Has Your Talking Machine Business Fallen Off?

Are your hands tied by restrictions which eliminate all chance of pursuing a progressive and stimulating policy?

Are you compelled to divide your just profits with a dozen other firms in an over-crowded territory?

If you are facing this problem and want to know its solution, write us concerning

The Exclusive Echo-Phone Agency

Larger sales, bigger profits and no competition is what we offer you.

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK
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
A SIDE LINE THAT SELLS ITSELF

SENeca CAMERAS AND SUPPLIES

The talking machine and the Camera are marching down the highway of civilization hand in hand. They appeal to the same class of people. The pleasures that enchant the ear in a talking machine are rivalled by the joys that confront the eye in the Camera.

Successful Camera selling would require no extra help.

Make no added expense.

Demand no technical knowledge.

Involve no great investment.

You sell talking machines—why not sell Cameras too?

Are you interested enough to write and ask us what there is in it for you to handle our line? We think so. In this connection it is appropriate to remark that we do business in a fashion, without any trade agreements or trade restrictions. Until we hear from you we beg to remain.

Yours for increased profits.

SENeca CAMERA MANUFACTURING CO.

Largest Independent Camera Makers in the World

ROCHESTER, NEW YORK
THE UP-TO-DATE POST CARD SPECIALIST

INCREASES HIS PROFITS BY ORDERING

VIEW POST CARDS from Experts

We are
Expert Publishers
of
VIEW POST CARDS

OUR POST CARDS ARE MADE IN THE BEST FACTORIES. CONSEQUENTLY WE OFFER ONLY THE BEST QUALITY WORK.

Our new color system enables us to follow more closely than others the color scheme furnished by customers with their photographs.

WE MAKE DELIVERY AT THE TIME AGREED UPON

We do not publish a larger quantity than your order calls for and then offer the excess quantity to your competitors at a lower price than you have paid.

For several years we have given the publishing of View Post Cards close and exhaustive study and are now the LARGEST PUBLISHERS OF VIEW CARDS in the United States and Canada and therefore believe that no other firm is in a position to make a more attractive offer than we.

We make 10 different styles of View Cards, including
Black and White, Hand Colored, Blue, Green and Brown in 500 of a subject and upwards.

Best Grade in Colors — 6 to 10 Shades — including
Our exclusive styles, Octochrome, Newvochrome, Mezzochrome, Photochrome, Sextochrome and Triotone in 1,000 of a subject and upwards.

PRICE from $4.50 to $12.00 per 1,000

If interested, write us — we will at once forward you without cost, our booklet, with a full line of samples and all needed information so that you will know exactly WHAT TO DO, HOW TO DO IT, and WHAT WE WILL DO FOR YOU.

REMEMBER: — EXPERT SERVICE—BEST QUALITY WORK—PROMPT DELIVERY—CLOSE PRICES—A SQUARE DEAL

Orders placed now will be delivered in ample time for the Spring trade. Shall we send our catalogue of Fancy Post Cards?

THE AMERICAN NEWS COMPANY
Post Card Department
DESK R
NEW YORK CITY, N. Y.
Opportunities for Business Broadening

The first of the year is an excellent time to inaugurate new departures in business, and with the first 1909 issue of this publication we have commenced a new feature which we term "The Side Line Section." The field has been covered in a departmental sense for some time, but according to our views the time has arrived when the subject demands an enlarged treatment.

Our readers will see at a glance that this is a move which means a business broadening for all who desire to extend their lines. It means that we are going to place thousands of our subscribers in direct communication with special products which can be handled harmoniously with talking machines. Close to market as we are we shall at all times be able to place our readers in touch with specialties of many kinds.

There are thousands of dealers who are bright, energetic business men who have attractive establishments located in the principal business thoroughfares of many cities throughout the land, who are desirous of increasing their business incomes.

That is a laudable ambition, truly, and The World proposes to assist them along the right path. We propose to place them in direct communication with manufacturers of whom it will pay to know.

There are many side lines which can be handled advantageously, which will not occupy great space in the stores, and yet will be instrumental in increasing sales and drawing more dollars to the coffers of business men. The more people that can be drawn to a store, the better it is for every department of that store.

To-day people visit exclusive talking machine stores with but one purpose in view, and that is to purchase talking machines and accessories, but if some specialty, some novelty, is in the window, it interests them. Frequently they will step inside to buy it, and while in the store it follows as a natural sequence that they will make other purchases.

Therein lies the success of the department stores. A customer enters to make an individual purchase, and before he gets out he buys many other things. A man enters a store to buy a single necktie, and ten to one before he gets out he will make a half dozen purchases.

Now, if talking machine dealers take hold energetically of side lines, they can sell not only more talking machines, but they can sell more of everything, and the Side Line Section proposes to assist them and we shall use every endeavor for legitimate trade development in every direction.

If you scan the pages of this section closely it is certain that you will find much therein to interest you and this is but the beginning of a broader campaign.
The Talking Machine World.

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

SUBSCRIPTION (including postage), United States, $2.00 per year. Canada, $2.50 per year. Foreign, $3.00 per year.

ADVERTISEMENTS. $60.00 per page, single column, payable in advance. Full payment required on insertion in the current issue; will, in the absence of instructions, be inserted in the next issue.

REMITTANCES should be made payable to Edward Parke Otis, at New York, N.Y., or in London, England.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements should be set off in distinct type. No insertions in the current issue will, in the absence of instructions, be inserted in the next issue.

No remittances will be the means of steadily increasing the circulation of this publication; we trust that every subscriber will keep his copy in hand regularly, and order the new records they will see and inspect the new side lines as they are made up by the manufacturers. With such lines installed, at an early date the dealer will have an opportunity to display and advertise them in a manner to attract business when the actual buying begins.

The increasing demand for the higher priced machines and records tends to bring the better class of trade to the store of the average, who are not in the market for what strikes their fancy without worrying about the amount. As they come back each month to hear and order the new records they will see and inspect the new side lines, as they are made up, it will be possible for them to stop naturally, being attracted by the continued display and advertising of small items of importance which naturally exist where only one line of goods is handled and affording an opportunity for better growth with the attendant increase in profits.

In order to attract a customer the first care must be to provide an attractive store; goods well displayed, to be sure. Do not, in the presence of light; the public look for it like ladies. People do not stop before a poorly lighted store, while they linger before a brilliantly illuminated window, they admire, and they order.

It is important to ticket the goods. Out of ten possible customers nine fail to enter the store because they do not know the prices that they will be called up on, the other five examine the prices on the part of the merchant, and they prefer to refrain from asking the price rather than to be subjected to the embarrassment of leaving on the ground that they do not know. The dealer who admits that they are not very wealthy—a declaration that very few people care to make, even to a stranger. Take care, therefore, that the pass-by does not stop because your window knows in advance the amount which he will have to disburse; that disposers of hesitation and facilitates his entrance to your store. He knows that he has an unpleasant surprise to fear, he becomes accustomed to your prices, he returns again to your place because he has become acquainted with you.

The customer who passes by, where the light is not yet won. Do not allow him to wander by himself around your counters, in search of a clerk to wait upon him. If you do not keep a clerk to sit there, and with another customer, invite him to seat and excuse yourself for keeping him waiting. Be prompt to serve him—he may be in a hurry—and your fairness and correctness will strike him.

Never impose your own taste upon the customer. Leave him free to exercise his own appreciation, do not harrass him with solicitations with a view to making a sale of any sort. Make your taste in preference to another; when he asks for a certain article, specifying the size or the shape or the brand, do not say, "That is not made any more." Make it sure, or he will say, "You have something cheaper." For you will thus imply an ignorance or a vulgarity on his part which will be far from pleasing to him.

Adopt a fixed price for your goods, so as to avoid the necessity of bargaining with your customer like the market-dealer.

Exhibit to all an equal courtesy, no matter what the character of the individual or the extent of his purchase. Dealers can never be too careful here. Twenty-five cents to-day may, to-morrow, be a purchase to the amount of a hundred dollars. When the article asked for is not in your stock, do not say, "It is not here," but assure the customer that you may be fortunate another time. Do not display any bad temper over your disability; remain courteous and smiling.

Do not let your goods go out of your store with a bad impression, he or he will return.

And finally remember, as the Furniture World says, why there is nothing complicated about all this and there need be nothing that might at first blush appear, to become accustomed to it, it is necessary sometimes—perhaps always—to do violence to one's own feelings, but the end is not far off, the grumblers, patient with the undecided, agreeable and in good humor with everybody. Once the habit is formed, everything will go easily.

Failures in commercial enterprises are due frequently to the neglect to know accurately the cost of the articles sold—take notice that the word "sold" is used and not "bought," for in the latter case the cost is represented simply by the price paid, whereas to know what they cost after they have passed from your hands is a different and trite matter, and one of the neglect which has spelt failure for many a retailer who, enthu- siastic to give his customers the best value possible, overlooked that it cost him his success.

Every merchant should know the exact cost to him of each individual article he sells and the price he can afford to sell it for with a fair margin of profit, says Business Helps, of London.

In the manufacturing branches of almost every industry the cost is a very unit product. For instance, in a factory controlling a systematic manner on good business principles, the cost of production of each single article is a very small item, whereas to know what they cost after they have passed from your hands is a different and trite matter, and one of the neglect which has spelt failure for many a retailer who, enthusiastic to give his customers the best value possible, overlooked that it cost him his success.

As the manufacturer figures his profit on each single article produced, it will be advisable for the retailer to do likewise. Of course, the retailer, with his comparatively small volume of business, must have a larger percentage of profit than does the producer, but the principle is the same—the difference and very often the only difference between the success and failure of a business is an accurate comprehension of the cost of conducting it.

Retailers generally know in a general way the amount of hire, rent, lighting, etc., but as a rule the real cost of the business, with all the main items and incidentals, is not well understood. Consequently the business is conducted in a more or less haphazard manner, articles of certain grades being sold at standard prices, and if there is a balance on the right side of the year the merchant considers that he has "had a good season."

The profit to be made on each article will depend altogether upon the volume of business, and it is suggested that for setting a standard retailer should use the preceding year's total sales as a basis for calculation.

A stream of opportunities is constantly going by. Pick out the ones you can use and nab them. He who would be a judge of must be able to count on the moment until certainty takes the place of assumption. All work and no play makes Jack a dull boy, and a dull boy will sell very few goods and make many mistakes.

If the man at the front is the man who bears the brunt of the fight. Don't be in a hurry to get there until you are fit for the position.

A good many employers seem to forget that the clerk has the same right to want a desirable boss as they have to want desirable help.
INTEREST in the Gillette Safety Razor is greater than ever since the introduction of the New Process Gillette Blades.

This New Process Blade is the keenest shaving edge ever devised by the skill of man—a new steel, made to special formula. It takes an edge so sharp, a temper so hard and tough that no cutting implement has ever been known to compare with it.

These blades are packed in handsome nickel-plated boxes, hermetically sealed, sanitary, damp-proof, anti-rust and antiseptic—unaffected by a sea voyage or any climate.

There is no razor like the GILLETTE: no handle, no blade like it.

It is the one "safety" razor that is safe—cannot cut the face. It is the only razor that can be adjusted for a light or a close shave.

Any man can give himself a clean, comfortable shave with the Gillette Safety Razor—despite tough beard or tender skin. No stropping; no honing.

The Gillette Safety Razor is easier to sell than any other. It is the only razor backed by broad national advertising.

Men believe in the GILLETTE. Two million satisfied users are talking about it. The GILLETTE is the razor that every man wants.

Dealers all over the country are getting a steady income out of the new blades alone.

Our free printed matter and trade helps are at your service.

Gillette Sales Company
519 Kimball Bldg., Boston

OUTLOOK FOR THE NEW YEAR.

A Leading Business Man Reviewing the Trade Situation, Says That Good Has Come from the Halt in the Hot Pace Which Characterized Industrial and Commercial Life a Year Ago—Every Man Should Now Put His Shoulder to the Wheel.

The opinions of successful business men are read with keen interest in all lines, and the following expressions of George N. Pierce are well worthy of close perusal. Mr. Pierce was a pioneer bicycle manufacturer, and was the first to see the trend toward automobiles, and has built up an enormous business in that line as well. He is of the type of American who does things, and this is what he says concerning the new year. In a chat with The World Mr. Pierce said:

"The trade outlook for the new year is exceptionally bright; the depression of 1908 has passed into history. No tremendous disaster nor any great suffering is traced to this latest depression of business, and it may be seriously argued, from the viewpoint of general economy, that much good has resulted from the halt in the hot pace which characterized industrial and commercial life a year ago. Then credits were undervalued, financial operations were conducted loosely and oftentimes manipulated for selfish ends. Labor of any sort was hard to obtain and high-class workmanship could only be had at exorbitant wages. The most extreme condition was met with in the lack of raw material. Manufacturers, in order to continue in business, had to anticipate their requirements by a full year.

"During the past several months credits and banking have been adjusted and finances are now soundly conducted. The employers now work with their old-time zest at a fair wage. Manufacturers are able to obtain anything they need within moderate time. Best of all is that money tied up a year ago is now in circulation, and the retailer, who for years had carried along dead, or at the best, slow-moving stock, has, by ordering little and selling as much as possible, disposed of surplus stock, consequently there is a very apparent tendency throughout the retail trade to order substantially for 1909. These conditions are gratifying alike to manufacturer and dealer."

"In order that times may steadily improve, it is necessary that every man in commercial life should put his shoulder to the wheel. Every effort should be made to buoy up the public confidence in our governmental administration and in our banks. There is no reason why confidence should not be continued on every hand. So able an administration and such a well-regulated banking system as we enjoy merits nothing but trust from every man. Since the times are steadily improving, and especially in view of the fact that people in general have done but very little purchasing during the past year, except for things strictly necessary, retailers would do well to push their wares. The whole economic system upon which this country operates is fatally wrong unless money is kept in circulation; neither employer nor employee should hoard cash."

"It is high time that every man in business should put his shoulder to the wheel."

In a chat with The World Mr. Pierce said:

"First-class goods, push, perseverance and honest dealings will bring success to any dealer, and it is not only pernicious but actually means ruin to adopt any other policy."

MOVING PICTURES IN HAWAII.

Part Played by Picture Shows in "Paradise of the Pacific"—How a Volcano Was Taken—Hawaii in Touch With World's Progress.

(Honolulu, Hawaii, Jan. 1, 1909.)

A year ago a moving picture machine was a novelty in Hawaii. Today half a dozen creaky phonographs, with horns protruding through holes in fronts of transformed store rooms, call attention to as many separate 5 and 10-cent shows of the motion picture class, in the city of Honolulu alone. Probably five or six more are scattered over the other islands, furnishing never falling entertainment to the hundreds of the motley population which surround them during every day, afternoon and evening.

"Canned theatricals" fill a long felt want in Hawaii. Owing to the 2,000 miles and more of ocean which separates the territory from any other land, the home and heroine of the "realistic" one night stand "melodrama" find it difficult to negotiate the distance, and the territory not having a white population sufficiently large to maintain a stock company, waste amusement hungry most of the time until the picture shows came.

The moving pictures have not only taken the place of the regular theaters, but their comparatively cheap cost makes them patronized far more regularly than the average troop which spends a few weeks here once or twice a year. The cosmopolitan character of a picture show audience is one of the most interesting things to the visitor in Honolulu. The small auditorium will be crowded nightly with several hundred Americans, Portuguese, Japanese, Chinese, Hawaiians, with a sprinkling of almost every other nationality, and admixtures of the whole in every proportion. Old and young, men and women, attend in the broadest kind of democracy. A bevy of white girls, of Honolulu's upper crust of society often may be seen enjoying the active pantomime, while on one side a solemn group of Confucian Chins may be conversing in their native tongue. The audience may be converting one or more demented little polynesian ladies and a whole brood of almond-eyed children; and on the other side a Japanese family may be discussing the mores of the Hawaiians and Part-Hawaiians, and all the rest of the heterogeneous races which go to make up Hawaii's population. As elsewhere, these shows are conscious performances, and the audience is constantly changing.

Several of the theaters are located in the Oriental quarter and draw their patronage almost entirely from themselves and Chinese, and when it is remembered that each one has to pay a license fee of $5 per day, and that the pictures have to be secured from the mainland, at no inconsiderable expense, some idea of the way the places are patronized may be gained.

Hawaii has been fortunate, moreover, in having had as a resident for the past two years one of the most expert moving picture artists in the United States, in the person of Mr. R. K. Benise, whose Hawaiian films have attracted much attention all over the country. Recently he achieved his greatest triumph in successfully photographing on the moving picture film, the tremendous activity of the great volcano of Kilauea. Nearly a month was spent in securing the pictures, a portion of which shows the molten lava flowing like a thick sluggish river as seen by daylight. But the most remarkable, and only thing of its kind ever secured, are his pictures of the lake of fire taken in daylight by its own light. The result is a reproduction, tinted in flame color, that is spectacular in the extreme. Only two copies of this film have been sent to the mainland, where they are being displayed by prominent lecturers, and are making a great hit. In securing the pictures of the...
The Talking Machine World.

9

THE TALKING MACHINE WORLD.

eruption Mr. Bonine found it necessary to en-
case his apparatus completely in asbestos, in
order that it might escape injury from the great
heat, while he himself had to wear a mask and
ghouls, and was able to remain at the brink of
the fiery pit but a few seconds at a time.

WILL J. COOPER.

THE NEW TARIFF ON POST CARDS.

Various Post Card Manufacturers Send State-
mements to Ways and Means Committee on the
Question—High Duty Assessed on Quality
Rather Than Weight Seems to be the Con-
census of Opinion—Some Interesting Sugges-
tions Made in This Connection.

(Special to The Talking Machine World.)

San Francisco, D. C., Jan. 1, 1900.

Among the various statements received by the
Committee on Ways and Means, which recently
held sessions in this city for the purpose of get-
ting information on which to base a new tariff
bill to be introduced at the Congress immediately
following the inauguration of W. H. Taft, a great
many were received from American manufactur-
ers of post cards. The following is a synopsis
of the demands made by the respective concerns:

The Crescent Engraving Company, of Trenton,
N. J., states that 'With the return of busi-
ness prosperity now setting in, the manufacture
of post cards, pictures, and calendars in this
country can be developed wonderfully if foreign
goods are made to pay a reasonable duty. The pre-
cent duty on post cards is only 5 cents per pound,
which is practically nothing on high-priced cards,
as most people buy cards in two or three
amounts to but about 35 cents to 40 cents
per 1,000, and it seems a shame that the post
cards representing views of all American cities
should be made almost entirely in Germany, as
this fact does not feel that the American
manufacturers are going out of busi-
ness if the tariff is not made more protective,
but we do feel that a reasonable increase in the
tariff, amounting to 25 cents per thousand, or $2,860,000.

The price on playing cards, if a duty of 50 per cent. were levied and only $520,-

These cards are imported from Germany alone in one year at an
average of $4.00 per thousand.

The Hagen Lithograph Company, of Minneapolis, who claimed that American post
cards were inferior and that the foreign cards were necessary for the retailer to transact a suc-
cessful business in this country.

CHILDREN AND PICTURE SONGS.

A Man With a Family Thinks the Songs Want Censoring, Too.

A man with a family, who has attended more
than a thousand moving-picture shows in this
city, pointed out the other day that there was
nothing about the entertainment which has
escaped attention, but which was just as de-
moraliSing to the children as the pictures
shown. This feature was the illustrated songs.

"The men who conduct the moving-picture
shows," he said, "have always been on the watch
to keep the moving pictures clean. The Ameri-
can makers of the pictures will not take any
'plot' for a picture show that portrays crime in
any form, or in which vice is triumphant. The
French pictures, however, show such scenes.

"There has not been such care apparently in
the selection of the illustrated songs, which are
an important part of the program in that class
of amusement places. As the songs are sung
the verses are thrown upon the screen. Some
of these songs are highly offensive to good taste,
not to say decency, both in the words and in
the scenes shown.

"Not long since I went into a 'show'
where there were fifty children. After a harmless
and humor-provoking series of moving pictures a
young man got up and sang a cracked voice
one of these offensive songs, while equally ob-
jectionable pictures were flashed for the enter-
tainment of that juvenile band. The scenes
were in a salon, and showed men and women
carousing together. They were offensive to the
eye, but the words of the song ought to have
attracted the censor to them before ever they
were illustrated and sent out to corrupt the
young.

"No series of pictures that I have seen have
ever been so directly indecent. They are watched
too carefully for that; but as a matter of fact
they furnish a too advanced course of educa-
tion for very young children."

PAY TO MENTION THE PRICE.

"Whatever you put into your windows, put the
price on it," says a well known writer. "To fail
to do this is to take about 50 per cent. off the
value of the display. The window displays are
the most important part of the advertising.
To do that they must sell the goods; to sell the goods they must have
the prices on them. There is no getting around
the fact that nine hundred and ninety-nine people in a thousand like to walk into a store and
say, 'I'll take that,' without having to ask what it
costs and perhaps back down if the price is too
high. Men are even more that way than women.
It makes the average man feel about seven feet
high to be able to buy things that way."

WRIGHT & DITSON LAWN TENNIS GOODS

Wright & Ditson
344 Washington St., Boston, Mass.

BRANCH STORES:

13 West 36th Street, New York City
64 Wabash Avenue, Chicago, Ill.
76 Weymouth Street, Providence, R. I.
THE TALKING MACHINE WORLD.

THE SIDE LINE
THAT WILL FIT IN WITH YOUR BUSINESS

REACH
Base Ball Goods

WRITE AT ONCE FOR ILLUSTRATED CAT-
ALOG, IN COLORS, AND FULL IN-
FORMATION WHY IT WILL PAY YOU
TO PUT IN A LINE OF THESE GOODS

A. J. REACH COMPANY
DEPARTMENT A
PHILADELPHIA, PENNA.
PROFIT IN PHOTOGRAPHIC GOODS.

One of the Greatest

Once in a blue moon some super-enterprising

The retailer looking for a profitable side line
cannot do better than investigate the possibili-
ties of building up a trade in cameras and pho-
tography in his particular locality.
The leading makers of these goods are kept be-
fore the public by means of liberal advertising
in the general press, and the dealer has only
to acquaint his own trade with the fact that he
handles such makes to attract business. And
the competition is of the keenest as prices are set
by the manufacturers, and the dealers who at-
tempts to sell a camera below the stipu-
lated price, quality and possibilities therefore
constitute the sole selling arguments, price being
left out entirely.

Another feature worth noting is that a sale
of a camera means necessarily many more sales
of plates or films, developing and printing mate-
rials and various specialties in connection there-
with. Then, too, visitors to the city frequently
find it necessary to get fresh plates or films, and
especially if the camera is of a transit type and
has a large magnifying lens, many of the trans-
ient photographic tradesmen are interested.

Rather than being an expensive luxury pho-
tography is now the amusement of the masses,
for with knockers and cameras selling from $1.
up, and with which highly satisfactory results can
be obtained, there is no one too poor to enjoy
the pleasures of the art. The large camera sale
today means that the purchaser will be a regular
customer next year, and in fact for years to
come, thus proving the basis for an established
and ever-growing trade.

PROTEST OVERRUDED BY APPRAISERS

New York Importers Protest Against the Classi-
fication of Post Cards Under Paragraph 403
- Loyalty as an Employe Sees It

The Board has held that articles of similar char-
acter, whether elaborately or otherwise made, are
dutiable as manufactures of paper, regardless of
whether of paper in more than one thickness or
of the kind used in postal cards, post cards.
The cards passed on were printed cards on
paper, and as such are dutiable as manufactures
of paper, regardless of whether of the kind used
in postal cards, post cards.

"The merchandise consists
of a variety of
articles, chiefly written by theorists and heads of
large establishments, upon the subject of 'Loy-
alty,' and, to be frank, about two-thirds of them
nonsense to me. These writers are very enthusiastic in ascrib-
ing loyalty as one of the prime requisites of an employe, how it means success and advancement
and the appreciation of the powers that be. All
very fine sentiments, to be sure, but loyalty
necessarily confined to one side of the business
family.

An employe is expected out of loyalty
to make his own interests secondary to those of
his employer, but does the employer ever think
of this? He is always looking on the bright side,
and does not give a thought to the employe's
interests. If there were any other form of
loyalty, these cards must assuredly be rele-
vant. But in the all pervading influence of the
ollywood, the cards must necessarily cause such articles to become paint-
ing matter. The cards passed on were printed cards on
paper, regardless of whether of the kind used in postal cards.

"The printing, then, of secondary
importance, these cards must assuredly be rele-
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paper, regardless of whether of the kind used in postal cards.
PIERCE BICYCLES

Of Interest to Talking Machine Dealers

Pierce Agents wanted in every city, town and hamlet

Aside from regular bicycle dealers none can handle bicycles to better advantage than the Talking Machine or Sporting Goods trade. Beware of handling a dead line, however. You want the best that modern factory methods can produce and a brand that is known to the public. Pierce bicycles have always stood out ahead of any other make and they are made better today than ever in the past. As for reputation, the Pierce name is known everywhere and it is always associated with quality.

Assuredly you wish to increase the profits of your business especially when it can be done with little expense or trouble. If you will write us, we will make available to you the best proposition ever offered to the trade.

Send for 1909 catalog illustrating cushion frames, racers, roadsters and heavy service models.

THE PIERCE VIBRATIONLESS MOTORCYCLE

The only machine in the world without separate tanks. The only American made 4-cylinder, shaft drive machine.

The Pierce Vibrationless is in advance of all other motorcycles in many features.

Send for booklet which gives the whole story.

Wherever Talking Machines or Sporting Goods can be sold, there is a market for the four-cylinder Pierce. Not in large centers only, but everywhere the demand exists for this remarkable machine. So many orders have been received up to date, that our 1909 production is all but exhausted. Why sell a bicycle with a motor attached when you can have the agency for the only real motorcycle on the market?

A PROFITABLE COMBINATION

The combined agency of Pierce bicycles and the Motorcycle is a business in itself. Some dealers have no other resource, handling Pierce products exclusively. When you can secure such an asset as a part of your business, isn’t it worth while to investigate? We shall be glad to quote you a proposition well worth knowing.

THE PIERCE CYCLE COMPANY

30 Hanover St., Buffalo, N. Y.  Branches: Oakland, Cal., and Denver
**CONDITIONS ARE SETTLED.**


Alfred D. Engelhardt, resident manager of the firm of P. Engelhardt & Sons, manufacturers of coin-operating pianos, St. Johnsville, New York, remarked:

"I view the business outlook for the new year in a most optimistic manner. It seems to me that trade in all lines must profit materially as a result of settled conditions. Certainly, there is no year that I can recall when we have started out with brighter prospects ahead, and I believe that we are going to have four years of unprecedented prosperity.

"There has been a good deal of a shifting process during the past twelve or fifteen months, and the country to-day is in a position to justify the most sanguine expectations as to business for the new year."

"I am confident that dealers in every line of business will feel the inspiring effect of better conditions. We are running our big factories on full time, and we have a good many advance orders. We are manufacturing a line of instruments which to my mind can be handled with profit by wide-awake merchants in those sections of the country where we are not already represented."

"It seems to me that the more side lines that dealers handle the better their prospects for trade will be. They have more than one string to their bow, so to speak, and when sales stop in one particular line they can place emphasis on the other lines and thus help out the money-making powers of the enterprise!"

**THE REFLECTOGRAPH.**

One of the Novelties Offered by Chas. W. Mayer of Interest to Dealers Handling Side-Lines—Adds to the Value of the Post Card Collection and Helps Sales.

Talking machine men will find a number of interesting offers in the announcement of Charles W. Mayer, of Rochester, N. Y., which appears on an adjoining page in this section. This enterprising man has by the excellence of his product built up an extensive trade in all parts of the world, and to-day is the largest manufacturer of post card racks in the United States. The success of a post card department to a large degree depends on the manner in which the cards are displayed. There are good racks and there are decided grievous racks and anyone desiring the best cannot go wrong by going to headquarters for the goods.

The Reflectograph is one of this firm's latter productions, and is certainly making a record for itself. This machine is not only a quick selling novelty in itself, but its sale greatly stimulates the demand for post cards. It is an ideal side line for talking machine firms, as through its use in connection with the talking machine, illustrated songs are made possible in every home.

**FILM SERVICE ASSOCIATION MEET.**

At Hotel Imperial on January 9—Leading Manufacturers Organize the Motion Picture Patents Co. to Secure "Outright and Keep Control of Patent Rights for Renting Purposes—Details of the New Arrangements Developed to do Away With the Constant Litigation."

At the meeting of the Film Service Association, in which every State in the Union was represented, at the Hotel Imperial, January 9, the organization of the Motion Picture Patents Co. was ratified. The sale of films outright, hitherto the practice, will be abandoned, but the manufacturers in the foregoing company, who include the largest and leading concerns, have agreed to the renting of film exchanges which acknowledge the patent rights above set forth. An average royalty of $2 a week is to be paid for the privilege of each machine used, to be collected by the company. There are between 9,000 and 12,000 film exchanges in the country, and the granting of future license is to be entirely in the hands of the Motion Picture Patents Co.

The following officers of the Film Service Association were elected for the ensuing term: William Swanson, of Chicago; President; C. J. Laemle, of Chicago, vice-president; Herbert Miles, of New York, secretary; Robert Lieder, of Indianapolis, treasurer. The executive committee includes: C. F. Goodwin, of Grand Rapids, Mich.; William F. Stener and William F. Fox, of New York. The association's offices will be at 10 Fifth avenue, New York.

In response to an inquiry of The World, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., furnished the subsequent facts concerning the contemplated new organization: "The principal factors of the motion picture manufacturing interests in America:

"All of the patents known by experts and authorities to date, for manufacture of motion pictures and projecting machines have been purchased by a new concern, incorporated as the Motion Picture Patents Co. of which the following are the officers: President, Frank L. Dyer; vice-president, H. N. Marvin; treasurer, J. J. Kennedy; secretary, George F. Reul.

"It will be noted that the president and secretary are connected with the Edison Mfg. Co., while the vice-president and treasurer are from the American Mutoscope & Biograph Co. The company's purpose is the general adoption of the new license arrangement, but its purpose is known to be the general betterment of the entire business from the manufacture to the exhibition.

"The licensees of the Motion Picture Patents Co. are as follows: Edison Mfg. Co., American Mutoscope & Biograph Co., Pathé Frères, George Melies Co. and the Vitagraph Co., of America, all of New York; Kalem Co., Inc., Essanay Co., Selig Polyscope Co. and the Kinetic Optical Co., of Chicago; Lubin Mfg. Co. of Philadelphia, Pa. Motion pictures manufactured under the license of the Motion Picture Patents Co. will be leased, and not sold, and will be subject to return to the various manufacturers at intervals.

"Licensed motion pictures will be leased for use only on projecting machines which are also licensed by the Motion Picture Patents Co. There will be a new and uniform royalty of $1 per week to be paid by each exhibitor and the funds thus raised will be used in promoting the best interests of the business. None of the officers of the Motion Picture Patents Co. are salaried.

"It is hoped by this movement to do away with the vexatious litigation which has long harassed the consumer, and to make the trade easier for both producer and distributor.

"The rink roller skating does not, however, affect the skating industry in any way, for the reason that most of the skating done on sidewalks is by smaller children, who would not patronize the rinks."

**ROLLER SKATE POPULARITY.**

Grows With the Years—A Profitable Side Line for Progressive Dealers—Some Facts in This Connection of Interest to Readers.

The history of roller skating dates back to about 1880, at which time there was a decided fad in this sport developed, which lasted until about 1886. At this time the skates were used in rinks exclusively. From 1885 to about 1900 there was very little roller skating done. About this time, however, the skates began to be used by children on the sidewalks and asphalt streets in the large cities where asphalt pavements were laid to a considerable extent, and with the adoption of the asphalt pavement and the use of the streets by the children, the skate has come into universal use.

The general popularity of skating on sidewalks grew to such an extent that about 1903 the roller skating rink business began to change. Rinks were opened in almost every town with a population of five thousand or more in the United States. A great many of these rinks are running and are very popular.

The rink roller skating does not, however, affect the sidewalk skating in any way, for the reason that most of the skating done on sidewalks is by smaller children, who would not patronize the rinks. The rink roller skating may be divided into four general classes, i.e., skates which are made particularly for use in rinks, and which are kept for rent. These are heavy strong skates; the extension pattern fitted with ball bearings, and designed for use of private owners who wish their own skates for use in the rinks; extension pattern skates with plain bearings, to be used by children on sidewalks, and very small extension pattern skates with plain bearings to be used by smaller children.

It is estimated by the Union Hardware Co., incorporated in 1864, are among the largest manufacturers of these goods. For dealers contemplating adding this line, the company's special assortment of 1908 will be a nominal license fee to be paid by each machine used, to be collected by the company. There are between 9,000 and 12,000 film exchanges in the country, and the granting of future license is to be entirely in the hands of the Motion Picture Patents Co.

**KNOW YOUR GOODS.**

It makes not the least difference in the world whether or not you are selling (in your store) goods, if you do not know the goods you cannot sell them successfully.

Upon the arrival of a shipment at your store, every new article should be gone over critically and its advantages, or attractions, for the consumer carefully noted.

And the salespeople should be made to understand how to use these talking points to the best selling advantage.

You cannot expect people to buy your wares unless they are shown why they should buy them.

It is not enough that you should merely sat-
A MOST PROFITABLE SIDE LINE

THE MAYER REFLECTOGRAPH

THE MOST NOVEL, AMUSING, FASCINATING, ENTERTAINING AND INSTRUCTIVE PROJECTING DEVICE FOR YOUNG AND OLD THAT HAS EVER BEEN PLACED BEFORE THE PUBLIC!

WHAT IT WILL DO!

JUST THINK! You can take an ordinary picture post card, a photograph, or any opaque picture; place it in the "REFLECTOGRAPH" and the picture will be reproduced, life-size, with all the colorings of the original, on a sheet from 6 to 8 feet square. While it will do anything and more than a magic lantern will, it does away with the inconvenient and expensive glass slides. The cost is within the reach of the most humble. An evening entertainment can be given in any home by showing a collection of post cards and photographs through the "REFLECTOGRAPH." This magnificent device is made for use of either Acetylene, Gas or Electricity. It is perfectly safe for use in any home, and so easy to operate that a child can manipulate it.

Agencies Wanted in All Countries :: Liberal Discount to the Trade

17 Styles Post Card Display Racks at Lowest Prices

LARGEST OUTPUT IN THE UNITED STATES

MAYER'S REVOLVING CARD RACK

The only collapsible rack of this description made has 50 pockets—holds 1,500 cards.

MAYER'S SECTIONAL CARD HOLDERS

are the only single pocket holders that frame the cards and lock together. They are being universally used by card collectors for home use. Dealers find them superior to all other makes because they are mechanically correct, finely finished and can be hung to cover any amount of space.

THEY WILL NOT UNLOCK WHEN CARDS ARE REMOVED

Each section holds 41 cards, made of one piece steel plate and finished in baked enamel.

Packed 168 in a strong paste-board box. Ten boxes to a crate.

FOR FURTHER PARTICULARS ADDRESS

CHARLES W. MAYER, ROCHESTER, N.Y., U.S.A.
HAVE WON WORLD-WIDE FAME.

Goods Made by the A. J. Reach Co. Highly Esteemed for Their Excellent Qualities.

The A. J. Reach Co., of Philadelphia, are up to their ears in orders for the coming season. This well-known house have built for themselves a world-wide reputation, making their trade-mark a household word and their product a necessity to every devotee of the national sport. The Reach will mark you at once as an up-to-date and high-class store. They have some territory still open on a jobbing basis. Write early and don't lose this golden opportunity.

SELLING IN BYGONE DAYS.

Methods Adopted by Some of the Old Time Knights of the Grip Who in Their Peregirinations Used to Entertain a Whole Town—The Entertainment Feature Cut Out Nowadays.

"A salesman's life used to be a march of triumph compared to his existence nowadays," said the veteran specialty drummer to a little group of the fraternity gathered on the porch of an up-country hotel one night last week.

"I feel myself growing of less and less importance each year, as I make my trips and find that instead of the happy-go-lucky spendthrift of twenty-five years ago, whose entrance into a locality and it was nip and tuck who won the patronage of the storekeepers. Those were the times when a drummer could have his samples shipped to a hotel and invite the trade of the town in his line to come and inspect his wares. While the storekeepers were partaking of the best the house afforded at my expense, I could play the part of genial host, and while the conviviality was at its height, land every one of them for good sized orders. Not in these times, gentlemen, not much! Cuts any storekeeper now putting himself to the trouble of calling at a hotel to inspect samples! If the salesman's case be as large as a Saratoga trunk it must be carried to the store, and every means and argument used to persuade the buyer to give an insignificant order. Another thing is making the trade more independent of the traveling salesman.

"Twenty-five years ago most of the drummers started from New York, Philadelphia or Boston. Now every town of importance has its wholesale house, and their representatives reach every village and hamlet at regular intervals. This waiting on the storekeepers has completely turned their heads, and instead of looking forward to a salesman's visit with a general line and reserving orders for him, a dozen traveling men a day are soliciting their orders on each individual specialty.

"Not much prices, either, as we used to get, boys," continued the veteran, lighting a fresh cigar. "Why, it trade was good, my house could simply smile at an expense account that included theater parties, big dinners for a dozen, and a good time with a bottle of the best. They were wise to the like way, and Havanas went by the box. But now a little extra car fare, or livery hire, brings our prices up. But, beyond these increased general expenses. There used to be some pretty tall hustling when two of us in the same line struck a town at the same time. Then it was a question of entertaining and spending orders. Those were the days when the countrymen knew how to take all they could get.

I remember one occasion when a rival drummer from a Boston house landed about the same time I did in an Eastern Pennsylvania town. There were about a dozen good stores in the locality and it was nip and tuck who won the patronage. We both spread sundries of a similar grade and such talk as you fellows use out about quality, advertising and World's Fair premiums did not eat any figure then. Get the storekeeper patient and the order followed. The Boston man opened the ball with a dinner and big time at the local hotel, and I followed with a stage ride and clam-bake next night. Still no orders. The Boston man made gifts of fancy pictures to the storekeepers' wives and promised some elaborate fixtures to the men for their stores. This nearly swayed me, but satisfaction was in the shape of the annual visit of the circus to town. I took the whole crowd, men, women and children, to the show. Dan Rice was the clown, I think. It was a good show and my salesman at the hotel's back, I induced him while in the ring to crack a few jokes on the Boston man's goods and root for mine. Thought the storekeepers would take on and go for the other fellow terribly. He was in the tent and looked sick as a wet cat. After the show they crowded around me like a flock of chickens. I filled the women and children with popcorn and red lemonade and hounded them off home. What a night I put in with those storekeepers at the hotel. When they were full of fire water and enthusiasm, I succeeded in getting orders. A week later, before they were hardly over the effects of that racket, a solid retdard of our goods and our代理s' goods competed for the town. The firm nearly had a fit over the expense account, but with the order they were somewhat pacified. Now, compare those methods with those of to-day, and you will know why I feel a common, every day peddler. I arrive in town, take my grip and respectfully enter a store and even more humbly ask for an audience. Like the Boston man, I hand the prospect a printed advertisement of the goods, and finally, if he does need anything in my line he orders, and I am satisfied, and go on my way. The Boston man could have his samples shipped to a hotel and invite the trade of the town in his line to come and inspect his wares. While the storekeepers were partaking of the best the house afforded at my expense, I could play the part of genial host, and while the conviviality was at its height, land every one of them for good sized orders. Not in these times, gentlemen, not much! Cuts any storekeeper now putting himself to the trouble of calling at a hotel to inspect samples! If the salesman's case be as large as a Saratoga trunk it must be carried to the store, and every means and argument used to persuade the buyer to give an insignificant order. Another thing is making the trade more independent of the traveling salesman.

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While somewhat startling, the announcement made by The Acetograph, Cremona Pianos, Peerless Talking Machines, Rossmassler-Bonine Electric Motors, etc., besides being manufacturers of the well-known Peerless Dusting Cleaners.

A SELLING SYSTEM.

Kohler & Campbell Have a Selling Plan Which Will Interest Dealers.

Talking machine dealers who are looking for widening business possibilities will do well to examine the announcement made by Kohler & Campbell, the well-known piano manufacturers of New York. They have a piano selling system meeting with wonderful success in trade building in various parts of the country. The regular representatives of this concern have expressed great enthusiasm over the possibilities of this plan, and it would be a capital idea for talking machine men to address a communication to this company requesting special information as to how this plan will work with talking machine dealers who are contemplating taking on pianos.

AN OFFER WORTH CONSIDERING.

The American News Co., of this city, are making a special offer to this trade in their advertisement which appears on the inside front cover of this section, which will be of interest to all talking machine firms looking for live side lines. Extracting the largest publishers of trade cards in North America, this company is direct agents for all the leading publishers in the world. Their stock includes every known card of merit, and buying as they do, in immense quantities, they can quote rock bottom prices on all lines. Our readers should not fail to send for their complimentary annual cards, which are a great help in the handling of these goods.

There is displayed in front of a concern in Murray street, New York, the following sign: "If you don't buy here, we both lose money." It takes a live fish to swim up stream. Any old lobster can float down.

Salesmanship is the fine art of knowing a thing thoroughly and telling about it intelligently.
WE WANT LIVE FIRMS EVERYWHERE

PEERLESS SUCTION CLEANER

A Line Which Offers
Is a Necessity

A Line On Which The
Except Price Mainten

THE PEERLESS SUCTION CLEANER
IS THE IDEAL MACHINE FOR HOME USE

A house cleaned every day with a broom is never clean, as the dirt rises to settle again. A weekly cleaning with the Peerless by the suction process is more effective and surely more healthful.

Brooms, brushes and carpet sweepers are harmful in their effect on rugs, carpets and draperies. The Peerless renews their life and color.

It is difficult to use brooms and sweepers without much moving of furniture. The Peerless floor tools can be used under and behind all heavy pieces without moving them. Daily or weekly cleaning by the ordinary method does not save the semi-annual house cleaning, with rugs, carpets and draperies removed for their usual "whipping." With the Peerless, semi-annual cleanings are unknown.

Dirty carpets and rugs breed vermin, germs, odor and disease. Brushes, brooms and sweepers force a part of the dirt further in—the Peerless takes it out.

With brushes, brooms and sweepers distribute a part of the dirt over the furniture and draperies, also through the air you breathe. The Peerless removes it entirely.

Dirt may be present although hidden in the fabric of your rugs and carpets. The Peerless Cleaner cleans the fabric. It is not superficial but goes to the bottom.

Cracks and crevices impossible of access with brooms, brushes and carpet sweepers are easily cleaned with the Peerless which removes all roaches, bugs and germs concealed.

In the store and office as well as in the home the Peerless Suction Cleaner is a great time, labor and money saver. Talking machine men will find it of especial value in keeping their stock clean and salable.

Peerless Cleaners are easily carried from room to room and every machine is guaranteed against defects in material or workmanship.

SPECIFICATIONS:

MODEL A—Hand power with 9 feet special suction hose and Sectional floor tool, $15.00

MODEL B—Horizontal stroke, 12 feet special suction hose and Sectional floor tool, $25.00

Manufacr
Com
271 BROADWAY
AS EXCLUSIVE AGENTS FOR OUR ON CLEANERS

Large Profits and very Home

No Restrictions and No Competition

THE PEERLESS SUCTION CLEANER AGENCY

THE IDEAL SIDE LINE

The talking machine business is one that depends to a large degree for its custom on the women folk—they are the purchasers.

Here is something that will appeal to each and every one of them, and what is more, on their most susceptible side, that of the Home and its proper management.

No one so fully realizes the immense amount of worry and care necessary to keep a home in a clean, bright and cheery condition, and anything that will not only give better satisfaction but will also decrease the work 75 per cent. will be greeted with spontaneous approval.

Handle the Peerless Suction Cleaner and Every Housekeeper in Your City or Town will Advertise it For You.

Easy to demonstrate and occupying but little floor space they make an ideal side line.

We Want You, Mr. Talking Machine Jobber or Dealer, to investigate this exceptional opportunity to broaden out and increase your earning capacity; we don’t ask you to take our word about the Peerless, order a sample of each, electric and hand machine—test them thoroughly in your store, your office or your house, and when you are convinced of their utility and salability—write us concerning exclusive territorial rights and special discounts to agents.

SPECIFICATIONS:

MODEL C—Electric motor for use with direct current, 12 feet special suction hose, 20 feet special insulated wire cord and plug, and Sectional floor tool • • $65.00

MODEL D—Same as Model C, except equipped with motor for alternating electric current, $65.00
SELLING POST CARDS FROM RACKS.

Customers Like to Wait on Themselves When Choosing Cards and Take Plenty of Time—Very Small Loss from Theft—How the Automatic Selling Idea Would Apply to Other Lines—A Suggestion Worth Considering.

Yesterday I was strolling through a big department store and saw something new. Down the center aisle were four very large revolving cases filled with souvenir post cards. On the top of each case was this sign: "Post cards, 1 cent; pay cashier."

Between the two center cases in this row was the cashier's desk.

Customers were swarming around the cases, and when one had chosen the cards he desired, he handed them to the cashier. She counted them and took the change.

No one paid attention to the selling of the cards, and the first thing the average merchant would ask is: "My! Wouldn't the people steal a lot?"

I don't know.

I know that that cashier had no time to watch for possible thieves, and I know that that firm had this system of selling postals figured down to a profitable basis.

If they didn't they wouldn't have done it that way.

The last time I was in that store they sold their post cards like any other merchandise—from behind the counter, with clerks to do the selling and wrappers to wrap them up and a cash carrier system to attend to the balance, says the Tramp in The Dry Goods Reporter.

I talked to a floorwalker, and he said they sold ten times as many cards as formerly and he thought it was because they let people pick them alone, so they would feel at liberty to take all the time to it they cared to. He thought that when clerks were in attendance on the sale of penny articles that the customers felt that they were taking up too much of the clerk's time for such small sales, and consequently walked away before buying as many as they would have done should they have been allowed to shop alone.

There is something in the floorwalker's argument, and it strikes me that the same could be done with many lines of low-price notions throughout the store.

The price need not be a penny for each article; let it run up to 5 cents, say.

Call it "Our Penny Counter." No article on this counter for more than 5 cents. Make your selections and pay the cashier.

Lay off this counter in square bins and fill each bin with goods at one price for choice, and have a price-ticket on each bin.

Have a girl to take in change and keep the stock in order and be pleasant.

But don't let her attend any customer who is shopping.

Let the goods and prices sell themselves. You could fix up a whole of a counter of this kind right from your present stock.

You can pick goods for this purpose out of your home goods, hosiery, jewelry, neckwear, ribbons, ruching, lace, handkerchiefs and hundreds of items from the notion counter.

If it worked well you could get busy buying goods a purpose for it.

Would it work? I don't know.

This is just a theory of mine. Maybe you can add to it.

Everything that ever did work was a theory first.

DEMAND FOR DRUMS AND TRAPS

Created by the Moving Picture Show—How the Drummer Helps the Pictures.

(Special to The Talking Machine World.)


The next step adopted of their equipment now and he keeps us wiring east to keep up with the demand."

An Ideal Side Line

Catalogue sent on application.

Union Hardware Co.,
Torrington, Conn.,
U. S. A.
THE TALKING MACHINE WORLD.

MOVING PICTURE MANUFACTURERS' VIEWS ON TARIFF


Gentlemen of the Ways and Means Committee and other members of the Ways and Means Committee:

At the recent tariff hearings by the committee on Ways and Means, held in this city, the manufacturers of moving pictures produced strong testimony regarding duties on moving picture machines:

Gentlemen: We, the undersigned, manufacturers of moving picture machines and producers, representing the interests of a large part of the moving picture manufacturing industry of this country,

Moving pictures are of comparatively recent origin, and at the date of the tariff act in 1897 they were known only to a very limited extent and were not considered an important article of commerce. At that time the pictures were usually viewed directly in a darkened and equipped machine, whereas at the present time they are projected upon screens so as to be simultaneously viewed by hundreds of persons. At the present time there is a very large extent projecting machines were in use in this country in 1897, but such use was practically limited to a few foreign exhibitors and it has long been the policy of this country to develop its own industry and has developed an extensive field, although, as is well known, the art was first developed in this country by Mr. Edison a number of years ago.

Because of these facts, moving pictures were not specifically provided for in the act of 1897, either as to classification and urged that the film industry should be protected, and the American manufacturers are compelled to sacrifice them below cost. Of course, the cost of making the negative depends very largely upon the subject-matter and, in the case of an average picture which includes 25 to 30 scenes and which is the average number of pictures used in this country, the cost of manufacturing the negative is approximately 6 cents per foot. The films which cost the American manufacturers about 6 cents per foot are sold in this country for prices ranging from 10 cents per foot down to 5 cents per foot, depending upon the age of the film, the deterioration in value when a film is not used promptly being such that the manufacturers are compelled, in order to get rid of them, to sell them below cost.

In other words, the moving pictures are used to sacrifice manufacturers, because their negatives have been paid for by the European manufacturers, and the American manufacturers are concerned, offers an opportunity particularly for "dumping," because the foreign manufacturer has a large home market from which he can make a profit, and he can afford to offer advantages like this to the detriment of American trade.

The films which cost the American manufacturers about 6 cents per foot are sold in this country for prices ranging from 10 cents per foot down to 5 cents per foot, depending upon the age of the film, the deterioration in value when a film is not used promptly being such that the manufacturers are compelled, in order to get rid of them, to sell them below cost. In other words, the moving pictures are used to sacrifice manufacturers, because their negatives have been paid for by the European manufacturers, and the American manufacturers are concerned, offers an opportunity particularly for "dumping," because the foreign manufacturer has a large home market from which he can make a profit, and he can afford to offer advantages like this to the detriment of American trade.

All that the American moving picture manufacturers ask is the maintenance of a duty which places their domestic films on an equality with the imported foreign films, so that both practically compete on the same cost of production. A duty of 45 per cent. ad valorem, to which the present duty amounts in the aggregate, would add no more than this, and, if provided, the American manufacturers would be able to encounter the competition of the foreign product, and the foreigner could then be required to sell foreign-made moving pictures in this country for 6 cents per foot and still make a handsome profit, because his negatives have already been paid for by the demand in his home market and the prints which would be sold in this country would not cost more than 4 cents per foot. With the present duty, however, of 25 per cent. ad valorem based on an invoiced value of 6 cents per foot and an additional 5 per cent. for the specific tax, the entire duty which the importer pays amounts to 30 per cent., so that the foreigner can land his films in this country for about 5.8 cents per foot or very slightly under the cost of manufacture by the American manufacturer.

THE TARIFF}

The industry is a young and unique one and is jeopardized at all times by the importation into this country of foreign films. In fact, the moving picture industry, so far as films are concerned, offers manufacturers an opportunity particularly for "dumping," because the foreign manufacturer has a large home market from which he can make a profit, and he can afford to offer advantages like this to the detriment of American trade.

All that the American moving picture manufacturers ask is the maintenance of a duty which places their domestic films on an equality with the imported foreign films, so that both practically compete on the same cost of production. A duty of 45 per cent. ad valorem, to which the present duty amounts in the aggregate, would add no more than this, and, if provided, the American manufacturers would be able to encounter the competition of the foreign product, and the foreigner could then be required to sell foreign-made moving pictures in this country for 6 cents per foot and still make a handsome profit, because his negatives have already been paid for by the demand in his home market and the prints which would be sold in this country would not cost more than 4 cents per foot. With the present duty, however, of 25 per cent. ad valorem based on an invoiced value of 6 cents per foot and an additional 5 per cent. for the specific tax, the entire duty which the importer pays amounts to 30 per cent., so that the foreigner can land his films in this country for about 5.8 cents per foot or very slightly under the cost of manufacture by the American manufacturer.

THE DUTY WHICH THE INDUSTRY REQUIRES FOR ITS PROTECTION

All that the American moving picture manufacturers ask is the maintenance of a duty which places their domestic films on an equality with the imported foreign films, so that both practically compete on the same cost of production. A duty of 45 per cent. ad valorem, to which the present duty amounts in the aggregate, would add no more than this, and, if provided, the American manufacturers would be able to encounter the competition of the foreign product, and the foreigner could then be required to sell foreign-made moving pictures in this country on terms of exact equality with the American product, and this duty be specifically provided for in the forthcoming tariff schedule. As a matter of fact, the readiness with which foreign pictures may be imported into this country may be controlled, if necessary, in order that the industry may be properly protected, to have the tariff actually raised. This is especially true when we consider the fact that the average price at which foreign pictures are placed on these films by the customs authorities in New York is purely arbitrary, since it is only $1.50 per thousand feet, and the whole volume of these films being imported into this country for as low as 5.4 cents per foot. If, therefore, foreign films were dumped in this country at cost (excluding the expense of the negatives), the involved might
be reduced to as low as 4 cents, so that the duty of 30 per cent. would enable them to leave the custom house at a total cost of 5.2 cents, or a mere 1 cent below the actual cost to the American manufacturer.

At the present time moving pictures are immensely popular, a very great demand exists for them, and good, but by no means large, profits are obtained by the American manufacturer, as well as by the importers of foreign films; but this situation is due largely to the fact that the demand is greater than the supply, and when normal conditions are reached and it becomes a question of more active competition between the American and foreign pictures the American manufacturer will be no longer able to stay in the business unless he is given protection to at least the difference between what it costs him to make the pictures and the cost at which such pictures can be laid down in this country.

The industry which we represent is not large when compared with many American industries, but it contains the germ of enormous possibilities, and the time may not be far distant when most of the theatrical entertainments in this country will include, as a very important part, a moving picture machine.

THE DUTY ON MOVING-PICTURE MACHINES.

So far as the duty on machines is concerned, at the present time this is 45 per cent. ad valorem. It is difficult to make a fair statement as to the exact facts of this duty for the reason that the conditions of the American fire underwriters require the use of attachments and improvements which have so far not been adopted by the foreign manufacturers, so that practically no foreign machines are imported. The manufacturer of moving picture machines is, however, an ordinary mechanical operation. Of the undersigned, only the Edison Company, the Selig Company, and S. Lubin are active manufacturers in this country of these machines, although they are also manufactured by other makers in this country, who may be heard by the committee. Our conclusion regarding machines, therefore, is that they should have the same degree of protection that any similar piece of machinery should have, which under the present act is 45 per cent. ad valorem.

Very respectfully,

H. N. MARVIN,
Vice-President American Mutoscope and Biograph Company.

FRANK L. Dyer.
Vice-President Edison Manufacturing Company.

GENE K. SNEPP,
President Emigavy Company.

SAMUEL LANG.
President Kalem Company.

SHMUNDE LUBIN.
J. J. LODGE.

President George Melies Company.

J. A. BREST.
Vice-President Pathé Freres.

W. N. SELIG.
President Selig Polyscope Company.

W. T. ROCK.
President Vitagraph Company of America.

STRIKING SHOW WINDOWS.

May be Created With the Title Pages of Music—A Line Which Blends Harmoniously With Talkers—A Suggestion to Wide Awake Merchants.

Talking machine dealers have not appreciated as yet the benefits of many side lines which can be used as a drawing power to their establishments. Take, for instance, sheet music.

What an attractive show window may be created with this attractive stock. Take some of the bright title pages and the instrument numbers. Which have been issued since "The Chariot Race" has increased every year since it was first placed on the market. This experience is the same as with the additional march compositions of E. T. Paul's, which have been issued since "The Chariot Race." Since that time there have been any number of big sellers on the market, both instrumental and vocal, which at the present time are practically dead, whereas the sale of "The Chariot Race" has increased every year since it was first placed on the market. This experience is the same as with the additional march compositions of E. T. Paul's, which have been issued since "The Chariot Race." Talking machine dealers from one end of the country to the other will find the publications of the E. T. Paul Music Co. big sellers and the universal satisfaction they give makes it both a pleasure and a profit to push the sale of their music.

In this section of The Talking Machine World, dealers will find a page advertisement of the E. T. Paul Music Co., making a special offer on their publications, which should be taken advantage of by every talking machine dealer. It will certainly be well worth the time and attention of every dealer to consider the proposition they offer, inasmuch as the special offers they make are the lowest prices ever made to the trade.

Every firm needs a head, but no firm can profit from blockheads, deadheads, or soreheads.

---

100% PROFIT for Jobber and Dealer.
Two Parts—Holder and Blade.

It's all in the Blade. Equal to any $5.00 Razor

SPECIAL PRICES TO JOBBERS AND DEALERS

The Burham Safety Razor Co., Inc.
64-66 Murray Street, New York, N. Y.
An Income for Life

Will you pay $3,000 for a life income of over $3,000 per annum?

[Image of a vintage card printer]

No time taken from your regular business

For particulars address

THE CARD PRINTER CO.
79 East 130th Street
NEW YORK CITY

A NOVELTY IN PICTURES.

Moving Pictures of Naval Training Station at Newport.

(Normal to The Talking Machine World.)
Newport, R. I. Dec. 31, 1908.

For the first time in the history of the Navy Department permission was given today to take pictures at the Naval Training Station for moving picture shows. A professional poser appeared on the scene. The man went through the various details of a recruit appearing on the island as a "rookie," and the progressive stages through the various barracks until he has become a trained product ready for drafting to a sea-going vessel. While the film will be produced to afford amusement, its circulation through the thousands of picture shows about the country will undoubtedly assist in enlistment. For that reason the government afforded every possible facility for the making of the pictures.

M. HOHNER INCORPORATED.

The Celebrated Manufacturers Take This Step in Germany Merely as a Business Precaution—Went Into Force on January 1st.

The incorporation of M. Hohner, manufacturers of harmonicas and accordions, Trossingen, Germany, is announced as having gone into effect January 1. The concern is incorporated in Germany, with a capitalization of 1,000,000 marks ($250,000), the five brothers, including H. Hohner, managing partner of the American branch house, 475 Broadway, New York, being named as incorporators, directors and officers. This step was taken simply as a business precaution.

INCORPORATED THIS MONTH.

The Unique Novelty Co., New York, has been incorporated at Albany with a capital of $20,000 to manufacture postcards, Easter cards, pictorial and other novelties. Incorporators: Dudley E. Phelps, 48 East 75th street, New York; Thomas F. Garrity, 286 President street; Patrick Moffat, 32 Marion street, both of Brooklyn.

The O'Brien Electrical Tubular Lamp Co., of Camden, has been incorporated under the laws of the State of New Jersey, to manufacture electric and gas lamps, globes, tubes, signs, novelties, etc., with a capital of $100,000. Incorporators: Walter C. Waldron, 431 Washington avenue, Brooklyn; William P. Paffman, 740 Drexel Building, Philadelphia; Dennis J. O'Brien, 5000 Locust street, Philadelphia; Matthew Jefferson, 201 Market street, Camden.

The Bart Manufacturing Co., Lynn, has been incorporated under the laws of Massachusetts to manufacture and sell novelties with a capital of $10,000. President, Walter E. Bartholomew, Lynn; treasurer and clerk, George L. Johnson, 34 Mt. Everett avenue, Boston.

The R. E. Taylor Co., New York, has been incorporated under the laws of the State of New York, to manufacture moving picture machines and accessories, photographic business, theatrical, etc. Incorporators: Elmer E. Earnshaw, 1240 Broadway, New York; Roy E. Taylor, 941 Simpson street, The Bronx; Charles F. Goddard, 15 William street, New York.

American Phone-Film Co., No. 134 Monroe street, Chicago, have incorporated to manufacture phonographic and photographic supplies; capital, $25,000. Incorporators: Lavern W. Thompson, William C. Burns, M. Morrison.

The Cowles-Camp Co., of Rochester, has been incorporated with the Secretary of State of New York to manufacture metal, wood, card and paper novelties; capital, $25,000. Incorporators, Charles D. Camp, Ward H. Fisher, Howard P. Barnes, Rochester.
THE OUTLOOK IN THE CAMERA TRADE
Fred K. Townsend, of the Seneca Camera Co., Rochester, N. Y., Speaks Optimistically Regarding the Future of the Business—Rapid Development of the Camera Permits Amateurs to Get Almost as Good Results as Professionals—Summer the Best Season for Selling Cameras.

(Special to The Talking Machine World.)

Rochester, N. Y., Jan. 8, 1909.

In a chat recently with Fred K. Townsend, secretary and treasurer of the Seneca Camera Mfg. Co., of this city, he said: "Here in Rochester we are taking all bets that our good old Uncle Samuel will start something right away; and we are happy we have changed business ages. When Mr. Taft gets under way he will undoubtedly swing along with some considerable momentum, and we expect more motion and less emotion. Business is coming all right.

"Replying more seriously to your query in regard to the general trade outlook, permit me to add that camera makers are as busy right now as they want to be, and they would much rather take it back," he said. "They won't take back anything after it has been kept twenty-four hours."

The father knew what would happen if he went down to the notion store, and urged him right back to drop the whole idea. John promptly replied "No, but I have them new." He simply passed a word to his wife, and the store lost from henceforth a customer who on the average was good for ten dollars a month."

THE BUILDING OF A BUSINESS.

A Story Which Goes to Show How Side Lines Help to Develop a Business—The Success of the Subject of This Talk Can Be Duplicated by Any Live, Ambitious Reader of This Department Who Has a Business of his Own.

By Any Live, Ambitious Reader of This Department Who Has a Business of his Own.

It was just an ordinary pawn-shop; it was started in a city of about 60,000 population, by a man named John. He replied to what was an important question, "None, that's why we are in business."

John first had a hole in the wall and loaned money on second-hand goods as pawn-brokers in general come in contact with. John knew merchandise, was shrewd and conservative (by the way he was a "Yankee") as a mere matter of course his premises were well kept. Our hero soon realized that he required a watch maker; later on he had five, but before he reached the stage where five watch makers were needed other developments were taking place in his shop. His unredeemed pledges were not sufficient to supply the demand of the bargain seekers, therefore to supply this demand new goods for which there was a constant demand were put in stock. This was nothing new; other pawn-brokers had done the same before; John's methods of doing it were new, that's all. He did not attempt to make the new goods appear old; he sold them for what they were. To illustrate, the writer was in his place the other day when a customer inquired if he had any fine guns, mentioning one or two standard grades. John promptly replied "No, but I have them new." The customer demurred on account of the price. Oh, new, right, they range anything new, so cheap as second-hand, nor nothing second-hand quite so good as new. With such logic as this few were for second-hand goods were changed to new.

After a time an adjoining store was added to John's hole in the wall and the new lines added began to take the form of distinct departments. A Today John Enterprise Integrity occupies an entire building; his pawn-shop has become a department store with a manager for each department; his guns and sporting goods department occupies an entire floor; other lines are equally important in size.

The pawn-shop department still exists, but its business is done in a space no larger than the original hole in the wall, which makes itself evident that if John had always adhered strictly to pawn-breaking his success would have been a small one.

NOT ADMIRED OF ORIGINAL BUSINESS.

Although pawn-breaking is to-day only a unit in the establishment, the pawn-brokers' sign of the golden balls is the first that catches the eye as you approach the building from either side. I once inquired of the manager if he thought the pawn-shop was to any great extent a factor in building up the business, to which he replied: "Yes, it supplied both advertising and customers; that the old man (John) saw the opportunity and rose to it."

Talking machine dealers have one of the greatest opportunities to introduce new side lines to their customers; the new issue of records brings your customers back month after month. Perhaps they ask for things. If you get many inquiries for the same thing that is a pointer. Ask questions of your customers, some of them would say he did not have any article that was inquired for, but would reply, "I am getting it in; call again in a few days." Don't injure your present business for the sake of experimenting with new lines. Don't go in debt for new lines, expecting they will make good before the bills are due; but when your line of talking machines and records is complete and there is nothing you can add that would enhance your revenue and you have some spare-capital, then look to add some new attraction. What? That which appeals upon your locality and trade. For one dealer it might be music and musical instruments, another jewelry or optical goods, while fire-arms and sporting goods is always a good money maker. It is sub-divided into many lines and you can take up one line at a time. Revolvers are something that always sell. They take up very little space but are attractive.

GAMES AS A SIDE LINE.

Form an Attractive Quick Selling Line for Dealers Who Wish to Add Paying Novelties.

An attractive, desirable side line and one that adds brilliancy and interest to the store is a line of leading games.

Puzzle Picture Puzzles, made by Parker Bros., are among the largest manufac-
HERE AND THERE IN THE TRADE.


After an extended tour throughout the country and after making a close study of conditions in various sections, it is apparent that business during the coming year will take a wonderful spurt. Everywhere one goes it's the same story. Dealers and jobbers in almost every line, after having been quiescent of late, are finding their stocks run down and are now rushing off their orders to the factories lest they be caught short. What is the consequence? Manufacturers who have been taking things easy are suddenly swamped with business, and though in many cases running extra shifts, find it impossible to make prompt deliveries. 1908 with its many disappointments is now a thing of the past. The new year, laden with golden opportunities, is before us. Are you preparing to get your share? If not, why not? It is time to wake up.

"In the bicycle line there is almost sure to be an increased demand for the coming season." So says the New York Sporting Goods Co. Now that manufacturers in all lines are beginning to operate again with a full complement of men, the factory workers will once again have use for this admirable conveyance, and dealers can feel justified in making sales on the installment plan. We also understand that the advantage of bicycling from the standpoint of health is again in the air, and it is certainly true that many old riders are turning to the wheel. Good work. Put a little more glitter in your talk this year, Mr. Dealer, and we'll yet have the old palmy days and more rapidity of sales.

Do you bear a reputation for always discounting your bills? No? Well, try it for a while. It is not only a nice thing to have such a reputation, but, you know, a little extra 2 per cent. does somehow figure up enormously by the end of the year. Sort of makes you feel good all over, too.

Mr. Wright, the head of the well-known firm of Wright & Ditson, spoke very encouragingly of the outlook for tennis goods and supplies when seen by The World the other day. This game has steadily grown in popularity in this country until to-day it almost rivals its national competitor (baseball). One of the best things about this line is that it brings to the dealer's store the better class of trade—a customization that have money to spend and spare no expense in satisfying their hobby.

The Stevens Arms & Tool Co., of Chicopee Falls, Mass., are preparing to bring out several new model guns, and hope to be able to give details by the time the February World goes to press.

The Horton Mfg. Co., of Bristol, have inaugurated an extensive advertising campaign in all the leading periodicals throughout the country. Dealers handling their lines will find this a big help, as it not only saves them money, but will bring them numerous new customers.

Who said roller skating has died out? You wouldn't think so if you had been along with The World representative when he visited the extensive factories of the Union Hardware Co. at Torrington, Conn., a week ago. This enterprising concern have just closed the biggest year in their history. Today no matter where one goes their famous line of skates and fishing rods will be found. Dealers and jobbers who have pinned their faith in their standard are more than satisfied. For example, not long ago a World representative, in looking around for good side lines for the talking machine trade, called on S. H. Davega, of this city. When asked for his advice on the subject, he unhesitatingly pointed to the Union product and said: "There is the best seller I've got. The only kick I ever have is that I can't sometimes get the goods fast enough."

Chas. Mayer, the well-known novelty manufacturer of Rochester, N. Y., reports an unexpectedly large demand for his post card projecting machine, known as the Reflectograph. This machine is one of the most powerful on the market and reflects objects with remarkable clearness. Dealers would do well to investigate this article, as it sells for a price well within the reach of all, allowing a handsome margin of profit.

One of the best and least exploited lines in the sporting goods field is that of tents and camping equipment. This branch of the industry has leaped into prominence during the last few years and every summer adds a large number of converts to this healthful recreation. The line is an extensive one, and takes in not only tents but cooking utensils of all kinds, clothing and a hundred and one other articles, all of which will mean much profit for the dealer handling them. Make your store headquarters this year; a little money spent in the local papers will do much and stir up a hoard of new prospects.

The Seneca Camera Co., of Rochester, N. Y., one of the largest independent manufacturers in this business, reports the outlook for 1909 as highly encouraging. Their products are known the world over for their high standard, and all a dealer has to do to move his stock is to hang his sign and let the people know he has them in stock. Such is the power of a name.

To sell a customer goods, and to sell and tie him to you for good, are two different things. Transient trade is all right, but regular custom is better. Acquire the art of making friends with your patrons. It pays.

Your best salesman will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

FOR LIVE DEALERS ONLY

Here is a chance, Mr. Talking Machine Dealer, to form an alliance with a business concern which will mean a revolution in the money-making powers of your business.

We have the product and the plans which will help you to make money easier and more rapidly than ever before.

KOHLER & CAMPBELL

have a Piano Selling System which works Wonders For Dealers who co-operate with them. Positively sells pianos without expense to dealers. Without question the greatest scheme ever inaugurated. Hundreds of their representatives have reaped big returns from the plan. Why not you?

Do not delay writing for particulars concerning this business creating proposition. Delays will mean the postponement of money making. Can you afford to delay? You can command our experience and knowledge gained and immediately apply it to your own trade development.

WRITE FOR PARTICULARS

KOHLER & CAMPBELL, MANUFACTURERS PIANO New York City Makers STATION G.

DO IT NOW

Note—Mention "Side Line Section."
TALKING MACHINE DEALERS!!!

Does This Interest You?

WHY NOT CARRY A SMALL STOCK OF GOOD SALABLE SHEET MUSIC?

GOOD PROFITS :: SMALL OUTLAY

It is in keeping, and right in line with your present business. You can make your expenses from the sale of sheet music alone, without any additional cost to your present business.

Why not give it a trial? You have everything to gain and nothing to lose by handling our Publications, which are the handsomest issued by any Publisher in this country.

SPECIAL NOTICE

GREAT REDUCTION IN PRICE ON OUR BEST SELLING PIECES

Every Talking Machine Dealer Should Certainly Take Advantage of This Special Offer

We give a specially selected list below of our very best, steady-selling publications, on which we are making a special offer to Talking Machine Dealers who will make up an order, giving the number of copies wanted, of any of the pieces named below, and who will mail the order to us not later than February 10th, mentioning this “ad.” Every piece is a good seller.

Magnificent Titles—Elegant Editions—Splendid Music—Easy to Play—Easy to Sell—Always Give Satisfaction

NOTHING BETTER PUBLISHED

BEN HUR CHARIOT RACE.
CHARGE OF THE LIGHT BRIGADE.
AMERICA FOREVER MARCH.
BUNN OF THE CENTURY MARCH.
CONQUER MARCH AND TWO-STEP.
ICE PALACE MARCH AND TWO-STEP.
M-I-RAG MARCH AND TWO-STEP.
X AND COKEY ISLAND CYCLE.
DELLA FOX (Little Trooper).
THE JOFFS BLACKSMITHS.
A SIGNAL FROM MARL.
ARIZONA MARCH.
ELKS GRAND MARCH AND TWO-STEP.
WELL STAND BY THE FLAG.
UNITED NATIONS MARCH.
SUNSET MARCH AND TWO-STEP.
THE MASQUERADE.
THE HURRICANE MARCH.
ZIZ (March-Two-Step).
MIDNIGHT FIRE ALARM.
PAUL REVERE’S RIDE.
THE TRIUMPHANT BANNER.
SILVER SLEIGH BELLS (Duetto).
THE STORM KING MARCH.
THE CIRCUS PARADE.
THE BURNING OF ROME.
WARMING UP IN DIXIE.
UNCLE ASHER’S JUBILEE.
PLANTATION RHYTHM.
DANCE OF THE FIRE FLIES.
SWEET IRENE SCHOTTISCHE.
ROXALA (Dance Characteristic).
THE ROMANY RYE (Intermezzo).
PASSING SOLDIERS PATROL.
PHANTOM DANCE.
QUEEN OF BEAUTY (Waltz).
COUPLES AWAKENING (Waltz).
SWEET MEMORIES (Waltz). (Waltz).
EUGENIUS CARVEL (Waltz).
THE WITCH’S WHIRL WALTZES.
SWEET IRENE SCHOTTISCHE.
BOLALA (Dance Characteristic).
THE ROMANY RYE (Intermezzo).
PASSING SOLDIERS PATROL.
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COUPLES AWAKENING (Waltz).
SWEET MEMORIES (Waltz). (Waltz).
EUGENIUS CARVEL (Waltz).
THE WITCH’S WHIRL WALTZES.

READ THE SPECIAL OFFERS WE MAKE TO TALKING MACHINE DEALERS:

To any Talking Machine Dealer who will write us and mention this “ad.” we will agree to make the following special rates for an introductory order of our Publications:

<table>
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It is absolutely necessary to mention this “ad.” to obtain these special low prices. Order now.

SEND SAMPLE ORDER AND WRITE US FOR ANY INFORMATION YOU MAY WISH ABOUT HANDLING MUSIC

Send Your Order Direct to the Publishers

E. T. PAULL MUSIC CO., 46 WEST 28TH STREET NEW YORK

Various expressions concerning the tariff on imported post cards are to be heard among the local manufacturers. Some hold that the duty of a few cents a pound on imported souvenir post cards should be greatly increased. Others take a different position and say if they cannot produce an article of such obvious superiority that the consumer will prefer it, they are willing to forfeit their share of the trade. The post card line is one that can be handled to advantage by every talking machine dealer and one that should be utilized by them in the expansion policy that is becoming general.

The moving picture business has become an enormous one in this city. Nickel theaters are springing up more rapidly than ever, and the town seems to be moving picture mad. Films of almost every conceivable subject from a battle royal prize fight to the Passion Play keep the enthusiasm keyed up to a high pitch. This is going on all over the West. Even the small towns are catching the fever. This is certainly an opportune time for dealers to get in on the home moving picture machine business and reap the benefits incited by the "theaters."

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Sewing machines furnish a side line with an opportunity advantage of which has already been taken by quite a number of talking machine dealers. A fair-size stock takes up little room, and a good display on the record counter, reinforced by an attractive showing in the store window, should be the means of turning many a quick sale and materially enhancing the dealer's profits.

Talking machine jobbers are becoming alive to the advisability of catering to the demands of the dealers for attractive side lines. James I. Lyons, the well-known talking machine jobber, has long featured good side lines in his own retail stores, and is now making a push especially on home moving picture machines, post card projectors, and stereopticons, in a wholesale way as well.

The Output Co. of America, with offices at 1110 Hoyworth building, is a new company in which talking machine men are largely interested, which is making a business of selling the outputs of factories making good specialties in the talking machine line or which can be handled to advantage with talking machines. They control the output of a large cut glass factory making a peculiarly attractive line of goods, which can be sold at a reasonable price. Enterprise-minded dealers would do well to investigate this line, which, of course, lends itself to decidedly effective display.

Fountain pens have become a modern necessity, and a good display on the record counter, reinforced by an attractive showing in the store window, should be the means of turning many a quick sale and materially enhancing the dealer's profits.

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Everyday now recognizes that the "BRISTOL" is responsible for the great demand for steel rods. Made of the best imported, high carbon, cold rolled steel hardened in oil, clock spring tempered. Nothing finer in material, workmanship or practicality can be made. Guaranteed for three years.

The wise dealer never sells a cheap article when he can sell a high-priced one: never sells a poor article when he can sell the best; never sells an unknown article when he can sell one with a big reputation. The steel fishing rod demand is for "BRISTOL"—the known and best and higher price rod.

But if a buyer cannot afford a "BRISTOL," the next best steel fishing rod is a "RAINBOW." Younger brother of the "BRISTOL" and actually better than any other steel fishing rod except the "BRISTOL." Moderate in price.

The President ink pencil is offered to dealers as an attractive side line by the manufacturers, the F. W. McIntosh Co., 179-181 Lake street, Chicago. While it ads with ink like a fountain pen it written like a pencil. Stress is laid on the fact that it will not leak, carried in any position. It should commend itself especially to talking machine dealers, as it appeals to the tastes of their customers. Business men will buy it on sight, women can carry it in their hand-bags with perfect safety, and the company have letters from teachers recommending it for the use of children learning to write with ink, as it avoids stains on hands or clothing, and blots on books. By properly displaying this article and by giving practical demonstration by using it before the customers in making out orders, memoranda, etc., a lucrative trade can be worked up.

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SPECIAL POST CARD OFFER

Made by the F. & H. Levy Mfg. Co. of New York Should Appeal to Live Dealers.

An excellent opportunity to install a line of postcards at low cost is offered by the F. & H. Levy Manufacturing Co., New York, who have a new rack and 3,000 cards for the special introductory price of $25. The rack holds 200 cards and runs on ball bearings facilitating insertion. Printed in red, green and blue, the rack is the color of the American flag. It has four cards in four corners used as a price list and a card in the center of the rack which is sold separately. The price list card is made of high artistic quality and includes, as they do, new styles of Lincoln's and Washington's birthdays, Easter and St. Patrick's Day and of July cards, etc., they should enjoy a ready sale. As a matter of fact the cards themselves, if sold separately would bring over $35, and the rack, with the first order, is an inducement not to be overlooked.

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THE TALKING MACHINE WORLD.
COMBINATIONS

Combinations—that’s a live word in the business world to-day, and the right kind of a combination usually assists in business building. We have that kind of a combination.

Have you seen it? It is The REGINAPHONE. It is a combination of the best music box in the world with an excellent talking machine.

It’s a combination that is simply unbeatable in the trade sense, and what is the most pleasing statement to make in this connection is that you get this combination—two instruments in one—at practically the price of a single good instrument. Worth considering, is it not?

There is nothing created by human hands to-day that blends so perfectly with the talking machine line as the REGINAPHONE. It’s a half-brother to the talking machine and requires no effort on the part of the dealer to make sales.

Just place a REGINAPHONE in your window, or in your sales begin from that hour. The motor mechanism is of throughout is unsurpassed. The will give you an idea of just appears. But, you should see it, then you will become a REGINAPHONE line can be replete with sellers—there is which 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.

Ask us about our REGINA specialties. They are all trade builders.

THE REGINA CO.

RAHWAY, N. J.

BRANCHES:

Broadway and 17th St., New York

259 Wabash Ave., Chicago
THE TALKING MACHINE WORLD.

IT WILL PAY YOU TO INVESTIGATE OUR SIDE LINES

THE BICYCLE AS A SIDE LINE

For Talking Machine Men is a Paying Investment—These Machines Have Won a New Vogue While the Motor-Cycle Is Wholly Up-to-Date and the Big Seller of the Day.

There are thousands of talking machine dealers who could largely increase their annual profits by handling some side line which would fit naturally into their business. Discrimination should be exercised in the selection of this side line. In deciding any business problem there are two issues to be considered: First, logic; second, experience. It takes but a moment's thought to show very clearly the feasibility of handling bicycles as a side line to talking machines. There is a kinship between these two lines that is readily recognized. A talking machine and a bicycle can be displayed side by side in a salesroom without incongruity. The experience of thousands of dealers who handle these two lines is very expressive of the success that attends such a business combination. During the winter, when bicycles move slowly, if at all, the dealer can devote all his time to phonographs, and, as a consequence, talking machines are recommended to the bicycle dealer as a good side line for his business.

It may be very well to come to a decision to handle bicycles as a part of one's business, but it is quite as essential to have a good brand. In every branch of commerce there is one article, or brand, that appeals to the public. That is what the Pierce does in the cycle trade. Pierce bicycles are world renowned. This reputation has been made in part through the accustomed channels of advertising publicity, but mostly it has been made and altogether supported by a single factor—merit. Manufactured by a concern that has been established for over forty years—a house shipping goods into all parts of the world and everywhere known for the excellence of its product—the Pierce bicycle has naturally stood ahead of all competitors. All of the models made by the Pierce Cycle Co., of Buffalo, N. Y., are worthy of consideration. Their catalog for 1909 shows nine distinct types, with twenty-four assortments. A new model now produced for the first time is the heavy service bicycle. No other manufacturer produces a bicycle that will withstand abnormal use. There are also the Roadster and Racer models and the cushion frames—chain and chainless. The Pierce chainless cushion frame is acknowledged the world's foremost cycle construction. All the parts that go into a Pierce bicycle are made up in the Pierce factory. All hubs, cups, bearings, binders, etc., are turned from solid bar stock. Other makers use all or part sheet metal stampings. Every one in a Pierce bicycle is made of the best cone steel, not from ordinary screw stock. A cheap bicycle may look as good as a Pierce, but the quality is not there. This the rider often discovers to his sorrow and cost. Cheap bicycles have been a great detriment to the industry, and dealers should sell high-quality goods, as they will thereby establish a profitable trade.

THE MOTORCYCLE AS A BUSINESS FACTOR.

With the advent of the Pierce vibrationless motorcycle—a four-cylinder, shaft-drive machine having every modern improvement—motorcycling has come more than ever to the fore. It is admitted on every side that not even automobiling is as pleasurable as riding a motorcycle. The sale of motorcycles thus far is as nothing compared with the number that will be sold in the near future. The Pierce motorcycle is one which takes readily with those who are acquainted with motorcycles. The general public, too, will consider riding the Pierce before giving thought to any other make. The Pierce is vibrationless, practically noiseless, has large tubing which dispenses with the use of separate tanks. There is no chain or belt to break or give trouble. The machine also has a phenomenal range of speed, viz.—six to sixty miles per hour.

There are a good many talking machine jobbers and retailers who handle motorcycles, and all of them consider the combination exceedingly profitable, especially when supplemented by the sale of bicycles. The Pierce Cycle Co. establish exclusive agencies for their product, giving to the dealer most advantageous prices and terms. The combined agency of Pierce bicycles and motorcycles can be made to pay good profits as a business in itself. When that agency is an adjunct to another line the opportunity is well worth grasping, and talking machine dealers everywhere would do well to investigate the exceptional proposition offered for either of the Pierce lines. The investment necessary to secure the Pierce agency is inconsiderable and the money is turned very quickly.

GERMAN POST CARD MEN MEET.

Our Germanic Cousins Complain of the Decrease in Shipments of Souvenir Post Cards to America—Delegates to Convention in Rather Pessimistic Frame of Mind.

(Special to The Talking Machine World.)

Berlin, Germany, Dec. 31, 1908.

German manufacturers of souvenir post cards held a meeting in this city last week to consider the state of the trade, which it was agreed was going from bad to worse. The consensus of opinion among the long-faced delegates was that the slump in post cards the past year in the United States was the chief cause of their troubles.

One or two years ago cards made in Germany were shipped to America literally by the million. Nowadays, the manufacturers state, they rejoice if they can get orders for as many thousands.

The meeting came to the lugubrious conclusion that the post card industry had seen its best days. The hope was expressed that people would soon take up another fad which would bring as rich profits as the post cards had.

AN ATHLETIC LINE.

Products of an Old Established Firm Who Make a Specialty of Athletic Goods.

The firm of Wright & Ditson, established in Boston in 1871, are manufacturers of fine athletic goods and have established a splendid quality reputation, so that whenever the name of Wright & Ditson appears upon any tennis goods, it is at once a guarantee of quality. The rackets are used by the leading players, and in this connection we may say that the championship of America has been won with this company's rackets every year with one exception. Wright & Ditson's tennis balls are also used in all the national tournaments. Dealers who desire to handle a standard brand of all kinds of athletic goods will find that the Wright & Ditson firm, Boston, can meet all necessary requirements.

VALUE OF INITIATIVE.

The less you require looking after, the more able you are to stand alone and complete your tasks; the greater your reward. Then if you not only do your work, but direct intelligently and effectively the work of others, your reward is in exact ratio, and the more people you direct, and the higher the intelligence you can rightly lend, the more valuable is your life.—Fra Bertius.

E. S. PEASE COMPANY, Suite 1654-1655 Hudson Terminal Bldgs. New York
STEEL FISHING RODS BIG SELLERS.

Popularity of This Feature of the Angler's Outfit—Manufacture of Steel Rods Began Twenty Years Ago—Story of Its Growth—A Side Line That Sells in Any Community.

There is probably no sport which boasts more disciples than fishing, for once a fisherman always a fisherman, the boy with his crooked stick and bent pin growing up as an angler, but with a desire for better outfits. There is hardly a city or town in this great country of ours which does not offer a good market for fishing tackle, for even the village boasts of its fishing hole or trout stream.

The present time is a strong demand for steel fishing rods, and in this connection it would be well to investigate the leading features of the steel rods made by the Horton Manufacturing Co., Bristol, Conn. The manufacture of steel fishing rods was begun over twenty years ago by this company in a small wooden factory, employing less than a dozen men. At the present time they occupy a large modern brick factory and give work to over 100 employes during the season. The original output consisted only of two styles which were of the telescoping pattern. This, of course, refers to the original "Bristol" fishing rods which were later made in the same style as wooden rods with joints which could be taken apart. "Bristol" rods are now made in nearly thirty different stock styles which can be furnished in a variety of special trimmings and with a large variety of different styles of handles. The "Bristol" rods are strictly high grade rods, guaranteed against breaks due to defective material or poor workmanship for three years after leaving the factory. These rods have been extensively advertised for many years and have an enviable reputation among fishermen.

In addition to the "Bristol" rod, the line also consists of the Rainbow rods which are a medium priced rod, and the Luckie rod, which was made to supply the demand for a popular priced steel rod, very serviceable for boys and to sell when it is merely a matter of price.

It is not necessary for a dealer to invest any great amount of money in order to carry a small stock of steel rods, for if he has a few sample rods which would not represent an outlay of more than $10 to $20, he can order other rods from catalogs as he may have orders, although, of course, it is much better to carry a fair assortment so that a sale can be completed when a would-be purchaser is interested and ready to pay.

Catalogs and window signs are furnished gratis to dealers who do handle or intend to handle fishing rods and also fishing cuts for local newspaper advertising. Dealers may also obtain, free, the handsome calendar issued each year by the Horton Manufacturing Co.; other than dealers the calendar will be sent on receipt of 15c.

MOTION PICTURES IN MEXICO.

In answer to the many enquiries coming to the consulates at Tampico, Mexico, as to the possibilities of introducing the cinematograph and other motion-picture machines in that district, Vice-Consul Russell H. Millward states that the following information relative to the conditions at Tampico may be applied generally to other points in the country.

Little difficulty is found in renting suitable rooms or halls at a moderate rental and obtaining the necessary licenses, consisting of a federal, $6 gold per month, and a municipal, $2.50 to $5 per day. Two motion-picture shows are now being operated in Tampico, and while patronized to some extent can not be said to return more than a fair profit. Great care should be exercised before engaging in this new enterprise. This city is lighted by electricity. The cost of installing averages about $1.50 per light (16 candlepower) and of maintaining about 75 cents per month. Lumber costs, in the rough, from $35 to $40 per thousand feet, dressed, $60 up per thousand feet.

"BRISTLES WITH PROFIT."

Those dealers who have been carrying "side lines" have doubtless discovered ere this that there is a ready market for razors, both "safety" and "old style." The logical accomplishment of a good razor is a good brush, and those who know from experience can testify as to the difficulty of securing a really dependable article of this character.

The most recent departure in this line is a brush which, to quote the manufacturer, "bristles with profit."

For more than a year an extensive advertising campaign has been under way. The general masculine public has become thoroughly familiar with the good points of the brush.

The demand having been created, it is the part of wisdom for the retailer to place himself in a position to fill orders which are sure to be large if reasonable efforts on his part be made.

The vital point, naturally, in the manufacture of any brush, is to make certain that under all conditions it shall remain as near as possible in its original serviceable condition. In this case a setting of hard rubber insures that neither hot water nor hard usage shall interfere with the shape or the utility of the article. The most exacting tests have demonstrated the reliability of this brush in every condition of service, and no amount of bad treatment will affect its good qualities.

The same company has been working for several months to perfect a shaving cream which should fulfill certain ideal conditions, being at once astringent, healing and profuse in lather. This end has been accomplished, and the cream is now offered for sale, and is sharing in the liberal advertising accorded to the brushes.

BILIOUSKIN.

I am the god of Grouchiness. I hate like sin to smile. For life is mere existence. Not a cussed thing's worth while. I put the worker on his neck—Really it is no joke. For I'm the god of Grouchiness, My name is Biliouskin. A violin with a string out of tune is of just as much use as an employe who is dissatisfied.
Would You Employ a Tramp as a Salesman?

THEN WHY ATTEMPT TO SELL POST CARDS WHEN THEY ARE SHABBILY DISPLAYED

Our BLISS RACK is a SILENT SALESMAN and Displays 300 Designs

IT S SERVICE COSTS YOU NOTHING

DRAWS NO HIGH SALARY

PERFORMS ITS DUTY: SELLING POST CARDS—BETTER THAN A SALESMAN

ALWAYS WORKS IN YOUR INTEREST

ATTENDS TO SEVERAL CUSTOMERS AT THE SAME TIME

IS AN ATTRACTION TO YOUR STORE

SELLS POST CARDS WHERE OTHER SYSTEMS FAIL

AND

3000 Assorted Embossed Cards

ALL UP-TO-DATE NOVELTIES, SUCH AS

Embossed Valentine Cards
Easter Cards
St. Patrick’s Day Cards
Birthday Cards
Best Wish Cards
Many Happy Returns
Tinselled Greetings of Your Town, etc.

EACH CARD LITHOGRAPHED AND EMBOSSED

Retail price ranging from two for five and five cents each. No cheap printed comics, telegrams or red or green mottos, but strictly a line of High Grade Novelties.

EVERY CARD A WINNER

Price of Rack and above 3000 Cards $25.00

Owing to Special Introductory Price, cash must accompany orders. Our proposition—MONEY BACK IF DISSATISFIED.

If you are looking for a profitable side line, this is your opportunity

F. & H. LEVY MANUFACTURING CO.
PUBLISHERS AND IMPORTERS

111 EAST 14th STREET, NEW YORK
An Opportunity for Trade Broadening

Do you realize what you can win in dollars by handling coin operating pianos? Let us explain the situation to you. We can tell you how your profits may be increased in a most substantial manner.

Do not put off dollar making too long in the New Year. Investigate the opportunities afforded you in the Peerless Agency. Take it up now.

Live Agents Can Make Good Money in Unoccupied Territory

The Agency for the Peerless Coin Operated Player is a Veritable Gold Mine for the Hustling Dealer

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 N.Y.
CHARTING THE VOICE.

A New Machine Called "The Tambour Apparatus" Invented by Dr. Scripture Which Records the Vibration of the Human Voice—The Three-Thousand-Dollar High C Released—Disclosed—Something of This Wonderful Creation—Will Interest Talking Machine Men.

When the science of melody has reached its last stage of development and the human larynx has reached its limit in the hands of the surgeon and scientist, there will be a Caruso in every flat in town and a Tetzrazini in every kitchen. The three thousand-dollar high C will become almost common property.

And recently a great stride has been made in this study of the voice of man. Dr. E. W. Scripture, the man in this scientific field whose name is famous, the world around among scientists, has just completed a machine for investigation of the vocal chords which he expects to use in the actual discovery of how each tone of the voice is created and discover incidentally just where defects lie, chart down these defects, note exactly how the big tones of famous artists are produced, and eventually perfect the science so that the voice may be brought to perfection and become not merely a "gift" but a properly acquired physical right of humanity.

In his investigations with Dr. L. Pierce Clark, Dr. Scripture discovered that the voices of epileptics, for instance, produce a chart that has a certain characteristic which the voices of normal humans avoid. With his voice-photographing machine—if it might be called such—he has picked out of 190 epileptics 75 who gave the epileptic voice chart so plainly that there could be no question of an actual physical means of the discovery of epilepsy having been made.

Dr. Scripture and Dr. Clark, seeing the great value of this discovery for the neurologists, immediately prepared a paper making it known and presented it to the New York Neurological Society. Outside of the value of the discoveries for the scientists there is a humanitarian value in that a parent, fearful of hereditary epilepsy in his child, may have its voice charted, and if the voice is normal then begin early treatment for its eradication. Dr. Scripture says that even before the first epileptic convulsion the voice of the child will show whether it is the voice of an epileptic.

The news of this discovery is just reaching the outside world, for the little world of scientists is just coming to realize from the time of the scientific millions. No report of this event in science has reached the lay press until now.

In the little group of men bending their efforts for the fullness of scientific research into the mysteries of melody, Dr. Frank E. Miller has shown in this article that much might be found in the throat of Enrico Caruso, the great tenor and soon had him in his laboratories, for the little world of scientists, for the scientific millions.

When a great scientist, Dr. Frank E. Miller, has shown in this article that much might be found in the throat of Enrico Caruso, the great tenor and soon had him in his laboratories, for the little world of scientists, for the scientific millions.

Mr. Clark promised to add to the collection from time to time, and the ceremony soon to be performed shall be known as his keeping promise. Mme. Tetzrazini's voice will be the only new one laid away to charm the music lovers of the year 2009, but records of new songs by Mme. Caruso, Pizzetti and Puccini will be preserved.

SYSTEM IS ORDER

And the Lack of It—Chaos—Some Remarks Worthy of the Consideration of the Man Who Wishes to Succeed.

System is order, instead of chaos. It is the neatly arranged shelves, instead of the miscellaneous heap in the room. It is good music, instead of noise. It is the organized army, instead of the mob. It is calmness, instead of confusion. The systematic man works according to method, instead of in a haphazard way. He proceeds logically, instead of helterskelter. He knows where to find his things when he wants them. He knows the why, the when, the where, and the when, of every phase of his business. He knows the quantity of goods he has on hand, how much is ordered, how much is yet to come, how much it cost, who made it, and how the stock is being kept.

He can tell from his records how fast the goods are going, how long it will take to get a repeat order, and what extras there are to consider. He can show what he wrote last year, and what the other man said in reply. He can locate a trouble quickly, and remedy it effectively and permanently.

When he takes hold of a new proposition he can think clearly because his mind is not cumbered with the tangled threads of unfinished business. Says Waldo P. Warren in his "Thoughts on Business."

"When he leaves the office he enjoys the peace and quiet that some business has not been overlooked. When he retires at night he does not chase skywagons filled with the leftovers of a busy day. And when he rises in the morning it is with a clear head for another successful day.

"TALKERS" FOR CORONER'S DEPARTMENT

Many are the devices used by the police and subsidiary departments of a large city, but none is more interesting than the phonograph as it will be used by the coroner's department in Chicago. The phonographs will be used when possible in making records of the last denials or confessions of murderers about to pay the life penalty, and the dying statements of persons who have met with foul play. These records, in the actual voices of the criminals deceased, will be filed away for reference or used in court as testimony.

FRENZIED FINANCIERING.

Columbus Washington Johnson Smith— Why's de price er dem watermelons, Mr. Jackson? Mr. Jackson (cunningly)—Ten cents 'er piece and I picks 'em, 20 cents 'er piece and you picks 'em. Mr. Smith—All right, Mr. Jackson. I gasses I'll take 'em all, and you picks 'em, ef you please!—Puck.

THE TAMBOUR APPARATUS.

Phonographic Record of the Diva's Songs to be Placed Sealed Under the Paris Opera House—Gift of Alfred Clark to Future Generations—Has Been Instrumental in Preserving Other Great Affairs.

A strange ceremony will be repeated in a few weeks in an underground passage of the opera house in Paris, France. Then Mme. Tetzrazini's beautiful voice (for to be strictly accurate a phonographic record of it) will be buried solemnly, to remain silent, undisturbed for a hundred years. After three generations have passed to their tombs the record will be taken from its resting place and the voice which has delighted two hemispheres will sound again for people who, perhaps, may have forgotten even the name of Tetzrazini.

To Alfred Clark, a wealthy American, living in Paris now, belongs the credit of thus preserving the voice of this wonderful artist for posterity.

Mr. Clark has given to the French Government other phonographic records, which were gratefully accepted by the Minister of Fine Arts and the opera house officials, who were delighted. Mr. Clark's unique contribution has decorated him in token of its appreciation.

Before a notable company, just a year ago, Mr. Clark gave records of the voices of Mmes. Patti, Melba, Schumann-Heink, Calvé and other songstresses; of Caruso, Scotto and Pizzetti; of the wonderful Jan Kubelik's violin playing.

The basket in which these dumb records, repose under the opera house was scientifically sealed by direction of Charles Malherbe, keeper of the opera house archives.

Mr. Clark promised them to add to the collection from time to time, and the ceremony soon to be performed shall be known as his keeping promise. Mme. Tetzrazini's voice will be the only new one laid away to charm the music lovers of the year 2009, but records of new songs by Mme. Calvé, Pizzetti and Puccini will be preserved.
PROSPERITY IN MILWAUKEE.

Talking Machine Men Close One of the Best Holiday Seasons in Many Years—All the Leading Dealers Are Enthusiastic and the Public Experience is the General Opinion—Christmas Sales Disappeared—Post-Holiday Trade Has Also Been Active—Auxophon in Concert—

Talkers for New Year's Festivities.

(Rocticd to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1909.

That the holiday trade was never better in all of our experience is the general opinion of Milwaukee talking machine dealers. Business was especially satisfactory in both the retail and wholesale lines, and sales far exceeded even the expectations of the most optimistic.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., is spécial for the holiday season in Milwaukee, after a holiday visit with his parents at Cedar Rapids, la. Mr. Hope reports that the holiday business was phenomenal, and that the Amberol records and Edison attachments were wonderful sellers. Mr. Hope believes that had it been possible to secure more home attachments sales would have reached even greater proportions.

The December showing of the Columbus Graphophone played a very important part in the "Me, Him and I" production which played Christmas week at the Alhambra Theater, this city. R. W. Craig, the comedian, has Columbia records made especially for him at the factory at Bridgeport, Conn., and these are used to good advantage. The Graphophone is down on the program as "My New Partner," and goes through its part with a good, clear, ringing voice which brings forth many favorable comments from the well-pleased audience.

Milwaukee dealers are well pleased that they are now able to secure all of the new Edison attachments as readily as they care for them. No trouble was experienced during the holiday season in this line, except that there was some difficulty in securing Home attachments.

George D. Ornsby, manager of the Victor Talking Machine Co., spent Christmas with relatives at Milwaukee and incidentally called upon some of the dealers.

E. K. Courteen, Wisconsin representative of the Victor Talking Machine Co., spent Christmas with his sister and mother at Rochester, N. Y. Many New Year's festivities and watch parties at Milwaukee were added interest by the fact that Lawrence McGreal had supplied them with Victor and Edison machines for the occasion. The Sylvester party given by the Milwaukee Club was made merry by a big Victrola furnished by Mr. McGreal, and the club members were entertained by Caruso, Scotti, Bannas, Gaddi and other opera stars.

Milwaukee talking machine dealers are much interested in the campaign that is being directed against the nickel theaters. Following the action of Mayor McClean, of New York, Mayor Rose, of Milwaukee, has ordered a thorough investigation of all establishments of the kind in the city. Safety in particular will be looked to, as the fire hazards are so numerous in different sections of the city that the authorities must be vigilant in watching them. In addition there is an ordinance to prohibit "barking" at the five-and-ten-cent theater entrances, and this bids fair to become a law. The measure has been favorably received by the Judiciary committee of the Common Council and will undoubtedly become a law.

The program of a recent Sunday afternoon concert of Prof. Christopher Bach and his well-known Milwaukee orchestra were carried away by a Victor Auxophon furnished by Lawrence McGreal.

The idea of introducing a phonograph into a concert of this nature was a decided innovation in Milwaukee and was a daring venture upon the part of Professor Bach. That the introduction of the machine proved a happy one was proved by the great applause of the audience.

The instrument carried songs by world-famous artists and accompanied by the Milwaukee orchestra, which found no end of difficulty in playing the part of accompanist. It was the universal opinion that the Auxophon added to rather than detracted from the event. It is expected that the innovation will go far to settle the vexing problem of orchestra and soloist, and that the way will be paved for orchestra concerts without orchestra musicians.

"TALKER" GUILTY OF SEDITION.

British Authorities in India Prevent Sale of Records of Seditious Utterances.

Sedition by "talker" is a novel menace with which the British authorities in India are con

...
New Victor Records for February

10-inch—60 cents

No. 5623 Under the Double Eagle March (from "Girls of Gottenberg")—Miss Jones and Mr. Spencer
5624 Angel Serenade (Violin-Cello Duet)—Henry Evans and Ralph C. Herz
5625 Mexican Dance (Habaneras) (Guitar Solo)—Christie and Lyons
5626 An Evening in Naples (Clarinet-Flute Duet)—Miss Stevenson and Mr. Stanley
5627 "Joy of Spring" (Checksman). Whirling Solo—Guido Gialdini
5628 Carnival of Venice (Xylophone Solo)—Albert Muller
5629 Intermezzo—Cavalierie Rusticana (Violin Imi-
tation)—Edith Helena
5630 Hail Smiling Morn (Old English Glee)—Whitney Brothers Quartet
5631 The Song That Reached My Heart—Harry Evans
5632 Kathleen Mavourneen—Alain Turner
5633 Brown Eyes, Good-Bye (March Ballad)—Harry Macdonough and Hayden Quartet
5634 Arab Love Song (from Marie Cahill's "Betty Brown Eyes, Good-Bye (March Ballad)."
5635 An Evening in Naples (Clarinet-Flute Duet)—Miss Stevenson and Mr. Stanley
5636 The Glow Worm—Elise Stevenson and chorus
5637 I Want Someone to Call Me Dear—Miss Stevenson and Mr. Stanley
5638 That Wasn't All (from "Th'c Soul Kiss")—Ralph C. Herz
5639 Very Well, Then! (from "The Soul Kiss")—Ralph C. Herz
5640 I Used to Be Afraid to Go Home in the Dark (from "Miss Innocence")—Billy Murray
5641 No. 53903 That Wasn't All (from "Th'c Soul Kiss").
5642 No. 52903 Very Well, Then! (from "The Soul Kiss").
5643 No. 52011 That Wasn't All (from "Th'c Soul Kiss").
5644 No. 5661 That Wasn't All (from "Th'c Soul Kiss").
5645 No. 5641 That Wasn't All (from "Th'c Soul Kiss").
5646 No. 5635 That Wasn't All (from "Th'c Soul Kiss").
5647 No. 5638 That Wasn't All (from "Th'c Soul Kiss").
5648 No. 5639 That Wasn't All (from "Th'c Soul Kiss").
5649 No. 5640 That Wasn't All (from "Th'c Soul Kiss").
5650 No. 5636 That Wasn't All (from "Th'c Soul Kiss").
5651 No. 5637 That Wasn't All (from "Th'c Soul Kiss").
5652 No. 5638 That Wasn't All (from "Th'c Soul Kiss").
5653 No. 5639 That Wasn't All (from "Th'c Soul Kiss").
5654 No. 5640 That Wasn't All (from "Th'c Soul Kiss").
5655 No. 5612 That Wasn't All (from "Th'c Soul Kiss").
5656 No. 5641 That Wasn't All (from "Th'c Soul Kiss").
5657 No. 5642 That Wasn't All (from "Th'c Soul Kiss").
5658 No. 5643 That Wasn't All (from "Th'c Soul Kiss").
5659 No. 5644 That Wasn't All (from "Th'c Soul Kiss").
5660 No. 5645 That Wasn't All (from "Th'c Soul Kiss").

New Victor Red Seal Records

Five New Farrar Records.

Geraldine Farrar, Soprano.

70226 Robin Adair (from "Robin Adair")—Elise Stevenson and chorus
70227 La Palorna—Elise Stevenson and chorus
70228 The Chevalier Wanderers (Mendelssohn)—Whitney Brothers Quartet

Accompaniments by the Victor Orchestra

No. 85145 I Want Someone to Call Me Dear, with Accompaniments by the Victor Orchestra.
85146 I Want Someone to Call Me Dear, with Accompaniments by the Victor Orchestra.
85147 I Want Someone to Call Me Dear, with Accompaniments by the Victor Orchestra.
85148 I Want Someone to Call Me Dear, with Accompaniments by the Victor Orchestra.
85149 I Want Someone to Call Me Dear, with Accompaniments by the Victor Orchestra.

VictorDouble-faced Records. 10-inch 78 cents; 12-inch $1.25.

You ought to have every one of these records. We are advertising the complete list in our double-page advertisement in the leading magazines for February, and calling attention to them in our advertising in the principal daily newspapers throughout America on January 28. We are telling millions of readers that these new records can be had at all dealers on the simultaneous opening day, January 28.

Don't take chances of disappointing a single customer. Have the records asked for and you not only make a liberal profit, but increase your prestige as a progressive up-to-date dealer.

Victor Records are of the highest musical quality and give the utmost satisfaction. Sell the people what they want and they'll come back regularly every month for the newest Victor Records.


To get best results, use only Victor Needles on Victor Records.
INDIANAPOLIS A BUSY CENTER.

Talking machine dealers are wearing broad smiles. The talking machine business during the last two months has been excellent and the holiday business was far beyond expectations. Many say that the holiday trade was fully up to that of two years ago. There was an increased tendency toward buying the best machines and the best records and the class of buyers was somewhat different from that of previous years. There were just as many buyers from the lower and middle classes, but there were more from the best families. The talking machine business in Indiana during the last year probably ran in excess of that of past years, with considerably more business being done in record stores.

The Columbia Co. have been having unusual good sales on the double disc records. These have been on the market only a comparatively short time, but they have gone like hot cakes. The ineluctable records also are meeting with great favor. There was such a rush at the store of the Columbia Co. that twice during the week before Christmas the stock in certain lines was exhausted, and these were lines in which a heavy stock is always carried. Mr. Devine, the store manager, ordered goods express to make up the deficiency. He says that a remarkable feature of his business during the pre-holiday trade was the cash sales, which were considerable in excess of that of past years, while the cash payments on installment sales were unusually large.

The Indianapolis Phonograph Co., who handle Edison machines, report an unusually good business during the last year.

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The business was good during the thirty days with the holiday trade and they had good records on the double disc records. The trade in Mira music boxes, it is said, was far better than had been expected.

Mr. Israel, of the D. Sommers & Co., who handle the Columbia line, reports that this was the best season he has ever had in the talking machine business. He says it has been demonstrated to him that the talking machine is an essential, and that every up-to-date installment house should handle talking machines. His great increase in business he attributes to the double disc and ineluctable records.

The literature society of the Manual Training High School gave an informal dance Christmas week, and the music was furnished by a Columbia Twentieth Century machine. The music was especially good, and special dance records were used and were greatly enjoyed by the young people.

In featuring religious pictures.

INDIANS LIKE THE TALKER.

Chief Lone Wolf, head of the Kiowa Indians, has taken a great liking to "caned" music. Recently he took a phonograph and some blank records among his people and he had a number of his tribesmen talk and sing into the instrument. He then had the machine run off the newly made records much to the delight of the Indians who danced about the machine and eyed it with amazement.

INDEMNITIES A BUSY CENTER.

The West Indianapolis five-cent theatre, which has always been a good paying proposition, has changed hands. This theatre, which was formerly under the management of John Ennis, is now controlled by John B. Truelock. Mr. Truelock is an experienced moving picture man, and it is expected that the theatre will be kept up to the highest possible class as to attractiveness and in a financial way.

H. H. Myers, traveling representative of the Columbia Phonograph Co., spent Christmas with friends in Indianapolis.

Among the inquiries received by the Columbia Co. here during Christmas week was a card with the following: "Dear Sirs: My hours are such that I cannot get away from the city during the Christmas holidays. I want to know the best price you will make on one of the mahogany graphophones in your window. Please call me up where I work and show me a Columbia disc graphophone with special chimes record, "Lead Kindly Light." The graphophone was hidden behind a curtain and the chimes of a large bell served to draw the people to the amusement place."

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Quality

That's the big idea behind the Victor, the thing that has made the Victor business what it is to-day.

Quality has placed the Victor in a class by itself—has put it above competition.

That's the kind of instrument you are handling, Mr. Victor Dealer. Make use of this "quality" idea. It will help you to build up your business, to make the most sales and the greatest profits, to add to your prestige, to establish yourself firmly with music lovers and people of wealth and refinement.

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.
Albuquerque, N. M. ... W. H. & L. C. Wolfe.
Baltimore, Md. ......... Cohen & Hughes.
Barnstable, Me. ......... M. H. Andrews.
Birmingham, Ala. ...... E. E. Forbes Piano Co.
Boston, Mass. .......... Oliver Ditson Co.
Brooklyn, N. Y. ------- American Talking Machine Co.
Burlington, Vt. ......... American Photogravure Co.
Butte, Mont. ............ Orion Brothers.
Canton, O. .............. The Klein & Hefflemann Co.
Charlotte, N. C. ......... Stone & Barringer Co.
Chicago, Ill. ............ Lyon & Healy.
Cincinnati, O. .......... The Rudolph Wurlitzer Co.
Cleveland, O. .......... W. H. Burroughs & Sons.
Cincinnati, O. .......... The Rudolph Wurlitzer Co.
Clifton, N. J. .......... American Phonograph Co.
Columbia, O. .......... The Perry B. Whiton Co.
Dakota, Tex. ............ The Perry B. Whiton Co.
Davenport, O. .......... The Perry B. Whiton Co.
Denver, Colo. .......... Heat Music Co.
Des Moines, Iowa ....... James Piano Co.
Detroit, Mich. ........... Grinnell Bros.
Dubuque, la. ............ Hargr & Bluh.
Duluth, Minn. .......... French & Basket.
Eau Claire, Mich. ....... Grinnell Bros.
Fairfield, N. J. ......... W. B. McCallister.
Fargo, N. D. ............ M. H. Andrews.
Fargo, N. D. ............ W. G. Walz Co.
Fort Madison, Ia. ...... Des Moines Piano Co.
Galveston, Texas ......... Thos. Goggin & Bro.
Greeley, Colo. .......... Heat Music Co.
Hamden, Conn. .......... A. Hospe Co.
Harlingen, Tex. ........ W. W. Allen.
Hattiesburg, Miss. ....... H. F. H. Hoge.
Hartford, Conn. ......... The restricting Co.
Hartford, Ct. .......... The restriction Co.
Hartford, Ct. .......... H. S. Wilcox.
Hartford, Ct. .......... Victor Distributing & Exp't Co.

Omaha, Neb. .......... John F. Ellis & Co.
Philadelphia, Pa. ....... I. Davega, Jr., Inc.
Philadelphia, Pa. ....... The Regina Co.

Indianapolis, Ind........ Kips-Link Piano Co.
Jacksonville, Fla. ....... Alexander Serwald Co.
Kansas City, Mo. ......... J. W. Jenkins Sons Music Co.

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Chicago, Ill. ......... The Talking Machine Co.
Cincinnati, O. .......... The Rudolph Wurlitzer Co.
Cleveland, O. .......... W. H. Burroughs & Sons.
Duluth, Minn. .......... French & Basket.
Eau Claire, Mich. ....... Grinnell Bros.
Fairfield, N. J. ......... W. B. McCallister.
Fargo, N. D. ............ M. H. Andrews.
Fargo, N. D. ............ W. G. Walz Co.
Fort Madison, Ia. ...... Des Moines Piano Co.
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Fort Madison, Ia. ...... Des Moines Piano Co.
Galveston, Texas ......... Thos. Goggin & Bro.
Honolulu, Hawaii ....... Bergstrom Music Co.
Indiana, Ind. .......... Kips-Link Piano Co.
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Edward Lyman Bill, Editor and Proprietor

The Talking Machine World

The Talking Machine Industry has established a record for legal encounters, and it is said that in this limited industry more than half a million dollars have been expended for the legal defense of some of its members in recent years. There are a number of speculations offered in the "Side Line Section," which can with advantage be handled by talking machine men. These do not require a large investment, and the possibility of salesmaking is extremely good. By means of such new features of the world, it is put forth with a view of creating new business and new profits for the readers of this publication.

The enormous advertising which the Columbia people are doing along lines of double-disc publicity is having the anticipated result in increasing the demand for the two sided recordings. When double pages, back covers and single covers are secured in the leading magazines to exploit a special product, it would be strange indeed if the demand for the advertised specialty did not grow with surprising rapidity. The advertising campaign of the Columbia Co. is a most extensive one, and it shows that the battle of the records is now in deadly earnest. The Columbia plan of exclusive representation, too, is creating a stir in trade circles.


In reviewing the business industry, of which this journal is the exponent, it must be admitted that during 1908 conditions were far from pleasing. Talking machine men had to suffer from the depression in business which affected all trades, but beyond this they had the added troubles which came from disturbed inner trade conditions; in fact, during the entire year there has been a feeling of unrest in talking machine circles. Changed conditions and restrictions imposed have all had the effect to disturb the trade in the talking machine line, and when everything is taken into consideration 1908 was a year filled with business disappointments.

Perhaps the talking machine men, on the whole, have been no greater sufferers than the men in other lines; but we have all had enough to make us sit up and take notice. There is no doubt about that. Let us forget it. Let us turn to the new year with confidence and with a fixed belief that things will move along all right during the next twelve months—that is, if we all help them to move.

A year ago the currency panic retarded its terrifying effect upon a supersensitive people, many of whom were frightened into extreme measures of hoarding money. Currency and legal tenders were so difficult to get that substitutes for money were made with more or less disturbance to confidence. It seems peculiar now even, when we look back upon it, that such conditions could have existed, but, quite natural, such a panic was followed by extreme industrial depression and the country was filled with foreboding. Then, too, we were getting ready for the biggest industrial struggle of all, of course, that retarded business, and, in fact, when we commence to review the situation a dozen elements at once came to mind which helped to block the wheels of progress during 1908. So, perhaps, as the great Talleyrand once said of the "Reign of Terror," the most remarkable thing was he lived through it. We, too, have lived through the troublous times of 1908 somehow, and now that we are back in the old world and the wheels of progress have started to revolve, let us turn to last year's business pages, study the little book and leave it closed. Let us remember that the world demands good work in its development from each one of us, and let us figure that we may all contribute in a greater or lesser degree toward the complete restoration of business confidence. Let us remember that real progress is moving ahead, and let us remember we can all contribute toward assiting business on its onward and upward march.

Special attention is directed to a new feature of this publication designated the "Side Line Section." There are thousands of dealers who are naturally desirous of increasing their income, and many of whom have ample space in their establishments which can be conveniently utilized for the display of special products and novelties. These have the power to attract trade in the business establishment, and the profits on the sales made are free from overhead charges and bring money storeward and supply talking machine men with a new trade with which to increase their business. Relying on one line of goods gives but one feeder, but when a number of specialties are sold it follows quite naturally that more money will be brought to establishment than if the sales are confined to one line exclusively. Everything which can contribute to increase the income of business men is certainly desirable, and there are a number of speculations offered in the "Side Line Section," which can with advantage be handled by talking machine men. These do not require a large investment, and the possibility of salesmaking is extremely good. By means of such new features of the world, it is put forth with a view of creating new business and new profits for the readers of this publication.

The Talking Machine Jobbers' Association, under competent official direction has made satisfactory progress during the past year. A number of important matters have been taken up and discussed by this organization, and those who are fully acquainted with its accomplishments realize that it is a strong power for the good of the industry. A variety of subjects are now being considered by this association, which will be announced later. An organization of such character which stands for the good of the game should be warmly supported, and should have on its membership roll practically the entire trade. Just keep your trade eye on this organization.

Certain handwritings on the trade wall indicates important changes which will be likely to take place in the talking machine circles before the year shall have advanced many moons. A little bird also whispers that new concerns will be formed, so that it is possible new competition will arise. All these changes will be created in this industry before a very long period shall have elapsed. Just what there is pending will be announced in due time in the columns of this publication. Judging from indications there will be plenty of things of interest happening, which will keep the trade tongues wagging at a good lively rate.
TRADE ON THE PACIFIC COAST.


(Special to The Talking Machine World.)


Since the first of December there has been no complaint of dulness among the talking machine dealers on any part of the Pacific Coast territory, the difficulty in general being to provide a sufficient supply of goods to fill the insatiable host of orders for an excellent business in all lines of machines and records have come in from north and south, while the local dealers have their hands full. The business shows an immense improvement over the last holiday season, and some of the dealers in the city say they have never seen anything like it.

Chas. E. Brown, otherwise known to the coast trade as "Talkphone" Brown, is again in the city after a visit to his store in Spokane.

Mr. McCarthy says the local dealers think that he is canned and labeled, but he is still alive, and will show them a thing or two after the first of the year which had not been dreamed of in their philosophy. The trade is waiting to see what will happen.

Byron Mauzy received another shipment of the new Zonophone records, and a couple of weeks ago, had it all carried in his famous catalog. Now that the first demands of the trade are filled, it is less difficult to keep stock on hand, though still a very large sale.

Large shipments of the new Columbia records have been coming in since last month, and the coast department is now well supplied with most of the catalogs, though there are quite a lot of numbers which it is almost impossible to keep in stock. The dealers throughout the country have been in a great hurry to get for the last two weeks, and many orders coming in by telephone during the week before Christmas, and sales for the month would have been considerably larger, if the most popular machines had been on hand. P. H. Heck, manager of the San Francisco store, states that a larger business was done this year up to December 20 than during all last year. The holiday business of the coast department was the best the company has ever had, and the outlook for the next few months is decidedly good. The new $55 Columbia machine, type IV, with a mahogany cabinet, has appeared on the coast, and is proving a big seller. Many good-sized orders were taken before the stock was received, and delivery are now being made as fast as possible. Edmund Cyrus, one of the outside men, is now in for the holidays, but will go out again by the beginning of January. Mr. Heck will also probably take the road early in January, and expects to place a lot more exclusive agencies. It is expected that the San Francisco store, which is now on Market street, will be moved down town during the spring or summer, though no arrangements have yet been made. The lease on the present location does not expire until near New Year's, and the new store will be made before that time.

Hy. Eilers, of the Eilers Music Co., is spending the holidays at the San Francisco store. He gives the management account of the talking machine business of his stores throughout the north. The D. S. Johnston Company, in which Mr. Eilers is largely interested, has recently completed the lower floor of its store in Tacoma, Wash., remodeled in order to give more room for the talking machine department. This department formerly occupied the upper floor of the building, and has now developed beyond the capacity of the former equipment. The talking machine department of the Eilers Music Company in this city has been placed in charge of Mr. Charles W. Phoebus, who formerly operated the department of the Fillmore street store. This company also has two stores in Oakland. The Eilers department is in charge of Mr. P. H. Heck, and probably carries as complete a stock as is to be found on the coast, practically all lines being kept on hand. Mr. Peel states that the December business has been very satisfactory.

Geo. Q. Chase, of Kohler & Chase, is now visiting the Seattle store. The talking machine department of that branch was discontinued last year, by C. M. Jones is now manager of the department in the San Francisco store, having charge of both wholesale and retail business. The department is being thoroughly reorganized, and some big developments are promised after the first of the year. The company reports a fine business for the last few weeks, and has had a large sale of new records.

The Wiley H. Allen Co. report an immense business in talking machines at the San Diego store, which recently put in a department, has also done very well. Little is being said at present about the talking machine department which has recently been put in by Mr. Allen in San Francisco, but this company is expected to cut quite a figure in the local trade as soon as the business is started.

For the last month Sherman, Clay & Co. have had a great run on talking machines, and the force in this department has had to work overtime, though everybody that could be pressed into service. Mr. McCarthy states that the holiday business was the biggest in the history of the company. By Christmas the stock was practically cleaned out in many lines, very few Victor trolleys being left, and a great business has been done in all lines of Victor machines. Mr. McCarthy says he is not satisfied with the new double Victor records, though they have been on hand for several weeks, and are selling fairly well. Mr. McCarthy was actively interested in the last week in making the downtown New Year's celebration, the first to be held in the old business district since the fire. He was on the celebration committee of the Permanent Downtown Association, and took an active interest in the affair.

Benj. Curtaz & Son report a good all-round holiday business, though they expect to beat it next year, when they will be in their new building on Kearny street. With them, also, there has been unusual large demand for Victor trolleys.

It will probably be well toward the end of January before Peter Baciagulfo & Son are able to open their store at 573 Grant avenue, San Francisco, Calif., which was recently leased by Mr. Baciagulfo, for the purpose of opening a talking machine house. The old business has been rushed in the effort to have the place ready by the first of the year. The second store, which was a small one, has been moved and the old business has been moved into it.

VALUE OF WINDOW DISPLAY.

Robt. N. Watkinson, of the Will A. Watkinson Co., Dallas, Tex., gives excellent advice on this subject of general importance.

Robert M. Watkinson, secretary of the Will A. Watkinson Co., Dallas, Tex., had the following to say on the subject of securing attention by window display in a recent issue of The Retail Merchant, of that city, which should prove interesting to dealers in talking machines and side lines:

"A store window offers the cheapest advertising a merchant can employ. Windows are often preferred to newspaper space because the results are quicker and surer; because showing an article will sell it more quickly than a printed description. The window display has made a special offer for outside retail trade, as a result of which many orders have been coming in by mail."

A Business "Because"

¶ To the Dealers of Michigan, Northern Ohio, and Northern Indiana, we send a solicitation for business on the plain business basis of giving the best possible service.

¶ We are safe in the statement that we can fill your orders immediately on receipt, and are able to supply goods to suit your order. We know we carry the most complete lines known to the trade on hand.

¶ You may send your orders to us by mail, or wire, or give them over the counter. We are safe in the statement that we can fill your orders immediately.

¶ You may send your orders to us by mail, or wire, or give them over the counter. We are safe in the statement that we can fill your orders immediately.

¶ All orders will be made before that time.

¶ Another thing; in every line our goods are new. We are abreast of our business every minute. As soon as anything new presents itself, we have it.

¶ 1909 is going to be, we believe, a good year and so every dealer should stock up well—not only be prepared for trade that comes but go after it and come to us to supply the goods.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.
Have You The Amberol Record Attachments And Are You Putting Them On Phonographs Already Sold?

Every time you equip a Phonograph with the Amberol Attachments you create a new Amberol Record customer.

These attachments are easily put on and they pay you a profit. A Phonograph equipped with them will play both Amberol Records and the regular Edison Records.

So, in making Amberol Record customers of present Phonograph owners, you also retain their trade as standard Edison Record customers.

The new types of Phonographs are all equipped to play both styles of Records—an advantage that wins the choice every time.

You should see that your line is complete on instruments and both styles of Records; also that every Phonograph you have sold is brought up to date with the Amberol attachments.

The demand for Amberol Records grows as people hear them and the profit to you is big.

With the attachments, the Amberol Records and the new types of Phonographs, you ought to have everything your own way this year.

Edison jobbers are all supplied with the new goods. Write the one nearest you.

National Phonograph Company, 59 Lakeside Avenue ORANGE, N. J.
Have You The New
Amberol Records
And Are You Demonstrating
Them?

Once your customers hear an Amberol Record a sale is made.

There is nothing in records that compares with them. Their long playing time is an argument. Their sweet tone is another, and the high grade of music and songs they offer is another.

An Amberol Record furnishes four minutes of delightful entertainment, without record-changing. That is twice the playing time of the standard Edison Records and a longer playing time than any other kind of record affords.

The tone of these new records is remarkable for its clearness, richness and fidelity and the selections are the work of the best talent obtainable.

Not since the perfection of the Phonograph has such a powerful selling argument been given the dealer as that represented by Amberol Records.

You should make the most of it. You should carry a complete stock of both Records and Phonographs. You should advertise them and demonstrate them. They represent your best opportunity for increasing sales during 1909.

Begin the year with a complete line. There is an Edison jobber near you who will be pleased to fill your orders.

National Phonograph Company, 59 Lakeside Avenue, ORANGE, N. J.
THE VALUE OF NEATNESS.

This Art Is a Necessity in the Talking Machine Business and Should Be Cultivated by All Dealers Who Would Achieve Success.

Mr. Dealer, a word with you! Is your place of business as attractive as your home? If not, why not?

This is a serious question and one well worth deep thought. For the success of the "talking" fraternity and the advancement of phonographic melody, it is imperative that the setting which this melody is given should be an appropriate one.

Think for a moment of the exquisite surroundings in which grand opera is heard. The dainty decorations, the air of refinement and culture which exudes from every pillar and balcony, exhilarate even before the curtain ascends. Should not your store which is a grand opera house in miniature a place where the golden voices of the great song birds warble as sweetly as they do in the palace of Hammerstein, be in harmony with the goods you sell?

The jobber may say that he caters to the dealer only, and that he has no time to devote to unnecessary display. He is right in an extent, but, there are very few jobbers who do not have more or less retail business as well, and as this is the branch of his trade from which the greatest margin of profit springs, it is imperative that it should receive its full share of attention.

The only way to draw retail trade from the class of people who really count—the purchasers of operatic records—is to make your establishment neat, attractive and homelike. Have a window display that will compel Miss Society, down town in her electric brougham on a shopping tour, to step forth and admire, and this accomplished to her satisfaction, to come in and buy. Feature your opera selections in the way they are done in the palace of Hammerstein, be in harmony with the goods you sell.

For acute mania, when the mind is agitated and one is inclined to violence, a moderate application of Beethoven's Moonlight Sonata has been found efficacious. Miss Fowler did not say whether this was anything to do with the ancient theory of the effect of the moon on the brain, too much of this is forgotten. Melodies like "Drink To Me Only With Thine Eyes" are also suggested, although, on account of the beautiful, although harmful, effect of liquor on the brain, too much of this is forgotten.

For melancholia, what Miss Fowler calls "bright, quick" music must be applied. In this connection, try a teaspoonful of such lyrics as "If I Like to Have a Lot of Little Girls Around Me" or any of George Cohan's works. Pieces like Chopin's "Marche Funebre" and the "Ave Maria" are not good in such cases, and doses of paralysis.Miss Fowler neglected to say whether she meant paralysis of the mind or body—strong doses of Wagner are recommended. The "Ride of the Valkyries," for example, is calculated to awaken the dead, and certain parts of "Parsifal," although known on occasion to have had a somnolent effect upon certain kinds of minds will prove highly beneficial to those in whom all feeling is dead.

DR. BELL'S NEW FLYING MACHINE.

Dr. Alexander Graham Bell, who with C. A. Bell and Sumner Tainter, was interested in the invention of the graphophone, is reported to have completed a new flying machine. Dr. Bell is famous as an inventor and scientist. He was associated in Edinburgh and in London university, and upon coming to America in 1876 first went to Canada, but settled in Boston a year later, becoming professor of vocal physiology in Boston university. Soon after his investigations began that led to the invention of the telephone, the patent for which was granted in 1876. Various universities have offered degrees upon Dr. Bell, who also is an officer of the French Legion of Honor, and he is a member of various scientific organizations and rector of the Smithsonian institution. His home is in Washington, and he has an extensive summer home at Sydney, Cape Breton, where he has just completed his new aerodrome.

PARCELS POST TO AUSTRIA.

On January 1, 1909, a parcels post arrangement between the United States and Austria (not including Hungary) went into effect. Under this agreement parcels to be exchanged between the two countries must not weigh more than 11 pounds, and measure more than 3 feet 6 inches in length, nor 6 feet in length and girth combined. Postage must be prepaid at the rate of 12 cents per pound or fraction thereof. If necessary, a delivery charge not exceeding 5 cents will also be collected of the addressee on delivery of the parcel.
THE GOOD CHRISTMAS SALE.

How Salesman Franklin's Heart Was Touched by the Condition of a Poor Widow and Her Son—Provided With Christmas Music at the Expense of a Fancy Vest.

Edward R. Franklin decided he might order it. He had inspected, through the window of the Universal Clothing Co., the fancy "material marked "Vest, $7.50" every morning this week, but his mind was not settled till to-day. But this morning he had told himself that he did not spend a great deal on his own person, and that the waistcoat might help him along in making sales. So in he went, got measured, and ran out of the store just in time to catch the car which was to carry him and his neat black carrying case to his territory for the day.

Not many hours passed before a heavy rain caused our young friend to take refuge in a small house in a big field.

It wasn't a pleasing Christmas picture he found there. Just a poor old widow eking out an existence in company with an only son, bed-ridden since childhood with an incurable spinal complaint; but she was able to entertain her visitor: oh, yes, to buy some.

Edward R. Franklin walked briskly into the office, and in reply to the manager's inquiry, said he had had some fair sales and placed a small pile of bills on the cashier's desk, as he made out his sales' slips.

"That's a pretty fair sale," said the manager, glancing over the items, "twenty records to one man."

"Yes, sir; the poor fellow is a cripple."

"That's bad; good thing he's got money."

"Yes, sir. May I use the 'phone?"

"Why, of course."

"2684 R, please. Hello! Is this the Universal Clothing Co.? Well, this is Edward R. Franklin. Will you kindly cancel that order I gave you this morning for a vest? Right! Much obliged. Good-by."

"THE WOLF" THRILLS THE WEST.

Scene of Flight in Which the Howling of Wolves Is Reproduced by Talking Machines.

During its recent visit to Denver, Colo., that intense drama of the Northwest, "The Wolf," written by Eugene Walter, a former newspaper man of that city, caused quite a sensation, and much favorable mention. Of course the fact that the author was a Denverman won for it a special consideration, but it was the howls of real wolves, heard in the play, that amazed old-time ranchers. The play works up to a duel to the death in the dark between the two principal characters accompanied by the howl of wolves, which is almost blood curdling. This realistic effect is secured by means of the talking machine. It will be remembered by readers of The World that records of the howls of real wolves were taken specially for this play and they have added much to the real Bowery or Drury Lane "thrill" occasioned by the performance.

MISCHA ELMAN'S SUCCESS.

Not in many years has a violinist scored such a success in New York as his Mischa Elman, the young Russian, who has been arousing great enthusiasm, both at his recitals and at the Sunday evening concerts at the Manhattan Opera House. Elman's success confirms the high praise bestowed upon him by the leading critics of Europe.

He is no longer a boy prodigy, for his reputation rests on a more substantial foundation. He is a mature artist, and while still a "prodigy" is no longer a boy. Talking machine dealers will find a great demand for Elman records at the different points to be visited by this artist during his six months' tour of the United States. Four fine Elman records are listed in the Victor Red Seal list, and they should be featured by dealers well in advance of the concert to be given by this artist in their locality. They will be well rewarded for their enterprise, because they are records of especial excellence, possessing that individual force which enables Elman to thrill his audiences and enthuse them.

THE TALKING MACHINE WORLD.

SAVE THE LIFE OF YOUR RECORDS

FOR EDISON PHONOGRAPHs AND VICTOR TALKING MACHINES.

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHs

For Edison Phonographs and Victor Talking Machines.

THE PLACE No. 10

DISK Record Brush

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS

Saves Nai's from scratching and prevents Record from wearing thin and prevents metal sound. Insurance a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

Write Now

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK
TRADE IN THE ANTIPODES.


(Special To The Talking Machine World.)

Sydney, N. S. W., December 15, 1908.

Business conditions among talking machine men in this country are slowly improving, dealers reporting an increased demand for high class goods. The Edison line has a steady growth following all through Australasia, and there can be no question as to the tremendous advertising value of the name of Edison. Of course this doesn't mean that the American manufacturers control the market exclusively for the English and German machines have also many admirers, the latter particularly in the lower-priced goods.

There has been a regular avalanche of cheap stuff on the market for some time past which has tended to injure the business as a whole. None more grievous complaint is that there are too many factors in the business compared with the volume of trade done in this country. Things will undoubtedly improve in time, it is clear that the line of demarcation between the higher classed goods and the very cheap is becoming more defined. The salvation of the trade seems to lie in having fewer and better factors, and in adhering to fixed prices. The policy of "getting business at any cost" is a mistake, and the one who does the best business was tremendous, and I am satisfied dealers who went after trade have no complaint. It is true in the city some dealers want to come in to compete with the only ones who I have heard speak of business other than in a cheerful strain. We could have sold at least 100 more Victor Victrolas if the manager had filled our orders for the new year is excellent. Our trade is almost wholly wholesale, as you are aware.

J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Trade: "We had a very active business, and when it came to supplying dealers with goods, no one on our regular list of between six and seven hundred dealers received a smaller supply than those who had filled our orders for the new year is excellent. Our trade is almost wholly wholesale, as you are aware."

The Philadelphia Phonograph Co., 17 South 9th Street, Philadelphia, and have ever since maintained our position of "FIRST." We are FIRST in securing anything new, FIRST in making prompt and satisfactory shipments, and FIRST in caring for your interests.

The Original House

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

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

PENN PHONOGRAPH CO.
17 South 9th Street
Opposite Post Office
PHILADELPHIA
MOVING-PIC TURE SHOWS WIN.

Deciding that the sweeping order of Mayor McClellan directing that all the motion-picture shows in the city be closed, was invalid, Supreme Court Justice Blackmar, in Brooklyn, granted to the showmen injunctions restraining the authorities from interfering with their exhibitions.

This order will act as a permanent restraint upon the city officials unless the decision of Justice Blackmar is upset by the higher courts. Mayor McClellan said later that the city would appeal the case as soon as possible. It will probably be carried up to the Court of Appeals.

Justice Blackmar holds that the Mayor was without the power to make the revocation of licenses; that he could not close up both the good and the bad shows indiscriminately. The Mayor, however, is not restrained from revoking the licenses of any or all of the shows not complying with the laws upon the presentation to him of proper cause for such action.

It is the view of the court also that the moving-picture exhibitions do not come within the inhibition of the Sunday observance laws. About 460 such shows in the different boroughs of the city are affected by the decision.

In the opinion Justice Blackmar said: "There is a limit to the exercise of the power of revocation. It must not be arbitrary, tyrannical, or unreasonable. The Mayor might, perhaps, have revoked the licenses under whose protection indecent or improper pictures were shown and those licenses which were acquired by bribery. He could have revoked, or suspended, until required changes should be made, the licenses of those places which furnishing cause for revocation.

But the Mayor did not confine his action to those places against which cause was shown. He revoked each and every license he had granted. He included in the same condemnation the innocent and the guilty.

"It was held in People v. Hemleb that a moving-picture show is not a public show within the meaning of the words used in Section 386 of the Penal Code. I do not mean to say that these shows may not be of such a nature that they would be illegal, but simply that all exhibitions of moving-picture shows on Sunday are not necessarily illegal so long as the Hemleb case is unrevoked.

"Within certain limits the discretion of the Mayor to determine whether licenses shall be revoked will not be controlled; within those limits the court will not substitute its judgment for that vested in the Chief Executive of the city, but a general order of revocation which is concededly based on an abuse of the privilege by a part only of the licenses is not a valid exercise of the power."

A committee of moving-picture men will call on the Mayor for the purpose, if possible, of adjusting their shows to the requirements of the law.

STANDARD CO. BUYS W. E. HENRY CO.


(Special to The Talking Machine World.)


The Standard Talking Machine Co., Inc., have just bought out and taken over the entire stock, merchandise and fixtures, of the W. E. Henry Co., Youngstown, O., who were jobbers of the Edison line. This, together with their recent purchase of the Powers & Henry Co. and the Pittsburgh Phonograph Co., of this city, gives them one of the largest stocks of talking machines, records and supplies in the country. They are just starting out on a vigorous campaign, and expect to give their dealers better service, prompter shipments and more liberal terms than ever before.


Chatting with the manager of the company today, he said: "We have found the talk talking machine business to be away beyond our expectations. In fact, our business for November and December was considerably more than the combined business of the Powers & Henry Co., Pittsburg Phonograph Co. and Standard Talking Machine Co. for the corresponding months of last year, and every indication points to a continued improvement. In fact, we feel confident that the talking machine business is due for a decided boom."

TO TRY AN EDISON STREET CAR.

Experiment With Nickel Storage Battery on Third Avenue Line.

The self-propelling street car with which Thomas A. Edison has been experimenting for the last seven or eight years, is now being put into its final form and will be tried out over the tracks of the Third Avenue system next spring. The car is to be operated by a storage battery the metal parts of which are of nickel instead of lead, and the chemical reaction of which is of an alkaline rather than of an acid nature. By these changes the inventor hopes to turn out a battery whose superior resistance to corrosion will prolong its life an indefinite number of years beyond that of the batteries now in use. Such a battery, he thinks, will make possible an electric car generating its power aboard which can be operated as cheaply as from a central station.

Frederick W. Whitridge, the receiver of the Third Avenue system, is also investigating the merits of another style of self-propelling car.

Fibre Needles
FOR DISC RECORDS

ARE BEING SOLD BY THE MILLIONS

HE first and only ones on the market. The kind you have been waiting for. The kind that will not and cannot injure your records. The kind that cleans, polishes and improves your records to a greater extent each successive time they are played. NO SCRATCHING, NO CUTTING, NO RASPING.

The Records Are Yours to Enjoy FOREVER
ALWAYS NEW—ALWAYS CLEAN—ALWAYS IMPROVING

A needle that is essentially intended for the home or parlor. A needle that will appeal to the lover of good music—to the one who understands and appreciates a correct reproduction. A needle whose tone quality is rich and natural.

The Effect is Ideal

In fact, a needle that is logically adapted to the varied and delicate requirements of a disc record—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping. Try them at home when alone. Then wonder how you ever did without them.

Each needle may be repointed with a special device for this purpose.

Send us your sound box so that it may be altered to take both fibre and steel needles.

B. & H. FIBRE MANUFACTURING CO.

208 E. KINZIE STREET, CHICAGO, ILL.
PHOTO-OPTICAL APPARATUS

Invented by Dr. Duncan a Great Aid to Medical Students—How Moving Pictures and Phonograph Are Employed.

A photo-optical apparatus, the invention of Dr. Charles H. Duncan, a surgeon-engineer, which was recently given a practical and successful test in New York, will, in addition to proving a great benefit to medical science, prove a relief to the suffering patient, who, as is now the case, is placed on an operating table and subjected to the gaze of hundreds of students who attend the clinics throughout the city. This apparatus, which will revolutionize a custom in hospital surgery, according to trained medical men who have witnessed its performance, will be the means of doing away with the dread felt by patients submitted to operations being exposed before embryonic surgeons, students and the public in general.

The machine, by means of mirrors and camera bellows, transports the vivid scene in its actual colors and proportions, life-size, from the operating room to a huge screen in the amphitheater where are gathered the spectators, not one of whom actually sets eyes on the patient, the nurses or the surgeons who are performing the operation.

In addition to this the patient is absolutely unaware that the operation is under observation; no sound penetrates the operating chamber; danger from septic poisoning brought in on the clothes and shoes of the witnesses is eliminated, and annoyance caused by those going to and from their seats is obviated.

Moreover, moving pictures of the operation may be procured. Phonographic records, too, of the accompanying lecture are made, thus obtaining for students valuable instruction for medical colleges all over the world.

As is now the case, even the best appointed operating rooms are by no means a favorable place for a young surgeon to witness the operation, and annoyance caused by those going to and from their seats is obviated.

The lens of the projectors throws the picture upon the screen or patient, so that the resulting actual operation is witnessed by every one in the amphitheater from one point of view. It is as though the operator were gazing down upon the scene through an aperture six feet above the operating table. The face of the patient is covered and nothing whatever is thrown on the screen except the locality operated upon.

We feel sure that all distributors and dealers who do not wish to take advantage of their competitors by some inaudible or sharp practice in their advertising will be agreeable to our re-
A retrospective glance over business conditions for the past year—opportunities for foreign trade expansion left unheeded—fire damages Edison-Bell plant—some excellent records make their appearance the past month—gramophones and sedan—trade troubles—the new clarion record—van biene helps music hall fund—how the poor are entertained—amberol record publicly demonstrated—Seymour's new system of recording—what Mr. Seymour has to say—an interesting chat with this gentleman—interesting budget of news from the provinces—after effects of labor troubles.

A short resume of the course of trade during the past year could not be written down as in any way advancing the interests of this industry, however optimistic one may be. Apart from the very keen competition which has existed, the whole year has been one of unprecedented general trade depression, and it is therefore not a matter of great surprise that the monetary loss has created a state of mind from which we cannot hope to regain the normal until at least next season. It is unnecessary to dwell in detail upon the reasons for this decline, for it represents the result of conditions over which we have no control. No doubt there have been many mistakes made on the commercial side, but traders should now look to the future with a determination to make good the lost ground. One great evil that can be remedied is the practice of giving indiscriminate and long credit. That this is an "evil" no trader will question, especially in view of the heavy losses most of us sustained last year. A month's credit is quite enough; at any rate, the limit should not exceed two, and while no hard and fast rule can be laid down, it is fairly obvious that if—a seller has sold the goods, or a goodly portion, and does not pay, his credit should be immediately stopped. But to do this and to prevent a delinquent going from one factor to another, a central exchange where such could be black-listed is necessary. That remains for one or two factors to start the ball rolling, and success is assured. Another matter is the enormous wastage of publicity literature amongst the leading dealers. This waste is yearly stopped by the manufacturers on catalogs, bills, show-cards, circulars and other pointers, all for the benefit of the factor and dealer. In many instances, to my own knowledge, this valuable matter is treated as such waste paper—used up for packing and indiscriminate distribution. And when it gets to the dealer, in nine cases out of ten he just sticks it in some out-of-the-way corner, instead of making good use of the means given him to stimulate his trade. It is safe to say that over 50 per cent. is, without exception, thrown out of use. So it is a matter which calls for immediate reform, and as competition grows keener the maker will find that he cannot stand this great loss. It is only one of the many things which more strongly emphasizes the necessity for the formation of a trade protection society.

With the exception of perhaps Mr. Edison's latest discovery, 1908 has seen little scientific advance in improvements of the talking machine. I have, however, overlooked the significant fact that the cylinder record, especially the double-sided variety, is far outstripping in popular favor the cylinder record, which succeeding years show is more proportionately on the wane than ever. This latter product still attains a large sale, and no doubt will always do so, but in nine cases out of ten the disc secures the new buyers, and in this connection it will interest our American readers to know that the introduction of double records in England has proved a decided success. If A. offers a single-sided record at 60 cents, and B. can do two of equal merit at 75 or 80 cents, which is the buyer going to have? The question answers itself; for it is human nature to get the most for money all the world over. While British talking machine concerns are doing good trade with our colonies, it is a remarkable fact that opportunities of creating business with foreign countries are allowed to pass by. If it is not lack of capital, it must be want of enterprise, for golden chances present themselves to the man who will step out of the rut. Let us take an instance: The near East crisis has been responsible for great estrangement between the countries of Bulgaria, Austria and Turkey, in which latter country the Turks are simply clamoring for British goods against Austrian, which they are boycotting very vigorously. This, then, is the hour of the English merchant's opportunity in Turkey, and so far they have shown themselves utterly indifferent to the situation. The consular authorities have pointed out again and again the urgency of direct communication with the British producer against the capable Turkish consumer. As the Turks prefer to deal personally with an Englishman, and the business is there to be had, it furnishes me with a suggestion to British talking machine manufacturers; and it is that three representative houses with a cheap and high-grade disc product and a good cylinder line, in combination with a maker of accessories, would do well to equip a smart young Englishman knowing the language and send him out to directly trade on their behalf in Turkey. The same idea might apply to Bulgaria, Servia, and some of the other small countries round about. Wake up, England!

All enjoyed a big holiday trade. My reports from the makers and the leading wholesale houses go to show that they all had a very fine and busy Christmas. The orders were exceptionally heavy the last two weeks in December. Satisfaction is universal—to the coast line north, south, east and west.

Latest favorite records.
The following favorite records are to hand:

A pretty musical selection from "The English Chimes," part 1 and 2 (Nos. 1-420690,10), by the Earl of Londale's private military band, which also plays "Unrequited Love" (No. 1-42071), and "Did We Good-bye" (No. 1-42074), both records of exceptional tonal merit. Of songs we have "Lovin' Smile of Sister Kind" (No. 1-45135), by Harry Thornton, with organ accompaniment; on the reverse "It Was a Lover and His Lane" (No. 1-60077), duet by Miss Jessie Broughton and Harry Thornton, a record which gives evidence of the great advance in quality of the Favorite. In "Never Give In" (No. 1-45158) and "To Anthea" (No. 1-65157) Wilfrid Platt is at his best. "Once Again" (No. 1-65156) and "I'll Sing Thee Songs" (No. 1-65154) are two popular impressions well sung by Bernard Turner. On the humorous side the inimitable Fred Vernon is responsible for giving us a fund of enjoyment in "Put a Bit of Powder on It, Father." (No. 1-67073), on the reverse of which record is "Oh! Oh! Antonio" (No. 1-47074), the pantomime favorite.

Edison-Bell 6,000 fire.

On December 31, at 7 a.m., a disastrous outbreak of fire was discovered at the Peckham Factory of the Edison-Bell Co. It commenced in one of the molding rooms in the old building and rapidly spread to the new section of the factory, wherein were other molding tanks, boring machinery, and many populating matrices, a good deal of which it was impossible to save. The damage is very considerable, and is estimated at over 6,000, fortunately covered by insurance. Some hundreds of employees have been thrown out of work, and altogether, coming, too, at a busy time, the fire has materially interfered with the regular production of the Favorite. The fire originated through a watchman neglecting his duty by letting the wax get 200 degrees too hot. After putting out the fire, instead of letting well alone, he started stirring up the molten wax, thus causing the release of an extra volume of gases, which resulted in spontaneous combustion.

The International Favorite Record Co., Ltd. (of Great Britain)

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

FAVORITE RECORDS

Satisfaction is universal to the coast line north, south, east and west.

FAVORITE RECORDS

The International Favorite Record Co., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C.

THE TALKING MACHINE WORLD.
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, especially adapted for export to stand any change in temperature.

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

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.
and again, and from which you can also derive much profit.

Another new departure is the marketing of the new gramophone wood horns in oak or mahogany. They give more mellow results than metal, and undoubtedly justify all the company's claims in this direction. A complete catalog of gramophone records for January, February and March, 1909, is now ready, and containing thousands of titles properly classified and indexed, it forms a ready and handy guide for the dealer.

The January list of gramophone records contains selections by the leading bands and artists of the day. To mention a few, "Selection from overture 1812" and "Zampa overture," by the Band of H. M. Coldstream Guards. La Garde Republique gives "L'invitation a la Valse," La Scala Symphony Orchestra (Milan) "Sil Jetaui Rei" overture. Under concert music I notice several fine pieces by notable artists, while Harry Lauder and George Robey figure in the humorous section. Four pantomime hits appear. Mr. Bramsy Williams "Sidney Carton's Farewell" is an effective monolog from "The Tale of Two Cities"—perhaps the most natural work written by the celebrated Charles Dickens. "Farewell" is a comic song called "Nobody's Satisfied," work written by the celebrated Charles Dickens. That Lyon had become a walking machine and abscended, and caused much laughter by saying that Lyon had become a walking machine and absconded, and caused much laughter by saying that Lyon should be more careful in future not to call any political nature is ever recorded. News agencies all abstained from saying that the reported seizure is not of their goods, and must say the quality of tone is exceedingly its musicality. It was promised some few weeks ago, and the record should be on the market now very soon. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This is an advantage, to my mind, for the ordinary standard record is much too loud. By decreasing the volume somewhat, a much sweeter tone is obtained, which the public are not slow to appre-

**ROYAL APPRECIATION**

_TO H. M. the QUEEN_

OF ITALY

_TO T. M. the KING AND_ QUEEN OF SPAIN

_TO H. H. the KHEDIVE_

OF EGYPT

**THE GRAMOPHONE COMPANY, Ltd.**

21 CITY ROAD, LONDON

139 Belleaghatta Road, CALCUTTA

15 Rue Blave, PARIS

36 Ritterstrasse, BERLIN

56 Balmes, BARCELONA

**TO H. M. the SHAH**

OF PERSIA

**FROM OUR LONDON HEADQUARTERS—(Continued)**

"Here's a Way of Doing Business."

A Yarmouth tradesman in the bankruptcy court said that he penciled the amounts his customers owed him on a board, and on the settlement of an account, he planed the entry off the board. The most novel system of single and double entry the court had ever heard of.

Not Gramophone Records.

The sedition in India has been largely responsible for a great show of brilliancy on the part of certain newspapers recently. Yellow journalism sets with avidity anything of an inflammatory nature, and the latest to come under this heading is gramophone records. Without taking any trouble to verify the facts, newspaper reports were given to the effect that the government had decided to take action in the matter of alleged seditious songs and speeches, which "it was said, were circulated through the medium of gramophone records." The company, interviewed, say that they know nothing about the matter, excepting as particular care is exercised that nothing of a political nature is ever recorded. News agencies should be more careful in future not to call any and every record "gramophone." But, after all, it only shows what a lot there is in a name!

Troubles in the Trade.

In the matter of A. Lyon & Co. (and trading also under the style of the City Mfg. Co.), City Rd., and Commercial Rd., London; the public examination was held of Cyledom, Ltd., of Blackfriars Rd., London, shows ranking liabilities at £6,183, 18s. 6d., and assets, £1,347 3s. 6d.; the official receivers report in regard to the liquidation of Cyledom, Ltd., of Blackfriars Rd., London, shows ranking liabilities at £6,183, 18s. 6d., and assets, £1,347 3s. 6d., which is all absorbed by the debenture holders' claims; thus leaving nothing for the creditors. Other business troubles cover J. H. Diggle, Miller Arcade and Strand Road, Preston (deed of arrangement), and Charles Evans, Worthgate street, Aberystwyth.

The "Clarion" 200 Thread.

It was promised some few weeks ago, and the record should be on the market now very soon. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This is an advantage, to my mind, for the ordinary standard record is much too loud. By decreasing the volume somewhat, a much sweeter tone is obtained, which the public are not slow to appre-
FROM OUR LONDON HEADQUARTERS—(Continued.)

ciate, as traders are now finding out, to their surprise. The majority boom their records as the loudest, and, let me say here, the louder they are, the less they sell. Moreover, it is doing a great deal of harm to the industry, and it will be found that the men (and they are many) who get tired of their machine and sell it, do so in the name of economy because of the loud volume which characterizes the average record. You might ask, why therefore, was the purchase made? The answer is not far to seek. In the dealer's shop, sound has more room to disperse, and consequently it appears to the buyer to be just the right pitch, but when home it is another thing, the record seems twice as loud—through the way of space—and is probably discarded altogether. Ask the buyer!


The new concern foreshadowed in my last report as coming into existence, has now commenced trading under the name of Russell Hunting & Co., of which Alexander Ogden is the manager. Business is in full swing at the factory, and Mr. Ogden reports a good start, with plenty of orders hand. Both a cylinder and a shilling record will be put on the market, but it would be premature to say more now, although we shall, no doubt, have something further to report later.

Gramophone Concerts at Whiteley's.

At Messrs. Whiteley's great London store, gramophone concerts are now given every day from two till seven o'clock. The innovation has shown surprisingly good results, which should stimulate other stores to follow this excellent example.

Earlier Post for New York.

In order that Coinarders outbound bound from Queenstown shall not be delayed in waiting for the mails, the postal authorities propose to close the time for posting letters intended for the Queenstown route two hours earlier on Saturdays in London. The mails will then reach Queenstown at 5:15 on Sunday mornings, instead of 7:15 as at present, and will therefore really arrive before the Coinarders come up. It is thought that the saving of time should result in the Lusitania and Mauretania reaching New York in time to land their passengers and mails on Tides in brevity. The public will be notified shortly the exact date this new arrangement will come into force.

Gramophone Co.'s Dividend.

The directors of the Gramophone Co. announce an interim dividend of 15 per cent. per annum (2d. per share) less income tax, on the ordinary shares for the past quarter, payable January 15.

Concession to Australian Newspapers.

In future Australian newspapers, weighing not more than 8 oz., will be delivered in this country for 1d. postage. A similar reduction to Australia is not to be given just yet.

New Departure in Cylinder Records.

A new departure in cylinder records is promised shortly; in the matter of length they will be 8 in. and 18 in. long, which, of course, can only be played on a special kind of machine.

Companies Registered.

The Favourite Disctone Ltd., capital 550,000 marks. Registered in Germany prior to June 30, 1905. British address 45 City Road, London, where A. F. Vische is authorized to accept service.

Express Rates to America.

In consequence of an increase in the charges made by the American Express Co. for detraying the cost of clearing parcels through the United States Customs, Sidney Huxton announces that it has become necessary to increase by sixpence per parcel the rates of postage on parcels sent to America by the semi-official parcel post from January 1. There is no increase in the official parcel post rates.

Van Biene Contributes to Music Hall Fund.

Auguste Van Biene, the great 'cello player, reestablished in a general London concert programme, and collected 15s. 5d., which, with a 50p note, he has sent to the Music Hall Benevolent Fund. The action was the fulfilment of a vow made forty years ago by a starving boy of seventeen was discovered playing in Hanover Square by Sir Michael Costa, who, remarking the boy's wonderful power, asked why he was playing in the gutter. 'Because I am hungry,' Van Biene replied in French. Sir Michael took him home and after hearing him play, found him a place as 'cello player in the Covent Garden Orchestra. He then vows that on every anniversary of his deliverance from starvation, he would go back to the streets and play, and he has never broken that vow.

A Letter from Mr. Ruhl.

Dear Sir,—In your issue of December 15 I find a review of our records which I very much appreciate. I wish, however, to point out to you that the name of the artiste who played our piano solos is Mr. Henry E. Geehl. It may also interest you to know that Mr. Geehl is a composer of some note, 'Valse Arabesque,' which he played for us, is one of his compositions published under a pseudonym. I may say that I am always looking forward to your 'Trade Happenings in England,' which always contains a lot of interesting matter, and from which I get all the news of the trade. I am at a glance. Wishing you every success, etc.,

Headway is being made by the movement for establishment of uniform postage between England and France. The Posts and Telegraph Commission is strongly in favor of reducing the ordinary letter rate from two pence-halfpenny to one penny.

A New Columbia Catalog.

A new machine catalog, illustrating and describing all models of disc and cylinder graphophones, has just been issued by the Columbia Phonograph Co. It is a handsome, compact book, printed on art paper with large half-tone illustrations. Special emphasis is laid on the tone of reproduction, mechanical efficiency, and appearance of Columbia instruments. The catalog offers a wide choice for selection, in models ranging from the £2 2s. 'Trump' to the £5 'Symphony Grand.' A section is devoted to talking machine accessories, and a list of the principal machine and repair parts, with prices, is given.

Piracy of Trade-Marks.

Regarding the increase of trade-mark infringement in Japan, the British Foreign Office advises owners of such marks to forward particulars of them to the Patent Bureau at Tokio. The difficulty of protecting trade-marks is greatly increased by the failure of foreigners to take any action to secure their rights. Traders are recommended to combine to appoint a common agent at Tokio to watch their interests.

Entertaining the Poor.

The workhouse officials throughout the country are gradually but surely coming to regard our beloved instruments as very necessary to the enjoyment and comfort of the inmates. We don't deplore the idea for one moment, but it really seems a very risky thing to do, for such fine musical records as are provided would seem to act upon the tramp like unto a magnet, and with the result that the workhouses are full up, and...
And remembering that the pen is mightier than anything to enlighten our friends of the pen, as Croydon Marks gave would go further than being eliminated, and a few more such speeches.

Between a cylinder and a disc record, or machine, the depth of the vibratory cut and the extent of frictional contact by the reproducing stylus, either in the former or the latter system of recording, are of the utmost importance. A colored poster, 60 x 40, of an attractive and original design, is being distributed to Colmore dealers to advertise their special and exclusive line, the Melbo-phone. The Colmore Depot will send this poster to any midland dealer with his name at the foot as local agent.

A Revolution in Recording.

Following the announcement in my last report that Henry Seymour had invented and applied for letters patent for a new system of recording, I can now give some further particulars relative thereto. He claims that it is possible to make an eight-minute record on the standard cylinder with precisely the same volume and tone quality as the standard records, whereas if he confines the limit to four minutes, he obtains just double the volume without the loss of quality, and enormously diminishes the surface noises in addition. I suggested that the appearance of the "Amberol" record had induced Mr. Seymour to devote himself to the problem of finer cutting, which he quickly contradicted; in fact, he reminded me that I had mentioned his experiments in this direction many months ago and that I had communicated the fact to the readers of The World.

I asked Mr. Seymour what he thought of the "Amberol" now that opportunity had been given to carefully judge it. He said that "it was a real advance, but Mr. Edison, however, had stuck to the original U track. Their tonal value is excellent, but the volume is much less than that of the standard cylinder."

The "volume of a record depends on two things: the depth of the vibratory cut and the extent of frictional contact by the reproducing stylus with the record track."

The same area of track contact as that of the standard cylinder must be preserved to obtain the same volume, apart from the depth or amplitude of the vibratory cut, and this can never be preserved with the U form, since every unit of depth necessarily adds an increase in the width of the cut. This is so even with my new system (which is the V cut, formed by cutting edges which assume sides of an equilateral triangle, or maybe, a square), but not in the same degree. The employment of a cutting stylus in the latter form solves both the recording and the reproducing problems at once. I get more than double the depth of the 'Amberol' cut, and yet preserve the same frictional con-

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

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THEY GIVE THOROUGH SATISFACTION and ADVERTISE THEMSELVES.

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**London, Eng., 45 City Road**
tact as that of the 100-thread record. As the sides of an equilateral triangle are always mathematically equal, whatever its size, a reproducing stylus of any size of the same shape will never fail to properly engage the track; and this is of the greatest importance both technically and commercially, for sapphire grinders are unable to make circular styls of uniform diameter, except by accident, whereas the triangular shape is both easy and cheap to produce."

"You propose to apply your system to the indestructible cylinder and to the phono disc!" I understood.

"Yes," replied Mr. Seymour; "the fine cut is just the one thing needed to make the indestructible cylinder, for they will no longer be harsh in tone or noisy in surface. I understand.

Zonesphonos are selling exceptionally well, and the new "Amberol" records are now being taken up very freely by the dealers.

Business is reported good at Hilton & Co. They have done exceptionally well in the north and northeast of the country, and are satisfied with the results in their extensive wholesale business, but in the retail depot business was reported as rather slow, only a moderate trade being maintained, notwithstanding local advertising and other publicity, the spending power of the public has not been free, owing to general business depression, and reports of a like nature come from Messrs. Hoykianes.

Mr. Jenkins, of Queen Victoria street, the original "Amberol" factor for Leeds, reports business as very good. He is also stocking Homophone records, and is very well pleased with them. Mr. Jenkins is now manufacturing his own machines and cases, having recently started a cabinet-making workshop. The models we saw are exceptionally nice, and being sold at a reasonable price, he hopes to do a very large trade.

Another firm of cabinet makers, "The Leeds Cabinet Phone Co.,” are also making a large assortment of cabinets for the talking machine industry. They have prepared a full line of cabinets, from £2 to £3 up to £10.

The well-known cycle agents, Messrs. Greenwood & Sons, are doing well with them. Syringa goods again this year, and from all appearances are doing well with them.


In Yorkshire, generally, trade is not so good as was anticipated. In Leeds and the neighborhood the retail trade, specially, has been somewhat slow, but on the northern coast, Middlesbrough, Newcastle-on-Tyne, and the adjacent districts, sales are reported to be a great deal better.

Fortunately for the talking machine trade the labor disturbances which occurred during the early part of the year were settled just in time to allow the workers to recover themselves somewhat before Christmas week, thereby enabling them to spend more money in the north than in the south side of the country. There was, however, no energy displayed by the public to purchase, which limits the retailers to a smaller stock in proportion. As soon, however, as the areas that have been affected by the recent strikes and labor troubles get normal, there is not the slightest doubt but that trade will recover, and in all probability make up for past losses.

"The Record Phone Co.,” Thornton’s Arcade, state that business with them is not quite so good as expected. Zonesphonos, Twins and Electros are selling very well, and expect that business will be altogether better shortly.

At Thompson, Helsby & Co. business has been exceptionally fair, and from all appearances is going on very well.

The well-known cycle agents, Messrs. Greenwood & Sons, are doing well with them.

Money-Makers

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PORTLAND, MAINE, U. S. A.
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22 Sir Thomas Street, LIVERPOOL

FOR the finest double-sided 10-inch disc records on the market, 2/6 each.

Compare these with any other make at any price.

Write for lists and samples (Trade only).

as they expected, they hope it will considerably increase in a short time.

In the retail business, Archer & Co. state that business is only moderate.

Cramer & Co. also state that business is not good, and that it is considerably better recently, especially in the higher-class goods. Jake Graham has also been very busy.

In the other houses, although there is a certain amount of sales being made, there is a distinct lack of energy and enthusiasm with the buying public this season. The recent labor troubles have caused a serious setback as regards machine sales, and on the record side, where last season a dozen were purchased, probably only two or three are bought now. In addition, there has been recently large quantities of liquidative stocks and job lines placed on the market, and these have caused a further diminution in sales of the ordinary goods.

Altogether, the past year, 1908, has not been what one would term a really successful one. Nevertheless, plenty of energy and hard work, very small profits are being made, and we rather anticipate that in not a few cases they will only just cover trading expenses.

Christmas and New Year festivities are now over, and we hope that the year 1909 will bring us better and more trade than did 1908.

MANCHESTER.

Manchester, January 4, 1909.

Generally speaking, the trade has not been so good as anticipated; disc records have sold fairly freely, especially the well-known makes. Disc machines have been somewhat slow. In cylinders, Edison have, of course, taken the lead. Grams, Standard and Home machines have had a steady sale. The booming of the Amberol has caused this; nevertheless the market is very unsettled. Job lines, both recently offered, also others that are in view, bring down the prices, and make the dealer extra cautious in buying.

Messrs. Doe have had a rush during December, the output being very large, machines not quite so freely, but records in quantities. Edison machines, also the new attachment, and the Amberol records, have been well sold.

Messrs. Richardson have had a busy time also. Zonophones, Twins and their special "Trumote" disc machines, with lidson goods, have in each case found good sales.

Messrs. Burrows also report business as very good. At Fraser Watson's Pathd goods were in demand, to go ahead.

The Edsion-Bell Phonograph Co., Ltd., closed up their depot at 22 Dantzic street on December 25. From what we gather there will be important changes in this concern before very long, with a view of bringing it right up to date upon lines that will enable the very severe competition to be met.

In the retail houses sales are less than last year; customers are more critical, spend much more time hearing records and buy less at the flush. Money during Christmas has not been spent freely as in previous years, and it will be some months yet before business resumes its normal condition.

Eight-inch and sixteen-inch cylinder records will soon be placed on the market by a London concern.

ELEMENTS THAT COUNT.

Points to be Considered in Selling—Customer Should Be Treated in Such a Manner That He Will Call Again.

In every sale there are three elements. The article to be sold, the person who wishes to sell that is, the salesman—and the person to whom the sale is to be made. In all sales it is assumed that the article to be sold has merit and real value and will be of use to the purchaser. It is to be assumed, also, that the salesman may of vight sell the article and that he understands the article thoroughly and can present its merits to the prospective purchaser. The third element in the sale, the person to whom the sale is to be made, is a most important factor in the transaction, and upon the salesman's understanding of his customer, his appreciation of the customer's needs, and his quick perception of his customer's peculiarities, will depend his skill and success as a salesman.

It is sound policy always for the salesman to treat the customer as though he expected to meet him again many times, and to make not only the present, but many future sales. The policy of treating the customer as though these were the only time when he and the salesman were to meet is not only bad ethics, but bad salesman-ship, and it is best always for the salesman to sell to his customer something which the cus-tomer needs and something which is of proper value for the consideration received. In this way the transaction will beget confidence and when the salesman and the customer meet upon future occasions, the salesman has already stored up capital in the way of a reputation for fair dealing and reliability.

We are all salesmen of our wares, whether those wares be thread and needles and buttons, or whether they be flour and potatoes and hay, or whether they be publicity, as in the case of newspaper, advertising, or whether they be services as in the case of a doctor or the school-master or the public official.

In all the higher lines of salesmanship the study and understanding of the customer becomes a most important matter. The salesman must know where to find the person to whom he may sell. If he has valuable real estate to dispose of, he must know, first, the sort of property which will be useful to his customer, whether that customer needs a factor site or a place where he may build a retail store, or whether he needs a lot on which to erect his home. The salesman must, by a study of the customer, learn.

the man's resources and be able to suggest for his consideration the kind of property and of such value as the purchaser can not only use but pay for. Sometimes he must arouse in the customer an appreciation of the need he has for the property offered. He must be shown the advantages of the purchase, financial or social. In other words, an appetite must be created.

HAMMERSTEIN GETS MCCORMACK.

The Great Irish Tenor Who Scored Such a Success at Covent Garden Will be Heard Here.

Oscar Hammerstein announced early last week that he has a new grand opera tenor, whose talking machine records are so much admired abroad and in this country. He is an Irishman and his name is John McCormack—probably the first Irishman ever engaged as a leading grand opera tenor by an American impresario. Mr. McCor-mack is already well known. He is described as tall and handsome, only 24 years old, and there are some connoisseurs who have gone so far as to say that he has "the most beautiful tenor voice of any singer now before the public." Mr. Hammerstein has taken him under a long contract, and he will make his first appearance in America as the principal tenor in the New York Opera house early next season. Mr. McCormack acquired humble parentage. A wealthy Irish woman was attracted by the marvelous beauty of his voice while visiting a sick tenant to whom he was singing. This woman sent him to Milan to study under Sabatini, with whom he stayed two years. While in Italy McCormack acquired stage experience and a repertoire of Italian operas. He came to London and made his first important appearance at the London ballad concerts. At this concert Mme. Clara Butt made her reappearance after a serious illness of six months. The Queen's Hall was packed to the walls. Mr. McCormack was No. 5 on the program and Mme. Butt No. 6. Everyone was on the qui vive to hear the latter, and when Mr. Mc-Cormack appeared to sing "Che Gelida Manina" from "La Boheme" the crowd became impatient. He had not sung ten bars when all ears were strained to hear him. He was recalled sixteen times. Then he sang a simple Irish ballad and was recalled ten times. Mr. McCormack's first appearance in Covent Garden opera was in October, 1907, in "Cavalleria Rusticana." But You Can't Beat The Man's Resources and theawful Beauty of his Voice while visiting a sick tenant to whom he was singing. This woman sent him to Milan to study under Sabatini, with whom he stayed two years. While in Italy McCormack acquired stage experience and a repertoire of Italian operas. He came to London and made his first important appearance at the London ballad concerts. At this concert Mme. Clara Butt made her reappearance after a serious illness of six months. The Queen's Hall was packed to the walls. Mr. McCormack was No. 5 on the program and Mme. Butt No. 6. Everyone was on the qui vive to hear the latter, and when Mr. Mc-Cormack appeared to sing "Che Gelida Manina" from "La Boheme" the crowd became impatient. He had not sung ten bars when all ears were strained to hear him. He was recalled sixteen times. Then he sang a simple Irish ballad and was recalled ten times. Mr. McCormack's first appearance in Covent Garden opera was in October, 1907, in "Cavalleria Rusticana."
TRADE NOTES FROM GERMANY.

Holiday Business Behind Previous Years—The Outlook—Talking Machine Manufacturers Unite to Protect Their Interest in New Copyright Matters—International Zonophone Co.'s Exchange Arrangement Popular—B. Bahre Closes Branch House—Dealers Fight Against Unfair Competition—Some of the Schemes Condemned as Unfair and How They Work.

(Special to The Talking Machine World.)

Berlin, Germany, Jan. 5, 1909.

Reports coming in from various sections of the Empire indicate that the holiday season this year fell far short of that for 1907, though quite brisk as compared with business during the past few months. Nor is there any prospect of much improvement in conditions in the near future, so long as there are war clouds in the Balkans and the financial outlook is unsettled. However, the optimistic ones look for a change when the new taxes have been introduced and the country's finances put in order.

The talking machine trade bears up well in comparison to other lines. The factories as a rule keep fairly busy and retailers through strenuous efforts are able to make a comparatively good showing.

The decision of the Berlin copyright conference to the effect that in future the transfer of music pieces to automatic instruments (talking machines, records, etc.), will be considered an act of piracy, just as reprinting or relithographing, has greatly interested the talking machine and record manufacturers in this country. The decision is to take effect not later than October 1, 1910, and it may perhaps be much earlier in Germany and a royalty must then be paid for all copyrighted music transferred to automatic instruments.

As a result of the conference an association of German talking machine manufacturers has been formed to protect the interests of that industry in the matter of copyright. A committee was sent to the office of the Interior and were assured that their demands would be carefully considered before the government took any action on the copyright question in the Reichstag.

It is feared that Germany is prepared to take more drastic action on the question than any other country represented at the Berlin conference.

The Deutsche Graphophone Gesellschaft, m. b. H., are a new firm who have commenced business in this city under the management of Herr Wilhelm Brees. They have a capital of M. 20,000 and will trade in writing and talking machines.

The arrangement made the International Zonophone G. m. b. H. for the redemption of worn records is proving highly popular. The plan, which became effective on December 1, provides that Ma. 50 will be allowed in Germany for every Zonophone record returned on condition that a new one is bought at the time. This firm have recently issued a lengthy list of Stuttgart records containing band and orchestra selections and a series of folk songs.

The Concordia Schallplattenfabrik G. m. b. H. are a new firm who have commenced business in Hanover. The new record is made of specially hard material and are said to give excellent results.

B. Bahre have given their branch house in Koln in order to properly handle their extensive trade in this city. Herr Dinkelstapel will, however, act as their representative in Koln, with offices at Mollthero 55.

When some years ago advertisements appeared in the German papers announcing that talking machines were to be "given away," there was a great stir in the ranks of the talking machine dealers. The first advertisements of this kind were worded in such a way as to make the public believe that the talking machines were really "given away," because the conditions connected with the "giving away" were scarcely mentioned. These advertisements afforded the dealers an opportunity of successfully taking legal proceed-

ings on the ground of unfair competition, against the firms advertising in this way.

Under the law against unfair competition any person is liable to punishment who, in promising goods, endeavors to create the "appearance of an exceptionally favorable offer," if in reality no such exceptionally favorable offer is made. Now an investigation of this "given away" business when the idea was first promoted shows that there is nothing in the nature of an exceptionally favorable offer connected with it, because a purchaser only received a talking machine gratis upon undertaking to purchase a large number of discs and to pay for them in weekly instalments. The article "given away," that is to say the talking machine, did not become his property until the entire amount had been paid.

There was further the fact that these firms in their advertisements endeavored to create the impression that the discs were being sold without addition to the price. As a matter of fact, the discs in question could be obtained from any regular dealer at m. 2.50 to m. 3 (mark equals about 24 cents), whereas the "given away" firms charged m. 3 for them.

After a compromise in a law suit for unfair competition the "given away" firms unceasingly to no longer make use of the advertisement, complained of in the old form, the remaining firms of this class became more careful. They went so far as to hint in their advertisements that anyone wishing to receive a talking machine gratis would have to "subscribe" for a "certain number" of discs.

The attempts to induce the public prosecutor to proceed against the people who inserted these advertisements on the ground of unfair competition were not successful, as the authorities took the standpoint that it was only a "pleaded instalment business" which could easily be "seen through."

Now, as long as the "given away" firms increased the price of the discs, the competition was not of general importance to the dealers, although it made itself felt in some places. There was also no change in the situation when the "given away" firms in some cases put their own labels on discs, which could be bought in the ordinary course of business for M. 2.50 to M. 3. It was of more importance that the greater part of the public recognized that the discs were practically the same as could be purchased elsewhere at prices ranging from 90 pf. to M. 1.40 cheaper. The more the public got to know about the different discs manufactured by the various firms the more probable it became that they would object to the increased prices which the "given away" firms charged for their discs.

A change in the situation has taken place since last summer, as in the meantime the largest of the "given away" firms has closed a contract with a prominent disc manufacturer which enables it to supply, even in connection with the "given away" business, an undoubtedly first-class disc at the usual retail price of M. 3.

This company have been induced, in consideration of an order for 100,000 discs, to make the "given away" special concession in the matter of price (in well-informed circles there are rumors of M. 1.05 or M. 1.10 as the cost of the discs to the "given away" firms). Under these circumstances the purchaser obtains discs from the "given away" firm at the price which he would have to pay the ordinary dealer for them, both being bound by contract not to sell at less than M. 2.

Now, in order to prove to the public that they are, nevertheless, being imposed upon, a leading Leipzig wholesale house has broken off all connections with the manufacturing concern referred to and has since that time sold these discs below price. This firm, and the dealers who take up the "given away" position, are of opinion that the public must be shown that these discs are to be had at M. 2.25, so that they see that they are being continually imposed upon by the "given away" firms.

The calculation used in support of this contention is as follows: In order to obtain a machine gratis the customer must purchase 45
disks at M. 3.—(2 per week) so that the "given away" firm receives M. 135. The machine supplied is valued at the difference between the regular retail price of M. 3— and the cutting price of M. 2.25, that is to say at M. 33.75, whereas it is really worth only about M. 20.

It is evident that this cutting policy can only be a certain length of time, that is until the firms taking part in the movement have exhausted their stock. On the other hand a close observer will regard this cutting of prices with mixed feelings. "A disc which is acknowledged to be first-class being thrown on the market at a retail price of M. 2.25," he will say, "shows that other discs are also not worth more."

The idea practiced by some of the dealers of bypassing the manufacturing company on account of this contract with the "given away" firm has had no practical result and will probably not have the desired effect. Further, only a small number of dealers can afford to sell these discs at M. 2.25, as at this price they make no profit.

So far as the future of the "given away" business in Germany is concerned, it may be stated that if the advertisements are carefully worded it is impossible to combat the movement legally through the public prosecutor on the score of unfair competition. Even if a purchaser really believes he has received an inferior machine from the "given away" firm, he will very seldom be prepared to go to the length of a law suit from the "given away" firm, he will very seldom believe that he has received an inferior machine.

However, too high a value must not be placed upon even the "given away" advertisements are of secondary importance. Should a number of financially strong firms develop this market in earnest, in which case they might possibly be able to reduce the weekly number of discs to one, talking machine dealers in Germany would probably lose a great part of their business. At the same time each step would soon make the talking machine an everyday article for the general public in which direction but a very modest beginning has so far been made.

The cover of the catalog supplement for January of the Edison records is a nifty affair. And the portrait of Col. Stewart ("Uncle Josh") is the frontispiece of the New Phonogram. Col. originates his own stories, and gives much time and attention to working out the details of his often inimitable series. As may be noted, Col. has returned to the staff of Edison artists, and Walter H. Miller, manager of the laboratory, is to be congratulated on having the gentle philosopher of Punktville with him again.

Christmas Eve the establishment of J. F. Blackman & Son, 3927 Third avenue, New York, Edison jobbers, was visited by thieves and $300 purloined—a far from agreeable experience. Since then, however, a new safe has been installed, and the firm's ready cash is now considered safe, according to B. R. Barklow, of the National Co.'s force.

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O. RÜHL, 77 CITY ROAD, LONDON, E. C.
The talking postal card is the invention of a French engineer, and has become so popular in that country that the American rights have been secured, and the device will be placed in the cities of the United States. The person wishing to send a talking postal card to a friend enters the booth and talks into a machine that records the words of the sender. When the recipient receives the card 100 or 1,000 miles away, he, or perhaps she, takes the card to the nearest postal booth and inserts it in a slot. The results are just as if the sender spoke directly to the listener.

News paragraphs of ancient lineage and suspicion have suffered to pass out of existence by the daily press. Occasionally the so-called "scientifie" publications are similar sinners. In this category the following, now "grotesque," may be placed. "The talking postal card is the invention of a French engineer, and has become so popular in that country that the American rights have been secured, and the device will be placed in the cities of the United States. The person wishing to send a talking postal card to a friend enters the booth and talks into a machine that records the words of the sender. When the recipient receives the card 100 or 1,000 miles away, he, or perhaps she, takes the card to the nearest postal booth and inserts it in a slot. The results are just as if the sender spoke directly to the listener." The "talking postal card" sound extremely familiar to the same old story. The "novelty" introduced from abroad several years ago in the form of a small celluloid disc record pivoted to a card designed to send through the mails, the advent of the phonograph on the overland cable. To be sure, these were stock cards and the records a few bars of music to be reproduced on a small machine. However, as has been truthfully said of many ideas, it is but a step from the sublime to the ridiculous, and this may be applied with equal force to this "invention of a French engineer" when it comes to the recording of sound on any kind of record for reproduction. In the first place, the human voice, to be intelligible, must be of a certain tone quality, and cannot be recorded without suitable apparatus and proper surroundings. Secondly, the popular fallacy that the recording of sound is a simple and child-like process, such as this "talking postal card," proves an article out of hand. And the necessity of using the special "postal booth" for the reproduction is equally absurd. The assertion that the American rights have been secured to place this invention in the principal section that the American rights have been secured, and the device will be placed in the cities of the United States. The purpose of these inventions is to send messages through the mails, just as if the sender spoke directly to the listener. The results are just as if the sender spoke directly to the listener.

SPECIAL-FABRIK
CARL SCHRÖTER
BERLIN S 42. PRINZESSINNENST. 21

FLURSTEDT
bei Apolda i. Th., Germany
E. SAUERLANDT
CHEMISCHE FABRIK

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master Waxes for Gramophone and Phonograph Recording

Sauerlandt's Material for Hard Moulded Records

Attention paid to the Manufacture of any Special Material.

Master-Wax

ALL MATERIALS PROTECTED BY PATENTS.
THE TALKING MACHINE WORLD.

55

contributing & Export Co.), 83 Chambers street, New York, last month, and saw V. W. Moody, the urbane assistant manager. The "callid genius" volunteered the information that he was president of the American National Purchasing Agency, and said he was in the habit of buying a good many Victor machines and would like to get the lowest and best discounts of Mr. Moody's company, adding the remark, evidently intended to strengthen the importance of the A. N. P. A. as a commercial factor: "Arr concern buys as much as 1,000 needies at a time, sah!" Moody fell in a faint and feebly asked Moffatt to help him out, as he was unequal to the emergency.

With the announcement by the National Co. this week that the special licenses for the sale of second-hand machines were ready for distribution, the executive committee of the National Association of Talking Machine Jobbers state that this is another concession they have brought about for the benefit of the trade at large. The committee says it has taken some time to convince the National Co. of the justice of their contention, and now that the company have finally coincided in their views, they are sure jobbers and dealers will appreciate the good work the association is accomplishing. The Victor Talking Machine Co. have the same suggestion still under advisement.

G. H. Schubert, of Reno, Nevada, has sold out his Edison store in that city to the Menardo Stationery & Export Co., and expects still under advisement.

In-vice, at the Grand Central Palace, Lexington avenue and 48th street, New York. There M. A. Carpell, eastern manager of the Herzog Art Furniture Co., Saginaw, Mich., will display a complete line of cylinder and disc record cabinets, Pianola and music cabinets, ladies' desks, library and parlor tables, sewing cabinets and cellarettes. Two new features interesting to the talking machine trade are cabinets to hold Amberol record cartoons, constructed under a new Herzog patent. Also disc cabinets equipped with the Eberhardt disc record holder, which separates each record inside the cabinet in an indexed and numerical way. Mr. Carpell will be very glad to receive all his friends during the exposition and show them the company's line. A full display of Edison and Victor machines will be shown in connection with the cabinets.

On behalf of the Herzog Art Furniture Co. Mr. Carpell wishes to thank the talking machine trade for their loyal and substantial patronage. Mr. Carpell will be very glad to receive all his friends during the exposition and show them the company's line. A full display of Edison and Victor machines will be shown in connection with the cabinets.

On behalf of the Herzog Art Furniture Co. Mr. Carpell wishes to thank the talking machine trade for their loyal and substantial patronage in the past, expressing the hope his friends will stand by the line and himself, in view of the fact that his is the only protected and restricted line of cabinets in the market. He also added: "I wish the year 1909 will again bring us all back the same measure of prosperity we enjoyed in 1906 and 1907."

A Complete System of Unit Filing for Disc Users

"ECHO" ALBUMS for RECORDS

JUST THE THING FOR RED SEAL COLLECTIONS
"ECHO" Record albums preserve the Disc Records against dust, careless handling and scratching. These Albums Show Records to the Best Advantage, and the Indexes Enable Instant Location of Any Selection

FOR SALE BY ALL DEALERS

Now Ready for Delivery
10-Inch Size, $1.25 Each
12-Inch Size, $1.50 Each

SEND ORDERS TO
MUSICAL ECHO COMPANY, EDISON AND VICTOR DISTRIBUTORS, 1217 Chestnut St., PHILADELPHIA, PA.

THE HERZOG DISPLAY
At the Furniture Exhibition Which Opens in New York on Jan. 18 Will Contain a Full Line of Their Cabinet Specialties—A Greeting from Mr. Carpell.

The New York Furniture Exposition will open its semi-annual exhibit, on Monday, January 18, lasting until February 6, inclusive, at the Grand Central Palace, Lexington avenue and 48th street, New York. There M. A. Carpell, eastern manager of the Herzog Art Furniture Co., Saginaw, Mich., will display a complete line of cylinder and disc record cabinets, Pianola and music cabinets, ladies' desks, library and parlor tables, sewing cabinets and cellarettes. Two new features interesting to the talking machine trade are cabinets to hold Amberol record cartoons, constructed under a new Herzog patent. Also disc cabinets equipped with the Eberhardt disc record holder, which separates each record inside the cabinet in an indexed and numerical way. Mr. Carpell will be very glad to receive all his friends during the exposition and show them the company's line. A full display of Edison and Victor machines will be shown in connection with the cabinets.

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NATIONAL CO. SALESMEEN MEET
At the Company's Works in Orange—Greeted by Mr. Edison—Addresses by President Dyer and Other Officers—Those in Attendance.

January 4 a meeting of the National Phonograph Co.'s eastern salesmen was held in the library at the Edison works, Orange, N. J. At the morning session Thomas A. Edison saluted the "boys" with a short address of greeting and good wishes. Brief remarks were subsequently made by Frank L. Dyer, president of the company; C. H. Wilson, general manager; F. K. Dolbeer, sales manager; E. H. Phillips, manager of salesmen; Peter Weber, superintendent of the works; L. C. McChesney, manager of the advertising department. At 12:30 they adjourned to the Orange Club where a substantial dinner and the et ceteras were enjoyed for a couple of hours.

Another business session was held in the afternoon, whereat the selling and marketing of the Edison products were gone over in detail, each of the salesmen contributing a share of their experience coupled with practical suggestions. Besides the above the following members of the eastern road force were in attendance: A. O. Tron, A. M. Hirsh, B. R. Barklow, F. W. Ewan (Canada), G. A. Hedden, F. L. Hough, Jr., F. H. Hirsh, Jr., J. W. Scott, J. F. Stanton, R. H. Veale, Jr., and C. D. Warren. The staff were enthusiastic over the prospects, and at the close of the conference started for their respective territory.

W. A. Lawrence, of the Standard Metal Mfg. Co., Newark, N. J., was in New York this week visiting the jobbing trade. Mr. Lawrence describes the condition of the horn market, which he says was brought about by the indefensible practices of irresponsible makers of rubbish at ruinous prices. With the addition of a new specialty, he says, the R. M. C. Co.'s plant will be the largest of its kind in the country.
When You Cultivate a Field

We’ll Build the Fence

Here’s Your Fence—Exclusive Selling Rights:

EXCLUSIVE COLUMBIA SELLING RIGHTS. NO COMPETITION IN YOUR TERRITORY.

Columbia Disc Graphophones, - $25 to $200
Columbia Cylinder Graphophones, $20 to $100
Columbia Double-Disc Records, - - - 65c.
Columbia Grand Opera Double-Disc Records, - - - $1.50, $2.50, $3.50
Columbia Indestructible Records, - - - 35c.

If your territory is still open, you will be making the biggest mistake of your life if you neglect to write in for particulars before it’s too late. Writing in for particulars doesn’t sign you up for anything—it only puts you in line for consideration and the chances are you will find it well worth your while to get those particulars, whatever action you take.

Territory is closing up fast all over the country and already the dealers who signed up two months ago are congratulating themselves that they took time by the forelock. Not one exclusive Columbia dealer has expressed the slightest dissatisfaction with his protection or with the financial results of it—and we never had in the history of the Company any such proportion of re-orders as we have received from these same newly-established exclusive Columbia dealers.

Columbia Phonograph Co.,
Have a Fence Around It! and Furnish the Seed

Here's Your Seed—Strong Magazine Advertising:

COLUMBIA

Double-Disc Records 65c
Fit any Disc Machine and Double its Value

Indestructible Records 35c
Fit any Cylinder Machine and Last Forever

Rights for Live Dealers

There's nothing surprising in it, however—it's reasonable and legitimate thing. It enables a live dealer to get out and hustle on his own hook—take advantage of all the broad Columbia publicity and concentrate it in his particular territory every means in his power, without any fear that one fine morning he will wake up and find a fly-night concern established nearby with the same goods at the same prices.

The Columbia line is complete—a full line of disc machines, a full line of cylinder machines, an unmatched record product in Double Discs and Indestructible Cylinders—and a rapidly growing popularity and good-will in the name "Columbia" which gives the exclusive dealer something to look forward to.

Write in for particulars anyway—don't make the mistake of not investigating—whatever you do.

'l, Tribune Bldg., New York
A Chat with John W. Scott.

Once in a while The World has the pleasure of meeting "Scotty"—John W. Scott, to use his formal and official title—who travels New England for the National Phonograph Co. He was "too hum" in Newark, N. J., for the holidays, and before the season of paternal again had a word or two to say, in a philosophic strain, of course, about his trade, where he is known and prized as one of the best on the road. "Scotty" does not hesitate to say that, so far as his experience counted, the furniture people would not make a success of the talking machine proposition unless the department was placed in charge of a fully equipped talking machine man. Where this had been done the wise firm had made "all kinds of money." Then "Scotty" beamed, and said he would talk the matter over with the Boston representative of The World when he ran across him. Mr. Scott frankly admits his admiration for The World, and says he never wastes of saying good things about it to Edison dealers and jobbers. Thanks, indeed, and therefore The Worlds extends the sincere regard of its most classy representative "down East."

WEINSTEIN MAY EXPAND.

M. Weinstein, who has the boast of having the smallest as well as the most conspicuous store of its kind in New York City, located in the famous Flatiron building, Broadway and 23d street, and who is a Victron as well as a music dealer, is seriously contemplating engaging larger quarters—in a room in the same building upstairs—or moving further uptown. His floor capacity will permit of the display of a Victrola and a couple of Victor machines in the store and one in the window, besides his music stock, but the talking machine "department" has proved such a profitable addition that Mr. Weinstein desires to expand this end of the business and enjoy the luxury of demonstrating booths, etc. For a long time Mr. Weinstein held off from adding talking machines, believing they did not class with music and would prove detrimental. Experience has proven the contrary by a large majority, and he has regretted not taking on the Victor long before he did. There are others.

January 14 the case of the New York Phonograph Co. against the National Phonograph Co. and others, of Orange, N. J., was reached in the United States Circuit Court of Appeals, New York. The argument was on an appeal from the decision of Judge Hazel, United States Circuit Court, rendered March 26, 1908, in which the National Co. was held in contempt and fined $2,500, which was stayed pending the hearing on the decision of Judge Hazel, United States Circuit Court of Appeals, New York.

WANTED AT ONCE.

A Jobber in every State of the Union as Exclusive Wholesale Agent for THE SCHRODER HORNLESS DISC PHONOGRAPH. For Further Particulars Address The H. Schroder Hornless Phonograph Mfg. Co., Inc. Office and Factory: 387 East 158th St., NEW YORK.

RECENT INCORPORATIONS.

The Sonora Phonograph Co., of Yonkers, N. Y., was incorporated December 17 with a capital of $500,000. Incorporators: Henry F. Menten and Wm. E. Hoschtle, of Brooklyn, and Chas. R. Lauton, of New York.

SAID IN PASSING.

It isn't so much what we learn, as what we forget, that makes us wise. The way of the transgressor may be hard, but he has any number of companions. If a man has really got anything in him he is never so strong as when he acts natural. It is only failure a man ought to fear if failure is failure in cleaving to the purpose he sees to be best. It is a curious fact that all the civil or religious peace that the world enjoys, they have had to fight for. The woman who aims at the star isn't going to hit them, but there is a certain kind of eloquence in that effort. I admire patience, but I know lots of people who are patient just because they are too lazy to be anything else.

The Chippewa Phonograph Co., Chippewa Falls, Wis., is utilizing moving picture shows as a means of advertising its up-to-date Edison and Victor establishment.

FOR SALE.

Victor Talking Machine Business Owing to ill-health, I will sell my Victor Talking Machine Business at 217 Market street, Paterson, N. J. I have one of the largest and best equipped stores in the East. I carry a full line of machines, cabinets, records, etc. Here is a splendid opportunity for the right party. Call or address Chas. M. Tuttle, Atlantic City, N. J., care of Hotel Dennis.

FOR SALE.


WORLD TABLOIDS.

J. B. Furner, well known in talking machine circles, has left with Mrs. Purber for a vacation to Florida.

P. K. Dolbeer, general sales manager of the National Phonograph Co., started on Monday on a trip to several New England points. He is expected back on Saturday.

J. A. Macnab, vice-president and general manager of the Universal Talking Machine Mfg. Co., Newark, N. J., was in Hartford, Conn., on Wednesday for the purpose of attending the funeral of his brother George, who died recently in California.

The annual meeting of the stockholders of the American Graphophone Co. was held at the factory offices at Bridgeport, Conn., on Monday. The same officers, with R. N. Easton as president and general manager, were re-elected for the year.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., has returned from a trip to Havana, Cuba.

John Phelps, formerly connected with the business department of the Columbia Phonograph Co.'s Twenty-third street store, has been placed at the head of the export department's shipping bureau.

John Liersig, president of the Herzog Art Furniture Co., Saginaw, Mich., ran into New York Tuesday for a hurried conference of six hours with M. A. Carrell, the eastern manager.
FROM THE CITY OF BROTHERLY LOVE.


Members of the talking machine fraternity in this city enjoyed a fairly brisk holiday demand for their product. This was especially evidenced in the higher-priced outfits, and many Victrolas and Edison machines were disposed of. The Columbia agents also reported a big showing. Their new double disc and Indestructible records having a great run.

The usual new year's slack was felt during the first week in January, but now things are adjusting themselves and there is every prospect of good business ahead.

Louis Buehn & Bros., of this city, are not letting any grass grow under their feet in getting after wholesale business. Having headquarters both Philadelphia and Harrisburg, and traveling out from each, they not only can cover their territory more thoroughly, but give the dealer fairer better service in the rapid filling of orders.

The firm has a decided increase in both wholesale and retail departments. This company are large distributors of sheet music and musical merchandise, and are meeting with success in introducing these lines in the talking machine trade.

The Peno Photograph Co. are enjoying an especially heavy demand for the new Edison outfits and Amberol records, while local business on Victoria high-priced outfits is very satisfactory.

Since the establishment of the talking machine department on the ground floor, the C. J. Heppe Co. have felt a decided increase in their business. This, of course, has mostly been true in a retail way. Collections with them have greatly improved.

The Musical Echo Co. experienced a very large December business and an increase of over 20 per cent, over 1907. The retail business was particularly large and of the best quality, and, in the language of Mr. Gerson, the manager, it might be termed a “rich man’s Christmas.” Not that the majority of retail buyers did not purchase plenteously, but the very fact that the percentage of purchasers wanted Victrolas was an indication of the great popularity that this particular type of machinery is now enjoying in the “Grand Opera City.” The demand for Victrolas in Philadelphia was so great that it was impossible to supply the demand, purchasers of the Louis XVI. or gold trimmed Victor-Victrola being many. In fact, it was just as easy to sell this $50 Victrola, as it was the $500 type, owing to the scarcity of the latter.

The brilliant season of grand opera in Philadelphia, which is now second to none in the world, has given an additional impetus to the talking machine business, and a wonderful sale of records ensued. In fact, it is not an unusual occurrence for the Musical Echo Co.'s store on its daily sales, to deliver Red Seal records averaging $100 to $500. The morning after an opera finds many of the opera goers purchasing the favorite records of the “star” of the preceding night. Philadelphia has five performances of opera every week in two opera houses, and this, is due to the enthusiasm of the opera going who possess talking machines.

“MUSIC MASTER” HORNS IN DEMAND.

General Manager McMenimen Closes Some Big Sales—Successful Southern Trip.

H. N. McMenimen, general sales manager of Shelb & Vandegrift, Philadelphia, Pa., was in New York last week, and during his visit closed an important deal with the Columbia Phonograph Co., whereby they will handle “Music Master” horns, this season.

Just before Christmas Mr. McMenimen returned from a five weeks' trip through the South occupied, affords them none too much room to negotiate with another leading talking machine company for the selection of those horns as part of their regular equipment.

This was especially evidenced in the North of the Louis XVI. or gold trimmed Victrolas, was an indication of the great popularity that this particular type of machinery is now enjoying in the “Grand Opera City.”

UNQUESTIONABLY A BIG WINNER.

Everybody who sees, buys, and every dealer who buys, sells, this little “Monarch” can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

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

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

Write your Jobber or to Us.

Syracuse Wire Works
University Ave.
SYRACUSE, N. Y.
Our Policy for 1909

ABOVE ALL

Hawthorne & Sheble Mfg. Co.
Manufacturers
STAR TALKING MACHINES AND RECORDS
FOUR FACTORIES
Philadelphia, Pa., U. S. A.
THE TALKING MACHINE WORLD.

NEWS OF THE MONTH FROM THE SAINTLY CITY.


(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 8, 1909.

Trade conditions during the past four weeks were favorable for that period, show that business was very good, and that all the dealers participated in the betterment. There is the most sanguine feeling that the new year will bring improvement, and that the talking machine business will be benefited.

O. A. Gressing, manager of the St. Louis Talking Machine Co., states that their business for December was the best since 1906, and that he believes that the trade will have a banner year for 1909. Mr. Gressing spent New Year’s with his sister in Milwaukee, Wis. He will leave shortly for a week’s trip through the South. H. P. Harrison and L. A. Cummings, both travelers for this company, spent the holidays at home, but leave early in January for trips through their respective territories. This concern recently sold an Associate and Jefferson Hotel, of this city, who use it in connection with their orchestras of ten pieces. They have also sold out all their Victrolas and are expecting a new supply soon.

Manager Gressing, at the Columbia Phonograph Co., reports a very active trade for December, and states that a noticeable feature was the large number of double disc and indestructible records sold on the retail floor. On Wednesday night, December 30, Manager Walthall gave a dinner party to his entire force at one of our prominent hotels, and after dinner a theater party at one of our leading theaters. Those present were: C. L. Byars and wife, W. W. Spear and wife, E. E. Walthall and wife, J. L. Bisley and wife, Miss Lilian Bisset Teresa Nevins, W. S. Byrd, Ralph Conover, H. T. Boxley, E. Schueddig, C. M. Morris, August Graber and C. H. Harmon.

E. B. Payne, manager of the graphophone department of the Hollenberg Music Co., Little Rock, Ark., spent Christmas day here as the guest of C. L. Byars, manager of the retail sales department of the Columbia Phonograph Co.

A. L. Owen, manager of the talking machine department of the O. K. House Piano Co., Memphis, Tenn., accompanied by his wife, spent the holiday season here.

Manager Junge, at the St. Louis Talking Machine Co., obtained judgment recently against Charles Johnson, of this city, for $250, as the result of an automobile belonging to the latter crashing into a window of the plaintiff’s.

The return of Harry Lauder helps Record Sales.


(The special to The Talking Machine World.)

The return of Harry Lauder to Boston affords a new opportunity to the talking machine dealers to boom the records containing his songs. A few months ago, the various stores this week revealed the fact that in every window are large photographs of the amusing Scot, and lists of his records. Since the first visit of the comedian, two months ago, the demand for his records has been steady. In fact, their popularity surpasses that of any other single individual except Caruso. “Poo the Noo” and "Stop Yer Ticklin'" are the most popular records just now.

Manager Howes, at the Houghton & Dutton talking machine department, has kept the Lauder mania to the front line for Mr. Lauder paid his department a visit and listened there for some time to the sound of his own voice. The Houghton & Dutton talking machine department is now in excellent quarters, and is effectively shut off from the rest of the store by glass partitions.

There has been a notable increase in the talking machine trade at the Jordan-Marsh Co. since the department was remodelled.

General Manager Junge, of the Columbia Phonograph Co., has just made another brief trip to the various Columbia stores in this vicinity, sees nothing but prosperity ahead for the next few months. He expects retail trade to be good unbroken for January, and there will be quiet until the last of May, when the summer business will begin to develop. The removal of Mr. Junge’s private office from the street floor gives more room to the retail department. The salesmen here report a very good trade on the high class records and machines, while the cheaper grade are dragging behind.

At the Bowdoin Square Co.’s store, Manager Harrison is confident that the spring will be a good time for business. He finds that in his territory there is a call for the lively, snappy music and the so-called “popular” songs of comedians. His store is well stocked and the goods are well played.

Wholesale Manager Chamberlain at the Eastern Talking Machine Co. believes there is to be a big impetus to the Edison goods this spring. He says it is evidenced by the increases in the number of instruments and records ordered by the dealers in New England. Victor trade at this store is forging ahead as a result of the weakly Victor concerts. A number of high priced machines have been sold because of these. The new system of keeping the disc record stock well, the individual envelope idea having been copied by a number of other firms.

Manager Winkeleman, of the Ditson company’s talking machine department, was delighted this week at the opportunity of showing the beauties and advantages of his department to Messrs. Fred Shaller and W. C. Holzbauer, of the Ditson Co., in Philadelphia, and H. L. Hunt, of the New York store. They were greatly pleased with it. The sale of Victor machines and records here has been trebled inside of a year.

Many of the local dealers are wondering what has become of the Dealers’ Organization, which was in a state of embryo a few months ago. Nothing has been heard from it for a long time.

Our facilities of service are unusual; our stock is unusually “up-to-the-minute”; we have unusual methods of handling your orders, and the result—unusual PERFECT SERVICE.

We are daily proving the unusual merits of our SERVICE to hundreds of new Dealers.

Don’t lose business for want of stock. And now is the time to get acquainted with a Distributor who will “never disappoint.” Let us prove it.

Our profits are all yours. With pleasure at your service.

St. Louis Talking Machine Co.
MILLS BUILDING
7th & St. Charles Streets
ST. LOUIS, MO.

Exclusively VICTOR Distributors
AN ENT SECOND-HAND MACHINES.

Special Licenses Suspending Price Restrictions
Put Into Effect by National Co.

In bulletin No. 4 of the legal and agreement depart-
ments, dated December 20, 1908, the National Phonograph Co., Orange, N. J., deals with the future sale by dealers of second-hand machines, in
part, as follows:

"The National Phonograph Co. has put into effect a system of special licenses suspending the price restrictions heretofore imposed upon the sale of second-hand or obsolete Edison phonographs which have been out of the factory for
not less than one year. . . . A special license
will be issued which, however, will go into
effect only when the label on which it is printed
has been securely pasted to the cabinet of the
phonograph. These licenses will be numbered in
rotation, and complete records thereof will be
kept. The provisions of the jobbers' and deal-
er's agreements, with the exceptions of the re-
strictions of the selling price which will be sus-
pended by the special license, will remain in
force. The company reserves the right to cancel
any such special license at any time."

"This plan, we believe, will offer a reasonable
solution of one of the difficulties at present ex-
isting in the trade, and, without affecting the
sales of new machines, ought to enable jobbers
and dealers to satisfactorily dispose of their sec-
ond-hand stock. At any rate, we propose to
give the scheme a fair trial, reserving to our-
selves the right to terminate the special licenses
at any time, in case circumstances arise which
in our judgment call for such action."

COLUMBIA-REGINA DEAL

The Regina Co., New York, have taken on the
disc machine and record line of the Columbia
Phonograph Co., General, as jobbers and dealers.
Negotiations to this end were completed last
week. The store of the Columbia Co., 25-27 West
23d street, of the same city, will hereafter handle
the Regina instruments, including the Reginaphone. Manager Wilber is confident the Regina
store will establish a good trade with the Co-
lumbia goods.

From the Music Trade Review of January 9, 1909.

On Fame's Immortal Scroll

Is fame a bubble?

Not in all cases.
The management of the New York Sunday Herald recently commenced the publication of
a series of articles entitled "The Ten Most Famous Americans Now Living." It was an-
nounced that politicians are to be excluded from the Herald's "most famous" class, so a number of
interesting characters are brushed aside.

The first American thus honored was Thomas A. Edison, and accompanying the article was a
reproduction of Mr. Edison's features by a well-known artist.

When we come to consider it, could there have been a wiser selection for the first of the series?

What Edison has done through his marvelous inventive genius is known to every school boy,
and his name and fame is not confined alone to this country, for he ranks not only as one of the great-
est Americans from an inventive viewpoint, but from an advertising standpoint he outranks them all,
with the exception perhaps of Roosevelt, who will make the world ring shortly with his lion hunt-
ing exploits.

Think of the millions of talking machine records which have been put forth in cartons bearing
the name, face and autograph of Edison. These have gone to every country in the world, and every
island of the sea.

Edison has won undying fame in his reproduction of sound; then in the electrical field, his
position is unquestioned.

I have seen the name of Edison advertised in connection with electrical inventions from the
City of Mexico to Venice. There is scarcely a city in Europe where some Edison specialty is not
exploited in the street cars and newspapers, and certainly in America, the name of Edison is familiar
in every home circle in the land.

One does not have to ask who is Edison, for his name is everywhere, and yet there are those
who say that fame is a bubble, and that it often costs more than it is worth.

That depends.

Sometimes a fleeting glimpse of notoriety is often mistaken for fame.
But really the scroll of fame is not crowded.

The immortals are few.

A man who perhaps occupied a high position during one generation is forgotten by the next.
Napoleon's name rests securely on Fame's scroll, and yet a great American, Ingersoll, once said,
"I would rather have been a French peasant and worn wooden shoes, than to have been that imperial
imitation of force and murder, known as 'Napoleon the Great.' "

"The works of men, whether good or bad, live on after them, while the fame of those
unknown.
That song, "Drink to Me Only With Thine Eyes," is still a popular favorite, but its composer is
unknown.

The fame of the great composers rests more securely than that of some statesman who struts
across the stage and is quickly forgotten.

The fame of a man like Edison is not fleeting. It will not die with him like the fame of an
actor, for instance, snuffed out with death

It will live because Edison is a man who has done things. He has utilized natural forces for
the entertainment—the education—the uplifting of man, and his name is chiseled on the imperishable
scroll along with the greatest which this country has ever produced.

Sometimes a fleeting glimpse of notoriety is often mistaken for fame.

The works of men, whether good or bad, live on after them, and are not interred with their bones.

That song, "Drink to Me Only With Thine Eyes," is still a popular favorite, but its composer is
unknown.

The fame of the great composers rests more securely than that of some statesman who struts
across the stage and is quickly forgotten.

The fame of a man like Edison is not fleeting. It will not die with him like the fame of an
actor, for instance, snuffed out with death

It will live because Edison is a man who has done things. He has utilized natural forces for
the entertainment—the education—the uplifting of man, and his name is chiseled on the imperishable
scroll along with the greatest which this country has ever produced.

And yet Edison, like many another man, has won great heights, not by any easy route, but one
paved with the roughest kind of obstacles. "The heights by great men gained and kept, were not won
by sudden flight. For they, while their companions slept, were toiling upwards in the night."

Fame and fortune do not come easily to any man.

In truth, a man stands about as much show to win fame or even moderate business success
without the closest application and sticktoitiveness, as a dewdrop has in Sheol.

EDWARD LYMAN BILL.
The TALKING MACHINE WORLD.

63

DOLBER'S CHEERY REPORT.

The General Sales Manager chats enthusiastically regarding Western Trade—Business Improved at All Points Visited—Factory in a Position to Fill Orders Promptly—Big Shipments to South America and Australia.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., got back from his recent western trip in time to enjoy New Year's Day with his family. E. H. Phillips, manager of salesmen, returned with Mr. Dolbeer, in talking with The World, Mr. Dolbeer said:

"I had a most enjoyable time in meeting with our western salesmen last week. We discussed the business situation thoroughly, and our men reported conditions excellent in the West and the Central States, the holiday sales running into big figures.

"But, to be liberal, say it is twenty or twenty-five years. This would make the percentage of failures for a term of years long enough to include the average life of business firms somewhere between 14 and 17% per cent. This is far less than the 95% per cent. which tradition has long estimated as the business death rate. Instead of the great majority failing, it is the minority. As the Furniture World properly says: "Business is, of course, a hazardous undertaking, but not so nearly so fatal to the majority who engage in it as the false tradition which has so long had circulation leads one to believe. It is time that the public press took pains to deny this commercial slander, which has so long hung like a cloud over American business men."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)


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

DECEMBER 12.

Bolfast, 66 pkgs., $519; Bergen, 11 pkgs., $100; Berlin, 32 pkgs., $872; 12 pkgs., $283; Bradford, 110 pkgs., $150; Buenos Ayres, 2 pkgs., $145; Cardiff, 25 pkgs., $163; Colon, 4 pkgs., $150; 1 pkg., $113; Havre, 4 pkgs., $223; Hong Kong, 26 pkgs., $1,939; Iquique, 54 pkgs., $760; Liverpool, 37 pkgs., $168; 1 pkg., $300; London, 103 pkgs., $2,443; 175 pkgs., $4,258; 629 pkgs., $3,609; Manchester, 26 pkgs., $430; Newcastle, 46 pkgs., $2,575; Rio de Janeiro, 9 pkgs., $162; 17 pkgs., $1,461; Shanghai, 92 pkgs., $3,673; St. Petersburg, 2 pkgs., $400; 1 pkg., $114; Sydney, 3 pkgs., $235.

DECEMBER 19.

Bangkok, 22 pkgs., $852; Bremen, 1 pkg., $176; Colon, 2 pkgs., $121; Havre, 2 pkgs., $100; London, 4 pkgs., $506; 21 pkgs., $1,310; Manila, 26 pkgs., $1,045; Melbourne, 146 pkgs., $3,575; Para, 10 pkgs., $925; 16 pkgs., $1,188; Penang, 3 pkgs., $135; Rangoon, 5 pkgs., $156; Savanilla, 2 pkgs., $220; Vera Cruz, 56 pkgs., $1,850.

DECEMBER 26.

Berlin, 23 pkgs., $302; Buenos Ayres, 10 pkgs., $1,554; 342 pkgs., $2,192; Cape Town, 10 pkgs., $367; Cardiff, 35 pkgs., $160; 25 pkgs., $158; Colon, 26 pkgs., $185; Havana, 15 pkgs., $1,100; Havre, 7 pkgs., $571; Iquique, 6 pkgs., $584; Liverpool, 4 pkgs., $113; 1 pkg., $100; London, 574 pkgs., $6,926; 645 pkgs., $9,488; Naples, 2 pkgs., $283; Pernambuco, 2 pkgs., $160; Progresso, 57 pkgs., $1,787; Rio de Janeiro, 4 pkgs., $773; Shanghai, 18 pkgs., $701; Southampton, 47 pkgs., $1,217; St. Petersburg, 8 pkgs., $488; Sydney, 1,114 pkgs., $13,027; Tampico, 3 pkgs., $193.

JANUARY 2.

Belize, 12 pkgs., $161; Berlin, 33 pkgs., $208; Buenos Ayres, 1 pkg., $100; Hamburg, 3 pkgs., $130; Havana, 27 pkgs., $701; London, 753 pkgs., $10,678; Manila, 4 pkgs., $408; Puerto Barrios, 2 pkgs., $117; Rio de Janeiro, 17 pkgs., $745.

JANUARY 9.

Boazaventura, 6 pkgs., $154; Colon, 2 pkgs., $380; Kingston, 5 pkgs., $206; Limon, 4 pkgs., $242; Liverpool, 2 pkgs., $217; London, 3 pkgs., $415; 18 pkgs., $626; 18 pkgs., $1,196; Port Madoxy, 2 pkgs., $195; Puerto Plata, 2 pkgs., $107; Rio de Janeiro, 43 pkgs., $1,661; Singapore, 3 pkgs., $500; Sydney, 3 pkgs., $189; Valparaiso, 20 pkgs., $2,184; Yokohama, 18 pkgs., $537.

WURLITZER'S NEW YORK HOUSE.

In opening their new branch house at 25-27 West 29th street, New York, on the 1st, Rudolph Wurlitzer, president of the Rudolph Wurlitzer Co., Cincinnati, O., positively declined talking machines will not be handled. Possibly this may be considered later; but it hardly seems as if the company will change their firm attitude. While the manufacturing companies are averse to creating new jobbers in the Greater New York territory, the Wurlitzer Co., if they desired, would be made an exception.

THE DIAPHRAGM IS KING

Everybody Indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

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

NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, $5.00

NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY
ANNOUNCEMENT

We have just placed on the market cabinets equipped with our new patent fasteners to hold the original cartons of the Amberol Records.

No. 813: Open

No. 725: Showing the Amberol

We always manage to keep up-to-date. The holders with which No. 813 is equipped is to protect the disc. Cut No. 725 shows our new patent fasteners, holding the original cartons of the Amberol Records. We have very little to say. Our goods speak for themselves.

VICTOR-REGINA LITIGATION.

Victor Co. Get Court Order Restraining Regina Co. and Offer Through Counsel to Take Back Stock—Decision of Judge Hough.

Immediatelv following the filing of the decision below, Horace Pettit went before Judge Hough and secured an order restraining the Regina Co. from selling Victor goods for less than the established price pending the argument on the case when heard on the merits. This order was made returnable before the same judge.

The plaintiff is Mr. Olmstead, of Philadelphia, Pa., through his counsel, Horace Pettit, and the Victor Co. were granted ten days to effect the transfer of the goods. This move, according to the Regina Co.'s counsel, vaced at once the stay obtained by the Victor Co., argument on which was to have been heard that day. The suit, however, will go to final hearing, the defense answering the bill of complaint, will be taken by both sides and the case made up for the calendar.

FIRST DECISION OF JUDGE HOUGH.

The opinion of Judge Hough, United States Circuit Court, Philadelphia, in the case of the Victor Talking Machine Co. against the Regina Co., argued November 27, was rendered December 16. The defense was charged with infringing the Berliner patent by selling Victor records at less than the established price. After reciting the essential facts in the suit, as presented by counsel, the court said in part:

"Defendant has been purchasing sound records and talking machines from complainant for several years past. In 1906 it signed what is known as the 'distributors' agreement, under which it obtained certain discounts and had attention specifically drawn to the notice then affixed upon complainant's records. This 'distributors' agreement' is said to have nothing to do with the legal rights of complainant, but it seems to me to have a bearing on the fairness of the parties to plainant, but it seems to me to have a bearing on the fairness of the parties to

"As far back as 1903 defendants...made what they called a Reginaphone. As long ago as 1904 complainant threatened...to bring suit against defendant for infringement of the Berliner patent in respect of the manufacture and sale of Reginaphones. On being told that the component parts of the Reginaphones were obtained from licensees under patent they...defender or abandoned action, and at all events have brought no suit down to the present time. It is impossible to believe that while selling these records for so many years to defendant, complainant did not know well the use to which defendant was putting them.

"Under date of October 15 notice was served on 'Victor distributors' that thereafter the complainant would refuse to fill orders for any Victor supplies from all distributors handling 'lines of disc talking machines and disc records.' Thus the market for their Reginaphone was practically taken away, and the Regina Co. unable to handle fresh Victor goods without discontinuing its own Reginaphone. Thus complainant practically left defendant with a business corpse on its hands after several years. Regina Co. unable to handle fresh Victor goods from 'Victor distributers' that thereafter the company was unable to replace Victor goods for less than the established price. This action and its effect on the price of the records is clearly in the terms of which are not actually brought home to the purchaser at the time of purchase, becomes a contributory infringer by selling either (a) at a less price than that fixed by the vendor, or (b) without inquiry as to whether the spurious infringer will infringe the manufacturer's patented combination of which the article sold is the unpatented element. If the defendant herein were accused of violating the Johnson patent by manufacturing an article said to be covered by it, it would be inconceivable that on such a patnet a preliminary injunction would issue."

"The question raised, therefore, in the Johnson case is whether in an action upon an unadjudicated patent of apparent validity, a preliminary injunction should issue against the licensees whose license is spelled out of a notice printed on the thing sold, which thing had been the subject of a written complaint and defendant for a considerable time before the notice thereon was so changed as to include the patent in question. I believe the above to be a fair statement of the interesting and difficult questions suggested by this litigation. As between parties of solvency unquestioned in this proceeding, it seems to me plain that preliminary injunction should not issue in such cases.

"I am, however, rendered certain of the propriety of refusing injunctions and leaving complainant to prove its case and damages, if any, by the history above set forth of the relations between these parties.

"So far as it can be shown by affidavit, it is shown here that complainant after permitting, and perhaps persuading defendants to acquire a stock of its goods, has practically rendered it impossible for defendants to dispose of them in the same way that complainant knows defendants have been disposing of them for nearly, if not quite, five years last past. This is not fair nor just, and though complainant may by resolving difficult questions of law be entitled to relief on final decree, it is not entitled to the preliminary annoyance and expense of such an order.

"The existing stay orders are vacated and the motions for preliminary injunction denied."

TRADE IN THE SOUTHWEST.


(Special to The Talking Machine World.)

Fort Smith, Ark., Jan. 9, 1900.

In looking over the talking machine and record situation for Arkansas, Oklahoma and Southern Missouri, the prospect for spring business is very bright indeed. A mild winter so far has stimulated business, especially in the smaller towns, and as last year's accounts are being settled, the country merchant is easier to approach and it also gives owners a chance to talk machines and goods in a more liberal manner than ever before. The Smith Phonograph Co., of Oklahoma City, are large jobbers and actively developing that section of the country in their line. The R. C. Bolinger music house, of Fort Smith, Ark., have recently been installed as Edmonson jobbers, business with this old established house is especially gratifying in the whole house of a sales line. S. H. Womble, formerly of the National Phonograph Co., has charge of the phonograph department. With the assistance of two competent traveling salesmen business is being rapidly developed.

Much credit is due to the National Phonograph Co.'s traveling representative, E. A. Neff, who has worked very hard in developing and stimulating the growth of the Edison line in this section.

Output Co. of America
1110 Heyworth Bldg.
CHICAGO, ILLS.

Mr. Dealer:

Do you handle Cut Glass?

If not, why not?

It is one of our specialties, and there is big money in it for you. We are Sole Sales Agents for the Central Cut Glass Company. "Nuf Ced."

Write for catalog and prices.

Mr. Manufacturer:

If your article has merit, we are in a position to handle your entire output.

We specially invite correspondence with foreign manufacturers.
GAIN!

That word is the foundation stone of business success.

GAIN! That is the word which has dominated the minds of the world for centuries, and it has been the personal desire for gain which has toppled empires and held up temporarily the wheels of progress.

Talk is cheap, nowadays. We can sell you yards of it on our records, but let us show you how you gain by giving us your patronage—then our talk has a creative value and results in business growth.

We have never impressed upon our customers strongly enough the fact that we WHOLESALE EXCLUSIVELY, and the fact that we HANDLE VICTOR GOODS ONLY.

"THE CABINET THAT MATCHES"

The outfit illustrated here absolutely harmonizes. We have a cabinet to match each Victor machine. Why not sell an outfit instead of the machine alone? Customers who take an interest in cataloguing their records are the big record buyers.

Send for our catalogue. Your regular discounts apply.

THE IMPROVED FIBRE NEEDLE CUTTER

We are manufacturing and distributing an improved cutter which will enable you to use each fibre needle at least ten times. This cutter has a plunger movement, makes a polished, clean and perfect point. In cutting the needle it removes a mere shaving. Each cut made is uniform and will give you 100 per cent. longer life than the old style cutter. It is safe, absolutely harmless, the blade being entirely concealed.

Improved Fibre Needle Cutter List $1.50. Regular discounts apply.

(Special to The Talking Machine World.)


There has certainly been no complaint among local jobbers as to the volume of December business. It was away ahead of last year all along the line, and with some it was reported to have been a record-breaker. While business since September has shown a marked improvement, a great many sales had been underwriting until the holiday business was almost upon it. There was a month that taxed the ability and stocks of jobbers to the utmost and rolled up an excellent volume of business. The reports dealers throughout the West had a fine trade, and judging from the freedom with which orders have been coming in, even since the holidays, have been been ahead of the East in retail trade and are starting the new year with the greatest of confidence. Higher priced outfits seemed to be the rule so far as the local retail trade was concerned. In several instances business was declared to have been not only ahead of 1907, but fully equal to, and in one or two cases ahead of 1908.

The store is in the Railway Exchange building immediately joining Orchestrain, and as its name implies handles various makes of machines.

A new trade poet hath arisen. He is L. H. Hoekspéier, a dealer of New Hampton, la., and his muse warbles so gracefully in an advertisement running in the home press that the store is now classed as one of the most prominent in the whole State. He is L. H. Hoekspéier, a dealer of New Hampton, la., and his muse warbles so gracefully in an advertisement running in the home press that the store is now classed as one of the most prominent in the whole State. The store is in the Railway Exchange building immediately joining Orchestrain, and as its name implies handles various makes of machines.

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A. D. Geissler, manager of the company’s talking machine department of the Edison Manufacturing Co. on Tuesday night there was a theater party given by the Edison travelers, but by several dealers and jobbers who happened to be in town at the time. Among the attendees were on hand to meet them Monday morning. As usual the phonograph hustlers were given a taste of the National Co.’s well known hospitality. On Monday evening there was a dinner at Rector’s, participated in not only by the Edison travelers, but by several dealers and jobbers who happened to be in town at the time. Among the attendees Mrs. Dolbeer, Weber and Phillips, there were present the following travelers: A. V. Chandler, of Jamestown, N. Y.; R. T. Ryan, formerly of the company’s talking machine department, will travel in Nebraska for the Colum-phia Co. Mr. Plume arrived in Sioux City in time to attend the graphophone recital of the W. A. Dean Co. The graphophone was accompanied by a full orchestra and Mr. Nolan, the firm’s confidential man, read an interesting paper on the history of the graphophone. It was only a few days after this that Mr. Nolan was killed while on the road. Mr. Plume returning the sad news the day after his return to Chicago. A contract has been closed with the Dean Co. to handle Columbia goods exclusively for the northwest portion of Iowa and the northeast portion of Nebraska.

George Ormstein, manager of sales for the Victor Co., was in Chicago this week. He met the Victor Co.’s western representatives in Lincoln last week for the regular annual conference and entertained them in the style for which he is well known.

“Our business in November and December was excellent,” remarked Arthur Geissler, general manager of the company.

The Economy Racks A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, $3.50: 12-inch, $3.75; Rack for insertion in cabinet, $1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, $1.50 for 10-inch records; $1.75 for 12-inch.

The Ideal Notation Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipments in Jumbo Quantities.

COMING—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.

R. H. TONES, Patentee and Sole Manufacturer

1-17 Bryan Place, Chicago, Ill.
THE next four months dealers in Talking Machines are going to reap the harvest.

GET YOUR SHARE

If not already on our list of Victor and Edison dealers

Write To-day

The Lyon & Healy way of handling dealers' orders is

Quicker and Better

Besides we post all our dealers on all kinds of money-making goods, just as soon as they have demonstrated their selling quality.

Greatest Experience Largest Stock

Why not join hands with us now?

Lyon & Healy

CHICAGO
THE TALKING MACHINE WORLD.

Phonograph Co., and machines from us seven or eight years ago.

Our wholesale branch last month shipped to Los Angeles.

That report, which is very gratifying to us.

Mr. Francher of the Talking Machine Co.

The manager of the Talking Machine Co. of the John Hoyt Co., of Denver, Ia., were callers on Mr. Geissler last week.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy's, was highly satisfied with the way the year wound up. "It was the biggest December that we have ever had. Wholesale business is running uniformly well throughout the year, and there is little doubt that the trade that is very gratifying to us.

The" cabinet that matches" maintains the popularity into which it has sprung at its introduction. Another cabinet of the same style has just been shipped to Los Angeles.

There is a small corner of these beautiful cabinets that has been given to the talking machine department last month we sold a number of Victor' s to people who first bought machines from us seven or eight years ago. Our Detroit business, both in wholesale and retail, has been the largest that we have ever had.

W. C. Fuhri, district manager of the Columbia Phonograph Co., says that the December business this year was doubled that of last year, notwithstanding the fact that all of the local branches that were in existence last year have been discontinued. "The Kansas City office," which is said to be the most successful in the country, has increased its business 25 per cent over last year, which is larger than the business of 1907 in December, while the St. Louis house makes a similarly favorable report.

In the retail department last month we sold a number of the double disc records to people who first bought machines from us seven or eight years ago. Our Detroit business, both in wholesale and retail, has been the largest that we have ever had.

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engaged in the same line of business as himself, unless it be a fire or a failure, the opening of a new building or the extension of an old one; in other words, news of general interest.

"This is quite natural. No one, two or even a dozen newspapers, could understand the task of furnishing the readers in every line of business with all the news of interest to them in their particular branches of commerce.

"Consequently the trade paper becomes a positive necessity, and by concentrating its energies on one trade and its closely allied branches it is enabled to present to its patrons not only all the news in that particular line of business, but also many advertisements set forth all that is new, bright and attractive in that trade.

"Consequently the trade paper brings about a most valuable interchange of ideas and keeps everybody thoroughly posted on everything transpiring in the business represented by the paper.

"It is difficult to imagine that any trade could get along without the means of interchanging trade ideas, to say nothing of reading of the movements of captains of industry and trade soliciors, improvements in the different lines of business and the placing of fresh goods on the market.

"Any trade without such a representative journal would, according to modern ideas, be in a state of unhappy isolation, which would be almost fatal to progress and relegate its members to a mere unreadable sheet of their neighbors, with only a small local influence.

"The formation of the new company is of special interest to the talking machine trade, as the manufacturer, O. W. Eckland, is a man of long standing, and has long enjoyed a reputation of being a sales manager of unusual resourcefulness and energy. Furthermore, several well-known talking machine men are financially interested in the company. The strong sales force has been organized and the company, among other things, has contracted for the marketing of the entire output of the Central Cut Glass Co., of Chicago. They are open for good specialties in talking machine or other lines, and it is especially desirable of obtaining the American representation for foreign manufacturers. The offices of the company are at 1110 Heyworth building.

"Finally, the trade paper enables a business to be located in any part of the city, State or country, instead of squeezed up in a 'quarter,' that in its columns those who wish to do so can read of everything of interest transpiring in the trade, whether it be in New York, San Francisco, Chicago or New Orleans, London, Paris or Timbuctoo.

"Very likely it cannot be denied that the trade paper appears to be a most useful publication."

**RUGGETS FROM GEORGIA.**

Don't climb so high that the world can't see you when it goes to cut the tree down.

Some folks paint the devil so black that they can't locate him on a dark night.

Edison Jobber
Zonophone Distributor
New Design
Wooden
Disc Record
Racks
Wire
Record
Racks
RECORD CABINETS
SPRINGs
for all makes and sizes machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

**TO MARKET FACTORY PRODUCTS.**

The Output Company Will Help Manufacturers to Find a Market—O. W. Eckland Is Manager of a Strong Sales Force.

(Special to The Talking Machine World.)

Chicago, Ill., January 6, 1909.

The Output Company, 1110 Heyworth building, have been organized in this city for the purpose of marketing the factory product of concerns making good specialties and who will arrange with the manufacturer for the distribution of their products without the manufacturer's doing the task. The formation of the new company is of special interest to the talking machine trade, as the manufacturer, O. W. Eckland, is a man of long standing and has enjoyed a reputation of being a sales manager of unusual resourcefulness and energy. Furthermore, several well-known talking machine men are financially interested in the company. The strong sales force has been organized and the company, among other things, has contracted for the marketing of the entire output of the Central Cut Glass Co., of Chicago. They are open for good specialties in talking machine or other lines, and it is especially desirable of obtaining the American representation for foreign manufacturers. The offices of the company are at 1110 Heyworth building.

**CHICAGO'S TRADE FOR 1908.**

Figures and Facts Submitted by James F. Bowers, Secretary of Lyon & Healey.

(Special to The Talking Machine World.)

Chicago, Ill., January 9, 1909.

James F. Bowers, secretary of Lyon & Healey, in an article prepared for the Chicago Recorder-Industrial gives the following figures relating to the business transacted by the leading talking machine trade industry in this city for the year 1908:

- **Sales 1908:** $19,000,000
- **Sales 1907:** $19,000,000
- **Manufactures 1908:** $14,400,000
- **Manufactures 1907:** $16,000,000

Decrease, 10 per cent.

"The past year has been very good in the musical instrument industry. In the early part of the year sales were considerably better than might have been expected during a period of general depression; the summer months were dull, however, compared with the year before, and it was not until October that activity became apparent. But the year finished with a good Christmas, so that viewed as a whole the twelve months compares favorably with the output of a few years ago.

"Business in high-grade pianos was exceedingly good, more so than during the past two years, and there was sustained demand for pianos that were for general home use. The pianos produced during the year continued to increase in favor. This piano may be played by means of a regular keyboard or by means of a roll of perforated paper. The result is that such a piano opened a new field of music lovers who heretofore were confined to very simple forms. The Victor-Victrola, a new form of talking machine, in which the horn has been done away with in favor of the mandoil, is in great favor and is being used by Edison manufacturers among other things, have contracted for the distribution of these instruments still unfilled.

"The feature of the year just past was the return to favor of the mandolin, guitar and harmonica. These instruments were again in strong demand and, together with the violin, were selling in great quantities. Sheet music and book business showed a decline in recent months, which is proof positive that the teachers of music on the whole are in a prosperous condition.

"One remarkable novelty brought forth during the year was the Wells-Magnus piano, which produces exactly and wonderfully the playing of Paderewski and many other great artists."

**MICA FOR DIAPHRAGMS.**

Producers of Domestic Mica Want a Strong Duty Incorporated on the New Tariff Bill.

A Petition Lodged With the Ways and Means Committee.

(Special to The Talking Machine World.)

Washington, D. C., January 1, 1909.

Mica is largely used for diaphragms in sound boxes, and therefore manufacturers are interested in the duty on this article. The grade of mica that is employed for this purpose is the domestic variety, and not mica from India. In the south, mica is produced by the Victor Talking Machine Co., Camden, N. J., and the Columbia Phonograph Co., General, New York, and the mica is exclusively domestic. The National Phonograph Co., Orange, N. J., have substituted copper for mica in the Edison sound boxes. The domestic and Canadian mica is change, cut-out and detaching, and numerous letters no figure so far as the trade are concerned.

Producers or miners of domestic mica— the most important deposits being found in North Carolina—are opposed to the importers as to the rate that should be embodied in the framing of the new tariff bill. The domestic miners saw the importers are trying to have mica placed on the free list, or, if not, on a prohibitive rate. The importers, however, in a letter of December 18, addressed to the Ways and Means Committee of the House, says:

"We desire to go on record as follows in the matter of proposed tariff revision as applied to paragraph 184, act of 1897, which relates to mica: 1. We favor the removal of ad valorem duty of 20 cents. 2. We favor the retention of the present specific rates, namely, 6 cents per pound on uncut mica and 12 cents per pound on cut mica. Specific duties of 6 cents per pound and 12 cents per pound, as levied at the present time, seems to the government a fair revenue and an equitable one to the importer, and fulfills the purpose of a specific duty. Protection is not required as far as mica is concerned in this country. Costs of production, etc., need no comment here. Domestic mica has not been betiered by the ad valorem duty in the present tariff, and, furthermore, consumers will continue to demand and to use foreign mica on account of quality and quantity and dependable supply thereof, as the past proves."

**NATIONAL CO'S EXCHANGE.**

Will Take Back Cut Out or Defective Edison Standard Records—The Conditions Specified.

On December 28 the National Phonograph Co., Orange, N. J., notified authorized Edison jobbers and dealers that beginning Jan. 4, and until Jan. 9, 1909, inclusive, they may return, for exchange, cut-out and detaching, and cut-out or defective Edison standard (not grand opera, Amberol or concert) records.

Jobbers must enclose with the above an order, for immediate shipment, of a quantity of standard or Amberol records equal to the total number of standard records he is returning from his own stock, and within 30 days from Jan. 9, 1909, he must order a quantity of Amberol records equal to the number of standard records his dealers have returned to the factory to be credited through his jobber.

This proposition did not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature, or second-hand records, returned were absolutely refused. Jobbers and dealers were given the option of ordering any quantity of Amberol records equal to, or in excess of standard cut-out or defective records returned, with the understanding that the number so ordered shall be charged at the price of Amberol records, while credit will be given for standard records returned, at the price of the standard records.

A meeting of the directors of the National Phonograph Co., Orange, N. J., was held in their New York offices, 10 Fifth avenue, Thursday. Business of importance was transacted.
THE TALKING MACHINE WORLD.

TRADE NEWS FROM LOS ANGELES.

Record Holiday Business Helps Year's Average of Business—Big Victrola Sales—Jobbers Have No Fear of Pacific Coast Shanty and Bad Fire in W. B. Allen Co. Store—How Various Houses Find Business—T. B. Tessler Returns from Mexican Trip—Other Interesting Items of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 2, 1909.

The old year has ended to the satisfaction of every dealer in the trade. The great volume of holiday business has placed 1908 far in advance of all previous years. Victrolas seemed to be most demanded by the trade of the large houses. Another noticeable feature was that most of the business was done while a small amount was installments. A leading retail firm made a record by selling 55 Victrolas in sixty days, whereas others made proportionate new records.

Jobbers in all lines had all they could do to fill the hundreds of orders which came in by mail, telegraph, long distance telephone and special messengers. Most every dealer had to order time and time again only to find he had not ordered as much as he should have at first. The wholesalers and jobbers are to be congratulated for their splendid service.

The only unfortunate happening among the dealers was that of a fire which damaged the W. B. Allen Co.'s store to the extent of $25,000. A fortunate point was that the fire started about 10 o'clock Christmas evening, just after the big trade was over, and while some customers were just completing their purchases. The building was flooded with water, which did the most damage. The insurance company has promised to send engineers and claims on the same have been adjusted. The management has rented a large store a few doors south of the old location where they are temporarily located, and business has continued as though nothing had happened.

Sherman, Clay & Co., Victor jobbers, made the highest mark in the history of the Los Angeles branch. Manager Chas. Huggins said: "I knew we would do a larger business than last season, but I hardly expected we would have had to put up a new sign, 'Sold Out'"

The Southern California Music Co., Edison and Columbia jobbers, did about the same, having received orders from many county in three States. Dealers from the northern part of the State telegraphed and telephoned for more stock, which had to be shipped by express up to the last minute. The branch houses of the same firm at San Diego, Riverside, San Bernardino, Santa Barbara and Oxnard did splendid retail business.

E. H. Philbrook, manager of the Edison Business Phonograph department of the Southern California Music Co., since receiving a large shipment of machines has installed several business outfits and is introducing the system to every large concern which employs an office force. The Business phonograph is comparable to the new venture here, but it has thus far met with great success and undoubtedly has a great future.

Arthur E. Burson, patentee of the Burson stopping device for all types of machines, has been in this city in company of Anton Goezinert. Together they are making preparations for supplying the trade with the new product. After a short stay in the southern parts they will return to Santa Barbara.

After traveling through different parts of Mexico in the interests of the Southern California Music Co., T. B. Tessler has returned, bringing most favorable reports of trade conditions in the sister republic. Geo. L. Bailer, of Bailer & Olson, has been visiting many retail dealers.

Francisco Moreno has been appointed manager of the talking machine department of the Santa Barbara branch of the Southern California Music Co., while Edw. Bergum has taken a similar position in the San Diego branch of the same concern.

Geo. T. Exton, partner in the Exton Music Co., and one of the most prominent music dealers on the Pacific coast, was killed in a recent big fire in Pittsfield, Mass., and his brother, Edward Exton, is the manager of the Pittsfield Music Co. The fire was at the store of this concern.

The general manager of the Columbia Co. will visit the eastern States this winter, will be in the city during the first of January.

The General Manager of the Columbia Co. Will Look Over the European Field—Conditions in the United States Most Satisfactory.

January 6 George W. Lyle, general manager of the Columbia Phonograph Co., arrived. F. W. Lyle and his daughter, Gertrude Lyle, the trip was decided upon after Mr. Lyle became satisfied that the new selling policy of the company regarding the establishment of Columbia jobbers and dealers in exclusive territory was permanently successful and working admirably. Also that the sale of indestructible cylinder and double-disc records was increasing beyond their most sanguine expectations, hence the pleasant state of affairs permitted him to go abroad for a month. Mr. Lyle will be in consultation with Frank Derian, the Columbia's capable representative in London, England, who is in the greater part of his time, and will also visit a few of the principal offices on the Continent. He will be away about a month.

PERSUASIVE.

A rural manufacturer dums his subscribers in the following novel manner, says Harper's Weekly: "All persons knowing themselves indebted to this concern are requested to call and settle. All those indebted to this concern, and not knowing it, are requested to call and find out. Those knowing themselves to be indebted to go on a tour of inspection. Mr. Lyle will be in consultation with Frank Derian, the Columbia's capable representative in London, England, who is in the greater part of his time, and will also visit a few of the principal offices on the Continent. He will be away about a month.

DEATH OF EDISON EMPLOYEE.

Peter Brady, one of the oldest employees at the Edison plant in Orange, N. J., died suddenly at his home in West Orange on December 24. For many years he had had charge of the men who took care of the buildings, and was popular with thousands inside and outside of the Edison works. He was born in Ireland sixty-four years ago.

Robert R. Smallfield, proprietor of the Smallfield Music House, 213-215 West Second street, Davenport, Ia., recently purchased the entire stock of the Columbia Phonograph Co., in that city, whose line he will handle. This is the fifth store that this enterprising dealer has purchased in Davenport since starting in business.

Don't keep your customers waiting

Maybe it is the fault of your jobber, but if you have the right kind of a jobber there won't be the least delay in filling your orders.

You can't afford to dilly-dally with a jobber and keep your customers on edge for their goods. Not every customer will stand that kind of treatment, and those who do won't put up with it any longer than they can help.

There's an easy way to get over these troublesome delays. Send us your orders for Victors, Victor Records, record cabinets, horns, fibre cases, English needles, and Victor accessories of every sort. You won't need to tell us to hurry—we always do that; send out goods the same day the orders are received.

That is the kind of service you always get here, and it puts you in position to take the best care of your customers and saves you a lot of needless worry.

Try us on your next rush order and see how we handle it. In the mean time, you'd better get our catalogue and booklet, 'The Cabinet That Matches,' which tells about our record cabinets that match perfectly each style Victor in design and finish.

Write for them to-day.

The Victor Distributing and Export Company
83 Chambers St., New York
THE TALKING MACHINE WORLD.

POPULARITY OF THE STAR LINE.

The New Starola Cabinet Machine Has Made a Great “Hit”—Fifteen Models Constitute the Star Line—Plan a Big Campaign for 1909.

The Hawthorne & Sheble Mfg. Co., are achieving great success with their Starola cabinet machines which were introduced to the trade last month, and which are further referred to in their advertisement elsewhere in this issue. These instruments mark a further development of the plans of the Hawthorne & Sheble Co. who have been steadily increasing their line with the result that the Star products are now made in fifteen models, with all distinctive features. Improvement and perfection are the keynotes of the Hawthorne & Sheble advance.

Dealers find the Star a most profitable line to handle, and are taking hold of them, as well as the Star records, with alacrity. The progressive policy which has characterized the Hawthorne & Sheble Mfg. Co. for the past twelve months will be not only further exemplified during the year just opened, but materially augmented, and nothing will be left undone to make the Star line a most attractive proposition to dealers—specialists.

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.
THE COPYRIGHT SITUATION IN WASHINGTON.

Certain rates. No Legislation Regarding Copyright Will Become Law This Session—A Copyright Bill May be Reported in Some Form to the House of Representatives and May be Passed by the Lower Branch of Congress. The Real Stumbling Block Seems to be the Musical Clause—Committee Finds It Hard to Reach Unanimous Agreement. Three Bills in Committee. The World's Washington Correspondent Presents Some Interesting Contrasts as They Appear in the Different Bills—A Careful Analysis for the Busy Reader.

Washington, D. C., Jan. 9, 1909.

Talking machines will be interested in know-
ing that there will be no copyright legislation dur-
ing the present session of Congress. This much can be
said to be certain. There exists without the slightest
fear of successful contradiction, the majority of
which can now be accomplished is the reporting of
the copyright bill in some form to the House of Represen-
tatives, and the possibility passage through the
lower branch of Congress. It is not even certain that
this much can be accomplished.

Several members of the House Committee on
Patents are very positive in declaring the most
that can be hoped for is the agreement upon
some form of bill in committee and the sub-
misison of a report to the House.

But as for securing the passage of a bill
through both the upper and lower branches of
Congress—that is now as impossible as water
running up hill.

Even if the members of the House Committee were able to agree upon a
measure and the House were to adopt it at once,
there would be no legislation for the reason that
it is the intention of the Senate Committee on
Patents to go over the action of the House, sec-
tion by section, and this would delay the report-
ing of the bill by the 4th of March, when the present session of Congress dies
by constitutional limitation. When the Congress expires all measures die with it.

In the next Congress they must all be reintroduced, re-
fereed to the Patent Committees and considere
d as new just as though the subject had never
before been broached.

Of course, if the House Committee can agree
upon a bill finally before the end of the pre-
sent session, even if that measure cannot become a
law, the same measure can be introduced in
the 61st Congress and quickly reported out of
the Patents Committee unless there are many
changes in the personnel of that committee in the
short time between the organizations of committees for
the next Congress.

THE REAL STUMBLING BLOCK.

The stumbling block of the copyright situation
is now—among other single features of the bill in its various forms
that has excited anything like the con-
troversy and opposition than has the music clause. With an agreement satisfactory to a
majority of the members of the two Patent Committees on this clause, the bill could be reported to the
House within three hours and passed within a few days.

COMPROMISE ATTEMPTED BUT FAILED.

Toward the end of the first session of the
61st Congress there was an attempt made to
bring the various opposing interests together
in the common grind of compromise. For a
short while it looked as though this would suc-
ced. But it failed. Some of those entering the compromise agreement—and it was only a pro-
posed compromise—were able to withdraw completely from it and when the present second session of
the same Congress convened the situation was
practically no better than it was a year ago, and the making of a final approach to the
apparently calm waters of the sea of conflict-
ing copyright interests there were the same rest-
lessness and insatiable curiosity and cross-currents forming a veritable submarine maelstrom.

The House Patents Committee, if its members
could agree, might report some sort of bill with-
out paying further attention to those outside cur-
rents, but that would be futile. Unless these
most deeply interested in the copyright secti-
orn, reach some sort of agreement it is a safe bet
that there will never be a copyright law of a
general character passed affecting the musical
trade, because if there is no agreement as be-
tween those directly affected there would be a
litigation on the floor of both houses in behalf of the various interests the moment the
measure came up for consideration and the measure jeopardized of passage.

SUBCOMMITTEE HARD AT WORK.

At the close of the last session it will be
recalled a sub-committee of the House Committee on
Patents, headed by Representative Currier of New Hampshire, and including Representatives Hinshaw of Ne-
braska, Chaney of Indiana, McGavin of Illinois,
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tions on mechanical music reproducing instruments. Several members of the sub-committee would, in order to secure an agreement, consent to the adoption of the 2-cent royalty and the substitution of a provision for the payments to be made on a percentage basis, but they assert that they would yield their convictions in favor of the royalty very reluctantly. Opposed to these members are those who favor the payment of a high percentage royalty to the owners of copyrights for the use of copyrighted compositions for mechanical music-reproducing purposes.

There is another provision that has developed a controversy, and that is the section of the Washburn bill which proposes to give to copyright owners the rights they would have under the common law. All four of the above mentioned House bills provide that "the copyright secured by this Act shall include the exclusive right that (a) "To print, reprint, publish, copy and vend the copyrighted work." This clause of the music section upon which there is absolute harmony, but when it comes to clauses (b), (c) and (e) they differ widely.

**DIFFERENCES IN THE VARIOUS CLAUSES.**

Take clause (b). The Currier bill would secure the exclusive right (b) "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish if it be a model or design for a work of art, to vary or adapt it if it be a work of art." This clause of the Washburn Bill reads (b) "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish if it be a model or design for a work of art, to vary or adapt it if it be a work of art." And the Barchfeld Bill—it's clause reads: (b) "To translate the copyrighted work into other languages or diamates it if it be a nondramatic work, to convert it into a novel or nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art." And the Barchfeld Bill—its clause reads: (b) "To translate the copyrighted work into other languages or dialects, to make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art." Finally clause (b) of the new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art." The new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

Finally clause (b) of the new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art." Finally clause (b) of the new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof, and to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

**THE DIFFERENT BILLS CONTRASTED.**

It is obvious from the above extracts that the Currier Bill is the only one that does not use the phrase "to arrange or adapt it if it be a musical work." While some favor the use of the words "rearrange or adapt" others severely criticize their use and declare they must either be qualified or be qualified. It has been suggested that these words might prevent the use of a piece of music for a phonographic disk and the word "rearrange" along with them has been criticized for being too strong. It is claimed to be suggested by these critics that "arrange" has a well defined legal meaning, but that the word "rearrange" is new to the law. It has been suggested that if it means to rearrange or to do anything means to rearrange an arrangement.

All four bills agree on clause (e) which grants the exclusive right "To deliver or authorize the delivery of any mechanical reproduction of the copyrighted work for profit if it be a lecture, sermon, address or similar production," the phraseology of this clause being identical in the four measures. In clause (d) the bills differ widely.

That of the Currier bill, for instance, reads: (d) "To perform or represent the copyrighted work publicly if it be a drama, or if it be a work of art, TO ARRANGE OR ADAPT IT IF IT BE A DRAMATIC WORK, TO PERFORM OR REPRESENT THE COPYRIGHTED WORK PUBLICLY for profit if it be a lecture, sermon, address or similar production." This clause of the Washburn Bill reads: "(b) To print, reprint, publish, copy and vend the copyrighted work publicly if it be a drama, or if it be a work of art, TO ARRANGE OR ADAPT IT IF IT BE A DRAMATIC WORK, TO PERFORM THE COPYRIGHTED WORK PUBLICLY for profit if it be a lecture, sermon, address or similar production." Take clause (d) of the Barchfeld Bill: (d) "To perform or represent the copyrighted work publicly if it be a dramatic work and be introduced in copies for sale, to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which it or any performance thereof may in any manner be performed, presented, produced, and exhibited or to exhibit it or any performance or any representation or any reproduction thereof or any performance thereof whatsoever.

In the Washburn this clause has been condensed into the following: (d) "To perform or represent the copyrighted work publicly if it be a drama, and (e) To perform the copyrighted work publicly if it be a lecture, sermon, address or similar production.

Then when it comes to (e), the real bone of contention, there are as many differences as there are versions of the four bills.

In the Currier Bill for instance which favors the 2 cents royalty the clause reads as follows: (e) "To perform the copyrighted work publicly or for profit if it be a musical composition or a musical work, or for profit if it be a lecture, sermon, address or similar production, to deliver or authorize the delivery of any mechanical reproduction of the copyrighted work for profit has been reserved, as provided in section twenty-one of this Act, and for the purpose of public performance for profit, and, for the purposes set forth in subsection (a) hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced.

Provided, That the provisions of this Act so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work, any performance of which the author may make similar use of the copy- righted work, upon the payment to the copyright proprietor of a royalty equal to the royalty agreed to be paid by the licensee paying the lowest rate of royalty for instruments of the same class, and if no license has been granted then [7] per centum of the gross sums received by such person for the manufacture, use, or sale of mechanical reproducing machines in the United States, the said price in a series of transactions shall be adopted. The Sulzer Bill expresses this clause in the following language: (e) "To perform the copyrighted work publicly or for profit if it be a musical composition or a musical work, or for profit if it be a lecture, sermon, address or similar production, to deliver or authorize the delivery of any mechanical reproduction of the copyrighted work for profit, and to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced.

The Barchfeld Bill has the clause mere brief. It reads: (e) "To perform the copyrighted work publicly or for profit if it be a musical composition or a musical work, or for profit if it be a lecture, sermon, address or similar production, to deliver or authorize the delivery of any mechanical reproduction of the copyrighted work for profit, and to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced.

PHOTOGRAPHING HEART BEATS.

By means of an ingenious combination of the stethoscope, microphone, phonograph and galvanometer, a Dutch physician obtains a photographic record of the heartbeats. Not exceeding eight inches in diameter or cylinders not exceeding four inches in length, in which case the royalty shall be one cent; but in no event shall the royalty exceed two cents on each such record or controller, except in war or cases of public necessity, and from which it may be read or reproduced.
The only SOLID WOOD Horn on the Market

The Music Master Wood Horn is made of sixteen SOLID staves of either Oak, Mahogany or imported Spruce.

Made to fit any machines, Edison, Zonophone, Victor, Columbia or Star.

SHEIP & VANDERGRIFT, Inc., Manufacturers and Patentees
Philadelphia, Penna.

NEW YORK TALKING MACHINE CO.

Replaces the Victor Distributing & Export Co. - No Change in Management or Staff - Manager Williams' Christmas Reminder.

Dating from January 1, 1909, the Victor Distributing & Export Co., 33 Chambers street, New York, ceases to exist, having been taken over by the New York Talking Machine Co., which has been incorporated under the laws of the State of New York. There will be no change in the management or policy of the company, the present staff being retained as follows: G. T. Williams, general manager; W. V. Moody, assistant; W. S. Moffatt, G. W. Williams and E. G. Evans. There may be some changes in the officers, to be announced later. The company will continue to transact a strictly domestic business with a tendency and purpose to confine themselves to the wholesale end.

Christmas Eve Manager Williams was agreeably surprised when his associates and the clerical corps presented him with an elegant humidor. The company distributed an extra fat pay envelope, with his compliments, to the entire body of employees.

WANAMAKER USES "THE TALKER"

For His Address at the Convention of the Pennsylvania German Society.

An interesting feature of the recent convention of the Pennsylvania German Society at Lancaster was the address of John Wanamaker, the president, delivered entirely by phonograph to the large assemblage. Pushed with business, Mr. Wanamaker sent his annual address on phonographic records, to be delivered by machinery, with a letter regretting his inability to be present, in which he wrote: "I send you nine barrels of speech," referring to the records, and his utterance delivered to the society was possibly the first annual address so made. Mr. Wanamaker's "nine barrels of speech" covered the history of the society and outlined the work which is being done.

PUNCH BOWL FOR MR. BLACKMAN.

A handsome cut glass punch bowl was given J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, by the clerical, selling and office staff. R. E. Caldwell, the vice-president and manager of sales, did the honors the day before Christmas. Mr. Blackman, as is his annual custom, distributed an extra fat pay envelope, with his compliments, to the entire body of employees.

POSTAL RATE TO GERMANY REDUCED.

On January 1, it is announced, the postage on letters to Germany will be reduced to two cents per ounce, providing such letters are despatched by steamers proceeding directly from United States ports to German ports, otherwise the present rate of five cents per ounce will apply. This is a provision that need not worry the average business house, for, apparently, the reduced rate will apply in all cases except when letters are specifically addressed for dispatch by some special steamship requiring transshipment of the mails through England, France or some third country. In general, then, for all other letters, the rate after January 1 will be the same for German letters as for domestic letters and as has so recently been made applicable to British letters.

NOW WASHINGTON MUSIC CO.

Tilley Co. Change Name and Take Allen Hansen Into the Business—Lease New and Larger Quarters at 118 Post Street.

The Washington Music Co., until now the Tilley Music Co., have taken a lease of the three-story building at 118 Post street. This building is located adjoining the quarters now occupied by the Tilley Music Co.

Homer H. Tilley, the former owner of the Tilley Music Co., has sold a half interest in the company to Allen Hansen and the firm has been reorganised under the name of the Washington Music Co. Mr. Tilley is the president and treasurer of the new company and Mr. Hansen, secretary and manager.

The first floor of the building will be used entirely in handling sheet music and phonographic records. The company intends to do a jobbing business in sheet music, this being the first jobbing business in this line in Spokane. The second floor will be remodelled considerably and devoted to the handling of Edison phonographs, while the piano stock of the company will be carried on the third floor.

GET AGENCY FOR EDISON LINE.

The Koehler-Bremer Piano Co., St. Louis, Mo, have secured the agency for Edison phonographs and records and are preparing to push this branch of their business in energetic style.
WITH THE TRADE IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Jan. 8, 1909.

In writing of present conditions in talking machine circles, one cannot help but retrospectively view the situation. The year 1908 opened in Cleveland with industry paralyzed, factories idle, wheels at rest; clearing house certificates doing the duty of specie and currency—in fact, deadlocked in the enervated condition of the first stage of convalescence following financial panic. The year closed with 75 per cent. of the prosperity volume of activity restored, and with fair prospects that this year will bring back most, if not all, that was lost. Among the first to feel the chilling blast of business adversity was the talking machine trade. The masses—mechanics and workmen—without work, had to forego the luxury of a machine, and those who had a machine, that of their habitual weekly new record purchases.

But all is now changed, and a brighter outlook forecasts a year of plenty. An unexpectedly large increase in both wholesale and retail trade developed in December, and the result was the demand was greater than the supply, and thereby the holiday trade suffered to a large extent. The consensus of opinion in the trade is that the holiday trade suffered to a large extent. The prospects for the winter season are very promising. Our new double-disc and indestructible cylinder records have given an impetus to business of the most desirable character. Our holiday trade was far beyond our most sanguine expectations. We sold a large number of the higher priced machines. Mr. Emerson, of Robbins & Emerson, has sold his interest to the firm of Robb and Co. They have moved from 146, the Euclid avenue door of The Arcade, to No. 42, on the Superior avenue floor, with larger rooms and better facilities for doing business. Mr. Robbins stated that during Christmas week they sold a number of Victor and the better grade of machines, with a good record trade. Business with the new firm has started fine with the season. They are selling large numbers of the Amberol and Red Seal records.

Their new location, 2019 East Ninth street, magnifies their space and complete stock of Victor and Edison goods is accounted the reason by W. H. Eberscher & Sons for their largely increased business. They had a splendid holiday trade, and it has continued right up to the present time.

"The Victor and Edison Talking Machine Store" has opened up at No. 27 the Taylor Arcade, under the management of Edna Rankin, formerly with the Witt Music Co. A full line of Edison and Victor machines and records is carried, and Miss Rankin says that the holiday trade was exceptionally fine. At the store of Brown Bros., Columbia dealers, 2040-41 Ontario street, business was reported exceedingly good in the talking machine department by Loretta H. Byrne.

The International Talking Machine Co. opened their new store at No. 13 the Taylor Arcade just prior to the holiday season, and had satisfactory pairing and complete stock of Columbia goods, Phonitopia, and a full line of imported records. Mr. Bourgeois, manager, is an old-timer (though a young man) in the business, and very popular.

Mr. McNulty, manager of the talking machine department of the May Co., reported an exceptionally good holiday trade, principally of Victor and Edison goods. The sales of records run up into thousands, including a large number of Red Seal and the new four-minute Amberols.

Business is reported only fair in the talking machine department of Fleschelm & Smith. The manager of the talking machine department of the Caldwell Piano Co. made an encouraging report regarding business. A full line of Victor and Edison goods are carried. Holiday trade has been of the most satisfactory character at the Hartwell Phonograph Store. There is a big sale of Victor and Edison records, including a very large number of Amberols.

John Relling, who purchased the West Side Columbia Phonograph Store, No. 1831 West 25th street, is an old-time and popular resident of that section. He stated he had a fine holiday trade, and that the business prospects were bright for the first quarter of the new year. He carries a fine stock of Columbia machines and records, and caters largely to the foreign element, not forgetting his Yankee friends.

CATALOGS IN AUSTRALIA.


(Special to The Talking Machine World.)


Consul H. B. Baker, of Hobart, Tasmania, writing to the Department of Commerce and Labor under date of November 22, 1908, calls attention of merchants and manufacturers in the United States who send catalogs to Australia to the fact that under the new tariff act of the Commonwealth of Australia a duty is levied on catalogs, price lists, trade circulars, and all similar advertising matter introduced through the post, at the rate of sixpence per pound, even when forwarded in single copies addressed to individuals, provided the duty on the whole quantity posted by the consignor by any one mail to any one State or any one State of the Commonwealth exceeds 3 shilling.

50,000 COLUMBIA RECORDS ORDERED

For Export Shipment of the Double-Faced Family—Export Business Generally Good.

The export department of the Columbia Phonograph Co., General, have a single order for 50,000 double-faced records, to be ready for shipment Saturday, December 19. E. N. Burns, the manager, had been running around for that week getting things in shape, and suppressing the Bridgeport plant not to "throw the baby out with the bathwater." The factory worked like beavers in the pressing department, and made Mr. Burns happy by delivering the goods on time. Business was never so brisk with the department as now.

The export section is sending out a new hanger in colors, subject, "A Daughter of Spain," a reproduction of a painting reflecting the true Castilian spirit in tone, action and costume of the fair femininity, the personal choice of Messrs. Burns, Sause and the interpreter, assisted by other experts in Spanish graphic art. The hanger exhibits "Granofonos Columbia, dis- cos dobles."

Collister & Sayle report business exceptionally good with the advent of Victoria and Am- berol attachments and records were circu- lated exclusively by the inability of the factories to supply them.

"Business," said G. J. Probeck, of G. J. Pro- beck & Co., exclusive distributors of Columbia goods, "is very good—both in machines and rec- ords." The prospects for the winter season are very promising. Our new double-disc and indestructible cylinder records have given an impetus to business of the most desirable character. Our holiday trade was far beyond our most sanguine expectations. We sold a large number of the higher priced machines. Mr. Emerson, of Robbins & Emerson, has sold his interest to the firm of Robb and Co. They have moved from 146, the Euclid avenue door of The Arcade, to No. 42, on the Superior avenue floor, with larger rooms and better facilities for doing business. Mr. Robbins stated that during Christmas week they sold a number of Victor and Edison goods and complete stock of Victor and Edison goods is accounted the reason by W. H. Eberscher & Sons for their largely increased business. They had a splendid holiday trade, and it has continued right up to the present time.

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There is more to honesty than good policy. But if you can't be honest because it's right, be honest for what there is in it.
COLUMBIA 12-INCH DOUBLE-DISC RECORDS

NO. 10364 Four Little Sugar Plums (Barn Dance). O'Connell's Prince's Orchestra.
10365 From "Talk of New York." (Tenor solo).
10366 The Night Before Christmas. Pomona Male Quartet.
10367 I Can't Say You're the Only One. Columbia Orchestra.
10368 The Darky and the Boys (The Walnut Story). William Shakespeare's "Hamlet." (Drinking Song) with La Scala Chorus.
10369 Go and Get Your Partner For the Barn Dance. Whitney Brothers' Orchestra.
10370 With Orchestral Accompaniment. Whitney Brothers' Orchestra.

INDIFFERENT CYLINDER RECORDS

974 Stand Fat March. Enterprise Band
975 Forty Feats and Warp. (Italian). Beltoni Orchestra
976 Now I have to Call Him Father. (Soprano solo). Cohan and Harlan
977 The Sweetest Gal in Town. (Baritone solo). Cohan and Harlan
978 Friendship Guest. Wimborne Orchestra
979 The People's March. (Soprano solo). Cohan and Harlan
980 I Used to Be Afraid to Go Home in the Dark. (Baritone solo). Smith, Lincke and Harlan
981 My Home (Arias). (Tenor solo). Cohan and Harlan
982 I Can't Cope With You Only Once. (Baritone solo). Cohan and Harlan
983 I'm Sorry. (Tenor solo). Cohan and Harlan
984 VIP-Addy-J Ay. (Baritone solo). Cohan and Harlan
985 Stand By Any Old Time. (Soprano solo). Cohan and Harlan
986 Rainbow Medley. Arranged by Leon. Cohan and Harlan
987 I Feel Love Song. (Baritone solo). Cohan and Harlan
988 The Hot Tangle Man. (Soprano solo). Cohan and Harlan
989 Symphony No. 2. (Baritone solo). Cohan and Harlan
990 I'm Always Sorry. (Soprano solo). Cohan and Harlan
991 A True Soldier March. (Baritone solo). Cohan and Harlan
992 Washington Post March. (Baritone solo). Cohan and Harlan
993 Medley of German Waltzes. Arranged by Kost. Cohan and Harlan
994 Marching in the Dark. (Baritone solo). Cohan and Harlan
995 Go All the Way. (Tenor solo). Cohan and Harlan
996 Good Bye, Good Night. (Tenor solo). Cohan and Harlan
997 The Old Oaken Bucket. (Soprano solo). Cohan and Harlan
998 It Looks Like A Big Night To-night. Medley of "Soul Kiss." Arranged by Leon. Cohan and Harlan
999 The Love You Gave Me. (Baritone solo). Cohan and Harlan
1000 I'll Sing These Songs of Arabia. (Baritone solo). Cohan and Harlan
1001 Down, in Georgia, or on Campmeeting Day. (Baritone solo). Cohan and Harlan
1002 I Wish I had a Girl (Melody). Mailman Orchestra
1003 I Give You My One (Our Hearts) (Baritone solo). Cohan and Harlan
1004 Jim Logan's Horse Trade Song. (Baritone solo). Cohan and Harlan
1005 The Miller March (Kast). (Accompanied)
1006 There's a Warm Spot in My Heart for You, My Love. (Baritone solo). Cohan and Harlan
1007 Happy Mammy and Her Joe (Orig). Cohan and Harlan
1008 Policeman On My Olive (Original). (Baritone solo). Cohan and Harlan
1009 Uncle Josh. (Tenor solo). Cohan and Harlan
1010 A Song For Goodbye. (Baritone solo). Cohan and Harlan
1011 My Love Will Last For Ever. (Baritone solo). Cohan and Harlan
1012 New Edision Ameriel (Four-Minute) Selections.

A Prosperous New Year

TO ALL THE TRADE

WE expect to smash all RECORDS in 1909 for the sale of Udell Cabinets.

We want you to help us.

You now make Cabi nets to keep Records from being smashed for Disc and Cylinder machines. Will it esseem to you to preserve our booklets and offering the price of these.

Name, please.

THE UDELL WELLS

INDIANAPOLIS, IND.
TRADE IN THE MONUMENTAL CITY.

December Breaks All Records for Sales According to Dealers' Reports—Post Holiday Trade Also Shows—Changes Among the Local Columbia Co. Staff—New Agency Established—What Other Houses Have Been Doing Recently—Other News Worth Reporting.

(Special to The Talking Machine World.)


December seems to have broken all records for sales during the year just passed, according to the statements of the dealers in general. All of them report that the business during the past month, particularly that of the two weeks preceding Christmas, was the best they have experienced for a long while. Since the first of the year there has been no falling off, as was expected, yet the majority of those in the trade declare that this has not been as great as was anticipated. Some of the dealers, in fact, go so far as to declare that business has kept up very satisfactory the past week and that the indications are promising for a continuance of this unlooked for condition right after the holidays.

Speaking along this line, Manager Anrell, of the Baltimore street store of Cohen & Hughes, who handle the Victor machines, said that his firm has had a splendid after-holiday trade. The holiday sales were, of course, heavy, and the clerks were kept busy from morning until evening looking after the wants of the customers. Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., stated that the Baltimore store recorded a larger number of sales during December than during any previous month for the last year and a half. This pertains to both the wholesale and retail trade. Continuing, Mr. Lyle said: "Our wholesale trade, especially since last October, when our fiscal year began, has more than doubled for the same period of last year. This year expects to be better than at any time for many months for this good condition in the trade to continue unabated."

Several changes have taken place among the members of the force of the local Columbia store. J. M. Bayliss, chief clerk at this store, has been transferred to the New York office, while Tredwell K. Lyle, formerly stationed at the Paterson, N. J., branch, has been placed in charge of the retail floor in this city. Mr. Lyle is a brother of Manager M. E. Lyle, of the local branch. J. S. Matthews, formerly in charge of the retail department here, has been promoted to the position of chief clerk in place of Mr. Bayliss. W. O. Cooper, of the local sales force, is on a business trip in Western Maryland.

An agency has been established with the C. Falci Music Co., of Asheville, N. C., through the local branch of the Columbia Phonograph Co. Edison and Victor machines have been sold well since the first of the year at $200 cabinet machines, proved so popular as Christmas presents that the stock is nearly exhausted. The $200 cabinet machines proved so popular as Christmas presents that the stock was never more apparent than during the past month. The demand for records was also satisfactory. The list of records, with descriptive matter, as well as the positions of the artists singing them, appear within.

William F. Nye
New Bedford, Mass.

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

It Absolutely Prevents Rust.

SALES QUADRUPLED IN 1907

1866-1907

William F. Nye
New Bedford, Mass.

UNITED TALKING MACHINE CO.'S LINE.

After a delay of some weeks the United Talking Machine Co., of this city, are at last in a position to fill orders for their two machines, Nos. 5 and 10. This delay was caused by several minor improvements, which it was found possible to make in their construction at the last moment, and they deemed it best to hold up all orders rather than have any trouble later on.

THE 1010 SPECIAL

18-Seg Cylinder

RECORD CABINET

Is A TRADE-WINNER

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

H. A. Weymann & Son, Inc.


In the drawings, wherein like reference characters denote corresponding parts throughout the several views—Figure 1 is a vertical sectional view of a sound box in accordance with this invention; Fig. 2 is a like view taken at right angles to Fig. 1; Fig. 3 is a bottom plan; Fig. 4 is a detail; Fig. 5 is a perspective view showing the supporting means for the stylus head, the latter having a stylus bar and stylus attached thereto. Fig. 6 is a side elevation showing a modified form of stylus bar.


This invention relates to phonograph horns and the means for supporting the same in cooperation with the phonograph. The object of the invention is first, the provision of a support which will distribute the weight of the horn upon the members which support it, at the same time allowing the horn to be freely rotated in a horizontal plane; second, the arrangement of the supporting portion of the horn so that the swivel comes in the line of the center of gravity of the horn. Figure 1 is a side elevation of a phonograph, showing the horn supported in proper position; Fig. 2 is a plan view of Fig. 1, the bell of the horn being indicated in dotted lines; Fig. 3 is a side elevation, partly sectional, of the horn and swiveled section; Fig. 4 is a sectional elevation of the swivel joint; Fig. 5 is a similar view sectioned without reference to the nature of the material preferred.


This invention relates to talking machines, the more particular purpose being to enable a mechanism carried by the machine and having a travel related to the progress made by the record in play, to set upon and operate one or more brakes for the purpose of stopping the machine promptly when the playing of the record is completed.

While for the sake of simplicity the invention is shown as applied to an ordinary talking machine of the Victor type, it will be understood that the invention may be applied to any other type of talking machine.

Briefly stated, this invention contemplates the use of a brake to be applied directly to the rotary disc or equivalent member supporting the record, and a weight controllable by a movement of the horn and adapted to be tripped when the horn reaches a point representing the end of the performance, that is, the finish of the music or other production, so that the brake is applied promptly as the performance is finished, the point of stoppage being, to some extent, independent of whether the performance be long or short for a given size record.

This invention further contemplates an auxiliary brake to be operated in conjunction with the governor mechanism, for the purpose of applying to the latter a braking action in

MIRAPHONE
Combination Music Box and Talking Machine

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

Write for Catalogue, Terms and Prices

Jacot Music Box Co.
No. 39 Union Square, New York
This invention relates to talking machines, and has for its purpose to provide a new and improved construction by means of which the sound-box may be more easily and better applied to and lifted off from the record upon which it rests, and by which the operator is enabled better to insert in the sound-box the usual needle. Hence, it has been customary for the operator to take hold of the sound-box itself in these operations. While this has no bad effect if carefully and properly done, yet injury either to the fingers of the operator or to the instrument, or to both, very often occurs—for example, when it becomes necessary to remove the sound-box quickly from the record to prevent injury to the instrument—in which case the needle sometimes causes painful or even dangerous injuries, or the mica diaphragm is broken or the sound-box otherwise injured or thrown out of adjustment.

In the drawings: Figure 1 is a side elevation of a talking machine, embodying one form of the invention, the sound-box being shown in two different positions, one in dotted lines. Figure 2 is an enlarged detail, showing a part only of the machine and illustrating the manner of applying the handle or thumb-screw by which the inventor is enabled to accomplish this purpose. Figure 3 is an enlarged perspective view of the thumb-screw.

The present invention relates to improvements in tone-modulating devices for graphophones, and resides, generally, in the provision of an extremely simple, inexpensive, and efficient device adapted for attachment to a sound-box of any ordinary type and including a pair of oppositely disposed jaws movable into and out of engagement with the vibrating transmitter of the sound-box, so as to control the amplitude of the vibrations.

The principal object of the present invention is to provide a record medium, such as a record sheet, having two sets of records thereon in opposite directions, together with means for reversing the movement of such medium and for automatically shifting it sidewise at the end of one of the records, for the inclusion of bringing the other into action in the reverse direction of
This invention relates to an improvement in the case of records containing, for example dance music or other selections having a large number of similar verses or of alternate stanzas and chorus, which can thus be indefinitely and economically reproduced without curtailing and with considerably less attention on the part of the operator or attendant than is now required.

In the drawings, which clearly show one means of carrying out the invention, illustrated as applied to perforated music strips for organs, pianos, orchestrions, etc., Figure 1 is a top view showing a record sheet with two sets of perforations and an operating and feeding mechanism therefor. Figure 2 is a side view of the same, and Figures 3 and 4 are detail views of the strip of wire employed therefor.

This invention relates to sound regulators and instruments or talking machines for the purpose of reducing and regulating the volume of sound produced, and to improve the quality of sounds produced in the instrument or machine and to eliminate as far as possible the objectionable and noisy features produced in the same.

In Fig. 1 is a sectional view of the horn of a talking machine with the improved regulator located therein. Fig. 2 is a side elevation of the regulator partly in section. Fig. 3 is a front view with certain parts broken away. Fig. 4 is a longitudinal sectional view. Fig. 5 shows a modified form. Figs. 6 and 7 are detail views of the latter form.

**INSTALL NEW DEPARTMENT.**

Denton, Cottier & Daniels Put in Line of Talking Machines on December 1—H. G. Towne, Manager.

(Special to The Talking Machine World.)

Buffalo, N. Y., January 2, 1909.

The new talking machine department opened in the great store of Denton, Cottier & Daniels, on December 1, is now running nicely and has secured a large share of the recent holiday business. H. G. Towne, formerly with the Zed Co., New York, is manager of the new department, and a complete stock of both Edison and Victor machines and records is carried. C. N. Andrews, manager of W. D. Andrews' local store, opened the Denton, Cottier & Daniels account. The latter firm hold an enviable position in the music trade of this city, having been established in 1857. They do an immense business in pianos, small goods and sheet music.

**PHONOGRAPH GIVES EVIDENCE.**

Machine Made Testimony Admitted by Pitts- burg Magistrate.

(Special to The Talking Machine World.)

Pittsburg, December 29, 1908.

A phonograph record was one of the star witnesses today in the trial of C. A. Rumstay, an agent and collector for a talking machine company, who was held on a charge of assault and battery this morning by Magistrate G. H. England. The information was made by John E. Hinds on behalf of his wife. When the alleged assault was committed the couple were on a visit were recorded on a blank record which had been placed in the machine to reproduce a piano solo which a friend of Mrs. Hinds was playing. The music suddenly ceased and the disc recorded cries for help. The record was admitted as evidence by the police court judge. The record is clear and the voices can be easily distinguished. It is alleged that Rumstay went to the house to get a phonograph he had sold to a Mrs. Rinehart, formerly a tenant of the house. Mrs. Rinehart had sold her phonograph to the Hinds family. Mrs. Hinds explained the facts to Rumstay, and it is asserted that he wanted to take the instrument away. Mrs. Hinds refused to give him the property and, it is alleged, Rumstay struck her and knocked her down.

**TO INVESTIGATE ENGLISH PATENT LAW.**

A committee of twelve has been appointed by the Merchants Association of New York to investigate and consider the new English patent law which has recently gone into effect in that country, and thereby get an idea of its influence on American trade and commerce.

Don't let your plans for the future concern themselves only with your business welfare. Bear in mind that your health is a better asset than money in the bank.

If promotion is slow and chances in your line are few, learn to "double." The valuable theatrical man is the man who can be counted on to help out by doing double duty at a pinch.
THE TALKING MACHINE IN JAPAN.

Kingoro Ezawa One of the Leaders in Inducing Manufacturers to Record the Music of This People—The Nation's History in Song—Two Very Interesting Examples of Japanese Art Work from Mr. Ezawa's Factory.

We present here a picture of one of the most elegant examples of Japanese art. This carving is all done by hand on a sterling silver vase. This is possibly one of the finest pieces of work of its kind ever executed. The accuracy and careful attention to details as shown in same is characteristic of Japanese workmanship.

Among the many men who have been instrumental in developing education and commerce in Japan, Kingoro Ezawa has always occupied a prominent place. He was one of the first men to recognize the great facilities the talking machine offered as a means of education, as well as for purely amusement purposes.

On two occasions Mr. Ezawa has had record makers of the Columbia Phonograph Co., General, go to Japan and record the music of his people. Among the selections made for Mr. Ezawa several years ago there are some recorded by the oldest and most cherished bards of Japan—many of whom have since died. The records of these men can still be had and their reproduction affords much pleasure and means of instruction to the Japanese. Like all other nations, the Japanese take great pride in the deeds of their forefathers. Many of these lays are traditions that have been handed down from generation to generation, and have been kept before the public by the music of these bards. There is a great deal of historical association in all of these stories. Many of the old families in Japan have one or more of these bards as members of their households, whom they respect and maintain in order that they may enjoy chanting of their lays.

It will be noted on one of the pictures showing the reverse side of the vase—which is a product of Mr. Ezawa’s factory in Japan—that certain Japanese characters are inscribed. These are writings of some of the greatest statesmen in Japan, and important historical events are connected with same.

This vase was bought by Prince Ito, the resident general of Corea—it being his intention to present it to Dr. Radd, of Yale University. This was to have been carried to Dr. Radd by the late Dr. Stephens, who was recently murdered in San Francisco. Owing to the fact that it was necessary for Mr. Stephens to leave Japan before he originally intended to, some of the engraving by Prince Ito was not completed.

NEW SHIPPING AND SALES DATES

For Advance Records for the Next Year—Announcement Issued Recently.

The sales department of the National Phonograph Co., Orange, N. J., in bulletin No. 29, dated December 13, call the attention of Edison jobbers to the appended shipping and sales dates for advance records from December 1, 1908, up to and including December, 1909:

Shipping dates, 8 a.m.—December 23, 1908; January 23, 1909; February 24, 1909; March 24, 1909; April 23, 1909; May 24, 1909; June 24, 1909; July 23, 1909; August 24, 1909; September 24, 1909; October 23, 1909; November 24, 1909; December 23, 1909.

The selling date is the day immediately following the shipping date, named, at 8 a.m., excepting when it falls on Saturday, when the succeeding Monday is designated.

The bulletin concludes by saying: "In future we will permit jobbers to make shipment of advance records at 8 a.m. on all shipping dates. This advance from 2 p.m. to 8 a.m. was made at the request of a number of our jobbers. Any jobber or dealer who makes shipment of records, or places them on sale in advance of the hour specified herein, violates the terms of his agreement, and will be dealt with accordingly."

INTERESTING FACTS REVEALED

In the Report Filed in the Probate Court in regard to the Defunct Broadway Savings Bank of Toledo—The Talk-o-Phone Co., A. L. Irish and D. V. R. Manley Were Makers and Endorsers of Paper to the Amount of $50,000.

(Special to The Talking Machine World.)

Toledo, O., Dec. 31, 1908.

Tuesday the expert accountant who examined the books and condition of the defunct Broadway Savings Bank of this city, as trustee for the benefit of the depositors and creditors, made his official report to the probate court. It will be remembered that the Talk-o-phone Co., and its successor, the Atlantic Phonograph Co., both bankrupt, though the latter was "capitalized" at $2,000,000, figured largely as borrowers on the books of the bank. The name of A. L. Irish, at one time president of the Talk-o-phone Co., and later vice-president of the Atlantic Co., as well as D. V. R. Manley, president and general manager of the Atlantic Co., also appear personally as makers and endorsers of paper to the amount of nearly $50,000. The notes of the two companies are listed as collateral on loans made to Irish.

Overdrafts, among others, were charged up against the following on May 5, 1907: Talk-o-phone Co., $3,140.71; Atlantic Phonograph Co., $3,353.29; A. L. Irish, $161.87; Hayes Music Co., $2,902.25.

The report says: "Although the officers, consisting of president, former presidents, cashier and directors of the Broadway Savings Bank, together with the account of A. L. Irish, were makers and endorsers of paper owing the bank, together with their unpaid stock liability, on April 2, 1908, when the bank closed, the sum of $252,755.04. This was 76 per cent. of the entire amount owing the bank on loans and discounts and capital stock."

Concluding the trustee's statement grimly observes: "If the Metzger notes, amounting to about $100,000, can be collected, the depositors will receive about 50 cents on the dollar. In case a judgment against Metzger cannot be collected, the depositors must be satisfied with about fifteen cents on the dollar." The bank was looted from the inside before the day it was opened.

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