp.
85173 Down in Georgia on Camp-meeting Day. Bivins. Tenor-baritone duet by Byron G. Harlan and Arthur Collins, orch. accomp.
85176 The Phantom Brigade. Myddleton. Played by Prince's Orchestra.
85177 A Busy Week at Pumpkin Center. Stewart. Talking record by Cal Stewart ("Uncle Josh").

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

926 Introduction to the Third Act of Lohengrin. Wagner. Concert Band.
927 The Old Swing on the Lawn. Schiller. Soprano solo by Dorothy Kingsley, orch. accomp.
928 Hark the Herald Angels Sing (Christmas carol). Mendelssohn Vocal Quartette, male voices, orch. accomp.
929 Are You Sincere? Gumble. Tenor solo, by Byron G. Harlan, orch. accomp.
930 A Vaudeville Rehearsal. Original sketch, by Fred Duprez.
931 The Nightingale and the Frog. Eilenberg. Piccolo solo, by L. F. Fritze, orch. accomp.
932 Honey Lou. Lemonier. Tenor-baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
933 Pass Me Not, Oh Gentle Saviour. Doane. Tenor solo, by James F. Harrison, orch. accomp.

934 Taffy. Von Tilzer. Soprano solo, by Ada Jones, orch. accomp.
935 Genee Waltzes. Levy. Concert band.
936 Larboard Watch. Williams. Tenor-baritone duet, by Frank C. Stanley and Henry Burr, orch. accomp.
937 It's Never Late 'Til Morning. Smith. Baritone solo, by Bob Roberts, orch. accomp.
938 Fun in a Barber Shop. Winne. Banjo solo, by Vess L. Ossman.
939 The Meanest Man in Town. Fischer. Baritone solo, by Arthur Collins, orch. accomp.
940 Pretty Peggy (song and dance). Cornet solo, by John Fletcher, band accomp.
941 Turkey in de Straw. Coon shout, by Billy Golden.
942 I'lay dat Rag. Lemonier. Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
943 No Moon Like a Honeymoon. Gumble. Soprano and tenor duet, by Ada Jones and Billy Murray, orch. accomp.
944 Waltz from the Ballet "Coppelia." Dellbes. Symphony Orchestra.
945 In Dear Old Yankee Land. Cohan. Tenor solo, by Billy Murray, orch. accomp.
946 Medley of Reels No. 2 (original). Accordion solo, by John Kimmel.
947 Oh, You Coon. Cohan. Soprano and tenor duet, by Ada Jones and Billy Murray, orch. accomp.
948 Christmas Morning at Clancey's (original). Talking record, by Steve Porter.
949 High School Cadets' March. Sousa. Military Band.

NEW EDISON STANDARD (TWO-MINUTE) RECORDS.

10032 Nymph and Satyr.....Edison Concert Band
10033 Mandy Lane.....Ada Jones
10034 Uncle Josh's New Year's Pledge... Cal Stewart
10035 The Yama, Yama Man. Am. Symphony Orchestra
10036 When I Marry You.....Frederic Rose
10037 Honey Lou.....Collins and Harlan
10038 Good Evening, Caroline.....Billy Murray
10039 Wild Cherry.....New York Military Band
10040 Some Day.....James F. Harrison
10041 Paulina, Otto and Fido.....Ada Jones and Len Spencer
10042 Somebody Just Like You.....Mannel Romain
10043 Father is a Judge.....Edward Mecker
10044 You Can't Stop Your Heart from Beating for the Girl You Love.....Byron G. Harlan
10045 Memories of Galilee...Knickerbocker Quartette
10046 Mary Ann O'Hoolihan.....Edward M. Pavor
10047 Black and White Rag...Am. Symphony Orchestra
10048 Uncle Josh in a Roller Skating Riuk... Cal Stewart
10049 Rainbow.....Ada Jones and Billy Murray
10050 Sweet Girl of My Dreams.....Harry Anthony
10051 Love's Magic Spell.....Albert Benzler
10052 Baby Doll.....Arthur Collins
10053 Darling Nellie Gray...Metropolitan Quartette
10054 Flanagan's New Year's Call...Steve Porter
10055 On Parole March...New York Military Band

NEW EDISON AMBEROL (FOUR-MINUTE) SELECTIONS.

61 Glow-Worm.....Edison Concert Band
62 Calvary.....James F. Harrison
63 Aunt Dinah's Golden Wedding.....Empire Vaudeville Co.
64 Elks' Minstrels.
65 Selections from "Algeria"...Am. Symphony Orchestra
66 A Comedy Dream.....Murry K. Hill
67 Sing Me to Sleep. Miss Chapman and Mr. Antony
68 I Love My Love, Waltz...Am. Symphony Orchestra
69 A Picture of Long Ago...Ada Jones and Len Spencer
70 Grand American Fantasia...N. Y. Military Band

STAR RECORDS FOR DECEMBER.

No.	SIZE.
21 Medley March.....	10
22 Frou Frou.....	10
23 The Fairest of the Fair (March).....	10
ORCHESTRA.	
24 Love's Treasure.....	10
SAXAPHONE SOLO.	
25 Morceau D'Elvation.....	10
BARITONE SOLOS WITH ORCH. ACCOMP.	
26 Jolly Good Fellows (Stein song).....	10
27 The Soldier's Song. From Sarena.....	10
28 Somebody Lied (negro dialect).....	10
TENOR SOLOS WITH ORCH. ACCOMP.	
29 You have always Been the Same Old Pal... 10	10
30 Honor Bright, I Loves Yer Right, Old Pal... 10	10
SOPRANO SOLOS WITH ORCH. ACCOMP.	
31 Don't Be Cross With Me. From "A Stubborn Cinderella.".....	10
CONTRALTO SOLO.	
32 Sing Me to Sleep (with cello obbligato)....	10
BARITONE AND TENOR DUETS WITH ORCH. ACCOMP.	
33 On Calvary's Brow.....	10
34 Throw Ont the Life Line.....	10
35 Wishes (Comic Duet).....	10
36 Rainbow.....	10
SOPRANO AND BARITONE DUET WITH ORCH. ACCOMP.	
37 It's Up to You to Do the Rest.....	10
TRIO (MIXED VOICES).	
38 Jack and Jill.....	10
QUARTET (MALE VOICES) WITH ORCH. ACCOMP.	
39 Every Mother's Son There Sang "The Wearing of the Green.".....	10
QUARTET (MIXED VOICES), UNACCOMP.	
40 Where Are You Going My Pretty Maid?....	10
BAND.	
1260 Martha, Overture.....	12
1261 Humorous Paraphrase on "I'm Afraid to Come Home in the Dark.".....	12
BARITONE AND TENOR WITH ORCH. ACCOMP.	
1262 Down in Georgia on Camp Meeting Day....	12
MINSTREL RECORD WITH ORCH. ACCOMP.	
1263 Minstrel Record.....	12

MISCHA ELMAN'S SUCCESS.

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1866 1907

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This is a pointer for live talking machine men, who should stock and feature the records made by this violinist—one of the greatest who has visited these shores in many years. Although seventeen years of age, he plays like a veteran. The maturity of his art, his extensive repertoire and artistic comprehension, have enabled him to achieve results that may be termed remarkable. His appearance in New York was a triumph.

THE VOICE FROM HOME.

Someone sticks it in the camo kit; someone hopeful, someone young,
(Let us praise the Youth who travel with the crew!)
Someone finds it, jarred and jumbled, and it's sometimes shy a lung.
While its voice is rather limpish and askew.
In the silence of the forest, rifles stacked and campfires low;
Bronzed and bearded faces thoughtful, lighted by the dying glow
Dear old Death, of long acquaintance, browsing somewhere in the brush—
Comes a squeaky, squawky, squealing elbowing into the hush—
"Urup! Urup! Br-r-r-r! 'Stars and Stripes'—'ever'
Played by Sousa's band—Urup! Br-r-r!
For the bz-z-z-z-urup-phonograph
Ta-ta-ra-ra-boom-ta-ratty-tat-tat!"
A grinding, gritty galloping, a grumbling at the bowels;
It speaks of seas and cities and of teeming quays and boats.
Then changing to another tune and mumbering all the vowels,
It vomits words that bring a sob into unwilling throats.
The slimy silence slides away; the campfire fades from view;
The forest dark is lighted and old Death himself slips through.
The voice metallic jangles on; the thoughtful faces yearn,
While the yawping box leers spiteful as the feeble records turn.
"Blup-blup-br-r-r-r-blung—"Rhore—
Sung by the Queen City-br-r-r-quartet—
For the bz-z-z-z-urup-phonograph.
Tr-r-r-r-The night winds are whispering-blung-br-r-!"
Someone sighs a trifle wistful; someone hopeful, someone young;
Someone hums in nervous cadence as a dare.
Someone growls a trifle roughly as by quick emotion stung,
While the halting needle picks a silly air.
In the silence of the forest, rifles stacked and campfire low,
Growls the gibing voice metallic of the things we used to know.
Oh, it speaks of home and dauces; of the jangling city's stir—
And it brings us in the bushes quiet, holy thoughts of Her!
"Br-r-r-r-blung! Br-r-Forgotten!
As sung by Miss Hilda-br-r-urup-Jones
For the bz-z-z-z-blung-phonograph.
If a wild wish-blung-be-r-to see and to-bz-z-z-!"
ALFRED DAMON RUNYON, in New York Sun

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

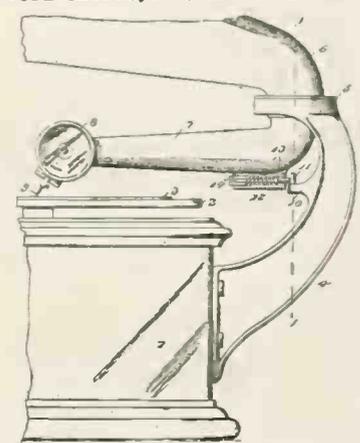
(Specially prepared for The Talking Machine World.)
Washington, D. C., Dec. 10, 1908.

DISC GRAPHOPHONE. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 902,590.

The invention relates to talking machines employing records of the disc type, and specifically to that construction known as "tone arm," in which a bracket attached to the machine provides a horizontal bearing in which are independently journaled the horn and the hollow arm that carries the sound-box.

This invention will be best understood by reference to the accompanying drawing, which is a side view, partly broken away, illustrating one embodiment of the invention.

In this drawing 1 represents a portion of the box or casing of the graphophone or other talking machine, containing the usual motor, etc. 2 is the turn-table, and 3 a disc sound-record carried thereby. 4 is the bracket secured to casing

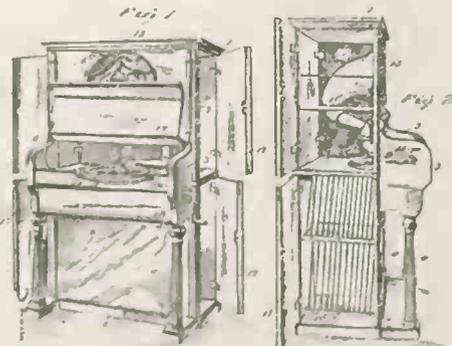


1 and providing, in its upper portion 5, a horizontal bearing in which the horn 6 is journaled or swiveled so as to be swung horizontally; 7 is the hollow arm or "tone arm" carrying the sound-box 8 and the stylus 9, and suitably mounted in the bearing 5, to have vertical as well as horizontal play. The members 6 and 7 are connected to the bracket 4, at the portion 5, in any suitable manner.

The construction thus far described is old and well known. It will be observed that, the hollow arm 7 being pivoted at 5 to swing vertically, the weight of the other end of arm 7 and its sound-box 8 is sustained by the point of the stylus 9, that rests upon the surface of disc 3. The object of the present invention is to relieve the stylus and disc of a part of this weight. As one means of accomplishing this purpose, two co-acting bearings are provided, one on the bracket 4 and the other on the arm 7, preferably making one of them yielding, whereby a portion of the weight is taken up, and also preferably making one of them adjustable.

CABINET FOR TALKING MACHINES. Walter L. Eckhardt, Brooklyn, N. Y., assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 903,364.

This invention relates to cabinets for talking machines, and particularly those of the disc type. The objects are to provide a cabinet which shall entirely inclose the machine and horn and at



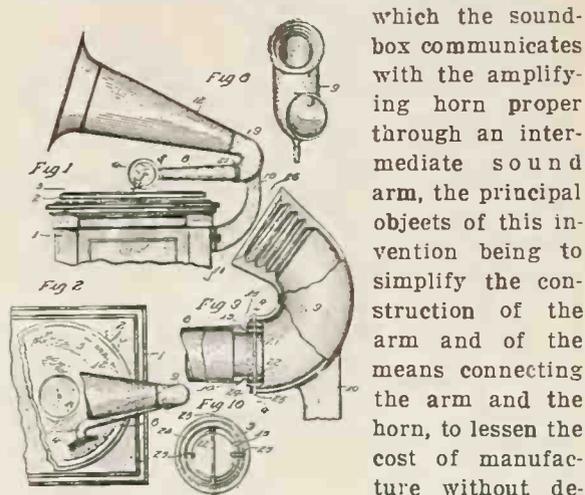
the same time leave the machine readily accessible for the purpose of placing records on the turntable thereof and removing them therefrom; to provide convenient compartments for the storing of records and other articles; and, generally, to present a cabinet which shall be a compact and attractive article of furniture.

Figure 1 is a perspective; and Fig. 2 is a side elevation.

TALKING MACHINE. Andrew Haug, Caldwell, and Bedford G. Royal, Camden, N. J., assignor

to the Universal Talking Machine Mfg. Co., Newark, N. J. Patent No. 903,375.

This invention relates particularly to improvements in that class of talking machines in



which the sound-box communicates with the amplifying horn proper through an intermediate sound arm, the principal objects of this invention being to simplify the construction of the arm and of the means connecting the arm and the horn, to lessen the cost of manufacture without detracting from the practical utility of these parts.

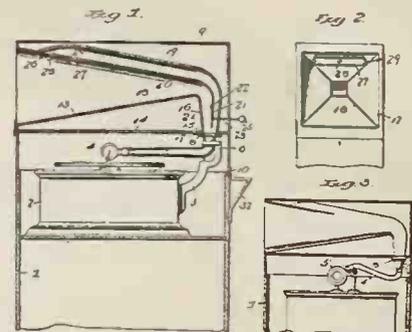
In the accompanying drawings: Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary top plan view of the same; Fig. 3 a fragmentary side elevation partly in section of the joint between the arm and the horn; Fig. 4 a horizontal fragmentary section of the joint; Fig. 5 a vertical transverse section on line 5-5 of Fig. 3; Fig. 6 bottom plan view showing how the sound-box is attached to the taper arm; Fig. 7 a transverse vertical section on the line 7-7 of Fig. 6; Fig. 8 a front elevation in detail of the elbow and part of its supporting bracket; Fig. 9 a fragmentary side elevation partly in vertical section of a modified form of this invention; and Fig. 10 a transverse section on line 4-4 of Fig. 9.

HORN FOR REPRODUCING NATURAL TONES. Cornelius C. Jadwin, Honesdale, Pa. Patent No. 903,575.

This invention relates to horns for reproduc-

ing natural tones, the main object of the invention being to provide an article of the class described which is applicable to any of the sound reproducing machines now in common use and adapted to be hinged to the cabinets containing the instrument to enable the records to be removed and replaced on the instrument and the necessary adjustments to be effected.

A further object of the invention is to provide a horn which embodies a plurality of sound passages combined with a common throat, and



means for varying the volume of sound waves transmitted to the respective passages to vary the tones finally produced by the horn.

In the accompanying drawings: Figure 1 is a vertical sectional view of a sound reproducing cabinet, showing a machine mounted therein and illustrating the improved horn also shown in longitudinal section. Fig. 2 is a front elevation of the cabinet section containing the horn. Fig. 3 is a reduced vertical section showing the horn applied to another type of instrument.

PHONOGRAPH STOPPING ATTACHMENT. Alfred Kandall, Ferryville, Wis. Patent No. 902,739.

This invention relates to improvements in talking machines, and the object of the invention is to provide a phonograph stopping device that will automatically stop the operating mechanism when the end of each record has been reached.

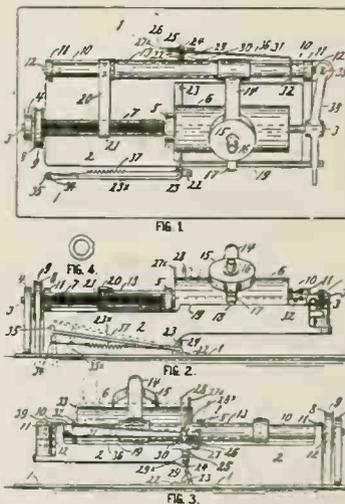


Figure 1 is a top view of the well-known cylinder record type of phonograph with the stopping attachment applied thereto. Fig. 2 is a front elevation of Fig. 1. Fig. 3 is a rear elevation of

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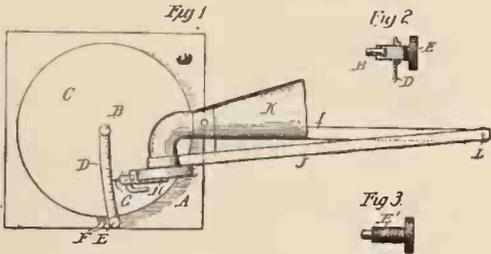
Jacot Music Box Co.
No. 39 Union Square, New York

Fig. 1. Fig. 4 is a detail view of the stop-collar which forms one of the main working parts of the device.

GRAPHOPHONE. Alice Henry, Chicago, Ill. Patent No. 902,579.

The object of this invention is to provide means whereby the needle point of the producer can be instantly set at any desired radial point of the record disc for the purpose of utilizing all the surface of the disc where the recording is interrupted and needle removed from the disc; and for repeating any particular part of a record when the instrument is used for teaching or other purposes.

Figure 1 is a top view of a box inclosing the mechanism; the record disc mounted thereon; the supporting bracket; the horn and reproducer and a scale supported above the disc adjacent to the line of travel of the needle. Fig. 2 is a de-



tail showing an adjustable screw pivoted on the center shaft of the mechanism and supporting one end of the scale. Fig. 3 is a detail view of an adjustable screw pivoted in the top of the box and adapted to support the other end of the scale.

PRODUCING PHONOGRAPHIC RECORDS. Isidor Kitsie, Philadelphia, Pa. Patent No. 903,198.

This invention relates to an improvement in producing phonographic records in a simple and efficient manner.

In practicing this, the invention, the inventor prefers to make use of a vibrating diaphragm with the aid of which a non-conducting material is deposited on a conducting surface in accordance with the vibrations of said diaphragm produced by the generated sound waves.

In the drawing Figure 1 is a plan view in conventional form illustrating the conducting material on which the lines of record are later on to be marked. Fig. 2 is a similar view of

the same material with the sound record marked thereon. Fig. 3 is a similar view of the conducting material having marked thereon the lines of record and provided with the electro-plate as later on to be more fully explained. Fig 4 is a cross section of a recording mechanism provided with the preferred means of depositing the material on the conducting plate.

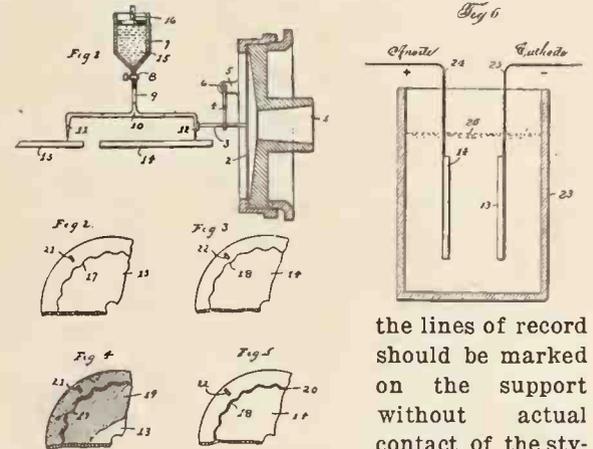
1 is the conducting support; 2 the lines of record and 3 the electro-deposit on said plate.

In Fig. 4, 5 represents the mouth piece; 6 the diaphragm; 7 the stylus attached to the diaphragm. This stylus is here partially supported by the movable lever 8 attached to the bar 9 held in position here by the support 10. 11 is the reservoir containing the non-conducting fluid 12. 13 is the fluid outlet here shown as connected with the reservoir with the interposition of the flexible tube 14. 15 are the means to stop the flow of the fluid.

PHONOGRAPHY. Isidor Kitsie, Philadelphia, Pa. Patent No. 903,199.

This invention relates to an improvement in phonography. Its object is to produce original records in a simple and efficient manner, and it is also one of its objects to produce direct from said original records copies of same.

The first step in practicing the invention is to produce the original record. It is preferred that



the lines of record should be marked on the support without actual contact of the stylus or writing means, and it is necessary to illustrate mechanical means adapted to produce such lines of record, so that persons versed in the art may practice the invention, there is illustrated in the accompanying drawing a device with the aid of which records may be produced without actual contact of the stylus with the material on which the lines of record are to be produced, it being obvious that the mechanical arrangement may differ without departing from the scope of the invention.

In practicing the invention, it is necessary to produce two identical records and the inventor

has recourse to means whereby identical lines of record may be simultaneously produced on two independent plates or discs.

In the drawing, Figure 1, is a cross section of a recording mechanism with the device attached thereto. Figs. 2, 3, 4 and 5 are perspective views of plates having marked thereon the lines of record in their different stages. Fig. 6 is a vertical transverse sectional view of an electrolytic apparatus employed in practicing the invention.

In Fig. 1, 1 is the mouth piece of the usual sound-box; 2 the diaphragm; 3 the stylus attached to the diaphragm. This stylus is here partially supported by the movable lever 4 attached to the bar 5 and held in position by the support 6.

PHONOGRAPHY. Isidor Kitsie, Philadelphia, Pa. Patent No. 903,200.

This invention relates to an improvement in phonography. The first step in practicing this invention is to produce the lines of record with a non-conducting material on a conducting support.

For the purpose of the invention, it is immaterial if the non-conducting material consists of a fluid or a solid and it is immaterial if these lines of record are marked on the support with actual contact of the stylus or writing means, or without actual contact of said stylus; but it is necessary that the support should be conducting and the lines of record non-conducting, and it is preferred that the support should be a metallic plate, such, for instance, as a plate of copper, and if a fluid is used for making the lines of record, the same may consist of a liquid containing dissolved shellac or other resinous matter, and it is preferred that this fluid should be colored so that the lines of record may be made visible to the eye of the operator.

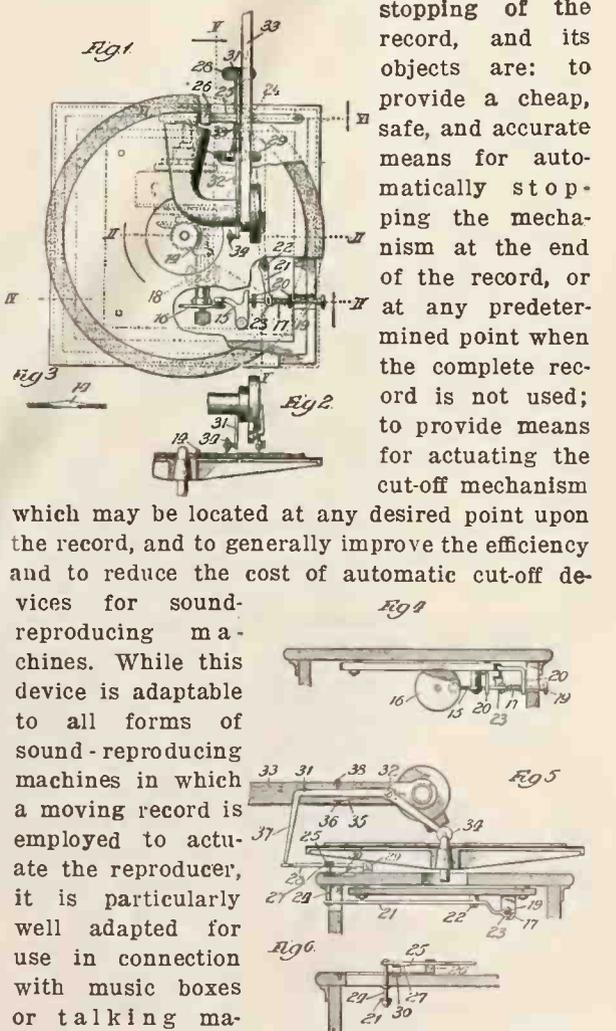
AUTOMATIC CUT-OFF FOR SOUND-REPRODUCING MACHINES. Joseph Eifel, Chicago, Ill. Patent No. 904,187.

This invention relates to sound-reproducing instruments wherein sounds are reproduced through the medium of a reproducer actuated by a record in motion, and more particularly to the mechanism employed to control the starting and

stopping of the record, and its objects are: to provide a cheap, safe, and accurate means for automatically stopping the mechanism at the end of the record, or at any predetermined point when the complete record is not used; to provide means for actuating the cut-off mechanism

which may be located at any desired point upon the record, and to generally improve the efficiency and to reduce the cost of automatic cut-off devices for sound-reproducing machines.

While this device is adaptable to all forms of sound-reproducing machines in which a moving record is employed to actuate the reproducer, it is particularly well adapted for use in connection with music boxes or talking machines employing a disc or cylindrical record, and in order to more clearly illustrate the above objects and other advantages it is shown in connection with both types of machines, in the accompanying drawings, wherein—



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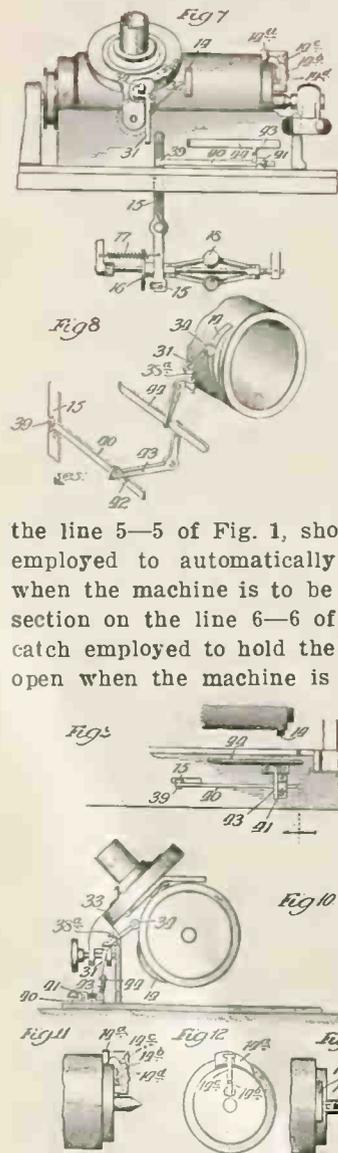
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Figure 1 is a plan view, with parts broken away, of a disc phonograph having the improvements applied thereto; Fig. 2 is a vertical section on the line 2—2 of Fig. 1, through the disc and mandrel carrying the same, with the reproducer in position thereon, in elevation; Fig. 3 is a sectional detail of a portion of a disc record, showing one form of means employed to operate the cut-off mechanism; Fig. 4 is a vertical section on the line 4—4 of Fig. 1, showing one form of stopping mechanism, consisting of a brake shoe and disc, together with the mechanism for operating the same when it is desired to start the machine; Fig. 5 is a similar section on the line 5—5 of Fig. 1, showing the mechanism employed to automatically operate the cut-off when the machine is to be stopped; Fig. 6 is a section on the line 6—6 of Fig. 1, showing the catch employed to hold the stopping mechanism open when the machine is in operation; Fig. 7 is a front elevation of a cylindrical machine adapted to cut-off at two points, with a portion of the reproducer broken away to show the roller and its lever, which serve to operate the cut-off mechanism; Fig. 8 is a detail perspective view of one end of a cylindrical record adapted to operate the cut-off mechanism together with the system of levers constituting the latter; Fig. 9 is a plan view of the cut-off mechanism; Fig. 10 is an end view partly in section, showing the parts in their running or open position; Fig. 11 is a side elevation of one end of a record and mandrel, together with the stop or projection carried upon the end of the mandrel, and Figs. 12 and 13 are an end and plan view respectively of the mechanism illustrated in Fig. 1.



GRAPHOPHONE ATTACHMENT. Winfield S. Rodenberger, Linton, Ind. Patent No. 904,453.

This invention relates to graphophone attachments, and has for its object to provide means for quickly removing the old needle and inserting a new one in its place.

Another object of the invention is to provide a magazine containing needles and to provide means whereby said needles may be quickly inserted in the stylus holder of the sound-box, and at the same time drive out the old needle.

In the use of graphophones it becomes necessary to insert a new needle after one or two reproductions, and these needles being small, it is quite difficult to feed them in place properly by hand.

Figure 1 is a foot elevation of a graphophone sound-box or reproducer having the attachment connected thereto. Fig. 2 is a perspective view of the supporting bracket for the needle magazine. Fig. 3 is a side elevation of the attachment. Fig. 4 is a vertical section on the line 4—4 of Fig. 1. Fig. 5 is a sectional view of the stylus holder. Fig. 6 is a detail rear side elevation of the magazine and the plunger.

DIAPHRAGM FOR TALKING MACHINES. William W. Young, Springfield, Mass. Patent No. 904,110.

This invention relates to improvements in sound reproducing and modifying devices designed to be employed with phonographs and other so-called talking machines, and consists essentially of a disc of comparatively thick fabric and means to support the same in the horn or other sound conduit of a machine, together with such other features as it may be deemed expedient to associate therewith. For this purpose a felt disc has been found to give as good if not better results than discs of other materials, such disc being supported in a flanged ring or collar with a wire-gauze disc on one or both sides. The wire-gauze disc or discs not only serve to support the fabric disc in the collar, but also advantageously modify the tone to some considerable extent, as well as the last mentioned disc. Other discs, preferably of stiff gauze fabric as horsehair, may be added, if desired, with the same end in view.

The object of this invention is to provide, in a convenient form for use in connection with

talking machines, a diaphragm which will soften and mellow the sounds produced by such machines. This device breaks up the sound waves which pass through it, takes out the metallic ring and the rumbling and rasping sound often present, and transforms the vibrations into clear and distinct tones. This object is attained by the means fully and comprehensively illustrated in the accompanying drawings, in which—

Figure 1 is a cross-section of the diaphragm, showing the same supported in the horn of a talking machine; Fig. 2, a side view of said diaphragm as it appears in the goose-neck of a machine; Fig. 4, a cross-section of a slightly modified form of the device, and, Fig. 5, a side view of the latter.

PHONOGRAPH REPRODUCER. Frank L. Dyer, Montclair, and Frank D. Lewis, Elizabeth, N. J. assignors to New Jersey Patent Co., West Orange, N. J. Patent No. 904,853.

This invention relates to phonograph reproducers and has for its object the production of a reproducer having two styluses carried by a single lever, said lever being pivoted to a support which is carried by a floating weight and capable of being moved with respect thereto so as to bring either of said styluses into and out of operative position with respect to the record surface, and said styluses being adapted to operate upon phonograph records of different pitch; for example, one stylus may be suitable for operating upon records having one hundred turns or threads per inch and the other stylus may be suitable for records having two hundred threads per inch. Indicating means are also provided for designating which of the styluses is in operative position.

Figure 1 is a side elevation, partly in section, of a reproducer constructed in accordance with our invention, and Fig. 2 is a bottom plan view of the same.

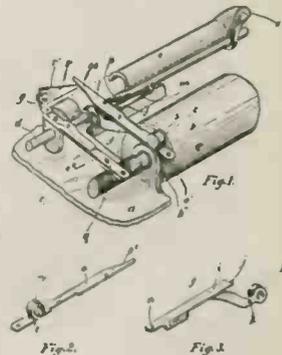
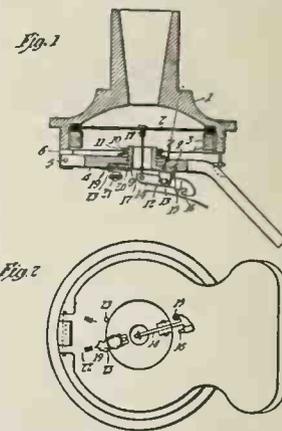
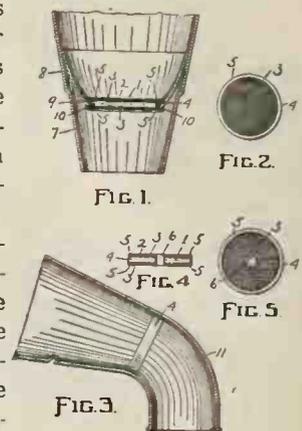
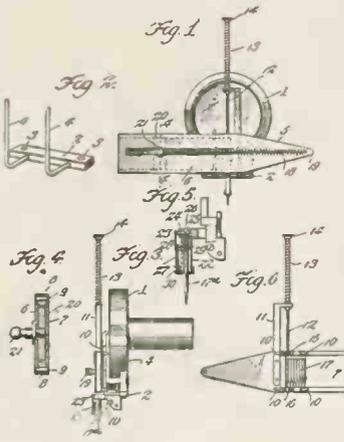
AUTOMATIC STOP ATTACHMENT FOR PHONOGRAPHS. Edgar B. Hyatt, Portland, Ore. Patent No. 904,875.

This invention has for its object to provide simple means whereby the motor mechanism of a phonograph may be automatically stopped at the end of the selection being rendered. To this end this improvement essentially consists of a breaking element arranged to engage with one end of the cylinder, and automatically thrown into action by contact devices carried by the carriage, arranged to act at the end of the selection being rendered. The stopping devices being furthermore so designed that they can be readily applied to any standard phonograph of the type in mind.

Figure 1 shows a perspective detail of a phonograph with the attachment applied thereto as in practice, and Figs. 2 and 3 are details of construction of the attachment.

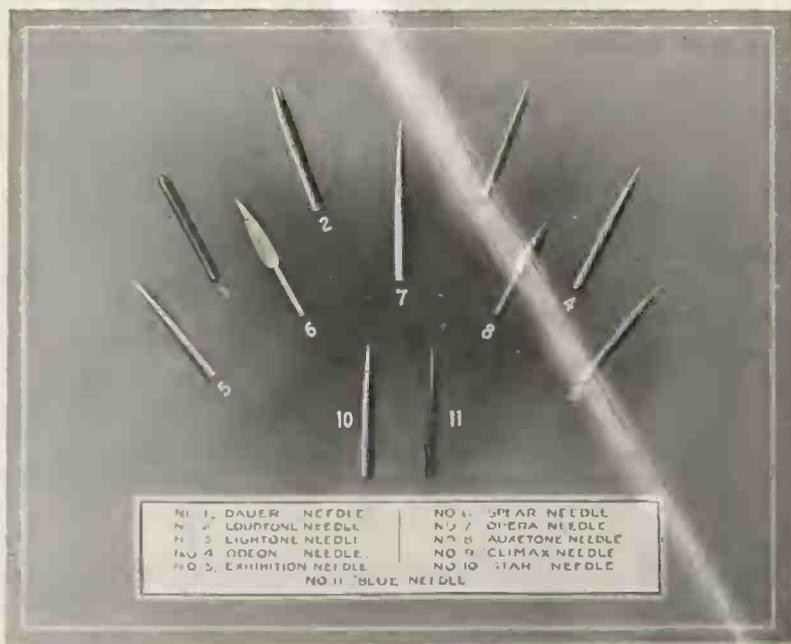
PHONOGRAPH REPRODUCER. Frank D. Lewis, Elizabeth, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 904,884.

This invention relates to phonograph reproducers which are provided with a pair of reproducing styluses adapted to track records of different pitch, as, for example, records of one-



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| NO. 5. EXHIBITION NEEDLE | NO. 10. STAR NEEDLE |
| | NO. 11. BLUE NEEDLE |

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hundred and two hundred threads per inch respectively, said styluses being mounted in a support which may be moved or shifted so as to bring either of said styluses into and out of operative position with respect to the record surface as desired. Such a reproducer is disclosed and broadly claimed in an application filed by Peter Weber, March 26, 1908, Serial No. 423,383, wherein it is proposed to mount styluses of this character upon separate levers which are separately pivoted to a support which is rotatably mounted upon the floating weight of the reproducer.

According to the present invention, only one stylus lever is used and the same is pivoted directly to the floating weight in the usual manner, and a support for both styluses is movably counted on or carried by one end of said lever.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with this invention; Fig. 2 is a plan view of the stylus lever of Fig. 1, and Figs. 3 and 4 are side elevations of modified forms of stylus lever and stylus support.

PHONOGRAPH REPRODUCER. Delos Holden, Upper Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 904,959.

This invention relates to phonograph reproducers which are provided with a pair of reproducing styluses adapted to track records of different pitch, as, for example, records of one hundred and two hundred threads per inch respectively, said styluses being mounted in a support which may be moved or shifted so as to bring either of said styluses into and out of operative position with respect to the record surface as desired. Such a reproducer is disclosed and broadly claimed in an application filed by Peter Weber, March 26, 1908, Serial No. 423,383, wherein it is proposed to mount styluses of this character upon separate levers which are separately pivoted to a support which is rotatably mounted upon the floating weight of the reproducer.

According to the present invention, only one stylus lever is used, and the same is pivoted on a horizontal axis to a fulcrum, which latter is pivoted on a vertical axis to the floating weight, and both styluses are carried by said lever, being preferably mounted on points at opposite sides of the fulcrum and equidistant therefrom.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with this invention, and Fig. 2 is a bottom plan view of the stylus lever, fulcrumal support therefor and adjacent portion of the floating weight.

SOUND-BOX FOR TALKING MACHINES. Alex. Fischer, Kensington, London, England. Patent No. 904,523.

This invention relates to improvements in the construction of sound-boxes for talking machines of the disc type.

Hitherto in nearly all sound-boxes the plate carrying the stylus and stylus bar is placed on knife edges or points and is pressed against the same by springs or by some other devices. These springs or other devices also perform the function of holding the stylus bar in position. Unless these springs or other devices press the plate against the knife edges, etc., tightly, there is jarring, when the sound-box is played and in consequence the reproduction is bad. But this pres-

sure also makes the stylus and the stylus bar rigid and, therefore, they are not free and sensitive enough to reach the fine impulses of the stylus produced by the turning record. To improve this, there is placed a spindle carrying the stylus bar on two sensitive hinges or in the known form of simple hinges or on center points which enter center holes in the plate; an arm is formed on the spindle which takes between two spiral or other springs. By these means the spindle will be quite free to react to the finest impulses, the springs having no other function than to hold the stylus and the stylus bar in position. The reproduction, therefore, becomes broad in tone, soft and natural and full of shading. There are, however, other advantages as well as this construction. The tension of the diaphragm can be regulated to a nicety by pushing the arm backwards or forwards as it is maintained in position by means of the springs. Both springs may be screwed tighter or looser according to the requirement of the record to be played or the nature of the diaphragm.

Figure 1 shows a front elevation of a sound-box constructed according to the improved invention. Fig. 2 is a side view of the same, partly in section. Fig. 3 is an edge view thereof. Figs. 4 to 13, inclusive, show modifications and details.

PHONOGRAPH REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 905,033.

This invention relates to phonograph reproducers and has for its object the production of a reproducer having two styluses, preferably carried by levers which are pivoted to a floating weight, and said styluses being adapted to operate upon phonograph records of different pitch, for instance, one stylus may be suitable for records having one hundred turns or threads per inch, and the other stylus suitable for records having two hundred threads per inch,

both of said styluses, however, being connected to and adapted to impart vibrations to the same diaphragm.

Figure 1 is a bottom plan view of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is a section on line 2—2 of Fig. 1, and Fig. 3 is a detail view, partly in section, showing the index finger for indicating which of the styluses is in operative position.

TALKING MACHINE SOUND-BOX. Andre Junod, Fruitvale, Cal. Patent No. 905,082.

This invention relates to sound-boxes for talking machines, and especially to novel means for mounting the stylus bar of such a sound-box in such a manner as to make the apparatus extremely sensitive, and to accurately reproduce the recorded vibrations.

Figure 1 is a plan view of the reproducer. Fig. 2 is a vertical section of the same, taken through x—x of Fig. 1. Fig. 3 is a view looking toward the side of the apparatus in line with the stylus bar. Fig. 4 is a diagrammatic view showing the position of the pins and their combination. Figs. 5, 6 and 6a are modifications of the tensioning means. Fig. 7 is a section transverse to the groove

of one of the bearing studs. Fig. 8 is a sectional view through the bearing points. Fig. 9 is a similar view showing straight knife edges, and a U-shaped spring. Fig. 10 is a sectional elevation of the same through the center of the reproducer. Fig. 11 is a plan view showing the sound-box ring used as a tension lever. Fig. 12 is a sectional elevation of the same on lines y—y of Fig. 11. Fig. 13 is a diagrammatic view of the stylus bar. Figs. 14, 15, 16 and 17 are views showing modified forms of bearings for the ring.

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KLEIN & HEFFELMAN CO.
Canton, OHIO.

Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

PERRY B. WHITSIT L. M. WELER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.
Be sure and have your firm in the January list.

Leading Jobbers of Talking Machines in America

Stick a Pin in This!

! We refer all retail inquiries from our Dealers' towns to them for attention.
! We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.
! We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.

The Rudolph Wurlitzer Co.,
Cincinnati and Chicago.

2 points of supply on Victor & Edison. Order from the nearer.

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 January list.

E. T. WILTON & COMPANY

HOUSTON, TEX.

Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.

We have everything you need, also
JEWELRY and WATCHES

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

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

Lyon & Healy

CHICAGO

COLUMBIA AGENCY FOR NEBRASKA

Goes to the Schmoller & Mueller Music Co. of Omaha Who Absorb Local Columbia Store.

(Special to The Talking Machine World.)

Omaha, Neb., Dec. 2, 1908.

The branch of the Columbia Phonograph Co., maintained for a number of years at 1621 Farnam street, with a manager and a large force of salesmen, has been absorbed by the Schmoller & Mueller Music Co., who have secured the agency for Nebraska, and the entire stock removed to the salesrooms of the latter company, where half the lower floor will be given over to talking machines.

The news of the transfer created quite a sensation in the local trade, especially in view of the fact that the Schmoller & Mueller Co., the oldest piano house in Omaha for years, did not handle any line of musical instruments outside of pianos. William Burr, the local Columbia manager, has gone with the Schmoller & Mueller Music Co., as manager of the department.

TO INCREASE RECORD SALES.

Some Pointers on How to Encourage Your Customer to Buy and Then Buy Again.

In a recent issue of the "Voice of the Victor," the Victor Talking Machine Co., in discussing methods by which dealers may increase their business dwell at length upon the library plan and say: "In making record sales it is a good plan to encourage your customer to buy with the object of amassing a musical library. It requires time, no matter how enthusiastic he may be, for him to fully realize the great and varied repertoire of music listed in the 126 pages of the Victor record catalog. In the first moments of Victor 'fever' he is sometimes inclined to buy records at random, and regrets are apt to follow some of these impulsive purchases. If he had only bought this or that record instead!—is sometimes the afterthought of the customer who has made his selections too hastily.

"Give your customer ample opportunity to learn the broad scope of the Victor record catalog by playing for him the best selections from the different departments. Many a musical gem that cannot be adequately described in cold type is hidden in the pages of the Victor catalog. Sound your customer's taste and let him hear these records.

"Don't try to sell and don't encourage your customers to buy records in a haphazard way. Impress on every customer the idea that each new record bought is an addition to his 'library of music.' Get him interested in forming a 'collection' of records. He will subdivide the collection himself, according to his own inclinations,

into opera, sacred music, old-time ballads, popular airs, overtures, marches, dance selections, violin solos or what not.

"Once started on this basis he has a fixed object in view—to make his collection as complete as possible. He becomes a careful buyer, but a better buyer. He places an artistic value on his records, and, what is more, prides himself on his selections, which naturally enough keeps his enthusiasm alive. You will find this kind of a buyer will go the financial limit in order to make additions to his collection."

BEWARE OF A RUT.

There's one of the most profitable questions any merchant can ask himself every little while. It isn't always easy to tell whether you are in a rut or not. In fact, few of us are likely to be able to say that we are not in a rut until we change scenes for a little while. In that very human fact lies the chief reason for making a trip to market every little while.

Moreover, a trip to market is the one form in which a merchant can do a little traveling that will surely be a profit and not an expense. Even though he may not buy a single dollar's worth of goods while there—in market he will get new thoughts started which he can profitably develop after he gets back home. It is easily possible that a merchant may get from one hour in market a suggestion from which profits enough will result to pay the cost many times over of all the traveling expenses he may be called upon to pay in his entire life.

Try this experiment once, and you will need no urging to "repeat the dose." Are you in a rut? If the answer be either Yes or In Doubt—try the cure of a trip to market this season.

JOIN BLACKMAN'S SELLING STAFF.

Another addition to the selling staff of the Blackman Talking Machine Co., New York, is Harold J. Robbins, who will look after the local trade. He was placed on the roll last week. Walter Ewing and Geo. G. Blackman, secretary of the company, have been on their territory for a couple of weeks, recording a great Thanksgiving dinner under their own fig tree.

"Alas," confessed the penitent man, "in a moment of weakness I stole a carload of brass fittings." "In a moment of weakness!" exclaimed the judge. "Goodness, man! what would you have taken if you had yielded in a moment when you felt strong?"—Judge.

Meet your customer with a cheerful good morning. If you are cheerful and happy you will reflect it, it is contagious.

VICTOR'S SANTA CLAUS POSTER.

Early in the month the Victor Talking Machine Co. sent out to their dealers copies of the large handsome Christmas poster in colors, depicting our good friend Santa Claus, whiskers and all, about to climb down a chimney with a Victor machine in his arms. The poster should prove a valued addition to the most elaborately arranged Christmas window. They are most artistically conceived and executed.

To American Dealers:

HERE IS YOUR OPPORTUNITY TO SECURE TRADE WINNERS

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

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

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

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

H. LANGE'S Successors,

ESTABLISHED 1854

21 Little Portland St., Oxford Circus,
LONDON, W., ENG.

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

No one, perhaps, in the talking machine industry is so closely in touch with conditions in this trade as the staff of *The World*. For the last four years our entire force of editors and correspondents in all the leading centers of this country and Europe, have devoted their entire thought and energy to the study of trade conditions. What this concerted effort has accomplished is vouched for by the thousands of congratulations and good wishes that have been received by this office from loyal members of this trade. No one is more enthusiastic or confident of the future, but at the same time no one more fully realizes the limitations of the industry, than those who have studied the situation.

* * * *

Manufacturers, jobbers and dealers have built up an enormous business; a business which, when one takes into consideration those limitations, finds no comparison in the history of commercialism. Let us for a moment look at the bare facts. In the first place, while the talking machine has won for itself an enviable reputation in both social and educational circles, it is not a necessity, like food, but a luxury, and as such must be a thing of secondary importance. From the standpoint of sales, the main possibilities lie in but one direction, and that is the record end. Once a dealer sells a machine and possibly a cabinet, he must then rely wholly for future business on his records, and with the enormous competition now in the field, that is scarcely big enough to prove exceptionally attractive in itself. Take the camera and photographic supply trade as a comparison, there the scheme is the same as in our own field. One sells a camera and relies on the film business, which is fully as large as the record trade, and yet the men in this business have long since given up the idea of relying wholly on these reproducers of nature for their livelihood. The talking machine business, without the slightest doubt, is in its infancy, and will continue to grow and expand, but the day for exclusive dealers is fast passing, to the betterment may it be said, of the entire structure in that the more articles one has to sell the more people one attracts and more patronage means increased prosperity.

* * * *

For the past two years *The World* has been testing out the expansion policy through this Side Line Department. So well has the idea caught on and so fast has it spread, that it has gotten beyond the department, and working as we ever are in the interests of this trade, we are compelled to enlarge our scope, and, therefore, beginning with our January number, are bringing out what will be known as *The Side Line Section*, a magazine within a magazine, separate in every way from *The World*, its sole aim being to bring the jobber and dealer into close touch

with various other lines, and treating them in an unbiased manner, hold a mirror to the entire commercial world in which our trade may read and learn, we hope to their unlimited profit.

* * * *

The open weather this fall has greatly stimulated the demand for guns and ammunition, as well as other seasonable sporting goods, humanity at large taking advantage of the mild temperature and reveling in all sorts of outdoor pastimes; this, however, cannot last, winter will soon be shutting in on us, and with it will come a lively demand for skates, sleds, skies, etc., for outdoor recreation and games of all kinds to while away the long evenings by the fireside. Jobbers and dealers handling these goods here are looking forward to a brisk winter trade, and by reports this condition is apt to be true of all parts of the country.

* * * *

Now is the time, if ever, to devote especial care in the dressing of windows. The buying public is on the warpath for scalps. Their palms are just itching to get rid of their loose change and all you have to do is to display your bait temptingly.

* * * *

The great secret of mercantile success is to foresee a demand and set about supplying it sanely.

* * * *

Every man can't be an advertising genius, and it's no disgrace to adapt others' ideas to your own purposes, for in all likelihood the other fellow has only rehashed old material. Start a scrap-book; it will pull you out of many a hole and may pave the road to success.

* * * *

In placing orders with your factories be specific—misunderstandings cause confusion and delays, likewise lost business.

* * * *

Don't knock your competitor. When you have to paint his character black to make your own look white—well, we would advise a liberal dose of hot water and sapolio.

* * * *

An ideal side line is anything that is a necessity to a large proportion of humanity, and inasmuch as one-third of the population of the globe shave, Safety Razors seem to us to about fill the bill.

* * * *

The secret of the increasing demand for post cards lies not so much in the fact that they are constantly changing but because they are a great saver of time and labor. Even lovers who are credited with writing volumes find more eloquence in a sentimental picture than in a whole bottle of ink.

* * * *

No more are we compelled while away from

the habitations of man with the thermometer at P. Q. X. to long and crave in vain a cooling draught, or be aroused from a warm bed in the middle of the night to heat baby's milk to just 98 degrees. The vacuum bottle has done away with all such aggravating inconveniences. What a seller it will be!

* * * *

Many argue "that any article well displayed is half sold." *The World* would suggest the advisability of adding the word *seasonable*.

* * * *

We notice that a New York house has just brought out what they call "Little Clincher Ice Creepers," which will fit any shoe and eliminate all danger of falling. Having had several memorable experiences of his own in this line, the writer should think this little article would be well worth a dealer's attention.

* * * *

A Chicago company have just marketed a folding sled, with Bessemer steel runners. Substantially built and of attractive design, it should prove popular with all young folk.

* * * *

The white flyer roller skate is another new venture in the Windy City. The action construction is the turntable principal, not on an angle, but in an upright position, thereby centering the weight of the skater directly over the bearings; this assures an equal distribution of wear and strain on movable parts. The oscillating or action mechanism is so sensitive that it instantly responds to the slightest wish of the skater and yet so scientifically constructed that it is at all times under absolute control.

* * * *

Salesmanship used to be measured by a man's drinking capacity. In employing men now, however, forget the former standard. It has been learned that orders, not whiskey bills, make for a substantial commercial foundation.

* * * *

Every retail dealer, large or small, who sells on credit is deeply interested in the cash system, and it may be said there is not a single merchant who would not prefer to abandon credit for cash if he thought it could safely be done. The question is one which concerns particularly the dealer in the small town, for here credit is deeply rooted and there is an element of the population which must be delicately handled in breaking away from the time honored customs. In the first place the man who can adjust his business so as to get down to a strictly cash basis will have an advantage over his brother who gives credit that will fortify him against every possible chance of failure. That is, he will if he is a business man. No tradesman can have as satisfactory and money-making an occupation as the one who deals for cash or its equivalent. Men may argue that it is possible to grow rich and succeed in giving credit, but look over the cause of business failures and 90 per cent. of them will be found to have done an abnormal amount of credit giving to irresponsible parties.

THE PICTURE SHOW SINGER.

Ballads, Pathetic or Humorous, Thrown in With the Views.

One of the features of the cheap moving picture show entertainment is the singer of low comedy or pathetic ballads. If it is a man ten chances to one the song is funny, so-called. If a woman the lyrics will be all full of weeps.

The best thing about these songs is that they are accompanied by highly colored views, designed apparently to fit the text. Almost invariably a song about New England is run along

The VIASCOPE SPECIAL NOW READY

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO
Department A, 112 East Randolph Street



“New Process” GILLETTE Blades

Have You Got Them In Stock?

“New Process” Gillette blades have proved an instantaneous success.

They differ in price, quality, appearance and style of package from the previous kind, and the public is being notified of the change by full page advertisements in all the leading magazines.

More than two million GILLETTE users will now accept only “New Process” GILLETTE blades. If you have them in stock before other dealers in your locality you will get the business, and at the new price your profit is a very liberal one.



“New Process” blades are manufactured by newly-invented machines and processes, making them superior in appearance, operation and endurance to any blades ever produced by anyone.

These machines are automatically regulated, and grind, hone and sharpen each blade individually with the utmost precision.

Every cutting edge is perfect, and possesses a degree of keenness not produced by any other process.

“New Process” blades are finished with a high polish that renders them

easy to clean. Since dust and moisture do not cling readily to a polished surface, these blades are practically immune from rust.

“New Process” blades are packed in a handsome nickel-plated box which seals itself hermetically every time it is closed. This shuts out all dampness and effectively protects the blades from rust in any climate, land or sea. When empty, the box forms an attractive waterproof match safe.

The set now contains 12 blades.

The Retail Price is \$1.00 per set.
Twelve sets are packed in a carton.



To those who are not handling the GILLETTE, we suggest “Get Busy.” Get the sales resulting from our huge advertising campaign—the increased business and profits that the co-operation of our Sales Department will bring you.

YOUR customers are continually seeing GILLETTE advertisements and they want the razor. Eventually they buy it somewhere.

WHY NOT OF YOU?



Write us for catalog and liberal discounts to dealers.

HOLIDAY GOODS NOW READY FOR DEALERS. SEND FOR CATALOG

GILLETTE SALES COMPANY

BOSTON
702 Kimball Building

NEW YORK
702 Times Building

CHICAGO
702 Stock Exchange Building

with a scene of truly tropic vegetation and in a bright sunlight that almost makes one see lizards running along a wall and peons slumbering. There are winter scenes, too, which look like nothing so much as the skating chromos or the "Frost Bound Brook" we are all used to.

The singer arises and in a voice that suggests the need of filing or cultivating intones through her nose or rather speaks through that part of her—it is generally a she—the words of the song. The pictures change from time to time, customarily illustrating her going through one grapple after another with a thoroughly uncomfortable appearing young man, who is the light of her heart at least in the first three pictures, but who turns cold in the fourth picture and the chorus.

The chorus after the first rendition by the singer is thrown upon the picture screen with an exhortation at the top, "All join in." A few feeble or all too strong voices accede, and the resultant discord is generally a nickel's worth—which is the customary charge for seeing the show and hearing the singer.

VOLCANO MOVING PICTURES.

(Special to The Talking Machine World.)
Honolulu, T. H., Nov. 20, 1908.

One of the most remarkable series of moving picture films ever made have just been completed by R. K. Bonine, an expert who has been in this Territory for the past year. It is a reproduction of the tremendous activity of the Volcano of Kilauea, on the Island of Hawaii, and is one of the most striking things of the kind ever produced. The pictures were secured after several weeks of difficult work and exceeded the expectations of the artist himself. The films will be used in connection with the Alaska-Yukon-Seattle Exposition next year, though they will probably be put on the market before that time.

CANNOT GIVE AWAY PREMIUMS.

In an article in this department last month referring to musical merchandise and sheet music as an excellent side line for talking machine dealers, it was further stated that it would be "a good plan to advertise to give away a sheet of music to each customer who purchased a stipulated amount of talking machine goods in connection with a sale of one specific article."

Regarding this matter we are in receipt of a letter from Wm. Pelzer, of the legal department of the National Phonograph Co., to which we call the attention of readers of this department:

"We wish to point out that under the conditions of sale attaching to goods of our manufacture, as well as to the Victor Co.'s product, it is not permissible to give away an article of any character as an inducement to the sale of talking machines or records. Inasmuch as we believe the trade, and particularly the dealers, look to The Talking Machine World as good authority on talking machine matters, we fear that this suggestion may mislead the dealers into the belief that this practice is permissible. We, therefore, ask that you kindly modify this suggestion at the earliest opportunity."

Don't play "Drink with me" for the clergyman, or "I'm on the water wagon now" for the distiller. Remember the old proverb, "Consistency, thou art a jewel."

PAYS TO BE MENTALLY ALERT.

New Ideas Are the Life of Business—How They May be Developed.

The introduction of new ideas is the life and soul of any business. One of the best and simplest methods of obtaining them is to "take a day off" now and then and visit the neighboring cities, and towns, keeping one's eyes open and taking notes. Reading trade papers is productive of splendid results, as it not only gives one a broader scope, but original schemes tried with success in other sections can be adopted to one's own needs. Failure is in nine cases out of ten caused by stagnation, and this condition can only be fought by installing new life and energy in your affairs.

SALES AND THEIR CONDUCT.

Legitimate Special Sales Help and Vice Versa.

When a dealer starts out to have a sale—whether it be called clearance, fire or anything else—he should see to it that it is in fact a sale, and that the public get the goods at the reduction named—the word "Bargain" should not be restricted to the headline of his advertisement. For while this will bring people to his doors, if on investigation they find they have been deceived, rest assured they won't give him a second opportunity. Now, while special sales are a splendid advertisement and a good thing once in a while, there is such a thing as overdoing it. Human nature is a funny thing and once let the public get the idea that you sell cheap, and the next thing they will be saying that your goods are cheap, and then, well, your hope of success is mighty slim. The great trouble with most dealers is that they are afraid to mark their goods high. They get the impression that if they can undersell the man down the street 5 per cent., they will run him out of business. To demonstrate the practicability of this method they point out the success of the modern department store. Poor, misguided beings! True the "big stores" do feature innumerable articles at slaughter prices, but a careful inventory of their stock will show a proportionate increase on other lines. Where the little man is making his 15 and 25 per cent. profit and worrying himself sick on how he can reduce his expenses and cut this margin to 10 and 20 per cent., the man higher up is making his 50 to 200 per cent., and the people are falling all over themselves to trade with him. Get a reputation for selling not the cheapest, but the best goods in town; don't be afraid to charge big prices, and then once in a while have a rousing big sale. Dame fortune is a fickle jade, and so is public fancy—both can be won by a bold front, but never by half-hearted methods.

A NEW INGERSOLL WATCH.

Robt. H. Ingersoll & Bro. have just placed on the market a new watch which will be known as the "Universal." The watch is the regular Yankee fitted to a metal holder about two inches high, which is made in nickel, gun-metal, and burnished copper finishes. The watch is held firmly in the holder and makes a splendid desk watch and paper weight, and is a most practical timepiece for traveling. When desired it can

readily be removed from the case and worn in the regular way. With so much to recommend it, the "Universal" should prove a big seller.

THE SCIENCE OF BUYING.

Some Pointers on a Most Important Subject of Interest to Talking Machine World Readers.

The science of buying necessitates much thought and experience. Men who are new at the game and in many cases old-timers, hamper their progress by their lack of knowledge of the art. How many orders are lost daily by firms who, having bought light are caught short without the goods? Again how many have their shelves loaded down with unsalable stuff, which leads up to the question as to which is better, to under or overbuy? Of course, like in everything else, there is the happy medium which is always the safest—but how few are competent to judge when they are right? Lacking this knowledge, it is much better to stock too much than too little, as it is always possible to use this surplus, if handled rightly, and turn it to good account as an advertisement and new trade gatherer. Make it a point in business, at certain periods, to have a clearance sale, get together all your odds and ends, marking them down to cost and advertise the sale well in your local dailies. You will find that you are drawing new people to your store, who, once they are there, can often be interested in your staple lines. Make it a point to get all purchasers' names and addresses, and then every now and then drop them a line or send a new catalog; in this way you can hold them and by so doing increase steadily your patronage.

A PAYING SIDE LINE.

When the name "Durro" is mentioned in the musical merchandise trade the dealer immediately brings to mind the line of violins and strings handled by Buegeleisen & Jacobson, New York, which have won a high position in the esteem of the trade, which they well merit. Imagine the opportunity thrown in the way of the talking machine dealer to carry such goods as a side line. No gamble, for the merits of both violins and strings have been amply proven. Ample profits for quick sales mean a rapid turnover of capital and a pleasing balance at the end of the year. Durro violins are offered for the discriminating trade who know what a really good violin is, and want only that kind. The talking machine man will find that such a line, well advertised, will bring a high class of people to his store for either violins or strings and afford him an opportunity of making sales of "talkers" and records or of other specialties he may handle as side lines. Now is the time to get the side lines installed and well started, so that there will be no lull in your trade.

A meeting of moving picture film manufacturers was held in the office of the National Phonograph Co., 10 Fifth avenue, New York, November 24. S. Lubin, of Philadelphia, Pa., who recently returned from Europe, was in attendance. William Pelzer and W. T. Moore, of the Edison Kinetoscope department of the National Co., were also present.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

IF YOU ARE INTERESTED

IN

ELECTRIC-PLAYERS

Write us for Latest List of Up-to-date and Popular Selections in

PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.

Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS



Sky-High

in the World's estimation

- The PEERLESS

*The only coin-operated
piano awarded First Prize
at four World's Expositions*

BUFFALO, 1901 ST. LOUIS, 1904

PORTLAND, 1905 JAMESTOWN, 1907

because -

*it exemplifies absolute, musical,
artistic, and mechanical perfection*

PEERLESS PIANO PLAYER CO.

F. Engelhardt & Sons,

proprietors

*Windsor Arcade - Fifth Ave - New York
factories - St. Johnville*

2577
 2578
 2579
 2580

MULTIPHONES

TO BE SOLD



THE MULTIPHONE
 7 feet high, 3½ feet wide, 18 inches deep

Multiphones are now for the first time offered for sale outright. Heretofore they have been rented out on commission.

The Multiphone has a large magazine wheel carrying 24 records. Either Edison, Columbia or indestructible records may be used. The instrument is purely automatic, and operates for a nickel. A spring motor supplies the power. One winding is sufficient to reproduce from 20 to 25 records.

The Multiphone can also be adjusted in a moment to automatically play all of the 24 records, passing automatically from one to the next without any attention other than winding at the start.

The cabinet is furnished in solid mahogany or bronze. All exposed parts are nicked, and are reflected in a fine French plate-glass mirror at the rear. The horn is concealed.

There is no slot machine manufactured that compares with the Multiphone in earning capacity. None approaches it in perfection of mechanical construction.

Persons desiring to buy and operate a number of Multiphones, or to form subsidiary companies, will be protected in their territory.

If you want to make an investment that will pay you an exceedingly handsome return, we will make you an interesting proposition.

MULTIPHONE OPERATING CO.

141 BROADWAY

Near Liberty Street

NEW YORK CITY