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.

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

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 customers who have fallen away, because they 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 without further recording. 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 with a certain number of times and certain kind of cylinders, and has sent his suggestion to the National Phonogram Co.

He is thoroughly disgusted with the lovers of their little records who have fallen away, 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 to him with the request that they be changed for new ones.

"If a record could be made that would explode after being used 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 renewed, and in ten or twenty records an old 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 great idea worth? If it is to evolve such plans, 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 employee can take and does take in the forwardings of the business which he has made his business for the time being.

New retailers will deny the logic of that, yet there are many manufacturers who seem 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 it should not be applied, but a kind of research 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 work 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 by day in daylight. Northland and Southland 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? Have your show windows 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 Miscellaneous. 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 will place you in advance of the other fellow in the hard up-hill race for success, and now in 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 be brimming with features 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 treat 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 the records will be reproducible 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 ethnological relations between the two races 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 with the one and going to the Aleutian Islands before proceeding to Kamchatka, while the others will go directly to the peninsula of Kamchatka.

The work will be of importance, as the Aleuts are the closest 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.
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 that unfortunate many who think 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 nothing but 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 discovered and put to practical use are calculated to revive the interest in their machines, owing to the special inducements in records as have been presented this year. The new attachments and records are calculated to revive any interest in the talking machine that has become so small that 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 futile and not that the dealer 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 machine products than to secure 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. Better secure delivery of 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 Wilby 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 Victorola and Real Seal records.

The Edison Amberola 50th will be a model in point of handsome fittings and is putting forth new efforts to increase its trade. Looking to the Future—Some plans have been made for 1909.

Isn't it time to set to work and prepare a Policy of Progress that will Advance Your Business and make it a success?

There is no surer way to create interest in the talking machine business than to make an attractive program and realize the desirability of owning such an instrument. Better secure delivery of 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.

Our Victor Records Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of OUR VICTOR RECORDS ON SALE—ONE WHOLESALE, THE OTHER DIFFERENT IN ALL DETAILS. Wholesale Trade that will receive them from us VICTOR RECORDS in absolutely the same condition they are supplied by the factory. NO RECORDS ARE THE SAME USED AND DEMONSTRATING MACHINES; NO RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS.

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade RED SEAL RECORDS IN SEALED ENVELOPES. This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders on a scale that is simply in no way comparable with the methods hitherto used is the greatest boon to the business of any kind.

If You Want New Records, Send Us Your Orders

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

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.

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.


To get best results, use only Victor Needles on Victor records.
OrdersFilled Quickly and Fully Our Claim

LET US PROVE THIS TO YOU

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.

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

EDISONIA CO. BUY DOUGLAS STOCK
In Newark, N. J., Which Has Been Transferred to Their Own Establishment.

(Because 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.
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.
**Atlanta, Ga.** Elsey-Austell Co.
**Baltimore, Md.** Cohen & Hughes.
**Banger, M.** H. H. Andrews.
**Birmingham, Ala.** E. E. Forch Piano Co.
**Boston, Mass.** Oliver Driscoll Co.
**Buffalo, N. Y.** W. D. Andrews.
**Burlington, Vi.** American Phonograph Co.
**Butte, Mont.** Grinnell Bros.
**Cleveland, O.** The Perry B. Wurlitzer Co.
**Cleveland, O.** W. H. Buccher & Sons, Colliner & Sage.
**Columbus, O.** J. A. J. Friedrich.
**Dallas, Tex.** Thos. Goggan & Bro.
**Dayton, O.** The Pettery Piano Mfg. Co.
**Denver, Colo.** Heat Music Co.
**Des Moines, Iowa.** Jones Piano Co.
**Detroit, Mich.** Grinnell Bros.
**Dubuque, Iowa.** Harger & Blais.
**Duluth, Minn.** French & Bellert.

**El Paso, Tex.** W. G. Wade Co.
**Eucalanda, Mich.** Grinnell Bros.
**Galveston, Tex.** Thos. Goggan & Bro.
**Hobsonia, T. H.** Bertram Music Co.
**Indianapolis, Ind.** Kipp-Link Piano Co.
**Jacksonville, Fla.** Alexander Seaward Co.
**Kansas City, Mo.** J. W. Jenkins Sons Music Co.
**Lincoln, Neb.** Ross P. Curlicoe Co.
**Little Rock, Ark.** O. K. Houck Piano Co.
**Los Angeles, Cal.** Sherman, Clay & Co.
**Memphis, Tenn.** E. E. Forbes Piano Co.
**Milwaukee, Wis.** Lawrence McCrell.
**Minneapolis, Minn.** Minnesota Phonograph Co.
**Mobile, Ala.** Wm. H. Reynolds.
**Newark, N. J.** Ball-Fintzer Co.
**New Haven, Conn.** Henry Horton.
**New Orleans, La.** Nat's Auto, Fire Alarm Co.
**New York, N. Y.** Blackman Talking Machine Co.

**Omaha, Neb.** A. Hupce Co.
**Parrish, III.** Chas. C. Adams & Co.
**Philadelphia, Pa.** Sol Bloom.
**Pittsburgh, Pa.** C. C. Mellor Co., Ltd.
**Portland, Me.** Crescent & Allen.
**Portland, Ore.** Sherman, Clay & Co.
**Richmond, Va.** The Cable Co.
**Rockford, Ill.** Totten's Music House.
**Salt Lake City, Utah.** Carstensen & Anson Music Co.
**San Antonio, Tex.** Thos. Goggan & Bro.
**San Francisco, Cal.** Sherman, Clay & Co.
**Savannah, Ga.** Phillips & Crew Co.
**Seattle, Wash.** Sherman, Clay & Co.
**St. Louis, Mo.** St. Louis Talking Machine Co.
**St. Paul, Minn.** W. J. Dyer & Bro.
**Spokane, Wash.** Elzer's Piano House.
**Toledo, O.** The Hayes Music Co.

**Washington, D. C.** John P. Ellis Co.

**Victor Talking Machine Co.**

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

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THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. KELLER, F. III THOMPSON,

of us.

Boston Office: Exeter L. WATTS, 100 Boylston St.

Chicago Office: F. P. VAN HOBART, 158 Wabash Ave.


R. H. THOMPSON. ADDERLEY EDITOR.

St. Louis: 

San Francisco: 

33 N. WABASH.

H. G. PRESCOTT.

Chicago Office, F. C. BABCOCK.

London, England, Office:

42 Basinghall St., E. C.

W. LOWNDES, Manager.

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

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, $1.25.

ADVERTISEMENTS, $6.00 per line, single column, minimum order, $30.00, or $12.00 for four insertions.

KEMITTANCES, should be remitted payable to Edward Lyman Bill, by check or Post Office Order.

81F-IMPTANT.-Advertisements or changes should reach this office by the first of each month, else, in the event of late insertion in the current issue will, no insertions be made in the succeeding issue.


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 from the heavy 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-ended record. In fact, if we consider all the elements which have tended to disturb the inner conditions of the talking machine trade, we do wonder at the dissatisfication expressed over the volume of business which has been transacted during 1908. It has been, in many ways, a discouraging period, but 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 the men who sit down and such as probably go on waiting for trade to come to 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 grade. In fact, the smaller establishments have been unable to keep up with 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, this business may be a year hence regarding the position of the double-ended record. In fact, if we consider all the elements which have tended to disturb the inner conditions of the talking machine trade, we do wonder at the dissatisfication expressed over the volume of business which has been transacted during 1908. It has been, in many ways, a discouraging period, but 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 the men who sit down and such as probably go on waiting for trade to come to 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.

The compact entered into by the United States and Japan means a big opportunity for the American business man, 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.

It is fair business for talking machine dealers to take on records which are copied from high class operative records made by artists who sing exclusively for some of the leading talking machine concerns. Such a business is bound to come as a result of the "open door" in China, Americans in all industries should profit materially thereby.

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OLD SONGS WOULD BE PROFITABLE.

Constant Search for Novelties for Slot Machines — Batteries of Bagle Records and Massed Efforts 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 some body who decides on what songs and music shall go in the machines, and all I want to know is 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 slot, but can't you get any better demonstration than that; but what you want to know is what to put in a place that has ceased to draw profitable returns, and also to know what will draw when nothing you have got—and you want novelties.

In one place where I go they have lately ejected old songs sung or played on musical instruments; right along together in a row, with bagle records. Of course they've had bagle records here before, a single one here and there, but here was a regular battery of bugle records thus brought prominently to my attention drew very well.

"Another massed effect here is produced by a string of records, so of phonographs placed together, all with selections they differ from one to another. 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. This would not seem strange if it were any other occasion than the opera season; for in opera houses there are always operatic selections to be heard on the instruments; but, in my opinion, the masses of people talk about come and straightway you find they are put on the records other things than songs and music.

"Certainly, there are numbers of things that might prove profitable records for the phonographs. For instance, 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., 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 and purchased the property on November 24, and will run, November 27, going to Buffalo the same evening. The place will be conducted as dealers only, the Edison Jobbing End being discontinued, and the name has been changed to "The Talking Machine Co., handling Victor and Edison goods, and also a number of side lines. John Kaisor, formerly sales manager of the Douglas Co., will be the general manager of the new concern.

Chinese Thought Machine Was Possessed of "The Devil." Mr. 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, I do not believe that we shall need to go much farther 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 purchased a good property and made a profitable investment.

PAYS TO STOCK LAUDER RECORDS. It is, perhaps, safe to say that never before have we had an artist from "the sild country" 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. His dearly loved companion in his goods and in his store.

Lauder is inimitable in his special field, and his "individual." Mr. Lauder, the Scotch comedian, who has on a tour of the United States, and he is certain to stimulate an increased demand for the phonographs, which are proving among the big sellers of the season. Mr. Lauder is inimitable in his special field, and his records are peculiarly "individual." One has only to hear them through the talking machine to appreciate his banter and his ability. 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 imports, and thoroughly understand the position of 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"

ZON-o-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.

Newark, N. J.

Distributors of Zon-o-phone Goods:

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, 609 Ohio St., P.
Pittsburgh......C. C. Meller Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen......Mr. Arthur Piano Co.

TEXAS
Austin............Pimsky Company, 411 Main St.
Beaumont......K. R. Piner Music Co., 609 Pearl St.
Dallas............Dallas Talking Machine Co., 101 N.

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PENNSYLVANIA
Allegheny......H. A. Becker, 609 Ohio St., P.
Pittsburgh......C. C. Meller Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen......Mr. Arthur Piano Co.

TEXAS
Austin............Pimsky Company, 411 Main St.
Beaumont......K. R. Piner Music Co., 609 Pearl St.
Dallas............Dallas Talking Machine Co., 101 N.

SOUTH DAKOTA
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OHIO
Cleveland......The Bailey Company, Ontario St. and Prospect Ave.
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Instead of placing in the burglar call to central, cautiously arranged the device, as instructed, or second floor. apparatus was located in Harold's room on the sister, Irene, to adjust the mechanism when the slightest opening would set the machinery work- were so fixed to each window and door that the "get next" and spoil the robber catcher. an injunction from the inventor not to discuss that the device worked perfectly. telephone. times just distinctly enough to be heard in the burglars alarm, which he conceived owing to the fact that the wire arrangement which removed the telephone nograph so that the mouthpiece of this instru- Phono-Record Does the Trick.

The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. It's the art of selling. and foreign correspondents. It is easy to sell 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 l. C. S. LANGUAGE SYSTEM—PHONOGRAPH

Do you sell I. C. S. Language Outfits? If not, why are you thus neglecting such a vast and profitable field of your work? Why are you thus abso- lutely throwing away at least one-third of your business? The Phonograph sys- tem 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.
In music if the note F is sounded the principal overtones or partials of this note will be heard. They are the second, the fourth, the fifth, and 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 color 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 invent his own. 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 established for him...."

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The Talking Machine World.

Herzog Art Furniture Co.

Saginaw, Michigan

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

OFFERS
The best made and cheapest cabinets on the market

No Imitations!

No. 813. Open

No. 824. Golden Oak or Mahogany Polished Finish.

OFFERS
The most attractive and most artistic line of cabinets

We Are Originators

No. 827. Golden Oak or Mahogany Polished Finish.

OUR BUSINESS POLICIES:

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

the famous Japanese schoolboy 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.


(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.

G. A. Greer, 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. P. Harrison, treasurer 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. Summings, another ambassador, is in from a ten days’ trip through Missouri and reports trade growing better right along. This firm has just placed an Anxetophone in “Toyn” 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 101 invited guests. Mr. Howard is the owner of a $250 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 Artexophone 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 to buy.

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 22, granted a preliminary injunction against the International Record Co., Anbura, 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. McFartry, manager of the Columbia Phonograph Co., accompanied by his wife, whose parents live here, spent several days here recently, including Thanksgiving.

The Keeler-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 Misraul building on Washington avenue between Fourteenth and Fifteenth streets, December week and will occupy the entire fourth floor which will be used for display purposes.

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 very big sale.

The Thilehus-Stetlin 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 and 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 29.

Have faith in your own ability to win. Cut loose from the weaknesses that prompt 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 Rides

45 Minutes from Broadway and 90 Minutes from Philadelphia

Truell Hall, PLAINFIELD, N. J.
(Formerly Hotel Netherwood.)

An Ideal Summer Home. Open All Year.

Greeted at a Cost of One Half Million Dollars.

3 Minutes from Station.

An acre of beautiful shade, high and dry.
NOT TOO HOT, NOT TOO COLD, JUST RIGHT. Amidst Jersey’s scenic beauty.

Healthful Climate. Excellent Views.
Also Truell Inn and Truell Court.
Send for booklet and rates.

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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 at Herefore—Great Plant Ready to Handle Added Work and Force of Employes 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 curiously as to the use of the immense factory buildings of conacre 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 making of records by the Edison Co. as the writing on the wall would shortly be announced, else why this mysterious extensive preparation? The real purpose of the extraordinary expansion of the plant is well known; the recording laboratories in the foreign factories, maintained in England, Paris, France, and Berlin, Germany, in connection with the recording laboratories, One object of Wm. E. Griswold, general manager of the labs during the months of his administration as president of the company, was to arrange for the complete shifting of the record-making work to the home plant. Mr. Griswold had been experimenting and testing various methods so that at the present time all of the Edison records are now made there and the foreign markets will be supplied direct from hereafter. The matter has been arranged by the directors who are moving on as early as possible to Orange so that 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 gradually reduced. 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, they have already done much of this work and we have merely extended our work. The foreign recording laboratories and selling corps, however, will be maintained as heretofore."

"Our recording laboratories for making original records 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 gradually reduced. The foreign recording laboratories and selling corps, however, will be maintained as heretofore."

With the Trade in Indianapolis.


(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 organization will not interfere. Statements of the company officials, is on the boom. 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 has 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 patrons 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 fresh, they always had no trouble. Then of course many others who are attracted to the city by the many good business for the five-cent houses and penny arcades. Most of the legislatures 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 has 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 patrons 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 fresh, they always had no trouble. Then of course many others who are attracted to the city by the many good business for the five-cent houses and penny arcades. Most of the legislatures come from points outside of Indianapolis. Many of them come from small cities and towns and some of them from the farm.

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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 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 advantages, 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.


(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 with those gloomy outlooks 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 considerable dissatisfaction being heard in some quarters 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 manu

THE TALKING MACHINE WORLD.

MADAM CHAMINADE.

The American tour concert of Mme. Cecile Chaminade, just closing, has attracted a strong demand for the talking machine records made by this celebrated composer and pianist. This demand 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 brilliance or not hearing her in the flesh, desired to listen to her playing at second hand.

VALUE OF THE ANNUCIAPHONE.

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 annullciaphone. The American Annucriaphone Co. has been formed to market the contrivance, with F. M. Hopkins as president.

"There are many things about the annullciaphone that command it to the public," said Mr. Hopkins. "See what a convenience it will be to the doctors when the telephone 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 carefully stole a record that had just been received by a local dealer, the talking machine equipped with a special record being the basis of the new device, which is called the annullciaphone. The American Annucriaphone Co. has been formed to market the contrivance, with F. M. Hopkins as president.

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Owing to the fact that the telephone is out of order, the talking machine equipped with a special record being the basis of the new device, which is called the annullciaphone. The American Annucriaphone Co. has been formed to market the contrivance, with F. M. Hopkins as president.

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Owing to the fact that the telephone is out of order, the talking machine equipped with a special record being the basis of the new device, which is called the annullciaphone. The American Annucriaphone Co. has been formed to market the contrivance, with F. M. Hopkins as president.

"There are many things about the annullciaphone that command it to the public," said Mr. Hopkins. "See what a convenience it will be to the doctors when the telephone 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.
ENOUGH JOBBERS IN NEW YORK.


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 detrimental 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 there 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 a better profit 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 manufacturer more satisfactory, than by causing a lack of confidence through unlimited competition.

"While I do not wish to intimate that the Victor Company approves 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 and address 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 I would be willing to give him credit, however, for admitting that in this case, he said:"

"The 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, pkg., $252; Bombay, 7, pkg., $245; 2 pkg., $107; Buenos Ayres, 4, pkg., $380; 8 pkg., $400; Cardiff, 35, pkg., $220; Corinto, 1 pkg., $102; Havre, 1 pkg., $285; London, 138 pkg., $5,000; Melbourne, 2 pkg., $376; Manila, 1918; Milan, 19 pkg., $2,000; Paris, 17 pkg., $1,631; Rio de Janeiro, 7 pkg., $484; Singapore, 7 pkg., $241; Sydney, 211 pkg., $5,585; Vera Cruz, 29 pkg., $568; Yokohama, 85 pkg., $773.

NOVEMBER 24.

Berlin, 49 pkg., $565; 51 pkg., $200; Colon, 4 pkg., $125; Guayaquil, 6 pkg., $225; Havana, 5 pkg., $301; Havre, 5 pkg., $316; Kingston, 5 pkg., $176; 3 pkg., $124; London, 648 pkg., $7,616; 91 pkg., $2,279; 214 pkg., $8,068; 642 pkg., $6,615; Melbourne, 4 pkg., $177; Rio de Janeiro, 234 pkg., $527; Shanghai, 6 pkg., $100; St. Johns, 4 pkg., $123; Vera Cruz, 124 pkg., $3,635; Vienna, 2 pkg., $121.

NOVEMBER 20.

Amapala, 20 pkg., $353; Callao, 7 pkg., $165; Colon, 10 pkg., $222; Havana, 5 pkg., $411; Havre, 7 pkg., $215; Kingston, 11 pkg., $122.

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!!"

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 lodging a Needle that tested out much better than any other. The Manufacturer had always gotten a higher price for Needle, but we are 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:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 99</td>
<td>$2.75</td>
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<tr>
<td>100 to 499</td>
<td>$2.50</td>
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<tr>
<td>500 or more</td>
<td>$2.00</td>
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</tbody>
</table>

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

TALKER POPULAR IN AFRICA.

Its Songs and Music Bringing the Whole World into Closser 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 balladry. 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 Nova 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 best, 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 Beliefontaine, O., has found it necessary to build an addition to his salesrooms on South Main street, that city.

A little discounting is capable of destroying the effect that a hundred advertisements have created.
TRADE HAPPENINGS IN ENGLAND.


(Special to The Talking Machine World.)


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 situation indicates a splendid time for the dealer, who, as it has been for some very considerable time, should have the courage of their opinions 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 twenty 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 increasing competition, and the greater 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.

Some Recent Pathe-Disc Records.

Some remarkable—not to say surprising records are to be found in the December lists of the 10-inch six standard Pathe disc, retailing double-sided at two shillings 4d. (45 cents). Records by the following artists figure in this impression: Misses Eleanor Jones, Mr. Burnett and Florrie Forde, Messrs. Walter Hyde, John MacCormick, Ernest Pike, Peter Davison, 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." In the December lists of the 7-inch disc are to be found records by such artists as Florrie Forde, Messrs. Walter Hyde, John MacCormick, Ernest Pike, Peter Davison, 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." Some Recent Pathe-Disc Records. Some remarkable—not to say surprising records are to be found in the December lists of the 10-inch six standard Pathe disc, retailing double-sided at two shillings 4d. (45 cents). Records by the following artists figure in this impression: Misses Eleanor Jones, Mr. Burnett and Florrie Forde, Messrs. Walter Hyde, John MacCormick, Ernest Pike, Peter Davison, 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."
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 £2 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, 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. 1-65144) "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. 1-69076) 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. 1-67975) and "Call Around Any Old Time" (No. 67076), while there are two more records by Hamilton Hill, "Hoobardise" (No. 1-65141) and on the reverse "Hang Out the Front door Key" (No. 1-65144).

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, "£16,000 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.

600 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 phonograph 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 us 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—I may be permitted the term. And this is not more evidenced than in the last Bela issue, where I find such favorites as "Alice, Where Art Thou?" "Valse Arabesque," "Rondo Capriccioso," and "Rondo Brilliant," 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 Hroughton, Messrs. Bernard Turner and Norman Williams. Conducted very ably by Julian Jones, the Bela London orchestra shines well in "The Sharpshooters," "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 goriterias 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 new well-known name of "Clarion." They are

**Klingsor**

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.

**THE "WAGNER"**

Highly finished solid Oak Cabinet.

**THE "SULLIVAN"**

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

**THE "BIJOU"**

Mahogany, Walnut or Oak Cabinet.

**H. Lange’s Successors,**

ESTABLISHED 1894

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.
Columbia Dictaphone in Governmental Service.

The Columbia Dictaphone is attaining quite a distinguished following in Governmental service. The Duke of Marlboro, Earl Cawdor, the Post Master General, Sir H. M. Cotton, 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. Byraum), 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. "Rudolph the Red-Nosed Reindeer," and on three records "The Merry Christmas," 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.

THE LEADING DISC

ODON

THE RECORDS OF TO-DAY

Mr. LLOYD CHANDOS
Mr. JOHN McCORDMACK
Mr. IVOR FOSTER

Mr. WATKINS MILLS
Mr. DALTON SAKER
Mr. EDWARD JAMES DAVIES

Mr. WALTER HYDE
Madame EMMY DESTIN
Madame fashion, and in this connection, we would specially direct your attention to the magnificent record made by Mr. BARNETT SAMUEL CO.

THE TALKING MACHINE WORLD.-(Continued.)

FROM OUR LONDON HEADQUARTERS-(Continued.)

Dyktor's Biophone Co.

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

Late "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; "Poe and Peasant" (overture), and "Chevalier's Songs," both by the Premier Concert Orchestra. The Bijou Orchestra, and a fine clarionet solo, "The Alsatians," by Charles Draper. In the vocal selections are "The Postman," A. Marsh; "It Serves You Right," Will Tessey; "In the Valley Where the Blue-Birds Sing," S. Kirby; "Red Wing" and "Sane 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," and "Christmas Awake" are four good carols by the Premier singers; "Song of the Brave" (march), "Pomp and Circumstance," by the Premier Military Band; "Far Away in Australia," Frank Miller; "Hang Out the Front-door Key" (seasonal, thugs) by Charles Lutter; "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 Kirby; and "At the Pantomome." Parcel Post Rates Reduced.

The parcel post rates from England to the Argentine Republic have been reduced to —10 exceeding 3 pounds, £3 over 3 pounds and not over 7 pounds, 3½; 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, carriages, footballs, shin guards, fretwork cutouts, pokers, 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 customer, and in keeping 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 with general conditions returning to 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 apiece. About fifty titles figure in the list, and the first list to be issued during December.

Regarding the "Rena," one would be inclined to say that the whole December issues will be winners everywhere.
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 are decreasing in popular favor.

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, we have heard some of these records, on which we 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," "Highly-appropriate to the season." "The Twilight of the Gods," and others, truly a splendid list this, and one which upholds the high standard of the gramophone products. Trade purposes communicable 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 presumably 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; 1. N. Millard, Bristol; Wm. Orman, Chapel street, Preston; 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

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ROYAL APPRECIATION

BY APPOINTMENT
To H. M. the QUEEN
To H. M. the KHEDIVE
To H. H. the KING
To T. M. the KING and QUEEN OF SPAIN

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

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

To H. M. the SHAH OF PERSIA

THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

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be made to help buy a new one. Under the Columbia's scheme a user or 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 offer.

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?

Amen 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 5½d. stamp) is so small as not to justify it.

National Company's Publicity.

The National Phonograph Co. have been putting 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 Photographic 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, and the “Orchestra” has a specialty.

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.

To Colonial and Foreign Buyers.

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: “Talkead,” London, and DEANSGATE, MANCHESTER.

“THE TALKING MACHINE WORLD.”

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.

F. W. ROBINSON

“The Talkaries,” 213 Deansgate, MANCHESTER, ENGLAND.

Trade house of all kinds of DISC TALKING MACHINE RECORDS, PHONOGRAPHS, CHAINERS, etc., and all goods connected with the trade.

WHOLESALE, RETAIL and EXPORT on each line of class market prices.

Correspondence Invited.

To Colonial and Foreign Buyers.

The peculiarities of those markets in which you have more or less experience will be of the greatest aid in preparing and swimming, with a view to the future. Having their own experience, I call your attention to certain regulations and to how you must secure the confidence and not your representative. I am a Very Important articles. Your inquiry is entertained. Your inquiries are promptly attended to with what end dealers to pay cash against Bill of Lading.


F. W. ROBINSON, 213 Deansgate, MANCHESTER, ENGLAND.

FOREIGN AGENCIES.

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

I am glad to get your letters from India, and I will do my best to assist you. I have been in the business for many years, and my ref

R. PRIEUR

from the gold-molded master to the finished product we are perhaps most familiar with. The birth of a record furnishes much food for interesting impressions, and perhaps I ought to con- fess to obtaining a little "inspiration" also, but that is by the way, for of course we talking ma-chine 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 repro-ductions 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-em-bossing 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. When these metal masters are ready it is practically plain sailing from the molding room to the cooling, trimming, and name-em-bossing 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 sys- tem, confusion would reign supreme. The guiding spirit of it all is W. Worse, who will even yet be a most useful instrument in a court of jus-tice, to which the judge replied, "We could only hear one at a time, and then 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 rec-ords on double-face discs is shown by the cordial reception given to the new line. The December Supplement contains a list of 51 12-inch double-face discs (192 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).

Recoding 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 209 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 thou- sands 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 speak-ing, 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 Finilda, in Trongate, 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 C. Threlfall, the manager, 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.

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THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

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 Pathe Freres 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 ($1,000,000). 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. Barrows & 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.

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.

"CLARION"

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY=MAKERS

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

The Premier Manufacturing Co., Ltd.
81 CITY ROAD,
LONDON, E. C.

Accredited Agents in U. S. A.

The Portland Talking Machine Co.
JOBBERS,
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. Cundie, 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) that a good many will be able to keep afloat.

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 pay 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 "Celebritiy" 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. 3, 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 remits 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.
RELIEF OF BERLIN CONFERENCE.

An Interesting Chat With Paul H. Cromelin

Regarding the Proceedings at the Interna-
tional Copyright Conference—Suggestions or
Recommendations for Royalty to be Paid on
All Compositions and Copyrights in the Public
Domain—Syllabus of the Discussion—Mr.
Thorvald Solberg, Register of Copyrights, and Mr.
E. Sauerland, Chemische Fabrik, Berlin—Mr.
Orr, Third Secretary at the American Embassy,
Berlin—The New Copyright Conference—Mr.
Eby, of Brussels—Mr. E. Sauerland, Chemische
Fabrik, Berlin—Mr. Paul H. Cromelin, Vice-
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President of the Company.

Mr. Cromelin said: "As you know my main object in going to
Berlin was to obtain some practicable
scheme for compulsory license as regards the
royalties to be paid for new compositions and any
international agreement on this point which
would insure like action in the various countries of
the Union instead of having the law differ
in each country.

"As there had to be unanimity of action it was
most difficult to reconcile the conflicting in-
terests. Italy, striving to grant full and con-
mmercial copyright powers was desire to cover
over 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 interests and
her great export interests, insisted that the compul-
sory license was an absolutely necessary feature
of any change in existing law. The whole Ger-
man trade was aroused and when they realized
that importers would mean the great danger of
pressure was brought on the government and
delegates to modify the proposals. The result
was a compromise which, though perhaps not
exactly what the German, from every 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 re-
vised text has, however, recently reached this
country, and is practically what was exclu-
sively contended for at Berlin. It is outlined
by its provisions everything which has been
heretofore lawfully used on a mecha-
nical musical instrument in any country of the
Union to works which in this country shall have
been heretofore lawfully used on a mecha-
nical reproducer. As the congress could not
bring about an agreement upon an interna-
tional arrangement as to compulsory license, they
added a provision leaving to the legislatures in each
country the right to limit or add such condi-
tions to the new rights as might be deemed ex-
pedient. The revised text of article 12, which now
appears complete for the first time, is as follows:

"Article 12: Authors of musical works have the
exclusive right to authorize (1) adaptation of
these works to instruments serving to repro-
duce them mechanically; (2) public execution of
the same works by means of these instru-
ments. Reservation and conditions relative to
the application of this article may be deter-
minal 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 sec-
tion 1 has not a retroactive effect, and conse-
quently is not applicable in a country of the
Union to works which in this country shall have
been established before the putting into force of the present
convention. Adaptations made in virtue of sections
2 and 3 of the present article and imported with-
out authorisation of the parties interested into
a country where they would not be legal may be
enforced there."

"The convention is to be ratified by 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 in-
expenditure 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 by Professor Bell

Set Forth by Sir J. H. A. Macdonald—Letter

from Mr. Henry Cowen, of Berwick-Upon-

Dear Sir: Between talking machines and aeroplanes there may be a great gulf fixed, but
there is a lesson which we may learn in this case.

In 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 even-
ing ago by Sir J. H. A. Macdonald, himself an
Interim Justice Clerk of Scotland. The lecturer dealt
with great inventions, such as the discovery of
steam power, the telegraph, telephone and phone-
ological research, 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 re-
gard 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 man-
ner, or by means of an electrode fashioned to
act conjointly with the atmospheric electricity.
Sir 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 ma-
materialize electric disturbances will become a
thing of the past.

A remark made by Sir J. H. A. Macdonald
might with advantage be made of a note by
Mr. E. Sauerland, Chemische Fabrik, Berlin. Mr.
Sauerland was referring to the possibility of
generating electricity from the atmosphere.
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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 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 received 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,
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—Manager Dittrich's 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, Dec. 1, 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 encouraging 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 hopes 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 he is rather dubious as to whether or not they will make a fair showing during November. A "rush" order was received for the week before Christmas 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 deal 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 record 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, and it is now充实 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, and in machines. The wholesaler 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 record numbers and a special order was placed for 1,000 records. 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 now," he says, "is that 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 Hundred Auxetophone Instruments, 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 complaintant agreeing to commence the examination of witnesses once the defense was asked to withdraw 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 mailed 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 announced a reduction on reproductions, both 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 knifed double column in bold type tells the story.
COLUMBIA CO.'S NEW POLICY.


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 message, General Manager Geo. 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 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, energies and enterprise procures 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."

"Firstly," 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:"

1. An agreement is signed on the part of the jobber is allowed to sell goods within the described territory, and at the same time he has the exclusive handling of our product over the territory which is allotted to him."

2. 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 they are protected against the establishment of de

3. The discontinuance of our seven and ten-inch cylinder records is rushed with orders. The "Condor" needles are giving a splendid trade on his famous "Condor" cylinders."

4. The appointment of exclusive Jobbers or distributors in exclusive territory. This 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."

5. 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:"

6. An agreement is signed on the part of the jobber is allowed to sell goods within the described territory, and at the same time he has the exclusive handling of our product over the territory which is allotted to him."

7. 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 they are protected against the establishment of de

8. ..."
COLUMBIA DOUBLE-DISCS 65c.

Music on both sides!

Two records at a single price!

35c.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORD 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 Re-called 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 about to make a call in and destroy phonograph records of the voices of the Kaiser made by Dr. E. W. Scripture, of 87 Madison avenue, did not cause much concern to Dr. Scripture this winter, as he was for 18 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 rec-
ords," he said, "I know nothing of it. I would be consulted in such case. I believe the rec-
ords are here and were given to us to keep, and that is where they will stay.

Dr. Scripture said that he made five sets of records of the Kaiser's voice. No other records or reproductions of records exist.

One is kept at the head of the German Institute, another in the Congressional Library, and a third in Yale University. The other two have been kept by the Kaiser.

The records are all in original composition of philosophical and moral tone. It was spoken into the phonograph in German. A translation by Dr. Scripture printed in The Century Mag-
zine was published.

"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 every day, even though you have not what you desire. 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 we cannot understand it. When even something injures us or something hurts us, who can know but that it is necessary for the benefit of the whole creation?"

"Even when something injures us or something hurts us, who can know but that it is necessary for the benefit of the whole creation?"

"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, but decided to make a rec-
ord 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 define himself absolutely in his scientific studies."

WURLITZER CO. EXTEND LEASE

Record Expert Wants Position

Expert master record maker (cylinder) with 17 years' experience, able to make cylinder records in all departments, to accommodate any machine; will work alone or with others.

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, Chicago Office Talking Machine World, 156 Wabash Ave.

POSITION WANTED BY REPAIR MAN

Repair man, thoroughly experienced and re-

BARGAIN IN ENVELOPES

For Sale—Record envelopes eight-inch size, extra strong, $1 per thousand. Quantities as de-
sired, cash. Address Record Envelopes, 314 Wil-
loughby Building, Chicago.

SALESMAN WANTS POSITION

Experienced Outside salesman, who made the mistake of his life, by getting into another line, wants to cut back to the talking machine busi-
ness. Will go to any part of the world. Ad-
dress WICK, care Talking Machine World, 1 Madison Ave., New York, U. S. A.
TIMELY TALKS ON TIMELY TOPICS

Once more the apparently interminable copy-right 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 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 in the next or Sixty-first Congress, that convenes in December, 1909.

The new company referred to in last month's 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 in Europe and the reasons therefor will be read, 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.

The election of Taft to the Presidency, which 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 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.
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 in no 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 for its jobbers, being in line with the Japanese attacke of their foreign department. The work was done entirely by hand and occupied a month in its completion.

In size the original copy is 4½ x 2¼ feet, and is marvelous in its execution. This has been reduced to a sheet 9 x 12 inches, and lists 658 records. The following are 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 a female voice; and fifth, the character of the selection. The sheet can be read if not written, 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 typed and hand-set 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 dragons, a green color 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, the color desired in the possession of other than the privileged class merited death. Red was substituted, and then there was no objection. This blank solved a vexing problem and is regarded not only as a happy conception, but commercially of great value. The original has been typed and hand-set in the office of Edward N. Burns, manager of the Columbia Co.'s export department.

W. J. 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. as a 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 Piano Co.

McWilliams is an enthusiastic young man and a fine salesman.

**GEORGE N. NISBETT RESIGNS.**

(Special to The Talking Machine World.)

George N. Nisbett, manager of the wholesale talking machine department of Babson Bros., has resigned. Mr. Nisbett is 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 1907, when he went to Babson Bros. and opened their wholesale department. Mr. Nisbett has several propositions under consideration and will probably close with one of them very soon. 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 large falling off in the total of defaulted indebtedness than in the number of commercial failures. 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 1897 there were 1,038 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 $663,181, comparing with thirty similar failures last year, when the amount involved was $8,144,215. Manufacturing failures were 275 in number and $4,277,438 in amount. Manufacturing failures were 275 in number and $4,277,438 in amount. Manufacturing defaults last year, when the amount involved was $10,957,598. Trading failures were 799, against 849 last year, and liabilities of $7,313,110 compared with $5,649,065. In the third division alone does there appear any material increase over last year's losses, 45 failures for $1,951,338 comparing with thirty-five for $1,069,348. This decrease was due to one or two speculative failures, one brokerage house making the entire difference.

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The December list of Zonophone doubleside records are twenty-five in number, as they are aptly described, "two songs with but a single disc." The Universal Talking Machine Mfg. Co. of New York City, in their catalog, is striving to "give every other record at any price enjoy the estate of the national manufactory, superior quality, musical or technical, as Zonophone records. Their artistic interpretation of music, the highest attainable, creates the "Zonophone" name, a synthesis of "Zo"--natural tone, together with 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 continue to manufacture singleside 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 size or style of TALKING MACHINE or PHONOGRAPH.

PRICE $1.00 EACH

Manufactured by

THE MELLO-TONE CO.

SPRINGFIELD, MASS.

New York Office and Export Department

92 Beaver Street, New York, N. Y. A.

MELLWOOD TONE is the perfect phonograph attachment for modifying and regulating the volume of sound on any size or style of TALKING MACHINE or PHONOGRAPH.

PRICE $1.00 EACH

Manufactured by

THE MELLO-TONE CO.

SPRINGFIELD, MASS.

New York Office and Export Department

92 Beaver Street, New York, N. Y. A.

The "**MELLO-TONE**" is the perfect ATTACHMENT for modifying and regulating the volume of sound on any size or style of TALKING MACHINE or PHONOGRAPH.

PRICE $1.00 EACH

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New York Office and Export Department

92 Beaver Street, New York, N. Y. 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.

Mr. Dixon justly enjoys the reputation at Dublin.

It is announced urbanity and a gentleman in every sense.

new gramophone salon in Belfast.

The genial general manager of the Gramophone Co., London, exhibited during the last week of Octo-

ber 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., Sydney W. Dixon, paid a friendly visit to Bel-

fast 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 talking machine industry.

"he's word is his bond," and accordingly he enjoys the utmost confidence of all gramo-

phone dealers.

THE REGINA HEXAPHONE.

The Regina Hexaphone is the new instrument that the Regina Co., Rahway, N. J., has an-

nounced as a new feature for the new year. It is a multiple cylinder talking machine holding six differen-
t records of standard size, and is operated by a spring motor, and is provided with a coin-

attachment. By means of a tune-selecting de-
fice 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 de-

sired ear tubes are furnished, which admirably adapt it for "penny arcades," as it does the

work of six single cylinder instruments while

occupying the space of one. The Regina Hexa-

phone 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.


May Be Considered at This Session, Although Its Passage Is Not Probable.

(Special to The Talking Machine World.)


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. Carrier, New Hampshire, chairman of the House Committee on Patents, stated he had called to see President Roosevelt, and 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 to

morrow, and that it should be completed this week.

It is announced by Chairman Carrier that the House Patents Committee will meet next Sat-

urday to consider that portion of the new copy-

right bill relating to the reproduction of pro-
tected 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 ware-

houses in Cincinnati, Ohio, Chicago, and New York City, was incorporated with a capital of $1,000,000, for the manufacture and sale of every kind of musical instrument line. The officers of the company will be Rudolph Wurlitzer, president; Eugene de Kleist, first vice-president; Farny R. 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, Farny R. Wurlitzer, E. H. Uhl and James S. Thompson.

The Heirs of De Kleist are of the De Kleist Musi-

cal 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 at 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 163-104 West 30th 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 ques-
tions, 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 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 ma-

chines in design, finish and architecture.

The Victor Distributing and Export Company

83 Chambers Street, New York.
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 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 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 circulators 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.

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

It is an imposing 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, employees 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 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 wondrous 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, Jersey, purchased a Auxetophone to be used in connection with orchestra in the dining room.

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.

For Patents and Manufacturers

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

ECHO-TONE

ONE MODEL

(Interchangeable attachments for all leading machines.)

WARNING!

ECHO-TONE HORN CO.

We Ittrnish dealers with an 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, a view of forty miles. The stack commands a view of forty miles. The stack furnishes draught for six great 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.

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WARNING!

ECHO-TONE HORN CO.
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 of the Ohio Association of Talking Machine Dealers took place in the parlors of the Southern Hotel in this city on November 29, about thirty of the leading dealers of the State being in attendance. After a short discussion the board of directors was appointed, and the following officers were elected to serve for the ensuing year: President, C. A. Cazabon, Wapakoneta; vice-president, Geo. J. Doerrbach, Sandusky; treasurer, J. J. Williams, Zanesville; secretary, M. G. Chandler, Chillicothe. W. H. Snyder, of Columbus, was appointed as one of the executive committee, and four others are to be appointed by the president, the members of which will be 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, adopted. They are as follows, and constitute the first "bill of rights" of a State association of talking machine men:

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

ARTICLE II. The object of the Association shall be for the protection of all subjects which appear to be for the betterment and importance of the talking machine business and to affiliate with the National Association of Talking Machine Dealers.

ARTICLE III. 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, unless 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. The President shall have the power to call together the Executive Committee, and it shall be from the same faculty.

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

ARTICLE V. Conduct of the Executive Committee.

The President shall have the power to call the Executive Committee to meet at any time, and shall preside at all meetings of the Executive Committee, and shall have the power to appoint all the powers of the President. In the absence of both President and Vice-President from meetings of the Association a majority 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 every member of the Association of every meeting of the Association. He shall make and keep a true record of all the communications, 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) payable quarterly.

Section 2. The minutes of the members of the Executive Committee shall be paid out of the funds of the Association, and shall be made available to actual railroad personnel in the manner as the Association may require.

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

ARTICLE VIII. 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 publishing 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 a variety of the machines manufactured by the Victor Talking Machine Company, the Edison Phonograph Company, or the Edison Mutoscopic Company, or any one of either of the said companies. This section does not refer to Victor or Edison dealers who are dealers in any other line of business than the regular twelve-inch, ten-inch foreign or best record, Edison, or Edison Mutoscopic.
BOSTON'S BUDGET OF NEWS.


(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 few 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 New England, for the simple reason that there are living here.

Friends scan every automobile closely, especially the spirited and proves an easy seller.

The Columbia Co., the record is being advertised extensively and the business here was taken over by the Co-Indestructible Record Co., was in town this week.

Foster Co. at Providence, R. I., the American Phonograph Co., is now with the talking machine team that dares face them.

Harry J. Skelton, who left Boston to go with the Pike Talking Machine Co. made a great "Lauder week" here.

Manager Howes, of the Houghton & Dutton Sons, has gone back to Philadelphia.

Dr. William T. Bull, who is said to be the victim of a malignant and mortal malady, and who has had a number of skilful operations in 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 short part of the afternoon the afflicted singer 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 a surprising 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.

VICTOR ENTERTAINS DR. BULL.

The Noted Surgeon, Fatally Ill, Much Pleased With a Program in Which He Heard His Favorite Singers.

Dr. BlackmanReady 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 to 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 twofold, first to illustrate to the audience, and second, to deliver in article by special made records lectures descriptive of the illustrations thrown upon the lantern screen.

The third number of Wurlitzer's Recorder is out. Maurice Reid, from the New York office of the Ohio Talking Machine Dealers' Association, which clearly manifests their desire to promote the interests of the association.

Other Items of General Interest.

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.
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.
Talking Machine Business Running Close

Talking Machine Business Running Close to October Figures

The past fortnight's business in the talking machine line has been swinging along in a manner strongly reminiscent of the period prior to that of December 1907, but has been materially larger than October of this year. Moreover, business steadily increased in volume all month long and towards the latter part orders for the next month came in at a rate faster than can be taken on a stockout of new machines. Travellers from the field state that dealers are not only having larger sales and are looking for a really excellent holiday trade.

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, Milwauk ee, 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 new Star machine, the 20 Star, promises to prove remarkably popular. It embraces no less than 14 models, ranging from a 10-inch machine up to the new "Cabinet" machine, retailing at $17.50 and $25.00. The style 20 Star promises to prove remarkably popular and some large orders have already been taken in Chicago. The new Star machine at 50 cents is meeting with ready approval, according to Mr. Hill, who was formerly for several years with the Hawthorne & Shebe 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. Mr. Hill is very enthusiastic over the big line of Star machines, which embraces no less than 14 models, ranging from a 10-inch machine up to the new "Cabinet" machine, retailing at $17.50 and $25.00. The style 20 Star promises to prove remarkably popular and some large orders have already been taken in Chicago. The new Star machine at 50 cents is meeting with ready approval, according to Mr. Hill. Horace Shebe, of the Hawthorne & Shebe 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 specimens and have a steady demand for it than to sell a hundred at a profit of a dollar apiece and then sit and wait." These machines are all modeled with novelty 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 interest and when placed on the market, and richly deserves the recognition he has received.

The W. A. Deco Co., of Sioux City, Ia., who are exclusive Columbia jobbers for the western part of the State, have announced a graphophone re-also at their retail warehousing. December 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.

The demand for Victrolas must be something terrific. Even comparatively small country dealers are having larger sales and are looking for a really excellent holiday trade. From all reports the big manufacturing companies must have been run through the mill himself.

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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.

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 the balance of next week at the Edison and Victor factories and in New York.

Kreiling & Co. are experiencing an increased demand for their "Tie-it" all metal, ball joint horn connection for cylinder machines. This meritor-

ious 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 ma-

Chances of coming in and buying disk machine goods to buy records. This gives the dealers an oppor-

There are 28 pages of reading matter and the balance of next week

A meeting of the executive committee of the National Association of Talking Machine Jobbers and Dealers will be held at the Chicago Athletic Club, Sunday November 29th. All of the mem-

The Bismarck Hotel and restaurant on Ran-

The Viascope Mfg. Co., manufacturers of mov-

Two new applications for membership were received. President J. F. Bowers acts as host at Chicago Athletic Club.

Executive Committee of Jobbers' Association Meet.

The TALKING MACHINE WORLD.

THE TALKING MACHINE WORLD.

THE TALKING MACHINE WORLD.

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.

P. M. Ravenskilde, a Jocker of Cabery, Ill., Puts Attachment on the Market Adapted to Use With Cylinder Machines—The Device Is Most Interestingly Conceived.

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 usual jobbers, we will, with this connection in 1 dozen lots, PREPAID at $3.00.

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

IT'S ALL IN THE BALL.

"TIZ-IT" (TRADING NAME)

Creiling & 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 Harrissville Talking Machine Starter, as the inventor terms it, is susceptible to a wide variety of usage. The present model is adapted 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 where 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 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 expected that the additional business obtained from other dealers. Consequently, every present Edison dealer who orders of new firms and that the additional business obtained from the protected dealers will more than offset the additional business obtained from the dealers."

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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 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 a cost or a particularly good purchase at say 10 per cent. advance. If these bring work toingers 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 your 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, their neighbors share in the general prosperity brought about by the aggressive and growing policy.

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 earliness can lose.

Edison Jobber

Zonophone Distributor

New Design
Wooden
Disc Record
Racks

Wire
Record
Racks

RECORD CABINETS
SPRING
for all makes and size machines

Stereopticons, Post Card Projectors, and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

THE SEVEN MUSICAL AGES OF MAN UP-TO-DATE

VICTOR-AUXETOPHONE RECITAL.

Scott & Jones Co. Entertain Large Audiences at a Special Concert in Youngstown.

(Spring to The Talking Machine World.)

Youngstown, O., Dec. 7, 1888.

The Scott & Jones Co. talking machine dealers of this city, gave the 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 Mr. Adelmer.

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, Mine. Schumann Helck 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.

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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, Dobber and Stevens, with the gorgeous rugs, beautifol mantles, 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 Knebworth building, Fifth avenue and 14th 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 been accomplishing.

HOW IS YOUR SYSTEM, MR. DEALER?

Talking of system, J. Newcomb Blenman, 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 holder."

"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."
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 downtown store by Peter Bacigalupi & Sons. They have secured a large first floor and basement store near the Elders 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 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, which will be pushed more vigorously than before, and one for the I. C. B. language course.

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 Victrola 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 as the present contest is heating up the most of his attention to his store at Spokane, Wash. He is just preparing to carry on there.

Kohler & Chase have been holding a big sale of ten-inch records, selling the regular 50-cent size for 25 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 Elders Music Co.'s Market street store.
Cleveland's 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 total 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 evident. Talking machines would certainly bring out, together with new improvements in various directions, is attracting attention and adding to the impetus of trade.

A case also worthy of 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. 429 Prospect street, and 1831 W. 23th street, and sold the latter to John Reiling, who will continue an exclusive Columbia sales 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 $7,000 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 is well, "and record sales have increased 50 per cent. in the past month.

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 phonographs, talking machines, moving picture machines and supplies, phonograph 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. Dickin- son, 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 machine business.

THE TALKING MACHINE WORLD

The Running Skilde Talking Machine Starfer
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 made yourself. Can be attached instantly by a child. Is a perfect device. Does not get out of order when not in use.

ORDER NOW, PRICE, 55 CENTS.

Order sample today. If not satisfactory send back, and money will be refunded.

P. M. RAVENSKILDE
CABERY, ILL.
THE REGINA HEXAPHONE

A New Instrument for the New Year!

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.

RAHWAY, N. J.

BRANCHES:

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago
INVENTION OF MOVING PICTURES.

J. W. Thompson, in a recent letter to the writer, says: "Will you kindly inform me through The World who was the inventor of moving pictures; state something of their evolution."

The question is 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 is applied to the intricate process by which the moving picture has been evolved.

Chronophotography is a method by which motion pictures are taken. The first was 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 interior and position of the planet Venus. This experiment was the first real achievement in the art of chronophotography, for although others had attempted before that time to accomplish the same feat, their ideas had invariably proved incorrect in practice.

Following this achievement of the scientist Muybridge, a noted photographer of San Francisco succeeded in reproducing by means of 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 multiple pictures. The experiment was conducted with a series of multiple cameras. From twelve to twenty-four were placed 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 is the basis on which 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 jobber 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 in the same sort of way where we take the liberty of reproducing it for the benefit of the trade at large:

"Every wheel that turns must have play or friction, so that the 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 when 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, 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 lock 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.

"Records 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 fingers 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 points 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.

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"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.

CLAMP SCREW.

"To ascertain if horn is correctly hung, slip rubber off speaker. It should point toward center of cylinder; remove all surplus rings from horn.

Horns.

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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 country 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."
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 aesthetic 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 Hoerbach, Patrick Reinhauser, Carl Pretzelfeller and Alderman Guffy, of Harlem.

Alderman Guffy, of Harlem.

Aldermen Von McCrum, Prof. James Crystal, of the South Brooklyn district; Alderman Von Hoerbach, Patrick Reinhauser, Carl Pretzelfeller 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 music of the ancient seas and forests, as well as the music of Orpheus, might be re-produced for the twentieth century ear to hear in its ravishment.

By putting a medieval 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 up and down 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 was evidently back under the trees of Lebanon.

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 new instrument—true. 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.

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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 3 inches square—an ideal parcel for carrying or handling and impervious to damage.

ATTENTION, MR. JOBBER AND DEALER!

The New Munson Folding Horn

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.

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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 Munchusan 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 New York and suburban origin.

RECORD BULLETINS FOR JANUARY, 1909

NEW VICTOR RECORDS.

5139 A—Mozart—Symphony No. 35, 4th Movement
5140 A—Mozart—Symphony No. 35, 1st Movement
5141 A—Mozart—Symphony No. 35, 2nd Movement
5142 A—Mozart—Symphony No. 35, 3rd Movement
5143 A—Mozart—Symphony No. 35, 5th Movement
5144 A—Mozart—Symphony No. 35, 1st Movement
5145 A—Mozart—Symphony No. 35, 2nd Movement
5146 A—Mozart—Symphony No. 35, 3rd Movement
5147 A—Mozart—Symphony No. 35, 5th Movement

NEW DOUBLE RECORD ZONOPHONE DISCS 10-INCH.

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5142 A—Mozart—Symphony No. 35, 3rd Movement
5143 A—Mozart—Symphony No. 35, 5th Movement
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5146 A—Mozart—Symphony No. 35, 3rd Movement
5147 A—Mozart—Symphony No. 35, 5th Movement

UDELL CABINETS

For Disc and Cylinder Records

YOU should sell a Cabinet to keep the Records in every time you sell a machine. It will not take much talking on your part to sell Udell Cabinets. They speak for themselves. We are proud of them.

Our dealers sell them all at fine prices.

Write for Discount

THE UDELL WORKS

INDIANAPOLIS, IND.

Dealers don't keep Udell Cabinets, they

S E L L  T H E M.

No. 429, Disc Record Cabinet

Height 31 inches, width 18 inches, depth 14 inches. 3-inch Cylinder Records. 72-10 in. Disc. List price 1.00.

Write for Discount

ARCHIE M. UDELL, Pres.

UDELL CABINETS

INDIANAPOLIS, IN.

Dealers don't keep Udell Cabinets, they

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UDELL CABINETS

INDIANAPOLIS, IN.
COLUMBIA 10-INCH DOUBLE-DISC RECORDS.

A 102 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

A 103 Uncle Josh and the Sailor. Talking record by By George. Tenor solo by Henry Burr.


A 113 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.


A 119 "Merrily We Roll Along." Tenor solo by Henry Burr. Orch. accomp.

A 122 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

A 125 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

COLUMBIA "BC" CYLINDER RECORDS.


S 5187 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.


922 La Boutique Fantasque. Soprano solo by Frederick Wheeler. Orch. accomp.


MISCHA ELMAN'S SUCCESS.

Dealers Would Do Well to Stock and Feature Records by This Artist.

Following the appearance in New York of Mischa Elman, the young Russian violinist, who scored such a great success in Europe, where he played with the leading orchestras of that country, he will make a concert tour which will cover almost every large city in the United States.

COLUMBIA 10-INCH ZONOPHONE RECORDS.

1194 Grandma (Snyder)

85176 The Phantom Brigade.

1189 March-The Irish Boy.

5165 A-On the Banks of Allan Water (Old Eng. ballad)

928 Hark the Herald Angels Sing (Christmas carol).

926 Introduction

A 5082 Rainbow.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1261 Humorous Paraphrase on "I'm Afraid to Come Back Home." Played by By Ray. Bass solo by Frederick Wheeler. Orch. accomp.

1262 Martha, Overture

10041 I'aulina, Otto and Fido Ada Jones and Len Spencer

10040 Uncle Josh in a Roller Skating Rink Am. Symphony Orchestra

10047 Black and White Rag Am. Symphony Orchestra

10048 Uncle Josh in a Roller Skating Rink Am. Symphony Orchestra

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

10039 Wild Cherry

10038 Good Evening, Caroline

945 In Dear Old Yankee Land.

944 Waltz

943 It's Never Late, MI Morning

939 The Nightingale and the Frog.

938 The Tempest

937 It's Never Late, MI Morning.

936 Larboard Watch.

935 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

934 Taffy, You Tiller. Soprano solo, by Ada Jones.


932 Hark the Herald Angels Sing (Christmas carol). Tenor solo by Henry Burr. Orch. accomp.

931 A Busy Week at Pumpkin Center. Talking record by Cil Stewart ("Uncle Josh"). Soprano solo by Ada Jones. Orch. accomp.

930 B-Wanderer's Night Song. -Goethe-Rubenstein

929 Introduction

928 Hark the Herald Angels Sing (Christmas carol).

926 Introduction

925 Hark the Herald Angels Sing (Christmas carol).

924 Hark the Herald Angels Sing (Christmas carol).

923 Hark the Herald Angels Sing (Christmas carol).

922 La Boutique Fantasque. Soprano solo by Frederick Wheeler. Orch. accomp.


THE 1010 SPECIAL 150-Peg Cylinder Record Cabinet Is a Trade-Winner

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

H. A. WEYMANN & SON, Inc.


WEYMANN BLDG., 1016 Chestnut St., Philadelphia, Pa.

FOR TALKING MACHINES.

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

It Absolutely Prevents Rust.

NYOR

Sales Quadrupled in 1907

1906 1907

WILLIAM F. NYE

NEW BEDFORD, MASS.

This is a tipster for live talking machine men who should stock and feature the records made by this violinist—one of the greatest who has thrilled thousands 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 same hit: someone hopeful, someone contented.

(Usa praise the Youth who travel with the crew!) Someone sticks it in, joved and jumblined, and it's some- times shy, a long time.

While its voice is rather limpid and naif. In the silence of the forest, rifles stink and campfires low;

Browned and bearded faces thoughtful, lighted by the fire: Eyes:

Dear old Death, of long acquaintance, breathing some:

A cause: a squabbly, squawking, elbowing into the bushes: "OEve!" Eeve! "Bree!" "Stars and Stripes!" "ever!

Playd by Sonna's band—Upro! Upro!

For the b-a-s-o-r-u-p-phonograph:

A grunting, grizzly galumphing, a grumbling at the bellows:

It speaks of seas and cities and of treeming quays and boats.

Then changing to another tune and muffing all the voices:

It warns words that bring a sob into unwriling threats:

The sail, the silence slides away; the campire fades from view;

The forest dark is lighted and old Death himself slips through:

The voice metallic jangles on the thoughtful faces of someone young.

While the jumpin box bees spitfulte the feeble records turn.

"Blup-bloop-blooping—Blow—Bleow—Bloop!

Song by the Queen City quar-tette.

For the b-a-s-o-r-u-p-phonograph:

The night winds are whispering bizz bizz!

Someone sings a tribe wistful: someone hopeful, some:

one young:

Someone hides in nervous cadence as a dare.

Someone grows a tribe roughly as by quick emotion stung:

When the bunting flag pikes a silly air.

In the silence of the forest, rifles stuck and campfires:

Gr blinds the gibing voice metallic of the things we used to know.

Oh, a peaks of home and dances: of the jangling city's sire.

And it brings us in the houses quiet, holy thoughts of Her!

"Breeezz bizz bizz! Brreez bizz bizz!"

As sung by Miss Hilda-br-r-br-r—Jones.

For the b-a-s-o-r-u-p-phonograph.

A whisky breath may cause some customers to surmise that you have a cold, but most of them, especially ladies, will simply think that you are not the man they care to deal with.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)


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, 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.


This invention relates to horns for reproducing 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 cabinet 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 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.


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This invention relates to improvements in talking machines, and the object of the invention is to provide a phonograph sounding 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

MIRAPHONE

Combination Music Box and Talking Machine

In every respect a superior instrument Musically and Mechanically, Giving you and your customers splendid value.

Write for Catalogue, Terms and Prices

Jacot Music Box Co.
No. 39 Union Square, New York
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.

In the first step in practicing the invention is to produce the original record. It is preferred that this record be made upon a 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.

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—

DURING the next Exposition at Grand Rapids in January we want every talking machine dealer who can to meet us on the sixth floor, new Manufacturers Building, to see some new interiors. We are uniting in our efforts to furnish the most convenient, roomy and economical cabinet interiors possible, and will always be found in the front ranks.

Right through the busiest season we have been able to handle all orders promptly and our customers have profited by this. We can’t get along without your business, and we want you to keep in touch with our line and always know the latest on the market.

Write to
Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.
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 means to support the same in the horn or reproducer having the attachment connected thereto. Fig. 2 is an exploded 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.


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 reproducer having the attachment connected thereto. 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 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 as it appears in the groove-neck of a machine; Fig. 2, a side view of the diaphragm showing the same supported in the horn of a talking machine; Fig. 6, a detail rear side elevation of the horn, 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 styli into operation position with respect to the record surface, and said styli being adapted to operate upon phonograph records of different pitch; for example, one stylus may be arranged to operate 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 styli is in operative position, and Fig. 2 is a side view of the same.

“NEEDLES”

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

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

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


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 pivotally attached 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 styli into and out of operating position with respect to the record surface, and said styli being adapted to operate upon phonograph records of different pitch; for example, one stylus may be arranged to operate 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 styli is in operative position, and Fig. 2 is a side view of the same.

This invention relates to phonograph reproducers which are provided with a pair of reproducing styli adapted to track records of different pitch, as, for example, records of one.
hundred and two hundred threads per inch respectively, said styliuses being mounted in a support which may be moved or shifted so as to be adapted to any said styliuses 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 styliuses 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 stylius lever is used and the same is pivoted directly to the floating weight in the usual manner, and a support for both styliuses or other devices is pivotally mounted upon said support. 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 stylius lever of Fig. 1, and Figs. 3 and 4 are side elevations of modified forms of stylius lever and stylius support. PHONOGRAPH REPRODUCER. Delos Holden, Upper Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J., Patent No. 904,593.

This invention relates to phonograph reproducers which are provided with a pair of reproducing styliuses adapted to record tracks of different pitch, as, for example, records of one hundred and two hundred threads per inch respectively, said styliuses being mounted in a support which may be moved or shifted so as to bring either of said styliuses 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 styliuses 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 stylius lever is used and the same is pivoted directly to the floating weight in the usual manner, and a support for both styliuses or other devices is pivotally mounted upon said support.


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 stylius and stylus bar is placed on knife edges or points and is pressed against the same by springs or by some other devices. These devices also perform the function of holding the stylius bar in position. When these springs or other devices press the plate against the knife edges, etc., tightly, there is a danger of preventing the free impulses of the stylius 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 center points which enter the center holes in the plate; an arm is formed on the spindle which lies between two spiral or other springs. By these means the stylus will be quite free to react to the finest impulses, the springs having no other function than to hold the stylius 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 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 requirements 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.


This invention relates to phonograph reproducers and has for its object the production of a reproducer having two styliuses, preferably carried by levers which are pivoted to a floating weight, and said styliuses being adapted to operate upon phonograph records of different pitch, for instance, one stylius may be suitable for records having one hundred turns or threads per inch, and the other stylius suitable for records having two hundred threads per inch, both of said styliuses, however, being connected to and adapted to impart vibrations to the same diaphragm.

Figure 3 is a bottom plan view of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is a sectional view, partly in section, showing the index finger for indicating which of the stylus levers is in operative position.


This invention relates to sound-boxes for talking machines, and especially to novel means for mounting the stylius bar of such sound-boxes 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 slits. Fig. 8 is a similar view showing straight knife edges, and a U-shaped spring. Fig. 9 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. 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.

The man who cannot obey orders will never be fit to give them.

WE TOLD YOU SO

Last month we advised dealers to get under cover with big orders, because a wave of demand would be let loose immediately after election that would keep everybody hustling.

Find it so, don't you?

We do. From the way orders are coming in there must be a deluge of business rolling in on the trade. This is going to be the biggest Christmas business, we believe, in the history of the Edison Phonograph.

You want Edison Phonographs. You want Amberol Records. We have 'em. You want Horns and Cranes. We have 'em. Anything you want—we have it. Right in stock. No delay, no bother. Goods shipped the same day your orders are received, whether you write, wire or telephone.

Don't you know it's awfully satisfactory to do business with a house that has what you want when you want it, and ships promptly. Again we say, send in the orders.

American Phonograph Co.
106 Woodward Avenue, Detroit, Mich.
THE TALKING MACHINE WORLD.

Leading Jobbers of Talking Machines in America

THE DITSON STORES

Are delivering the most wonderful TALKING MACHINE NEEDLES ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of GOOD NEEDLES.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, address, from either of our three stores

Chas. H. Dilson & Co. J. E. Ditson & Co. No. 8, 10, 12 East 34th Street No. 1632 Chestnut Street

NEW YORK, N. Y. PHILADELPHIA, PA.

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. VICTOR

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

COLUMBIA JOBBERS
N. W. IOWA, NEBRASKA and SOUTHERN IOWA
Write to-day for terms necessary to become dealers.

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Victor Talking Machines
Records, Cabinets and Supplies

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NEAL, CLARK & NEAL CO.

EDISON VICTOR COLUMBIA

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LARGEST STOCK OF EDISON PHONOGRAPH AND RECORDS IN THE U. S.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.

WHOLESALE RETAIL
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All Kinds of Automatic Musical Instruments and Slot Machines.

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LARGEST STOCK OF EDISON PHONOGRAPH AND RECORDS IN THE U. S.

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

E. T. WILTON & COMPANY
HOUSTON, TEX.
Wholesale Distributors "Star" Talking Machines, cylinders, discs, Cylinders, Records, 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 from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

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 Far-
mam. street, with Mr. J. L. Jones, 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 re-
mained in 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 sen-
sation 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 Bury, the local Columbia man-
ger, has gone with the Schmoller & Mueller-
Music Co., as manager of the department.

TO INCREASE RECORD SALES.

Some Pointers on How to Encourage Your Cus-
tomer to Buy and Then Buy Again.

In a recent issue of the "Voice of the Victor," the Victor Talking Machine Co., discussing methods by which dealers may increase their business dwell at length upon the library plan and a book of the bills. "In making record sales it is a broad plan to encourage your customer to buy with the object of amassing a musical library. It re-
quires time, no matter how enthusiastic he may be, for him to fully realize the great and varied repertoire of music listed in the 156 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 has only bought this or that record instead! - is some-
times 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 cata-
alog 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 interested in forming a good collection of records. He will subdivide the col-
collection himself, according to his own inclinations,

into opera, sacred music, old-time ballads, popu-
lar airs, overtures, marches, dance selections, violin solos or what not.

"Once started on this basis he has a fixed ob-
ject in view - to make his collection as complete as possible. He becomes a careful buyer, but a better buyer. He will place an artistic value on his records, and, what is more, pride himself on his
selections, which naturally enough keeps his en-
thusiasm 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 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 probably develop after he gets back home. It is easily possible that a merchant may get from one hour in mar-
ket 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 terri-
tory for a couple of weeks, recording a great Thanksgiving dinner under their own fig tree.

"Alas," confessed the penitent man. "In a mo-
iment of weakness I stole a carload of brass fit-
tings!" "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, whistlers and all, who are about to climb down a chimney with a victor machine in his arms. The poster shows a valued addition to the most elaborately arranged Christmas window. They are most artistically, and executed.

To American Dealers:

HERE IS YOUR OPPORTUNITY TO SECURE TRADE WINNERS

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

We have just issued a superb cata-
logue, 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 ware-
room. The scientific combination of the strings with double sound board enhances the natural tone. Disc records of any size or make can be used on the "KLINGSOR" machine, some of which are fitted with coin-
operating attachments.

This is a marvelous product, original in every way, and American dealers who desire some-	hing 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.
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 congratulatory and good wishes that have been received by this office from loyal members of this trade. No one is more enthusiastic or confident in the future 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 the public which is so closely in touch with conditions in all parts of the country.

The secret of the increasing demand for postcards lies not so much in the fact that they are a single track of the population of the globe, Safety Razors seem to us to be about to fill the bill.

The oscillating strain on movable parts.

The best thing about these songs is that they are so simple that it can withstand the hardest usage, and absolutely flickerless.

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 no one more fully realizes the limitations of the industry, than those who have studied the situation.

The Viewscope Special

Now Ready

After years of study we have perfected a moving picture machine void of 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.

The VIEWSCOPE SPECIAL

NOW READY

VIASCOPE MFG. CO. - CHICAGO

Department A, 112 East Randolph Street

Ballads, Pathetic or Humorous. Thrown in With the Views.

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

SIDE LINES FOR THE TALKING MACHINE TRADE

The white flyer roller skate is another new venture in the Windy City. The action construction is the tuntable principal, not on an angle, but in an upright position, thereby centering the drinking capacity.

Every retail dealer, large or small, who sells on credit is deeply interested in the cash system. It may be said that 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 merchant in the small business, for it 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.

The Picture show singer.

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 entitled. If a woman the lyrics will be all full of woe. 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 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 prevalent 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, skis, 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 special care in the dressing of the windows. The buying public is on the warpath for scalps. Their palms are just itching to get rid of 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 reinvented 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 sapoilo.

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 does not have shoes, Safety Razors seem to us to be about to 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 savior of time and labor. Even lovers who are credited with writing volumes find more enjoyment 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. That 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 reasonable.

We notice that a New York house has just brought out what they call “Little Clunker 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 type with Besser steel runners. Substantially built and of attractive design, it should prove popular with all young folk.

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A Chicago company have just marketed a folding type with Besser steel runners. Substantially built and of attractive design, it should prove popular with all young folk.
"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 cooperation 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 NEW YORK CHICAGO
702 Kimball Building 702 Times Building 702 Stock Exchange Building
with a scene of truly tropic vegetation and in a
brilliant sunshine that almost makes one see infrared
running along a wall and peaks shimmering.
There are winter scenes, too, which look like
nothing so much as the skating choruses or the
"Foot Bound Brook" we all used to.

The singer arises and begins to sing a voice that sug-
gests the need of filed or cultivating intonos
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
grapnel after another with a thoroughly uncom-
fortable look on her face, which is in line.

This gives us an opportunity to examine the
TEN YEARS' EXPERIENCE

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. Johnsville
MULTIPHONES

TO BE SOLD

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 nickeled, 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