

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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

## Repeat Orders

Are what every live jobber  
and dealer is looking for



By making an all-star list of quick selling  
selections we create business and profits

HAWTHORNE & SHEBLE MFG. CO.  
PHILADELPHIA, PA.



# ORIGINALITY—MERIT—SUPERIORITY



ARE COMBINED IN OUR LINE

*Eureka*  
TRADE MARK

## CARTON CABINET

A Perfect and Practical Method for Storing and Cataloguing Cylinder Phonograph Records

THE FLANNEL-LINED CARTONS in which Records are sold are the only proper and practical means of preserving the Records. They protect the delicate sound waves from damage and from the accumulation of dust.

THE EUREKA CARTON CABINET is constructed to permit the use of these Cartons for the precise purpose for which they are intended—

THE PERFECT PROTECTION OF THEIR CONTENTS



PATENT APPLIED FOR

*Truetone*  
TRADE MARK  
AMPLIFYING  
HORN

PATENTED

For Edison, Victor and Zonophone Machines

Genuine Quarter Sawed Oak and Genuine Mahogany

To match the prevailing finish of Machine Cabinets

MADE ENTIRELY OF WOOD



CYLINDER MACHINE HORN

Acoustically Perfect Construction and Design Unequaled.

Tone and Volume Supreme

It is conceded that a Wooden Horn is the proper means for Amplifying Sound Reproductions.

A comparative test will confirm this opinion of experts.

Structural difficulties and prohibitive cost have been overcome.



PATENT APPLIED FOR

*Eureka*  
TRADE MARK

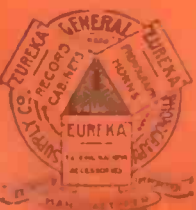
## LIBRARY CABINET

For Filing and Cataloguing Disc Talking Machine Records

A Place for Each Record and Each Record in its Place

A positive method of locating any desired record and insuring the return to its proper place.

Records Protected Against Dust and Damage



**General Phonograph Supply Co.**  
57 WARREN STREET, NEW YORK CITY

DESCRIPTIVE LITERATURE AND PRICES SENT ON APPLICATION





# The Talking Machine World

Vol. 4. No. 3.

New York, March 15, 1908.

Price Ten Cent

## GARDNER'S CLEVER INVENTION

Succeeds in Condensing the Minute but Widespread Force of the Vibrations Produced by Sounds and Thus Obtains Power.

John Gardner, of Fleetwood, near London, has invented a mechanism which enables him to accomplish the feat of steering a boat by singing to it. He has succeeded in condensing the minute, but widespread force of the vibrations produced by sounds and thus obtained power which he can turn to many uses.

He sings on a certain musical note—it must be a fixed note—by the side of a pond, and the rudder of a little boat fitted with Mr. Gardner's mechanism turns and steers her around, or at his pleasure he can start or stop the propeller by the same mechanism. Mr. Gardner can fire a gun, light a lamp, or ring a bell at a considerable distance by means of his invention.

There is a far more important future before it he thinks, than is shown by these minor feats. Water is an excellent sound conductor and by means of his invention—which practically amounts to a very elaborate system of mechanical sound signals—Mr. Gardner believes he will be able to insure almost complete safety for vessels on the sea.

The booming of a submerged bell through the water from a lightship would set mechanism at work in the submerged receiver of an approaching ship, which could be made to blow a whistle or give warning in some other unmistakable way. Thus the human element, with its chance of error, as well as the difficulties of fog, would be removed. Submarine wireless telegraphy—of incalculable value to war vessels—can also, Mr. Gardner declares, be established by means of his invention.

## BUSINESS IS A BATTLE.

"A man of business," said Walter H. Cottingham, vice-president and general manager of the Sherwin-Williams Co., Cleveland, "is like a soldier in a regiment. Like the well-trained soldier who delights in the clamor of battle, the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him, and he finds genuine pleasure in outwitting his rivals. It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in the line, he can ever hope to carry the day; he will never succeed in the fight. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must fight to live! He must conquer to succeed. Success would possess no charm apart from the struggle!"

## AN ENTERPRISING CLERGYMAN

Is Rev. Geo. E. Hunt, Whose Utilization of the Talking Machine in Divine Service Has Attracted Many to His Church.

Rev. George E. Hunt, pastor of Christ's Presbyterian Church, Madison, Wis., is one of those enterprising clergymen who believes that music is an ally of religion and in this connection has utilized the talking machine very effectively in the morning service of his church. In the Parish Notes he recently published the following graceful acknowledgment of the value of the "talker":

"The delightful musical service rendered last Sunday night and to-night on the Victor talking machine is made possible through the generosity of Albert E. Smith, president of the Wis-

consin Music Co., and his operator, Mr. Schultz. To-night they are loaning us the beautiful Victor Victrola machine, together with some very rare and beautiful records. When it is possible to bring to our hearing the voices of such world famous singers as Caruso, Melba, Patti, Abott, Homer, Scotti, Plancon and Gogorza one is thankful to be living in an age when ingenuity and science have multiplied the profit and pleasure of the world a thousand fold in these wonderful mechanical records of the most glorious voices God has made. The Brotherhood hereby express their appreciation, not only of the above mentioned gentlemen, but also of the willing and valuable aid of our choir, and the organists, Mr. Weaver, and Misses Ely and Ryan."

## STARR SEARCHING PHILIPPINES

For Caucasian Race—Will Utilize Talking Machines and Records in This Worthy Expedition—Will Also Visit the Lolos.

Frederick Starr, of the University of Chicago, has left for the Far East in search of an unknown Caucasian race, supposed to exist in the Philippines. He will spend three months in the study of the islanders, and possibly may go to Inland Chiuu, where the Lolos, another mysterious white race, exists. For many years it has been one of Prof. Starr's ambitions to go to China and live among the Lolos, who are savages of a low type. No one has dared to go among them.

Prof. Starr said he would carry no firearms during his visit to the mysterious races. He, however, will take with him several talking machines with which he will record the new languages.

## HUMAN VOICE ON PAPER.

Canadian Minister Working on Invention with Sound Waves.

(Special to The Talking Machine World.)

New Westminster, B. C., March 4, 1908.

The Rev. W. H. Loree, who is at present staying in this city, has been working for some time on an invention that he claims will convert sound waves into light waves and vice-versa. Recently, he says, he sent the result of his experiments to a noted inventor in the East and has received encouragement from him and also a commercial offer for the invention.

At present the instrument makes it possible for the human voice to be produced on paper in the form of sound characters, which would need to be learned just as shorthand now is. But it is Mr. Loree's intention to continue the experiments for spoken sounds until he can make it possible to be immediately transferred to known characters.

The possibilities of such an invention are easy to be seen. For instance, a man will be able to talk to his typewriting machine through this instrument, and when he has finished talking his letter will be written, or he may go to the telephone and speak to his friend far away and if the friend is not there the invention will leave the written message just as it was spoken.

## TOLSTOY TO SEND RECORD TO EDISON.

A despatch from Russia says that Count Leo Tolstoy has received from Thomas A. Edison a phonograph of the latest and most approved pattern. With the instrument came a letter from the American inventor expressing his high regard for Count Tolstoy and requesting that the Russian author send him a phonographic record of his own voice. Consequently Count Tolstoy will return a cylinder bearing several interpretations of the text of the Gospel. He will speak in English, a language of which he is master.

## TALKER TO REPLACE ORCHESTRA.

The Experiment Tried by David Belasco of Abolishing the Orchestra Not Proving Entirely Satisfactory—Why Not an Intelligent Use of an Expensive Talking Machine to Supply the Requirements of the Play and the Needs of the Audiences?

Under the impression that the general tone of his plays was hurt through the fact that the orchestra, before the performance and during the intermissions between acts, played selections not in harmony with the character of the piece, David Belasco, the New York playwright and manager, has abolished the orchestras in both his Belasco and Stuyvesant theatres, and the audience now has to worry along in uncomfortable silence during that portion of the evening when the play is not going on.

"The Warrens of Virginia," now playing at the Belasco, and declared by critics to be a very creditable production, has shown far less drawing power than other plays presented at that theater, and according to certain persons its want of patronage may be ascribed to the fact that the music is missed by the audience, who fidget during the waits and seem to feel bound to preserve a most mournful silence.

Other managers, of even less renown than Mr. Belasco, have realized the fact that the general repertoire of the average theater orchestra was not in harmony with the play produced, and have had special suites written and arranged by prominent composers. A still better plan has been adopted by certain western managers, however, men, by the way, who could not afford to have special music written for every play produced, and that is to purchase a high-grade talking machine and a liberal supply of high-class records. When the tenor of the play was dramatic and thrilling, a brilliant march could be reproduced on the talker, and when the action of the piece was of a sentimental nature, a soft, or pathetic selection could be rendered at will, without rehearsing and fear of unsatisfactory results.

While the fact that a good orchestra costs from \$250 to \$400 per week to maintain—as much or more as an entire and permanent talking machine outfit—influences certain managers to dispense with human musicians, in the case of Mr. Belasco it is not a question of cost, as is readily realized when his style of staging and maintaining his productions is considered.

While the time may be far distant when talking machines will supplant theater orchestras, the change seems to be slow but sure, and the continuous improvement in talking machines tends to hasten the end.

## REPORTER USES TALKING MACHINES.

(Special to The Talking Machine World.)

Hartford City, Ind., Feb. 28, 1908.

In order to save time and expedite his work, Horner Ormsby, reporter of the Wells-Blackford Circuit Court, has spent \$200 for talking machines, to be used in preparing transcripts of cases carried up on an appeal. Court Reporter Ormsby translates his shorthand notes while talking into the receiver of one of the machines, and it is recorded on a regular phonograph record. The record is then placed on the other machine and it is repeated verbatim and is taken down by another stenographer. Reporter Ormsby's work is so heavy that he does not find time to make the transcripts himself, and he has devised this means as a time-saver.

You have no idea of the number of extra sales you can make until you try systematically calling people's attention to things they did not come to buy.



## THE FUTURE OF THE TALKER

Discussed in a Very Interesting Manner by Henry Seymour—His Views on Disc and Cylinder Records—Says the Latter Contains the Greatest Potentialities, but That the Disc from a Purely Commercial Aspect Has a Decided Advantage.

It will be generally conceded that the talking machine is passing through a critical period of its history. Years ago, the novelty of sound reproduction by mechanical means was so great that the public literally clamored for anything in the shape of a record, regardless of intrinsic merit. Gradually the public have been educated to the possibilities of the phonographic art, aided by the keen rivalry of manufacturers in the introduction of newer and improved processes; and, whereas, at one time, it was deemed a great favor on a dealer's part to play a record for the customer's approval, it is now certain that the average buyer not only makes it a sine qua non to hear a record played through before purchase, but he is most exacting to please, and severely critical, both as regards the rendition of the musical selection and the technical faults, as measured by the highest standard, in the recording and in the duplicated product. The outcome of this is that enormous advances have been made in the art, both in the cylinder and disc forms, and it seems well-nigh impossible to attain to much more excellence on present lines. It is just this circumstance which has made a crisis possible, for all the time any marked improvement in sound reproduction was forthcoming, increased interest was aroused, and a further lease of life was given to the business.

Another equally important factor in the popularity of the talking machine has been the lessening of manufacturers' cost in production simultaneously with the advance of applied processes, and this has naturally engendered a more extensive market, says Henry Seymour, in *The Phono Trader*. Price reduction has, however, now reached such a point that it is reasonably doubtful whether it can go much farther. With regard to cylinders, the nimble ninepence seems to be the limit of the paying point, when the cost of distribution is taken into account, for the manufacturers cannot possibly realize more than about half that sum, while having an expensive up-keep to maintain. The great boom has been and gone, and things are likely to settle down soon in steadier channels and with greater stability.

There can be no doubt that the disc record is rapidly advancing in public favor. Apart from any question of wisdom in the election of this course by the public taste—upon which I may animadvert at another time—the disc record is beset with practically the same difficulties as the cylinder, from a commercial point of view; and when it is considered that a really good disc record is obtainable for the sum of two shillings, one wonders, with the rising price of shellac—whch up to now is an essential ingredient in disc record compositions and which the extensive use in disc records has sent up—how much lower in price it will be possible to go at a manufacturing profit. An economy of material is, of course, secured in the double-sided discs, but the tendency is to reduce the price of these to that of the average single-sided record, which means that one selection is thrown in for the purchase of the other, and as this costs money to produce, it will inevitably lower the margin of profit to the manufacturer on his general output. The up-to-date manufacturers economize the use of shellac by using stock material of coarser substance and covering the recorded surface with a shellac glaze.

It seems obvious that the progress of the phonographic art is more seriously dotted by financial and commercial consideration than by the purely technical. Even the progress we have reached is due more to commercial evolution than to a studied effort toward perfectability. Take, for instance, the old process of mechanical duplication in the matter of cylinder records.

The wear and tear of the master, to which it was subjected, coupled with the great difficulty and next to impossibility of obtaining a faithful replica by tracing, became so irksome and so expensive through the multiplication of masters that the method of molding records from a metallic negative or matrix was introduced, and it was then found that not only was the original copied with fidelity, but almost an unlimited number of copies could be secured without material injury to the mold; the tone of the molded product was also found to be considerably improved and increased, on account of the ability to use a much harder wax in molding than was possible in recording. These advantages were certainly not foreseen at the outset.

It was similar with regard to the disc. The early disc masters were made on plates of zinc, thinly coated with a viscous acid resistant, and recorded by the etching process. They were then embossed by means of chromic or other suitable acid, and when the completed product reached the market, after being pressed, there was often more scratch than melody. The duplication of records by this process was altogether too limited and troublesome, and the electrolytic process superseded it in like fashion. The common method of recording disc masters now is by means of wax, or more correctly speaking, metallic soap blanks; these are afterward copied by electro-deposition in a sulphate of copper solution, and subsequently protected and case-hardened by a fine film of nickel-plate, in order to withstand both the oxidizing elements in the composition of which the record is to publicly appear, and the severe squeeze by the hydraulic press, to which it has to be subjected on account of its superficial area. As a result disc record manufacturers have acquired by the later process a superior tone and a large diminution of the foreign surface noise; and in conjunction with the modern tone-arm and insulated sound-box they have reduced mechanical friction to a minimum.

On account of the larger diameter on the recorded portion of the disc, the tone is broadened and increased in volume. But by the very exigencies of disc recording, nothing like the same quality of detail, and consequently of tone, can be so faithfully secured as by the method ordinarily employed in the recording of cylinders. From the technical outlook, it is an open question whether we do not get nearer to nature on the smaller diameter of the cylinder than on the larger and more favorable diameter of the disc. This circumstance alone speaks volumes in favor of the cylinder, or direct method of recording,

against the disc (needle type). The comparative "thinness" of tone in the cylinder is wholly due to the restricted diameter, and those who remember the best examples of the larger or concert sized cylinders—even though they were not recorded with the latter-day processes, and were duplicated by the old mechanical method—will confess that the best results, both in volume and quality, yet obtained by any system were reached in those, yet their bulky size and price militated against their general adoption in favor of the gold-molded cylinder of the present time. We are thus face to face with a difficulty when we seek to form a correct judgment as to the respective merits of the cylinder and disc, more especially when we try to answer the question, which of the two forms of reproduction will eventually supersede the other. From the scientific standpoint the cylinder of large diameter contains the greater potentialities, but viewed from the purely commercial aspect, the disc (needle or sapphire played) would appear to have a decided advantage.

### A HORN THAT IS MUCH IN FAVOR.

W. L. Lougee, manager of the talking machine department of the J. Spaulding & Sons' Co., Rochester, N. H., was a recent visitor to New York, and in the course of a chat in *The World* sanctum expressed himself as well pleased with the way in which the Spaulding linen fiber horns have found favor with the trade. They are now handled by all the leading jobbers, who speak in the highest terms of their acoustic properties. They are finished in dark quartered oak and mahogany and made without joints or seams, thus rattle and vibration are dissipated. The Spaulding & Sons' Co. are one of the leading fiber concerns in the country, and they placed this horn on the market only after being fully convinced of its absolute merits.

### WHAT MENTION IN THE WORLD WILL DO.

In the January issue of *The World* we published a short notice of a very clever calendar issued by L. R. Porter, the well-known talking machine man, of Brockton, Mass., and in this connection he writes us the following letter:

"Gentlemen—Just to let you know what a little line in your valuable paper will do, I would advise that we have received requests for our calendars from all parts of the world. As these calendars (mailed) cost us about 20 cents each we only ordered a few hundred for our own trade, and therefore have to answer them all, same as the enclosed card, which you will kindly drop in the mail for us, after you have read it."

## ATTENTION!

# NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

## EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

## THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



**\$300**

Cabinet of specially selected, richly figured Laguna mahogany. Doors in "V" paneling, perfectly matched. Ornamented with elaborate carvings, embellished with antique gold leaf. Metal parts heavily gold-plated, satin finish.

Concealed horn; sound amplifier within the cabinet. Tone-volume increased or diminished by opening or closing small doors at top. Albums for 150 records, and drawer for accessories.

**Victor-Victrola XX**

(Louis XV design)



VICTOR-VICTROLA XX  
(Closed)

**A Royal Opportunity for You**

Mr. Dealer :

The Victor-Victrola is already a grand selling success; and this new Victor-Victrola XX opens up a new and rich field of business for you.

You can sell the Victor-Victrola XX to many people whom you could not interest even in a Victor VI.

The artistic beauty and great musical possibilities of this latest design instantly impress every one who sees and hears it.



VICTOR-VICTROLA XX  
(Open)

There are few people with any sense of beauty or love for good music but would be glad to have this superb instrument in their homes.

Right in your territory there are many good prospects for the Victor-Victrola XX.

The profit is liberal, and every instrument sold means large and continuous sales of Red Seal records, thus increasing your permanent business.

It will pay you well to push this instrument hard.

The Victor-Victrola XX is ready for delivery. Write to your distributor for full information. Now is the selling season. Write to-day.

**Victor Talking Machine Co., Camden, N. J.**

Berliner Gramophone Co. of Montreal, Canadian Distributors



Full information can be obtained from the following Victor dealers:

- Albany, N. Y.....Finch & Hahn.
- Altoona, Pa.....W. H. & L. C. Wolfe.
- Atlanta, Ga.....Alexander-Elyea Co.  
Phillips & Crew Co.
- Baltimore, Md.....Cohen & Hughes.  
E. F. Droop & Sons Co.  
H. R. Eisenbrandt Sons.  
Wm. McCallister.
- Bangor, Me.....M. H. Andrews.
- Birmingham, Ala....E. E. Forbes Piano Co.
- Boston, Mass.....Oliver Ditson Co.  
Eastern Talking Machine Co.  
M. Steinert & Sons Co.
- Brooklyn, N. Y.....American Talking Machine Co.
- Buffalo, N. Y.....W. D. Andrews.  
Neal, Clark & Neal Co.
- Burlington, Vt. ....American Phonograph Co.
- Butte, Mont.....Orton Brothers.
- Canton, O.....The Klein & Heffelman Co.
- Charlotte, N. C.....Stone & Barringer Co.
- Chicago, Ill.....Lyon & Healy.  
The Talking Machine Co.  
The Rudolph Wurlitzer Co.
- Cincinnati, O.....The Rudolph Wurlitzer Co.
- Cleveland, O.....W. H. Buescher & Sons.  
Collister & Sayle.  
Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsit Co.
- Dallas, Tex.....Thos. Goggan & Bro.
- Dayton, O.....The Fetterly Piano Mfg. Co.
- Denver, Colo.....Knight-Campbell Music Co.  
Hext Music Co.
- Des Moines, Iowa....Jones Piano Co.
- Detroit, Mich.....Grinnell Bros.
- Dubuque, Iowa.....Harger & Blish.
- Duluth, Minn.....French & Bassett.

- El Paso, Tex.....W. G. Walz Co.
- Galveston, Tex.....Thos. Goggan & Bro.
- Grand Rapids, Mich..J. A. J. Friedrich.
- Harrisburg, Pa.....S. A. Floyd.
- Honolulu, T. H.....Bergstrom Music Co.
- Indianapolis, Ind....C. Koehring & Bro.
- Jacksonville, Fla....Metropolitan Talking Machine Co.
- Kansas City, Mo.....J. W. Jenkins Sons Music Co.  
Schmelzer Arms Co.
- Little Rock, Ark.....O. K. Houck Piano Co.
- Lincoln, Neb.....Ross P. Curtice Co.
- Los Angeles, Cal....Sherman, Clay & Co.
- Memphis, Tenn.....O. K. Houck Piano Co.  
E. E. Forbes Piano Co.
- Milwaukee, Wis.....Lawrence McGreal.
- Minneapolis, Minn....Minnesota Phonograph Co.
- Mobile, Ala. ....Wm. H. Reynolds.
- Montreal, Canada....Berliner Gramophone Co., Ltd.
- Nashville, Tenn.....O. K. Houck Piano Co.
- Newark, N. J.....Price Phono. Co.
- Newark, O.....Ball-Fintze Co.
- New Haven, Conn....Henry Horton.
- New Orleans, La.....Nat'l Auto. Fire Alarm Co.  
Philip Werlein, Ltd.
- New York, N. Y.....Blackman Talking Machine Co.  
Sol Bloom, Inc.  
C. Bruno & Son, Inc.  
I. Davega, Jr., Inc.  
S. B. Davega Co.  
Chas. H. Ditson & Co.  
The Jacot Music Box Co.  
Landay Brothers.  
The Regina Co.  
Stanley & Pearsall.  
Benj. Switky.  
Victor Distributing & Export Co.

- Omaha, Neh.....A. Hospe Co.  
Nebraska Cycle Co.  
Piano Player Co.
- Peoria, Ill.....Chas. C. Adams & Co.
- Philadelphia, Pa.....J. E. Ditson & Co.  
C. J. Heppe & Son.  
Musical Echo Company.  
Penn Phonograph Co., Inc.  
Louis Buehn & Brother.  
Western Talking Machine Co.  
H. A. Weymann & Son.
- Pittsburg, Pa.....Pittsburg Phonograph Co.  
Powers & Henry Co.  
C. C. Mellor Co., Ltd.  
Standard Talking Machine Co.
- Portland, Me.....Cressey & Allen.  
Portland Talking Machine Co.
- Portland, Ore.....Sherman, Clay & Co.
- Richmond, Va.....The Cable Co.  
W. D. Moses & Co.
- Rochester, N. Y.....The Talking Machine Co.
- Rock Island, Ill.....Totten's Music House.
- Salt Lake City, Utah..Carstensen & Anson Music Co.
- San Antonio, Tex....Thos. Goggan & Bro.
- San Francisco, Cal....Sherman, Clay & Co.
- Savannah, Ga.....Youmans & Leete.
- Seattle, Wash.....Sherman, Clay & Co.
- Sioux Falls, S. D.....Talking Machine Exchange.
- Spokane, Wash.....Eiler's Piano House.  
Sherman-Clay & Co.
- St. Louis, Mo.....Koehler-Brenner Music Co.  
St. Louis Talking Machine Co.
- St. Paul, Minn.....W. J. Dyer & Bro.  
Koehler & Hinrichs.
- Syracuse, N. Y.....W. D. Andrews.
- Toledo, O.....The Hayes Music Co.  
A. J. Rummel Arms Co.  
Whitney & Currier Co.
- Washington, D. C.....John F. Ellis & Co.



## DOMINATES SAVAGE BEASTS.

The Power of the Talking Machine Again Revealed Most Convincingly by a Wandering Peddler Who Kept a Pack of Savage Wolves in Subjection by This Means.

There have been accounts of the talking machine aiding hunters through reproducing the calls of wild fowl and stories galore where the tones of savage beast and often more savage men have been recorded amid thrilling experiences, but the prize must be awarded for a story which comes to us from Two Harbors, Minn., wherein is described how a wandering pedler kept a pack of savage wolves in subjection with the tones of a talker.

Adam Jonas Sekah has visited the lumber camps and homesteads in the great northwest regularly for over a decade, selling cheap jewelry, trinkets, etc., without any particularly stirring adventures.

One day recently he left a camp where he had been plying his trade, to walk to one several miles distant. Owing to the open winter the wolves that infest that section have been unable to capture a sufficient number of fleet-footed deer and other game to ward off starvation and consequently have been only too anxious to make a meal of any traveler they could overcome. The lumbermen warned Sekah not to attempt the trip so near nightfall, but with business in prospect he decided to risk the trail, hauling his ware on a small sled.

He had not traveled an hour before he discovered that he had lost the trail with no chance of picking it up again in the night.

On his toboggan he had a talking machine, carried to amuse the camp inmates at night and thus popularize himself. He recalled the charm with which music is said to influence the most savage breast. He quickly pushed a delapidated table in the shack to the door, grabbed the machine, got it in working order, slipped in a record, and just as the first of the pack reached the threshold, it commenced a rollicking minstrel melody. The effect was magical. With the first whirl of the machine, the astonished leader jumped in the air as if shot and retreated to a safe distance, and the balance of the pack dropped on their haunches in astonishment.

Sekah ran the record through a couple of times and then changed it quickly to one of the marine band. The pack grew uneasy, but were held as if fascinated. Others came creeping in from the shadows and in a short time there was an audience the like of which no other musician ever entertained. He estimated that there were thirty-odd wolves in the pack. He gave them everything from "Whistling Mike" to Italian opera, or from a coon breakdown to a bugle call.

One record would produce a chorus of howls; at the next they would indicate their pleasure by playful antics and sawed-off yelps. Again they would crouch as if in terror, and at the next would sit on their haunches and listen with dignified attention.

At times, when he attempted a momentary lay-off, they advanced to the door with threatening mien, every hair on their backs bristling, and their great fangs laid bare. Ragtime was received with dignified solemnity and church music induced the most ridiculous capers. For several hours they kept Sekah busy. Sekah became tired, but life was sweet and he kept on amusing the pests. He finally tried a new piece written in Duluth and which, by the way, is used by the brass bands in that city during the present campaign.

When this was reached the pack slunk away in the brush, and soon the only evidence of their having attended the entertainment was the packed snow in the clearing.

Sekah managed to build a fire in the remains of an old stove in the shack and kept watch all night, with the horn of the machine protruding from the doorway like a 13-inch cannon on Fighting Bob Evans' flagship. In the morning he retraced his steps to the camp he had left the night before, none the worse for his adventure, but with a fund of experience the like of which no other man could relate.

## PHONOGRAPHS TEACH.

Give Beverly Pupils Correct Accent in French and German.

Phonographs are to be used in the language department at the Beverly High School, Boston, Mass.

Talking machines have been purchased by the school department with a full assortment of French and German records, and the students are expected to be able to obtain a better understanding of the correct pronunciation of the languages through the use of the records made by famous teachers of the languages.

There are over seventy records in the two languages and the outcome of the experiment will be watched with much interest for the Beverly school is the first in Essex county to introduce talking machines as an aid to the study of French and German.

## FIRST TIME TALKER WAS ATTACHED.

Some people are musically inclined and seek to hear all of it they can, while others have it forced upon them whether or no, as was the case in Wausau, Wis., as told by the Herald of that city: "The latest acquisition to the sheriff's office is a graphophone, which found its way into that official's sanctum through the instrumentality of an attachment. A merchant of the city was unable to collect a certain sum of money from another resident, and a member of the sheriff's force was authorized to take all the property not exempt from attachment, which proved to be a graphophone and a dozen and a half records. The officers of the law are often called upon to perform duties of this kind, but this was the first time that a talking machine was included in the list of articles attached."

## NEW ZONOPHONE JOBBERS.

The Ewing Company Have Arranged to Handle the Products of the Universal Talking Machine Mfg. Co. in New York City—Plans and Purposes Explained.

The latest arrival in New York's jobbing circle is the Ewing Co., formerly the New York & Lima Trading Co., whose temporary offices and stock rooms are at 203-205 West Broadway, this city. This company will handle the complete product of the Universal Talking Machine Mfg. Co., of Newark, N. J., and will devote their whole attention to supplying the wants of the trade in these goods. The officers are Joseph Ewing, president; F. E. Repplier, secretary; C. D. Mahoney, treasurer.

In a chat with The World Mr. Ewing said: "For some time I have been contemplating entering the talking machine business, and after investigating the field thoroughly, decided to take up the Zonophone line, both on account of its high standard of perfection and because it seemed to offer bigger possibilities in the future for dealers as well as jobbers. As to our future plans, they can be stated in a nutshell: carrying but the one line, we shall make it a point to always have on hand everything that is listed in the catalog. We shall wholesale only, and our entire force, including a large staff of salesmen, will devote their attention exclusively to the dealers, as I am a firm believer in the saying, 'one cannot serve two masters.' On or about April first we are planning to move into larger and more commodious quarters on Warren street, which being in the jobbing section, will be convenient for the visiting trade, who will always find a warm welcome awaiting them."

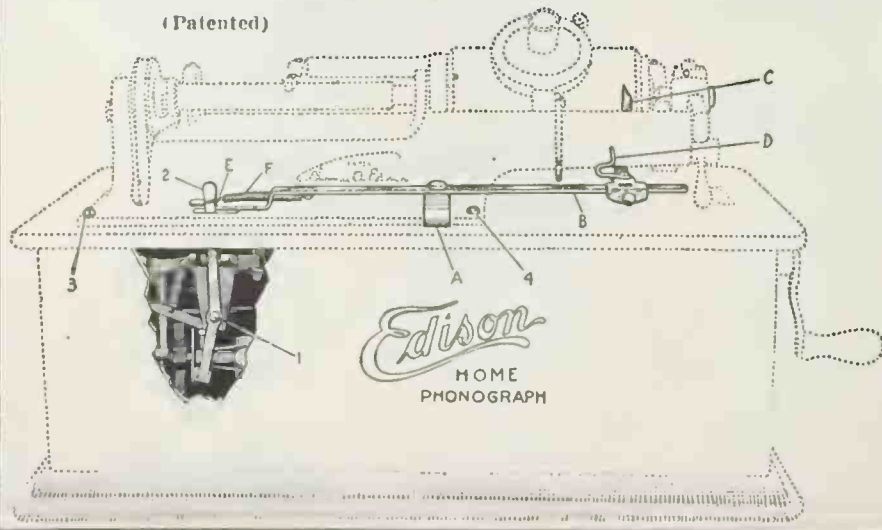
## THERE MUST BE CO-OPERATION.

Successful modern business is nothing more than anticipating demands and being ready to supply them before the other fellow wakes up. But the shrewdest buyer, the cleverest advertising, the most progressive merchant cannot do it alone, if there is not hearty co-operation on the part of employees. There must be watchfulness, willingness and courtesy as well as push and determination to get results. Then, when a vacancy occurs higher up in the ranks, you'll be ready to step in, big enough to fill it, and competent enough to keep it. Keep step!

While Tetrzzini is delighting New York with her living voice, London is being regaled with her preserved notes by means of the talking machine. A talker concert was given recently in the White Room of the Savoy Hotel, a dozen records of the great singer's voice being reproduced. Society has taken up the craze and Tetrzzini concerts a la talking machine are quite the rage.

Taylor Bros. have been appointed jobbers for the Universal Talking Machine Co. in Houston, Tex.

## The Gibbs Stop Attachment for Edison HOME and STANDARD Phonograph



This is the only device on the market having an indicator that can be instantly set to accommodate any record in the Edison catalogue and automatically stops the machine when the music is finished; thereby preventing the sapphire from being damaged in running over the end of the record.

Nothing to break or get out of order. Can be applied in less than a minute, and requires no tools except an ordinary screw driver.

Does not mar or injure the phonograph but adds to its appearance. Made of metal and nickel-plated.

Retail Prices of Attachments—For "Standard" Phonograph, \$1.00 each; for "Home" Phonograph, \$1.50 each.

Dealers Profit is 100% (Each Attachment Guaranteed.)

### ORDER FROM YOUR JOBBER

We will send prepaid to any dealer a sample attachment for the "Standard" on receipt of 50c., or for the "Home," 75c.

**The Gibbs Mfg. Co.**  
CANTON, OHIO





# List of New Victor Records for April

All vocal selections have accompaniments by the Victor Orchestra

**8-inch 35 cents**

- 5326 "Shoulder Arms" March (Rose)..... Arthur Pryor's Band
- 5363 Victor Minstrels No. 9, introducing "Broncho Buster" and "Pride of the Prairie"..... Victor Minstrel Company
- 5331 Down in the Old Cherry Orchard (Henry)..... Haydn Quartet
- 5308 Happy Days—Flute and Oboe Duet (Strelzki)..... Lyons and Trepte

**10-inch 60 cents**

- 5370 Miss Dixie (Hager)..... Arthur Pryor's Band
- 5382 Dream of Happiness Waltz..... Arthur Pryor's Band
- 5371 Darkies' Jubilee (Pastimes on the Levee) (Turner)..... Victor Orchestra (W. B. Rogers, Conductor)
- 5393 Angel's Serenade—Violoncello Solo (Braga)..... Victor Sorlin
- 5372 My Starlight Maid (Klein)..... Harry Macdonough
- 5381 The Nightingale's Song (from "The Tyrolean") (Zeller)..... Corinne Morgan
- 5350 Venetian Song (Tosti)..... Alan Turner
- 5376 Toreador Song from "Carmen" (Bizet)..... Alan Turner
- 5373 I'm Afraid to Come Home in the Dark (Van Alstyne)..... Clarice Vance

**Four New "Merry Widow" Records**

- 5391 Vilia Song (from "The Merry Widow") (Franz Lehar)..... Elise Stevenson
- 5394 Maxim's (from "The Merry Widow") (Franz Lehar)..... Harry Macdonough
- 5389 The Cavalier (from "The Merry Widow") (Franz Lehar)..... Miss Stevenson and Mr. Stanley
- 5392 Women (from "The Merry Widow") (Franz Lehar)..... Peerless Quartet

- 5387 Will He Answer Goo Goo? (Meber)..... Ada Jones
- 5375 Rain-in-the-Face (Burt)..... Billy Murray
- 5383 Bavarian Yodel (The Waterfall)..... Macdonough and Watson
- 5388 Just Help Yourself (Von Tilzer)..... Collins and Harlan
- 5390 "Piccolo" (from "A Waltz Dream") (Straus)..... Miss Stevenson and Mr. Stanley
- 5378 When Summer Tells Autumn Good-Bye (Helf)..... Stanley and Macdonough
- 5384 Wouldn't You Like to Have Me for a Sweetheart? (from "The Yankee Tourist") (Robyn)..... Miss Jones and Mr. Murray
- 5379 Keep on Smiling (Kendis Paley)..... Billy Murray and Haydn Quartet
- 5380 Victor Minstrels No. 10 (introducing "Bye Bye, My Sailor Boy" and "Good Bye, Honey, Good Bye")..... Victor Minstrel Company
- 5377 Uncle Josh's Letter from Home—Yankee Talk..... Cal Stewart
- 5385 Schoolday Frolles—Descriptive Specialty..... Miss Jones and Mr. Spencer
- 5386 Jimmie and Maggie at "The Merry Widow"—Descriptive Specialty..... Miss Jones and Mr. Spencer

**12-inch—\$1.00**

- 31696 Madame Butterfly—Fantasie (Violoncello Solo) (Puccini)..... Victor Sorlin
- 31695 When Life Is Brightest (Violin and Flute Duet) (Pinsuti)..... Rattay and Lyons

**New Red Seal Records**

- Marcella Sembrich, Soprano
- 12-in., with Orchestra, \$3—In Italian.
- 88107 The Merry Widow Waltz (Dolce amor)..... Franz Lehar

**Ernestine Schumann-Heink, Contralto**

- 12-in., with Orchestra, \$3—In English.
- 88108 The Rosary..... Nevin

**Geraldine Farrar, Soprano**

- 12-in., with Orchestra, \$3—In Italian.
- 88113 Madama Butterfly—Un bel di vedremo (Some Day He'll Come)..... Puccini
- 88114 Meistofele—L'altra notte (Last Night in the Deep Sea)..... Boito

**Geraldine Farrar—Antonio Scotti**

- 12-in., with Orchestra, \$4—In Italian.
- 89014 Madama Butterfly—Ora a noi! (Now at Last) Letter Duet from Act II..... Puccini

**Gadski—Mattfeld—Van Hoose—Journet—Reiss**

- 12-in., with Orchestra, \$5—In German.
- 95201 Meistersinger—Quintet, Act III—Selig, wie die Sonne (Brightly as the Sun)..... Wagner

**Carnso—Sembrich—Scotti—Severina**

- 12-in., with Orchestra, \$6—In Italian.
- 96001 Rigoletto—Quartet, Act III—Bella figlia dell'amore (Fairest Daughter of the Graces)..... Verdi

**Marie Michailowa, Soprano**

- 10-in., with Orchestra, \$1.
- 61178 Traviata—Addio del passato (Farewell to the Bright Visions)..... Verdi
- 61179 Demonio—"The Night is Calm"..... Rubinstein

**Pianoforte Solo by Frank La Forge**  
10-in, \$1.

- 64083 (a) Gavotte..... La Forge
- (b) Papillon..... Lavallee

You want *all* these new records. They all *sell*.

We start the ball rolling your way. We advertise the entire list, taking big space in the great daily newspapers throughout the country.

This shows Victor owners what's new; creates a quick demand for every record; and sends people right to your store to buy.

Being ready for them with the whole list means dollars in your pocket.

Having the particular record that is wanted may mean a big order and a steady customer. Don't take the risk of lacking that record.

Prepare now for March 28th—the simultaneous opening day for April Victor Records.

*Get the whole list*

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

Berliner Gramophone Company, of Montreal, Canadian Distributors.

**TO GET BEST RESULTS, USE ONLY VICTOR NEEDLES ON VICTOR RECORDS**



### HENKEL SAYS HUSTLE

And Don't Listen to "Hot Air" Stories and Think That Is All There Is to Do to Secure Trade—Some Interesting Views.

Charles V. Henkel, head of the Douglas Phonograph Co., is a clear-headed business man who believes in doing things. He has some very pertinent views upon the trade situation which were interestingly put forth in Douglas Items for February. He says:

Our captains of finance and industry—as a unit—predict a prosperous year for 1908.

Mere predictions, Mr. Dealer, will not bring about this result as far as you are concerned.

Some people think prosperity means a time when buyers are so anxious to part with their money that it requires the assistance of a couple of policemen to keep them in line.

When you make a legitimate profit on the capital invested in your business you are prosperous.

Some dealers have come into the business with the idea that all that was necessary was to make the required initial purchase of machines and records, and an easy chair.

They listened to "hot air" stories told by some salesmen and proceeded to make up their minds what make of automobile to buy.

You know what the answer is—they have either gone out of the business or are still in it with a grouch.

Of course, we have not all been satisfied with the results of the past few months, but that only means just a little more hustle and push for the time being.

### A WELL-EQUIPPED ESTABLISHMENT.

One of the most successful branches of the Columbia Phonograph Co. is that located in Toledo, O., which at the present time has a staff of fifteen salesmen covering the local field and all northwestern Ohio. This branch reports an espe-

cially strong demand for the Columbia Symphony Grand graphophone, these instruments having been placed in several of the most select homes in the city, among the recent purchasers being George Ketcham, owner of several theatres in Ohio and Indiana, and John Huebner, a well-known brewer.

### PEDOMETERS TO MEASURE DANCES.

An Indulgence in "The Light Fantastic" Is Now a Serious Proposition.

The latest craze from London has reached the dancing sets of all the large cities of this country and every one who is "in the know" in Chicago now dances to the merry tick tick of a pedometer. During the last few years these handy little contrivances have been in great favor with fad-dists who like to know the number of miles they cover on their jaunts. A great number were sold last summer, for the walking craze gained many enthusiastic followers, but the opticians could not explain the unprecedented sale which commenced in the fall and has continued to grow during the winter.

If the pedometer is not carried in an upright position the works will not operate—it will not register the step. This wonderful little contrivance can easily be regulated to the step of the wearer. There are figures on the scale on the back of the works to represent inches, and each notch intervening between the numbers represent one inch. A pedometer can be regulated to any step between 15 inches and 41 inches. To regulate it to the length of your step measure the distance you take at each step (from heel to heel). If your step measures 27 inches, set the indicator at figure 27. If your step measures 28, move the indicator one notch toward "fast." If your step measures 24 inches, move the indicator back four notches towards "slow," etc.

The average man's step measures 27, and therefore many of the pedometers on sale at the shops are set for a 27 inch step, so that people of or-

dinary height and "gait" do not have to change the position of the indicator.

The average girl's step is much shorter than that of a man's, but while waltzing or dancing a two-step the length of her step increases, so that 27 inches becomes a practical average. The pedometers are thoroughly tested and those selling at a dollar each are warranted to be thoroughly reliable and accurate.

A practical style of pedometer is fitted with a ten mile dial, spaced off into quarters, halves, three-quarters and miles. The hand can be set back by removing the back and turning the hand backward or forward.

The average waltz measures one mile, it is stated. A two-step lasting eight minutes, one mile and a quarter. An encore of three minutes, a fourth of a mile.

### SOUTH BECOMING EDUCATED.

Opera Heard Side by Side With the Folk Song as a Means of Entertainment and Education.

In certain portions of this great country of ours, especially in the South, we frequently see very humorous combinations of the old and the new, but arranged in all seriousness of purpose. While traveling from Washington, D. C., to Florida via the Southern Railway last summer, a New Yorker alighted at one of those dead towns seemingly a part of the great sand waste of South Carolina, and as the train was not to start for some minutes he decided to take a short stroll up the main street. He had reached the second house, a dilapidated, clapboard structure, when his progress was arrested at a glance through the door, and he burst into laughter, for there, bending over the washtubs, was an old negro "mammy," bandanna and all, while in an old crib in the corner rested a coal black pickaninny who, instead of being crooned to sleep by his "female parent," was drowsing off to the tones of an aria from *Il Trovatore*, issuing from the horn of a cheap and much battered "talker."

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS

**BEST CYLINDER RECORD MADE** Won't Break  
Won't Wear Out

If you have not already put in a line of these wonderful records—**GET IN LINE AT ONCE. DON'T WAIT** until some live dealer in your neighborhood who knows a good thing when he sees it, gets in ahead of you.

**ORDER NOW** and establish yourself in this line and you will do a larger and **more profitable business.** There is **MONEY TO BE MADE** in **INDESTRUCTIBLE RECORDS.** That is what you are in business for.

Write for Circular and Full Information and send Orders to

**American Talking Machine Company**

586 Fulton Street

BROOKLYN, N. Y. CITY

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS

INDESTRUCTIBLE  
RECORDS







# Did You Ever Figure Up Your Profits On Talking Machine Horns?

and find there were none? Most dealers have, and that has been the trouble. A stock of horns that ties up money; a reduction in price to influence a talking machine sale; a cut to meet the price of some other dealer, and where is the profit?

It is because this situation exists in nine out of ten talking machine stores that the

## NEW EDISON PHONOGRAPH

with its big, appropriate, properly proportioned horn, has received such a welcome from the trade. The horn goes with the Phonograph. The price includes both. There is a good profit in each. The new horn puts the Phonograph at its best, satisfies every purchaser, makes a stock of horns

unnecessary and makes price-cutting impossible. Are you selling the new Edison? Are you pushing it? If not the most profitable part of the talking machine business is going to your competitors. Write us or a nearby jobber for catalogue of new models, terms, etc.

**NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Ave. ORANGE, N. J.**

### JOBBER OF EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.  
 Allentown, Pa.—G. C. Aschbach.  
 Astoria, N. Y.—John Rose.  
 Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
 Baltimore—E. F. Droop & Sons Co.  
 Bangor, Me.—S. L. Crosby Co.  
 Birmingham, Ala.—The Talking Machine Co.  
 Boise, Idaho—Eilers Piano House.  
 Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.  
 Brooklyn—A. D. Matthews' Sons.  
 Buffalo—W. D. Andrews, Neal, Clark & Neal Co.  
 Burlington, Vt.—American Phono. Co.  
 Canton, O.—Klein & Heffelman Co.  
 Chattanooga, Tenn.—J. H. Templeman Co.  
 Chicago—Bahson Bros., James I. Lyons, Lyon & Healy, Montgomery, Ward & Co., The Vim Co., Rudolph Wurlitzer Co.  
 Cincinnati, O.—Ball-Fintze Co., Ilsen & Co., L. E. McGreal, Rudolph Wurlitzer Co.  
 Cleveland—Eclipse Musical Co.  
 Columbus, O.—Perry B. Whitsit Co.  
 Dallas, Tex.—Southern Talking Mach. Co.  
 Dayton, O.—Niehaus & Dohse.  
 Denver—Denver Dry Goods Co., Hext Music Co.  
 Des Moines, Ia.—Hopkins Bros. Co., The Vim Co.  
 Detroit—American Phono. Co., Grinnell Bros.  
 Dubuque, Ia.—Harger & Blish.  
 Easton, Pa.—William Werner.  
 Elmira, N. Y.—Elmira Arms Co.  
 El Paso, Tex.—W. G. Walz Co.  
 Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
 Fort Dodge, Iowa—Early Music House.  
 Fort Worth, Texas—Cummings, Shepherd & Co.  
 Gloversville, N. Y.—American Phono. Co.  
 Harrisburg—S. K. Hamburger.  
 Helena, Mont.—Frank Buser.  
 Houston—Texas Piano & Phono. Co.  
 Hoboken, N. J.—Eclipse Phonograph Co.  
 Indianapolis—Indiana Phono. Co., Kipp-Link Phono Co., A. B. Wahl & Co., Inc.  
 Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.  
 Kingston, N. Y.—Forsyth & Davis.  
 Knoxville—Knoxville Typewriter and Phono. Co.  
 Lincoln, Neb.—Ross P. Curtice Co., H. E. Sides Phono. Co.  
 Los Angeles—Southern California Music Co.  
 Louisville—Montenegro-Riehm Music Co.  
 Lowell, Mass.—Thos. Wardell.  
 Manchester, N. H.—John B. Varick Co.  
 Memphis—F. M. Atwood, O. K. Houck Piano Co.  
 Milwaukee—Laurence McGreal.  
 Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
 Mobile, Ala.—W. H. Reynolds.  
 Montgomery, Ala.—R. L. Penick.  
 Nashville, O.—Nashville Talk. Mach. Co., Magruder & Co.  
 Newark, N. J.—Douglas Phono. Co., A. O. Petit, Rapke Phono. Co.  
 Newark, O.—Ball-Fintze Co.  
 New Bedford, Mass.—Household Furnishing Co.  
 New Haven—Pardee-Ellenberger Co., Inc.  
 New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Douglas Phonograph Co., Jacot Music Box Co., Victor H. Rapke, The Regina Co., Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
 New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
 Oakland, Cal.—Kohler & Chase.  
 Ogden, Utah—Proudfit Sporting Goods Co.  
 Oklahoma City, Okla.—Smith's Phonograph Co.  
 Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.  
 Osvego, N. Y.—Frank E. Bolway.  
 Paterson, N. J.—James K. O'Dea.  
 Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.  
 Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.  
 Pittsburg—Pittsburg Phonograph Co., Powers & Henry Co., Standard Talking Machine Co.  
 Portland, Me.—W. H. Ross & Son.  
 Portland, Ore.—Graves & Co., Inc.  
 Providence—J. M. Dean Co., J. A. Foster Co., J. Samuels & Bro., A. T. Scattergood Co.  
 Quebec—C. Robitaille.  
 Quincy, Ill.—Quincy Phonograph Co.  
 Reading, Pa.—S. K. Hamburger, Reading Phonograph Co.  
 Richmond—C. B. Haynes & Co.  
 Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Talking Machine Co.  
 Sacramento, Cal.—A. J. Pommer Co.  
 Salt Lake City—Clayton Music Co.  
 San Antonio, Tex.—H. C. Rees Optical Co.  
 San Francisco—Peter Bacigalupi & Sons.  
 Savannah, Ga.—Youmans & Leete.  
 Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
 Scranton—Ackerman & Co., Technical Supply Co.  
 Seattle, Wash.—D. S. Johnston Co., Kohler & Chase.  
 Sharon, Pa.—W. C. De Forest & Son.  
 Sioux City, Iowa—Early Music House.  
 Spokane, Wash.—Spokane Phono. Co.  
 Springfield, Mass.—Flint & Brickett Co.  
 St. John, N. B.—W. H. Thorne & Co., Ltd.  
 St. Louis—The Conroy Piano Co., Koerber-Benner Music Co., Silverstone Talking Machine Co.  
 St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Koehler & Hinrichs, Minnesota Phono. Co.  
 Syracuse—W. D. Andrews.  
 Toledo—Hayes Music Co.  
 Toronto—R. S. Williams & Sons Co., Ltd.  
 Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
 Troy, N. Y.—Finch & Hahn.  
 Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
 Vancouver, B. C.—M. W. Waitt & Co., Ltd.  
 Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
 Waveross, Ga.—Geo. R. Youmans.  
 Williamsport, Pa.—W. A. Myers.  
 Winnipeg—R. S. Williams & Sons Co., Ltd.  
 Worcester, Mass.—Iver Johnson Sporting Goods Co.





EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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

Boston Office: ERNEST L. WAITT, 278A Tremont St.

Chicago Office: E. P. VAN HURLINGEN, 195-197 Wabash  
Ave.

TELEPHONES: Central, 414; Automatic, 8643.

Philadelphia Office: Minneapolis and St. Paul:  
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London, England, Office:  
69 Basingwell St., E. C. W. LIONEL STURDY, Manager.  
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NEW YORK, MARCH 15, 1908.

TWO and a half months of 1908 have already passed into history and it may be well just now to figure what we have accomplished during the expired portion of the year and how the remainder may be viewed in its relation to business. The first two months have been disappointing in a business sense, but could we reasonably expect that it would be otherwise? We must understand that the shock to trade created by the financial disturbance of last October was very great and quite naturally it requires some time for the business world to recover from such a sudden blow, which temporarily paralyzed almost every function. January showed a considerable betterment in trade and financial affairs, but the first part of February did not show a further improvement. On the contrary, collections in many cases were slower than they were in January. March, however, has changed this condition entirely and it is gratifying to note that in some sections of the country financial conditions have been restored to an almost normal state.

TALKING MACHINE WORLD representatives throughout the Union inform us that during the last two weeks business men in the large commercial centers have unhesitatingly stated that collections were materializing in a much more satisfactory manner. It would seem from present indications that more men will be placed back at work every week, thus reducing the army of unemployed and making the money distributing army a constantly growing one. With labor well employed there is no question about the return of better times and it is a most gratifying fact that nearly every producing institution in this country is adding to its working staff. This shows that we have not only made the turn, but we are building up rapidly, and everything now points to a continued business betterment as the year progresses. Let us however, everyone

of us, do our part in helping to restore confidence. It is confidence after all that will make the wheels of industry spin. We must recollect that the destruction of confidence was really the downfall of the business edifice. Ninety-five per cent. of the business of the world is done on credit, therefore on confidence, and when that is destroyed the structure crumbles.

THE character and business ability of every new talking machine dealer cannot be scrutinized too closely, for character in itself forms a better asset than mere dollars. The talking machine business may be injured by starting a lot of irresponsible men who have no knowledge either of trade or the possibilities of the business and who after a very limited time retire from the talking machine field beaten and discouraged. It is a mighty sight better to have fewer dealers and better dealers, for every wideawake, enterprising man is not only a business builder, but he is a benefit to the industry. On the other hand, every shiftless, indifferent moneyless man who can buy three talking machines and two or three hundred records and who is without ambition, brains or ideas is an injury to the business. It is character that counts in the talking machine field just the same as in any other. It isn't the number of men that a jobber may be carrying on his books, but it is what they are doing in the way of sales creating that counts at the end of the year. Sometimes we are apt to fool ourselves by figuring because we have a great many representatives we are actually doing business. But are we? It is the business getting powers of these representatives that make satisfactory results appear on the books at the close of the year. One good representative in a locality who has grasped the opportunities of the talking machine trade is worth more than a score of indifferent men who place no energy back of their business and who simply wait for trade to come their way without making any effort to secure it.

IT isn't easy to win trade in these times and every man running a retail establishment should figure upon all kinds of legitimate enterprise in order to bring buyers ware-roomward. Stock must be displayed most attractively. Sound-proof rooms must be created and talking machine men all over the country should maintain a policy of publicity which will interest the people, and above all don't let the talking machine drop out of notoriety in the columns of the daily papers. Have experts call around and look after machines which have been sold and ascertain if they are in proper condition; see that they are used machines and not those which have dropped into disuse on account of some slight disorder in the mechanism. It will pay every talking machine man to place particular emphasis on that part of the business which will insure perfect condition as the machines are sold. Let no customer be disappointed in having machines out of order.

THEN another point which should not be overlooked is a very simple matter for those who inspect machines that are out of order to have with them some of the latest records. These, of course, can be used while testing machines and naturally they will interest the people so that a good many orders may be taken in this way without seeming to press the sales and, again it would be a good plan to have all record stocks looked over because in every stock are

some splendid records which are not selling. Why not get them out, in this way and have the inspectors of machines take around not only new records, but some of these that are stored away and have become dead stock. Make dead stock live stock.

THE recent decision rendered by the Supreme Court, appearing in another portion of this paper, is of interest to the entire talking machine trade. In this the United States Supreme Court upholds a decision of the lower courts in a suit brought by the White-Smith Music Publishing Co., of Boston, against the Apollo Co., of Chicago. By unanimous vote the Court held in this decision that perforated music rolls and mechanical means of automatically producing music audibly are not infringements upon musical compositions which are thus audibly reproduced. It may be said that this decision harmonizes completely with those rendered by English courts and others in lower United States courts in this country. This suit was entered upon to test the statute respecting the unrestricted use of copyright musical compositions for musical instruments or devices. Without doubt this decision will have an important bearing upon the copyright legislation now before Congress, for the Committees have been awaiting this Supreme Court decision before taking action, and some weeks ago it was announced that no action would be taken by either Patent Committee until the famous White-Smith case had been decided.

COMPOSERS and music publishers have contended before the Congressional Committee that right of copyright included all forms of mechanical reproduction of copyrighted musical work. The decision by the Supreme Court annihilates this argument for the court has specifically decided that mechanical reproduction is not infringement under the existing law. It is believed that no legislation broadening the scope of copyright covering perforated music rolls or talking machine discs will be passed by the present Congress. Congress will decide whether manufacturers of mechanical reproducers of music shall pay royalty to composers and herein comes up the question of constitutional laws, whether under the present constitution it may be possible to grant royalties of a limited and stipulated character for the reproduction of music on patented machines. There are many points involved in this controversy and there are many differences of opinion, but it is believed by many that there will be no change in the present law as applied to musical copyright.

IT is pleasant indeed to record the return to health of that notable inventor Thomas A. Edison, of whom all Americans are proud. At the close of last month, after submitting to a delicate operation the life of this grand old man, according to medical experts, was for a short time trembling in the balance, but thanks to splendid medical skill and excellent vitality Mr. Edison rallied from the shock successfully and has been steadily improving ever since. He is now out of all danger and has been removed from the hospital, a statement which will gladden the hearts of thousands of World readers in every land on earth who have grown to admire and love this splendid man and inventor, who has shed so much luster upon American inventive ability. May the span of life be long extended to Edison.



## TRADE HAPPENINGS IN INDIANA

Trade All Over the State Although Quiet Now Shows a Steady Improvement—Columbia Co.'s New Store Opens Up—Interesting Chat With Manager Devine on the Business Situation—Kipp-Link Co. Report Big Call for Victor Victrolas—Joseph Joiner Takes on the Edison Line—Talking Machines Used in Nickelodeons—Charles Craig the Edison Jobber Doing a Fair Business—Automatic Theaters Users of "Talkers"—Other News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 6, 1908.

The talking machine business in Indianapolis and all over Indiana has continued quiet throughout the last month. Collections are poor. Conditions are due largely to lack of employment and the heavy expenses of the winter season. Railroads have taken advantage of the crisis and have let out a number of employes in the State. It must not be understood, however, that dealers are making no sales at all. By diligent work they are managing to keep their sales up to a fair standard, but it is "tough sledding."

The new store of the Columbia Phonograph Co., at Pennsylvania and Court streets, has opened up for business. There are four sound-proof rooms where patrons have the opportunity to listen to music in seclusion. In addition there is a balcony which is used as a private office by Thomas Devine, manager of the company. This office has direct communication with the repair department in the rear and also with the main sales and display rooms. The commercial machine department also has a special room. All of the buildings are well lighted and are finished in elegant manner. The front show window is arranged so that machines are displayed to passers-by coming from any direction.

Thomas Devine says that the new plan of the Columbia Co., that of putting records on sale as promptly as they are made up, has proved to be exceptionally satisfactory. Already the buying public, he says, has acquired the habit of coming to the store every few days to ask for records. This offers an opportunity to sell many old records which, however, are entirely new to those who buy them.

In regard to the general business situation, Mr. Devine said: "Business is undoubtedly more quiet than it was a year ago at this time. But it is far from being poor, and as a matter of fact we have sales for all good up-to-date records than we can get. The demand for our goods, both disc and cylinder, has been far in excess of the supply. Our new style cylinder machines, that is, those with the tone arm idea, are turning out to be exceptionally good sellers. The demand for our best disc graphophone, which sells at \$200 retail, has been a surprise to us. From our experience in handling this type of graphophone, we do not hesitate to say that the trend of the times is toward the best to be had, regardless of price. Without doubt there are many people all over the country who have low-priced outfits, and who could just as easily have been induced to buy a "Symphony" had they had the opportunity to see and hear one of these instruments."

Warren E. Bird, manager of the commercial department of the Columbia Co., says that a good many business houses that had contemplated the buying of commercial outfits the first of the year have been hanging back waiting for financial conditions to improve. However, Mr. Bird says he has a number of good prospects and is well pleased with the outlook in the commercial machine business.

Charles Craig, of the Indiana Phonograph Co., who handles Edison machines, is having a fair amount of trade, but he admits that conditions are far from what he would like to see them.

The Kipp-Link Co. continue to have a good demand for the Victor Victrolas. This machine has met popular favor in Indianapolis. This

firm say that the retail business for the last month has been better than the wholesale business.

Joseph Joiner has taken on the Edison machine recently. He now handles the Edison and the Victor. Mr. Joiner sells talking machines in connection with his piano business, and he is well pleased with the outlook for the talking machine business.

Carlin & Lennox report a fairly good business in the small goods department. The trend in the talking machine business, it is stated, is toward the higher-priced goods.

The last month in the five-cent theater line was marked by the opening of the "Mystic," which is given up to be one of the most elegant places of its kind in the State. The Mystic will cater to a kind of business which is new to the five-cent theater line. Its place is on North Pennsylvania street, being the building recently vacated by the Columbia Phonograph Co. This street at this point is traversed by the aristocratic classes, and it is this class of business which the Mystic must catch. Heretofore theaters of this kind have been started principally in those streets traversed by the poorer and middle classes. The Mystic is elegantly furnished. It has a marble front with rich curtains. In the operating room looking on to Pennsylvania street is a circular window of variegated glass. A Columbia Sterling graphophone is used. The Mystic is owned by C. L. Sutherland, who owns two other theaters of the kind in the city, both on East Washington street. He uses a Twentieth Century Columbia in one of these and a Sterling in the other.

The five-cent theater owned by Arthur Beck, near the State House, continues to have a fair business. It is stated, however, by all five-cent theater men of the city that business has been comparatively poor for the last month.

### ADVERTISING AND SALES PUBLICITY.

It is not half so hard to get trade as it is to retain it.

What an advertisement sets forth the advertiser should bring forth.

Don't jar the "funny bone" too much. Business is a serious matter.

Every advertising man who lives to his profession is an advance agent of optimism.

A customer dissatisfied, either in his purchase or by the service rendered, can be marked non-returnable.

There are some unforgettable words and sentences, or phrases that stick to the memory. And they make an advertisement doubly effective.

Most men do not possess the knack of charging themselves with enthusiasm; they have to be attached to another man's dynamo at frequent intervals. The person who can "charge" men with enthusiasm and selling energy quickly becomes a leader among his fellows.—Printers' Ink.

### A TRIBUTE TO THE VICTOR.

In advertising talking machines it has been frequently stated that they are capable of furnishing music "suitable for young and old." and that a person is never too old to enjoy the music of a talker is exemplified through the fact that upon the seventy-seventh birthday of Mrs. Rachel Keith, a prominent woman of Atlanta, Ga., she was presented with a handsome Victor Victrola and fifty of the leading red seal records by a thoughtful relative living in San Francisco, who accompanied the gift with a letter which stated in part: "I find great comfort in my talking machine, and feel sure it will make your latter days happier. I am duplicating each of my own records, and what I listen to, you, too, can enjoy."

The Dallas Talking Machine Co., Dallas, Tex., one of the younger concerns in that state, and who handle the Victor and Zou-o-phone lines, have built up a very strong business with those goods during the few months that they have been established, and very recently were compelled to move to larger quarters on Ervay street.



# It's So Easy

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

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

### I. C. S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

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

## International Correspondence Schools

Box 918, SCRANTON, PA.



# Easy Dollars for You Mr. Talking Machine Dealer

THE BEST SIDE LINE YOU CAN CARRY. INVESTIGATE NOW AND INCREASE YOUR PROFIT EARNING CAPACITY

**V**OU are looking for the most attractive side line to handle in connection with talking machines. Something which will draw business to your establishment and coin you dollars. Here it is, THE IKONOGRAPH, a genuine moving picture machine for the home, not a toy, but a regular moving picture machine that can be operated by anyone, anywhere, at any time, on the same plan, and just as satisfactorily as professional machines costing hundreds of dollars. There is absolutely nothing like it on the market, and the agency for the IKONOGRAPH is worth a good deal to any business establishment.

The illustrations shown on this page will give you a comprehensive idea of some of the various models which we offer.

The IKONOGRAPH is a moving picture machine for the home, but it should not be confused with magic lanterns or stereopticons. Intelligent and constant effort has been concentrated on this product and as a result the new 1908 IKONOGRAPH models are put up to the highest point of mechanical utility. The IKONOGRAPH can be successfully used in the home, lodge room, class room or for any form of private or semi-public entertainment. The mechanism is extremely simple. It is easily managed and is absolutely safe, fool proof and fireproof. The IKONOGRAPH is readily operated by the most inexperienced, and the results produced by it are amazing.

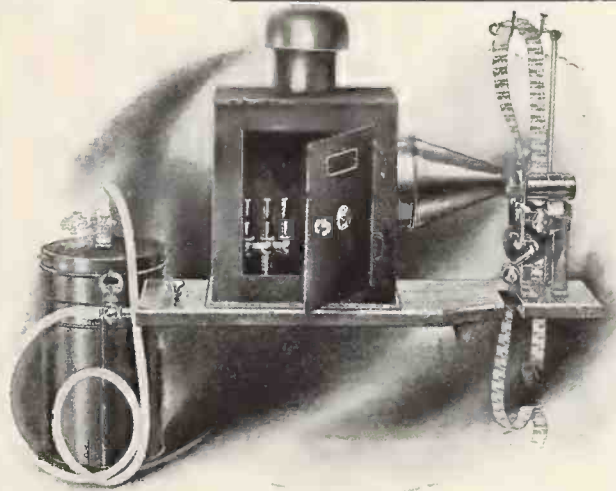
The IKONOGRAPH fills the position of a splendid entertainer and for a real moving picture machine is sold at a surprisingly low figure when the remarkable work it does is considered.

Picture films for the IKONOGRAPH are supplied in lengths ranging from ten to one hundred feet. Nearly one hundred subjects are now ready. New ones are being added every month.

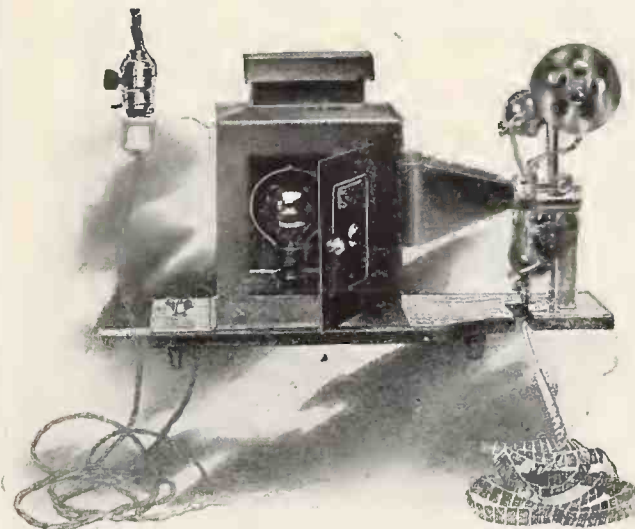
Look over these illustrations and write to us for a booklet. We know the perfection of the IKONOGRAPH of to-day and realize full well the opportunities which the talking machine dealer has in offering this marvelous product in conjunction with his regular line. Do not overlook the marvelous business possibilities which this product has for you. Don't write soon, but NOW.

SOLE SALES AGENT

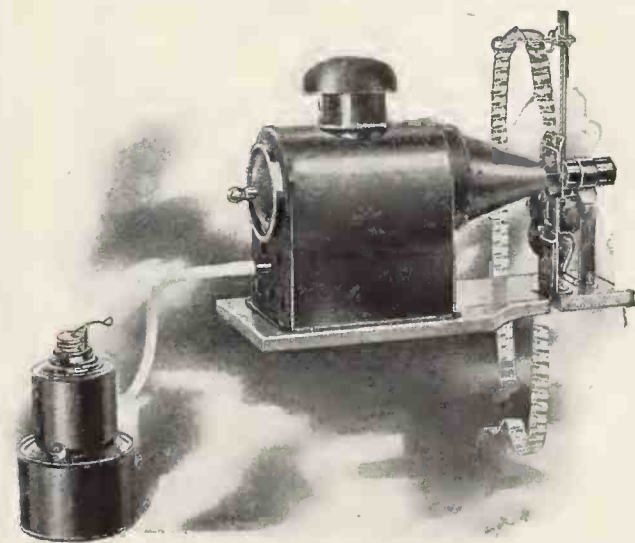
**The JOHN NEWTON PORTER CO.**  
253 BROADWAY, NEW YORK



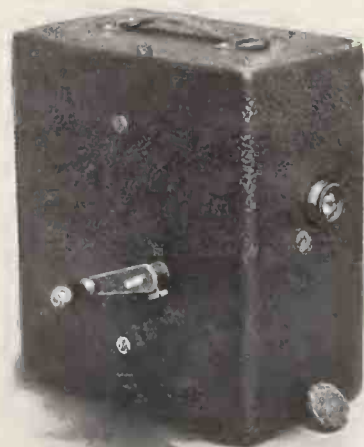
MODEL C. RETAILS FOR \$15.00



MODEL B. RETAILS FOR \$25.00



MODEL D. RETAILS FOR \$10.00



IKONOGRAPH MOVING PICTURE CAMERA





## Ever go on the warpath?

Ever think harsh things about your jobber, and then go after his scalp?

What was the trouble that led up to the outbreak. Broken promises—goods that didn't arrive—angry customers—lost trade.

Then your jobber offered profuse apologies and detailed explanations; you smoked the pipe of peace, and everything was just lovely—until the next time.

There shouldn't be any "next time." No one is infallible, but a well-organized concern like ours is as near disappointment-proof as can be perfected.

We have everything that any dealer needs from Victors and Victor Records, record cabinets, trumpet horns, fiber cases, English needles and other accessories to the newest and best specialties of every sort.

Our stock is right up to the minute—no scurrying around to get this or that when some dealer orders something of us; no excuses for not having it; no disappointment in not being able to get it. We have the goods and we make all shipments the same day the orders are received.

If you want that kind of service—all the time—better get in touch with us. Why not write to-day for our latest catalogue?

**The Victor Distributing  
and Export Company**

**255 Broadway, New York**



## COMPETITION IN BLINKVILLE.

How Penrose Succeeded in Turning Trade Away from the Jenkins' Establishment—The Part the Talking Machine Played in This Historic War Faithfully Narrated.

Hiram Jiuks, although no relative of the redoubtable Captain Jinks, was, nevertheless, a dealer in beans, the food the renowned officer was supposed to have fed to his horse. Of course, he did not deal in beans alone, for Hiram—called Hi Jinks for short—was proprietor of a small general store in Blinkville.

Hiram had always enjoyed all the trade of Blinkville up to the time of which we write, but he had recently had occasion to add several gray hairs to the straggly growth on the top of his head, for a competitor had just entered the field in the person of Waldo Emerson Jenkins. Waldo had established a general store with the patrimony received from the estate of his father, Silas Jenkins, whose demise had even been marked by the city papers. Silas had grown up with Blinkville, having arrived at that town at the time when wild cats were all the rage and the only means of transportation was the old reliable ox team.

Waldo was so swift that Blinkville never would catch up with him. He had formerly worked for Hiram, but when his father died he gave up his position and started a rival establishment. Worst of all, Waldo was cutting into Hiram's trade. Hiram saw his old customers flocking to the Jenkins establishment with envious eyes. Waldo's store was up to date, while Hiram still clung to the same methods employed by Noah in dealing out general stores on board the ark. If it had not been for Penrose McGillicuddy, Hiram's genial errand boy, he would have had no trade at all, for Penrose was an industrious lad.

Penrose read the Sunday papers from the city and he was wise beyond his years. He hoped some day to be Hiram's successor and the old man felt kindly toward the youth. In spite of the work of the latter, however, trade went from bad to worse until Hiram would have given anything to put Waldo out of business.

The climax came when Waldo imported a big talking machine, and even the Corner Grocery Club, which had always been wont to discuss affairs of state about Hiram's stove and spit tobacco upon the floor of Hiram's establishment, deserted to hear the music from the talker. Even Hiram dropped into Waldo's place to see just what kind of a machine he had.

After his visit he felt more morose than ever. The talking machine was a large affair and was plentifully supplied with records of all kinds upon the side. Penrose also paid a visit to the Jenkins establishment and when he returned he imparted information to Hiram that caused that worthy to smile almost aloud.

Saturday night Penrose went to the Jenkins establishment and, while Jenkins and the clerks were busy, he did a few things to the records. Then he stood by the stove and waited for events. He didn't have to wait long.

Mrs. Muggins, proprietress of Blinkville's only boarding house and probably the best customer in the place, entered with Mrs. Bifkins, known as the village gossip. While Mrs. Bifkins was getting a small order filled by one of the clerks, Mrs. Muggins started to tell her that it was the anniversary of the death of Elijah Muggins, her lamented husband.

Then Waldo broke in: "I have a tune appropriate to the occasion," he said to the widow. Then he started for the music box. He put on the record of "The Holy City" and released the lever. The next moment he almost fainted, for the relentless machine burst forth with the strains of "A Hot Time in the Old Town."

The look Mrs. Muggins gave him as she swept from the store would have congealed mercury. She went across the road and ordered a week's supplies from Hiram. Penrose giggled up his sleeve.

Then another diversion occurred. Mrs. Dea-

con Perkins entered. She was just informing Mrs. Gabble that her husband, the deacon, had gone to the city to remain two days on business.

"I can trust Isaiah anywhere," she was saying when the strains of the talker again burst forth. Waldo had put on what he thought was "Absence Makes the Heart Grow Fonder," but the music sounded strangely like "Oh, What a Lovely Dream."

Mrs. Perkins purchased her groceries at Hiram's that night. Many others, sympathizing with her and with Mrs. Muggins, both incidents having been repeated many times, followed their example and Hiram was many shekels richer.

The climax came in Waldo's establishment when Deuny Donohoe, known as the town terror, because of his pugilistic ability, entered the store. Denny was about half seas over.

"I won't give him a chance to begin a conversation that the music will have any reference to," said Waldo as he put on the record of "Erin," and released the lever.

Denny came into the store. He didn't get far. He heard the music and then his eyes bulged out. He doubled up his fist, while fire seemed to shoot from his optics.

The strains of "Down With the Irish" permeated the atmosphere. Denny started for the machine. Waldo got in his way only to be floored by a blow from the brawny Irishman's fist. When the Celt finished with the machine it was a wreck. When he finished with Waldo the members of the Corner Grocery Club carried him home on a shutter.

In a week Waldo had sufficiently recovered to prosecute Denny before a justice of the peace. Murphy was the name of the justice and it cannot be wondered at that Denny escaped with the costs when he explained to his countryman the cause of the assault.

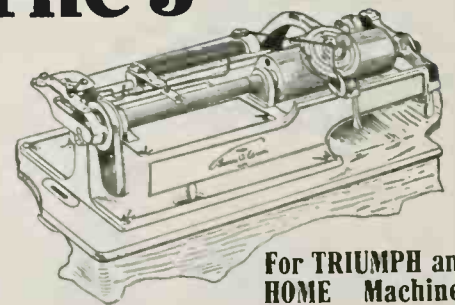
During the time that Waldo had been in bed his trade had fallen off considerably and when he was able to be at the store again he decided to seek a new field. He didn't seem to be able to make up his differences with the women the talking machine had insulted, and the many others who had followed them to Hiram's.

Hiram took over Waldo's stock, or rather that part of it which was not returned to the wholesale houses at a discount, and he and Penrose shook hands as the train bearing Waldo steamed away. Penrose is now a partner in the firm of Jinks & McGillicuddy. CHARLES P. ANGELL.

The following notice has been issued from the office of the National Phonograph Co., in London, Eng.: "Because of the difficulties in some countries of registering dictionary words as names of phonographs, the name of the new Ideal phonograph has been changed to 'Idelia.' This is a coined word. This change will be made effective as fast as catalogs are reprinted, and new transfers will be placed on the Idelia horns as soon as possible. The similarity in the old and new names will prevent confusion being caused by the change."

J. W. Riley, who handles the Edison and Victor lines in Atlanta, Ga., has moved to new quarters in Walton street, that city, and will devote special attention to the wholesale end of his business.

## The J Repeater



Can be attached in five minutes. No drilling. Returns in less than one second. Noiseless, speedy and sure. Write for prices and circulars.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.



# We Want Manufacturers' Accounts

We handle large amounts of imported novelties and staples for which we are the sole agents, and we would be glad to hear from any manufacturer in regard to handling his account. We finance our own accounts and have a regular line of trade to which we send monthly bulletins of all the new merchandise and novelties we handle. Our system has enabled us to give bigger returns than any other house doing a similar business. Manufacturers will find that they will receive bigger returns through our hands than any other connection they could make. We would be glad to hear from any one who is looking for selling agencies.

**New York & Lima Trading Co.** 203-207 W. Broadway  
Dept. T NEW YORK

## TRADE EXPANSION IN MILWAUKEE.

Expensive Goods Demanded—Why Salesmen Should Look After Machine Even After It Is Sold—McGreal's New Building—Herriman Takes Charge at Columbia Store—Goerke Opens Other Store—Hoeffler Incorporates.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 9, 1908.

Milwaukee talking machine dealers are far from finding business dull. The trade has been exceptionally good all winter, considering the outlook in many other fields. It would seem that Milwaukee people buy talking machines, no matter what happens, and dealers themselves are surprised at the way trade was maintained, even under the adverse conditions. The sales for the month of February were in advance of those made in January, and dealers say that the present month has opened with even brighter prospects. Milwaukee now has almost twenty talking machine dealers who exclusively handle the leading lines of machines and a full stock of records. One new store was opened the past month, and this fact is proof that Milwaukee demand in the talking machine line is on the gain. The Milwaukee trade has developed certain marked characteristics. One of the most obvious of these is the largely increased demand among people of refinement and means. There is a growing popularity for the better class of records. Dealers say that the sale of Red Seal records is steadily growing and attribute this partly to the fact the interest in grand opera is very great in the city. The demand for this class of records the past week has been phenomenal, probably due to the recent presentation of grand opera in the city. With the leaving of the San Carlos Opera Company the sale of Schumann-Heink, Constantino and Alice Nielson records rapidly took on larger proportions.

"Business is picking up in fine shape," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co., at 306-308 West Water street. "Sales are of the best and collections are rapidly improving. Our trade for the past month was good and we are more than satisfied with the coming prospects. At the present time we have in view the sale of two of the large Victor Victrola machines. One important phase of the talking machine business was brought forcibly to my notice the other day," said Mr. Becker. "A lady came into our store with a machine which she said had been causing her much trouble. It was one that she had purchased out of the city, and when I looked at it I saw that the machine had had practically no care whatever, and that it had been oiled very little, if any. On inquiry I found when she had bought the machine she had received scarcely any information as to how the machine should be run or as to the proper care that should be given it. That is one of the big mistakes that many talking machine salesmen are making. Their one aim is to sell the machine and not as to what happens to it after it leaves the shop. Such a system is doing neither the machine nor the customer justice."

Mr. Becker is an experienced talking machine man and he has been identified with the business for years. As a young man he started at

the repair bench and is equally familiar with the mechanical as well as the selling end of the business.

"The business outlook is very satisfactory," said Lawrence McGreal, the enterprising talking machine dealer at 174-176 Third street. "Our wholesale trade is especially good, and we are finding no fault with the retail side, but, of course, we are at a disadvantage just now when we are finishing our building. As soon as the interior decorating is over with us we can learn where we stand. The different dealers about the city who are carrying machines and records are reporting the best of trade."

"Business is very good indeed," said A. D. Herriman, the new manager of the Columbia Phonograph Co., in Milwaukee. "Of course, I am just starting here, but so far I am more than satisfied with trade conditions in Milwaukee. There is certainly a great revival in the talking machine business in this city."

A. D. Herriman comes from Davenport, Ia., where he was the manager of the Columbia branch in that city, to Milwaukee, where he will have charge of the Columbia interests. Some fifteen people are now connected with the Milwaukee branch. Marcus Weinberg, the crack Columbia salesman from the Chicago branch who carried off all of the prizes in Chicago last year, will be with Mr. Herriman as city salesman.

A. E. Thomas, the former Columbia manager in Milwaukee, recently retired to devote his time to the manufacture of a number of inventions patented by himself.

Milwaukee dealers are having much success with the handling of the Universal tone regulator. Hundreds of them were sold the past month and a number of them were placed on the large Victrola machines.

A big sale of Edison and Victor March records is reported by all of the dealers, and it is said that the demand so far has greatly exceeded that of any previous month.

C. A. Bergston, local manager of the Edison Business Phonograph Co., has been visiting Chicago. W. P. Hope, of the National Phonograph Co., has been looking over the trade here.

A downtown talking machine branch has been opened at 611 Grand avenue by Simon Goerke, the proprietor of the talking machine business, at 839 Third street. Mr. Goerke is one of the pioneer business men in Milwaukee, and the success of the new branch is assured from the start. Mr. Goerke is a practical machinist, and this puts him in a position to do much in the regular line for his customers. A full line of machines and records is being handled.

H. G. Fischer, a jeweler at Jefferson, Wis., has taken the agency for the Edison phonographs and supplies and is supplying a very good trade.

City officials about the State are showing a fondness for talking machines. Recently, in two different instances where there were delinquent taxes to be collected, the property taken to satisfy the demands of the laws were talking machines. It is even hinted that the sheriff in each case now keeps the machine busy at the county jail amusing himself and prisoners.

Miss Jennie Laven, of Superior, Wis., had a personal tax of \$15.02 that she could not pay, and a \$150 talking machine was taken by the sheriff just as she was about to leave the city.

A merchant of Wausau, Wis., found himself in the predicament of not being able to pay his tax and the sheriff seized his talking machine and six records, which will probably be placed in the chambers of the City Council.

The Hoeffler Manufacturing Co., 306-308 West Water street, have recently filed articles of incorporation, with a capital of \$150,000.

## A NEW TALKING MACHINE CONCERN.

The Musicphone Talking Machine Co., Jersey City, N. J., was incorporated last Tuesday with a capital of \$100,000. Incorporators—Fred Knowlton, E. J. Forham, and W. E. Allen. The company is to manufacture talking machines.

## WHO SAYS BUSINESS IS BAD?

The Edison Co., Newark, N. J., in addition to handling some nice business of the regular order last week, sold an Auxetophone and two Victor Victrolas, which together with a plentiful supply of records ran the total of the sales well above the \$1,000 mark. Such business can be had, but it must be sought.

## Big Demand for "The Heise System Ponies"

Better get in your order for some of the 100 and 150 Space Wire Record Racks, made for home use.



### QUICK SALE--GOOD PROFIT A "30 DAY SPECIAL"

This cut will give you an idea of the 100 space rack which we are now making for use in homes, just as we make the larger types in many styles for the dealers' use.

The regular price of the No. 123 Rack, holding 100 records, is \$18 for a half dozen; the 150 Space Rack is \$27 per half dozen. They are crated in half-dozen lots.

### SPECIAL 30 DAY PRICE

The 100 Space Rack, in half doz. lots, \$15  
The 150 Space Rack, " " " " \$20

Your Jobber Can Supply You.

**SYRACUSE WIRE WORKS, SYRACUSE, N. Y.**

Canadian Representatives: R. S. WILLIAMS & SONS CO., Toronto and Winnipeg



# FOR INFORMATION

**JOBBER'S  
WRITE  
US**



**DEALERS  
WRITE  
OUR  
JOBBER'S**

TRADE-MARK.

**An Artistic Creation and A Commercial Product.  
A MONEY MAKER**

For The

**JOBBER**

**Because  
The  
Dealer  
Wants  
Them**

ESTABLISHED JOBBERS		
Name.	City.	State.
American Talking Machine Co. . . .	Brooklyn . . .	New York
Andrews, W. D. . . . .	Syracuse . . .	New York
Andrews, W. D. . . . .	Buffalo . . . .	New York
Bollinger, R. C. . . . .	Fort Smith.	Arkansas
Buehn, Louis, & Bro. . . . .	Philadelphia	Pennsylvania
Bullenkamp, F. . . . .	New York	New York
Cable Co., The. . . . .	Charleston .	So. Carolina
Cadwell, O. C., & Co. . . . .	Sioux Falls..	South Dakota
Conroy Piano Co. . . . .	St. Louis. . . .	Mo.
Curtin Music House. . . . .	Helena . . . . .	Montana
Edisonia Co., The. . . . .	Newark . . . .	New Jersey
Finch & Hahn. . . . .	Schenectady	New York
Finch & Hahn. . . . .	Troy . . . . .	New York
Hough, Thos. C. . . . .	Minneapolis	Minnesota
Kelly, P. . . . .	Montreal . . .	Canada
Killea, W. J. . . . .	Albany . . . .	New York
Knight Drug Co. . . . .	Savannah . . .	Georgia
Massachusetts Indestructible Record Co., The. . . . .	Boston . . . . .	Mass.
Musical Echo Co. . . . .	Philadelphia .	Pennsylvania
National Automatic Fire Alarm Co. of La. . . . .	New Orleans	La.
Piano Player Co. . . . .	Omaha . . . . .	Nebraska
Pommer, A. J., Co. . . . .	Sacramento	California
Portland Talking Machine Co. . . . .	Portland . . .	Maine
Powers & Henry. . . . .	Pittsburg . . .	Pennsylvania
Reynolds, W. H. . . . .	Mobile . . . . .	Alabama
Savage, J. K., Supply Co. . . . .	St. Louis . . .	Missouri
Shad's, E. F., Department Store. . . .	Jacksonville	Florida
Standard Music Co. . . . .	Chattanooga	Tennessee
Switky, Benj. . . . .	New York. . .	New York
Talking Machine Co. . . . .	Birmingham.	Alabama
Utica Cycle Co. . . . .	Utica . . . . .	New York
Wabash Music Co., The. . . . .	Terre Haute	Indiana
Whitney & Currier Co. . . . .	Toledo . . . .	Ohio
Whitsit, Perry B. . . . .	Columbus. . .	Ohio

**DEALER**

**Because  
The  
Public  
Wants  
Them**

**Retail At 35 Cents The Record**

**THE  
Indestructible Phonographic Record Co.  
Albany, N. Y., U. S. A.**



**"TALKER" HAVING QUITE A BOOM**

in Cincinnati—Demands for Either Very Expensive or the Popular Priced Goods—Fibre Needle a Great Aid in Selling Machines—A New Invention—Wurlitzer Scores Another Building—B. Feinberg Married—Columbia Symphony Grand in Demand—"Pagliacci" Records Selling Well.

(Special to The Talking Machine World )  
Cincinnati, O., March 7, 1908.

Trade in talking machines is having a nice little boom which is being most tenderly cherished and encouraged in all directions. It is notable that the increase of sales is with the medium-priced machines, which causes dealers and jobbers to believe that the revival is steady and popular. Orders received from dealers include in almost every instance a larger percentage of orders for medium-priced goods than for the cheaper varieties or the most expensive. Several of the firms who handle talking machines in this city have boundless faith in the future of those instruments, believing that they afford a greater variety of music than any other instrument has or ever will. The improvements lately made in attachments and adjuncts to the talking machines have greatly increased their popularity. The fiber needle is causing a revolution in favor of the instruments to which it is being attached. At the Wurlitzer Co. the sales of talking machines during the past weeks were made with the addition of the fiber needle, which perceptibly decreases the roughness and unevenness of tone. The fiber needle is not being placed with wholesale orders, as it is the intention of the makers to convince the retail trade first concerning the merits of the new invention, and later through this educational process to have it become a feature of wholesale. Inventions for the talking machines are every day brought into the stores where these are sold. One of the latest is a small attachment designed by a Los Angeles man, for the Victor machines. This device permits a repetition of the piece just

ended without changing the disc. The Los Angeles man is on his way east toward the Victor headquarters.

The talking machine department of the R. Wurlitzer Co., of which the wholesale has been for several months, in another building across the street from the store, has taken possession of several floors in the main store and warehoused the wholesale supplies. The inconvenience of having this department separated from the main body of the store was found disadvantageous. A number of new dealers in the smaller towns are being established by the Wurlitzer and other agencies, in response to the improved conditions of trade. Mr. Dietrich, of the wholesale department, finds that his orders are coming in just now in a most satisfactory manner, small firms are stocking up and the jobbers sending him fine orders by mail. Mr. Dietrich considers that mail orders are the best possible indication of reviving business, since they are largely unsolicited and spontaneous.

An item of interest to the trade was the marriage on Monday evening last of B. Feinberg, representing the Western Talking Machine and Supply Co., of Chicago, to Miss Michaelson, of Avondale, Cincinnati. Although not totally unexpected, the marriage of Mr. Feinberg had not been announced to his friends who hastened to offer their congratulations, but the young couple had departed on an extensive wedding tour of the east before the news of the marriage got around.

The special feature at the Columbia Phonograph Co. during the past several weeks has been the new Symphony grand. Mr. Nichols, manager of the Cincinnati agency, states that sales for this instrument have been very good. It is the new hornless graphophone and a handsome cabinet, which forms a most artistic piece of furniture. The aluminum tone cylinders are also receiving much favorable attention from purchasers. T. F. Murray, representing the jobbing department of the Columbia Phonograph Co., was the last of the Columbia people to visit Mr. Nichols, reporting the business in his department as satisfactory.

The Smith & Nixon Piano Co., agents for the Victor and other talking machines, have on exhibition a most clever record of the Victor machines—the opera of Pagliacci—with chorus, orchestra, soloists all done on the Victor. It is a most elaborate device and attracts much interest.

**SUIT OVER RECORD CARTON.**

Chas. J. Kintner Has Brought Suit Against the Columbia Phonograph Co. for an Accounting—Claims to Hold Patent on Flannel-Lined Carton Commonly Used by the Trade.

No one ever heard that the ordinary flannel lined carton or box used for cylinder records was covered by a patent. But Charles J. Kintner, of New York, claims to be the inventor of this well-known and familiar container, and about a fortnight since brought suit against the Columbia Phonograph Co., general, in the Supreme Court of the District of Columbia, for damages and an accounting. Mr. Kintner states he had issued a license to the National Phonograph Co., Orange, N. J., for the use of the carton, and made the same proposal to the Columbia Co., who promptly refused, hence the suit.

The Columbia Phonograph Co., on being requested by The World for information regarding the matter, related the foregoing facts, and then added: "We are not lying awake nights thinking about Kintner's patent. An answer to his bill of complaint is not due until about the middle of March. Then it is possible we may not file an answer, but might hand Mr. Kintner something else. The cylinder carton was always considered common property by the trade and we still maintain that contention."

E. L. Andrews & Son, Phoenix, Ariz., have recently enlarged their talking machine department and have also given this branch of the business a larger portion of window display space. The company handle Victor talking machines and report excellent sales in that line.

**THE WONDERFUL ORCHESTRAPHONE**

(Patent Applied For)

**Makes The Talking Machine Perfect**

**Takes Place of Horn—Tone Acoustically Perfect—Pleasing to the Eye—Makes a Perfect Hornless Talking Machine**

The ORCHESTRAPHONE has met with a wonderful success. Its many good qualities at once present themselves to a person acquainted with the principles involved in the Talking Machine.

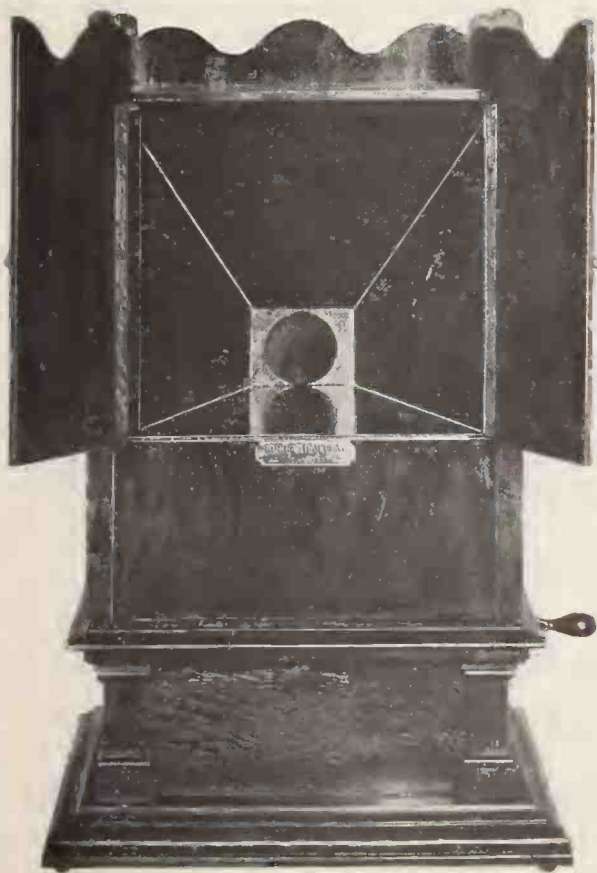
The ORCHESTRAPHONE has been designed by an expert Acoustician. It is acoustically perfect and its wonderful tones quickly appeal to everyone.

The ORCHESTRAPHONE can be easily adjusted to any Disc Talking Machine and conveniently holds in its chambers enough records for an evening's entertainment; in another chamber all the other accessories; also a dust proof chamber in which the sounding box and record are operated, free from any outside influences; also a sound amplifying chamber in which the sound is projected and amplified, having all the advantages of the largest horn which may be adjusted to practically eliminate the blasting and scratching sound so objectionable in the Disc Machine.

Dealers have been quick to see the value of the ORCHESTRAPHONE as a fast seller and a profit maker. They sell themselves. It has more points of merit than have ever been presented in a talking machine accessory.

MANUFACTURED BY

**THE ORCHESTRAPHONE CO.**  
No. 815 Harrison Street - - - Kansas City, Mo.



The "ORCHESTRAPHONE" in Position for Playing

Easy to adjust; easy to operate. Machine can be started and stopped quickly and conveniently.

The "ORCHESTRAPHONE" Retail  
at **20.00**

USUAL DISCOUNTS TO THE TRADE

When ordering state make and style of machine it is wanted for.



## SIDE LINES AND MONEY

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

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

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

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

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

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

### FIRE DESTROYS JORDAN PLANT.

The Well Known Manufacturers of Talking Machine and Record Cabinets Suffer Loss of \$300,000—Covered by Insurance—Will Rebuild at Once—A Chat With Mr. Jordan and Mr. Henkel Reveals Courage and Enterprise.

On the night of Feb. 22 the plant of E. B. Jordan & Co., Brooklyn, N. Y., was totally destroyed by fire. This concern is well and favorably known as manufacturers of machine and record cabinets for the trade. The leading talking machine makers of the country, especially in the neighborhood of New York have their special line in E. B. Jordan & Co.'s hands. The loss is placed at \$300,000, with an insurance to cover everything. The property is valued at \$500,000.

E. B. Jordan, Jr., son of E. B. Jordan, collector of United States Internal Revenue for several terms, and the present esteemed official of that important post, and a director of the General Phonograph Supply Co., said to The World, respecting the fire: "Some of our buildings are a total loss and the report of the daily newspapers that our factory was a chair plant is entirely erroneous. Years ago that was a fact, but our entire output has been in the talking machine line, that is to say, machine and record cabinets. We have arranged to go ahead with our business at once, so there will be no appreciable delay, and you can say that we are still

in the game and will gladly fill all orders as received. The fire was one of those unfortunate events that may happen to anyone, but we still have our men with us and nobody is hurt, but ourselves, so to speak. We will rebuild at once and inside of six weeks our plant will be fully equipped."

C. V. Henkel, president and general manager of the General Phonograph Supply Co., New York, of whom E. B. Jordan, Jr., was a director and the manufacturer of their wooden horns and record cabinets, said: "While I regret exceedingly the loss of the Jordan plant, where we had a large stock of horns and cabinets in a finished state and ready for shipment, we have lost no time in making other arrangements, so that our customers will not suffer." The enterprise of Mr. Henkel could not be more clearly emphasized than in this trying moment. In a word, obstacles of this kind give further evidence of his resourcefulness and versatility.

### HIGH PRICED VICTOR VICTROLA.

A Beautiful Louis XV Design Just Placed on the Market by the Victor Co. to Sell at \$300.

A new and higher priced Victor Victrola has been placed on the market by the Victor Talking



VICTOR VICTROLA, LOUIS XV. DESIGN.

Machine Co., Camden, N. J., to sell at \$300, and to be known as model XX. Louis XV design (embellished in gold). Their circular to the trade, bearing on this rich and elegant style of machine, under date of February 15, in part is as follows:

"The success of the 'Victrola' has conclusively proven the big demand for high class Victors,

and in view of the number of requests from distributors and dealers for more expensive styles, we have, after considerable study of the situation, designed the beautiful Victor 'Victrola' XX (Louis XV design). The cabinet is of selected Laguna mahogany, which possesses even richer figure than the celebrated San Domingo variety, the doors being 'v' paneled, with beautifully matched wood, while the Louis XV period is further emphasized by elaborate carvings mounted with antique gold leaf."

The Victor Victrola XX was placed on sale March 1.

### KEEPING A TELEPHONE RECORD.

"It has been my unpleasant experience," said a well-known talking machine dealer, "that telephone messages received in my establishment have been often overlooked and their instructions neglected, because no record has been kept of them. Also that if the message sent by the line was attended to there was no record kept for future reference. Because of this lack, complications and disputes often arose. I would guess that these telephone messages caused us about as much trouble as any one other method of communication.

"I have therefore had installed a system of telephone records which keeps track of all messages received and delivered over the telephone, or all business done by this verbal method.

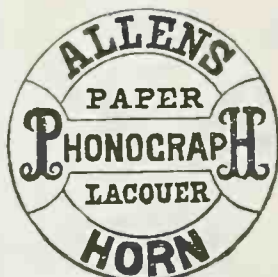
"We have pads of telephone notes which are kept on the desk of each employe who is liable

#### TELEPHONE NOTE SLIP.

Messrs .....  
 Date ..... Time .....  
 Received.  
 Sent.  
 Clerk.  
 (Reply on Reverse.)

John Smith,  
 Talking Machines.  
 Telephone:  
 South, 1021.

to receive or send a message. Whenever a message is received, the person by whom it is taken puts down the name of the individual or concern from whom it comes; also the hour and day, and his own name. He records briefly the purport of said message, and puts his own reply on the reverse. The same course is also followed when anyone in the office calls up an outsider. These slips are then filed away, as letters would be. It saves us a lot of trouble."



PAT. JAN. 9TH 1906.  
 No. 1022.

明治三十九年壹月九日  
 實用新案登錄第壹〇貳貳號

MANUFACTURED BY  
**WM. J. SCHROTH**  
 KOBE, JAPAN.

None Genuine  
 Without This  
 Trade Mark

## THE ALLEN FIBER TALKING MACHINE HORN

HERETOFORE there has been a certain amount of prejudice, especially by those musically trained, against the Talking Machine on account of a peculiarly unpleasant "blast" or metallic sound foreign to the record.

This rasping sound is due principally to the horn, which in the first place, is manufactured of metal, and secondly is generally not constructed upon scientific principles.

This fault is corrected by using the ALLEN FIBER HORN, made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

### BYRON MAUZY

Sole Distributor for the United States

Byron Mauzy Music Building, 1175 O'Farrell Street  
 SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY



## DECISION IN FAMOUS COPYRIGHT SUIT.

United States Supreme Court Upholds Decision of Lower Courts in Suit of White-Smith Co. Against Apollo Co.—Maintain That Reproductions by Means of Perforated Music Rolls Is Not Violation of Copyright—Decision of Great Importance to the Manufacturers of Talking Machine Records—In Keeping with Rulings of European Courts—Opinion Appears Below.

When the case of the White-Smith Music Publishing Co., Boston, Mass., against the Apollo Co., Chicago, was instituted the talking machine trade knew nothing and cared less about the suit. About six years ago the taking of testimony was begun. This procedure covered pretty nearly two years, shifting from New York and Boston to Chicago and Philadelphia. The case came on for hearing before Judge Hazel, United States Circuit Court, Southern District of New York, December 6 to 8, 1904. On June 21, 1905, a decision was rendered in favor of the defendants. An appeal was taken to the United States Circuit Court of Appeals, Second Circuit, argued March 26, 1906, and an opinion was handed down on May 25 following, the lower court being sustained. Then the case was taken to the Supreme Court of the United States on a writ of certiorari. The hearing came on January 16, 1908, the decision being filed February 24.

Counsel of eminence were engaged on both sides, especially for the complainant, the present Governor of the State of New York, Charles E. Hughes, who has since become a national figure in political life, arguing the case for the plaintiffs in the Circuit Court as well as in the Court of Appeals. Of course, his official position precluded his appearance in the Supreme Court of the United States. This is only a part of the history of this celebrated case.

With this brief recital of the bare facts to elucidate the record, and bring this famous controversy up to date, or rather to the time when the talking machine trade began to figure; that is to say about the time the bill for the revising, amending and consolidating the copyright laws was introduced in Congress during the Fifty-ninth Congress. Then the record manufacturers or their attorneys got busy, and from that time on they were on the job. When the bills were reported out of committee all of them failed of passage with the expiration of that Congress. As soon as the present or Sixtieth Congress convened new bills were introduced almost immediately. Shortly afterward the White-Smith case was argued in the Supreme Court, and the chairmen of the Senate and House Patents Committees, to whom bills relative to copyrights are referred for consideration and a report, deemed it best to await the decision of the highest tribunal in the land to clear up moot points before taking action.

Now that the opinion, which is final, is before them, they will doubtless pursue the usual course; that is to say, hold hearings, only for the submission of new testimony, however, as the subject as a whole has been pretty well thrashed out, and then recommend for passage such a bill as they deem, in their judgment, suitable for passage. Subsequently, when the bill is reached on the calendar in its regular order, the fight will be in open session, and what the outcome will be no one can find out.

The decision, of which the complete text is subjoined, is by a unanimous vote of the court, and was written by Justice Day. A brief separate opinion, written by Justice Holmes, "specifically concurs" with his associates, and so far as the existing law is concerned the question of infringement by record manufacturers is finally and definitely settled adversely to the contentions of their opponents. In other words, composers and music publishers have contended all along that the right of copyright included all forms of mechanical reproduction of the copyrighted musical work. The decision by the Supreme Court completely knocks this idea in the head. The court declares that mechanical reproduction is not infringement under existing law. It remains for Congress to determine whether the scope of copyright shall be broadened to cover perforated rolls, talking machines and piano-playing devices. The court's decision is in entire harmony with

the contention, held all along, by Chairman Currier of the House Patent Committee, and by Chairman Smoot, of the Senate Patent Committee, that mechanical reproduction does not constitute infringement. The decision follows:

### Full Text of the Decision.

The action was brought under the provisions of the copyright act, section 4952, giving to the author, inventor, designer or proprietor of any book, map, chart, dramatic or musical composition the sole liberty of printing, reprinting, publishing, completing, copying, executing, finishing and vending the same. The Circuit Courts of the United States are given jurisdiction under section 4970 to grant injunctions, according to the course and principles of courts of equity in copyright cases. The appellee (Apollo Co.) is the manufacturer of certain musical instruments adapted to be used with perforated rolls. The testimony discloses that certain of these rolls, used in connection with such instruments, and being connected with the mechanism to which they apply, reproduce in sound the melody recorded in the two pieces of music copyrighted by the appellant (White-Smith Music Publishing Co.).

The manufacture of such instruments and the use of such musical rolls has developed rapidly in recent years in this country and abroad. The record discloses that in 1902 from seventy to seventy-five thousand of such instruments were in use in the United States, and that from one million to one million and a half of such perforated music rolls were made in this country in that year. It is evident that the question involved in the use of such rolls is one of very considerable importance, involving large property interests, and closely touching the rights of composers and music publishers. The case was argued with force and ability, orally and upon elaborate briefs.

### WHERE THE PIANOLA FIGURES.

Without entering into a detailed discussion of the mechanical construction of such instruments and rolls, it is enough to say that they are what has become familiar to the public in the form of mechanical attachments to pianos, such as the pianola; and the musical rolls consist of perforated sheets, which are passed over ducts connected with the operating parts of the mechanism in such manner that the same are kept sealed until, by means of perforations in the rolls, air pressure is admitted to the ducts which operate the pneumatic devices to sound the notes. This is done with the aid of an operator, upon whose skill and experience the success of the rendition largely depends. As the roll is drawn over the tracker board the notes are sounded as the perforations admit the atmospheric pressure, the perforations having been so arranged that the effect is to produce the melody or tune for which the roll has been cut.

### HOW MUSIC ROLLS ARE MADE.

Speaking in a general way, it may be said that these rolls are made in three ways: First—With the score or staff notation before him the arranger, with the aid

of a rule or guide and a graduated schedule, marks the position and size of the perforations on a sheet of paper to correspond to the order of notes in the composition. The marked sheet is then passed into the hands of an operator who cuts the apertures, by hand, in the paper. This perforated sheet is inspected and corrected, and when corrected is called "the original." This original is used as a stencil and by passing ink rollers over it a pattern is prepared. The stenciled perforations are then cut, producing the master or templet. The master is placed in the perforating machine and reproductions thereof obtained, which are the perforated rolls in question. Expression marks are separately copied on the perforated music sheets by means of rubber stamps. Second—A perforated music roll made by another manufacturer may be used from which to make a new record. Third—By playing upon a piano to which is attached an automatic recording device producing a perforated matrix from which a perforated roll may be produced.

It is evident, therefore, that persons skilled in the art can take such pieces of sheet music in staff notation, and by means of the proper instruments make drawings indicating the perforations, which are afterward outlined and cut upon the rolls in such wise as to reproduce, with the aid of other mechanism, the music which is recorded in the copyrighted sheets.

### THEORIES ADVANCED BY LEARNED COUNSEL.

The learned counsel for the parties to this action advance opposing theories as to the nature and extent of the copyright given by statutory laws enacted by Congress for the protection of copyright, and a determination of which is the true one will go far to decide the rights of the parties in this case. On behalf of the appellant it is insisted that it is the intention of the copyright act to protect the intellectual conception which has resulted in the compilation of notes which, when properly played, produces the melody which is the real invention of the composer. It is insisted that this is the thing which Congress intended to protect, and that the protection covers all means of expression of the order of notes which produce the air or melody which the composer has invented.

### INTENTION OF COPYRIGHT ACT.

Music, it is argued, is intended for the ear as writing is for the eye, and that it is the intention of the copyright act to prevent the multiplication of every means of reproducing the music of the composer to the ear. On the other hand, it is contended that while it is true that copyright statutes are intended to reward mental creations and conceptions, that the extent of this protection is a matter of statutory law, and that it has been extended only to the tangible results of mental conception and that only the tangible thing is dealt with by the law, and its multiplication or reproduction is all that is protected by the statute.

### DOCTRINE OF STARE DECISIS INVOKED.

Before considering the construction of the statute as an independent question the appellee invokes the doctrine of stare decisis in its favor, and it is its contention that in all the cases in which this question has been up for judicial consideration it has been held that such mechanical producers of musical tones as are invoked in this case have not been considered to be within the protection of the copyright act; and that, if within the power of Congress to extend protection to such subjects, the uniform holdings have been that it is not intended to include them in the statutory protection given. While it may be that the decisions have not been of that binding character that would enable the appellee to claim the protection of the doctrine of stare decisis to the extent of precluding further consid-

## Trade Is Brightening

Of course it is and you can help it along if you carry a bright, fresh stock and push things.

- ☞ We have the stock, an endless variety of talking machines, records, accessories of all kinds, etc.
- ☞ Our aim has been to supply the New England dealer quickly and accurately.
- ☞ Our plan has been to place everything salable within his reach within the briefest possible time.
- ☞ We are manufacturers and jobbers and do no retail business.
- ☞ Our sole efforts are concentrated in meeting the merchant's wants.
- ☞ We know something about the business and dealers who have been buying stock of us for years say there is nothing lacking in our service.

CAN WE HELP YOU?

**Boston Cycle & Sundry Co.**  
48 Hanover Street, Boston, Mass.





Every Reginaphone which you sell helps you to sell another.



Every Reginaphone which you sell creates an immediate demand for *two* kinds of records.



Every Reginaphone which you sell makes another satisfied customer.

But perhaps you are not selling

## Reginaphones.

If not, don't you think it would be worth while to investigate our Proposition?

You may do so at the expense of a postage stamp.



==== THE  CO. ====

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks, Sublima Pianos, Automatic Talking Machines and Coin Operated Instruments. Distributors of Victor Talking Machines and Edison Phonographs and Records.

**Main Office and Factory, Rahway, N. J.**

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago



eration of the question, it must be admitted that the decisions so far as brought to our attention in the full discussion had at the bar and upon briefs have been uniformly to the effect that these perforated rolls operated in connection with mechanical devices for the production of music are not within the copyright act. It was held so in Kennedy against McTammany, 33 Fed. 584. The decision was written by Judge Colt in the first circuit; the case was subsequently brought to this court, where it was dismissed for failure to print the record. In that case the learned judge said:

"I cannot convince myself that these perforated sheets of paper are copies of sheet music within the meaning of the copyright law. They are not made to be addressed to the eye as sheet music, but they form a part of the machine. They are not designed to be used for such purposes as sheet music, nor do they in any sense occupy the same field as sheet music. They are mechanical invention made for the sole purpose of performing tunes mechanically upon a musical instrument."

#### STERN AGAINST ROSEY CASE CITED.

Again the matter was given careful consideration in the Court of Appeals of the District of Columbia in an opinion by Justice Shepard (Stern against Rosey, 17 App. D. C. 562), in which that learned justice, speaking for the court, said:

"We cannot regard the reproduction, through the agency of a phonograph, of the sounds of musical instruments playing the music composed and published by the complainants, as the copy or publication of the same within the meaning of the act. The ordinary signification of the words 'copying,' 'publishing,' etc., cannot be stretched to include it. It is not pretended that the marking upon waxen cylinders can be made by the eye or that they can be utilized in any other way than as parts of the mechanism of the phonograph.

"Conveying no meaning then, to the eye of even an expert musician and wholly incapable of use save in and as a part of a machine specially adapted to make them give up the records which they contain, these prepared wax cylinders can neither substitute the copyright sheets of music nor serve any purpose which is within their scope. In these respects there would seem to be no substantial difference between them and the metal cylinder of the old and familiar music box, and this, though in use at and before the passage of the copyright act, has not been regarded as infringing upon the copyrights of authors and publishers."

#### QUESTION BEFORE ENGLISH COURTS.

The question came before the English courts in Boosey against Wright (1899 1 Ch. 836; 80 L. T. R. 561), and it was there held that these perforated rolls did not infringe the English copyright act protecting sheets of music. Upon appeal Lindley, Master of the Rolls, used this pertinent language (1900, 1 Ch. 122; 81 L. T. R. 265):

"The plaintiffs are entitled to copyright in three sheets of music. What does this mean? It means that they have the exclusive right of printing or otherwise multiplying copies of those sheets of music, i. e., of the bars, notes, and other printed words and signs on these sheets. But the plaintiffs have no exclusive right to the production of the sounds indicated by or on those sheets of music; nor the performance in private of the music indicated by such sheets; nor to any mechanism for the production of such sounds or music. The plaintiff's rights are not infringed except by an unauthorized copy of their sheets of music. We need not trouble ourselves about authority; no question turning on the meaning of that expression has to be considered in this case. The only question we have to consider is whether the defendants have copied the plaintiff's sheets of music.

"The defendants have taken those sheets of music and have prepared from them sheets of paper with perforations in them, and these perforated sheets, when put into and used with properly constructed instruments or machines, will produce or enable the machines to produce the music indicated on the plaintiff's sheets. In this sense the defendant's perforated rolls have been copies from the plaintiff's sheets.

"But is this the kind of copyright which is prohibited by the copyright act; or, rather, is the perforated sheet made as above mentioned a copy of the sheet of music from which it is made? Is it a copy at all? Is it a copy within the meaning of the copyright act? A sheet

of music is treated in the copyright act as if it were a book or sheet of letter press. Any mode of copying such a thing, whether by printing, writing, photography or by some other method not yet invented, would no doubt be copying. So, perhaps, might a perforated sheet of paper to be sung or played from in the same way as sheets of music are sung or played from. But to play an instrument from a sheet of music which appears to the eye is one thing; to play an instrument with a perforated sheet which itself forms part of the mechanism which produces the music is quite another thing."

#### PREVIOUS ACTION OF CONGRESS APPROVED.

Since these cases were decided Congress has repeatedly had occasion to amend the copyright law. The English cases, the decision of the District Court of Appeals, and Judge Colt's decision must have been well known to the members of Congress; and although the manufacture of mechanical musical instruments had not grown to the proportions which they have since attained they were well known, and the omission of Congress to specifically legislate concerning them might well be taken to be an acquiescence in the judicial construction given to the copyright laws.

This country was not a party to the Berne convention of 1886, concerning international copyright. After the Berne convention the act of March 3, 1891, was passed. Section 13 of that act provides:

"That this act shall apply only to a citizen or subject of a foreign state or nation when such foreign state or nation permits to citizens of the United States of America the benefits of copyright on substantially the same basis as to its own citizens; and when such foreign state or nation is a party to an international agreement which provides for reciprocity in the granting of copyright, by the terms of which agreement the United States of America, may, at its pleasure, become a party to such agreement. The existence of either of the conditions aforesaid shall be determined by the President of the United States by proclamation made from time to time as the purposes of this act may require."

#### STANDING OF FOREIGN AND AMERICAN COMPOSERS.

By proclamation of the President, July 1, 1891, the benefit of the act was given to the citizens of Belgium, France, British possessions and Sweden, which countries permitted the citizens of the United States to have the benefit of copyright on the same basis as the citizens of those countries. On April 30, 1892, the German Empire was included. On Oct. 31, 1892, a similar proclamation was made as to Italy. These countries were all parties to the Berne convention.

It could not have been the intention of Congress to give to foreign citizens and composers advantages in our country which, according to that convention, were to be denied to our citizens abroad. In the last analysis this case turns upon the construction of a statute, for it is perfectly well settled that the protection given to copyrights in this country is wholly statutory.

#### CONGRESS DEALT WITH A TANGIBLE THING.

Musical compositions have been the subject of copyright protection since the statute of Feb. 3, 1831, and laws have been passed including them since that time. When we turn to the consideration of the act it seems evident that Congress has dealt with a tangible thing, a copy of which is required to be filed with the Librarian of Congress, and wherever the words are used (copy or copies) they seem to refer to the term in its ordinary sense of indicating reproduction or duplication of the original. Section 4956 provides that two copies of a book, map, chart or musical composition, etc., shall be delivered at the office of the Librarian of Congress. Notice of copyright must be inserted in the several copies of every edition published, if a book, or if a musical composition, upon some visible portion thereof. Section 4965 provides in part that the infringer "shall forfeit every sheet thereof, and one dollar for every sheet of the same found in his posses-

sion," etc., evidently referring to musical compositions in sheets. Throughout the act it is apparent that Congress has dealt with the concrete and not with an abstract right of property in ideas or mental conceptions.

#### STATUS OF PERFORATED MUSIC ROLLS.

We cannot perceive that the amendment of section 4966 by the act of Jan. 6, 1897, providing a penalty for any person publicly performing or representing any dramatic or musical composition for which a copyright has been obtained, can have the effect of enlarging the meaning of the previous sections of the act which were not changed by the amendment. The purpose of the amendment evidently was to put musical compositions on the footing of dramatic compositions so as to prohibit their public performance. There is no complaint in this case of the public performance of copyrighted music; nor is the question involved whether the manufacturers of such perforated music rolls when sold for use in public performance might be held as contributing infringers. This amendment was evidently passed for the specific purpose referred to, and is entitled to little consideration in construing the meaning of the terms of the act theretofore in force.

#### MEANING OF A COPY.

What is meant by a copy? We have already referred to the common understanding of it as a reproduction or duplication of a thing. A definition was given by Bailey, J., in West against Francis, 5 B. & A. 743, quoted with approval in Boosey against Wright. He said: "A copy is that which comes so near to the original as to give to every person seeing it the idea created by the original."

Various definitions have been given by the experts called in the case. The one which most commends itself to our judgment is perhaps as clear as can be made, and defines a copy of a musical composition to be a "written or printed record of it in intelligible notation." It may be true that in a broad sense a mechanical instrument which reproduces a tune copies it; but this is a strained and artificial meaning. When the combination of musical sounds is reproduced to the ear it is the original tune as conceived by the author which is heard. These musical tones are not a copy which appeals to the eye. In no sense can musical sounds which reach us through the sense of hearing be said to be copies as that term is generally understood, and as we believe it was intended to be understood in the statutes under consideration.

#### MUSICAL COMPOSITION AN INTELLECTUAL CREATION.

A musical composition is an intellectual creation which first exists in the mind of the composer; he may play it for the first time upon an instrument. It is not susceptible of being copied until it has been put in a form which others can see and read. The statute has not provided for the protection of the intellectual conception apart from the thing produced, however meritorious such conception may be, but has provided for the making and filing of a tangible thing, against the publication and duplication of which it is the purpose of the statute to protect the composer.

Also it may be noted in this connection that if the broad construction of publishing and copying contended for by the appellants is to be given to this statute it would seem equally applicable to the cylinder of a music box, with its mechanical arrangement for the reproduction of melodious sounds, or the record of a graphophone, or to the pipe organ operated by devices similar to those in use in the pianola. All these instruments were well known when these various copyright acts were passed. Can it be that it was the intention of Congress to permit them to be held as infringements and suppressed by injunctions?

#### PERFORATED ROLLS NOT READABLE AT SIGHT.

After all, what is the perforated roll? The fact is clearly established in the testimony in this case that even those skilled in the making of these rolls are unable to read them as musical compositions, as those in staff notation are read by the performer. It is true that there is some testimony to the effect that great skill and patience might enable the operator to read this record as he could a piece of music written in staff notation. But the weight of the testimony is emphatically the other way, and they are not intended to be read as an ordinary piece of sheet music, which to those skilled in the art conveys, by reading, in playing or singing, definite impressions of the melody.

These perforated rolls are parts of a machine which, when duly applied and properly operated in connection with the mechanism to which they are adapted, produce musical tones in harmonious combination. But we cannot think that they are copies within the meaning of the copyright act.

#### RELIEF IN CONGRESS ONLY.

It may be true that the use of these perforated rolls, in the absence of statutory protection, enables the manufacturers thereof to enjoy the use of musical compositions for which they pay no value. But such considerations properly address themselves to the legislative and not to the judicial branch of the government. As the act of Congress now stands we believe it does not include these records as copies or publications of the copyrighted music involved in these cases. The decrees of the Circuit Court of Appeals are affirmed.

The opinion of Mr. Justice Holmes, "concurring specially," is as follows:

#### Justice Holmes' Opinion.

In view of the facts and opinions in this country and abroad to which my brother Day has called attention, I do not feel justified in dissenting from the judgment of the court, but the result is to give copyright less scope than its rational significance and the ground on which

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it is granted seem to me to demand. Therefore, I desire to add a few words to what he has said.

The notion of property starts, I suppose, from confirmed possession of a tangible article and consists in the right to exclude others from interference with the more or less free doing with it as one wills. But in copyright property has reached a more abstract expression. The right to exclude is not directed to an object in possession or owned, but is in vacuo, so to speak. It restrains the spontaneity of men where but for it there would be nothing of any kind to hinder their doing as they saw fit. It is a prohibition of conduct remote from the persons or tangibles of the party having the right. It may be infringed a thousand miles from the owner and without his ever becoming aware of the wrong. It is a right which could not be recognized or endured for more than a limited time, and, therefore, I may remark in passing, it is one which hardly can be conceived except as a product of statute, as the authorities now agree.

#### THE EXTRAORDINARY RIGHT.

The ground of this extraordinary right is that the person to whom it is given has invented some new collocation of visible or audible points—of lines, colors, sounds or words. The restraint is directed against reproducing this collocation, although but for the invention and the statute any one would be free to combine the contents of the dictionary, the elements of the spectrum, or the notes of the gamut in any way that he had the wit to devise. The restriction is confined to the specific form, to the collocation devised, of course, but one would expect that, if it were to be protected at all, that collocation would be protected according to what was its essence. One would expect the protection to be coextensive not only with the invention, which, free to all, only one had the ability to achieve, but with the possibility of reproducing the result which gives to the invention its meaning and worth.

A musical composition is a rational collocation of sounds apart from concepts, reduced to a tangible expression from which the collocation can be reproduced either with or without continuous human intervention. On principle anything that mechanically reproduces that collocation of sounds ought to be held a copy, or if the statute is too narrow ought to be made so by a further act, except so far as extraneous consideration of policy may oppose. What license may be implied from a sale of the copyrighted article is a different and harder question, but I leave it untouched, as license is not relied upon as a ground for the judgment of the court.

\* \* \* \*

The White-Smith versus Apollo case came to the Supreme Court by appeal from the judgment of the United States Circuit Court of Appeals, of the Second Circuit, affirming the decree of the

Circuit Court of the United States for the Southern District of New York, rendered August 4, 1905, which dismissed the bills of complaint filed by the White-Smith Co. for want of equity. Motions were made to the Supreme Court to dismiss the appeals and a petition for writ of certiorari was filed by the White-Smith Co. In view of the nature of the cases the writ of certiorari is granted by the Supreme Court, the record on the appeals to stand as a return to the writs.

The actions were brought to restrain infringement of the copyrights of two musical compositions, published in the form of sheet music, entitled respectively, "Little Cotton Dolly," and "Kentucky Babe." The Apollo Co. are engaged in the sale of piano players and player pianos known as the "Apollo" and of perforated rolls of music used in connection therewith. The White-Smith Co., who were the original complainants, as assignee of Adam Geibel, the composer, alleged compliance with the copyright act and that a copyright was duly obtained by it about March 17, 1897. The answer was general in its nature and upon the testimony adduced a decree was rendered in favor of the Apollo Co.

#### CROMELIN AND DYER'S VIEWS.

Interesting Remarks by Paul H. Cromelin, Vice-President of the Columbia Co. and Frank L. Dyer, General Counsel for the National Co. on the Subject of Copyright.

Naturally the views of those who have taken an active and influential part in the hearing before the Congressional Committee, and were likewise interested in the outcome of the White-Smith case, have a distinct and valuable bearing on what they believe should be incorporated in the pending bills. Paul H. Cromelin, president of the American Copyright League, said:

"The decision of the Supreme Court is in complete accord with every decision rendered in similar cases in this country and in England. Also with the decision of the Supreme Court of Belgium, handed down May, 1907; the Belgium

case, however, involving talking machine records instead of perforated rolls. The decision effectually disposes of the efforts of those who have attempted to use the machinery of the courts' to monopolize the great player industries. Doubtless there will now be a great hue and cry about the so-called 'rights of American composers', and strenuous efforts will now be made to pass the Kittredge-Barchfeld bill.

"Well, everybody knows that the 'American composer' had no more to do with starting the present agitation against mechanical players than you or I; that the agitation was not begun to correct any real or fancied grievance on the part of the composer, but was started by the attorneys for those who were endeavoring to monopolize the industries. It is well known, too, that the Kittredge bill, if passed, would result in giving to foreign publishers and composers the very rights in our country that their own governments have refused them, and, of course, which they deny to our citizens. The Supreme Court pointed out that it could not have been the intention of Congress to do this when they passed the copyright act of 1891, and I do not believe that Congress is going to do so now.

"I am hopeful that Congress will pass the Smoot-Currier bill (H. R. 243; S. 2499). This bill, if passed, will take nothing from the composer which he ever had; deprive him of no rights which he previously enjoyed. Its passage will end the fight which has been waged now for many years between the independent manufacturers and those who, under the pretense of protecting the 'American composer', are seeking to obtain a monopoly of the industries. It will, if passed, confirm the decision of the Supreme Court, bring our laws into conformity with the laws of England and most of the other great nations, and reserve to the American people the rights which they have always had, and which the people in other countries enjoy. The passage of such a bill is of far more importance than to pass a law for the benefit of a few eminent composers, and the group which is seeking the monopoly. This calls to mind the minority re-



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port which was signed by Senators Mallory, Foster and Smoot, in which emphatic disapproval was expressed when the Kittredge bill was up for consideration before the Senate Committee on Patents in the Fifty-ninth Congress. I cannot explain my position better than by quoting the language:

"We are satisfied that copyright should not be extended so as to cover mechanical reproducing devices. In the first place, it seems to be a clear invasion of the patent law and fails to observe the line of demarkation that has always been heretofore preserved between the copyright and the patent law. In the second place, we ought not to take such a radical departure, in view of the fact that all the nations which have considered the question have refused to go so far. Thirdly, manufacturers who have invested millions, relying upon the existing statutes to protect them in their investments, should not be despoiled for the benefit of the few; and, lastly, the public should not be exploited for the benefit of a group who apparently intend and expect to obtain complete control of these industries. We, therefore, object to the paragraph in question which is now contained in sub-section "E" of section 1."

#### Frank L. Dyer's Views.

Frank L. Dyer, general counsel for the National Phonograph Co., when interviewed by The World, remarked: "The recent decision of the Supreme Court in the case of White-Smith Co. vs. Apollo Co. does not solve any of the difficulties which are presented by the copyright controversy between the manufacturers of perforated music rolls and talking machine records on the one hand and the composers and musical publishers on the other. The court considers the single question whether under existing statutes a perforated music roll is a 'copy.' The complainant argued in that case: 'that it is the intention of the copyright act to protect the intellectual conception which has resulted in the compilation of notes which, when properly played, produces the melody which is the real invention of the composer. . . . that this is the thing which Congress intended to protect, and that the protection covers all means of expression of the order of notes which produce the air of melody which the composer has invented.'

"On the other hand it was contended by the defendant: 'that the extent of this protection is a matter of statutory law, and that it has been extended only to the tangible results of mental conception, and that only the tangible thing is dealt with by the law, and its multiplication or reproduction is all that is protected by the statute.'

"After considering the prior decisions on the point and bearing in mind that 'the protection given to copyrights in this country is wholly statutory,' the court said: 'It may be true that in a broad sense a mechanical instrument which reproduces a tune copies it; but this is a strained and artificial meaning. When the combination of musical sounds is reproduced to the ear it is the original tune as conceived by the author which is heard. These musical tones are not a copy which appeals to the eye. In no sense can musical sounds which reach us through the sense of hearing be said to be copies as that term is generally understood, and as we believe it was intended to be understood in the statutes under consideration. A musical composition is an intellectual creation which first exists in the mind of the composer; he may play it for the first time upon an instrument. It is not susceptible of being copied until it has been put in a form which others can see and read. The statute has not provided for the protection of the intellectual conception apart from the thing produced, however meritorious such conception may be, but has provided for the making and filing of a tangible thing, against the publication and duplication of which it is the purpose of the statute to protect the composer.'

"The question, therefore, is still open, whether it would be wise and politic to amend the copyright statutes so as to include within their scope talking machine records and perforated

music rolls. Personally I believe that such a law would be unconstitutional, as I conceive that the only protection which can be accorded the composer must be strictly limited to his 'writings'—that being the word used in the Constitution.

"Possibly the Supreme Court, in referring to the fact that 'musical tones are not a copy which appeals to the eye,' and that a musical composition cannot be copied 'except in a form which others can see and read,' had this limitation in mind. The point was certainly presented with great force and ability in the brief filed by Judge Walker. However this may be, the controversy is still on, and will no doubt continue until definitely settled one way or the other.

"My own idea is that the claim of the authors and composers is being selfishly exploited by the musical publishers, and by speculators behind them. As a practical question I think the rights of the manufacturers are enormously more important, and I believe it would be unwise to modify the law in any way so as to interfere with the widest possible dissemination of music through the agency of mechanical musical instruments. This after all is the one question for Congress to determine. Congress has no power under the Constitution to grant bounties to composers, but their power in the matter of copyright is limited to the passage of legislation which shall 'promote the progress of science and the useful arts.' I cannot believe that this object would be secured by so changing the law as to make it possible to permit all musical copyrights to be monopolized and be controlled possibly by a single corporation, or by a small group of manufacturers. Such a result might benefit a few individual composers, but it certainly could not benefit many of them, and while doing great injury to many manufacturers, its evil effect on the public would be incalculable.

"I have every confidence that Congress will enact no legislation that will be anything but fair and just, and under no circumstance do I believe that the law will be changed to permit a practical monopolization by a single concern of musical copyrights."

#### BEST METHOD OF KEEPING SHOW CASES.

Many dealers in talking machines and side lines are frequently at a loss as to the best method of keeping their show cases in first-class condition, especially if their stores are located in a main thoroughfare. The glass in the cases frequently becomes slightly cracked from heat or a sudden blow, and if not attended to the crack will spread until at least one pane of glass is ruined. To prevent a crack from spreading, scratch a line slightly beyond its extremities and at right angles to it, with a diamond or glass cutter, and the crack will in no case extend beyond the scratch.

For cleaning glass, a good method is as follows: Mix one ounce of whiting, one ounce of alcohol and one ounce of water of ammonia in a pint of water. Apply with a soft cloth, allow to dry and then wipe off. Cases should be set perfectly level on the floor, especially the new all-glass variety, which, if this is not done, are certain to warp. The legs of the case should be propped to the required height from the floor to insure their sitting true.

Where the wooden portions of the cases become scratched, the following formula will be found effective: Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax, place the vessel containing the turpentine over a burner and warm, and apply with a soft cloth. This will in every case greatly improve the surface. If these methods on the care of showcases are followed out they will likely repay owners for the care taken by retaining a better appearance for a considerable time.

## Blackman Goes "Down and Out" But He's Still "The White Blackman"

### Blackman Stays "Down" Ten Minutes

☐ It happened this way, Mr. Dealer: I heard about Mr. McAdoo's "New Line" and although I believed it was "not on the level," thought a personal investigation would be best.

I "went down" in "Hoboken" and "out" under the Hudson River. In ten minutes I got to the end of my investigation and found I would have to "get up" myself, but

### You Can't Keep Blackman Down

☐ I walked up the steps and the first thing I saw was "Two Lines" displayed in a show window. These lines are "on the level," and never "went under." They were "Blackman's Lines," and they should be yours—EDISON PHONOGRAPHS and VICTOR TALKING MACHINES.

### Don't Let Your Line Keep You Down

☐ Handle the EDISON and VICTOR, let BLACKMAN have your orders, us. "Blackman's System," for your Records and your PROFITS will INCREASE.

### Blackman Can and Will Help You

☐ Don't waste time and money by making out TWO orders. Send ONE order to BLACKMAN for any EDISON or VICTOR goods, get ONE shipment and thus SAVE HALF the expense.

### Do You Handle Both Edison and Victor?

☐ You are losing a lot of PROFIT if you don't. Let us tell you how to add the missing line.

YOURS FOR MORE PROFIT

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J. NEWCOMB BLACKMAN, Prop'r.

"THE WHITE BLACKMAN"

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# What Did You Tell the Man Who Asked You To-Day for Zon-o-phone Records?

If you gave him the facts of the case, you said that they were more musical, played longer, wore better and scratched less than any other disc records made, and that our

## Merry Widow and Waltz Dream

selections were everywhere pronounced the "hit" of the year.

If you did not tell him this, it was doubtless due to your not being posted on the

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but so that you may be, in addition to having an adequate supply of the goods on hand when subsequent inquiries are made, write us immediately for particulars regarding our proposition to the trade. Our word for it *it will interest you.*

## Universal Talking Machine Mfg. Co.

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Mobile ..... W. H. Reynolds.

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

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

##### FLORIDA

Jacksonville ..... Metropolitan Talking Machine Co., 325 Main St.

##### ILLINOIS

Chicago ..... A. C. McClurg & Co., 215 Wabash Ave.

Chicago ..... Benj. Allen & Co., 131-141 Wabash Ave.

Chicago ..... James I. Lyons, 192 Van Buren St.

##### IOWA

Davenport ..... Robert R. Smallfield.

##### KANSAS

Topeka ..... Einshelzer & Spielman Co., 519 Kansas Ave.

##### LOUISIANA

New Orleans ..... Ashton Music Co., 143 Baronne St.

##### MAINE

Portland ..... W. H. Rose & Son, 43 Exchange St.

##### MARYLAND

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

Baltimore ..... C. S. Smith & Co., 649 W. Baltimore St.

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

##### MASSACHUSETTS

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

Boston ..... Read & Read, 13 Essex St.

##### MINNESOTA

St. Paul ..... W. J. Dyer & Bro., 21-23 W. 5th St.

##### MICHIGAN

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

##### MISSOURI

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

Kansas City ..... Webb-Freyschlag Music Co., 7th and Delaware Sts.

Springfield ..... Norton Lines, 325 Boonville St.

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

St. Louis ..... D. K. Myers, 3839 Finney Ave.

##### NEW JERSEY

Newark ..... Edison Co., 57 Halsey St.

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

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

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

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

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

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

Rochester ..... Duffy & McInnerney Co., cor. Main, W. and N. Fitzhugh Sts.

New York City ..... J. F. Blackman & Son, 2737 Third Ave.

New York City ..... Zed Company, 77 Chambers St.

##### OHIO

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

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

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

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

Cleveland ..... Flesheim & Smith, 161 Ontario St.

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

##### PENNSYLVANIA

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

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

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

##### SOUTH DAKOTA

Aberdeen ..... McArthur Piano Co.

##### NORTH DAKOTA

Fargo ..... Stone Music Co., 614 First Ave., N.

##### TEXAS

Austin ..... Petmecky Company.

Beaumont ..... K. B. Pierce, 223 Regan St.

Dallas ..... Dallas Talking Machine Co., 218 Commercial St.

Houston ..... Taylor Bros.

##### VIRGINIA

Richmond ..... The Hopkins Furniture Co., 7-9 West Broad St.

##### CANADA

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

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



## IMPROVED TRADE CONDITIONS IN ST. LOUIS.

February and the Opening Weeks of March Present a Most Improved Condition With a Better Outlook—Manager Walthall's Encouraging Words—Manager Gressing Opened Up a Number of New Accounts—Kleekamp's Fine Department—J. K. Savage Co.'s Report—New Retail Store for the St. Louis Talking Machine Co.—Some Recent Visitors.

(Special to The Talking Machine World.)

St. Louis, Mo., March 4, 1908.

Trade conditions for February have been much better than January and especially so in the wholesale department. The retail business has been improving, though rather slowly. The sale of records is reported to be fairly active with a steady improvement.

Manager Walthall, of the Columbia Phonograph Co., states that their business for February was twice as good as that of January, and that he notes a continued improvement. This concern recently removed its warerooms from the second floor, corner Olive and 10th streets to 1015 Pine street. They have not closed the deal for the lease of their new store as yet, and its location cannot be announced at this writing.

S. C. Woodward, salesman, and Miss Florence Conreux, saleslady, both of the Columbia Phonograph Co. here, were married on Wednesday, February 26, and the happy couple have gone to Sulphur Springs, Tex., to take charge of a Columbia Phonograph Co. office at that place.

O. A. Gressing arrived here on Monday, February 17, to take the position of manager of the St. Louis Talking Machine Co. He reports that their February business shows a good improvement, and that they opened a number of new accounts during that period. A. L. Owen, of this concern, is home from a two weeks' trip through Missouri, which was very successful. L. A. Cummins, also of the same concern, is home from a trip through Illinois and Indiana.

Kleekamp Bros., the well-known piano dealers, have opened a fine talking machine department in their new store on South Grand avenue, and have taken on the full Victor line. They are giving a concert every Thursday evening, which is aiding their business very materially.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports an improvement in the wholesale trade. He has just added 50 feet more of record racks in his store. Mr. Silverstone has been receiving the congratulations of his friends over the recent arrival of a ten-pound boy baby at his home.

D. K. Myers, the well-known zonophone jobber, reports trade as being good and especially so on records.

The J. K. Savage Supply Co., who are jobbers here for the Indestructible records, report an excellent demand for them, and state that their trade on cylinder records is good, but that the sale of disc records is slow.

A. A. Knight, zonophone dealer, reports that his record trade has been very good, with a steady improvement.

The Koerber-Brenner Music Co. report that their talking machine trade showed considerable improvement during February, and that it is growing better each week. F. J. Childs, their traveler, is now on a trip through Illinois.

The retail store of the St. Louis Talking Machine Co. will be moved to their new location on

Olive street about March 15. The place is being remodeled, painted and redecorated.

W. C. Fuhri, district manager of the Columbia Phonograph Co., and A. D. Geissler, manager of the Talking Machine Co., of Chicago, were recent visitors here.

George Porth, a talking machine dealer of Jefferson City, Mo., was a recent visitor here.

### O. A. GRESSING TAKES CHARGE

Of the Business of the St. Louis Talking Machine Co. in St. Louis—Taking Possession of New Quarters on Olive Street.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1908.

Readers of The World will be glad to acquaint themselves with the comely features of



O. A. GRESSING.

O. A. Gressing, who, as reported in the February issue of this paper, has been made the manager of the St. Louis Talking Machine Co. Mr. Gressing has taken hold of both the wholesale and local retail business of the company in a manner to be expected of one of so long experience in the music trade, both as salesman and office manager.

Mr. Gressing is now in the throes of moving, as the St. Louis Talking Machine Co. are to occupy magnificent new quarters at 1012 Olive street. There will be five beautiful booths with crystal domes, the walls will be decorated in rich browns and tans, with a 30-inch frieze depicting



Reg. U. S. Pat. Off.

We are  
**"FROM MISSOURI"**  
 and our ability to  
**"SHOW THEM"**  
 has put the most  
 exacting Dealers on  
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Our stock is large and complete and we are renowned for **PROMPT SHIPMENT**, with minimum of "outs" and maximum of

### PERFECT SERVICE

Sign a "Victor" contract with us **TO-DAY** and follow it up with your order.

### WHOLESALE ONLY

"With pleasure at your service."

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

The Only Exclusive Victor Distributors  
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**QUICK SHIPMENTS FROM ST. LOUIS  
 TO THE SOUTHWEST**

**Edison Machines, Records**

AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

**CONROY PIANO CO.**  
 1100 Olive Street ST. LOUIS, MO.





an English coaching scene, and altogether the store promises to be one of the most beautiful and best appointed for talking machine purposes in the country.

### THE SYNTHETIC TALKER.

The Great Work Accomplished by Dr. Marage of Paris Who Has Constructed an Apparatus Which Is a Step in the Direction of Producing a Practical Talking Machine.

Synthetic chemistry is one of the most remarkable and fascinating developments in the scientific world within comparatively recent years, and now that the researches of our able men have broadened out into the domain of music, as instanced in the wonderfully successful work of Dr. Thaddeus Cahill in the production of the telharmonic system of electric or synthetic music the subject becomes one of still greater interest.

The latest step in this synthetic field is the production of a real talking machine on a synthetic plan. In other words, a duplication, synthetically of the human plan of producing speech. The credit for this device goes to Dr. Marage of Paris, one of the many noted French savants, who have shed luster on the Gallic race. He has constructed an apparatus which is a step in the direction of producing a practical talking machine, although it is limited to the production of vowels. It reverses the whole series of experiments made for the analysis of sound and is constructed on strictly mathematical principles. It will be remembered that with the manometric flame of Koenig, a stretched membrane is placed at the end of a mouthpiece. On one of the faces of this membrane the air is caused to vibrate by means of sounds, and to the other some system of registration is applied. In general, this consists of a very long needle connected to the membrane and vibrating with it, tracing a curve on a moving sheet of paper or on a smoked disc. Dr. Marage reverses this method of procedure and produces the sounds synthetically. He does away with all parts of the apparatus not absolutely indispensable, so that it follows that the vibration takes place in direct contact with the membrane. Instead of using ordinary gas or a registering needle, he uses acetylene gas at a constant pressure. The gas is delivered on the reverse side of the membrane. When the membrane is vibrated the flame changes in intensity, when viewed in a revolving mirror or when received on a moving band of sensitized paper. By using the latter he obtained a graphic record showing the formation of different sounds. He found that certain vowels

—I, U, OU (in French) are formed by a series of vibrations of different intensity and separation, but regularly spaced. In other words, there exists for these sounds a series of continued and similar vibrations, as shown in the first, second and third lines of our engraving of the flames, demonstrating vowel formation. For E and O these vibrations are also regular, but each is formed of two oscillations. We thus have groups of double vibrations. Finally, in the case of A these groups have three component vibrations. While these observations are not especially new, they confirm former results and render the graphic records clearer so that they become easier to follow.

Dr. Marage was not satisfied with the siren for the production of the vowels. Not only the larynx but also the checks play an important part in the production of sound, adding the harmonies which give the voice its character. Other elements also contribute to this special characteristic of the voice, whereby that of each person present can be recognized. Dr. Marage constructed an apparatus to reproduce the interior of a person's mouth while pronouncing the different vowels, using the plastic substance employed by dentists. These false mouths, as it were, are made of plaster of Paris, and are fitted to sirens giving the appropriate combinations of sounds. He then sets his machine in operation, and the vowels are produced synthetically. Dr. Marage purposes to modify the steam sirens used on shipboard so they will imitate the vowel sounds. Thus different phonetic syllables may be obtained which may be used to form an international alphabet. Another important application of the synthetic process according to the Scientific American can be made in the construction of ear trumpets that will not fatigue the deaf, because they will not modify the grouping of oscillation adapted to the ear. Dr. Marage has also constructed the "acouometer," giving a typical sound of the vowel A, for example, which may be used as a standard to which certain other sounds may be referred.

### SUCCESS HAS ITS PRICE.

Twenty centuries of business have honored the infallible Greek proverb, "To earn more, learn more." There is no truer law. The vital problem with the employer is not—how can I secure richer dividends, but—how can I devise the ideas and plans that will produce them.

And so with the employe, not—how can I scheme to get promotion, but—how can I study to fill it when it comes.

You long for bigger salary, larger profits, greater success. Then develop bigger ability, larger capacity, greater thought.

No bar and padlock stands between you and the place or opportunity of your ambition. Its door is always open, and you can pass in whenever you will—if you can show the passport of competency.

Success has its price—and you can pay it if you will. But ability is the only coin that passes current in its purchase.

### OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1908.

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

#### FEBRUARY 10.

Berlin, 6 pkgs., \$1,036; Buenos Ayres, 273 pkgs., \$13,821; Calcutta, 17 pkgs., \$934; Colon, 21 pkgs., \$1,167; Havre, 21 pkgs., \$171; Havana, 5 pkgs., \$371; Kingston, 10 pkgs., \$187; La Guaira, 4 pkgs., \$141; London, 35 pkgs., \$1,903; 8 pkgs., \$239; Valparaiso, 22 pkgs., \$603; Vera Cruz, 8 pkgs., \$1,412; Wellington, 19 pkgs., \$390.

#### FEBRUARY 17.

Antofagasta, 1 pkg., \$100; Havana, 13 pkgs., \$455; 3 pkgs., \$133; 24 pkgs., \$376; Havre, 36 pkgs., \$313; 6 pkgs., \$679; 3 pkgs., \$133; 24 pkgs., \$376; Guitos, 4 pkgs., \$112; London, 52 pkgs., \$325; 18 pkgs., \$1,462; Mexico City, 9 pkgs., \$177; Trinidad, 15 pkgs., \$277; Vera Cruz, 17 pkgs., \$603; Yokohama, 148 pkgs., \$5,737.

#### FEBRUARY 24.

Balria, 38 pkgs., \$840; Bombay, 2 pkgs., \$202; Berlin, 22 pkgs., \$2,446; 4 pkgs., \$255; Coventry, 10 pkgs., \$418; Hamburg, 2 pkgs., \$235; Havre, 21 pkgs., \$135; Havana, 10 pkgs., \$886; 9 pkgs., \$476; London, 11 pkgs., \$302; 4 pkgs., \$125; 26 pkgs., \$4,584; Manila, 8 pkgs., \$544; Melbourne, 109 pkgs., \$1,485; Valparaiso, 2 pkgs., \$142; Vienna, 27 pkgs., \$1,381; Vera Cruz, 35 pkgs., \$1,255.

#### MARCH 2.

Buenos Ayres, 39 pkgs., \$485; Callao, 37 pkgs., \$1,100; Colon, 7 pkgs., \$272; Guayaquil, 3 pkgs., \$159; Havre, 24 pkgs., \$209; Havana, 14 pkgs., \$1,545; Kingston, 3 pkgs., \$148; Limon, 13 pkgs., \$280; London, 5 pkgs., \$150; Montevideo, 39 pkgs., \$485; Para, 2 pkgs., \$102; 2 pkgs., \$100; Progreso, 14 pkgs., \$155; Rosario, 64 pkgs., \$8,041; Rio de Janeiro, 5 pkgs., \$606; 26 pkgs., \$880; 6 pkgs., \$815; Surinam, 3 pkgs., \$160; Trinidad, 8 pkgs., \$111.

### A CHAT WITH J. A. MACNABB.

J. A. Macnabb, vice-president of the Universal Talking Machine Mfg. Co., in a chat with The World the past week, said: "The name of the proposed 'Zon-o-phone Distributing & Export Co.' has been changed to the Zed Co., owing to a misapprehension as to the right to use the former name." The new company will open shortly at 77 Chambers street, this city, and will handle Zon-o-phone talking machines and records exclusively.

### VICTOR DISTRIBUTING CO.'S PUBLICITY.

Within a week or so the Victor Distributing and Export Co., 255-257 Broadway, New York, will issue a splendidly printed and finely illustrated catalog of their special disc record cabinets. It will be an unusually handsome publication, reflecting more than ordinary credit upon General Manager Williams, whose taste in such matters is established in the trade. Mr. Williams reported business with the V. D. & E. Co. quite satisfactory when conditions were considered.

# We Know

☞ That we can supply the dealers of Northern Ohio and Indiana and all Michigan, both promptly and to the very best monetary advantage.

☞ That there is going to be a good steady demand for Edison Phonographs, Gold Moulded Records, Horns, Cranes, Repeating Attachments, and all sundries. ☞ That we have put in and will keep up full lines every day in the year and thus be prepared to fill all orders immediately. ☞ That we can, and do, ship orders the same day we receive them—no room nor time for delay or disappointment here. ☞ That you can wire or 'phone orders to us and be assured we have the goods in stock when you want them. ☞ That we are giving the "bargains of the age" in Record Cabinets—let prices talk—just ask prices from us. ☞ That prosperity has not deserted these United States—those who think so are dyspeptic doubters—and doubters always suffer. ☞ That we earnestly solicit your trade—try us and see how joyously we do business.

## American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.



# FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade Continues to Show Steady Improvement in Both Wholesale and Retail Lines—Effective Victor Exploitation at Lyon & Healy's—Arthur D. Geissler Enthusiastic Over His Visit to the East—Some Columbia Changes—"B." & "H." Fibre Mfg. Co. Incorporated—Needle Business to be Expanded—Viapscope Co. to Make Moving Picture Machines—Andrew McCarthy East—Ivory Needle the Latest—Talking Machine Co.'s Staff Changes—Alice Neilson an Admirer of the Victor Talking Machine—Photograph of the Lyon & Healy Store—Other News of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., March 14, 1908.

The best news of the month is found in the development of trade. Business is not booming but it shows an improvement that is exceedingly gratifying in view of conditions prevailing in some other lines and taking into consideration the fact that talking machines are generally classed as luxuries.

Practically everybody called upon notes an improved condition, small in some instances and very noticeable in others. The thing that impresses one is that those who talk most optimistically about current business are those who never slacked their efforts to get business when trade began to show a marked dropping off three months ago. They not only did not reduce their force but in several instances increased it, and one jobbing house who put on several new traveling men a couple of months ago, is able to report that February showed a moderate improvement over the corresponding month of 1907. Many dealers are not ordering quite so freely as a year ago, but new accounts occupy a large place in the current

business coming to hand. This is explained largely of course on the ground that many merchants, such as jewelers, furniture dealers and music dealers—those in the "enterprising" category—realize the advisability of installing a good side line in times when their other lines are comparatively quiet.

The big loop retailers, especially those catering to the best class of trade, find little reason to be dissatisfied with current business. Those downtown and in the outlying districts whose trade is to any great extent with the working classes, find the recovery less rapid, although trade is slowly getting better.

Lyon & Healy have been indulging in a splendid piece of record exploitation this week. Every afternoon beginning at 3 o'clock, the new series of Victor records covering the complete opera of I Pagliacci have been played in Aeolian Hall in the L. & H. annex, and so great have been the crowds that the room leading into the hall has been filled with seats, and there have been few vacant ones. The opera as interpreted by the Victor lasts for a full hour and forty minutes. It has been interesting to note the large proportion of scions of Sunny Italy in the audiences, and they have listened to the work of their favorite co-living composer and of the La Scala artists with the most rapt attention.

Arthur D. Geissler, general manager of the Talking Machine Co., returned on Friday of last week from a trip to New York and Philadelphia. He found the Victor Co. pleased with the manner in which business is developing. The factory is well employed in all departments, according to Mr. Geissler. In New York he spent considerable time among the retailers to post himself on the way they do things in the East. He is very enthusiastic regarding the elegance of the stores,

the arrangement of stock, etc. At Stanley & Pearsall's, Landay Bros., and C. H. Ditson's he was surprised at the volume of business in progress. Sol Bloom's talking machine parlors were a revelation to him. He was particularly impressed with the informality preserved, customers making themselves at home around the fine mahogany tables, where they were waited upon attentively by the clerks. Mr. Geissler spent a couple of hours at Bloom's, and in that time witnessed the sale of four Victrolas and three Victor 5ths.

W. E. Henry, of the talking machine jobbing house of Powers & Henry, Pittsburg, Pa., spent several days shaking hands with his friends in the Chicago trade this week.

The various Victor distributors here are all well pleased with the initial sales of the Louis XV. No. 20 Victor Victrola, which promises to have as fine a sale as the \$200 machine.

F. A. Scheuber, of the Scheuber Drug Co., wholesale, of Livingston, Mont., was a Chicago visitor this week and made arrangements to become an exclusive Columbia jobber, placing an initial order of sizable proportions with Western Wholesale Manager E. C. Plume.

Oscar M. Kiess, who has had charge of the credits for the Columbia Phonograph Co., has been transferred to the Kansas City office, where he will look after credits and instalment collections. Mr. Kiess is succeeded here by A. W. Roos, who has almost swung around the loop in the Columbia service. Ten years ago he started with them in St. Louis, and from thence went to New Orleans, Rochester and Pittsburg, landing at the Chicago office a couple of months ago.

B. Feinberg, of the Western Talking Machine & Supply Co., was married this week at Cincinnati to Miss Minna Michelson. They are now in



Don't you want some snappy newspaper cuts?

# R

## Business Tonic

A live line of goods.  
An attractive store.  
Advertising.

**LYON & HEALY'S FACTORY SERVICE.**

Mix with brains and use freely every day.



Send for our Catalogue of Newspaper Cuts.

You would not think of putting your Doctor's prescription into the hands of a second-rate Druggist who used stale Drugs, and employs careless Clerks. There is as much difference in the way Victor and Edison orders are filled as there is in the way prescriptions are handled.

Lyon & Healy's factory service fills your order as carefully as if it were a prescription upon which your life depended, and starts it off to you the same day it is received.

CHICAGO

*Lyon & Healy*

CHICAGO





IT'S ALL IN  
THE BALL

"TIZ-IT"

TRADE NAME

IMPROVED BALL-JOINT  
HORN CONNECTION

For All Cylinder Machines.

RETAILS AT 50 CENTS

### THE MISSING LINK

This new All-Metal Ball-Joint Horn Connection is a wonderful improvement over the old style soft rubber connection.

It's beyond a doubt THE MISSING LINK between the Horn and the Machine.

**"There's more than a reason."**

It is a well known fact that any soft material is a poor conductor of sound, and soft rubber is no exception.

"TIZ-IT" is in a class by itself. It is made of brass, nickel-plated and polished.

Improves Any Machine 100 Per Cent.

Send for Descriptive Circulars and Discounts to the Trade

Manufactured by

KREILING & COMPANY

North 40th Avenue and LeMoyné Street  
CHICAGO, U. S. A.

the East on their wedding trip and will return to Chicago about the 15th.

The B. & H. Fiber Mfg. Co. incorporated here last week with a capital stock of \$25,000. The concern has been doing business as a firm and has met with marked success in the manufacture of the B. & H. fiber needle, with which the readers of *The World* are familiar. The company have purchased the interest of Mr. Barry, who retires and is succeeded by George P. Benton, a large lumber manufacturer and capitalist, and who has been elected treasurer of the company. F. D. Hall, the founder of the business and the inventor of the fiber needle, combines the offices of president and secretary of the company. They are making preparations for the manufacture of the needle on a larger scale than ever in response to the steadily growing demand. Mr. Hall exhibits many letters from dealers and users testifying to the merit of the fiber needle, and a number state that they have materially increased their sales of high-grade records and have sold machines to parties they have hitherto been unable to interest. One of the largest talking machine concerns in the country are flooding the mails with literature eulogizing the fiber needle.

W. W. Parsons, manager of the Chicago branch of the commercial graphophone department of the Columbia Phonograph Co. has returned from a visit to headquarters in New York.

The Viascope Co., manufacturers of moving picture machines, of this city, has incorporated under the laws of Oklahoma with a capital stock of \$50,000. They have been making large moving picture machines for five-cent theaters for some time, but have now secured additional capital to increase their manufacturing facilities, and especially with a view of making the Home Viascope, which they expect to have actively on

the market within the next thirty days. The officers of the company are as follows: President, John J. Pink; vice-president, Gus B. Johnson; secretary, Richard S. Pribyl; treasurer, Nels G. Johnson. All have been partners in the concern since its inception, with the exception of Mr. Pribyl, who joined them several months ago, and will give his personal attention to the Home Viascope, in the pushing of which he will be aided by his extensive acquaintance with the talking machine trade.

The Quill Needle Co. are putting on the market a neat little brush for cleaning disc records. The "handle" fits into the needle arm the same as a needle, and all one has to do is to turn on the machine and the brush performs its work without further bother.

Among the recent visitors at Babson Bros. are C. W. Kiser, Newton, Ill.; E. E. Venard, Vermont, Ill.; P. T. Locke, Fairfield, Ill.; and James Woods, Fairbury, Ill.

Lawrence Lucker, of the Minnesota Phonograph Co., Edison and Victor jobbers, was a Chicago visitor last month.

Andrew McCarthy, treasurer of Sherman, Clay & Co., and manager of the small goods and talking machine departments, was in Chicago last week on his way East. He will again be with us on his return about the middle of the month.

F. G. Cook, assistant to Retail Manager Parker at the Columbia Co., has returned from Davenport, Ia., where he has been filling up the gap between former Manager Harriman's exodus to Milwaukee and the coming of the new manager, David C. Mallin. Mr. Mallin was formerly assistant to Manager Waring at the Peoria store.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., says that they have every reason to be gratified with the responses from

their western jobbers and dealers regarding the abolition of the monthly lists and the issuance of new hits as they appear. From both small as well as large dealers the chorus is one of enthusiastic approval. The "Waltz Dream" and "Merry Widow" hits recently issued under the new plan have met with a big sale, according to Mr. Fuhri.

James I. Lyons, the pioneer jobber, returned last week from a trip to the East, and is now out of the city on a short western business journey.

The Baldwin Mfg. Co., of 122 Monroe street, Chicago, are putting an ivory needle on the market that is soft enough not to scratch the record and at the same time hard enough to give a pure, clear tone. This needle is made of a particular kind of ivory and is chemically treated to toughen and strengthen it. The result is a needle that gives a particularly soft, clear tone. It is also claimed that these needles may be used several times without repointing, and that repointing is very quickly and easily done. A number of good judges of talking machine operations have been testing these needles and speak very highly of them. In fact, one of the leading salesmen of talking machines in Chicago does not hesitate to say that he considers the Baldwin needles as eminently satisfactory in every respect.

C. W. Noyes, formerly Western representative for the Hawthorne-Sheble Mfg. Co., of Philadelphia, is no longer connected with the company. It is understood that the company's Western office and salesroom at 185 Dearborn street will be continued and that someone from the factory will be on in a few days to install a new Western representative.

Roy Keith has been promoted to sales manager of the Talking Machine Co. by General Manager A. D. Geissler. He has just returned from a trip to Detroit, Port Huron, Grand Rapids. Cecil Davidson, formerly floor salesman and superintendent of the shipping department, has taken to the road covering Wisconsin and Michigan for the T. M. Co. Harry Berger succeeds Mr. Davidson in the house while Harry Ellisa, young-old Victor man looks after the order filling. Malcolm B. Henry, well known to the western talking machine trade and who recently joined Mr. Geissler's traveling force, returned recently from a successful trip through Illinois and Indiana and is now skirmishing through Iowa.

G. C. Knox, manager of the talking machine and other departments of G. Sommers & Co., the large wholesale merchandise house of St. Paul, was a recent visitor. He was on his return from the East, where he inspected the factory of the Columbia Co., for whose product Sommers & Co. are distributors.

A. O. Arnold, of the A. O. Arnold Jewelry and

## Increase

your sales of high priced records!!

## Sell

machines to people who heretofore would not have them!!!

### HOW?

By handling  
and pushing

## B. & H. Fibre Needles

They eliminate "needle hiss," faithfully reproduce the exact tone quality of the artist and

### Absolutely Prevent Record Deterioration

SAMPLES AND DETAILS UPON APPLICATION

208 E. Kinzie St. **B. & H. Fibre Manufacturing Company**

Chicago



Music Co., talking machine jobbers and retailers as well as piano dealers of Ottumwa, Ia., was a recent visitor.

Miss Alice Nielson, the prominent prima donna soprano, while in the Lyon & Healy store in Chicago recently, was persuaded to pose for a photograph while in the attitude of listening with undivided attention to a Victor Victrola. The photograph will be enlarged and thousands of reproductions made from it, and it is hoped to place one of the latter in every home in the Windy City.

**E. C. BARNES' ADDRESS**

On the Methods Used in Demonstrating and Selling Business Phonographs Delivered Before the Business Science Club in Chicago—An Historical Essay in Which Many Facts Interesting to Talking Machine Men Are Presented—Edison and the Typewriter.

(Special to The Talking Machine World.)

Chicago, Ill., March 4, 1908.

Edwin C. Barnes, western manager of the commercial department of the National Phonograph Co., delivered the following address before the Business Science Club at their banquet held at the Grand Pacific Hotel:

"It has been suggested that I show the gentlemen present the method used by my concern in demonstrating and selling a business phonograph. In this connection, permit me to say that in selling a phonograph we adopt entirely different methods than are used in selling any other specialty. Every man who makes his living selling goods is very apt to say that his line is different. That is exactly the case with me. Our business is the prize different business. Not only in the mental conception of the salesman, but in actual reality and facts. We cannot make a sale of our machine along the ordinary lines, and furthermore we do not under any circumstances, at any time, endeavor to actually and only sell a business phonograph. We will not take an order until the prospective customer has had at least ten days' complete trial of our machine and system, and has at the end of that time agreed with us that it has saved him time and money. If it has not produced an actual saving, we will not take his order. Understand me, I do not mean to say that we are endeavoring to sidestep any business, because we are not. We are out after business like everybody else, but we secure our business by different methods.

"For me to endeavor to give a demonstration of the manner in which an Edison business phonograph is sold would be an impossibility. The best thing I can do is to give you some idea of what the phonograph is, how it is originated, and what it will do. There are a great many misconceptions regarding the use, operation and sale of this office device, and the best thing I can do is to explain to you in as few words as possible what the idea of the voice writing system really amounts to.

"As everybody knows, Thomas A. Edison is the inventor of the phonograph. He was the originator of the system of preserving sounds and reproducing them by mechanical means. The first phonograph invented was the business phonograph. The original model of Mr. Edison's machine is now in the Royal Museum in London, England, but if you have ever been at the Business Show, or if you go this year, you will see a model of the first machine that Mr. Edison ever made. Mr. Edison's idea was that this machine should be used in business. As a joke, someone once sang in a phonograph, and it was discovered that the machine would record music. Consequently the music end of the business was evolved; but understand, gentlemen, the original idea was strictly that of perfecting and building a business machine. The mere accident of singing into the device resulted in what is to-day one of the greatest businesses of its kind in the world, that of selling music reproducing machines.

"When Mr. Sholes invented the typewriter, he took it to Mr. Edison to perfect. I have often heard Mr. Edison tell the story of how he first became acquainted with this interesting and essential office assistant. He tells how Mr. Sholes came to him with an old wooden model of a machine which he said would write letters. He tells how he worked on it ceaselessly for a long time, and discovered that the worst feature of the proposition was to get the letters to line up. After perfecting the operation of the wooden model, Mr. Edison set to work to make a metal machine. He built and perfected the first steel typewriter ever produced. The castings were made in his own shop and the parts turned out in his own laboratory. The first machine worked and wrote letters, and he succeeded in securing the alignment that he sought, but he could not understand what use the machine would ever be from a business standpoint. In the recounting of this story I have heard him tell how he would ask one of his assistants to take a pen and paper and write a given sentence while he punched it out on the typewriter. The result was that the penman wrote the sentence two or three times while Mr. Edison was writing it once on the typewriter. This seemed to prove that it would not go.

"Notwithstanding this test, he continued to build these steel typewriters, and the demand steadily increased. At this time Mr. Edison was at work on the business phonograph, believing that it was the solution of the detail of correspondence. After seeing the utility and demand created for the typewriter, he saw a possibility for a connection between his machine and the writing machine, which would eventually do away with all of the hampering details of carrying on business correspondence.

"Mr. Edison found in perfecting the phonograph that the average business man wants a machine that will work automatically. He doesn't want something that will require attention or constant fixing. When he made his first machine with a spring motor, he found that the detail of winding the spring was too much trouble to make a spring motor machine a permanent success, and he thereupon set about the work of perfecting an electric machine. When you stop to consider that the business phonograph is operated with a motor of about two butterfly power you will realize to some extent what a task it was and what a small amount of power it takes to operate it. We have found by actual tests that it requires about four volts of electricity and costs about half as much per hour to run as the ordinary sixteen candle power electric lamp.

**COOPERATION**

**WITH**

**YOU**

IS THE KEY TO OUR SUCCESS



**TO OUR SUCCESS**

Get

**VICTOR GOODS**

**IN FACTORY CONDITION**

Why Not Buy Direct From Us?

THE

**TALKING MACHINE CO.**

72-74 Wabash Ave.

CHICAGO

**Edison Jobber**

**Zonophone Distributor**



Carrying Cases

Wire Racks

for Store Use

**RECORD CABINETS**

SPRINGS for all makes and sizes

"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines

**JAMES I. LYONS**

192-194 Van Buren Street  
CHICAGO



"The machine has proved to be a great time saver in office routine. If we cannot tell a man that he saves at least 50 per cent. of the time and cost of producing his letters over the old shorthand system, we don't attempt to take the order. Did you ever stop to think how much it costs you to turn out a business letter? You probably did not, but let me tell you, gentlemen, that it is a very rare case where letters do not actually cost five cents for their production. Now with the business phonograph, if we cannot reduce this to two or two and one-half cents a letter, we do not try to do business.

"The phonograph idea is one of the best things that we know of for the stenographer. It is a great help to her in many ways. It doubles her capacity and increases her earning powers. Further than that it does away with the ties of old-fashioned shorthand notes, and produces work that is direct dictation from machine to machine. There is no straining of eyes looking at notes, or pondering over lines that mean something that they are not intended to mean. It is a simple operation of listening to the machine and writing what it says as it says it. A great many objections are made to every line of business, and every salable article has to go through a certain number of stages. For instance, I have often heard it said that the phonograph was injurious to the ears of the operator. We have secured statements from the best physicians of the country on this point, and it has been proven that the phonograph does not impair the hearing but actually makes it more acute. It assures the business man of an exactly accurate reproduction of whatever he has said in exactly the manner in which he said it. He never has to wait to call a girl and then have her wait while arranging her hair, or seeing that she looks all right, or hunting for her pencil. He merely turns around, puts his foot on the foot trip and goes ahead. When he is through he takes his foot off and the machine stops instantly. He can talk into the phonograph at any hour, day or night.

"We do not endeavor to sell a machine and let it go at that. We have a system for a conduct

of the entire operation. All machines are inspected twice each month for a year without cost to the purchaser. It is a general belief that the corrections cannot be made on the phonograph. This is erroneous, as you will see by consulting the chart which shows the scale. This corresponds to the scale of the phonograph, and makes it possible to make corrections or changes anywhere on the cylinder at any time. In other words, it gives the girl an idea of what is on the cylinder, the length and number of letters, telegrams, corrections, etc., etc.

"The mission of the business phonograph is to save the time of the business man, increase the efficiency of his operator, produce absolute accuracy, and make it possible for twice as much to be accomplished in a given time as formerly by use of the old system, to lessen and lighten office and business cares.

"Just a side light on the business. The story is told of an executive meeting at Orange to consider ways and means of reducing expenses, inasmuch as the present financial stringency has affected the talking machine business just the same as any other. A number of suggestions were made, and one department head suggested that the item of advertising be reduced. Mr. Edison wrinkled up his interesting face and replied, 'No! we can't cut down the advertising, if I have to go out in the shop and take out the automatic screw machines, we won't cut down advertising.' This is an indication of Mr. Edison's progressive ideas and shows what he thinks of the value of advertising as a promoter of business."

The surest asset that any concern can have is advertised prestige. Its banks may fail, its officers may die, its property may be destroyed by fire; but you simply cannot touch its "good will," because that is engraved in the minds of millions of people.

Alphons Westee, secretary and auditor of the Edison companies, has been elected treasurer of those companies, to succeed John F. Randolph.

## WONDERFUL TALE FROM SAUGUS.

A wonderful tale of a natural phonograph comes from Saugus, Mass., the story being as follows:

"Happy" Dunn, whose father used to be town crier, has an oyster that can sing. "Happy" found the oyster in the Saugus river flats recently and took it into the grocery store in East Saugus. It was one of the largest oysters that "Happy" had ever seen and he wanted to show it to the boys. In passing it around some one accidentally squeezed it, and "Happy" declared that he heard music. They tried it again, and although the tones were thin and piping, the strains of the "Merry Widow" waltz arose from out the shell unmistakably. "Happy" dropped the oyster on the floor, dumbfounded, and it sang, "Love Me and the World is Mine." The words were indistinct, but the music was very plain. "Happy" has been offered \$50 for the oyster by a Lynn man, but he declares his intention of presenting it to the Saugus Museum of Natural History."

Great hard cider in Saugus, b'gosh!

Three record booklets were issued by the Columbia Phonograph Co., general, this week, namely: (1) a list of dance music, (2) vaudeville selections, (3) Uncle Josh stories and talks (4) an entirely new and revised advance Columbia Fonotopia catalog. The latter will contain 32 numbers and more will be added as rapidly as possible, with no fixed date for issuance, but as quickly as the records are pressed and pass inspection, until the complete Fonotopia repertoire is before the trade.

The Birmingham Phonograph Co., Birmingham, Ala., who started their business at 2106 First avenue early in the fall, have had great success with the Columbia line, which they handle exclusively. The many employes of the furnaces, railroads and mills in that locality present an excellent field for the talker.

## PRACTICAL

THE

# BALDWIN IVORY NEEDLE

## FOR DISC TALKING MACHINES

PATENTED

Not hard enough to injure Records as a steel needle does, not soft enough to fail to do its work.

Eliminates Scratching

Preserves the Records

Gives a Beautiful Tone

**INEXPENSIVE**, as each Needle may be used several times without change, and when worn the point may be easily renewed on the Renewing Block, furnished free.

No change of Needle Arm necessary, on account of shape of needle, as a Special Holder is given with each box.

Retail price for box of 25 Needles, including Special Holder and Renewing Block, \$1.00. On succeeding orders, without Special Holder or Block, 35 Needles will be furnished at same price.

Samples and full information sent to regular jobbers and dealers on application. Mention make of machine when writing.

**THE BALDWIN MANUFACTURING CO., 122 Monroe Street, CHICAGO**



**Alice Nielson to Lyon & Healy.**

The Famous Operatic Artiste Pays Tribute to the Victor Victrola.

(Special to The Talking Machine World.)

Chicago, Ill., March 9, 1908.

When the San Carlo Opera Co. was recently appearing at the Auditorium Theatre, in this

manager permission to have her "snap-shotted" in the attitude of listening to one of her own records. That she heartily approved the Victor's reproduction of her beautiful voice is evidenced by her facial expression in the photograph which is herewith reproduced. Furthermore, Miss Nielson indited the following letter: "Messrs. Lyon & Healy.

"Gentlemen—Thank you for loaning me the Victor Victrola. I enjoyed it more than I can

was the organizer, chief stockholder and treasurer.

"Plaintiff alleges that about September 25, 1899, the defendant falsely and fraudulently represented to him that the National Gramophone Corporation was in a prosperous condition; that it was earning large sums of money; that it had earned and paid 19 consecutive monthly dividends at the rate of 1 per cent. per month out of its earnings; that its stock was worth more than 75 cents on the dollar of its par value; that it had earned and paid a dividend of 1 per cent. per month for March and April, 1899; that the corporation had a factory in New Jersey where it employed a number of persons.

"Plaintiff stated that, relying on the representations, he sold to the defendant certain real property for \$28,500 and accepted in payment therefor \$17,000 in cash and 140 shares of the stock of the National Gramophone Corporation at the par value of \$100 each. Plaintiff alleges that the defendant, with others, for the purpose of cheating and defrauding him, and others, had devised and carried out the scheme of organizing the said Gramophone Corporation; that the corporation had not paid 19 monthly dividends, had never paid any dividend out of its earnings; that all dividends or pretended dividends had been paid out of its capital and the proceeds of the sale of its stock. Argued by Waldo G. Morse, for appellant; James M. Gray, for respondent."

**MULTIPHONES FOR SAN DOMINGO.**

Thirty multiphones were shipped to Santo Domingo, W. I., this week by Carlos Cadmus, a consulting engineer, formerly of Philadelphia, Pa., but now of Puerta Plata, of the black republic. Senor Cadmus, a combination of Spaniard, Yankee and Creole, is a man of marked type, even for that peculiar country, and he believes his investment in the multiphone a money-maker of large proportions.

**HERZOG PRESIDENT ABROAD.**

John A. Jackson, president of the Herzog Art Furniture Co., Saginaw, Mich., accompanied by Mrs. Jackson, sailed on the 7th inst. on the steamer Amerika for Europe. It is the intention of Mr. Jackson to be absent about two months visiting the principal points of interest in Europe.

The chief factor in any man's success or failure must be his own character; that is, the sum of his common sense, his courage, his virile energy and capacity. Nothing can take the place of this individual factor.



city, Manager Goodwin, of the talking machine department of Lyon & Healy, sent a Victor Victrola to Alice Nielson's apartments at the Annex. So delighted was the famous singer that she readily granted the enterprising talking machine

tell you. I shall certainly have one for my home. "Yours truly, ALICE NIELSON."

Handsome reproductions of the photograph were sent to the customers of the company throughout the city.

**TRADE BECOMING STRONGER.**

The Growth Is Not Overpowering, but Spring Sales Will Represent a Fair Average—Is There a Superabundance of Jobbers?

Despite the talk of a drooping trade, alleged to be existing, the most prominent jobbers and dealers make contrary reports. To be sure there is no special need to glorify conditions from the housetops, as a general sales manager of one of the "big four" phrased it. Undoubtedly trade is not what it should be, but at the same time it is becoming stronger, with every indication that while the spring sales may not be up to expectations, as framed up a year ago, still they will represent a fair average.

More or less talk is heard of the superabundance of jobbers. That is to say, it is held territorial limitation would be an excellent arrangement were the machine and record manufacturing companies operating under controlling patents to change their policies, of which there is no likelihood, at least for some time to come. Various arguments are advanced in furtherance of this proposition on the part of the jobbing element, but no definite plans for rectifying the alleged superfluity have been formulated.

**ANCIENT "TALKER" HISTORY**

Brought to Light Through the Case Now Being Heard in the Court of Appeals in Which Frank Seaman and the National Gramophone Corporation Figure.

While the National Gramophone Co. is no longer in existence, the fact that this concern preceded the present Victor Talking Machine Co., Camden, N. J., will make the subjoined statement at least interesting from a historical point of view. Frank Seaman is well known to everybody familiar with the organization of the Victor Co., and he is now a prominent figure in the professional advertising field.

In the Court of Appeals, Albany, N. Y., February 26, arguments were heard in a case that involves some stock in the National Gramophone

Corporation. Plaintiff sold some real property to the corporation and took part cash and the rest of the payment in stock. It developed that the stock was not quite so good as represented, hence the action. The case, in brief, is as follows:

"No. 139—George D. Mackay, plaintiff-respondent, against Frank Seaman, defendant-appellant. Defendant appeals from a judgment of the Appellate Division, Second Department, affirming a judgment of the Westchester trial term in favor of the plaintiff. The action was brought to recover \$10,500, with interest, for alleged false representations made by the defendant in the sale to the plaintiff of stock of the National Gramophone Corporation, of which the defendant



No. 122  
**Cylinder Record Cabinet**  
A Good Cabinet at a Reasonable Price.  
Holds 125 Cylinder Records. Height, 32½ inches; Width, 17½ inches; Depth, 17½ inches; Shipping Weight, 70 lbs., crated. Quarter-sawed Oak top, front and back. Finish: Golden or Mahogany. All four sides and back rubbed and polished. Note raised panel drawer fronts.  
**Price \$13.00 List.**

**Humphrey  
Record  
Cabinets**

All Styles  
All Sizes  
All Finishes  
At the Right Prices

**Ready for Immediate  
Delivery**

Send in your orders

**HUMPHREY BOOK CASE CO.**  
DETROIT, MICH.



## TRADE NOTES FROM "GOLDEN GATE."

Improvement in the Talking Machine Situation—Out-of-Town Dealers Report Doing Best Business—Lauder Records Popular—Sherman-Clay's Victrola Business—Columbia News—Bacigalupi Says Edison Business Is Improving—Mrs. Higley Patents Device.

(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1908.

There has been some slight improvement in the talking machine situation during the past two weeks, but business is still quiet in comparison with a year ago. Local trade is quiet, but the outside dealers are doing a very fair business, and some of the local houses are keeping busy with mail orders. Mr. Miller, who is now general manager of all the retail stores of Kohler & Chase, reports that this feature is keeping up finely. Mr. Wise, who is to take charge of the talking machine department at the Sacramento store, is at present with Mr. Brown in the wholesale department in Oakland. The new Lauder-Edison records have been received, and Mr. Miller is greatly pleased with them. He states that they are selling about as fast as he can get them in.

Sherman, Clay & Co. expect in the near future to receive samples of the new model Victrola, with an ornamental case. The Victrola business is keeping up very well, though there is not as much demand as a few weeks ago, when dealers all over the country were getting them. Most of the local dealers, however, report a good many sales at retail all the time.

W. G. Saunders, of the Vallejo agency for the Columbia Phonograph Co., was in San Francisco a few days ago. Mr. Stapp, who has been traveling for the company in the North, also spent a few days at the local headquarters. He reports a very good business in Portland, Ore., which shows more prosperity than the rest of the northern cities. E. M. Scott, formerly of the Los Angeles branch, has taken charge of the local retail department on Van Ness avenue, occupying the place recently vacated by Mr. Sears. The company are fitting up a special room in the Van Ness avenue store for the demonstration of fine opera records.

Peter Bacigalupi says that collections show little improvement, but the Edison business is still improving, and is now about normal. M. E. Gardner, of the Edison Co., is now in San Francisco.

Mrs. J. M. Higley, of Niles, Cal., has applied

for a patent on a device she has invented to protect talking machine records from wear.

## W. L. ECKHART'S NEW VENTURE.

Resigns After Successful Career With the Columbia Co. to Engage in Business Under the Name of the Manufacturers Outlet Co.—Will Handle Talking Machines and Novelties—Has Good Wishes of the Trade.

Just ten years ago in January Walter L. Eckhardt, who left the Columbia Phonograph Co., General, March 1, to start in business on his own account, entered its service through the Baltimore, Md., office. His promotion had been rapid, until when his connection ceased he was



WALTER L. ECKHARDT.

manager of the wholesale department—a position that was specially created for him. After his success in Baltimore Mr. Eckhardt was transferred successively to Washington, D. C., Chicago, Cincinnati, and finally to New York. He has had a varied experience in the talking machine business, and each office he has filled very acceptably to the company. He has made many

friends, and in going into his new field of activity their good wishes for his continued success will follow him.

Mr. Eckhardt's enterprise will be known as the Manufacturers' Outlet Co., with his address temporarily at 393 Broadway, New York, in which talking machines and a general line of staple novelties will be handled in a large way. In order to place his lines on a proper footing, Mr. Eckhardt may find it necessary to go abroad.

## YERKES SUCCEEDS ECKHARDT.

H. A. Yerkes, who is the New England district manager for the Columbia Phonograph Co., General, with headquarters in Boston, Mass., was appointed at the beginning of the week general wholesale manager of the company, succeeding Walter L. Eckhardt, whose resignation is announced above. Mr. Yerkes, who is one of the best-equipped talking machine men in the trade, will assume the duties incident to his new position on March 15.

## NORCROSS PHONOGRAPH CO. NEWS.

In their Norcross Reproducer for indestructible records, which combines quality with volume of tone, the Norcross Phonograph Co., 662 Sixth avenue, New York, have struck the fancy and business instinct of the trade and have therefore won a marked success. Another specialty of this concern is the wood diaphragm for model "C" and Columbia reproducers, which produces truly marvelous results, bringing out the real singing quality of the music. In a talk this week with Mr. Norcross, proprietor of the Norcross Phonograph Co., he stated that he had some more surprises "up his sleeve" that when sprung on the trade at an early date would create as great a furore as his previous specialties.

## DOESN'T PAY TO LOSE TEMPER.

"A great many years ago," said a partner in a large talking machine concern, "while traveling on the road, I lost my temper under very trying circumstances, in dealing with the buyer of a large concern. Long afterwards I secured the services of a traveler who was intimately connected with that buyer. The first time our new man called on him he was surprised at the reception he received upon presenting the firm's card. The man with whom I had quarreled opened up on our new representative with the words: 'We have been good friends, and you have always given me a square deal. It would be a real pleasure to continue my business relations with you personally, but you can go back and tell your employer to go to — before he gets another dollar's worth of business from my firm.'

"During the years that followed, our firm was deprived of thousands of dollars' worth of business from him, because I had lost my self-control just once."

To a man up a tree, it would look as though the narrator of this instructive tale had made a second mistake as large as the first one. When he found that an old grudge had rankled because he had once forgotten himself and said things he should not have said, why didn't he go to the other man, own up, take it all back, and establish new relations? This is now one of the foundations of good business—to be on good terms with the other fellow; this is one of the foundation stones of the trade associations.

## RECENT COLUMBIA LITERATURE.

A little brochure devoted entirely to the exploitation of the Symphony Grand Graphophone is just out.

"Columbia Grand Opera Records, Fonotopia Series" appears on the title page of another new booklet just issued by the Columbia Co. This contains portraits and sketches of the careers of grand opera artists and also list of records.



## Elastic Rack

FOR

## Disc Cabinets

This rack can be used with ANY Music Cabinet, or Sectional Bookcase or any make Disc Cabinet.

1. It increases the Capacity of a Cabinet.
2. Permits classification of records by titles or alphabet or singers, etc., etc., by means of adjustable indexes.
3. Every record can easily be found and to its place returned.
4. Inexpensive and attractive.

## AGENTS WANTED

For further information apply to

**X. CUKIER**  
2025 Broadway, N.Y.

PAT. No. 877,832. JAN. 28, 1908.

Cut showing ELASTIC RACK fitted to 2 Units of Sectional Bookcases. Upper section (open) for 10-inch Records. Lower section (closed) for 12-inch Records. Records kept in alphabetical order.



100,000 RECORDS ALWAYS IN STOCK

<p><b>JOBBER</b></p> <p><b>EDISON</b></p> <p>PHONOGRAPHS RECORDS, ETC.</p> <hr/> <p>GENERAL SUPPLIES FOR CYLINDER MACHINES</p>	<p><b>Douglas Phonograph Company</b></p> <p>MANUFACTURERS "PERFECTION" SUPPLIES, ETC.</p> <p>RETAIL—WHOLESALE—EXPORT</p> <p>Salesroom, 89 Chambers Street Cable Address, Doughphone, N. Y.</p> <p><b>New York</b></p> <p>Largest Exclusive Talking Machine Jobbers in the World.</p>	<p><b>DISTRIBUTORS</b></p> <p><b>VICTOR</b></p> <p>TALKING MACHINES RECORDS, ETC.</p> <hr/> <p>GENERAL SUPPLIES FOR DISC MACHINES</p>
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Our Always Complete Stock of

# EDISON

## Phonographs and Records

Is in better condition than ever before.  
This fact should interest Country Dealers.

It will save expense and delay to have  
of your orders filled and shipped the day received. **100%**

**A SUGGESTION:** When *New Customers* are scarce, get busy with your *Old Customers*; sell them any of the following:

### Practical and Useful Accessories

**EUREKA RECORD CABINETS** {Protection and accessibility combined. A place  
FOR DISC OR CYLINDER RECORDS {for each record and each record in its place.

**TRUETONE AMPLIFYING HORN** {Made entirely of wood, improves the tone  
FOR CYLINDER OR DISC MACHINES {and increases the volume.

**MORRISEY REPEATING ATTACHMENT** {Easily attached—no holes to drill—  
FOR EDISON HOME and TRIUMPH PHONOGRAPHS {quickly adjusted to any length record.

**WILKESLYKE DEVICE** {For Edison Standard Home and Triumph Phonographs.  
Automatically {Stops the machine at the end of a record  
{Starts the machine when placing record on mandril.

**FOLDING HORNS** {Searchlight metal and Ideal leather.  
{A convenience in carrying machines from place to place, etc.

**ALLTONES MODIFIER** {A sound regulator for Victor Taper Arm Machines, adds  
{no weight to speaker—operated while machine is playing.

**N. B.** We carry in stock all Standard Supplies and Accessories  
**HORNS, CRANES, CARRYING CASES, etc., etc., etc.**



## TIMELY TALKS ON TIMELY TOPICS.

The trade are more or less familiar with many phases of the copyright situation, but the personnel of the Congressional committee in charge of this interesting legislation is comparatively unknown. Of course, with the incoming House of Representatives some changes were made in the Patents Committee, but the Hon. Frank D. Currier, of New Hampshire, still remains chairman. In the Senate such changes as have occurred were due to the "fell destroyer," with the exception of Chairman Kittredge, who was shifted to another important committee, Senator Smoot taking his place. Death removed first Senator Mallory, of Florida, but his successor, Senator Bryan, was appointed to fill the place. Then on February 20 Senator Latimer, of South Carolina, passed away. Who will succeed him remains to be seen. With the shifting of the membership, however, much speculation is being indulged in regarding their attitude on copyright legislation.

So far the voting inclination of Senator Brandagee, of Connecticut, who took the place of Senator Kittredge, on those bills, is one of conjecture, although it has been intimated he will support Senator Smoot. The latter's measure favors the talking machine trade. Senator Bryan, the youngest man who has ever received the official salaams in the historic chamber, has not yet been lined up, nor has he given out any expression of opinion on this "burning question of the hour." If the new appointee is equally sphinx-like—and, by the way, the alleged wisdom of too many Senators is owl-like rather than crafty—no one can tell what kind of a bill may come out of committee. In fact, the topic is one that has reached that strenuous stage when an inquiry would doubtless receive the Delphic reply, "Speaking of onions, how is your sister?"

Exclusive jobbing territory is still a "live wire" in the trade, and probably always will be as long as present conditions last. The World has referred to this disputation at various times, more from the jobbers' than the manufacturers' point of view. Manufacturers who are strong in their line, who maintain and protect prices, have ample reason to be justified in the policy they pursue in this respect. It must be remembered that hundreds of thousands of dollars have been expended by them to educate and inform the public as to the intrinsic value of their product. In consequence thereof competition among the jobbers or distributors, as you please, to capture trade either directly, or via the dealer, has not only become keen, but, to some extent, selfish. Consequently this class of jobber has "opinions" as to what the manufacturer should do in the premises. Briefly, divide the country into districts or territories and allot so many jobbers to cover the business. It is argued were this done the tremendous advertising outlay of the manufacturing companies would be lessened, as the territorial jobbers would assume this expense, in a measure. As the poet says, "Wouldn't that jar you!"

To be sure a few of the jobbers would do justice to the advertising proposition, but they would be scarce. Those who would contract for double-pages in colors or covers in the most expensive magazines in the country are to be guessed; three throws for each man, and then the net results would more than likely be nil. Probably a new company—one placing its product on the market now—could and probably would look after the territorial divisions, but the great companies, whose names are known the world around, have no time to rearrange their selling policy, or grant exclusive privileges, at least in the United States. The game is too gigantic, and unless a jobber or distributor is husky and enterprising enough to accept the situation as it is, he had better fire his feeble gun and fall out of the ranks. The contingent

that is out for the money have no time or patience to discuss academical questions or wish for a Utopian state of affairs. They simply plunge in, do their "dandiest" and come out on top, asking no odds of any man, so long as they get the goods to sell.

As Walter L. Eckhardt, who recently retired from wholesale management of the Columbia Phonograph Co., general, remarked recently, "the double-face record is bound to come. We have been compelled to furnish it for our foreign trade, and the time is short here when the duplex disc will be the only thing in sight. Why waste absolutely a whole side of a record—as good material as the other side—when you can hand out another selection at one and the same time and at one price?" This gives one pause, as it were, and Mr. Eckhardt's logic is unanswerable.

Even the public press is beginning to sit up and dope out possible fields of usefulness for the talking and moving picture machines. In fact, the St. Louis Times, in a recent issue went so far as to consider the matter in an editorial light and predicted that in view of the fact that the talking machine companies had succeeded in getting most natural records of the voices of the famous singers of the day, including Caruso, Bonci, Calve, Melba and Nordica, and have listed entire operas, while the moving picture concerns have pictured both operas and dramas on their films, it will not be long before the talking machine will be adapted to spout out the "business" in a drama, the scenes being reproduced in moving pictures.

Although the paper referred to offers the suggestion seriously, stating that by that means small towns would have the opportunity of seeing successful plays soon after they were produced in the larger cities, and long before regular road companies would visit the town, if then at all, it is not necessary to remind our readers that such combined talking machine and moving picture dramas and shows have been produced very successfully in a number of localities, although they have not reached the stage as yet where current plays have been reproduced for the edification of the "small town" folk.

For years experiments have been going on essaying to prove the commercial value and utility of sending sound over telephone wires direct from the talking machine. The latest device of this kind hails from Brooklyn, N. Y., whereby the inventor claims he has solved the problem. He says record music has been wired twenty miles by means of a new double diaphragm. While not pretending to explain in detail this appliance, when being discussed by an expert familiar with the Edison patents, he cited one after another of the "Wizard's" inventions, showing the drawings and specifications, to prove that pretty nearly everything "under the sun" in this line had been covered. When the Edison experiments were under way the tele-

phone wires used were between New York and Philadelphia, and the results in the reproduction of phonograph records were almost perfect. But nothing of any great commercial value followed, and the demonstrations were carried on more from a scientific than a practical standpoint. Still this latest arrival in this very interesting field of work may prove the open sesame to the whole problem, and the world made richer and happier by its successful application to human affairs.

One of the best-known men in the record-making business is firmly of the opinion that the patent laws of the United States should be amended so as to permit any one to manufacture an article, providing the royalty is paid. In other words, he would abolish the monopoly now enjoyed by the inventors. This looks feasible superficially, but the change is not likely to be brought about. In the first place, such an arrangement would deprive the patent attorneys of a very profitable source of income; secondly, the profession is as a body very much opposed to any tinkering with the patent statutes, especially in view of the attitude of the present Congress toward so-called monopolies. Attorneys with this line of practice do not hesitate to say that were an attempt made to revise the patent laws now, there is danger of the national legislature reducing the "life" of a patent from seventeen years, and therefore it would be much better to leave well enough alone. Of course, the patent situation in the talking machine trade in certain directions is very acute, consequently the wish of the record-making light is father to the thought.

It is said, on good authority, that the four and one-half cylinder record is sure to come. The accepted standard size is spoken of as too short and were it lengthened a half inch two verses of a song could be recorded, giving much greater satisfaction than at present. One of the record manufacturers, whose product is attracting much attention on account of its tone quality and fine finish, is working on such a record, and it is likely to be placed on the market any time.

### IDEAL FOLDING HORN VERY POPULAR.

The Ideal Fastener Co., 143 Liberty street, New York, have had wonderful success with their latest product, the Ideal folding horn, which has appealed to the trade and public in all sections. The horn, the details of which are very likely quite familiar to our readers by this time, has practicability as its most interesting feature, and is made in two sizes for both disc and cylinder machines. While carefully looking after their trade in the United States, the Ideal Fastener Co. have found time to build up a strong export business, and have already received orders from as far away as Hong Kong and other points in the Orient. Truly they might well adopt "expansion" as their motto, for they have shown their ability to live up to it.

### RECORDS OF THE MOJAVE INDIANS.

Five hundred songs and folklore legends of the Mojave Indians have been collected into phonograph records by A. L. Kroeber and his wife for the department of anthropology at the University of California. Aiding the scientist in the work of preserving the quaint history and sayings of this tribe of Indians are the most intelligent men and women of the tribe.

The G. W. Larreebe Co., Kennebunk, Me., who handle the Victor talking machines, have greatly increased their sales by giving a series of matinee talking machine concerts on Saturday afternoons.

L. F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., was in New York February 28. His son, Arthur, president of the Talking Machine Co., Chicago, was also here the following day.

**ALL Kinds of Special  
Work in Sapphire,  
Not Covered by Patents,  
Made to Order, for Flat  
Plate or Cylinder Ma-  
chines.**

ALL ORDERS ATTENDED WITH  
PROMPTNESS AND CARE

**PALACE PHONOGRAPH CO.**

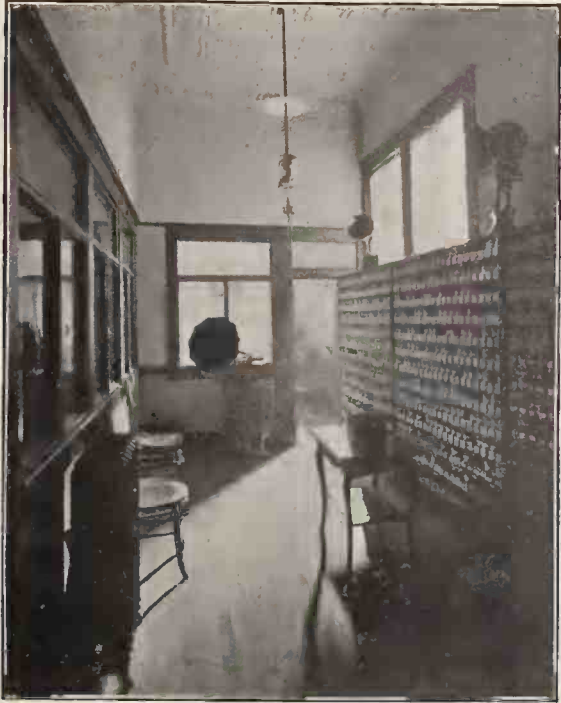
309 SPRINGFIELD AVENUE  
LOUIS A. CHIPOT  
Manager NEWARK, N. J.



**RINKER MUSIC CO. OPENING.**

Their New Store Devoted to Talking Machines and Other Musical Instruments One of the Best Appointed in the City—Victor, Edison and Columbia Goods and Supplies Handled.

The Rinker Music Co., of LaFayette, Ind., held the formal opening of their new store on Feb. 1, and proprietor William H. Rinker has since been deluged with compliments on the perfect appointments and decorations of the new store which is described as one of the handsomest establishments devoted to musical instruments and talking machines in the State. It is fourteen years since Mr. Rinker started in busi-



RINKER CO.'S "TALKER" DEPARTMENT.

ness in LaFayette and the new store bears evidence to the progress he has made. The building is a new one and was constructed especially for Mr. Rinker's purposes. He handles Victor, Edison and Columbia goods, and the accompanying illustration gives an idea of the facilities for caring for his talking machine trade. The afternoon of the opening day a concert was given in the warerooms by a well-known singer from Ohio. In the evening a local orchestra discoursed sweet music and the talking machine artists were in evidence throughout the day.

**SOME LATE CHICAGO NOTES.**

**Kreiling & Co. Experiencing a Great Demand for Their Tiz-It Joint Horn Connection—Berry-Wood Specialties—Edison Co. Bring Suit Against Kleine (Chicago) Optical Co.**

(Special to The Talking Machine World.)  
World Office, 195 Wabash Avenue,  
Chicago, Ill., March 10, 1908.

Kreiling & Co., North 40th avenue and Le Moyne street, Chicago, are meeting with marked success with their Tiz-It all-metal ball joint horn connection for cylinder machines. It has now been on the market for about two years, and so great popularity has it reached that the majority of the jobbers throughout the country stock it and push it vigorously. A tribute to its excellence is found in the fact that one of the large manufacturers of dictation machines now embody it in every commercial machine sent out by them.

Wm. R. Berry and Fred W. Wood, of the Berry-Wood Piano Player Co., of Kansas City, were in the city Saturday, March 7. They have both just returned from an extended trip through the Far West and along the Pacific Coast and report excellent business on their auto-electric coin-controlled piano. Kohler & Chase, of San Francisco, now have the agency for the instrument for the entire Pacific Coast and are pushing it energetically. They have several Berry & Wood pianos in the ferry building, San Francisco, that are proving themselves record breakers in nickel collecting.

With the filing of two suits in the United

States Circuit Court by the Edison Co. against the Kleine Optical Co. and George Kleine yesterday, the first move on the part of the Edison Manufacturing Co. to defend the validity of its patents covering moving pictures was made. Other suits, it is said, will be instituted immediately against all exhibitors, showmen and users of moving picture films made and manufactured by anyone except those authorized to manufacture under the license given them by the Edison Manufacturing Co. recently. Both suits are based upon patents granted to Thomas A. Edison for improvements in kinoscopic films, Jan. 12, 1904. The bills of complaint allege that the defendants have caused to be made, used, and sold within the district and elsewhere within the United States kinoscopic films embodying and containing these inventions.

W. E. Gilmore, president and general manager of the National Phonograph Co., arrived in Chicago to-day.

**THE "TALKER" AS SPELLBINDER.**

Not Used in Elections in This Country as Largely as in England—A Prime Factor as Vote Getter if Properly Utilized—Dealers Should Get After Political Parties.

The part the talking machine is to play in the forthcoming national campaign in this country is still a matter of uncertainty. In the last political campaign in England, as well as in the present agitation for a tariff on imported goods, the talking machine has been used to great advantage as a "spellbinder" throughout Great Britain. In fact, it has become an accepted medium for transmitting the opinions of public men to the people, and is also being used with great effect by the strenuous women who composed the "suffragette party," and who demand the rights of the ballot.

It is generally conceded that the use of the talking machine in politics has been a great success in Europe, but as much cannot be said for it in this country. During the last gubernatorial campaign Wm. R. Hearst, the opposing candidate to the present Governor of New York State, used the talker, but in a very inadequate way.

The talking machine in politics must be systematically and intelligently utilized. The speeches must be recorded by a professional, and the machine employed must be entirely satisfactory to the end that the audience can hear the remarks with perfect distinctness. Then in connection with the program first class operatic and popular numbers should be interspersed so that the interest of the audience is always maintained.

There are great possibilities for the talking machine as a campaign orator; moreover, candidates can feel assured that no hasty remarks are made by flamboyant and excited speakers. The talker always enunciates the policy outlined and sticks to it. It will reach sections that no ordinary speaker can ever hope to reach, and viewed from any and every standpoint it is a most valuable acquisition to the staff of any and every national committee desiring to achieve results. It has proven most educational in almost every line of effort it is employed, and will prove as satisfactory in the political arena.

Would it not pay talking machine men in their respective cities to get in touch with the leaders of political parties? It is only necessary to present some of the arguments outlined above to convince them that the talker is just the "friend in need"—a friend who will not make any rash or intemperate remarks, who will always be "on the job," whose champagne bills will be *nil*, and, better than all, a friend who will make votes.

The Victor talking machine department which was installed last October in the Heyman Co.'s store at Grand Rapids, Mich., by Roy J. Keith, of the Talking Machine Co., Chicago, is doing well under the management of Geo. S. Ricaby.

The Powers & Henry Co., the largest talking machine dealers in Pittsburg, Pa., announce that they will discontinue their retail departments and devote themselves entirely to the wholesale end of the business.

# NOTICE

We beg to *announce* to the *Talking Machine Trade* in *general*, that owing to the fact that the word "Zon-O-Phone" had already been filed and incorporated in the State of New York, it will therefore be impossible for us to continue using the word "Zon-O-Phone" in connection with our corporate name. We therefore beg the *indulgence* of the *Talking Machine Trade*, and herewith wish to announce that we will hereafter be known as the

# Zed Company

Our place of business has already been fitted up to take care of all the orders for *Zon-O-Phone Machines* and *Records*, and we can state that any orders sent to us will be shipped the same day. Our aim in the future will be to give service, so that Dealers will not have to carry a large stock, but will be able to receive the goods from us the same day as the order is received, or if out of town, the following day. Send for complete catalogues.

## ZED COMPANY

FORMERLY

**Zon-O-Phone Distributing  
and Export Co.**

77 Chambers St. NEW YORK

Telephone { 3822 } Worth  
                  { 3823 }



## TRADE HAPPENINGS IN PHILADELPHIA

Quite an Improvement in Trade—Chat With A. C. Middleton on Copyright Matters—Improved Graphophones in Demand—Buehn & Bro. Covering the Wholesale Trade—New Side Lines for Western Talking Machine Co.—Zon-o-Phone Sales Increase—Lauder Records Find Favor With Penn Phonograph Co.—Marked Increase in Business With Victor Co.—Andrew McCarthy of Sherman, Clay & Co., a Visitor—New Red Seal Records—Victor Co. Increase Road Force—Musical Echo Co.'s Publicity Campaign—Their Concerts Attract Many.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 6, 1908.

The talking machine business in Philadelphia has been showing quite an improvement right along, and it has been very little affected by the business depression; but the new things that have been brought out right along have kept the public interested, and there has never been a time in the history of the talking machine industry when prospects have looked brighter than at present. Much interest has been manifested by the Philadelphia trade in the recent Supreme Court decision, which declares that the copyright law as it stands does not prohibit this form of reproduction without proprietary rights. A. C. Middleton, secretary of the Victor Talking Machine Co., whose headquarters are in Camden, N. J., says that his latest information from Washington on the subject indicates that the amendments against the talking machine companies would fail.

"Our position is," he says, "that to prohibit the reproduction of musical pieces by mechanical devices would work a great hardship upon the majority of composers. These men go on their knees to us to induce us to put their works upon our machines, as it is the best of all means of advertising them. And the public would lose much free enjoyment of good music, if this prohibition were to be made."

Joseph C. Fraley, a legal authority on copyrights, says, in a general way, that he regards the decision as judicially sound. "The law, as it stands, does not apply," he says, "to mechanical devices in connection with musical composi-

tions, even though these devices happen to be embodied on sheets of paper in certain means of notation other than printed characters. It applies only to printed matter. Congress undoubtedly has the right to amend the copyright law."

The Columbia Phonograph Co., of Philadelphia, is one of the largest general dealers in graphophones in this city. They have been doing a very good business since the first of the year, but not what would naturally be expected, as they report that their business shows only such improvement as is the result of enlarged advertising and increased activity on the part of local salesmen. They have been doing particularly well on the new improved types of graphophones, and have been receiving many old styles in exchange. The BQ machine, which has the same style arm and horn as the disc machine, is proving to be a great winner, and has been the means of putting the Columbia line in the hands of dealers who hitherto have not handled it. The single face Fonotopia records have also won for the firm a host of new friends among high-grade buyers and those who appreciate grand opera music. General Manager George W. Lyle, of New York, spent a day with the company last week, and says he is very much encouraged with present conditions and is optimistic concerning the future. P. G. Underwood is at present traveling in the northern part of the State for the firm, and Harry P. Van Steenbergh is at present covering New Jersey and nearby points.

Louis Buehn & Bro., the wholesalers and re-

tailers of the Victor and Edison talking machines, at 45 N. Ninth street, report that their business has been showing a gradual picking up ever since the first of February, and that month was a particularly good one for them. They carry a heavier stock at present than they have ever had before, and, with a record of conscientious dealing back of them for the past ten years, they have built up a trade second to none in this city. They have a complete line of all the records cataloged, and have been having a very large call, particularly for the latest grand opera records. They have two men on the road at present, Edward E. Buehn and R. J. Dungean, who cover the entire State as far west as Pittsburg. The firm are about to take over the agency for the National Phonograph Co.'s commercial business machine. The branch house for some time have had offices in the North American building. They will close these offices, feeling that the Buehn firm will be able to do full justice in the handling of the instruments. Harvey Orr, who was in charge at the North American offices, will take charge at 45 N. 9th street.

The Western Talking Machine Co., 41-43 N. Ninth street, is another of our largest dealers in the Edison and Victor talking machines, and they, too, note a gradual increase in the business each week since the first of the year. They do jobbing principally, but have also been having a very good retail business. They have a man representing the firm throughout the State, and report that he has been doing very well. They contemplate putting in a new side line, but have not made arrangements fully to announce the nature of it as yet.

The Zon-o-phone has been showing a very satisfactory increase in styles in Philadelphia. Although one of the oldest talking machines on sale in Philadelphia, the present management, the Disc Talking Machine Co., are hustlers and they are pushing the line hard. They also have an agency for the Victor machine, and the two combined are keeping the firm's headquarters at 13 N. Ninth street, always a beehive of activity. Particular interest is centered in that establish-

### It Marks a New Era in Talking Machines

# The Norcross Reproducer

Constructed Especially for Indestructible Records.

Produces an unparalleled volume of tone, and immeasurably superior to anything in its class. It reproduces the human voice as nature created it—in all its fullness and purity.

PRICE (including wood diaphragm) \$7.50. Type for Edison machines now ready.

## THE DIAPHRAGM IS KING

OUR LATEST NOVELTY IS THE

### WOOD DIAPHRAGM

For Model C and Columbia Reproducers

When subjected to the impact of sound wood is the most resilient of all known substances. This is proven by its successful use in violin bodies and sounding boards for pianos. No other material can take its place. By a new and novel process we have succeeded in making a four-ply composite diaphragm, two of very thin wood and two of cotton stalk tissue, all of which is compressed within a thickness of 6/1000ths of an inch. The reproduction by this diaphragm is truly marvelous. Every detail of sound and tone finesse that is capable of being recorded is brought out by this invention. It proves conclusively that the art of recording has been far in advance of the methods of reproduction.

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

The biggest surprise to the talking machine community in years.

Wonders will never cease in this progressive age.

**Norcross Phonograph Co.** New Lang Bldg., 662 Sixth Ave. (39th St.)  
NEW YORK CITY



ment just at present in view of the fact that Tetrizzini is to sing in Philadelphia, and the firm have some very good records made by this celebrated singer, particularly selections from "Lucia," "Rigoletto" and "La Sonnambula."

The Penn Phonograph Co., at 17 S. Ninth street, is another firm who handle the Edison and Victor machines in large quantities. Being a little more centrally located they enjoy an unusually large local business, probably one of the biggest retail businesses in this city. They have been having unusual success with the Lauder records, which they have been unable to get fast enough from the National Phonograph Co., who control them. Edward Friedel is out on the road for the company and is sending in some very good orders. They report their business as picking up rapidly.

The Victor Talking Machine Co. have increased their business very materially in February, and are quite satisfied with present conditions. Their record business is especially good. A number of new distributors visited the Camden offices recently leaving such large orders which shows that their stock has been very materially depleted. Andrew McCarthy, secretary of Sherman, Clay & Co., of San Francisco, has been in the city for a few days, leaving enormous orders for their various distributing points, among which was a solid car-load of Victor-Victrolas for their San Francisco branch, their trade in that specialty being at all times remarkable.

The Victor people have been making extensive alterations and have reorganized their record ordering department, by which they hope, within a few weeks, to give very much better service to their distributors than they have given in the past.

Some wonderful work has been done in the Victor Record Recording Laboratory this spring in Red Seal records, many new records by the great artists appearing. For April they will have some new surprises in the Red Seal work, notable among which is the great Quintette from "The Meistersinger," sung by Gadske, Mattfeld, Van Hoose, Journet and Reiss—a \$5 record. They will also get out a new edition of the "Rigoletto" Quartet record sung by Caruso, Sembrich, Scotti and Severina. They also have a great surprise in store for the talking machine trade for May in the way of the most remarkable piece of recording that has been yet brought out anywhere in the world, regarding which they cannot give details at this time. The "Pagliacci," which they brought out in March, has made a splendid hit, judging from the orders that have been placed therefor by our distributors. Among the recent artists who have honored the factory with a visit were Caruso, Farrar, Gadske and Scotti, all of whom expressed themselves as wonderfully well pleased with the arrangements and results obtained in their new building.

They have added eight men to their road selling force within the last three months, and now have the largest force they have ever had. As these men are maintained on the road entirely at the expense of the company, and all their orders from dealers are sent to the distributors, it shows the present great enterprise of the company. The results of their efforts are highly satisfactory.

The Musical Echo Co. report that their business has greatly improved, and they find their orders coming in well for wholesale goods, and their business has increased so much that during the month of February their gain was 25 per cent. over February of 1907. This gain is exceedingly interesting, inasmuch as it constitutes the cash retail business in Victor talking machines, high-class grand opera records, and cabinets and supplies.

The firm have resumed their concerts, and are giving "a musical hour" every afternoon at 3.30, also grand concerts every Tuesday and Friday evening. At these concerts they demonstrate the Victor Victrola, also the Everett piano, with the Electrelle playing attachment; also further add to the interest of the concerts by introducing both players and singers. At the present time Dr. Frederick C. Freemantel is engaged to sing

# Something New for Jobbers! You Want It.

Look Out for This Space  
in the April Edition of The  
Talking Machine World.

one or two numbers at each concert. Dr. Freemantel sings for the Victor Co., and consequently there is a great deal of interest taken in the Musical Echo Co.'s very excellent idea of having some of the record makers appear in person, and show the strength of contrast with the Victor record when compared to the human voice. Their auditorium only accommodates 350 people, but the crowd is so large that they have to issue tickets in advance admitting only invited persons and holders of tickets to the concert. A large crowd assembles at the entrance each night on account of the auditorium fronting on the most prominent block on Chestnut street.

Edward J. H. Smullen, formerly of the Lewis Talking Machine Co., is representing the Musical Echo Co. on the road, and is active in securing business from dealers through Pennsylvania, New Jersey and Delaware, also in Maryland and West Virginia.

## HIGH-CLASS CINEMATOGRAPHY.

Capus, Rostand, and Other Great Frenchmen  
Making It Possible.

Alfred Capus, Edmond Rostand, Jeanne Richopin, Paul Hervieu, Henri Lavedan, and several other of the greatest living French dramatists have just signed contracts with the company which holds a monopoly of the cinematograph or moving picture shows in France.

The company propose to produce new plays specially written by this galaxy of brilliant young authors. The plays will be interpreted by such artists as Sarah Bernhardt, Rejane, M. Le Bargy, and M. de Feraudy, to mention only the most famous. The voices of the artists themselves will be reproduced by phonographs, so that they can achieve the hitherto impossible feat of appearing simultaneously in theaters all over the world.

This is but the latest development of the moving picture business in France. Cinematograph shows have gradually replaced all the little music halls and circuses for which Paris once was famous. They now threaten to invade the field of the Comedie Francaise itself.

There are at present in Paris a hundred or more shows of this nature as widely different from the original moving picture spectacle of a few years ago as a modern ocean liner is from a canal boat. The cinematograph nowadays is generally accompanied by an excellent orchestra, or, at least, an "orchestration," and sometimes with

choruses of fifty or more voices. The feature of a witty and sometimes serious phonograph accompaniment has but recently been added. It has been developed, however, at a great rate.

M. Rostand is now at work on three spectacular plays specially written for the cinematograph. Henri Lavedan is writing a historical play for the same sort of performance, the central scene of which is the assassination of the Duc de Guise. Alfred Capus, who recently scored a success at the Comedie Francaise with his drama, "Les deux Hommes," is writing a series of one-act plays representative of life in Paris.

Speaking of this new field of dramatic authorship, M. Capus said it differed materially from that of the ordinary theater. "In a general way," he said, "the author has to bear in mind that here he has not the usual theatrical dialogue to fall back upon in explaining the situations to the spectator. For the cinematograph, so to speak, everything is dependent upon the action.

"If we wish to retain the attention of the public we have to maintain unbroken connection with each preceding scene. We can complicate the plot as much as desirable, but we have to keep the same leading character perpetually in view at the risk of confusing the man 'in front.'

"And yet it is not an ordinary pantomime. The pantomime with its grotesque action and exaggerated facial expressions is here wholly out of place. The cinematograph theater is really dialogue in action—a dialogue which has to be written as carefully as the dialogue in an ordinary piece, and which has to be concise, rapid, full of color, and free from everything not indispensable."

## ARRESTED FOR STEALING RECORDS.

(Special to The Talking Machine World.)

Portland, Me., March 9, 1908.

For some time past Manager Bailey, of the Portland Talking Machine Co., noticed the regular disappearance of Victor talking machine records, but no clue was forthcoming as to where they went, until the arrest of Police Officer G. H. Brown, recently charged with entering and robbing stores on his beat by means of pass keys which he possessed. When Brown's room was searched about \$500 worth of Victor talking machine records, practically the amount lost by the company, were found and returned to them. The policeman was detected by a woman who saw him coming out of a grocery store staggering under the weight of a big bundle of foodstuffs.





BONCI



ZENATELLO



KUBELIK

(From the new Advance Catalog of Columbia  
Grand Opera Records—Fonotipia Series)

### RECORDS BY BONCI

- 39239 Pallata del Duca ["*Questa o quella*"] From RIGOLETTO  
 39339 Aria di Vasco ["*O Paradiso*"] ..... From L'AFRICANA  
 39695 Romanza di Radamés ["*Celeste Aida*"] ..... From AIDA  
 39698 Stanze de Ossian ["*Ah, non mi ridestar*"] .....  
 From WERTHER  
 74000 Racconto di Rodolfo ["*Che gelida mattina*"] .....  
 From LA BOHEME  
 39340 Atto I. Dueto Nadir-Zurga ["*Del Tempio al limitar*"] ..... I PESCATORI DI PERLE  
 This is a splendid baritone-tenor duet by Bonci and Antonio Magini Coletti.

### RECORDS BY ZENATELLO

- 39063 Aria di Alfredo ["*De' miei bollenti spiriti*"] .....  
 From LA TRAVIATA  
 39064 Scena della borsa ["*Questa donna conosco*"] .....  
 From LA TRAVIATA  
 39973 Morte d'Otello ["*Nun mi tema*"] ..... From OTELLO  
 39993 Romanza di Des Grieux ["*Donna non vidi mai*"] .....  
 From MANON LESCAUT  
 39994 Cantabile di Des Grieux ["*Guardate, pazzo son*"] .....  
 From MANON LESCAUT  
 39995 Cantabile di Canio ["*Un tal gioco, credetelo*"] .....  
 From PAGLIACCI

### RECORDS BY SAMMARCO

- 39121 Monologo di Michonnet ["*Ah! stupenda, mirabile*"] .....  
 From ADRIANA LECOUVREUR  
 39270 Aria di Renato ["*Eri tu che macchiavi*"] .....  
 From UN BALLO IN MASCHERA  
 39272 Romanza di Volframo ["*Oh tu, bell' astro incantator*"] .....  
 From TANNHAUSER

### RECORDS BY KUBELIK

- 39164 Variaz. ulla ball. di Mefist. (Violino con accompagnamento di pianoforte) .....  
 From FAUST  
 39193 Serenata (Violino con accompagnamento di pianoforte) .....  
 From FAUST  
 39884 Scherzo Tarantella (Violino con accompagnamento di pianoforte) .....  
 From FAUST

### RECORDS BY RUSS

- 39031 Finale II ["*La vergine degli angeli*"] (with chorus) .....  
 From LA FORZA DEL DESTINO  
 39049 ["*Oh quali mi risvegliano*"] ..... "The Angel's Serenade"  
 39056 ["*La mia povera mamma*"] ..... From IL LIBRO SANTO

### RECORD BY BASSI

- 39727 Ariso di Loris ["*Amor ti vieta*"] ..... From FEDORA

### RECORDS BY DIDUR

- 39485 Strofe di Mefistofele ["*Dio dell' or*"] ..... From FAUST  
 39486 Serenata di Mefistofele ["*Tu che fai l'addormentata*"] .....  
 From FAUST  
 39537 Prologo ["*Ave, Signor*"] ..... From MEFISTOFELE

### RECORD BY STRACCIARI

- 39058 Cavatina di Enrico ["*Cruda, funesta smania*"] .....  
 From LUCIA DI LAMMERMOOR

### RECORDS BY BARRIENTOS

- 39503 Part I.—Aria di Diuorah ["*Ombra leggera*"] .....  
 From DINORAH  
 39504 Part II.—Aria di Diuorah ["*Ombra leggera*"] .....  
 From DINORAH  
 39538 Cavatina di Zerlúa ["*Or son sola, alfin respiro*"] .....  
 From FRA DIAVOLO  
 39542 Aria di Gilda ["*Caro nome*"] ..... From RIGOLETTO

### RECORDS BY PACINI

- 39233 Aria di Violetta ["*Sempre libera degg' io*"] .....  
 From LA TRAVIATA  
 39769 Racconto di Mimì ["*Si, Mi chiamano Mimì*"] .....  
 From LA BOHEME

### RECORD BY LA SCALA CHORUS

- 37169 Atto I.—Coro d'Introduzione ["*Bell' alba fioriera*"] .....  
 From LA FAVORITA



COLU  
RECO

that are listed between  
terly supplements now  
you receive them.

And they *sell*. They  
certainly made a hit.

Are you keeping in  
Getting all the new  
along?

Had a copy of the  
vance catalog?

Columbia Phonograph



Tribune Building





# COLUMBIA RECORDS

the issues of the quar-  
go on sale as soon as

Columbia hits have

uch with them?  
printed matter right

ew Grand Opera ad-

h Company, Gen'l

d, New York



(From the latest Columbia Record Announcement Circular, just out)

## 4 New Ones

These are the *first* records of the four songs that have waked up Broadway. And they are as *good* as they are *new*. You'll want all of them.

If you watch other record lists, issued monthly, and trying you down to selling on a certain day and not before, you will likely find some of these selections listed as "new" 40 days after Columbia dealers have already turned them into cash.

### "Pride of the Prairie"

The best song of the Western plains that has been produced. It is full of the fine broad swing of "cowboy" music which is rapidly becoming the leading feature of the big musical successes in New York. Sung by the Columbia Quartet, strong, tuneful and lively.

Columbia XP Cylinder Record (25c) No. 33227  
Columbia 10-inch Disc Record (60c) No. 3769

### "Summertime"

When you hear this song you will immediately remember that great success, "In the Good Old Summer Time." This new song has all the good points of Blanche Ring's great hit, and more. "Summertime" has an irresistible melody, that just fits with the title. Sung by the Columbia Quartet, who have arranged the harmonies and the orchestral parts so as to bring out all there is in the music.

Columbia XP Cylinder Record (25c) No. 33229  
Columbia 10-inch Disc Record (60c) No. 3771

### "Sweetheart Days"

A sentimental song of pleasant hours and sweet memories that will appeal to everyone who was ever young. Sung by the Columbia Quartet, and in beautiful style.

Columbia XP Cylinder Record (25c) No. 33230  
Columbia 10-inch Disc Record (60c) No. 3772

### "Keep on Smiling"

A marching song with a spirited air, sung by a new tenor, Mr. William Redmond. No more "taking" music has been recorded than this song-story of the light-hearted lover who bids his sweetheart remember that no matter how dark the clouds are to-day, to-morrow will be fair and bright—and "Keep On Smiling."

Columbia XP Cylinder Record (25c) No. 33228  
Columbia 10-inch Disc Record (60c) No. 3770





## A RUN AROUND THE BOSTON TRADE.

Members of the Trade in the Best of Spirits—Massachusetts Indestructible Record Co. Opens Up—Ditson's Advertising Campaign—Grand Opera Season Helps Trade at Eastern Talking Machine Co.'s—Boston Cycle & Sundry Co.'s Good Report—Regarding the Pike Co.—C. E. Osgood's Attractive Window—One of the Big Song Sellers of the Day.

(Special to The Talking Machine World.)

Boston, Mass., March 14, 1908.

Spring finds the various talking machine jobbers and retailers in the very best of spirits. The winter's trade has been somewhat light, but with the coming of soft weather, sunshine and good walking, trade at the retail houses took on new life, and now there is every expectation of a brisk spring business.

The chief thing of interest in the local trade this month is the opening of the new office and salesrooms of the Massachusetts Indestructible Record Co., at No. 72 Bedford street, described elsewhere in this paper. The opening of this establishment brings to Boston R. F. Pease, who is one of the "big ones" in the New York trade, and it also gives to Mr. Gately, for eleven years with the Eastern Talking Machine Co., an opportunity to enter a large field. Mr. Gately becomes manager of the sales force of the new company, bringing to his work an expert knowledge of the science of salesmanship, a pleasing personality and indomitable hustle. The new company started in with a bunch of orders waiting to be filled, and there is even now a hint that the present quarters will soon be enlarged.

The advertising campaign entered upon by General Manager Bobzin, of the Oliver Ditson Co., with especial reference to the Victor machines and records, has proven a decided stimulus to the very efficient department presided over by Manager Winkelman. The big new shipping department provided as a result of the recent changes in location has proven its worth many times during the last month, by the ease with which large shipments have been taken care of when haste was necessary.

Manager Yerkes, of the Columbia Phonograph Co., has just returned from a business trip through New England, and expresses himself as being decidedly pleased at the outlook for spring and summer business. Retail Manager Blakeborough says that the retail trade has been increased since the recent change in the method of delivering new records, and that customers appreciate being able to get the new things at once, without having to wait an entire month many times for them. A big feature is being made of the "Merry Widow" records in the display windows, and also of the new grand opera records.

The approach of the grand opera season here is proving a stimulus to business at the Eastern Talking Machine Co. Wholesale Manager Chamberlain declares that business was never so satisfying as now, and that the future of the trade is very bright. He has just received an enormous shipment of Edison records. The retail

trade is much improved, especially on the higher class goods.

The only department store handling talking machines in Boston is the Houghton & Dutton Co. The Columbia goods are in especial demand here, and the big department does a huge business.

Probably the greatest seller among phonograph records for the month of March is "I'm Afraid to Come Home in the Dark," the secret being the fact that May Irwin sang this song at a local theater for two weeks, and now everybody wants to hear it on the record.

The talking machine department at the C. E. Osgood Co. had an unusually attractive window display recently, and it caused much comment along the Row. The display window is the largest of any store in the city, and it took a big stock to fill it.

Manager Andrews, of the Boston Cycle & Sundry Co., is very optimistic about the trade, especially for the Edison line, which he is booming. He says that the new plan of having horn and stand come with each machine is working well—better than he had expected—and that business with him is unusually good. The new style trays and the Lynn carrying case are two important factors in the big business of this house.

The Pike Talking Machine Co., on Washington street, are building up a large and valuable trade on the Indestructible records. They are conducting a safe and sane advertising campaign with good net results.

### COLUMBIA TANDEM NOTES

Create a Great Hit in the Advertising World.

The tandem notes used by the Columbia Phonograph Co. in their recent advertising has been one of the most pronounced advertising hits of the season. George P. Metzger, advertising manager of the Columbia Co. is to be congratulated upon the success of his clever advertising campaign. The Columbia tandem notes, on account of their arrangement, show plenty of white space dominating whatever newspaper page they are placed in.

"Printers' Ink" devoted four pages recently to the advertising of the Columbia Co., and Mr. Metzger was highly complimented. When explaining the Columbia advertising policy, he said:

"Our advertising is largely done in the interest of our stores, in local newspapers. All of this advertising is prepared at the general offices, placed, checked and paid for from here. This

enables us to make all advertising for Columbia graphophones and records uniform in purpose and appearance, so that our newspaper and other advertising, like window displays, will tie on positively and unmistakably to the magazine and other general work.

"In the physical form of the newspaper advertising a good deal of use is made of the musical note idea, especially of two notes tied together, used at the top of the ad. Our idea in using these is that they give bold, eye-catching display—they are generally first seen of any ads in the newspapers.

"Although an entirely familiar figure, musical notes have never been employed in the same big, bold style in general advertising. Their use in our advertising has already well served their purpose in both newspapers and magazines. The tandem notes form such a striking combination of curves and angles that the eye cannot pass them by, though there is nothing in them to confuse or make the eye linger on the illustration instead of dropping down into the text or story. Their use is also appropriate to the advertising of musical instruments, and we expect to use them further in the future."

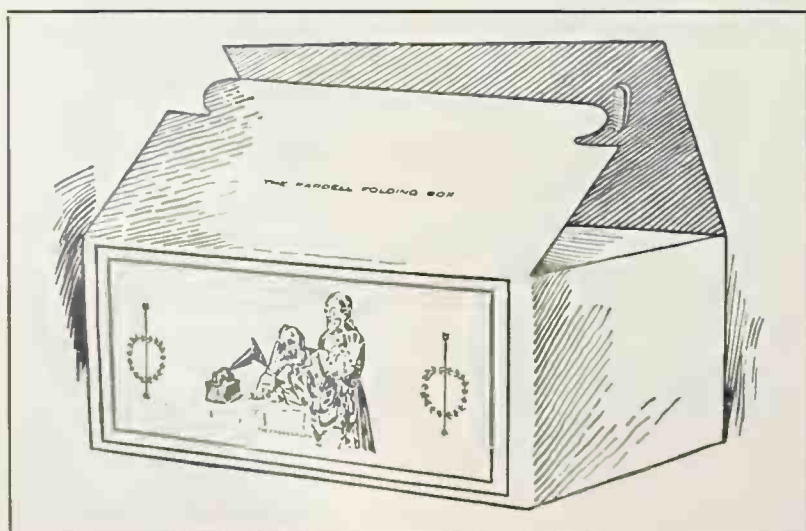
### A STARTLING ADVERTISING HEADLINE.

Advertising is recognized as the most successful method of spreading broadcast the reason why a merchant should be patronized. In discussing this subject, J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., says he believes in advertisements which are distinctive and at once draw attention, adding: "The headline of one of our advertisements in this issue is not to be considered as cause for worry on the part of Blackman's creditors. First, I want the dealer's attention, then I desire to impress upon him the importance of selecting lines that are known as successful. Dealers and jobbers should be up-to-date, but the jobber who has the interest of his dealer in mind will always investigate new lines, so he will be in a position to advise his dealer. If dealers who read this advertisement give me an opportunity to relate my experience with different lines, my object will have been accomplished."

### SENT "SCARE" CIRCULARS.

The attorneys of the New York Phonograph Co. last week sent out what is termed by the trade a "scare" circular notice to the Edison jobbers and dealers of New York State, alleged to be based on Judge Hazel's recent decision in the case of the company against the National Phonograph Co. and others.

The Hall Telephone Mfg. Co., Brooklyn, N. Y. are perfecting an apparatus for the conveyance of sound from a disc talking machine to any distance by the telephone wire. They have a double-face diaphragm of peculiar delicacy, its sensitiveness recording the most subtle sound efforts perfectly and distinctly.



THE

## PARDELL FOLDING BOX

The progressive dealers who wish to deliver records to their customers in the most presentable manner use these containers.

No. 3, holding three cylinder records,	\$1.25 per 100
No. 6, " six " " "	1.75 " "
No. 12, " twelve " " "	2.50 " "

Order them of your jobber or if he cannot supply you, write us.

THE PARDEE-ELLENBERGER CO., NEW HAVEN, CONN.



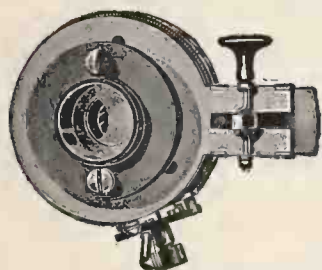
# WE CONTROL THE TONE

**WE MEAN JUST WHAT WE SAY**

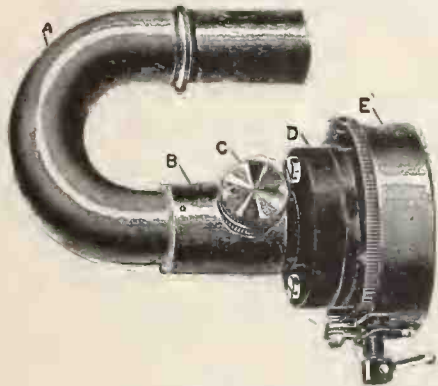
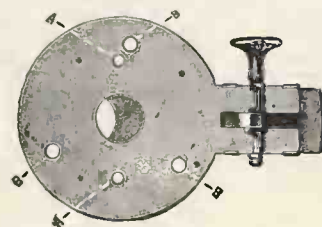
And we would be very thankful for the opportunity to prove it to you

We claim that our **Tone Regulators** are the only successful devices ever invented that absolutely control the Tone. With these Tone Regulators one can change the tone of talking machines from very loud to very soft by simply turning a thumbscrew. You should have our Tone Regulators for the following reasons: **First:** They do away with the soft tone needles, which are detrimental to the records. **Second:** The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear with pleasure the loudest band piece in the very smallest room. **Third:** Tone Regulators allow expression to any selection, thus doing away with possible monotony. **Fourth:** By reducing the tone in vocal selections the words are more distinct. This can only be accomplished by Tone Regulators.

## Tone Regulator No. 1, for Victors, Zonophones, Columbias

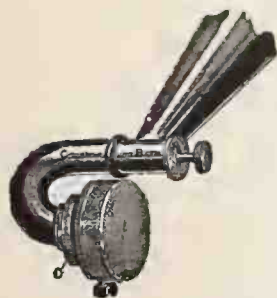


Cuts half size. This most practical, most effective Tone Regulator can be almost instantly fitted to any Victor Exhibition, Zonophone or Columbia Sound Box. It is simplicity itself, operated by a small thumbscrew, turning off or on according to amount of power desired. This Regulator is absolutely free from false notes or overtones, bringing every particle of expression out clearly and beautifully, whether at fullest or least force of tone. It is easily adjusted without tampering with the Diaphragm, and thus no possible risk of harm is incurred. Sold formerly at \$1.50, **now only 75c.** complete with Aluminum Diaphragm Cover.



## Tone Regulator No. 2, For Victors

This most excellent Regulator can be used on any Tapering Arm Victor with Exhibition Sound Box. Cuts are half size. It is easily applied, and can be operated at will by simply turning thumbscrew **C**, making the sound loud or soft as may be desired. It is a most effective attachment, doing away entirely with the using of different size needles, which endanger the life of the record. Furthermore, the **original quality of tone** in the record is **actually preserved**, thus assuring all the musical beauty, even in the smallest room. Formerly sold for \$1.00, **now only 75 cents**, complete with Aluminum Cup over Diaphragm.



## Tone Regulator No. 3, for Victor Tapering Arms

Cut half size. Here is an exceedingly simple Tone Regulator that does its work most perfectly, allowing any shade of power and expression without impairing in the least, the musical beauty and quality of the Record. It is rather a decided benefit, since it eliminates the soft thin needles for small rooms, which cut too deeply into the Record, gradually killing it. This Regulator is easily adjusted to the Victor Machines, is worked by a slight turn of the thumbscrew and does not touch the Sound Box at all. Formerly \$3.00, **now \$1.50**, complete with Aluminum Cap.

## Tone Regulator No. 4, for Edison Phonographs

These are exact cuts, half size, of our Tone Regulator for Edison Phonographs. By simply turning the thumbscrew you can regulate the tone so that the loudest band pieces may be listened to with pleasure in the smallest room. The Tone Regulator is placed between the reproducer and the rubber connection or the horn. By its use the power of any Record can be lessened infinitely without destroying a particle of the musical beauty or expression. Easily adjusted, easily used, easily priced, this most useful invention should certainly appeal to all Phonograph users. Formerly \$1.00, **our new price, complete, only 50c.**



**PRICES SUBJECT TO SAME DISCOUNT AS TALKING MACHINES**

# THE RUDOLPH WURLITZER CO.

266 Wabash Avenue  
CHICAGO, ILL.

121 East Fourth Street  
CINCINNATI







# THE WORLD'S JOKE BOX

Earl Godwin writes The World as follows: "I believe that posterity will gather around my marble bust which will be placed in the Poets' Corner in the Hall of Fame and guides will point it out as the exact life-size head and shoulders of the man who was in a way responsible for the immortal joke column in The Talking Machine World. Presuming such to be the case, I cannot let my reputation rest with merely being the instigator of the idea, but must forward you a real talking machine joke which Mr. Thomas, of the collection department of our New York store, forwarded me to-day."

This is the joke referred to, and a mighty good one it is, too:

"Music is the food of love," she breathed. The lovesick youth started up quickly.

"Dearest," he whispered, "I have saved up just \$9.69. Do you think we could get a phonograph and start in light housekeeping?"

The Preacher: "We tried a phonograph choir."  
The Sexton: "What success?"

The Preacher: "Fine. Nobody knew the difference till a deacon went to the loft to take up the collection."—J. L. M.

JUST 23—He came often and early and stayed too late. Recently, as the clock struck eleven, she asked him if he knew how to take eleven ciphers and make twenty-three out of them. He didn't, so she told him to put down eleven ciphers in a straight line, then to draw a perpendicular line about half an inch long down from the right side of the first, fifth and tenth, and up from the right side of the fourth, seventh and eighth. He read the results,—and vanished.

That wasn't as bad, though, as the phonograph rigged up by a cruel father and attached to the clock. At eight it said, "Welcome;" at nine "Music hath charms;" at ten "Eat, drink and be merry;" at eleven "Git!"—L. O. O'Neill.

They had been listening to the entertaining powers of the new talking machine and the old dragon lamp burned low.

"Oh, Edwin," she whispered as she nestled closer to his big Apollo shoulders, "it does seem that—that our hearts run together."

And a very peculiar expression came over Edwin's face as he held up five sticky fingers.

"What do I care about hearts running together," he snapped. "That blamed package of home-made fudge you gave me has run together in my pockets and ruined my new gloves."

"When you read about the way they are killing those beautiful birds down in Florida," said Mrs. Lapsling, "you wonder how any woman can be so heartless as to wear a vinaigrette on her hat!" The above conversation took place in my wareroom when a couple of prospects were looking us over.—Veritas.

I had worked out a customer for two hours and had the sale about cinched when her boy, who accompanied her, suggested Sousa's Washington Post march. I put it on and the boy was delighted—"I'm worried about that boy of mine," said the lady.

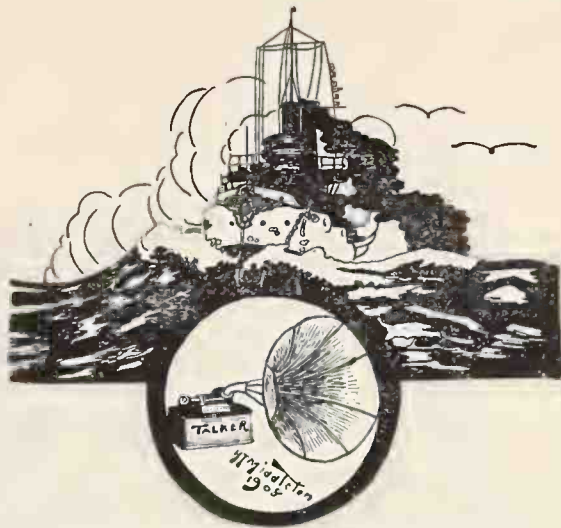
"What's the matter with the boy," I asked.

"Why, I wanted to fit him for the army or navy, and he positively declined to study medicine."—Salesman.

Miss Columbia—Here's one I heard when I was trying to sell a talker to a couple—I see a fashion article on bridal veils relates that a recent bride wore her face covered on the way to the altar.

Mr. Columbia—I suppose the bride didn't want the groom to see she was laughing at him—Jack.

The Baltimore Automatic Vending Co., Baltimore, Md., have incorporated with a capital of \$25,000. Directors: W. F. Lambdin, N. G. Lambdin and T. H. Ralston, all of Baltimore.



## THE TALKER WITH THE FLEET.

Now that our ships are sailing  
To San Francisco town,  
What makes the time fly gladly,  
And leaves dull care to drown?  
What keeps the boys so cheerful,  
And makes homesickness flee?  
What music fills the balmy air?  
The "talker"—see!

—Howard Taylor Middleton.

## THE GIBBS STOP ATTACHMENT.

The Gibbs stop attachment for Edison phonographs is proving most popular. It is readily attached to the machine and possesses the valuable feature of stopping any record in the Edison catalog as soon as the music is finished, it being possible to set the indicator in a different position for each record. By that means the sapphire

reproducing point is prevented from running over the end of the record and being damaged thereby. The stop attachment is manufactured by the Gibbs Manufacturing Co., Canton, O., who will be pleased to furnish all details.

## TETRAZZINI WITH VICTOR CO.

The Great Soprano to Make Records for the Victor Co.—A Valuable Acquisition.

One of the greatest coups in the record-making line is the exclusive engagement of Mme. Tetrzzini, of the Manhattan Opera Co., New York, by the Victor Talking Machine Co., Camden, N. J. The contract was signed last week. The arrangement is on a royalty basis, as this popular prima donna had refused \$2,000 for a single song as offered by the Gramophone and Typewriters' Co., Ltd., of London. Eng., according to the reports in circulation. In making this announcement formally regarding the engagement of Mme. Tetrzzini, the Victor Co. say: "Owing to the great expense incident to obtaining these records, they will be priced as follows: Retail, \$3 each; all dealers, \$2. \* \* \* An artistic descriptive Tetrzzini booklet will be issued and shipped with the records."

The Indestructible Record Co., Albany, N. Y., are preparing to place a full line of cylinder machines on the market; also an improved Norcross reproducer of a much louder and more brilliant tone quality.

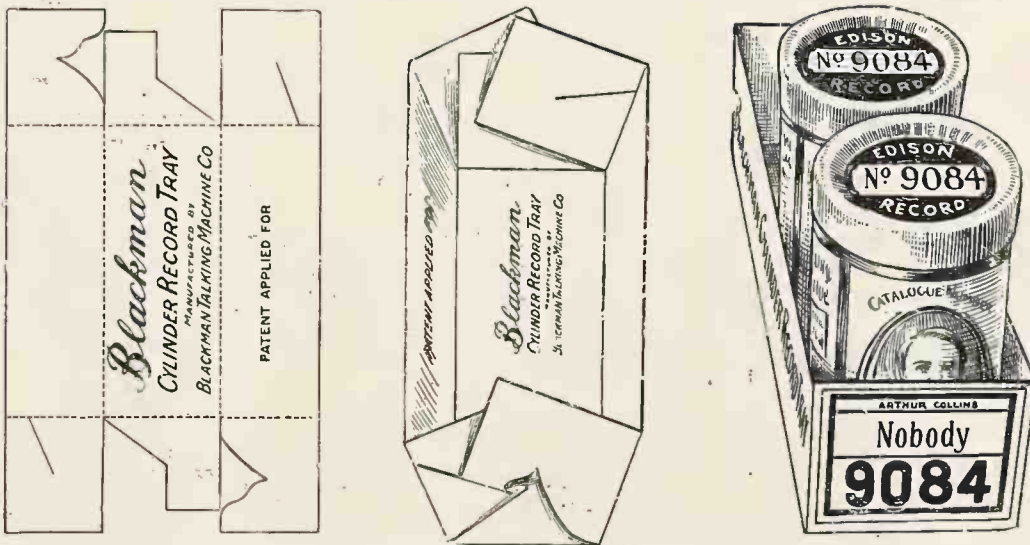
Grinnell Bros., pianos and talking machines of Detroit, Mich., have bought out C. S. Wolcott, of Hillsdale, Mich., and will continue the business as one of their numerous branch establishments.

# INCREASE YOUR RECORD SALES

## BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



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

### NET PRICES TRAYS ONLY

(Subject to Change.)

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

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

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

### NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1907.....\$3.50  
Per month, thereafter (postpaid) payable in advance......12  
Columbia Labels (Domestic), per set..... 3.50

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

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

Manufactured by

# BLACKMAN TALKING MACHINE CO.

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



## PRACTICAL SUGGESTIONS AND COMMENTS.

### VALUE OF YIELDING TURNTABLE.

In answer to a correspondent, we may say that one of the several individual features embodied in the Victor sixth machine, which in a measure accounts for its increased cost, is the yielding turntable, the especial advantages of which are defined as follows: Often the turn-

table of a talking machine is subjected to undue pressure or strains on one side, by reason of heavy articles being placed thereon, or by reason of being pressed upon heavily by a person's hand while winding the motor. When the machine is equipped with a 12-inch turntable this pressure on the outer edge of the turntable

for a 12-inch turntable, since the extreme diameter increases the leverage on the spindle when under a strain, besides it gives a better bearing, thus causing the table to run much truer.

### EXPLAINING MECHANICAL CONSTRUCTION

The exact mechanical construction and action may best be understood by noting the accom-

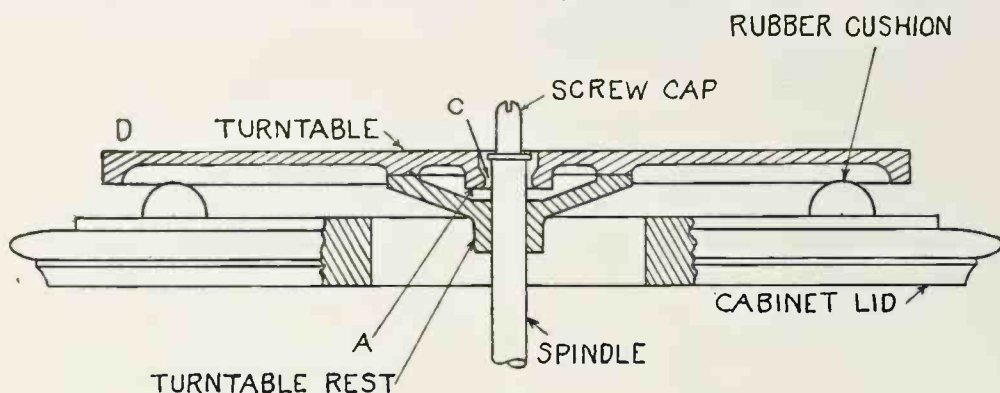


FIG. 1

panying drawings. To the spindle is rigidly fitted the so-called turntable rest. When the turntable is in its normal position, the finished boss "H," on the lower side of the turntable, sits evenly at all points on the turntable rest. The accuracy with which this boss and rest are finished insures a true running turntable, free

from unsightly and undesirable wobbling. The lower side of the turntable is provided with a hub "A," which is slotted vertically, as shown in Fig. 3. A pin "B" is mounted rigidly in the spindle and engages in this slot. The spindle is, therefore, used only as a means of driving the turntable. The hole in the turntable hub "A," in which the spindle fits, is made tapering at both ends, as shown at point "C." When the turntable is in its normal position it fits loosely about the spindle, but close enough to prevent undue play sidewise. Now, should a downward pressure be exerted at point "D" on the turn-

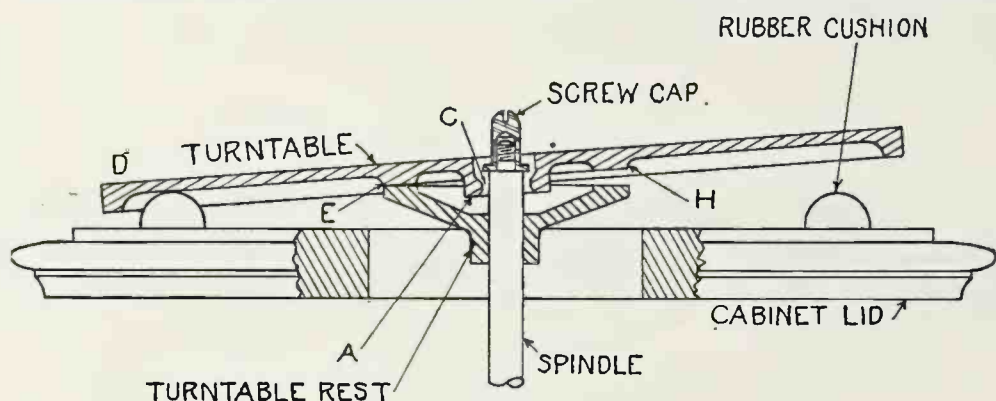


FIG. 2

causes the spindle to bend, and in turn causes the turntable to wobble and the motor to run irregularly. To overcome this, the flexible mounting was devised. If a person operating the machine with a flexible mounted turntable exerts any undue pressure on the turntable, the strain is directly taken on the rubber cushions attached to the top of the cabinet, instead of on the turntable spindle, as is the case where the turntable is fitted rigidly to the spindle. This flexible mounting is especially desirable

from unsightly and undesirable wobbling. The lower side of the turntable is provided with a hub "A," which is slotted vertically, as shown in Fig. 3. A pin "B" is mounted rigidly in the spindle and engages in this slot. The spindle is, therefore, used only as a means of driving the turntable. The hole in the turntable hub "A," in which the spindle fits, is made tapering at both ends, as shown at point "C." When the turntable is in its normal position it fits loosely about the spindle, but close enough to prevent undue play sidewise. Now, should a downward pressure be exerted at point "D" on the turn-

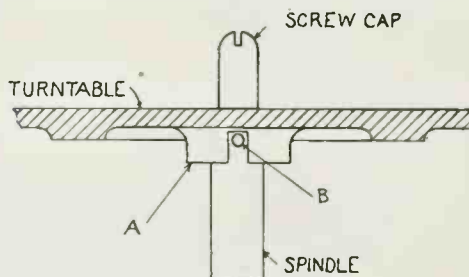


FIG. 3

table, it will tilt with point "E" as a fulcrum, as shown in Fig. 2, until it comes in contact with the rubber cushions. These rubber cushions are just high enough to prevent the turntable when tilted from striking and marring the cabinet. Now, owing to the manner in which hub "A" is tapered at point "C," there will be no binding on the spindle up to the point where the turntable strikes the rubber cushions. Note in Fig. 2 the relation of the tapered opening in the turntable hub to the spindle at point "C." This turntable idea is patented and controlled by the Victor Co.

### A NEW CONTROLLING DEVICE.

A. E. Thomas, of Milwaukee, Wis., inventor of the now celebrated Dolcer used exclusively by

the Columbia Phonograph Co. on all their disc machines, has perfected and applied for a patent for a sound-controlling device which he has named the "Torvic." Applied to a Victor machine, this device acts instantaneously, is easy of operation, and when one is familiar with a piece of music, phrasing and expression can be obtained which is wonderful. None of the semitones are lost, and, in fact, critics are unanimous in their opinion that the "Torvic" adds greatly to the tone of the record, and, as has been demonstrated by the use of the dolcer, the life of the record is also prolonged. Mr. Thomas, having severed his connections with the Columbia Phonograph Co. as manager of their Milwaukee store, will manufacture and market this latest invention himself, and will also place on the market a number of new inventions.

### FINDS CAUSE OF TREMOLO TONE.

When a dealer will pass around his experience relative to the cure of machines it shows a spirit that is worthy of commendation, and is certainly appreciated by others who may be victims of the same predicament. Therefore the following from F. R. Pancoast, Hastings, Mich., is an example that should be emulated: "Having had a peculiar experience with a Home machine I herewith write you the way I corrected the trouble. This machine always had a peculiar tremble or tremolo tone which I looked long to find the cause of. It was in the governor disc, which had become untrue in the flat, and each revolution the felt pads on the friction device would cause a momentary stop or rather retarding which gave the tremolo effect. To correct this I removed the disc and sleeve and put in a jeweler's universal or bezel chuck and turned a new face with a slide rest and tool, after which I stoned the face with a slate pencil to make it smooth. When replaced and in use the tone of the machine is as perfect as it could be. I had looked the reproducer over many times for some defect, which afterwards I found in the governor disc. For the benefit of others who may have some such trouble will say to use a pointed piece of wood in testing for the trueness of the face."

## SALES AGENTS WANTED

**WANTED EXPERIENCED STATE SALES AGENTS** with facilities for marketing to retail trade, a line of remarkable moving picture machines and accessories, The Ikonograph, for home use; business virtually a monopoly; offers possibilities equal to, or greater than the phonograph. Applicant must conduct agency on strictly commission terms; all accounts carried by home office. Must vigorously and systematically canvass territory; must intelligently carry out suggestions of a progressive parent organization; local interview arranged.

Address with full particulars

**P. C. SHERMAN**  
Care The John Newton Porter Company  
253 BROADWAY, NEW YORK CITY

## Experienced Salesmen Wanted

**WANTED.**—Several experienced salesmen acquainted with the talking machine trade in the New England States to sell the New Indestructible Records. Apply by letter only. Massachusetts Indestructible Record Co., 74 Bedford street, Boston, Mass. All communications confidential.

## AN OPPORTUNITY for Foreign Manufacturers To Create Business In America

I am ready to close satisfactory deals with European manufacturers of Talking Machine specialties who desire representation in this country. There is a great field here for specialty manufacturers and the American dealers are ready to take on side lines which are attractive. I know the business, having had years of experience with the dealers, and realize the possibilities of enormous output here for the right kind of trade attractions. Address

### TRADE SPECIALIST

Care of The Talking Machine World

1 Madison Avenue

NEW YORK



## "THE ONLY STAR THAT TWINKLES ON BROADWAY"

The gigantic star that is displayed in the windows of the Regina Co., Union Square and 17th street, New York, is attracting no end of attention. The star is eight feet from point to point

each point of the star there is an electric globe which illuminates it, and as it revolves these lights are continually flashing, causing the star to twinkle. Directly above the star is the sign

obligato, by Albert Fransella), Donizetti. Nozze di Figaro—Voi che sapete (What Is This Feeling), Mozart. Barbiere—Una voce poco fa (A Little Voice I Hear), Rossini. Traviata—Ah, fors' e lui (Is This the One?), Verdi. Don Giovanni—Batti Batti (Scold Me, Dear Masetto), Mozart.

### CENTRAL CAMERA CO. TO REMOVE.

(Special to The Talking Machine World.)

Chicago, Ill., March 12, 1908.

The Central Camera Co., who handle talking machines extensively in a retail way, will move April 1 from 195 Wabash avenue, where their talker department has occupied quarters on the second floor, to 179 Wabash avenue, where they will have a large ground floor store, 100 feet deep, and where they will enjoy abundant opportunity for effective window display. President A. Fleisch is an enterprising young man, and with the better location and facilities may be expected to become an increasingly important factor in the trade. He carries the Victor and Edison lines.

### B. F. ELLSWORTH RESIGNS.

B. F. Ellsworth, who has been business manager of the Leeds & Catlin Co., of New York, for some time past, has resigned. His successor has not yet been appointed.

### LEEDS & CATLIN CASE GOES OVER.

Argument in the case of the Leeds & Catlin Co., New York, appellants, against the Victor Talking Machine Co., Camden, N. J., appellees, in the United States Supreme Court, has been sent over until the fall term, commencing October 1. The hearing was originally put down for May. The validity of the famous Berliner patent is involved in this case, and the outcome is of great importance to the talking machine trade.

Nelson C. Durand, manager of the business phonograph department of the National Phonograph Co., who has been visiting Atlanta, Ga., on special business, is due to arrive in New York early next week.

The Peru Cycle Exchange, of Peru, Ind., have recently opened a talking machine department, handling Edison, Victor and Columbia lines.



and consists of one 27-inch tune disc directly in the center, and varying from the center to the points there are five 20 $\frac{3}{4}$ -inch tune discs, five 15 $\frac{1}{2}$ -inch tune discs, five 12 $\frac{1}{4}$ -inch tune discs, five 11-inch tune discs and five 8-inch tune discs. On

"The Only Star that Twinkles on Broadway." Between the points and running from the center of the star are placards naming some of the different styles of instruments manufactured by the Regina Co.

### NEW YORK JOBBERS MEET.

Representatives of Some of the Large Concerns Meet and Discuss Local Credit and Selling Conditions—To Hold Monthly Conferences.

For some reason the jobbers of New York city seem to believe that the field here being so large, competition severe and general conditions of such a nature as to make occasional conferences over the situation desirable and advisable, an informal meeting of some of the largest concerns was held Friday evening last. They came together in the salesrooms of the Blackman Talking Machine Co., Friday of last week, the following being present: Regiua Co. (A. E. Villard), S. B. Davega, Jacot Music Box Co. (A. H. Jacot), I. Davega, Jr., Victor Distributing and Export Co. (J. T. Williams and W. S. Moffatt), and the Blackman Talking Machine Co. (J. Newcomb Blackman and R. B. Caldwell).

These firms—actual jobbers, not department stores—are all members of the National Association of Talking Machine Jobbers, but the purpose of the meeting was not intended to, nor did it conflict with the work of that body. The local credit and selling conditions were thoroughly discussed and possibly other matters of importance in a local light were taken up, subjects with which a national association would have no knowledge of or interest in, excepting in a purely academic way. At any rate the meeting was voted a necessity and its outcome very successful, so much so that monthly conferences will be held hereafter. No officers were elected, nor was any date for future meetings definitely named.

Another meeting of a number of the talking machine jobbers of New York was held last Monday evening at S. B. Davega Co.'s salesrooms, 32 East 14th street, New York. Being an executive session very little was learned of the proceedings, excepting the general welfare of the local trade was discussed. Among those present were the Regina Co., I. Davega, Jr., Jacot Music Box Co., Douglas Phonograph Co., S. B. Davega Co., Blackman Talking Machine Co., Victor H. Rapke and the Victor Distributing and Export Co.

### VICTOR CO.'S TETRAZZINI RECORDS.

The Victor Talking Machine Co. will have nine 12-inch records by Madame Tetrzzini, with orchestra, ready for the trade next week, to retail at \$3 each: Rigoletto—Caro Nome (Dearest Name), Verdi. Mignon—Polonaise, "Io son Titania" (I'm Fair Titania), Ambroise Thomas. Lakme—Ou va la jeune Hindoue (Bell Song), Delibes. Dinorah—Ombra Leggera (Shadow Song), Meyerbeer. Lucia—Mad scene (with flute

## Our Spring Catalog

Showing a complete line of Cabinets for Disc and Cylinder Records is now ready for mailing. Don't fail to get one. Designs, Finish and Prices that are right. Good stock on hand for filling orders promptly. Try us.

## The Cady Cabinet Company

No. Lansing, Mich.



### APPLIES TO "TALKER" RECORDS.

Prof. Lewis' Tribute to the Artistic and Educational Value of the Piano Player Just as Applicable to the Talking Machine Hence Its Reproduction in These Columns.

The appended article, from the March number of the Atlantic Monthly, by Prof. Leo Rich Lewis, who occupies the chair of music at Tufts College, Newburyport, Mass., on "Music Education and 'Automatics,'" applies equally well to the talking machine. It is possible the trade as commercial people do not realize the many uses in a musical way in which the talking machine is utilized, especially in vocal training. It is a fact nevertheless that individuals and even classes employ this mechanical teacher, if the time may be permitted to teach themselves the correct tone, pitch, expression of musical compositions as rendered by eminent artists and reproduced on records. In this respect the talking machine exceeds the automatic player piano, for the score or voice on the record is absolutely correct as to tone quality and beauty of phrasing. Therefore, whatever Prof. Lewis may say in point of recommendation for industrial purposes for the player, is applicable threefold to the talking machine record. The excerpt above referred to follows:

"The only essentials to full appreciation of music are: first, an innate love for music (being born to the language); second, an opportunity to hear much music. Everything else follows in the wake of this original outfit and this opportunity. The former has been and is possessed by many; the latter could be secured by only a few until the modern mechanical player was invented, the player which is capable of rendering symphonic works.

"Until such players came upon the market, the lover of music could not readily get into tonal form that which the composer has committed to paper. Many years of study were necessary to the acquisition of technical ability to render a two-hand or four-hand arrangement of an overture of symphony. Still longer technical preparation was necessary to the performance of great compositions for a solo instrument. Obviously, such playing ability could be acquired only by those with rare opportunities and special gifts. "Furthermore, opportunities to hear performances of great compositions were very few. The zealous concert-goer, living at a metropolitan center, would hear in a decade perhaps ten performances of Beethoven's third and fifth symphonies, four performances of one of Mozart's last three symphonies, as well as of Schubert's unfinished and Schumann's first and second. The foregoing estimate is too large rather than too small. During that decade ten performances of any single fugue of Bach would certainly not have been heard in public. The concert-goer might perhaps have opportunities to hear the above-named and other symphonies in four-hand arrangement; but this could happen only if accomplished performers were in the circle of his friends.

"The automatic instrument has removed this disability. The average man can now pass the thought-substances of musical masterpieces in review at will. Thus is established the possibility of consistently developing power to think music. Since this power is fundamental to all musical cultivation, and since its development in high degree is possible to every one born to the

language of music, the automatic instrument is the most serviceable agent of musical education which has come into being since instrumental composition became independent of vocal. And this would be true, even if automatic instruments permitted the giving of no color or expression to renderings,—which is, of course, very far from being the actual case.

"Some have thought that it was an offense against art to permit an individual to play upon an automatic instrument a great work in wrong tempo and with errors of emphasis. It is true that, if there were no possibility of correcting earliest impressions, there might be a basis for this view. But, just as we still are glad to have children memorize masterpieces of literature, even though they may be incapable of applying correct emphasis or of grasping fully the significance of what they are learning, so should we be glad to allow the musically inexperienced to come in contact with a great work, even though there may be a certain distortion of the original during the period of early ac-

"Certainly one may safely opine that the possibility of repeating this experience indefinitely, and of varying it by the use of a great number of masterpieces, means the attainment of a 'good' before which the so-called offense against art dwindles into insignificance. For one who is note-perfect in his acquaintance with a great work, the composer has become a definite artistic personality; and the interpretation of that work under a great conductor, or at the hands of a great performer, can begin to have its due effect. To increase one's equipment and susceptibility in these matters is obviously the chief goal of all musical education. Hence, as we have said, among the agencies of musical education, the automatic instrument is the most efficient yet discovered."

### THE "TRUETONE" WOOD DIAPHRAGM.

The "Truetone" wood diaphragm recently introduced by the General Phonograph Supply Co., New York, now on sale, improves the tone quality greatly. The World, after hearing the demonstration, is frankly of the opinion that the "results are really remarkable," as General Manager Henkel expressed it. Further, those of the trade who have had the same pleasure, are placing advance orders. According to the company the tendency of the trade seems to be favoring the wooden horn, and certain manufacturers are equipping their machines with the "Truetone" horn and concerns of prominence are arranging to add the "Truetone" wooden horn to their outfit, negotiating with the General Phonograph Supply Co. for horns of special designs. The company also contemplates having ready additions to their line of cabinets, both cylinder and disc which the recent fire at the plant of E. B. Jordan & Co., Brooklyn, N. Y., temporarily interfered with. Other arrangements have been made however and they are now in a position to fill orders as received.

### TO AID PHYSICAL CULTURE.

If the scheme of a certain Newport young lady becomes popular it will not be very long before each course in physical culture will be accompanied by a talking machine and supply of records of stirring two-steps. Each gymnasium, too, will necessarily be equipped with a battery of talkers supplied with records of the latest lively airs. But there is a reason for this proposed innovation, as follows:

The young lady, who resides in Harlem, was quite run down—from too much experience with the "subway rush," perhaps—and her physician decided that the remedy lay in systematic exercise. He advised her to devote fifteen minutes to light calisthenics each morning before taking her bath. A few mornings she succeeded in following out orders, then came the cold weather and consequent lack of desire to get up "and prance around in the cold," as she described it. She felt the need of the exercise, so she hit upon a new plan. She bought a phonograph and in-

stalled it in her bedroom. Then when she got up in the morning she turned on a lively march and proceeded to do her calisthenics to music. "It's easy now," she told her physician. "I make myself believe I'm doing it all for fun, and I really enjoy it."

### BASEBALL SEASON SOON OPENS.

When the baseball season opens, one of the first games to be played by the Douglas Baseball Club, one of the crack amateur teams of the country, and largely recruited from the force of the Douglas Phonograph Co., New York, will play Yale College on the Polo Grounds, New York City. They have a date to play in Saratoga, N. Y., also, and will probably arrange to get away with the leading club at Albany, N. Y. The latter dating will be arranged for by Wm. Mc Ardle, of the wholesale traveling corps of the Columbia Phonograph Co., General, who is now covering the South.

### HOW THEY HELP THE DEALER.

Anyone who believes that the interest of the Victor Talking Machine Co. in their jobbers and dealers ends when the goods are shipped from the factory, need only to receive the bulletin of March records sent out by that concern and the matter enclosed therewith to have the foregoing theory shattered completely. As a matter of fact the Victor Co. never relinquish their efforts in the dealer's behalf. With their March bulletins, for instance, they enclosed a reproduction of the attractive 600-line, two-column advertisement featuring the Victor Victrola which appeared on Feb. 28. As the proof and list of papers containing the advertisement were sent out on the 15th of the month, the dealers had ample time to prepare suitable copy to appear on the same page as the company's ad. on the selected day. So much for the campaign of publicity. The Victor Co. also furnish lists of records in both numerical and alphabetical form for the convenience of the dealer, and the usefulness of such lists in many instances can well be imagined. The lists are of such size and shape that they may be pasted in the catalogs prepared in their respective forms and are thus turned into permanent directories.

The Rinker Music Co., piano and talking machine dealers of La Fayette, Ind., moved into a new store commodious and well arranged, on January 1.

The Indestructible Phonographic Record Co., of Albany, N. Y., have arranged for increasing their present plant to about eight times its present capacity in order to cope with the expansion of their business.

Edison's New Model  
Phonographs on Ex-  
hibition at our Sales-  
rooms,

32 East 14th Street  
and

126 University Place

(Wholesale Exclusively)

S. B. DAVEGA CO.  
NEW YORK

### OUR EXCLUSIVE LINE



AT WHOLESALE

F. BULLENKAMP

922 Columbus Ave.,

N. Y. CITY



# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN ENGLAND.

Business Has Not Improved as Much as Was Expected—West of England in Best Shape—Confidence, However, Being Restored—Disc Records Show a Steady Advance in Popularity—New Concern in the Field—Imports of Talking Machines to Canada—Concerts at Crystal Palace—Italian Talking Machine Co. Introduce New Machine—Religious Feeling Stimulated by Talking Machine—Business in India—Artistic Ideas in Show Cards—Interesting Chat with Thomas Graff Regarding Business of National Co.—Columbia Co.'s Artistic Publicity—Annual Leipsic Fair—Latest Clarion Records—Great Singers for New York—Change in Edison Horn Equipment—News from the Provinces.

(Special to The Talking Machine World.)

London, E. C., March 8, 1908.

From reports gathered among dealers and the trade generally during the last few weeks, it is obvious that the outlook of a month back is not so bright now as it was then. Business has not improved quite as much as was expected, and while trade is not on the decline, it is precious near marking time just now.

This condition of things seems to be fairly general throughout the Kingdom, and more certainly so in the northeastern counties. In quarters where we do find a good, all-round trade exists it is usually counterbalanced by a corresponding depression in other districts.

The West of England, fortunately, is in quite a flourishing condition just now, and there is an absence of that industrial trouble which so easily disturbs the confidence of the spending classes. In this quarter, therefore, we find that dealers are better off than their brethren 'way up north, more especially those counties compassed N. E., where shipbuilding and engineering are the chief support of the working population. These industries are in rather a bad state at present, owing either to lack of work, or, on the other hand, threatened union and outside labor disputes, which, through creating nervousness among the workmen, has been distinctly felt in the bearing it has exercised upon the talking machine industry. Sales have naturally dropped, and while for the moment general depression has resulted, there are signs of a favorable change in the near future. As I foreshadowed last month, these trade upheavals are but of a temporary character only, and even as I write news comes to hand of a very probable early settlement of the threatened great strike in the engineering trade, which employs many thousands of skilled workmen. And now that confidence

is soon to be restored, the people will loosen their purse strings and spend money more freely. And this is where the dealer comes in. A little hard thinking will surely result in the making of good preparations to catch and induce the people to spend their money in machines or records. Get your store arranged in a more effective manner, brighten up the place; there is always room for improvement, especially in dressing your window. An effective window show is a dealer's most powerful argument to make custom. You can never be too original in such matters, and the more concentrated thought you bring to bear, the more effective window display you will make. Were all dealers to work along these lines, and constantly improve the window attraction, better than is done in hundreds of instances, think what a grand advertising value it would have. Here, there and everywhere the bright light of the talking machine retailer would shine out, an almost irresistible inducement to passers-by to step inside and hear their favorite music. Now, think it over and see if you can't make a better display right away.

### Disc Record Sales Increase.

Disc record sales continue to show a steady advance over cylinders, and while phonograph popularity is certainly not on the wane, it is an incontestable fact that they are not making any notable advance, but on the other hand, in comparison with disc sales, cylinder records are undoubtedly losing ground.

### Marcophone Co. Organized.

A newcomer in the field is the Marcophone Co., with a capital of £1,000, formed to manufacture talking machines, etc. Their offices are located at Queen street, Hammersmith.

### Decision Is Reserved.

After pleadings and legal arguments by respective counsel, the official referee reserved his decision in the action of the Edison-Bell Co. vs. the National Phonograph Co., which had been referred to him for inquiry as to the amount of damages the plaintiffs had suffered from the publication of a circular by the defendants to the effect that no other firm had a right to use the name Edison. At the time of the action the judge held that the circular was libelous and directed inquiry as to damages. Much interest will center in the official referee's finding.

### Canada's Imports of Talking Machines.

The value of talking machines and accessories imported by the Canadians during nine months amounted to just over £18,000, but the most interesting part of the returns lies in the fat duty—£5,333—which the government levied on this head. Preference, however, is now offered to English manufacturers, which encouragement,

we trust, will stimulate renewed endeavors on their part to make a stronger footing in this market.

### March List of Edison Bells.

In the March list of Edison-Bell records, we notice some new issues of the well-known old standards "Calvary" and "Ever of Thee," which, in the matter of recording, are well up to the excellent quality maintained by this company. By the way, the Edison-Bell people announce the forthcoming issue of a new process cylinder record which is to sell only at a shilling. It will be particularly distinguishable by a prettily, yet very effectively designed box, which has recently been the subject of an interesting design competition among dealers. Generous prizes were offered for those designs which the company consider best, but at the time of writing no decision has been announced.

### City Manufacturing Co.'s Business.

Excellent business is reported by the City Manufacturing Co., of 56 City Road, E. C., who are well to the fore of late in issuing some attractive publicity pointers. A recent one to hand consists of a nicely illustrated list showing a variety of styles in cabinets ranging in price from 120s. down to 35s.; good quality and workmanship is apparent, and these goods can be recommended to the trade with every confidence. Other articles mentioned on their list include disc record carrying cases, adaptable and useful wire racks for cylinder and disc records, and various sizes in disc record albums. This company has been established quite recently, yet they are making great headway; their latest capture being to secure the sole agency for the United Kingdom of the products issued by that well known Swiss house, Mermoid Frères, whose goods are famed for general good value. The agency should prove very valuable in the hands of the City Mfg. Co., and we have pleasure in congratulating them upon their latest acquisition.

### Concert at the Crystal Palace.

On the occasion of the Hearts of Oak concert at the Crystal Palace, a grand concert Pathéphone provided the music, and was the chief attraction of a very enjoyable entertainment. A variety of selections were given—some classical, some sentimental, others comic; yet they mostly all met with a good reception from an audience comprising all classes of the community. Such is the wide power of a good talking machine in the matter of musical education!

### A New Machine to be Introduced.

After the principle of the "Simp," a new machine will shortly be placed on the market by the Italian Talking Machine Co., of good quality but cheaper in price. Mr. St. Dyktor also tells me that he is fitting up an attractive shop in

## Missing – A Well-Known Dealer

DESCRIPTION: Considered a good business man, has fine store, smart, of great intellectual capacity, up-to-date, and unusually alive to every possibility and right there when it touches his pocket. Our books show that we missed him when we mailed out particulars of FAVORITE RECORDS the last month or two.

### We Believe It's You! If That's So? You're Just Missing

your life's great opportunity. We can help you to just get bigger profits than ever before, and no bad stock. But you must write us. If you don't the probability is your neighbor will be getting a bigger safe (instead of you). Ninety-nine per cent. of talking machine dealers we know want to make their pile. We don't worry much over those, but it's that odd one we want to find. He is missing to his own disadvantage.

### IF THE MISSING DEALER IS A FRIEND OF YOURS

we shall be very much obliged if you will send us his name and address. It is important that we write him. Communications will be esteemed and should be addressed to

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER





FROM OUR LONDON HEADQUARTERS—(Continued.)

THE  
**"GRADUATED FLEX"  
 DIAPHRAGM**

**Built Like a Wheel**

(Fully Protected)

**Gives a Living Reproduction**

The loudest, sweetest and most natural yet obtained.

Hear what users say of it:

"The gentleman that I fitted an 'Exhibition' box with one said there is not the slightest doubt that it is louder, clearer and more natural. The gentleman was not a novice either. He has possessed a gramophone about 10 years, always discarding old and having the best on the market, and possesses about 5,000 records, so he ought to know." "I have fitted and tested the 'Flex' Diaphragm received from you for Edison 'C' Repro, and find the results more than fulfill expectations, being an improvement on both mica and carbon, as it is louder, clearer and sweeter in tone and a more natural reproduction than either of the above, especially in the heavier notes; in fact, the best before the public."

Price for Edison Model "C," with cross head, 2/ or 50c.  
 Price for "Exhibition" or other disc sound-boxes, or large Phono. Speakers, - 4/ or \$1.00

POST FREE ANYWHERE

Fitting and testing if required) all sizes, extra 1/.

Literature and Testimonials from the Sole Licensee:

**DAWS CLARKE**

Longford Place, Longsight  
 Manchester, Eng.

High Holborn which will serve the double purpose of a retail establishment and offices.

**The Auxetophone in Carnival.**

The Auxetophone now does occasional duty at the ice carnivals held in Switzerland, as it is found that with a temperature several degrees below freezing point the local orchestra stand the chance of a cold death, so to speak, or at any rate, their enthusiasm is so much on a par with the temperature that it is quite impossible to skate to the spasmodic wails of the trombone. Through the agency of Sidney Dixon, the Gramophone Co.'s best instrument was requisitioned, and it responded with such good results that the carnivals are now said to be more popular than ever.

**A Valuable Piano.**

Failing to get any music out of an old dilapidated piano purchased at an auction sale, a woman got her son-in-law to take it to pieces. He was thinking it a profitless job when, lo and behold! hidden among the wires was found notes to the value of over £1,000!

**Won Golden Opinions.**

The Pathé concert at the Albert Hall last month won golden opinions from several of the leading newspapers, who devoted good space in reporting same. Pathé Frères have now embodied these views in a neat pamphlet which dealers may have for the asking.

**Talker a Religious Inspirer.**

In spite of the many diverse uses to which the talking machine attains, it is not often the subject of religious inspiration, and so the following short account of its leading part in a sermon will be of much interest. It was on the occasion of an evening concert at the Marylebone Presbyterian Church, and which was catered for exclusively by Odeon records. The latest Odeon disc machine was used. Orchestral, band, vocal, violin, and other solos of a classical and sentimental nature provided a splendid entertainment, which was very heartily appreciated by a large gathering of people. During the interval the Rev. George Hanson gave a short address, the main theme of which, he said, was inspired by the wonderful instrument that they had just listened to, which, remarkably faithful as it was, suggested to him a still more natural record—that of the memory, of which we were all endowed. The principle of right and wrong should be as indelibly engraved thereon as were the impressions of our great singers' voices on the

Odeon record, and in time of temptation we should not forget to turn on the lever of our memory record of what's right!

**Mme. Melba Returns to England.**

Mme. Melba has returned to the hospitable shores of old England, from Australia, where she has visited all the principal centers in her official capacity.

**Ireland's New Birth.**

Ireland has suffered for a good many years from the domination of political parties whose opinions, once the result of fresh thought, have now become gramophone records of the minds of dead generations.

**Beka Co.'s Big Indian Business.**

O. Ruhl, London agent for the Beka Co., of Berlin, states that his company are doing an extensive business in India, and other countries abroad, and in consequence the home market of late has been rather neglected in the matter of new issues of English pieces. It is good to learn, however, that several excellent and popular selections have recently been recorded in London, which the trade may expect to receive intimation of shortly, through the usual channels. In Lindstrom machines Mr. Ruhl is experiencing a satisfactory demand.

**Gramophone in the Theaters.**

The gramophone is now quite a feature in several of London's principal theaters. The waiting preceding the performances and during the intervals, which to some people used to be a tedious matter, is so no longer, inasmuch as the latest records are now played nightly to the people, who receive each selection with great applause. So successful has the innovation proved that we may expect to see it more widely adopted by stage managers in the near future.

**New Batch of Artistic Ideas.**

The Pathé Co. have issued a batch of artistic ideas for show cards which should considerably help the dealer in drawing public attention to Pathé goods. It seems to me that retailers do not appreciate such deserved efforts to help along their sales. Much time and expense is expended on these publicity matters, and it would be pleasant to see more dealers make good use of anything that is likely to induce custom. The Pathé show cards are admirably carried out and very artistic.

**Multum in Parvo.**

Some people are so exacting that when opportunity knocks they want her to send in a card.

**A Chat With Mr. Thos. Graff.**

In the course of a recent interview with your correspondent, Thomas Graff, head of the European branches of the National Phonograph Co., had some interesting things to say in regard to the future policy of his company. Briefly referring to the changes in, and consequent increased cost of, the Edison phonograph outfits (full particulars of which are printed elsewhere in this department), Mr. Graff mentioned that this new departure has been very favorably received by the trade generally, who appreciate the importance of substituting a larger horn than that at present supplied. It has been said that in view of the growing popularity of discs, any rise in the price of phonographs just now might tend to hamper their sales, but be it remembered that proportionally better and greater value is offered, and we think few business men will disagree with the view that the increased cost is more than counterbalanced by the very considerable improvements which the company have introduced.

Mr. Graff further states that it is their intention to transfer the recording department and clerical staff from Clerkenwell Road to the Willesden factory, where the necessary alterations and fixtures are now being attended to. The removal will take place in a few weeks' time, and it is more than likely that the old Clerkenwell premises which have housed the company for so many years will be abandoned altogether in favor of a more convenient depot in the West End of London. Thus by centralizing practically the whole of the work at Willesden, the company will save time in many ways, much to the advantage of their clients. These important matters—not to lose sight also of the price reduction—have been inaugurated during Mr. Graff's directorate of the National's affairs this side of the water, and needless to say they have created many initial difficulties, which, however, have been successfully overcome by Mr. Graff's tactful administration of such matters. Present trade conditions were said to be satisfactory, all things considered, and the future holds out good prospects of a considerable all-round trade increase in both machines and records.

**Columbia Co.'s Artistic Catalog.**

Another edition of the artistic catalog of Columbia 12-inch discs is just out of the press. The cover presents the portrait of Miss Ruth Vincent in a striking setting, and inside are

**"There's Money in Them"**  
**STERLING RECORDS**

"STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers: "These are the greatest value in cylinder records in the world." You can say this because the "STERLING" "SPECIAL" is

**"THE RECORD THAT'S HALF AN INCH LONGER"**

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price 1s.  
 (25 Cents)  
 Liberal Discount  
 for Export

**The Russell Hunting Record Co., Ltd.**  
 13, 15 and 17 City Road, London, E. C., England  
 Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.



## FROM OUR LONDON HEADQUARTERS—(Continued).

photographs of other leading contributors to this special Columbia series, including Taurino Parvis, Anton van Rooy and David Bispham. Besides the notable selections by these and other foremost vocalists, the catalog contains some particularly choice band numbers—famous overtures, popular marches, etc.—by such distinguished musical organizations as the Banda Española, etc.

**New York Getting All the Great Singers.**

America's drain upon European opera artists is causing some alarm and discussion on the Continent. Both German and Italian directors bewail the emigration of all the best singers to New York, but recognize their inability to compete with the enormous salaries paid on the other side. It is said that when the Italians want to hear their great singers they have either the choice of crossing the Atlantic or listening to gramophone records. The latter should be a good solution, and could be indulged in in private.

**Ideal Now the Idelia.**

The National Phonograph Co. have announced that in consequence of certain difficulties in registering the name "Ideal" in connection with phonographs, their new machine will in future be sold only under the title of "Idelia."

**Some Deserved Criticisms.**

No. 3 wholesale trade tally comes to hand from the American Talking Machine Co. Apart from the usual catalog of talking machine goods, it contains some pertinent observations to that class of dealer who places his stock orders elsewhere, while making a convenience of the company to obtain such things as a few screws or wheels, which orders very obviously cause more trouble than they are worth to execute. The company state that while disclaiming any intention of making arbitrary or offensive regulations in their business, they feel that any bona fide dealer should give them a portion of the more profitable part of his orders, as they decline to

be made use of for accommodation only. No apology is needed for this "straight talk," because genuine dealers and business men generally will respect it. There can be no doubt that the American Talking Machine Co. deserve great credit for initiating such a firm attitude toward those retailers who keep practically no stock and yet stand in competition with the man who racks extensively from month to month. It is unfair to encourage such dabblers in the trade, and we sincerely hope other factors will not hesitate to emulate the good example set them.

**Gramophone Co. Reduce Price of Records.**

Owing to the erection of their new factory at Hayes, and the economy thus effected in the manufacture of records, the Gramophone Co. have announced a reduction of price. Records which formerly cost 7s. 6d. for 12-inch, and 5s. for 10-inch are now to be sold to the public at 5s. 6d. and 3s. 6d., respectively. A generous exchange offer is made to the trade, and agents will be credited with the difference in prices on all records they may have in stock.

**The Annual Leipsic Fair.**

The annual Leipsic Fair, held during the first week in March, is being well attended by leading members of the trade from England, but particulars cannot be given until our next issue.

**Some Grand Opera Literature.**

"Grand Opera at Popular Prices" is the appropriate legend which appears on the cover of a new catalog of grand opera disc records just put out by the Columbia Phonograph Co. These discs present the best work of the brightest stars in the operatic firmament. The design of the cover at once appeals to opera lovers, for it gives a faithful picture of the British home of grand opera, Covent Garden Theater. This is reproduced from a pencil drawing and thus has the artistic effectiveness of an etching in contrast with the black ink lettering. The catalog may be had for the asking.

**New Artists Making "Favorite" Records.**

Last week the International Favorite Record Co. were very busy recording quite a number of new British selections at their London headquarters, 45 City Road. Several new artistes, well known in European musical circles, will appear in this list, which, no doubt, will have been issued to dealers by the time these lines appear in print. The continued popularity of the "Favorite" records was further demonstrated on the occasion of a talking machine concert held this month at the Battersea Town Hall, and where only "Favorites" were used. A generous program was provided by the company, and the reception accorded the various selections was particularly hearty, seeing that most of the pieces drew encores again and again; one record being called for no less than six times!

**Good Record of a Popular Song.**

The Columbia Co.'s capital record of "She's a Lassie from Lancashire" is a first-rate presentation of this most popular song of the hour. Being sung by a Lancashire man, as only a "Lancashire Lad" can sing it, there is an attractive distinctiveness about this Columbia record, and the excellent descriptive accompaniment, introducing the clatter of clogs and the clang of the factory bell, contributes a further charm.

**Latest List of Clarion Records.**

The February list of "Clarion" records to hand includes fourteen good titles—all sellers, if only from the point of quality. There are two band and two orchestral pieces, a banjo, and one oboe solo, while the song issues cover no less than seven good titles, and one hymn entitled "Faith of our Fathers," by Edgar Coyle. Among the artistes are such well-known names as Woolmer Young, Pete Hampton, C. Lester, Albert Marsh and others. The good tonal qualities identified with the Premier Co.'s product is well maintained in the February catalog of records, and we feel sure that dealers will appreciate the com-

**THE ITALIAN TALKING MACHINE CO., Ltd.****Every Up-to-date Dealer must stock the "Simp"!**

**WHY!** Because the "Simp" is the latest marvel of the world. Because the "Simp" reproduces faithfully the living human voice within the true meaning of the word. Because the "Simp" is the limit.

**We Guarantee:**

No more nasal tones, no more unnatural notes, no more hoarse and metallic sounds, no more rasping vibrations; **nothing but a natural clear, loud, rich, full, harmonious and mellow tone.** The "Simp" gives the true tone, the power and modulation of an orchestra.

**The "SIMP" Disc Machine.**

Retail Price from £5 12s. to £18.



The "Simp" eclipses all well-known Cabinets and Disc Machines at three times the price.

**The "SIMP" Diaphragm.**

(With a small trumpet) Retail Price, £1 10s. 6d.



Thrice louder, clearer, and sweeter than any detachable reproducer on the market to-day. It fits any disc machine and it trebles its value to the owner.

**ASK FOR THE NEW CATALOGUE.**

**DEALERS**—Push only the "Simp" and you will do the best business. This machine brings the fortune to you. **DON'T MISS IT.** Exclusive agency would be given to reliable firm in country where we are not represented.

Sole Concessionaire for the British Islands, Indies and Australia:

**ST. DYKTOR, 9, Calthorpe St., Gray's Inn Road, London, W.C.**



FROM OUR LONDON HEADQUARTERS—(Continued).

pany's praiseworthy efforts in this direction.

Factored by American Talking Machine Co.

Pathe 11 in. discs and the "Clarion" record is now factored by the American Talking Machine Co., who state that the demand for these products is very satisfactory.

Important Letter from National Co.

The National Phonograph Co. have sent out the following notice of change in horn equipment and list prices of Edison phonographs: "Beginning April 15, 1908, all Edison phonographs will be equipped with a horn support and solid metal polygonal-shaped horn, somewhat different from any now on the British market. The horns will be 19 inches long, bell 11 inches in diameter; they will be finished in black, with gilded decoration, and present a very neat, as well as attractive appearance. They will also produce better and more satisfactory results phonographically. It is a well known and established fact that for several years the price of all material, as well as labor, used in the construction of mechanical and musical instruments has constantly increased; and, although we have therefore considered raising the prices of phonographs to meet this increase in cost of manufacture, we have withheld doing so up to the present time. Now, however, that we are going to supply, at a still further increase in cost, a larger horn and horn support, we are compelled to do so, and, beginning April 15, 1908, the list prices of the different types of Edison phonographs, including horn and horn support, will be as follows: Gem, £2 12s.; Standard, £4 15s.; Home, £7; Triumph, £11 11s.; Balmoral, £14 14s.; Conqueror, £17 17s.; Alva, £17 17s. Discounts to factors and dealers will remain the same as at present. No changes will be made in equipment of prices of the "Idelia" and slot machines of any style.

Factors and dealers having a stock of machines on hand April 15 must equip them with the new horn and horn support and sell them at the increased prices. To enable them to do this, we will supply the horn and horn support separately from machines, at the prices given below, these prices being subject to regular machine discounts; i. e., horn and horn support for Gem machine at 10s., each list; horn and horn support for Standard, Home, Triumph, Balmoral, Conqueror or Alva, at 11s., each list. Dealers should order from their factors, and the factors from us.

We expect to be able to begin delivering machines with the new equipment on or about March 20, but it must be distinctly understood that such outfits must not be sold to users until on or after April 15. There will be no objection, however, to a factor supplying them to dealers prior to that time, provided it is understood and agreed to that they cannot be put on sale until that time. To meet requirements up to April 15, we will continue filling orders with the present equipment, unless instructed otherwise. Beginning March 5, we hope to be in a position to supply sample outfits complete, to such factors as may desire them, or to show them what the new

## CHEAP BUT GOOD

SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.

SOUND BOX SCREWS for any make.

SOUND ARMS (Cheap.)

SOUND BOXES (Cheap).

STYLUS BARS.

SAPPHIRES for all types.

SAPPHIRES in steel holder (needle sapphires), and other extra good "S" Lines.

APPLY TO  
**FR. RAUTH,** MANUFACTURER FOR EXPORT **London, E. C.**  
Lloyd's Chambers, 27-29 Worship Street  
NOTE NEW ADDRESS

horn and crane will be. If you desire samples sent you, please place your order immediately, plainly specifying thereon: "One each Gem, Standard, Home and Triumph machines equipped with new style horn and horn support"; or, should you not want all of these different styles, specify just which particular types you do want. To provide against delay in supplying extra horns and supports for machines on hand, we should thank dealers to notify their factors and factors

to notify us on March 5, as to the approximate number of each style they will require on April 15, and would suggest your placing orders for them as soon after March 5 as possible."

Concerned Over Mr. Edison's Illness.

We have received a cable report this month which states that Mr. Edison has recently undergone an operation for mastoiditis. If such is the case we sincerely trust that he is by now well on the road to recovery.

## TRADE REPORTS FROM THE PROVINCES.

### MANCHESTER—DISTRICT NOTES.

Manchester, March 4, 1908.

Trade around Manchester during the past month has been unsettled. There are no special features to report, generally speaking. The questions of the day that are being discussed are the various reductions, as spoken of in another place, and the exchange schemes that both disc and cylinder makers are trying to tempt buyers with. The general opinion is that each dealer is working for prices that do not bear anything like the profit they should, and that all these kind of enticements are bound eventually to come to the ground; 2d. in the 1s. (or 4 cents out of 25 cents) is not a sufficient profit for selling a disc record retail, and certainly 1d. on 9d. (2 cents upon 18) is a margin sufficiently small to deter the dealer buying. The war of competition is fairly on, and it is a question of the survival of the fittest. Each manufacturer here seems disposed to do his level best to wipe his competitors off the face of the globe; the dealer, meanwhile, to work upon profits that are quite unremunerative. Indiscriminate trading also, as foretold months ago, by the writer, is having the attention of a section of retailers in the North, and the possibility is that some combination will shortly be announced to deal with these matters.

Mr. Burrows, the well-known factor, reports that he has had a very good season, indeed. Established fifteen years ago, he has recently launched out in a most praiseworthy manner, extending his connection in all directions. To show the remarkable growth of his business he has opened no less than 300 fresh trade accounts during the past four months. Approximately the sales here have been 50 per cent. in disc and 33 1-3 per cent. in cylinder goods. His building consists of five floors crammed with goods from floor to ceiling. The various special departments contained in the building are devoted to Edison, Edison Bell, Sterling Pathe and Zonophone products, and to show the extent of the sales here in Pathe goods alone several thousand pounds have already changed hands this year, although we have only had a few weeks' trading. In machines, Mr. Burrows' turnover is approximately from 3,000 to 4,000 per year. The business reflects the greatest credit upon all the efforts of Miss Squire, who is the inside manageress, and Mr. Parr, the outside representative, have materially contributed to the success of this house.

At Messrs. Richardson's, Shudehill, business is still fairly strong, sales in disc and cylinder goods being about equal. They have recently placed one of the largest orders ever given by a Lancashire house with Messrs. Edison Co. for

## "CLARION" NEW PROCESS LONG, CYLINDER RECORDS

You can afford to import these records and after paying all costs, charges and duty, compete with any other make in the world.

A WORD REGARDING QUALITY—This is perhaps unnecessary, as they speak for themselves. Write us, the manufacturers, for samples and terms.

The Premier Manufacturing Co., Ltd., 81 City Road, London, England



## FROM OUR LONDON HEADQUARTERS—(Continued.)

no less than 22,000 cylinder records, the whole of which are to be Harry Lauder's songs, in seven various numbers. They expect enormous sales both in Manchester and Liverpool for these goods, and believe they will be sold within a few days of arrival. A good season is reported by Mr. Geddes, the manager, at both establishments.

C. Duwe reports that trading has been exceptionally large during the past few months. Essentially Mr. Duwe's business has been in cylinders, he having sold in Edison's alone, during the month of December, no less a quantity than 60,000 cylinders. In discs the sales here have been practically about 50 per cent. of the cylinder turnover. In accessories Mr. Duwe does a large and successful trade, supplying even the very smallest details connected with the business. Wholesale factors like Mr. Duwe suffer, however, very considerably through the indiscriminate trading of firms who supply outsiders at trade prices, and we agree with him in saying that too much care cannot be taken in finding out whether a man is in the trade or not before he receives supplies. It should be a *sine-qua-non*, that no man should be able to purchase goods in the talking machine business unless he is a bona fide trader, selling these goods solely upon a profit basis, thereby insuring that he will obtain the necessary profit indispensable to enable the trader to make both ends meet.

The new Symphony Grand Graphophone on show at the Columbia Co.'s depot has the appearance of being an exceptionally nice instrument of solid mahogany; the case has the design of a small piano; the results are very fine. The rendering of the voices is much more melodious and musical than we have previously heard. The interior of the case has all the necessary fittings for 10 and 12 inch records, and, altogether, besides being a high class musical instrument, it is an exceptionally nice piece of furniture. A few days ago, when the two samples first arrived, Mr. Crossman tells us that they were put on show and both sold the same day.

A very successful Zonophone concert was held here at the Free Trade Hall on February 22. The Zonophone Co. recently have been booming their records very considerably, and these concerts are being given in the larger towns, in furtherance of

the scheme of pushing the Zonophone records. As a treat to record purchasers various artists attended, giving demonstrations of their musical abilities to enable the public to judge the accuracy of the actual voices in comparison with the reproductions on the records. Generally speaking they were appreciated and encores were the order of the day. There is no doubt whatever that the premier artist in this concert was the wonderful concertina soloist, Alexander Prince, and "The Lost Chord," as rendered by him, was exceptionally fine. Others who did well were Messrs. Olly Oakley, with his banjo; Ernest Pike, Stanley Kirkley, Peter Dawson and Hector Grant. We understand that a similar concert has also been given in Liverpool, well attended and appreciated by all classes.

From private information received we believe it is the aim of the Zonophone Co. here to obtain by their exchange system a large bulk of old and worn out records, already held by the public. It is also with the object of stopping illicit trading and dealing and refaking up old records, that is at present so common here. The exchange system is apparently causing this company a loss in profit, but the trouble and loss, although it may be considerable, will have this beneficial advantage, the customers who have had their records some time and have worn them out will get a cash value of approximately 6d. upon every record they return, buying another one at the ordinary price. This exchange scheme, however, may not last indefinitely, for in all probability the next season's trading in Zonophone records will be conducted upon quite a different basis. It is more than probable that a strict agreement will have to be signed by every dealer similar to those enforced by other houses, which we hope will have a beneficial effect against price cutting.

The great sensation of the month in the North has been the reduction in price of gramophone records. The new prices retail are as follows: 10 inch records, 3s. 6d. (87 cents) each, and 12 inch, 5s. 6d. each, with an exchange value 1s. 2d. (29 cents) for 10 inch, and 1s. 10d. (45 cents) for 12 inch. Two records, however, of the same class have to be purchased to obtain this allowance. We are pleased to see that the company are giving credit to their agents for the full amount of the difference as against the

old and new prices for any stock held when the reduction was announced.

## LEEDS NOTES.

Leeds, March 2, 1908.

Trade generally in this neighborhood has been of a very fluctuating nature. In some houses exceptionally good business is reported. In other cases dealers complained of a considerable lull for the past few weeks. Pathe goods apparently have been boomed very well in Leeds, showing that a disc record at a reasonable price is catching on in the great Yorkshire center.

Messrs. Scott & Co. report a very good business season in the various lines they handle, wholesale as well as retail. This is also true of Messrs. Hilton & Co.

H. N. Jenkins, Briggate, formerly Leeds agent for the late Neophone Co., is now making a feature of Pathe goods. Messrs. Jenkins informed The World representative that during the past season they had sold considerably over 10,000 Pathe discs, and in Pathe machines they had handled over 250 so far. Mr. Jenkins, however, is a very pushing and up-to-date man.

The Record Phono Co. are well satisfied with this season's progress. Analyzing the future, however, they believe that various changes may take place before long, necessitating the utmost care in future buying.

Another very successful dealer is T. Byrom. Doing a large cycle trade, he took up Pathe goods at the beginning of the autumn, and has sold up to the present time about 150 machines and a very large quantity of records. Mr. Greenwood, another large cycle merchant, reports that he has had a good season, both in cylinder and disc trade.

We understand from Ambassador Thompson that Pathe Frères are organizing a special concert department for the holding of concerts in various parts of the country, which will be under the direction of Mr. Hillyard. The general scheme is to hold concerts in the large halls in conjunction with the Pathe agent for the district. The advantages are mutual. Speaking of Pathe Frères, we understand that the 100 franc shares of this firm at the present time are worth approximately 1,300 francs, and paying a dividend equal to 75 per cent.

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

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

**R. PRIEUR** 68 Basinghall St., London, E.C., Eng.

EVERY WHOLESALE JOBBER should get my export prices for Best French PHONO REPRODUCERS, RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

**IMPERIAL DISC RECORDS**

Supplied by

**GILBERT KIMPTON & CO.**

Peninsular House, Monument Street, London, England

**THE SEYMOUR REPRODUCER**

NEW 1908 MODEL  
Enormously Improved.

Absolutely the finest phonograph reproducer on the market. Price, 12/6.

Graphophone Carrier Arms for Edison machines to adopt same, with special sound-tight joint, from 10/6 to 12/6.

Send for illustrated lists of above and other up-to-date accessories.

**THE MICROPHONOGRAPH COMPANY**  
291 Goswell Road, London, England

**TALKING MACHINES****Records and Supplies**

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

**American Talking Machine Co.**  
31 Tabernacle St., London, England

**F. W. ROBINSON**

"The Talkeries," 213 Deansgate, MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS, CYLINDERS, ETC., and all goods connected with the trade.

WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

 Correspondence Invited  
**PROMPT ATTENTION**

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

SEE ADVT ADJOINING

**To Colonial and Foreign Buyers**

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

Bankers, London City and Midland Ltd., Manchester. For terms, please write, stating requirements, to  
**F. W. ROBINSON,**  
213 Deansgate, Manchester, Eng.

**The City Mfg. Co.**

56 City Road, London, E. C.

We are the ONLY MANUFACTURERS IN ENGLAND who are able to produce a genuine British-Made article, superior quality, to stand Foreign competition.

**Records, Albums, Pedestals  
Exhibition Wire Racks**

are our principal lines, and we can claim to be

**The Cheapest on the Market**  
Wholesale only. List on Application.





Manufacturer of Ornaments for  
Gramophone Cabinets

**B. SIMON**

Manufacturer of Hardware BERLIN, W. RITTERSTRASSE, 76

The failure of P. Hebden's, Ltd., talking machine and cycle agent has been announced, with liabilities £1,427 14s. 3d.

The general trend of the trade in Yorkshire now is the expansion of the disc trade, as against cylinder goods.

### LIVERPOOL NOTES.

Liverpool, March 3, 1908.

Liverpool at present is experiencing a lull, but nearly everyone believes they have a good time coming.

At Messrs. Dibb's, Mr. Smith, who is one of the keenest men in the trade, says that they cannot grumble at results, and, so far, are quite satisfied.

At J. B. Cramer & Co.'s they have had a very fine season with gramophone goods of the highest possible class. The great feature, of course, is the booming of the seven Tetrizzini records. Mr. Sinclair stated they could not obtain anything like sufficient supplies, and have many orders on their books for delivery to some of the leading musical devotees of the North who are anxiously awaiting them. Mr. Sinclair also tells us that on January 20 they gave two gramophone concerts at the Philharmonic Hall, and both performances were crowded, the performers being H. M. Coldstream Guards' Band and the Auxetophone. Good sales immediately followed for the highest price gramophone machines and records.

In a previous issue we expressed our admiration of the very fine show of goods always on exhibition at Messrs. Cramer's, and there is no doubt that their sales are certainly the largest in Liverpool and the surrounding district.

Messrs. Thompson, Mossford & Co., of 16 South Castle street, shippers, will henceforward be known as Messrs. Thompson, Helsby & Co., Mr. Helsby having been admitted into partnership. Business with this house is reported as being very good, Pathe's predominating.

Messrs. Archer & Co., of St. George's Crescent, also report good sales, and while we were there we listened with the greatest satisfaction to the way in which their manager was pushing gramophone goods, always ending in good sales.

The Reliance Co., who were purchasers of a large consignment of Edison bell records, disposed of at an auction sale in Manchester some time ago, are now advertising these records at 6d. each (12 cents), or 4s. 6d. per dozen (9 cents each). These prices, of course, will affect somewhat the other dealers in the town until they have been disposed of.

### BURY.

Bury, March 5, 1908.

In Bury, Lancashire, the trade generally has been most successful during the past season.

W. Harrison, of Rochdale Road, has recently added another shop to his already large and extensive premises, and such has been the demand

for goods that he has been hardly able to cope with it, being the busiest season he has had for over eight years. Over fifty Edison phonographs were sold by him just prior to Christmas, and in the last eight days of the old year no less than 500 cylinder records were disposed of, irrespective of other makes of cylinder records and supplies from other firms. In disc records he has pushed Pathe goods well in this district and given selections to crowded houses in the Theatre Royal, with one of their compressed air machines, model D. The money taken at the dogs being devoted to the new Drill Hall fund, which has recently been opened here by the Duke of Connaught. Mr. Harrison also handles Pathes, Odeons and Zonophones, apparently doing a good trade in each. Altogether we should term Mr. Harrison "the Bury hustler" for we do not think any other expression would meet the case, and we wish him a continued run of success.

G. Morris, of Bolton street and Bolton road, and F. Warburton, also report a very good season, Mr. Morris having done especially well in Gramophone machines and records, of which he is the Bury agent.

A strong feeling, however, exists in this locality that manufacturers should be compelled to carry out their part of the agreements as well as that which they insist upon the dealers' signing and to cease supplying indiscriminate people at trade prices, the only asset of these particular gentlemen being a nicely printed memorandum form. In fact, the feeling is so strong on this point that in all probability they will endeavor to alter it very shortly.

### DEATH OF J. F. RANDOLPH.

The Passing of the Treasurer of the National Phonograph Sincerely Regretted by Mr. Edison and the Entire Staff—Continued Illness Brought About Despondency.

Though ill for some time, the suicide of John F. Randolph, treasurer of the National Phonograph Co., Orange, N. J., on Feb. 17 at his home in West Orange, came as a great shock to the officers of the company and his many friends. Besides the above office he occupied a position of confidential trust with Thomas A. Edison, with whom he was closely associated daily in his laboratory, and therefore, this unfortunate event was a personal bereavement to the eminent inventor and scientist, whose grief over Mr. Randolph's untimely death was deep and profound. The deceased was also treasurer of the other three Edison companies located at the Orange works, and was held in the highest esteem by his business associates. His illness prevented him from attending the sixty-first celebration of Mr. Edison's birthday on February 11, an incident regretted by the entire factory and company staff. Mr. Randolph was 44 years of age, and he leaves a widow and three children. On the day of his funeral, February 19, the entire works shut down and the New York offices were closed.

### SUGGESTIONS TO AID SALES.

Some Valuable Hints Set Forth in Recent Literature Issued by the Victor Co.

When transmitting their latest record catalog the Victor Talking Machine Co., Camden, N. J., offered a few suggestions to assist the dealer in sales, among which was the following: "A certain successful Victor dealer writes that it is the invariable and positive rule of his store to demonstrate the Victor by first playing one of Caruso's wonderful records, says 'Questo o'Quella' from 'Rigoletto,' or 'Di Quella Pira,' from 'Il Trovatore,' declaring that it makes no difference whether they are playing for some one who never even heard of grand opera. These records make an indelible impression, one that in truth amazes the customer and so clearly proves the superiority of the Victor that the listener will never be satisfied with any other instrument."

### A HUSTLING INSTITUTION.

"One would never know from visiting the factory of the Universal Talking Machine Co. that there existed the slightest depression in business circles," a prominent member of the talking machine trade was recently heard to remark. "From the basement to the garret there is evidence of the greatest activity, and the company are not losing any opportunity to stimulate the demand for their goods. Their sales force is splendidly organized, and as a result the Zed Co., of 77 Chambers street, New York; the Metropolitan Talking Machine Co., Jacksonville, Fla., and George T. Fisher, of Tucson, Ariz., have recently placed large orders so as to connect with them on a jobbing basis. Furthermore, their extensive advertising, as well as the issue of special literature when having offerings of importance, such as the Tetrizzini "Merry Widow" and "Waltz Dream" records, is, no doubt, contributing in a large measure to the volume of their business, which on these selections has been and continues to be simply enormous.

"They have also erected against their chimney, and so facing the Pennsylvania Railroad tracks that every passenger cannot fail to see it, an enormous sign displaying their new trademark, 'On Speaking Terms.' This baby of theirs they hope to so popularize that it will soon equal some of its older competitors, and the manner in which they are bringing it before the public is having a telling effect. The fact of the matter is, with their line of machines and records, together with their present policy, I, with others who are familiar with the campaign they have outlined, can only predict a bright future for the Zonophone."

### NOW THE ORCHESTROPHONE.

The Orchestrophone Co., of 815 Harrison street, Kansas City, Mo., show an illustration in another portion of the present issue of their product, the Orchestrophone. This creation is intended to take the place of a horn and can be easily adjusted to any disc talking machine, and conveniently holds in one of its sections enough records for an evening's entertainment. In another portion is a dust-proof chamber in which sound boxes and records are operated free from outside influences. This new claimant for trade patronage will undoubtedly attract the attention of dealers.

The Curtice-Baum Co., piano dealers, Omaha, Neb., and with a branch in Fremont, Neb., have installed complete lines of Victor talking machines and Edison phonographs in both their stores.

**PHILIP NEALE,**  
**PHONO. EXPERT,**  
5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

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**E. SAUERLANDT**

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

**Gramophone and Phonograph Recording**

Sole Manufacturer of

**Sauerlandt's Material for Hard Moulded Records**

Attention paid to the Manufacture  
of any Special Material

ALL MATERIALS PROTECTED  
BY PATENTS



**NEW CONCERN IN BOSTON.**

The Massachusetts Indestructible Record Co. Incorporated With a Capital of \$20,000 With Headquarters at 72 Bedford Street—Will Handle Indestructible Records.

(Special to The Talking Machine World.)  
Boston, Mass., March 12, 1908.

A new firm have recently been organized in this city that bids fair to make some decided hustling necessary on the part of other firms interested in the talking machine business. The new firm is the Massachusetts Indestructible Record Co., incorporated under the laws of Maine, with \$20,000 capital, and fine new offices at No. 72 Bedford street, right across the way from Jordan-Marsh Co., in the commercial heart of the city.

The Massachusetts Indestructible Record Co. begin their career very auspiciously. It has as president Harry E. Towle, a local banker— young, ambitious, active and of excellent business judgment. The general manager is R. F. Pease, one of the best known men in the talking machine business in the country. Mr. Pease brings to the new company years of varied experience, a broad acquaintance with the personnel and the needs of the trade, and an unlimited amount of push and energy. At the head of a corps of salesmen the company have placed J. L. Gately, for a number of years on the staff of the Eastern Talking Machine Co., and one of the most popular young men in the city.

The Massachusetts Indestructible Record Co. have become the New England distributors for the Indestructible Phonographic Record Co., of Albany, N. Y., and will have the unusual opportunity of being able to supply a demand that has already been created, rather than the trouble and expense of first creating a demand, as most new companies have to do.

The company's new offices and salesrooms are ideal, both in location and arrangement. They occupy over 2,500 square feet, all on one floor, and there is stock capacity at present for 100,000

records. A specialty is to be made of immediate shipments and as there are two elevators, ample freight and express facilities, combined with ease of access to all the railroads and a generous supply of clerks, it seems as though there is going to be some activity around No. 72 Bedford street.

The indestructible record has already made great headway in this section of the country. Many phonograph users have lost their most cherished records because they broke at the slightest jar—a fall to the floor smashing them into a thousand pieces. But the indestructible record can be thrown across the room and will not even be chipped. It opens up a new avenue of trade and the organization of the new company as New England distributors indicates that this trade is to be well taken care of.

**A CLEVER HERZOG CREATION.**

A New Cabinet in Which the Talking Machine Is Hidden Completely from View—Music is Produced Without a Horn Being Visible.

Members of the talking machine trade are always interested in novelties. Something out of the ordinary always attracts them, and for that reason they will be particularly glad to know that the well-known inventive ability of the head of the Herzog Art Furniture Co. is emphasized in producing cabinets which are a distinct departure from anything which has been hitherto put forth, and destined to create something of a sensation in trade circles.

Recently we had the pleasure of examining these remarkable Herzog creations at the invitation of M. A. Carpell, the eastern representative of the Herzog house. The exterior appearance of the cabinets is graceful and they are in perfect harmony with the different art periods, but their charm does not end here. They are not merely receptacles for records, but in them are placed Edison phonographs, and so cleverly are they concealed that no one approaching the cabi-

nets would be able to note the presence within of a talking machine, yet when the hidden phonographs are played it is found that the musical qualities of the sound as it is produced from within these cabinets is not impaired in the slightest. In order to appreciate the charm of these new claimants for trade patronage, they must be seen, for it is impossible to describe in a written account the novelty of this new Herzog creation. In our next issue we shall be able to illustrate these cabinets. All who have seen this new invention have been greatly interested and predict for it an unprecedented demand. It does away with the visible horn proposition entirely, and in its place is a beautiful cabinet which is an ornament to any room wherein placed.

**A "SECRET" FOR DEALERS.**

The Blackman Talking Machine Co. have a "secret," but J. Newcomb Blackman, the proprietor, says that this "secret" is like most others, "it is too good to keep." Most dealers are interested in increasing their profits, and any plan that will enable them to increase their record sales without violating their contracts and unfairly competing will certainly increase their profits. In view of this the Blackman Co. have prepared a very interesting little folder which has as a title "The Secret of Increasing Record Business." Any qualified talking machine dealer who writes on his business letterhead or sends a postal stating what talking machine he handles will receive a copy of the above folder. Every dealer should take advantage of this opportunity.

**REGARDING J. V. SCHMILL OF MEXICO.**

J. V. Schmill, representative for the Victor Talking Machine Co. in Mexico City, Mex., was the subject of a cartoon which recently appeared in the Record, that city. The picture shows Mr. Schmill on the front seat of an automobile, with

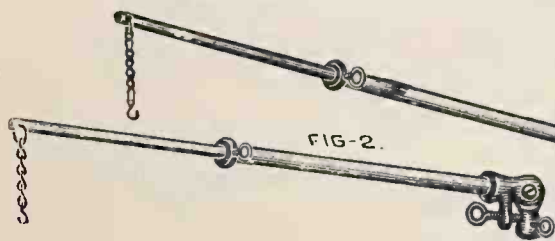
**Automatic Stopper**

For EDISON STANDARD and HOME PHONOGRAPH

Just demonstrate to your customer that with an Automatic Stopper on his Edison he need not touch the machine again after once starting it. It stops after record is finished. Everyone appreciates what this means. Result—quick and growing sales!

Retail price for "Home" style is 25 cents. Retail price for "Standard" model is 75 cents each.

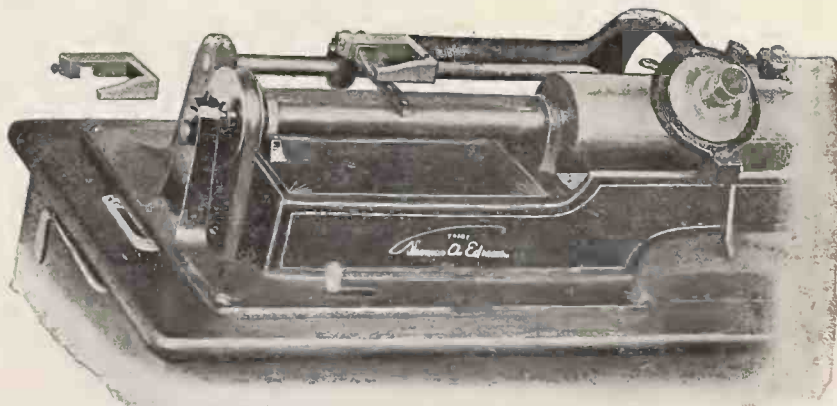
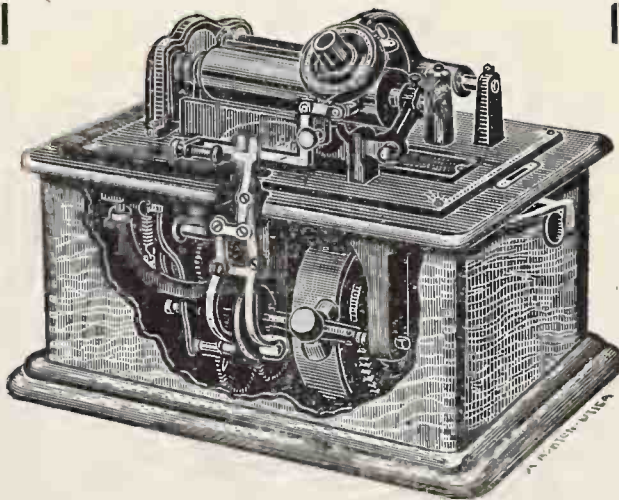
Place your order through your jobber; unable to get them of your jobber, write us.



Adjusting Device for the Edison Crane

Use with any Horn

Retails at \$1.00



Regular machine discounts to dealers. If you want samples send price, less discount, with the name of your jobber—we will see that you get them.

**UTICA CRANE CO.**

MAKERS

UTICA - - N. Y.



a Victor machine beside him. The horn is pointed back toward the tonneau, wherein sits the Victor dog in characteristic attitude. In mentioning the cartoon the Record said: "Mr. Schmill is one of the successful business men in the city, and is well known throughout the republic of Mexico."

### THE CHINESE ENJOY "TALKERS."

Oriental in St. Louis Replace Fireworks as a Means of Celebrating Their New Year With Grand Opera on the Talking Machine.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1908.

Despite the fact that the Chinamen of this city were forbidden by the police from celebrating their New Year with fireworks, a number of them succeeded in passing a very enjoyable day in listening to a Chinese grand opera a la phonograph in a restaurant on South Eighth street.

As a Chinese drama sometimes requires a week for its adequate rendition, it was not surprising that twenty-four records were required to complete the phonograph performance. As soon as one was finished another was placed, so that the performance was practically continuous. There were two characters, a man and a woman. They sang in turn, accompanied by an orchestra which was unable to drown their voices. The harsh reverberations of gongs, the shrilling of fifes and whistles, the thunder of drums and the strumming of the Chinese equivalent of guitars produced a bedlam which was maddening to Occidental ears, but the Chinese listened in rapture.

It was the first time a Chinese opera by means of a talking machine was ever heard in St. Louis, and the performances had to be repeated many times during the day.

### USED IN TRAINING STUDENT ACTORS.

The phonograph as "first aid" to dramatic art has been introduced by Prof. Beziat de Bordes, of the French department of the University of Michigan, in training student actors for the presentation of Moliere's "L'Ayare." By this method Professor Beziat hopes to add feeling and delicacy to the lines. Thirty-six records have been carefully prepared, which will give the play exactly as the cast is to produce it. At any time any member of the cast may rehearse the entire play in the solitude of his room.

## OFFICERS OF THE Talking Machine Jobbers' National Association

1907-08.

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Chicago, Ill.

Every Talking Machine Jobber in the United States  
Should Join This Association.

### CLEVELAND TRADE IS GOOD.

Talking Machine Dealers Are Rapidly Over-  
coming the Slump Caused by the Financial  
Flurry—Working Harder Than Ever.

(Special to The Talking Machine World.)

Cleveland, O., March 9, 1908.

Conditions in the talking machine trade in Cleveland and this vicinity are far from discouraging. Notwithstanding the financial depression which has affected almost every line of business—many most seriously—the talking machine business has continued remarkably prosperous. Though there are a few exceptions among the local dealers they report trade during the winter months, as, under existing conditions, remarkably good, and at present perceptibly improving, though few large orders are included in present sales.

The Eclipse Musical Co., exclusive jobbers of the Edison and Victor machines, report sales surprisingly large and that their business is now within a small percentage of normal conditions.

Collister & Sayle, who claim to be the largest Victor distributors in Northern Ohio, say that business is just fair, but indications point to a

revival; that inquiries are increasing, and that the record trade continues good.

Conditions were reported fairly good by the Columbia Phonograph Co. It was said that while the demand for machines has dropped off, sales of records continue good, and indications of general improvement are apparent.

All the talking machine dealers in the city are well stocked, and most of them reported about the same conditions as outlined above.

It is very evident the hard times has not so seriously affected the talking machine business as it has most others. The generally expressed opinion of the trade is that with the opening of spring there will be a revival, and business will resume its usual activity. The strong competition in the musical line is acknowledged by all dealers, but instead of being a detriment to business, is spurring them on to the utmost efforts.

### VICTOR TRADE-MARK STILL "REIGNS."

Since adopting their trade-mark of "His Master's Voice" the Victor Talking Machine Co. have obtained more free advertising than even that old cartoonist's favorite, "He won't be happy 'till he gets it." The Victor mark seems to fit into a numerous situations, and without a great deal of remodeling at that. In a recent issue of Judge, the well-known comic weekly, the front page was given over to a cartoon in colors representing another version of "His Master's Voice," showing the United States represented by a battleship with an enormous cannon, which in perspective resembled a talker horn. At the muzzle of the gun was a dog sitting on an island listening intently to what sound was issuing from the gun. The dog was labeled "Japan." Of course the idea of the cartoonist was at once appreciated. The Victor Co. sent copies of the paper containing the cartoon to all their jobbers and more prominent dealers, accompanied by some appropriate remarks.

### INVITATION TO EDISON FROM PHOENIX.

In extending Thomas A. Edison an invitation to come and reside in Phoenix, Ariz., during his convalescence, the Phoenix and Maricopa County Board of Trade did a very graceful act, and one which will be highly appreciated by the famous recipient and his family. The resolutions to this effect, passed by the board Saturday last and forwarded to Mrs. Edison, are charged with the generous sentiment of the whole-souled people of that beautiful section of the country. They say:

"We offer him, free of all charges, the use of the best private residence obtainable, furnished, in this city, together with a carriage and coachman for as long as he will honor us with his company. . . . And we reverently invoke the grace of God upon our great countryman in this hour of his trial and affectionately urge his acceptance of our hospitality."

### SEASONABLE POETRY.

If at first you don't succeed—  
Advertise!  
'Tis a lesson you should heed;  
Advertise!  
Lest the flies bespeck your stock;  
And the sheriff gives you shock,  
While your future goes in hock—  
Advertise!

Pay your cash for printer's ink—  
Advertise!  
Cheaper, far, than cards or drink;  
Advertise!  
Make your town sit up and think,  
Put old fogies on the blink!  
Advertise!

Paint the fences with your name,  
Blazon to the world your fame,  
Prove to all you're full of game,  
Advertise!

## Massachusetts Indestructible Record Co.

72 BEDFORD STREET

BOSTON, MASS.

### New England Distributers

FOR THE NEW



All Records  
Guaranteed

No Loss  
No Breakage

TRADE-MARK

**"Equal In Quality—More In Quantity"**

THAN ANY OTHER CYLINDRICAL RECORD

DEALERS—We invite your sample order, which will receive immediate attention



**BALTIMORE TRADE IS GOOD.**

Money Is Rapidly Getting Into Circulation and Talking Machine Men Are Receiving Their Share of It—Droop's Latest Store—Jobbing Trade Larger Than a Year Ago—Mr. McCallister's Plan of Closing Out Slow Selling Stock—Tells Readers of His Plans.

(Special to The Talking Machine World.)

Baltimore, Md., March 7, 1908.

There is very little to report about the talking machine business in this city other than that the dealers are all doing a good business. There are few changes, and few new agencies have been added during the past month.

Mr. Grottendick, manager for the branch store of E. F. Droop, of Washington, D. C., in this city, reports that they are doing a good business with the Victor and Edison talking machines. Despite the reported financial stringency there seems to be plenty of money in circulation. Owing to their new quarters, business has been very much ahead of that transacted previously when they were located in their old home on North Charles street. The jobbing department is also very busy, and Mr. Grottendick is supplying several new dealers in this city. A big business is also being done with the out-of-town retailers, whom the Droop firm control in this State, Virginia and West Virginia.

"The popularity of the talking machine," said Mr. Grottendick, "continues to increase with the perfection of the machine, and to-day the talking machine is going into many of the homes of the wealthy as well as being a luxury with the laboring class."

The Sanders & Stayman Co., who now sell the Columbia and Victor, are doing a good business, and selling many high grade machines and records of the singers of the Metropolitan Opera Co.

Taken as a whole the talking machine business has been very good, considering the fact that times are more or less depressed with many men laid off, as a great many of the manufactur-

ing concerns in Baltimore are running one-half or one-quarter time, and just prior to the holidays the car wheel works, in South Baltimore, which, by the way, is one of the largest in the country, went into the hands of receivers and laid off a very heavy force, and our big cotton duck mills in the northwestern section of the city having been running on reduced time, and taking all into consideration, business is very good. In speaking of the above, we refer to the retail business. The jobbing end of it is larger this season than it was last owing to the fact of there being a great many more dealers in Baltimore this time of the year than there were at the same season of 1907.

In a chat with Wm. McCallister, 221 W. Baltimore street, he said: "I have noted in your columns a suggestion offered by a western jobber whereby he is enabled to sell off some slow selling stock or over-accumulation of certain numbers of records. I have also adopted a plan which is proving to be very good, namely, that of taking one or two numbers that I may have over-ordered on in one of the monthly lists, and in order to close them out quickly, have gotten a rubber stencil made up, for example, as follows: 'Ask to Hear No. 5028.' I stencil all of my letters to talking machine customers, also all of the catalogs for public distribution, and it has proven to be a very good plan. I simply mention this, and if you think it is worth while, it may be a hint to some other dealers who may make use of the same."

**LOWER FREIGHT RATE ON HORNS.**

A Reduction in the Classification of Horns Becomes Effective on April 1.

At a meeting of the Western Classification Committee at Hot Springs, Va., January 15, a reduction in the classification of talking machine or amplifying horns was ordered, to become effective April 1, as follows:

Tin or sheet iron amplifying horns, first-class nested; and one and one-half times first class,

not nested. In car loads a third class rate will be charged, minimum weight of 16,000 pounds. The classification on brass and nickel plated horns will remain the same as heretofore. The advantage of the above change to the trade is that jobbers and dealers in making shipments to dealers or customers will have to pay one and one-half time first class rate on shipments of a single horn as against double first class heretofore; and first class on shipments of two or more nested horns as against one and one-half times first class charged formerly. It will be especially beneficial to jobbers located west of the Mississippi River, as it will now enable them to compete favorably with jobbers located east of the Mississippi.

H. T. Leeming, traffic manager of the National Phonograph Co., Orange, N. J., was the only representative from the trade present, but notwithstanding the petition he filed and his oral arguments, gained the commission.

**CONGRATULATIONS FOR VICTOR RAPKE.**

Last week Victor H. Rapke, the only man in the business bearing that distinguished cognomen, and an inventor of prolific productive power, celebrated his forty-fifth birthday. Representatives from "talking machine row," on Chambers street, New York, and other eminent people in the trade, were Victor's guests at an informal discussion of liquid goods. Their congratulations to V. H. R. were hearty and sincere, the celebrant making a few of his characteristic remarks apropos of the occasion.

**WILL BE NO CHANGE IN HORNS.**

The National Phonograph Co. make a formal announcement as follows: "The use of a flower horn in certain of our February advertisements and on a colored hanger of the same subject sent to the trade at the same time, has caused some dealers to ask if it was our intention to get out a horn of this kind as an alternative to the present black horns. Nothing of the kind is contem-

**THE IDEAL FOLDING HORN**



Opens itself!  
Folds by a pull  
of the cord!  
All done in a moment.  
Superb in Finish-Tone  
and Style.

PATENTED APRIL 16<sup>TH</sup> 1907.

IF YOUR NEAREST JOBBER DOES NOT HAVE THEM WRITE TO US

Made in rich black with highly finished metal parts.

Nothing to get out of order, bend or break; the bell [is] stretched taut, drum-head fashion, for sound-reflecting quality.

Size 23 in. bell x 31 in. for Cylinder Machines } Box 6 x 6 x 17 1/2  
" 23 " " 24 1/2 " " Disk

THE IDEAL FASTENER CO.

143 LIBERTY STREET NEW YORK



plated. The horn shown in the illustration was used with no other thought than to work in some colors that would accord with the other colors in the sketch. We now appreciate that it would have been better not to have used the sketch in this form. In fact, in some later uses of the same sketch the horn was changed to accord with the present equipment."

### McGREAL'S HANDSOME NEW STORE.

One of the Best Equipped in the Country and Splendidly Appointed in Every Department—Magnificent Window for Display Purposes.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 8, 1908.

It is no uncommon thing to hear visitors to Milwaukee remark that the new store of Lawrence McGreal, at 174-176 Third street, is the finest in the country. The new building demonstrates the fact that Mr. McGreal's enterprise has kept pace with demands, because the appoint-



LAWRENCE MCGREAL'S NEW STORE.

ments of the mammoth establishment are certainly elaborate and modern.

The entire front of the building is of glass, and besides being attractive and beautiful plenty of light is given to the interior. A noteworthy feature of the store is the attractive and novel manner in which the fine windows are displayed. The many colored and polished horns of brass and nickel afford a pleasing sight to the passers-by, who say that the display is the finest in Milwaukee.

Work on the interior finishings of the new structure is now progressing as rapidly as possible. Elegant new booths are now being constructed, and the wall tintings, which are to be most unique, are nearly completed. The acoustics of the place are of the best and everything is arranged so that machines and records may be judged in the best possible manner.

"Surprise and Delight"



It will please you and please your friends

## The Mello-Tone

Attachment is a great improvement for the

Talking Machine or Phonograph

Produces tones natural.  
Eliminates all metallic sounds and blasts.  
Regulates and mellows the tone.  
Can be adjusted while machine is playing.  
Goes in the horn, opens and shuts.

Price, \$1.00 Each

Sample and prices submitted to dealers

MELLO-TONE CO.

40 Harrison Avenue

Springfield, Mass., U. S. A.

When Lawrence McGreal started in business in 1902 he was the exclusive distributor of talking machines for the State of Wisconsin. He still supplies to both dealers and customers and carries the most complete lines of machines, supplies and records that can be found anywhere in the State. To Mr. McGreal's enterprise is due much of Milwaukee's great interest in talking machines, for Mr. McGreal is the pioneer in the business.

### AUSTRALIA ABOLISHES DUTY

On Talking Machines and Records—Was Raised from 20 to 35 Per Cent. but Is Now Entirely Removed.

As referred to before in The World, Australia has abolished the duty on talking machines and records. For several years, and until August 9, 1907, this duty was 20 per cent. ad valorem. On and after that date this duty was increased to 35 per cent. This increase in duty brought forth a storm of protest from the users, dealers and jobbers, and also from the press, and efforts were immediately made to have the duty restored to the old rate, which resulted in a petition being presented to Parliament, praying for a reduction of the duty. The matter came up for discussion December 6 1907, and then the duty on machines, records and accessories was entirely removed, these articles being put on the free list. This will be a substantial advantage for American manufacturers in their export trade branch.

### NATIONAL ASSOCIATION TO MEET

In Buffalo on March 15 and a Large Attendance of Jobbers Is Expected.

(Special to The Talking Machine World.)  
Buffalo, N. Y., March 5, 1908.

A called meeting of the executive committee of the National Association of Talking Ma-

chine Jobbers will be held here on the 15th inst. Doubtless the Iroquois Hotel will be selected for the conference, though the Lafayette is also mentioned. A full attendance of the committee is expected. These include L. McGreal, Milwaukee, Wis.; C. V. Henkel, Douglas Phonograph Co., New York; C. W. Hickok, of the Whitney & Currier Co., Toledo, O.; W. E. Henry, of Powers & Henry Co., Pittsburg, Pa.; E. H. Uhl, with the Rudolph Wurlitzer Co., Chicago; also the officers of the association, ex-officio, namely, J. F. Bowers, president, of Lyon & Healy, Chicago; W. D. Andrews, vice-president, of Buffalo and Syracuse, N. Y.; Louis Buehn, treasurer, of Buehn Bros., Philadelphia, Pa.; Perry B. Whitsit, secretary, of P. B. Whitsit & Co., Columbus, O.

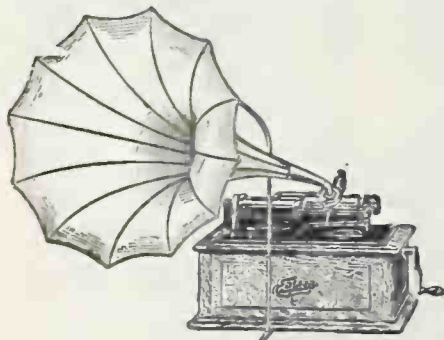
### OMIT THEIR APRIL LIST.

The Indestructible Phonograph Co. Have Such a Press on Orders That This Step Became Necessary This Month.

The Indestructible Phonographic Record Co., on account of being behind in their orders, have decided to omit their April list and cut their number of selections to sixteen for the next two or three months. This is done because recent experience shows that it has been impossible to get out the lists until late during the month for which they were dated, and it has been proven desirable to record the list some weeks previous to the date of issue to the public. On account of the success of the records, the only way that it is possible to operate on this system is by making use of the above plan.

### LANDAY BROS. INCORPORATED.

Among the incorporations filed with the Secretary of the State at Albany, N. Y., on March 3d, was that of Landay Bros., Inc., dealers in talking machines, etc. Capital \$25,000. Directors: James B. Landay, Max Landay and Moses A. Slone, all of New York.



## LAWRENCE MCGREAL

Milwaukee.  
172-174 Third St.  
Edison and Victor  
Jobber

SUPPLIES  
If it's practical  
and salable I've  
got it.

Cincinnati  
29 East Fifth St.  
Edison  
Jobber



## SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

## ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further his business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your winter's campaign.

Yours for business,

LAWRENCE MCGREAL



RECORD BULLETINS FOR APRIL, 1908.

NEW EDISON GOLD MOLDED RECORDS.

- 9794 Marche Turque—Patrol (Ellenberg)..... Edison Concert Band
  - 9795 There Never Was a Girl Like You (Williams and Van Alstyne)..... Byron G. Harlan
  - 9796 Under Any Old Flag at All (Cohan)..... Billy Murray
  - 9797 Hornpipe Medley (Original) (Violin)..... Charles D'Almaine
  - 9798 Rambling Rose (Heinzman)..... Harry Anthony
  - 9799 When You Steal a Kiss—or Two (Clark)..... Ada Jones and Billy Murray
  - 9800 When the World Don't Treat You Right Come Home (Snyder)..... Bob Roberts
  - 9801 Spangles—Intermezzo (Bratton)..... Edison Symphony Orchestra
  - 9802 When We Listened to the Chiming of the Old Church Bell (Helf)..... Manuel Romain
  - 9803 Way Back (Keith)..... Collins and Harlan
  - 9804 The Romany Lass (Adams)..... Frank C. Stanley
  - 9805 Call of the Wild March (Lozey)..... Edison Military Band
  - 9806 I'm Looking for the Man That Wrote "The Merry Widow Waltz" (Furth)..... Edward M. Favor
  - 9807 The Vagabonds (Trowbridge)..... Spencer and Girard
  - 9808 See-Saw (Edwards)..... Ada Jones
  - 9809 Sweetheart March (Pryor) (Xylophone)..... Albert Benzler
  - 9810 Flanagan's Mother-in-Law (Original)..... Steve Porter
  - 9811 Lord, I'm Coming Home (Kirpatrick)..... Anthony and Harrison
  - 9812 I Got to See de Minstrel Show (Von Tilzer)..... Arthur Collins
  - 9813 Christ Arose (Lowry-Ecke)..... Edison Concert Band
  - 9814 The Message of the Eyes (Ball)..... Allen Waterous
  - 9815 Si and Sis the Musical Spoons (Original)..... Ada Jones and Len Spencer
  - 9816 Nancy Lee (Adams Ecke)..... Edison Male Quartet
  - 9817 Rain-in-the-Face Medley (Original)..... Edison Military Band
- EIGHT MADE-OVER SELECTIONS.**  
Unless otherwise indicated, they have been made over by the same artists or combinations.
- 8774 Algonquin March..... Edison Military Band
  - 8409 In the Valley Where the Blue Birds Sing..... Byron G. Harlan
  - 7824 Le Carnaval de Venise (Violin)..... Charles D'Almaine
  - 8799 Maple Leaf Forever (Formerly by W. H. Thompson)..... Reinald Werrenrath
  - 8136 Nearer My God to Thee..... Edison Concert Band
  - 8717 Noisy Bill..... Edison Military Band
  - 8256 O That We Two Were Maying (Formerly by Miss Morgan and Mr. Stanley)..... Mr. and Mrs. Waterous
  - 7659 Waltz from Faust (Violin)..... Charles D'Almaine

NEW ZON-O-PHONE 10-INCH RECORDS.

- 1020 Gathering of the Clans—Scotch Dance Medley.. ZON-O-PHONE CONCERT BAND
  - 1007 Schmitzelbauk—Two-Step
  - 1021 Sir Knights—March
  - 1008 Whistler—March
  - 1022 You and You Waltzes
- ZON-O-PHONE ORCHESTRA.**
- 1009 Chiquita—Serenade
  - 1023 Miss Hook of Holland—Waltz
  - 1010 Ragged Thoughts—A Black Coffee Sketch
  - 1011 Skip—Schottische
- FLUTE SOLO BY F. S. MAZZIOTTA WITH ORCH. ACCOMP.**
- 1012 Longing for Home—Melody
- VOCAL SELECTIONS WITH ORCH. ACCOMP.**
- 1013 Black Jim..... Peerless Quartet
  - 1029 Busy Mr. Bee..... Alice C. Stevenson and Frank C. Stanley
  - 1024 Climbing the Ladder of Love..... Alice C. Stevenson and Frank C. Stanley
  - 1014 Come on and Kiss Your Baby..... Arthur Collins and Byron G. Harlan
  - 1015 Everybody's Pickin' on Me..... Arthur Collins
  - 1016 Flanagan in a Broadway Car—Humorous..... Steve Porter
  - 1025 Flowers Outside the Cafe..... Frank C. Stanley and Henry Burr
  - 1026 For the Red, White and Blue..... Frank C. Stanley
  - 1030 I'm Afraid to Come Home in the Dark..... Billy Murray
  - 1031 One, Two, Three..... Billy Murray
  - 1027 She Couldn't Keep Away from the Ten-Cent Store..... Fred Lambert
  - 1017 Stars of the Summer Night..... Metropolitan Trio
  - 1028 Summertime..... Frank C. Stanley
  - 1018 Sweetest Flower that Blows..... Henry Burr
  - 1019 Vagabonds—Roger and I—Recitation..... Len Spencer and Gilbert Girard

VICTOR RECORDS FOR APRIL.

- No. 5370 Miss Dixie (A reminiscence of corubread and sugar-cane)..... Hager 10
  - 5382 Dream of Happiness Waltz (Folle Extase)..... Milok 10
- VICTOR ORCHESTRA, WALTER E. ROGERS, CONDUCTOR.**
- 5371 Darkies Jubilee (Pastimes on the Levee)..... Turner 10
- VIOLIN AND FLUTE DUET BY RATTAY AND LYONS, WITH ORCH.**
- 31695 When Life is Brightest..... Piusuti 12
- VIOLONCELLO SOLOS BY VICTOR SORLIN, WITH ORCH.**
- 31696 Madame Butterfly—Fantasie..... Puccini 12
  - 5393 Angel's Sereuade..... Braga 10
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.**
- 5372 My Starlight Maid (from the N. Y. Hippodrome)..... Kleln 10
- CONTRALTO SOLO BY CORINNE MORGAN, WITH ORCH.**
- 5381 The Nightingale's Song (from "The Tyrolean")..... Zeller 10
- DUET BY MISS STEVENSON AND MR. STANLEY, WITH ORCH.**
- 5390 "Piccolo" (from "A Waltz Dream")..... Oscar Straus 10
- SOPRANO SOLO BY MISS ELISE STEVENSON, WITH CHORUS AND ORCH.**
- 5391 Villa Song (from "The Merry Widow")..... Lehar 10
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.**
- 5394 Maxim's (from "The Merry Widow")..... Lehar 10
- DUET BY MISS STEVENSON AND MR. STANLEY, WITH ORCH.**
- 5389 The Cavalier (from "The Merry Widow")..... Lehar 10

- CONCERTED NUMBER BY THE PEERLESS QUARTET, WITH ORCH.**
- 5392 Women (from "The Merry Widow")..... Lehar 10
- CLARICE VANCE, WITH ORCH.**
- 5373 I'm Afraid to Come Home in the Dark..... Van Alstyne 10
- BARITONE SOLOS BY ALAN TURNER, WITH ORCH.**
- 5350 Venetian Song..... Tosti 10
  - 5376 Toreador Song from "Carmen"..... Bizet 10
- COMIC SONG BY MISS ADA JONES, WITH ORCH.**
- 5387 Will He Answer Goo Goo?..... Meher 10
- COMIC SONG BY BILLY MURRAY, WITH ORCH.**
- 5375 Rain-in-the-Face..... Wurt 10
- DUET BY MACDONOUGH AND WATSON, WITH ORCH.**
- 5383 Bavarian Yodel (The Waterfall)..... 10
- DUET BY STANLEY AND MACDONOUGH, WITH ORCH.**
- 5375 When Summer Tells Autumn Good Bye..... Helf 10
- BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.**
- 5379 Keep on Smiling..... Kendis-Paley 10
- MINSTREL RECORD.**
- 5380 Victor Minstrels—No. 10 (introducing "Bye Bye, My Sailor Boy" and "Good Bye, Honey, Good Bye")..... 10
- DUET BY COLLINS AND HARLAN, WITH ORCH.**
- 5388 Just Help Yourself..... Von Tilzer 10
- DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.**
- 5384 Wouldn't You Like to Have Me for a Sweetheart (from "The Yankee Tourist")..... Robyu 10
- YANKEE TALK BY CAL STEWART.**
- 5377 Uncle Josh's Letter from Home..... 10
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.**
- 5385 Schoolday Frolics (introducing "See-Saw")..... 10
  - 5386 Jimmie and Maggie at "The Merry Widow"..... 10
- ARTHUR PRYOR'S BAND.**
- 5326 "Shoulder Arms" March..... Rose 8
- FLUTE AND OBOE DUET BY LYONS AND TREPPE, WITH ORCH.**
- 5308 Happy Days..... Strelzki 8
- MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.**
- 5331 Down in the Old Cherry Orchard..... Henry 8
- MINSTREL RECORD.**
- 5363 Victor Minstrels—No. 9 (introducing "Broncho Buster" and "Pride of the Prairie")..... 8
- GADSKI, MATTFELD, VAN HOESE, JOURNET AND REISS.**
- 95201 Meistersinger—Quintet, Act III.—Selig, wie die Sonne (Brightly as the Sun) in German..... Wagner 12
- FRANK LA FORGE, PIANIST.**
- 64083 (a) Gavotte..... La Forge 10
  - (b) Pavillon..... Lavalle 10
- CARUSO, SEMBRICH, SCOTTI AND SEVERINA, WITH ORCH.**
- 96001 Rigoletto—Quartet, Act. III.—Bella figlia dell' amore (Fairest Daughter of the Graces)—In Italian..... Verdi 12
- MARCELLA SEMBRICH, SOPRANO, WITH ORCH.**
- 88107 The Merry Widow Waltz—Dolce amor—In Italian..... Lehar 12
- GERALDINE FARRAR, SOPRANO, WITH ORCH.**
- 88113 Madame Butterfly—Un bel di vedremo—(Some Day He'll Come)—In Italian..... Puccini 12
- 88114 Meistersinger—L'altra notte (Last Night in the Deep Sea)—In Italian..... Boito 12
- GERALDINE FARRAR AND ANTONIO SCOTTI, WITH ORCH.**
- 89014 Madame Butterfly—Ora a noi! (Now, at Last!) (Letter Duet from Act II)—In Italian..... Puccini 12
- MARIE MICHAILOWA, SOPRANO, WITH ORCH.**
- 61178 Traviata—Addio del passato (Farewell to the Bright Visions)..... Verdi 10
- 61179 Demonio—"The Night Is Calm"..... Rubinstein 10
- ERNESTINE SCHUMANN-HEINE, CONTRALTO, WITH ORCH.**
- 89108 The Rosary—In English..... Nevin 12

A salesman, to succeed, must not only have faith in himself, but faith in the article he is selling. He should approach his customer in such a manner as to leave no room for doubt that he himself believes what he says of the article he has to sell.

TRADE IN SOUTHERN CALIFORNIA.

Talking Machine Men Preparing for the Arrival of Admiral Evans' Fleet—Borgun Joins Southern California Co.—Opera Records in Great Demand—New City Ordinance Against Musical Instruments Heartily Condemned—C. E. Goodwin a Recent Visitor.

(Special to The Talking Machine World, Los Angeles, Cal., March 4, 1908.)

Los Angeles and her sister cities are very busy making preparations for the arrival of the battleship fleet. Business is good in general, and the climate could hardly be improved.

Leo Weaver, a well-known music man of this coast, has joined the Pasadena Music Co., and reports an excellent business in the "Crown City." Owing to the wealthy class who reside there a fine trade is predicted.

A fire in the Chamber of Commerce building, of San Diego, did some damage to the store of the Southern California Music Co., in that city. Fortunately the talking machine department was spared and came out with little damage. Business was not interfered with, however.

Edward Borgum is with the Southern California Music Co. in the capacity of traveling salesman. Mr. Borgum has recently left the house of D. S. Johnston Co., Seattle. He has visited several dealers in the "Valley" and will leave shortly on a trip to Arizona and New Mexico, which country has not had much attention in the talking machine line, and will doubtless prove an excellent field. The Southern California Music Co. have just received the special list of Tetrizzini and "Merry Widow" selections for the Zonophone, with which they are doing considerable business.

The sale of Victor records of "Mme. Butterfly" has been very large since the opera has visited the city. Mr. Ruggles, of Sherman, Clay & Co., says they cannot get enough of them. The sample of the new Victor "Pagliacci" records has brought in some nice orders, as they are the finest of their kind ever heard.

C. E. Goodwin, of Lyon & Healy, is making a short stay here.

Talking machine dealers, and, in fact, all music houses in Pasadena, Cal., are bitter against a new city ordinance prohibiting the use of musical instruments to attract crowds. Although directed against penny arcades and moving picture shows, it is construed to affect all music houses who publicly play instruments, but the dealers state that they will continue to sell and use talking machines, despite the ordinance. Public opinion seems to be in favor of the music dealers.



No. 512 CABINET  
Golden Qt. Oak. Holds 252 Cylinder Records in the Original Flannel Lined Cartons.

CABINETS

FOR  
Disc Records and Cylinder Records

WE have the Cabinets that have the price quality and workmanship that is getting the business.

YOU would benefit yourself by writing us for a New Booklet illustrating this unusually complete line.

OUR NAME  
The Udell Works

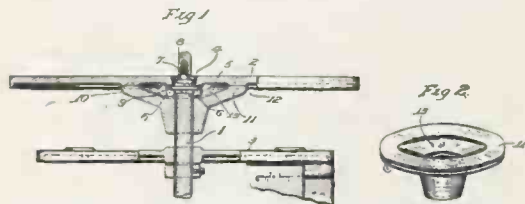
OUR ADDRESS  
INDIANAPOLIS, IND., U. S. A.



**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., March 7, 1908.

**TILTING TURN-TABLE FOR SOUND RECORDING AND REPRODUCING MACHINES.** Wilburn N. Dennison, Merchantsville, N. J., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 880,369.  
One object of this invention is to provide a



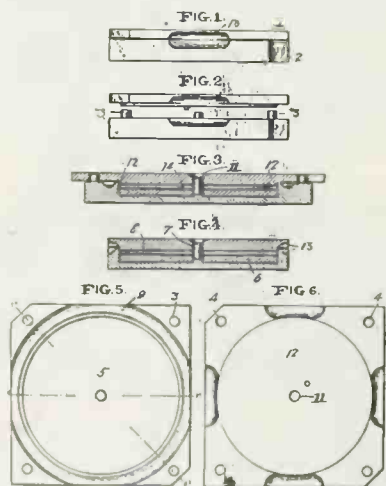
mounting for a turn-table used with the disc type of sound recording and reproducing machines, which will permit the turn-table to be tilted out of its normal position upon its driving spindle without bringing any undue stress upon the spindle to bend it. Further objects are to support the turn-table independently of the spindle by which it is rotated, without having any relative motion between the said parts; to render this portion of the mechanism of a talking machine absolutely noiseless and frictionless; to simplify the construction and to reduce the cost of manufacture.

Figure 1 is a central vertical section of a device constructed in accordance with this invention; Fig. 2 is a perspective view of a detail of the device; Fig. 3 is a vertical section of the device showing the turn-table in a tilted position; Fig. 4 is an elevation, partly in section, of a central fragment of the device, and Fig. 5 is a bottom view of Fig. 4.

**DIE PLATE FOR STAMPING UP SOUND-RECORDS.** George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 879,363.

The object of this invention is to produce a part of co-operating die-plates, by which a record may be stamped up and finished ready for the market, in a single operation of the press, thereby avoiding the necessity of subsequently trimming and polishing the same, as is now ordinarily required.

A further object of the invention is to pre-



vent premature contact between the die plates, as the record is being stamped up, in order to obtain the full and continued effect of the pressure applied upon the material and thereby produce a sharp, clean-cut impression, smooth and free of surface inequalities and having the requisite density throughout the body of the record disc.

In these drawings: Figure 1 is a view of the die-plates assembled. Fig. 2 is a similar view showing the plates separated. Fig. 3 is a sectional view taken on the line s<sup>3</sup>-s<sup>3</sup> of Fig. 5. Fig. 4 is a similar view taken on the lines s<sup>4</sup>-s<sup>4</sup>,

of Fig. 5. Fig. 5 is a plan view of the lower plate, and Fig. 6 is a reverse plan of the plate.

**PRODUCTION OF DISC SOUND-RECORDS.** Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 878,547.

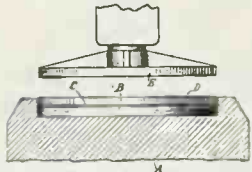
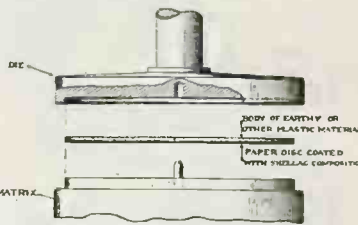
The present invention relates more particularly to the manufacture of disc sound-records, and has for its object to cheapen the production of such records, and at the same time to improve their quality, especially in respect to strength, durability and uniformity of product.

**YIELDING MATRIX FOR SOUND-RECORDS.** Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 878,513.

This invention relates to the production of sound-records by the impressing of a suitable matrix into a disc or tablet of suitable material. Such matrices are electroplates, formed upon a wax-like original sound-record by the ordinary process of electrolysis. These electroplates are comparatively thin sheets of metal which are backed up by heavy plates to which they are soldered or otherwise permanently secured. The surface of such matrix is seldom or never a true geometric plane, so that if a composite tablet is to be impressed (to produce the sound-record) some provision must be made to compensate for this want of geometric trueness. This present invention not only provides this compensation, but also saves the time and expense of providing the heavy backing for the matrix, and incidentally permits a number of matrices to be stored in a small space.

This invention consists briefly in providing a yielding substance between the matrix and the platen, or the plunger, of the press, so as to produce a yielding matrix which will press with uniform pressure upon every portion of the surface of the record or disc to which it is applied.

In the drawing annexed, Figure 1 is a conventional representation of a press containing the invention.



**PHONOGRAPH.** Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 873,032.

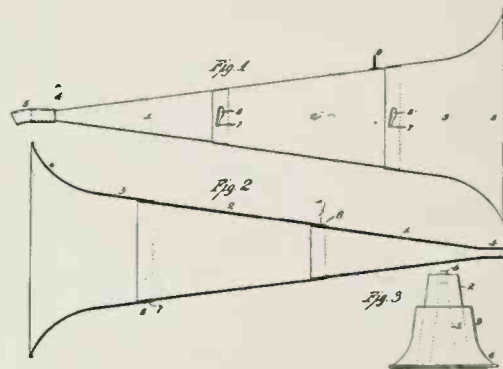
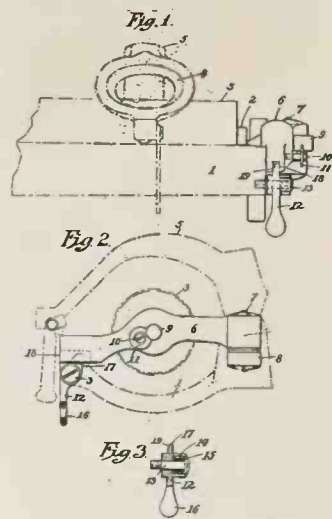
This invention relates to phonographs where-

in the sound record is carried on a tapering mandrel the outer end of which is supported during the operation of the instrument by a bearing, such as a pivot pin, carried by an end gate which is pivoted at one end so that when desired it may be turned on its pivot and expose the end of the mandrel so that the sound record may be applied to or removed therefrom. This invention has for its object the provision of an improved form of locking latch for holding the end gate in its closed position.

Figure 1 is a front elevation showing the invention applied to a phonograph. Fig. 2 is an end elevation of the same, and Fig. 3 is a detail view partly in section of the locking latch.

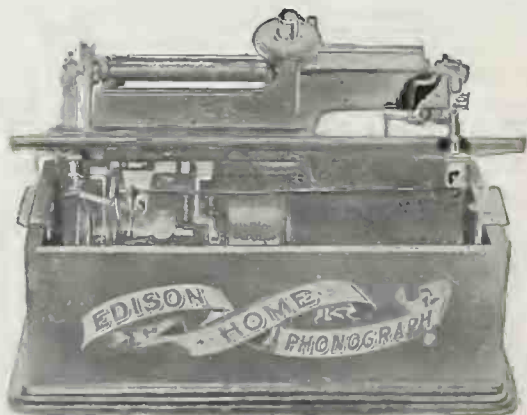
**PHONOGRAPH-HORN.** Peter Weber, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 878,029.

In phonographic reproduction, superior results are secured with horns of considerable length and diameter, which at the present time, are



about 30 inches long. These horns are made of sheet metal and great care has to be taken in transporting them, in order that they may not become dented or injured. Consequently, in the shipment of a phonograph outfit, a larger box is required for the horn than for the phonograph itself, and this is a serious practical objection.

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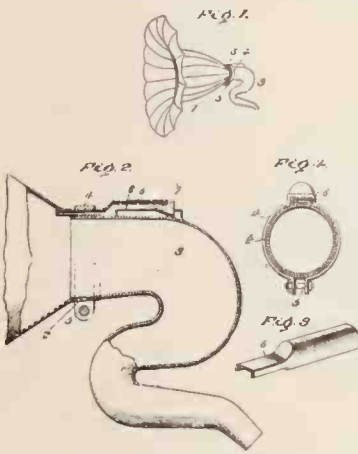


These horns are also bulky in the hands of the user, and objectionable for this reason.

The object of this invention is to provide a collapsible or sectional horn, having substantially as good acoustical properties as a continuous horn and which is as rigid as such a horn, but which, owing to its collapsible or sectional character, is very much less bulky than a continuous horn, whereby the objections indicated will be overcome.

Figure 1 is a side elevation of one form of horn embodying the invention, showing the same made in three sections, Fig. 2 a longitudinal sectional view of the same, and Fig. 3 a side elevation, showing the parts collapsed or folded.

**PHONOGRAPH-HORNS.** Francis M. Murphy, Jersey City, N. J., assignor of one-half to Thomas Flanagan, same place. Patent No. 880,388.



This invention relates to horns for talking machines generally, the purpose being to modify the sound by the application of a valve controlled air inlet located

in the length of the horn and preferably about at the juncture of the base or stem with the body of said horn.

In the specific application of the invention, the horn comprises a body or bell portion and a stem or base, the parts being separable and the base or stem being tapered and reversely curved in its length, said base or stem having securing means for positive attachment thereto of the bell or body portion of the horn and provided with the valve controlled air inlet at or near its larger or coupling end.

Figure 1 is a perspective view of a phonograph horn embodying the invention. Fig. 2 is a longitudinal section of a portion of the stem or base and the contracted end of the horn body or bell. Fig. 3 is a detail view of the coupling end of the stem or base showing more clearly the clamp means for securing the horn thereto. Fig. 4 is a transverse sectional view taken at the junction of the horn and stem.

**PHONOGRAPH-HORN.** Victor H. Rapke, New York. Patent No. 879,797.

The purpose of the invention is to provide a collapsible phonograph horn or megaphone, wherein the sections can be completely separated one from the other, and compactly nested, and to provide simple means for drawing the sections together, which means can be quickly and conveniently applied or removed. It is a further purpose of the invention to so construct the horn that the vibrations will not be carried from one section to the other, and whereby the vibrations will be extremely light and will in no manner interfere with the sound waves passing through the horn; it is also a purpose to so construct the horn that there will be absolutely no rattling when the horn is set up and in use.

Figure 1 is a longitudinal section through the improved horn, showing one tie rod simply fitted thereto and a second tie rod in clamping engagement therewith; Fig. 2 is an enlarged section through portions of opposing body sections of the horn, illustrating the manner in which one section is fitted to the other; Fig. 3 is a view similar to that shown in Fig. 2, but illustrating the form of connection employed between the inner or most contracted body section and the section next thereto; Fig. 4 is an enlarged transverse section through a portion of the horn, illustrating a form of keeper employed for the locking or clamping devices for the body sections of the horn; Fig. 5 is a longitudinal section through the body section of the horn, showing the said body sections nested, and Fig. 6 is a sectional side elevation of one of the tie rods, showing a modified construction.

**PHONOGRAPH.** William W. Rosenfield, New York. Patent No. 879,589.

This invention relates to automatically operated phonographs. The invention has been made especially with the idea of adapting a spring motor actuated phonograph to operate to make successive productions of a record or records. To this end means are provided for automatically rewinding the motor by which the phonograph is given its reproducing movements, and means for automatically raising the reproducer from the record and for returning the parts to normal or starting position. For re-

winding the spring motor, there is provided an electric motor and means whereby the circuit is closed to such electric motor to cause the re-winding of the spring motor preferably after the reproduction of a record, and the electric motor also preferably actuates the automatic return mechanism.

In the drawings Figure 1 is an elevation and Fig. 2 a plan representing a spring motor actuated phonograph of well known form provided with rewinding and return mechanism in accordance with the present invention. Fig. 3 is an elevation of parts of the operating mechanism looking from the back of Figs. 1 and 2. Fig. 4 is a transverse section and elevation at the dotted line *y, y* of Fig. 2 looking toward the right. Fig. 5 is a longitudinal section through the body section of the horn, showing the said body sections nested, and Fig. 6 is a sectional side elevation of one of the tie rods, showing a modified construction.

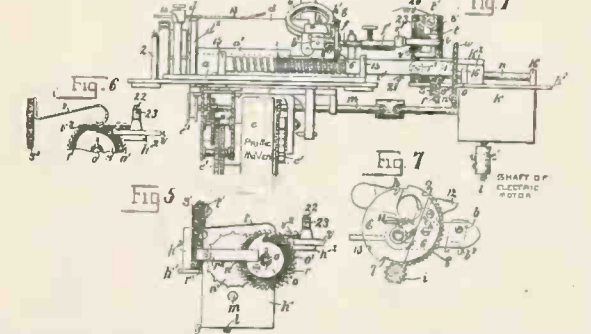


Figure 1 is a perspective view of a phonograph horn embodying the invention. Fig. 2 is a longitudinal section of a portion of the stem or base and the contracted end of the horn body or bell. Fig. 3 is a detail view of the coupling end of the stem or base showing more clearly the clamp means for securing the horn thereto. Fig. 4 is a transverse sectional view taken at the junction of the horn and stem.

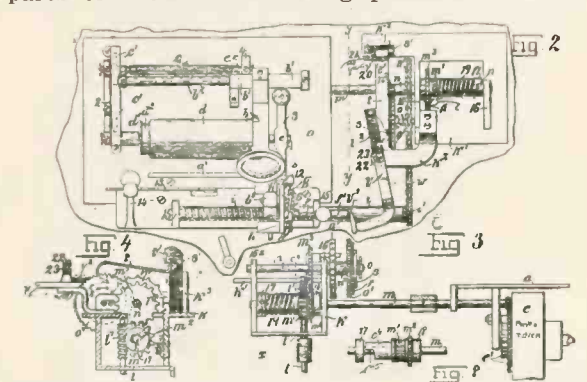
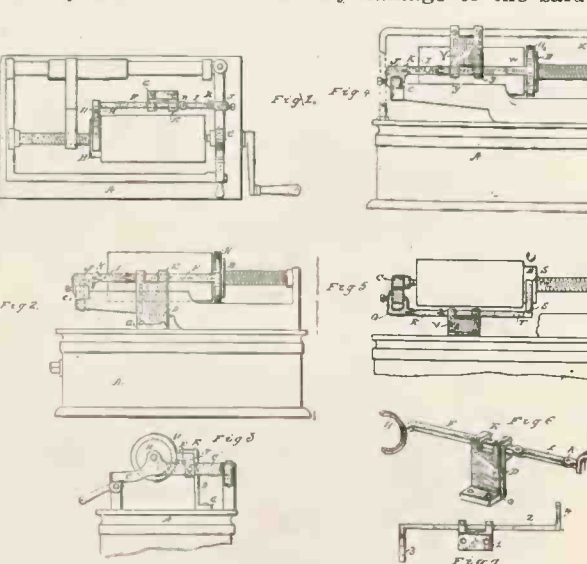


Figure 1 is a perspective view of a phonograph horn embodying the invention. Fig. 2 is a longitudinal section of a portion of the stem or base and the contracted end of the horn body or bell. Fig. 3 is a detail view of the coupling end of the stem or base showing more clearly the clamp means for securing the horn thereto. Fig. 4 is a transverse sectional view taken at the junction of the horn and stem.

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**ATTACHMENT FOR PHONOGRAPHS.** Edwin B. Donaldson, Washington, D. C., assignor of one-half to Frederick A. Linger, same place. Patent No. 880,016.

An object of the invention is to provide means for imparting to the record an initial movement or thrust to disengage the record from the cylinder and project it beyond the end of the cylinder in order that the operator may handle the same by applying his fingers to the internal wall of the cylinder and obviate any damage to the said



record which might result from handling the exterior surface. A further object of this invention is to provide a means for connecting the record actuating device to the end gate of the ordinary phonographs, thus releasing and actuating the record at a single operation. A still further object of the invention is to provide an attachment of the character noted that can be applied to phonographs now in common use without in any way changing their construction; the said attachment being simply anchored to parts of machines as they are now made.

Figure 1 is a top plan view of a portion of a

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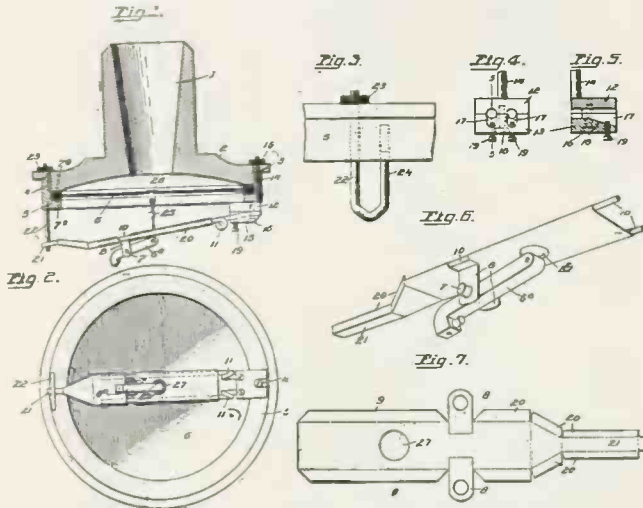
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phonograph showing the invention applied thereto. Fig. 2 is a view in elevation of the rear thereof. Fig. 3 is a view in elevation of the end thereof. Fig. 4 is a rear elevation showing a modified construction. Fig. 5 illustrates another modification. Fig. 6 is a perspective view showing the details of construction of the attachment illustrated in Figs. 1 and 2. Fig. 7 is a detail view of a further modification.

**REPRODUCER FOR PHONOGRAPHS.** Arthur C. Mes-  
traud, Lincoln, Neb., assignor to Oscar J. Junge,  
same place. Patent No. 880,320.

This invention relates to reproducers for phonographs, and one of the principal objects of the same is to obviate the use of a counterweighted stylus arm in devices of this character. Another object is to provide a reproducer or sound box in which the stylus arm is mounted upon a spring, and in which means are provided for



adjusting the tension of the spring to regulate the yielding character of the stylus arm.

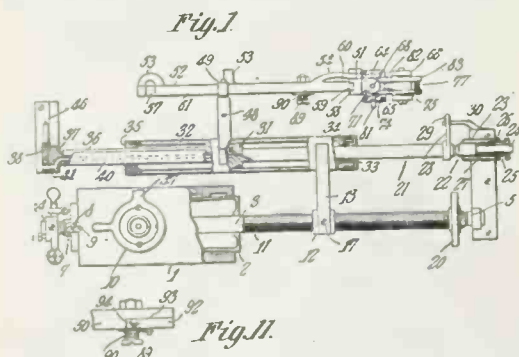
Still another object of the invention is to provide a reproducer of simple construction in which weights are entirely dispensed with, and in which the spring for supporting the stylus arm may be quickly adjusted to regulate the bearing of the stylus in the sound grooves of the record.

Figure 1 is a central vertical section of a reproducer or sound box made in accordance with the invention. Fig. 2 is an underside plan view of the same. Fig. 3 is a detail side view of the limit loop for supporting one end of the stylus arm spring. Fig. 4 is a detail front elevation of the spring-holding members. Fig. 5 is a sectional view of the same, taken on the line 5-5, of Fig. 4. Fig. 6 is a perspective view of the stylus arm and the supporting device therefor. Fig. 7 is a plan view of the sheet metal blank for holding the stylus arm spring.

**ANNUNCIATOR.** William C. Mayo, and John Houlehan, El Paso, Tex., assignor of one-third to George E. Briggs, Barstow, Texas. Patent No. 879,288.

This invention has reference to improvements in annunciators designed more particularly for the phonographic announcing of stations and other routine information on cars or trains of any character.

The invention is designed for use in connection with a complete traction system, and since



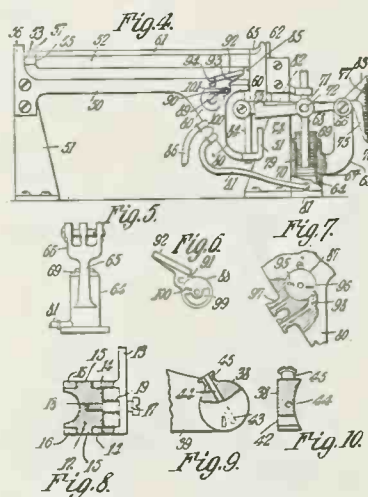
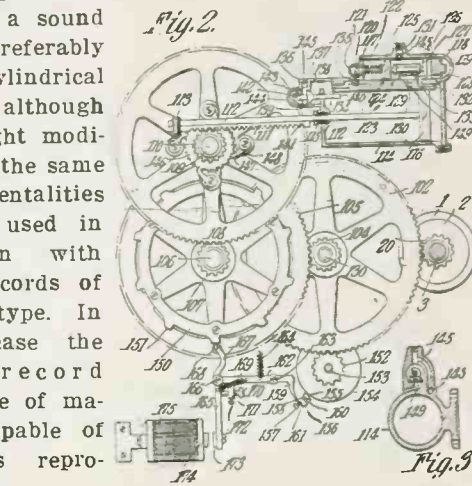
in this system the operations are mostly automatic in character, it becomes necessary that all announcements, such as the names of stations, calls to meals, and other matters which are usually called out by a train official shall be made by phonographic means and shall be so timed and arranged that each passenger shall surely hear the announcement.

In the system in which these annunciators are

designed to be used it is impracticable to use spring motors for the purpose of driving the instruments and so connections are made with the air system of a train whereby the air pressure, which, in accordance with our general system is constantly maintained, is employed to drive the various parts of the annunciator and to actuate the several parts which are necessary for the fully automatic operation of the devices comprised in the present invention.

The present invention comprises a sound-reproducing means utilizing a sound record, preferably of the cylindrical type, although with slight modifications the same instrumentalities may be used in connection with sound records of the disc type. In either case the sound record should be of material capable of numerous reproductions.

The invention comprises a means under the control of the air pressure in the system used for braking and other purposes, for setting up rotary motion of the cylindrical sound record and feeding the sound-box across the record to



such extent and at such times as may be necessary to cause the desired announcements to be made.

In order that the announcements may be made at the proper time, the motor for the phonographic annunciator may be under the control

of a release mechanism which may be operated from fixed points along the roadway, and provision is also made for conducting the reproduced sounds to points adjacent to the seats occupied by the passengers on the car so that each passenger may receive an individual announcement in spoken words.

Figure 1 is a plan view, with parts in section, of a phonographic reproducer of the cylindrical record tablet type arranged to operate automatically as many times as desired; Fig. 2 is a skeleton view of the driving mechanism for the structure shown in Fig. 1; Fig. 3 is a cross section of the cylinder for receiving air for driving the mechanism; Fig. 4 is an elevation, partly in section, of the mechanism employed for returning the sound-box to its initial position after having traversed the length of a record cylinder; Figs. 5

to 11, both inclusive, are detail views of various parts of the mechanism; Fig. 12 is a sectional view, partly in diagram, of a means for silencing the reproduction without throwing the mechanism out of action; Fig. 13 is a plan view of a portion of the same, and Fig. 14 is a detail view of a portion of the structure shown in Fig. 12.

**METHOD OF MAKING GRAMOPHONE-RECORD TABLETS.** Herbert S. Berliner, Washington, D. C. Patent No. 878,931.

This invention has reference to the manufacture of gramophone sound-record tablets and has for its object to reduce the cost of production without impairing the durability or wearing qualities of the record. In carrying this invention into effect, first a mixture is made of the ingredients or elements that ultimately form the surface in which the sound-grooves are impressed, and such mixture may be made up of barites, silica or other earthy matter, a fiber, as cotton-flock, asbestos, shoddy or light fibrous material, with shellac, and when desired coloring matter may be added.

The above-named ingredients or the equivalents thereof are thoroughly incorporated or mixed together by heating and kneading, the mixture being rolled into sheets forming a solid

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mass when cool. This solidified base composed of granular material, a fiber, and shellac, is reduced by grinding to a fine powder, and such grinding of the hard or solid mass which has a fiber intermixed therewith produces a fine powder in which the fiber is thoroughly incorporated. It is important to note that, in order to grind the fiber into a powder, it must be incorporated into a hard cold mass forming a part thereof,

- Shellac fiber filler dissolved by melting & casting.
- Solid mass reduced to a fine powder by grinding.
- Powder reduced to a fluid condition by the addition of a liquid (alcohol).
- Viscous fluid applied to a base on a sub-base.
- Applied surface rendered plastic by heating.
- Sound record pressed into surface.

and this is one of the particulars of the improvement over other methods which enables one to subsequently produce an entirely homogeneous fibrous fluid for coating the hard base of my record.

Having reduced the fibrous mass to a fine powder, it is next brought to fluidity by the addition of alcohol, or other fluid solvent of shallac, the amount of alcohol or liquor that is added being sufficient to reduce the dry powder to a viscous fluid, and such fluid is applied either to one or both sides of a solid base or foundation, for instance, a disc of pasteboard, wood, metal or resinous composition, or to a sub-base, as a sheet of paper, which may then be reinforced by a backing, and when one coat or covering has been applied and has dried a second coat may be applied, and so on until a surface of the desired thickness is secured. The coat or coatings may be applied by a brush or roller, and when the solvent has evaporated, the mixture solidifies and forms a hard coating. Before impressing the sound-record into the surface of the tablet or disc it is heated to render the sound-record surface plastic, after which the sound-grooves are impressed therein in the usual manner, the disc being cooled while under pressure and while in close contact with the sound-record matrix.

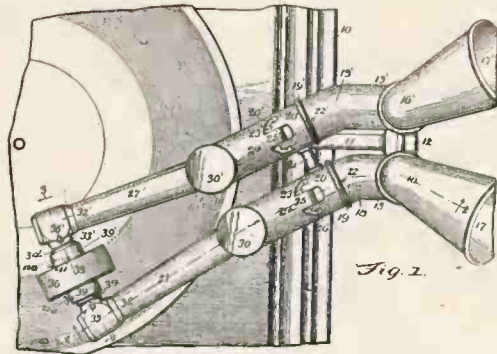
The inventor desires to cover in this application the method described for producing an entirely homogeneous fibrous fluid for making a gramophone record surface, and does not broadly claim herein the general idea of coating a disc with a gramophone record composition in fluid form, drying the latter and impressing a record therein.

The method or process is illustrated by the accompanying diagram.

TALKING MACHINE. John C. English, Camden, N. J. Patent No. 877,989.

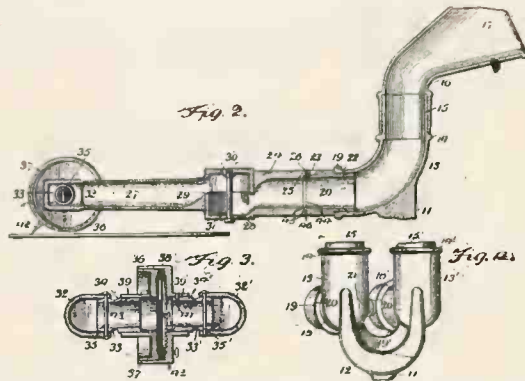
This invention consists in providing a talking machine with two sound conveying tubes of heavy and rigid construction, each of which is composed of a rigid or fixed portion secured to the side of a cabinet, or other fixed part of a talking machine, and two hinged portions free to be swung upwardly on horizontal pivots away from the plane of the record, and also to be

swung about vertical pivots in a horizontal plane over the face of the record; the swinging ends of said sound tubes being pivoted to the opposite sides of the reproducer or sound box; whereby the said sound tubes are caused to convey the



vibrations of the diaphragm from both sides of the sound box to independently movable horns or any other sound amplifying device, and at the same time to maintain the sound box, and the stylus carried thereby, in a fixed relation with respect to the groove of the record as the reproducer or sound box travels across the same.

Figure 1 is a plan view of the improved de-



vice, mounted upon a cabinet of a talking machine. Fig. 2 is a sectional view of the line 2, 2, Fig. 1; Fig. 3 is a section of the line 3, 3, Fig. 1; Fig. 4 is an elevation view of the bracket or fixed support of this device.

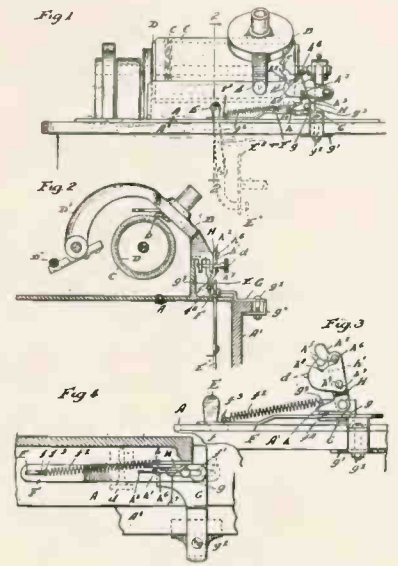
TALKING MACHINE. Ira G. Fosler, Chicago, Ill. Patent No. 878,516.

This invention relates to the "overrunning" of the record after the sound reproduction has been completed, which produces a disagreeable noise and also tends to wear away and injure the reproducing stylus.

The object of the invention is to provide a simple and durable construction of talking machine which will automatically stop when the reproducing stylus reaches the end of the sound record to be reproduced.

In the accompanying drawing forming a part of this specification, Figure 1 is a front elevation of a talking machine embodying the invention. Fig. 2 is a detail vertical section on line

2-2 of Fig. 1. Fig. 3 is a detail elevation showing the parts in a different position from that illustrated in Fig. 1. Fig. 4 is a detail plan view partly in horizontal section.



FEED MECHANISM FOR PHONOGRAPHS. William A. Cook, New York. Patent No. 878,121.

The invention relates to means for moving the reproducer in unison with the spiral groove on the record so that the reproducer-point shall be maintained in proper relation thereto, and the object of the present invention is to provide simple, inexpensive feeding means for insuring the engagement of the sapphire or point with the record-groove, and for easily and quickly releasing such feed mechanism for a re-traverse, by the reproducer, of the same or another record.

Fig. 1 is a side elevation of such an instrument equipped with the improvement. Fig. 2 is a corresponding plan view, partly in horizontal section. Fig. 3 is a vertical section, partly in elevation, showing a portion of the feed mechanism and releasing means on a larger scale. Fig. 4 is a corresponding horizontal section and plan view.

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925 Pa. Avenue WASHINGTON, D. C.

231 No. Howard St. BALTIMORE, MD.

Wholesale and Retail Distributors

Edison Phonographs

Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

## PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

PERRY B. WHITSIT

L. M. WELLER

## PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

## WE ARE JOBBERS IN BOTH VICTOR & EDISON GOODS STANDARD TALKING MACHINE CO.

435-7 WOOD ST., PITTSBURG, PA.

Why not try a jobber who can fill your orders complete and ship them the day order is received.

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

Jobbers of

EDISON VICTOR COLUMBIA

## WEYMANN & SON

WHOLESALE DISTRIBUTORS

EDISON Talking Machines RECORDS & Supplies VICTOR

Place your name on our mailing list. We can interest you.

1010 Chestnut St., Philadelphia, Pa.

## KOHLER & CHASE

Oakland, Cal.

Seattle, Wash.

Jobbers of

STAR, ZONOPHONES AND EDISON PHONOGRAPHS

WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.



# Leading Jobbers of Talking Machines in America

**Baltimore Zonophone Jobber**  
 THE NEW TWENTIETH CENTURY TALKING MACHINE CO.  
**L. MAZOR**, Proprietor  
 Talking Machines and Records. The Biggest Assortment of Hebrew Records.  
 1423-25 E. Pratt Street, BALTIMORE, MD.

**FINCH & HAHN,**  
 Albany, Troy, Schenectady.  
 Jobbers of Edison, Victor and Columbia  
**Machines and Records**  
 300,000 Records  
 Complete Stock Quick Service

**D. K. MYERS**  
 712 North Second St. ST. LOUIS, MO.  
 Only Exclusive Jobber in U. S. of  
**Zon-o-phone Machines and Records**  
 We Fill Orders Complete Give us a Trial

**SPALDING & CO.**  
 109-113 W. Jefferson St., Syracuse, N. Y.  
 JOBBERS  
**COLUMBIA MACHINES and RECORDS**  
 Also Athletic Goods, Fishing Tackle and Cutlery

**J. K. SAVAGE**  
 The New Indestructible Cylinder Records  
 Star Disc Machines and Records  
 At Wholesale. Complete Stocks.  
 921 Franklin Avenue, ST. LOUIS, MO.

C. B. HAYNES W. V. YOUMANS  
**C. B. HAYNES & CO.**  
 WHOLESALE DISTRIBUTORS  
**EDISON PHONOGRAPHS AND RECORDS**  
 ALL SUPPLIES  
 603 East Main St., Richmond, Va.

## Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS



**THE REGINA Co.**  
 TRADE-MARK  
 BROADWAY and 17th ST., NEW YORK  
 Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago  
 WHOLESALE AND RETAIL  
**REGINA MUSIC BOXES REGINAPIANOS**  
**REGINAPHONES SUBLIMA PIANOS**  
 DISTRIBUTORS IN NEW YORK FOR  
 Victor Talking Machines and Edison Phonographs  
 Complete Stock. Prompt Deliveries.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

**PRICE PHONOGRAPH CO.**  
 54-56 Clinton Street, NEWARK, N. J.  
**Victor Distributors** Talking Machines Records  
 Send us your Order, you get the Goods  
 We don't retail. We take care of the Dealer.  
 Large Stock - Quick Service

### UNIVERSAL CO. ENTERPRISE

Follow Their Tetraxini Records with Records of "The Waltz Dream"—The Numbers Listed Are Most Interesting.

Again the Universal Talking Machine Co. demonstrated their thorough up-to-dateness through a special issue of the most popular numbers from the new operetta "The Waltz Dream." In taking this step, General Manager McNabb has been influenced largely by the unprecedented success of his "Merry Widow" special, for, despite the fact that every available means has been employed to handle all orders promptly, the demand for these has been so far in excess of the company's expectations that they have been and still are completely swamped with orders.

Taking this into consideration, there has been

but six numbers made from "The Waltz Dream," which are as follows:

- No. 1,032—Gavotte, Entr'acte, Zonophone Orchestra.
- No. 1,036—Love's Roundelay, waltz duet from act 1, Frank C. Stanley and Henry Burr.
- No. 1,033—"Life is Love and Laughter," from act 2, Alice C. Stevenson and chorus.
- No. 1,034—"Sweetest Maid of All," kiss duet from act 2, Alice C. Stevenson and Frank C. Stanley.
- No. 1,035—Piccolo, Buffo duet, from act 2, Alice C. Stevenson and Frank C. Stanley.
- No. 7,066—A Waltz Dream waltz.

Embodied in a neat little folder a list and description of these as well as "The Merry Widow" and Tetraxini records has been prepared for trade distribution, and we learn from good authority that if the advance demand for these selections may be taken as a basis for their popularity, their sale will even exceed that of "The Merry Widow."

### PETITIONED IN BANKRUPTCY.

A petition in bankruptcy was filed last week against Joseph Greenberg, dealer in music boxes and talking machines at 64 Delancey street, New York, by these creditors: Regina Co., \$1,491; Columbia Phonograph Co., general, \$478; Jacot Music Box Co., \$343; and Victor Distributing and Export Co., \$82. It was alleged that he is insolvent and on January 17 transferred his entire stock and fixtures to a man named Alexander to defraud creditors. Judge Hough, United States District Court, appointed Otto M. Goldsmith receiver, with a bond of \$1,000. It was stated that on February 4 Greenberg with the help of Alexander, removed all the stock in a van to Brooklyn, N. Y. It was also stated that Greenberg bought goods from the petitioning creditors after he had given a bill of sale to Alexander.

### A. P. PETIT OFF TO EUROPE.

A. P. Petit, general manager of the Zonophone Distributing and Export Co., and also of the

Talking Machine Supply Co., New York, sailed for Europe, with his wife, on February 26. He is to be gone about two months.

### KAUFMANN BUYS DEPARTMENT.

Takes Over the Talking Machine Department of the Cable Co. in Norfolk—A Visitor to New York Recently.

The talking machine department of the Cable Company, Norfolk, Va., has been acquired by E. H. Kaufmann, in their employ, who will establish a separate business at the same address until he can put up his own building early in the spring. At one time Mr. Kaufmann was a salesman with the National Phonograph Co., in the wax record period. Later he was connected with the Zonophone Co. He is an experienced talking machine man, and therefore his success is assured. Mr. Kaufmann was in New York recently buying goods.

### "PAGLIACCI" ON THE VICTOR.

Leoncavallo's famous two-act musical drama "Pagliacci" recorded specially under the personal direction of the composer is announced by the Victor Talking Machine Co. In connection with this series of records the Victor Co. have issued an illustrated and historical booklet in which are depicted the various scenes and characters as well as the story of the play as it progresses from the first to the last record. It also contains a short story of the composer's life. The popularity of "Pagliacci" is such that it is certain the dealers will find a big demand for these records.

### HENRY J. HAGEN TO MEXICO.

Henry J. Hagen, manager of the Universal Talking Machine Mfg. Co.'s recording laboratory, New York, sailed Feb. 27, on the Merida, of the Ward Line, for Vera Cruz. He will be gone six weeks, and his headquarters during his absence will be at the Hotel Porter, City of Mexico, Mex.

**NYOIL**  
 FOR

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

It Absolutely Prevents Rust.

**NYOIL**  
 Sales Quadrupled in 1907

1866 1907

**WILLIAM F. NYE**  
 NEW BEDFORD, MASS.





# SIDE LINES FOR THE TALKING MACHINE TRADE

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

At the entrance of a new season it is well to call a special council of war, that is to say, an assembly of employees, at which to outline the plans and policy of the firm, inviting suggestion and criticism as a helpful factor in clearing away misunderstanding and in uniting forces in a long, strong, concentrated pull for success. It is all right for the leader to announce the general outline of endeavor, but to invite hearty co-operation he will find it advisable to present his views in an easy informal manner, after which he may have to coax and cajole expressions from the diffident many who do not fear to differ, but sometimes lack courage to express their views. Only too many employers underestimate the value of discussing "ways and means" with the men under them—overestimating their own ability or believing that to admit themselves fallible would lessen the respect due them. That, to say the least, is a bigoted, short-sighted policy and one which, if it does not exactly court disaster, certainly is not productive of the best results. Admitting that the head of a house possesses wonderful business acumen, accurate knowledge of men and other virtues that make the ideal merchant, it is not possible for him to be everywhere. His time is taken up and needed at the helm where he directs the policy to be carried out by all. But who is to study the wants of the public—that most essential thing to the welfare of all merchants, big and small? Why, the men who do the selling. To them the customers go. To them they praise or find fault with the goods. To them they say, "Why haven't you got so and so? Well, I'm sorry, but I'll have to go elsewhere." They are the ones who have their fingers on the trade pulse and they are the ones who can help most.

In planning the coming Spring campaign the first important consideration is that chief detail of merchandising—the buying, or in other words, getting what customers want and keeping one's weather eye peeled for anything new, a demand for which you can create quickly by attractive displays and a liberal amount of printers' ink used in local dailies. It was for the purpose of keeping dealers and jobbers posted on these new lines that this department was opened, and if we are to judge by the letters we have received from many of our subscribers, it is filling its mission satisfactorily. Of course, like all new things, it takes some time to reach anything like perfection and then without the co-operation of the trade this is next to impossible. What we want most are suggestions, for two heads are always better than one. Then, too, if our readers come across something good—a line that sells well in connection with their business, write us about it and we will pass the good thing along. In that way by working together we can do

much toward booming conditions in this trade and helping our fellow workers over many a hard bump in the road, which after all is the only and happiest way of spending one's life.

## Cameras and Photographic Supplies.

With the coming of Spring a rich field opens up to the talking machine man in cameras and photographic supplies, the possibilities of which are only limited to the amount of ingenuity displayed by the retailer. Each day brings us nearer to the warm balmy period which follows the Winter and heralds the birth of new and vivifying life everywhere. It is amidst this rejuvenation that the love for outdoor pastimes comes upon young and old alike and with it the insatiable desire to preserve these beauties of nature in the one way known to science, namely, photography. Are you going to let this opportunity slip by, Mr. Dealer? If so, it will be only to regret it when it is too late. Why not take time by the forelock and investigate this field thoroughly now?

Of course it may be that other lines will appeal more to your particular customers, of that you must be the judge. But the fact remains that if a retailer possesses enough push and ambition, competition, or anything else, cannot stand in his way with these goods. Every man, woman or child is a prospective purchaser of photographic goods if handled in the right way, and many schemes can be worked up to win over a good majority. For instance, make it a point to offer each month cash or other prizes for the best picture submitted by your customers. This will start a keen competition and by a judicious amount of advertising in local dailies will add many names to your list of purchasers. Start camera clubs and spread the news broadcast about the pleasure to be derived from hunting with the camera. Why is deer hunting so fascinating a sport, simply because of the skill, patience and endurance necessary to get a shot, and yet from experience the writer can vouch for the fact that it is a far more difficult feat to obtain a good negative than it is a shot. And once let a person get into the habit of trailing with a camera and it is next to impossible to break its influence. There are no game laws to affect this sport, and if one has any sentiments against the rapid disappearance of game in this country it is at least some satisfaction to feel as one turns over the pages of his album and glances at this animal or that bird, that as far as he is concerned they are still enjoying life to the fullest extent.

## Post Cards.

Talking machine men should prepare for a big call on Easter novelties of all kinds. In view

of the widespread popularity of the fancy post card as a medium for seasonable greetings, retailers should make a point of stocking a sufficient quantity of Easter styles. At a time like this the higher priced and therefore more profitable lines are the kind that will find quickest sale. By this we mean cards that will retail at from six for a quarter to three for a quarter, though, of course, there will always be those who desire the cheaper grade. After Easter, however, the special day card will be dropped temporarily and the view card will come into its own. Each year adds to the popularity of these cards and the retailer who keeps his stock well supplied will find himself well repaid for his investment. While novelty cards (by that we mean special day cards) change each year the view cards are standard and as long as they are of good quality there is no fear of their becoming dead stock. Local views are especially live sellers and the dealer in any city or town who neglects having a full assortment is losing a lot of good money. Buyers never tire of them and the more there are and the better they are the more liberal and more profitable the business. Advance orders are essential and the dealer who has not placed his orders for these cards is quite likely to have more or less trouble securing the goods when he wants them. Already the demand is so great that all the factories are crowded to the limit of their capacity and orders sent in even now must wait their turn. Whenever it is possible it is well to obtain some exclusive views. This can often be done by either taking a photograph or having one taken for you of the particular object or objects of interest in your locality and either sending this with your order for so many thousand to your manufacturer, who will print your own name along the margin of the address side—or else send your photograph to some well known engraver who makes a specialty of this work and have a cut made, from which almost any local printer can run off any desired number. By the latter process time can often be saved especially if manufacturers have a rush on.

While there is no question that the German manufacturers have carried the art of lithographing to a much finer point than we have in this country and that the cheapness of labor abroad enable them to pay duty on the goods and still compete with our largest factories, they have never quite been able to understand and execute a typical American card. This is now being demonstrated by the large increase in American manufacturers who are meeting with wonderful success. The native product naturally comes a great deal nearer pleasing the average American than any imported line. Home grown humor is more striking and local art seems much better adapted to bring it out.

## A SIDE LINE THAT SELLS and IS WORTH SELLING

That is the whole story of Ingersoll Watches briefly told. Unlike some other side lines now in use, there is a real, tangible profit in each individual sale of these watches; you don't have to sell thousands of them to make them pay, and the margin of profit to the dealer ranges from 25% to over 60%.

Right now, with the demand for expensive timepieces lower than ever before, is the best time to sell.

*Ingersoll*  
WATCHES

Talking machine dealers everywhere are taking on this line and finding it profitable. Are YOU?

They are made in several attractive up-to-date styles (including the famous Dollar Watch); they are guaranteed ACCURATE timekeepers, and every man, woman and child in this country knows them.

Write for catalog and full information of Ingersoll Watches, also our FREE ADVERTISING OFFER TO DEALERS.

ROBT. H. INGERSOLL & BRO., 500 Jewellers Court, NEW YORK



# Just a Word to You and All

## Progressive Dealers

The Gillette Safety Razor has been accepted by over two million men in the last three years as the easiest, quickest and most convenient method of obtaining a comfortable and satisfactory shave.

During this year thousands of men will be added to the ranks of self-shavers as a result of our extensive advertising in the leading publications of this country which is constantly pointing out the superior features of the "Gillette" and its advantages as a time, money and labor saver.

And it is you—the dealer—who must supply the demand. This because our advertising is planned to create sales in your store.

***Perhaps the tremendous money making possibilities of the Gillette Safety Razor have never occurred to you.***

The two million men now shaving the "Gillette" way must be supplied with new blades. Your profit is not limited to the sale of the razor alone. Between the razor and the blades you have one of the greatest propositions for a steady and liberal profit on the market to-day.

Write for full information and prices, and remember—when we come into your store with our goods, we come in with every bit of assistance possible in the way of making sales.

Booklets, circulars, window cards, electros furnished free of charge upon request. Write to-day.



## Gillette Sales Company

914 KIMBALL BUILDING  
BOSTON

914 Times Building  
NEW YORK CITY

914 Stock Exchange Building  
CHICAGO

The Gillette Safety Razor Set consists of a triple silver plated holder and twelve double edged, thin, flexible wafer-like blades (24 keen edges) packed in a velvet lined leather case. Price \$5.00. Also made in Combination Sets in a variety of styles with toilet accessories retailing from \$6.50 to \$50.00 each.



Latest Novelty

## Illustrated Song Cards

Folders of four cards with chorus of the most popular songs. Splendidly executed in colors. Thirty latest songs out and in preparation.

Biggest Hit

**34 samples sent prepaid on receipt of \$1.50**

## AMERICAN LOVE SETS

WITH VERSES

**Made from photographs posed by American Beauties. Very Striking and Big Sellers**

Samples and quotations on application. In order to get you acquainted with my line it will pay you to order my complete assortment, containing about 1,000 different cards, Landscapes, Flowers, Bathing Types, Children, Animals, etc., etc., for \$5.00.

---

**I Sell to Wholesalers Only. 10 Million Cards Always in New York Stock**

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ART PRINTING AND PUBLISHING ESTABLISHMENT

## THEODOR EISMANN, 124 WEST 18th STREET NEW YORK

#### Athletic and Sporting Goods.

Even if one were not physically susceptible to the steadily increasing warmth of the sun's rays, which heralds the approach of Spring, all one would need to do to learn the fact would be to get within ear-shot of a bunch of boys, or read the sporting columns of the dailies. Everywhere one hears the one topic, which seems to interest not only young America, but a good majority of the old as well—is it necessary to go further and say baseball? This game has grown steadily in popularity by leaps and bounds and dealers who are in the sporting goods business are not only making a good thing out of it, but by publicity on their own hook are giving the thing an extra boost. Now while this national game is perhaps at this time of year heard more about than others it is not the only fish in the pond by a long shot—tennis, golf, cricket, basket ball, roller skating, fishing and many other sports have their own enthusiastic followers. And if any one doubts the opportunities open to those entering this field we would respectfully request him to step around to the nearest place of this kind, where if seeing is believing, it won't be long before some manufacturer in this field will receive his order for the line. One of the beauties of this business is that once you win a customer his purchases are very apt to be not only good, but what is equally important, frequent. If he plays golf he will want new sticks, balls, shoes, stockings, etc., and if he plays very much it almost amounts to a standing order. This is also true of nearly all the lines—they needing constant replenishing

to keep in first class condition. We want to lay especial stress on the importance of dealers getting in line early. Now is the time to get orders in for if you put things off any longer, not only will you lose many of the initial purchasers which are generally the largest, but the manufacturers, once the season is in full swing, will be too rushed to give your order anything like prompt attention.

#### Inexpensive Watches.

From reports which have reached this office we note with pleasure that a number of talking machine houses have added this line and have found it as we claimed, a first class paying side line. Especially will this be true this year, when on account of the slack in business the public are only too glad to purchase the less expensive articles, especially when they do not have to sacrifice quality in anything but the case. For it must be admitted in justice to the manufacturers that they have so perfected the cheap timepiece that in point of accuracy (and after all that is the main essential) it compares favorably with its more ornate brother. But the dealer has far more than this on which to stake his success, for these manufacturers have advertised so lavishly that in more than one case their name alone sells the article and all one has to do is to set them out where all who pass may read. There are no confusing technicalities to go into to prove their worth, for if not satisfactory, the purchaser knows that an exchange is assured him. So with this line at least the manufacturer, dealer and consumer are all satisfied.

#### Safety Razors.

Since our last issue we have taken the trouble to investigate this line pretty thoroughly and after talking with several jobbers and dealers in our own field, who have handled them for some time we can unhesitatingly recommend this line to any one desiring a live seller which has at the same time that added feature—a good profit. Of course, like in other lines, there are good and bad razors and while we can not, of course, be specific we would certainly recommend those that have stood the test of constant use and are well known to the public, for there is no question about the selling value of a name or trade-mark that is well and favorably known. Every merchant who has been in business for any length of time knows the difficulty of selling goods, the quality of which is entirely unknown, and he also knows that the only chance of successfully floating such goods on the market is by a large expenditure in advertising.

#### Bicycles and Motorcycles.

To judge from reports which reach this office from various quarters, 1908 will see a strong revival in the bicycle business in this country. While for some years this business has lain dormant in reality it was only regaining its wind after the craze which swept over the country some seven or eight years ago, and is even now preparing for another lively campaign, which, while it may not equal the former vogue, will certainly be of large enough proportions to enable firms in the business to make a very respectable amount of money. Then, too, before there was no motor cycle to help things along, while now there are at least a half dozen well-known makes to tempt the purchaser. These machines are daily becoming more and more popular and dealers who have been fortunate enough to obtain agency rights are reaping a harvest for their forethought.

#### Moving Picture Machines and Films.

While it is true in a measure that the moving picture of to-day is but a substitute for the reality, so was the talking machine at one time, and as we have before stated in these columns, the jobbers in this trade have come forward and shown a willingness to push the moving picture machines and films among their dealers. They are being helped materially by the manufacturers, who are spreading the news broadcast through the medium of advertising, but this is not all these gentlemen are doing. Work at the factories is being pushed to the limit and money is not counted in the effort for improvement. Accessories such as lamps, burners, tanks, stands, illustrated song slides, etc., are being brought out, which will add materially to the profit in handling this line and dealers will find it indeed a big thing for them—if displayed and pushed properly. We add the foregoing condition for the following reason: In a recent tour of the country we came across a number of firms who had neglected to push this end of their business and consequently had become general "knockers;" now it's a certainty that unless the people know that a dealer has an article they will not come to you to buy, neither will an

## Our New and Exclusive Process of Lithographing Enables us to Lead the World

In the production of Superior Post Cards of Every Description at Lower Prices than any others. Better than Air Brush Cards, as our colors remain unchanged. We give careful attention to special designs. You will be a winner if you investigate our FLORAL, EASTER, CHILDREN, LANDSCAPE, BIRTHDAY and NAME CARDS before ordering elsewhere.

## OUR DEALERS MAKE 500% PROFIT

Send for Special Assortment of 2,000 Cards for \$10.00. Every one retails at two for five cents. If they do not suit you we will exchange them for others without charge. Our line excels all others in beauty of design, harmony of colors and quality of stock. ALL PRICES AND GRADES, from \$3.00 to \$10.00 per thousand. When in doubt write us.

**KEYSTONE SPECIALTY COMPANY, 111 South Eighth Street  
PHILADELPHIA, PA.**



article sell itself. To give a machine a fair show to demonstrate what it can do is not only bare justice to the manufacturer—it simply shows good business sense. Now when the article in question is an entirely new one this is still more necessary, for the public's taste must be educated up to the point of purchasing before there is any chance for success. If you have taken this enterprise up, Mr. Dealer, don't use half way measures. Devote a liberal amount of space in your window to attractive displays; keep clean, bright outfits in the front of your store, where everyone who enters can see them; post yourself and your salesmen on all matters pertaining to it, so that they can talk intelligently; do some advertising in your local papers and get the people in your store, then give entertainments. If you do these things, Mr. Dealer, there is little question of your success in selling moving picture machines and films. At any rate, you have done yourself no harm by drawing the public's attention to your establishment and can feel satisfied that you have given a square deal all around—and have run no chance of losing a good thing.

#### Leather Goods.

There is the usual number of new showings being offered by the various manufacturers of leather goods, all of which have their good features from a commercial standpoint. There are pocket-books and ladies' bags in countless designs, wall hangers, doilies, table covers, secretaries, pipe racks, albums, portfolios, music rolls, card cases, pillow covers and Indian novelties galore. One large New York firm bringing out a new illuminated line, the execution on which it would be impossible to describe, so beautifully are the colors worked. A novelty in this line which is meeting with wonderful success is attachable collars and cuffs for ladies coats and suits in all shades to harmonize with the general

color scheme. This field is a most extensive one and offers good opportunities for dealers.

#### Stationery Novelties.

Complete lines of Easter stationery novelties for 1908 are now on exhibition in the various salesrooms. Regarding general or staple lines it appears that new numbers are not so plentiful as in former years. This, however, does not apply to Easter novelties which are almost wholly transformed from year to year. This season's line having many live sellers, one of them being a single quire papeterie in fabric finish paper and envelopes, having the cover of the carton bound in printed and embossed facsimile of an assemblage of cigar bands and a photographic medallion center by way of further ornamentation. In folders there appear countless designs in water colors or engravings to tempt the purchaser of Easter remembrances. One style presents a group of newly hatched chicks, another a large-sized photographic reproduction of a rabbit's head, both being finished in water colors. The binders or covers are made of mottled or variegated fabric finish board in delicate tones, such as pale blue, green, pink, etc., having a figured silk ribbon bow attached in addition to a gilt and color embossed corner piece. These folders retail at from 25 cents to \$1 each, enclosed in envelopes ready for mailing.

#### Fountain and Stylographic Pens.

This is a line that finds a ready sale everywhere, and while of course it is possible to invest almost any amount of money in it a small outlay is only necessary at the start and a good margin of profit assured. However, unless one is going to handle a large assortment we would advise getting only staple lines and avoid the novelty which is the rage to-day and dead to-morrow. Be sure, of course, to have pens to suit all purses, that is from one dollar up, but avoid extremes. The very cheap stuff never

gives satisfaction to the purchaser and the over-elaborate ones too often remain except at Christmas time dead stock on the dealer's hands.

#### MOVING PICTURES OF CLINICS.

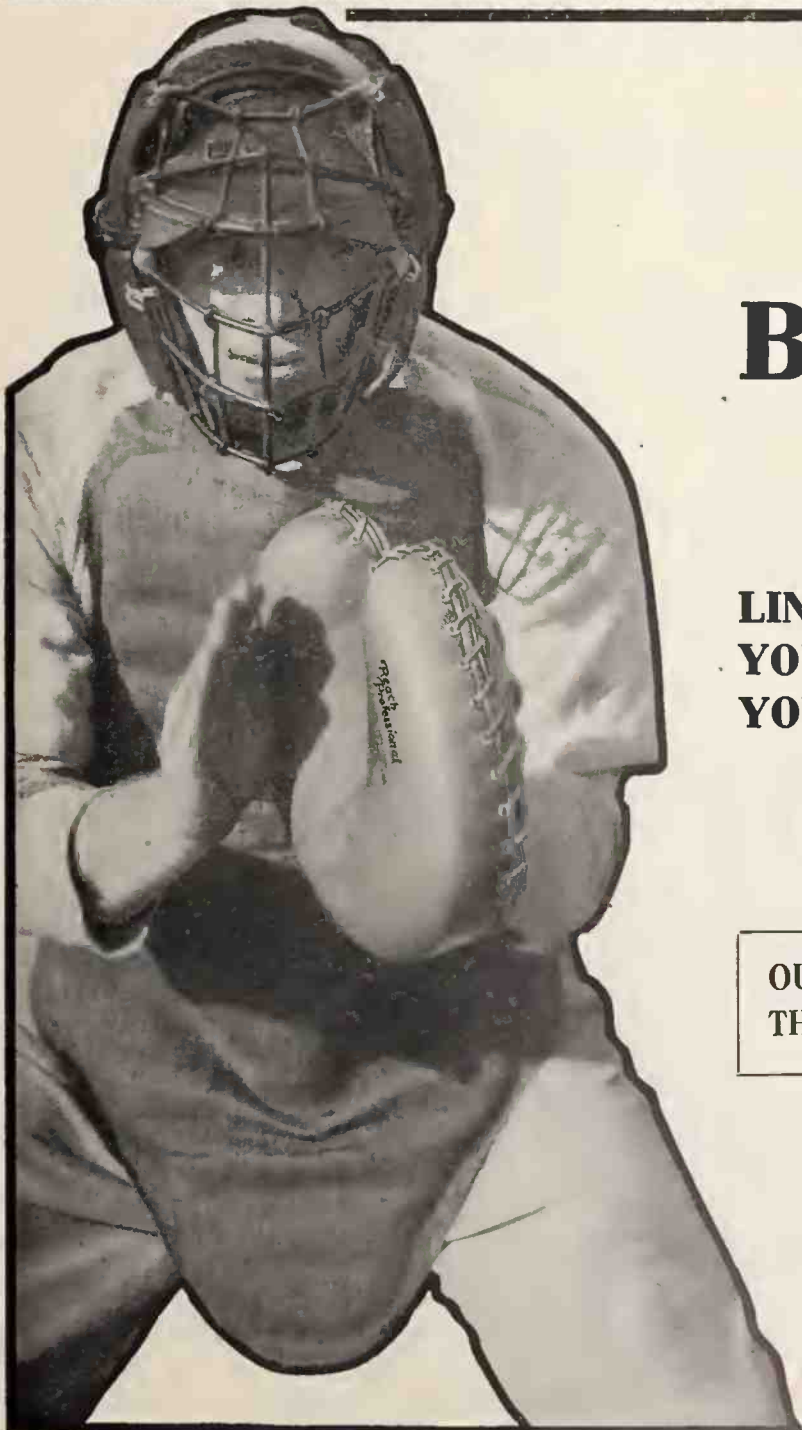
Prof. Negro Successfully Uses Them in Demonstrating Nervous Diseases.

Prof. Camillo Negro, of the University of Turin, has succeeded in using the cinematograph for clinical purposes. The attempts hitherto made in Paris and New York to apply this system of photography to the demonstration of nervous crises have not so far been successful in clinical application, but Professor Negro's demonstrations admirably illustrate the characteristic forms of neuropathy in a human subject.

While the professor is explaining each case the cinematograph is at the same time reproducing all the peculiar movements, of which it is impossible to give an idea, by a simple photographic plate. Particularly striking have been his demonstrations of cases of organic hysterical hemiplegia, epileptic seizures and attacks of chorea. Professor Negro's films will shortly be shown in London.

#### THE MCKINLEY POST CARD NO. 3.

In the post card issued by the Government known as the "McKinley No. 3" design, and which is now ready for issue, a vertical line appears approximately one-third of the distance from the left hand of the card, providing a space in which messages may be written. According to this users are permitted to write both on the back and face, which affords considerably more room for messages. The demand for the new card is heavy, and orders have to be cut down to make an equal distribution of the first issue.



# Reach

## BASE BALL GOODS

*"The Very Best"*

**LINE OF SPORTING GOODS TO FIT IN WITH YOUR BUSINESS. LET US TELL YOU HOW YOU CAN MAKE MONEY.**

***The Official and Standard Line***

**OUR RESTRICTED PRICE POLICY INSURES YOU A PROFIT  
THE REACH GUARANTEE PROTECTS YOU AGAINST LOSS**

Write at Once for Prices, Catalogs  
and Full Information to

## A. J. Reach Company

1775 TULIP STREET, - PHILADELPHIA, PA.

Makers of the Official American League Ball



### SPECIAL DAY EMBLEMS.

About Two Billions of Them Sold in This Country Annually.

A New York dealer in emblems of all sorts for all occasions, as St. Valentine's day, Easter, Washington's Birthday, St. Patrick's day, Decoration Day, Fourth of July and Labor Day, says that among all these the best sellers are those designed for Irish celebrations, that of the various buttons, badges, shamrocks, ornaments, brooches and rosettes made up for Irish celebrations there are sold in this country altogether about a thousand million annually, or as many as are sold of similar emblems for the celebrations of all other nationalities put together.

As the dealer puts it, suppose there are in this country of Irishmen and their immediate descendants, say 10,000,000 people; that would give 10,000,000 Irish purchasers. But there are sold of these Irish emblems a thousand million a year, or a hundred times ten million, and who buys them?

They are sold for souvenirs at dinners and they are sold at fairs and to be worn at various celebrations as well as on St. Patrick's day. Many are lost or broken, others being bought to replace them. Many are bought to be given away; individual purchasers buy a dozen at a time and give them to their friends. Irish emblems appear also to be bought and worn by people of various other nationalities.

The sale of the shamrock and other Irish emblems in the streets is confined to a few days about St. Patrick's day, but preparations for this brief period of public sale, when novelties are introduced, are made months in advance. Emblems that will be offered in the streets here on March 17 may have been designed and the manufacture of them begun last September. New York dealers in these emblems and in the multitudinous variety of novelties that are produced for all sorts of other occasions as well, sell goods all over the country and samples must be out early.

Of St. Patrick's day emblems, for example, there are now offered about a hundred varieties, and the manufacturers get out new styles every year. Dealers in distant localities, as for instance on the Pacific coast, must have these samples to select from well in advance to enable them to give their orders in time, and it takes time to manufacture and transport the goods, which must arrive at their destinations in ample time for distribution.

And the same is true of the little hatchets and badges, emblems of one sort and another that are specially designed for Washington's Birthday, as it is also for the many kinds of emblems that are made for the various other days in the

course of the year on which emblems are worn. They are all designed and the work of manufacturing them is begun long in advance, and of all these many emblems thus designed for wear on special days there are sold altogether in the United States about 2,000,000,000 yearly.

### "LIVE" MOVING PICTURES.

A Clever Combination of Talking and Picture Machine Attract Much Favorable Notice.

(Special to The Talking Machine World.)

Boston, Mass., March 3, 1908.

Moving pictures, so realistic that it is hard to remember the characters are not flesh and blood, and the actors that are shown actually talking is the latest mechanical wonder that amazed the audience at the Hub Theater this week.

A phonograph is the secret of the startling illusion. It is controlled by electricity from the moving picture machine, and so cleverly is the device arranged that the words are heard and the lips of the characters in the pictures are seen to move in unison.

This is the first time the latest combination of talking and picture machines has been shown in Boston, and to Joe Mack, the hustling young manager of Miles Brothers' shows, goes the honor of the latest mechanical innovation.

"At the Dentist's" is the title of the picture series, and the screams of the unfortunate madame, who has one aching tooth and loses three good ones, the polite dentist's consolations, in fact the funny side of just what many have experienced themselves, are shown on the screen, while the big horn of the concealed phonograph delivers their words, apparently coming from the speakers' own lips.

As fast as the staff of clever electricians at the Hub can set up new apparatus, new pictures with talking characters will be shown. Preparations are now under way to give Bostonians grand opera by the world's greatest singers, not only the music, but all the scenes on the stage by moving pictures.

### WESTERN FILM EXCHANGE ORGANIZED.

The Western Film Exchange Co., of Milwaukee, has been incorporated with the Secretary of State of Wisconsin for the purpose of carrying on a moving picture machine business, with a capital of \$50,000. Incorporators: Harry E. Aitken, John R. Freuher and H. Schneider.

### TO AMALGAMATE TWO SHOWS.

Messrs. Cochrane and Fierlein, managers of the Business Show, intend to embody the features hitherto displayed at the Advertising Show

at their next display in Madison Square Garden, New York, and the Coliseum, Chicago. The Advertising Show as a separate venture was not a success. The exhibits fit in so well, however, with the regular displays shown at the Business Show that the amalgamation of interests is a very wise and a proper one.

### SPORTSMAN'S SHOW A SUCCESS.

Well Attended and Many Interesting Features Introduced Which Pleased Visitors.

The fourteenth annual exhibit of the Motor Boat and Sportsman's Show, which was held at Madison Square Garden between Feb. 20 and March 7, proved to be one of the most successful in years, financially and otherwise. Among the features of the show were water sports, rifle shooting, fly-casting, bicycle racing and kindred events. There was a Lake Placid forestry exhibit from Lake Placid, N. Y., another from Long Island; animals, birds and game fish from Maine; mounted animals from New Brunswick, Canada, with camp and fishing scenes; log cabins, canoes, shoe packs, paddles and sledges for drawing captured game, and a number of live animals. Among the trade prominently represented were the Hendee Mfg. Co., of Springfield, Mass., makers of the well-known Indian line of motor cycles; the Geo. V. Lyons Motor Co., United States agents for the Minerva cycles; the Ovington Co., agents for the F. & N.; the Miami Cycle Mfg. Co., Middletown, O.; the New Haven Clock Co., of New Haven, Conn., who, besides manufacturing an inexpensive line of watches, make the well-known Pedometer; the New York Sporting Goods Co., etc., etc.

### GREAT ARRAY OF EASTER POST CARDS.

Some very novel ideas in post cards are now in evidence for the Easter trade. There is not only a larger variety this season, but more skill and originality is displayed in the conception of these very welcome and now almost necessary seasonable publications. Many of them are printed in colors and are really works of art. The development of this post card business has assumed tremendous proportions, and while we have not yet equalled England or Germany in certain lines in the matter of output, yet we are fast approaching these countries in the artistic quality of our creations. It is now recognized that the high class cards are mostly all of great educational value, and all fair-minded people are rapidly estimating them at their true worth. Even in the cheaper grades a higher standard is evident.

A Double Key Harmonica to Retail for Twenty-five Cents  
The first offer of its kind ever made

# Fr. Hotz Harmonicas

Present another one of their money making styles. A line of Harmonicas brimful of excellent sellers from 10 cents to \$1.00, retail. We advertise and help you sell the goods, besides giving you a big profit and good value for your customers.

**No. 07. The Drum Major.** This Harmonica is tuned in two different keys and can be played from both sides. Has 16 double holes, 32 reeds, nickel plated cover. This is a regular concert style instrument, with all reeds in perfect tune, and is the only double Harmonica on the market to-day that can be sold for 25 cents and give satisfaction.

Ask your jobber **Fr. HOTZ**  
Apply for a catalogue to **475 BROADWAY, NEW YORK**  
Canadian Office, 76 YORK STREET, TORONTO



No. 07

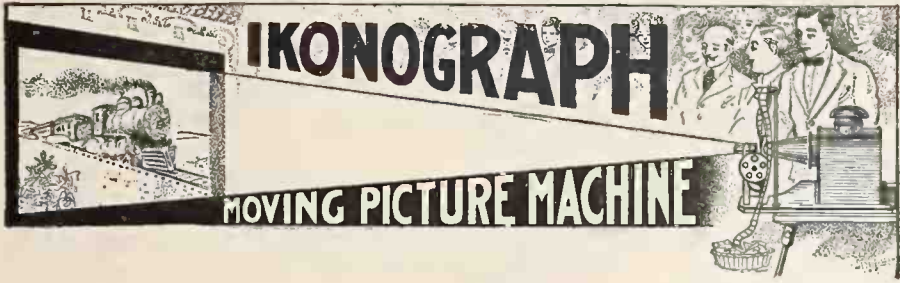


**A PAYING SIDE LINE.**

New Models of the Ikonograph Moving Picture Machine—The John Newton Porter Co. Have a Comprehensive Booklet Prepared Relating to the Use of This Invention—Can be Sold at Popular Prices and at a Good Profit.

That's an attractive announcement which the John Newton Porter Co. have in another portion

twenty-five new subjects each month. These will be properly cataloged and forwarded to every owner of an Ikonograph machine. The new films can be obtained on the payment of 10c. per foot, so that it will be readily seen that the profits will not cease when the Ikonograph is once sold. On the contrary, it will pay monthly profits because like the new records for talking machines owners will be interested in trying new films each month.



The general sales agents, the John Newton Porter Co., of 253 Broadway, New York, have just prepared a very attractive little brochure which tells all about the Ikonograph and its possibilities. This they will

be pleased to forward to any address.

**GERMAN POST CARD MEN**

Organize Under Firm Name of "United German Post Card Factories," with Offices in New York.

A number of German manufacturers of post cards, especially Alfred Silberman, Berlin; Heinrich Ross, Berlin; Waldemar Zobel, Dresden; Max Bergman, Leipzig; Kunstdruck & Verlags-Anstalt, Neurode; E. Richter & Co., Berlin; Leder & Popper, Prague, Austria, and M. Croner & Co., Berlin, have combined under the firm name of the United German Post Card Factories for the purpose of conducting business in the United States. Headquarters have been opened at 226 Lafayette street, New York, which will be in charge of Heinrich Inoff, with Henry Kreamer as assistant manager. The various firms mentioned have been doing business with the importers for quite a time, but they intend to get in closer touch with the American trade, and for that purpose have organized as mentioned.

**ORIGIN OF MOVING PICTURES.**

Result of Experiment to Show Both Sides of a Coin at Once.

The beginning of moving pictures was in this wise: Sir John Herschel, after dinner in 1826, asked his friend, Charles Babbage, how he would show both sides of a shilling at once. Babbage replied by taking a shilling from his pocket and holding it to a mirror.

This did not satisfy Sir John, who set the shilling spinning upon the dinner table, at the same time pointing out that if the eye is placed on a level with the rotating coin both sides can be seen at once. Babbage was so struck by the experiment that the next day he described it to a friend, Dr. Fitton, who made a model.

On one side of a disk was drawn a bird, on the other side an empty bird cage; when the card was revolved on a silk thread the bird appeared to be in the cage. This model showed the persistence of vision upon which all moving pictures depend for their effect. The eye retains the image of the object seen for a fraction of a second after the object has been removed. This model was called the thaumatrope.

Next came the zoetrope, or wheel of life. A cylinder was perforated with a series of slots, and within the cylinder was placed a band of drawings of dancing men. On the apparatus being slowly rotated the figures seen through the slots appeared to be in motion. The first systematic photographs taken at regular intervals of men and animals were made by Muybridge in 1877.

Successful advertising is mainly a matter of experience and experiment. One must be willing to take occasional risks, to step on stones in the stream which may give way. One must apply skill and common sense to the exigencies of the case and these exigencies can rarely be foreseen. The best advertisers make their plans elastic enough for the occasional change. Only the inexperienced have cast-iron rules.

of this publication. We refer to the wonderful showing of Ikonograph models on page 13.

There are three new models ranging in price from \$10 to \$25. The Ikonograph is a moving picture machine having an extremely simple mechanism and is easily operated by the most inexperienced and with it surprising results are possible. It does not belong to the magic lantern family, but is a real moving picture machine.

When the Ikonograph first appeared it attracted a good deal of interest and the manufacturers were not content with resting on their achievements, but have sought by every possible means to attain a higher degree, of perfection. The 1908 Ikonograph models are remarkable creations.

Talking machine dealers should investigate the selling qualities of the Ikonograph. It has special features which will blend harmoniously with the talking machine trade and its reasonable price widens the avenue of distribution.

It is a splendid entertainer and can be used in the home, lodges, churches, etc. The manufacturers propose to get out from fifteen to



**Our 1908  
Easter Post Card Assortments**

*will surprise our dealers*

¶ The number of designs, the quality of the Post Cards, the superior artistic talent shown in the designs, making altogether a combination not surpassed in

**Variety, Quality and Salability added together spells Large Profits for Our Dealers**

EASTER POST CARD ASSORTMENT No. 200/31. 100 New Embossed Easter Post Cards 100 Designs, \$1.00 By Mail at our risk 8 cents extra.

EASTER POST CARD. ASSORTMENT No. 200/32.	158 Designs	
100 New Embossed Easter Post Cards	100 Designs	} <b>156 Assorted all Big Profit Cards Only \$2.50</b>
12 Gelatine Easter Post Cards	12 "	
12 New Gold Easter Post Cards	12 "	
12 New Plush Raised Flowers Cards	12 "	
10 New Bromide Post Cards	12 "	
5 New Perfumed Asst. Post Cards	5 "	
5 New Silk Post Cards	5 "	

156 Total.

EASTER POST CARD ASSORTMENT No. 200/33.	288 Designs	
250 New Embossed Easter Post Cards	200 Designs	} <b>350 Assorted all Big Profit Cards Only \$5.00</b>
24 New Gelatine Easter Post Cards	12 "	
24 New Embossed in Gold Post Cards	24 "	
12 New Plush Raised Flowers Cards	12 "	
10 New Bromide Cards	10 "	
10 New Metal Captions Post Cards	10 "	
10 New Air Brush Embossed Cards	10 "	
5 New Perfumed Asst. Cards	5 "	
5 New Silk Cards	5 "	

350 Total.

**The American News Company, Post Card Department Desk R. NEW YORK, N. Y.**



## WHOLESALE HEADQUARTERS FOR

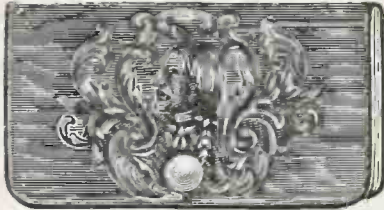
### STAMP CASE



### POCKET-BOOK



### MUSIC PORTFOLIO



# LEATHER

Post Cards      Albums  
 Music Rolls      Music Portfolios  
 Card Cases      Pocket Books  
 Bags      Pipe Racks  
 Pillow Covers      Wall Hangers  
 And Other Big Selling Novelties

**AGENTS WANTED**  
**WRITE FOR PRICE LIST**

**Risley-Bird Mfg. Co.** 94 Fifth Avenue  
 New York

## OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

A new addition to the ranks of manufacturers who are now bidding for favor in the talking machine trade is the Gillette Safety Razor Co., of Boston, Mass., whose announcement will be found in this issue. We do not mean by this that this company's product has been unknown to this trade, as that would be impossible, inasmuch as the name "Gillette" is synonymous with that of the safety razor, on account of the enormous amount of advertising done by that company. This, however, is their first direct offer to the trade as a whole, and as a good live side line we know of no better. In the first place, this razor is known the world over, and its merits stand unquestioned. Not only is each and every one fully guaranteed, but all prices are strictly upheld and dealers need have no fear of being undersold by their competitors. But the fact that this razor once sold stays sold is not the only benefit to be derived by the retailer, for once you have disposed of one to a customer you have his assured trade for all time on blades, which is by no means the smallest end of it. Then, too, every satisfied user is sure to be a walking advertisement for your store, and you can reasonably count on sooner or later landing his friends. We would refer all parties interested in live sellers for their store to the Gillette advertisement on page 65. Bear in mind that satisfied razor purchasers mean good talking machine "prospects."

Theodor Eismann, the Leipsic (Germany)

post card maker, has opened New York offices for the American trade at 124 West 18th street, and is meeting with excellent success. The firm have hit upon a popular seller in their illustrated song series, which are proving ready sellers all over the country. There are now ready thirty-two songs, the leading ones of the day, including the hits of the latest musical comedies. The cards come four in a set, perforated so as to be easily detached. The pictures are posed especially, and the coloring is superb. Generally two or more lines of the chorus are under each picture. Another excellent series are the American love sets, six in a set. The poses are from life and the colors are vivid and true. The Eismann Co., who have a card in this issue, will gladly send literature to the trade.

\* \* \* \*

One of the most attractive and worthy line of cards which has been brought to our attention for a long time is the series of Ten Commandments, which is being marketed by the makers, the Rose Co. Each of the Ten Commandments is on a separate card, illustrated in a striking yet reverent manner. The cards are richly printed in colors and gold and embossed. Each is worthy of a frame. There is no gift that a Sunday-school teacher could present to pupils more appropriate or more acceptable than this series of ten cards. The address side of the card is divided, giving the left hand space for inscription. The illustrations on these cards have been drawn by a master hand. The situations in many cases are dramatic, and a spirit of reverence characterizes the handling of the whole series.

\* \* \* \*

Among other good offerings in the side line department for the talking machine trade, that of Wright & Ditson of Boston stands out conspicuously, both for quality and variety of goods.

While there is little question that their best known line is that of tennis requisites, yet dealers will find them headquarters for almost everything good in the athletic and sporting goods field. One great advantage in handling this company's lines is that all one has to do to sell them is to show them. All the champions use and endorse the Wright & Ditson specialties, and every youth looks forward to the day when that well-known name shall be inscribed on all his outfits. Though they have always stood by the motto, "Not the cheapest but the best," still their large assortment will meet the purse of almost all purchasers. Talking machine men desiring to expand will find the W. & D. line worth considering.

\* \* \* \*

Some new novelties in post cards shown by the F. L. Harding Novelty Co., of this city, are as follows:

"Anything doing?" has a gold wedding ring attached. "Only say yes, and you may wear them," with miniature pants, which tells the whole story. "Why Girls Leave Home," also with trousers attached. "The Hard Times Greeting," or I'll stick like glue. "The First Pin Worn by a Mason," a safety pin. "Don't Care a Button for Trouble," with a large button. "You're a Corker," a little slangy but to the point. "I'll Look Before I Leap," with small frog. The series comes in sixteen different cards.

\* \* \* \*

There is hardly a man or boy in the country who does not know what the name Ingersoll stands for. It is coupled instantly with the words "dollar watch." When these inexpensive timepieces first made their appearance on the market they were looked on by the public skeptically and at best as but a poor substitute for the real article. That they are



now looked on not only with respect but eagerly sought by many who could not afford the more expensive article is due, in a large degree, to the perfection in manufacture and the persistent publicity given the line by its originators, Robt. H. Ingersoll & Bro. of this city. This company have always made it their business first to see that the quality of their goods was assured, then to let the public know about them and in that way aid their many agents in every way possible. What was the result? The retailers soon appreciated the fact that the factory stood behind them in all respects, knowing that on account of the fact that the prices were restricted and the goods fully guaranteed they need have no fear in loading up on their stock, as there would be no deadheads to be sifted out at the end of the season and sold for junk. Many talking machine jobbers and dealers are already handling the Ingersoll watches with big success and before long many more will be added to the long list of this company's satisfied representatives.

\* \* \* \*

If at all in doubt as to where to obtain any particular article in the post card field, dealers cannot go far wrong if they address their inquiries to the American News Co. of this city, for besides being manufacturers they are wholesale distributors of nearly every well-known line in the world—and any that they do not happen to carry they can either get or furnish the dealer with the desired address. This company are now pushing their Easter assortments, which are brimful of good things and no one can afford to miss seeing them before placing all his orders for these goods. Of course, it is needless to say that post cards is but a small portion of their business, and anyone looking for books, magazines, stationery of all kinds and descriptions, together with its accessories, such as school supplies, fountain pens, albums, etc., will find them

## VISIT OUR NEW SAMPLE ROOMS

WE ARE SELLING AGENTS FOR

THE LEE PAPER CO.  
 (Papeteries and Flat Paper)

THE NEW YORK POST CARD ALBUM  
 CO. (The Open Flat Albums)

THE BENZIGER CO.  
 (Brass and Copper Art Novelties)

THE MILLER-LEWIS CO.  
 (Tablets and Composition Books, Etc.)

RUSSIAN BRASS fern Jardinieres, Candelabras, etc.

**THE F. L. HARDING NOVELTY CO.** 41 Union Square  
 NEW YORK



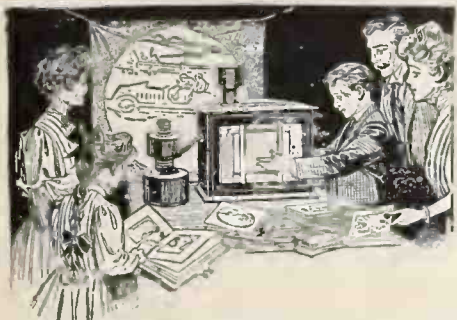
headquarters. The latter lines appeal to many talking machine men as profitable.

\* \* \* \*

The Risley Bird Mfg. Co., are constantly adding new and catchy novelties to their extensive line of leather goods, one of the latest hits being leather squaw bags for women. These are made in three designs and finished in the usual artistic manner. Their line of den novelties are especially recommended, such as pillow covers, pipe racks, wall hangers, etc. They lend themselves admirably to attractive arrangement in the store, and should prove big sellers now, as people are just beginning to consider what they will need to decorate their summer homes or add coziness to the camp.

\* \* \* \*

One of the biggest sellers of the year in mechanical contrivances is the Mystic Reflector. This remarkable machine projects souvenir post cards, photographs, etc., in all the original colors on a sheet or wall in similar manner to the stereopticon, with the great advantage that one has an inexhaustible supply of subjects at hand and is not restricted to the stilted cut and dried glass slides. No one who has not seen one of these machines can begin to appreciate the immense amount of pleasure to be derived from their use. In nearly every home will be found a more or less complete collection of post cards and magazines profusely illustrated, which offer numberless other attractive pictures. These, even in their natural size, are beautiful, but when thrown on the screen and greatly enlarged by the machine,



with all the details brought out by the powerful light, they (even the commonest) become wonderful scintillating works of art. No dealer who handles post cards can afford to be without a good stock on hand, for not only will he find a ready sale for them, but everyone sold will act as a most energetic salesman, as it will arouse enthusiasm among his customers, who will be much larger purchasers of cards from that time on. The Ewing Co., formerly N. Y. & Lima Trading Co., have obtained the sole selling rights for this machine in the talking machine trade, and are certainly to be congratulated, for it is a winner.

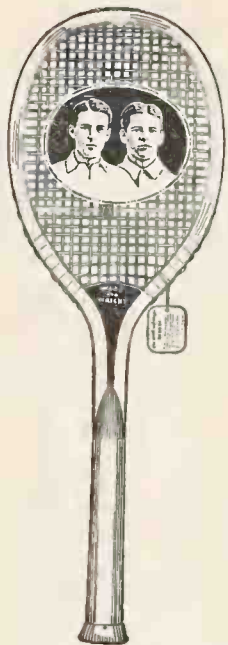
\* \* \* \*

Local view post cards can justly be called the backbone of a dealer's stock, and when these are exclusive views, this fact is doubly emphasized. Now one of the best, surest and quickest ways to obtain these cards is by getting a good photograph and mailing it to an engraver who makes a specialty of such work, with instructions as to whether cuts for one or more colors are desired. Such a company are Gatchel & Manning, of Philadelphia, who are noted the country over for the quality of their work. Dealers by sending photographs to them can obtain engraving plates at a reasonable figure, from which they can have printed on an ordinary type printing press souvenir post cards and other pictures at a price much below that charged by most manufacturers, without the delay or need of ordering in large quantities necessitated by the latter method. This company also make a specialty of designing follow-up cards, catalogs, etc., and it will certainly be of much advantage to anyone to get their name on their mailing list.

\* \* \* \*

The new line of illustrated song cards published by the James Lee Co., of 397 Broadway, this city, is certainly proving a live seller wherever handled, the heavy demand for their last issue taxing their capacity to the limit. Four things especially recommend this company's product to the retailer—up-to-datens, quality,

# Dealers in Talking Machines



WARD & WRIGHT

Who want a fine side line that will bring to their store the better class of customers will find that

## LAWN TENNIS GOODS

will do it. The Wright & Ditson line is the best known, and the STANDARD of the United States. Everyone knows their merits and they sell on sight. All the dealers have to do is to keep a stock on hand.

- |                                  |                                |
|----------------------------------|--------------------------------|
| The Ward & Wright Racket, \$8.00 | The Columbia Racket - \$3.00   |
| The Pim Racket - 8.00            | The Park Racket - 2.50         |
| The Davis Racket - 8.00          | The Country Club Racket 2.50   |
| The Sutton Racket - 8.00         | The Hub Racket - 2.00          |
| The Sears Racket - 5.00          | The Surprise Racket - 1.50     |
| The Campbell Racket - 5.00       | The Championship Tennis        |
| The Champion Racket - 4.00       | Balls - \$5.00 Doz.            |
| The Golden Gate Racket - 4.00    | The Club Tennis Balls, 3.50 "  |
| The Longwood Racket - 3.50       | The Deuce Tennis Balls, 3.00 " |

NETS, TAPES, POSTS, RACKET CASES, RACKETS RESTRUNG AT SHORT NOTICE AND BY EXPERTS

Catalogues with dealer's name on cover supplied free. Send for Trade Lists to any of our stores.

## WRIGHT & DITSON

344 Washington St., BOSTON  
84 Wabash Ave., CHICAGO

18 West 30th Street, NEW YORK  
76 Weybosset St., PROVIDENCE, R. I.

low price, and profit—certainly a strong hand of trumps and one to convince the most skeptical. They are also making some very attractive offers on their fine line of art pictures suitable for framing. These pictures are lithographed in many beautiful colors and are exact reproductions of the originals, which cost an enormous amount of money. The titles are as follows: Angels' Whisper, Flower Picture, Rock of Ages, Fruit Picture, Family Record,

\* \* \* \*

One of the most comprehensive and really clever series of comic post cards that it has been our pleasure to see in many a day is the Tom-Tom series published by the F. & H. Levy Mfg. Co., of 113 East 14th street, this city. These cards are chock full of live American humor, and every one brings a hearty laugh, and with it the irresistible temptation to buy the set, regardless of price. Lithographed in six colors and highly glazed, they stand like a landmark in the dealer's stock; you can't get by without seeing them. Together with the above merits, there's plenty of margin for profit allowed, so get wise.

\* \* \* \*

Spring being now upon us, the athletic year of 1908 will shortly be started in full swing by the opening of the baseball season, which, as it is our most popular game, is the first to get in line and one of the last to leave us. It is therefore with pleasure that at such a time we can introduce to the trade officially a firm that wherever this game is played is known and respected for the high standard and excellence of its product. We speak of the A. J. Reach Co., of Philadelphia,



Pa. This company since its inception has devoted its entire efforts to the improvement and advancement of our national sport, never resting on its laurels, but always pressing forward, with what result the world knows. Not a league that does not use their goods and many do so exclusively, from professional to schoolboy, all want and demand them. This in itself is a great help to the retailer, but when the line is also backed

up by restricted prices and a guarantee of satisfaction it is invincible. The Reach catalog for 1908 is a most comprehensive little volume showing their complete list of gloves, bats, masks, bases, etc., and dealers or jobbers who are looking for a live side line should send for a copy.

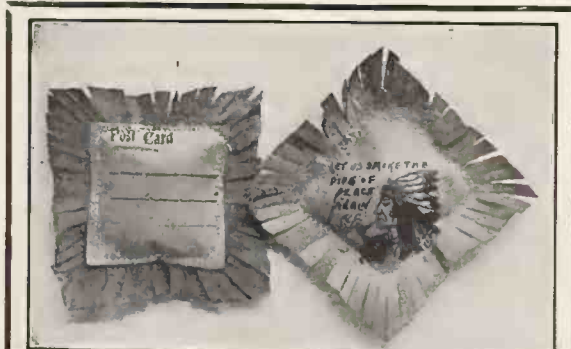
### NEW ZEALAND IMPORT DUTIES.

The New Zealand Board of Trade has recently issued a complete list of the new import duties into that colony, and which becomes operative April 1, 1908. The general increase of duty on all kinds of sporting goods, toys, athletic equipments, fishing tackle, bicycles and other supplies which are used by dealers in side lines is about 10 per cent.; in other words, the old rate of duty was 20 per cent., and the new rate is 30 per cent. Goods, however, manufactured in any part of the British dominion are imported at the same rate of duty as of old. This is along the lines of recent colonial policy to give preferential rates to the mother country.

### POST CARD MEN ORGANIZE.

On Feb. 22, 1908, the New York Post Card Importers and Manufacturers' Association was formed at the Harlem Casino, this city, and the following gentlemen elected officers: President, J. Bergman, of the Illustrated Post Card Co.; vice-president, A. J. Brower, Souvenir Post Card Co.; secretary, Sigfried Morowitz, the International Post Card Co., and treasurer, R. McCrumm, of Bamford & Co.

An executive committee of five members was appointed to take charge of the details incident to placing the new association on a firm footing.



Leather Postal Pillows, \$28.50 per 1,000. 10 Designs, Hand Painted  
**BURNT LEATHER POST CARDS AND NOVELTIES**  
All our work is of the best quality, finely burnt and hand painted. We manufacture besides burnt leather postals, burnt velvet, embossed and applique postals. We sell to responsible jobbers only. Send for price list.  
CLOVER SOUVENIR MFG. CO., 186 William St., New York



## POPULAR SIDE LINE FOR Talking Machine Dealers

**AUROCROME POST CARDS** sell fast at good profit. Never out of stock. You can reorder at any time. Ask for our price card. Do it now, and use your letter-head.

Send 6 cents in postage for a sample of our SWEETHEART line. Each card retails for 10 cents.

**DOOLITTLE & KULLING, INC., 1902 ARCH STREET, PHILADELPHIA, PA.**

### MOVING PICTURE PROGRESS.

How the Work of Months Passes on the Screen in a Few Minutes—How an American Visiting Paris Solved the Secret of the Disappearance of the Watch Fob—The Great Advance in This Field Is Really Amazing.

Most remarkable tricks can be played by the camera, but for the reproduction in the biograph these tricks are intensified a thousandfold. For instance, the building of a skyscraper within a few minutes is a feat easily accomplished on the screen. In order to do this a camera is placed in position when the foundations begin, and by means of slow time exposure extending over months an exact reproduction of the building can be projected on the screen, occupying less than ten minutes.

When the old Star Theater in New York was demolished a number of years ago a camera took time exposure pictures of the operation, and when finished it was possible to throw on the screen a perfect reproduction of the work. The theater could be demolished within five minutes, and by reversing the films rebuilt within the same period.

Even the growth of plants and flowers is observed. By time exposures extending over months it is possible to reproduce exactly within a few minutes the budding and flowering of plants. Oranges spring from the flowers and turn into golden fruit while you wait, or apples come into existence like magic on the trees which a few moments before were bare and leafless.

The moving picture taker is everywhere. The story is told of an American who while watching some moving pictures in a hall in Paris saw a reproduction of a Broadway throng at the noon hour. His interest in the old familiar scenes was intensified when he saw his own face and figure in the crowd. When he was close to the camera he was still more surprised to see a valuable watch charm which he had always worn attached to his fob drop and disappear from sight.

He had mourned the loss of this jewel for several months, but had no idea where it was lost. Then out of the moving throng appeared a young lady, who suddenly stooped and picked up the charm from the pavement. The man gasped and dropped back in his seat when he recognized the features of the woman as she approached closer to the camera. A few weeks later he recovered his watch charm after he had cabled to the woman to ascertain if there was any truth in the strange coincidence or whether it was all fiction.

The film companies are developing their own plays, paying experts in pantomime to invent plots and scenes which will show up well in moving pictures. In Paris this work has reached a high development, although we are making

great strides in this country. A considerable class of expert pantomime actors depend entirely upon the film companies for their living. They receive all the way from \$15 to \$40 a week for their services.

Then, too, the story writer comes in for a share of the profits of the new profession. A good story suitable for moving picture reproduction may sell from \$5 to \$30, or even more. The story is not written out in magazine form, but is a brief description of scenes and acts which have a well defined plot. Some of the companies are experimenting with the phonograph in connection with the moving pictures, by means of which the actors in the scenes will actually speak and declaim as the various pantomime scenes are thrown on the screen.

### MILLS ADDRESSES PUBLISHERS.

The Mills Novelty Co., of Chicago, Would Recompense Publishers for Use of Perforated Music Rolls on Their Automatic Musical Machines—An Extract from Their Letter.

The Mills Novelty Co., Chicago, Ill., among the largest manufacturers of coin-operated machines in the country, are also makers of an automatic violin-playing machine which operates by means of a perforated music roll similar to that used in player-pianos. The company, in view of the fact that they would adopt various musical compositions for use on their music rolls, have addressed a letter to every publisher of prominence in New York, stating in substance that though there was no law at present requiring that publishers be recompensed for the use of their publications on music rolls, and that Congress would not pass a new copyright bill for some time to come, still the Mills Novelty Co. desired to make such recompense, believing such a course to be fair and right.

The gist of the letter, a rather long one, however, lies in the closing paragraphs, which we quote:

"With this desire to control us, we are writing you to propose that you, and all other music-publishing concerns who publish copyrighted music, shall enter into an agreement with us by which we shall have the sole right to use your copyrighted music on which copyright is now existing or may be obtained within the next twenty-five years; in return for which exclusive privilege, we shall agree to pay a royalty of five cents on each perforated sheet made by us which copies any score arranged originally by its composer for the violin, and a royalty of two and one-half cents for each sheet which enables an automatic violin-playing machine to reproduce a composition not originally composed for the violin.

"We are desirous of making the above agreement without restriction of any kind beyond

this, that if there shall come upon the market a violin-playing machine which shall compete with ours and that machine is permitted to use copyrighted music without compensation because of the refusal of the courts to restrain such act, whereby we would be put in serious jeopardy of our rights because of this competition, then we may, if we desire, withdraw from the further operation of the agreement.

"In order that this agreement may be of value to us, it is, of course, essential that it shall be made with every publishing house. We are writing a letter like the present one to every publisher of copyrighted music, urging all to favor us with a prompt reply. If all, or a sufficient number, shall express willingness to make an agreement on the above terms, we will send to you for execution a form of contract which will be identical with all publishers making a like agreement with us. This contract will contain terms as to accounting and payments."

It looks very much as though the Mills Co. was endeavoring to emulate the example of a well-known house in the piano trade, and get a corner on the making of music rolls for automatic violins. According to latest reports publishers have not become enthusiastic over the scheme, and none can be found who own to having signed up or to having any intention of taking advantage of the offer.

### RECENT INCORPORATIONS.

The Imperial Film Exchange of New York was incorporated with the Secretary of the State at Albany, N. Y., last week, with a capital of \$25,000. Directors—William Steiner, William Devery, and Otto Steiner, 44 West 28th street, New York.

\* \* \* \*

Amusement Producing Co., North Pelham, Westchester County; capital, \$5,000. Directors—George C. Rupert, William K. Laverty, and Harris B. Rothkowitz, 1 Madison avenue, New York.

\* \* \* \*

Exchange Amusement Co., New York; capital, \$5,000. Directors—Allen P. Chichester, 176 Bay 34th street; William Segur, 14 Kister Court; Adam Yockel, 2937 West Eighth street, Brooklyn.

\* \* \* \*

Wendel Amusement Construction Co., New York; capital, \$10,000. Directors—George W. Kutscher, 4 Tompkins avenue, St. George, S. I.; C. Troll, 731 Columbus avenue; Max Seyfried, 304 East 124th street, New York.

\* \* \* \*

Revolving Picture and Amusement Co., New York; capital, \$25,000. Directors: Rudolph Noel and Philip Noel, 37 and 39 Maiden Lane; Philip Cohen, 132 Nassau street, New York.

\* \* \* \*

Spachner's Kalich Theater Co., New York; capital, \$10,000. Directors—Philip Breitbart, 312 East Ninth street; Samuel Cohen, 82 East Third street; Samuel Levy, 45 Bowery, New York.

\* \* \* \*

Broadway Post Card Co., New York; capital, \$500. Directors—Frank H. Davis and Ellen E. Davis, 2,503 Sedgwick avenue, New York; Frances B. Watson, 422 McDonough street, Brooklyn.

Squires Music House, Galesburg, Ill., have sold out their line of talking machines and small goods to a Mr. Swanson, and will continue to handle pianos for a month or so.

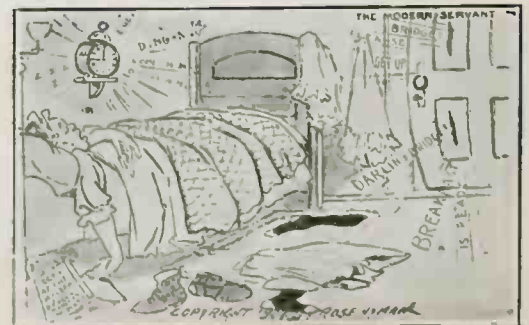
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On account of the number of colors used in lithographing our ILLUSTRATED SONG CARDS it would be impossible to reproduce them in black and white and give even a vague conception of the variety and beauty of coloring. We will therefore send SAMPLES FREE to members of the trade, providing all requests are written on their letter heads.

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Up-to-Date Goods,  
Low Prices,  
Prompt Shipments,  
Courteous Treatment.

Samples and Prices sent to well-rated  
Jobbers on request.  
**A SAMPLE PACKAGE of 300 Assorted  
Cards sent for ONE DOLLAR**

TWENTY MILLION CARDS ALWAYS IN STOCK

**SOMETHING NEW—Illustrated Song Cards—Double Stereoscopic View Cards**

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397 Broadway, New York

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### POST CARD RECORD INACTIVITY.

A Line of Business That Has Been Largely Neglected in This Country, but Which Offers Good Opportunities.

It is somewhat strange that post card records, which have won such great favor in Germany and in England, do not find a market of any consequence in this country. It would seem as if they should win a large degree of popularity if properly pushed. One deterring factor, however, up to a recent date was the fact that there are no machines specially designed and sold for post card records. This, however, is now remedied, for a machine can be had at a reasonable price that can be sold with the cards, so to speak, thus forming an attractive novelty for the dealer. If this post card record idea were developed to a greater extent it would certainly change present day methods of correspondence. Instead of laboriously writing a message on a post card, the sender may simply speak into his small talking machine, and take out a thin gelatinous adhesive disc containing the record. This can be fixed to an ordinary picture post card without obliterating the picture. The card can then be sent through the post, and when placed on any ordinary disc machine will sing, play and recite, as the case may be. The public is thus able to send their friends all the latest popular songs and tunes on picture post card.

This statement was made by the first firm to place the new post cards on the English market: "The 'discal' cards, as they are called, can be sent through the post without the slightest injury, and they are fixed to the talker like any other record. The system will also be applied to Christmas cards, and receivers of greeting cards will be able to hear the actual voice of the sender wishing them the usual loving greetings."

### "PEERLESS" MAKERS CELEBRATE.

F. Engelhardt & Sons Celebrate the Opening of Their Immense New Factory at St. Johnsville on Feb. 21st, by Elaborate Banquet and Reception—Congratulations Well Merited.

F. Engelhardt & Sons, the well-known manufacturers of the Peerless coin-operated pianos, celebrated the opening of their immense new factory, No. 7, at St. Johnsville, N. Y., on Feb. 21, by an elaborate banquet in the afternoon and a reception in the evening, attended by over a thousand persons. As guests at the banquet were men of local prominence, employes of the firm and their friends, and a special carload of New York piano men and representatives of the trade press, and all were given a hearty welcome by Mr. Engelhardt, who is Mayor of St. Johnsville, and his two clever and progressive sons, Alfred D. and Walter L.

The occasion was one that will live long in the memory of the citizens of St. Johnsville and vicinity and those fortunate enough to be numbered among the guests for the Engelhardt family made ideal hosts and did everything in

their power to make the affair a success. The guests of honor were Rev. Father J. L. Morrissey, Joseph Oktavec, Frank Faville, William Menge, H. Guenther, Julius Breckwoldt, L. M. Ide, George W. Peck, A. D. Engelhardt, F. Engelhardt, Walter L. Engelhardt, W. W. Howe, J. H. Reaney, E. G. Bernard, M. Williams, Senator A. M. Mills, William Irving Walter, C. M. Redfield, E. R. Hall, Joseph Wieser, George W. Gittins, Max J. de Rochemont, C. M. House, Jr., Rev. H. W. Rockwell and Alfred P. Roth.

A large number of the guests made an inspection of the new factory and the visitors found much to interest them. The new plant is 62 x 200 feet, four stories, concrete and brick—slow-burning construction and modern in every particular as to automatic sprinkler system and machinery equipment. The new factory gives the firm 48,000 square feet of additional floor space or a total of 120,000 square feet utilized in the manufacture of player-pianos, actions, piano keys, etc., etc.

All the machinery in the new plant will be operated by separate electric motors, thus eliminating all belts and consequent loss of power by friction or lost motion, while a perfect system for protection from fire has been installed. The new plant will be devoted almost exclusively to player pianos and Peerless automatic pianos. The firm will employ an extra force of 200 people when the plant is in full operation. The steady advance of this company is a tribute to the excellence of their products, which have been widely acclaimed for their reliability and musical excellence.

### HOW THE AUTHORITIES ARE UNFAIR.

The Hickey Moving Picture Co., showing at the Gardner Theater, Gardner, Mass., got into trouble with the police recently when they attempted to boom their show by giving away a \$300 piano by a plan which was construed by the authorities to be a lottery and prohibited under the State laws, and as a result the proposition had to be called off. The fact that church and society fairs have been working schemes constituting worse breaches of the law, without being hindered, has aroused the ire of the moving picture people who desired to profit only through increased patronage. Their plan was to give every patron a card bearing cabalistic characters, and the first one presenting a set of seven cards

forming the company's name was to receive the piano upon payment of \$1.

### THE MERITS OF THE NICKELODEON.

It Still Lives and Prospers Notwithstanding Financial Panics and Hostile Legislation—Answers the Demand for Short, Cheap and Wholesome Entertainment When Well Conducted—Some Strong Arguments Worth Studying by Critics of These Amusements.

The efforts of merchants in New York and other cities to put a stop to the moving picture shows may find some response among business men, but the great majority is on the side of the nickelodeon. Philadelphia uses law processes, Louisville uses fine regulations, other cities employ other means to end the existence of the 5-cent theater, but it still lives and prospers, financial panics notwithstanding.

The nickelodeon came to answer a demand for short, cheap, wholesome entertainment, and passed quickly from the list of novelties into that of standard amusements. Its home is a small hall that will seat a few hundred people, for if too great a crowd is admitted the amusement transcends its privileges and is raised to the rank of a theater and must pay a theater license instead of an amusement license. The hall is fitted with a small stage that supports a screen for the pictures, while a piano or performerless musical apparatus beats out an accompaniment to the comedy or tragedy being portrayed by the moving pictures. A 5-cent admission invites a patronage that would not be given anywhere else, and one may leave as early as one wishes or stay through the entire performance.

The nickelodeon was born in a little southern town and was the inspiration of a soda fountain man. This man had bought an expensive soda fountain and installed it in an old drug store, and soon found he was losing money. Just in the midst of the financial straits his landlord came and offered him the next door building, also at a bargain figure. The building he already had did not seem to be paying, but as nothing could be worse than that one, he concluded he would take two. He cast about in his mind for some means of making it a paying thing, and just then when a maker of moving pictures came by he found his solution. The picture maker had not been so successful himself. They decided to open a small theatre that would seat a

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IN ONE AND MORE COLORS



hundred people, and entertain them by throwing moving pictures on a screen and have a graphophone make music at the same time. They at first charged 10 cents admission, then they saw that half as much would be more popular and profitable.

The nickelodeon was a success from the start. At the end of eight or nine months the soda fountain man and the moving picture maker had \$35,000 in the bank of the small town and were well on the highway to success. Their idea was soon flying far and wide over the country. Big cities and little ones took it up until there are five thousand or over in full swing throughout the country, with many hundreds in New York alone. Some have even gone so far as to enlarge their houses, and take out regular theater licenses at \$500 a year, so they can accommodate the 800 or 1,000 people that their gatesmen have showed would be possible if the auditoriums were large enough. Philadelphia, alone, has one that clears upward of \$30,000 a year, and this after one considers the fact that the average attendance of the smallest ones must average 4,000 a week at least to meet the running expenses.

New York's great trouble has been that the noise of the "barkers'" megaphones and phonographs at the entrances cause annoyance, and formal complaints have been filed against the nickelodeons by merchants of their neighborhoods. As a result the barker may go, and the megaphone man may follow, but the phonograph under one of its many guises may remain, for in this age of machinery that must soon minimize man's services in many ways, even as a mechanic throws the figures of the actors and actresses on the canvas in the darkened rooms where owl-eyed ushers skilfully find you a seat, so it must eventually furnish the entrance calls, the urgent invitations to come and see what is inside, and all the gay music that sets you to wondering what lies beyond the doors.

In large cities where a new foreign population helps swell the census rolls an astonishingly large percentage of the audience in the nickelodeon is drawn from the Latin races, who cannot speak English, who could not understand a word of an English play, but who can understand and enjoy a picture pantomime. Romance finds its adherents the world over, whether one understands the language of a country or not, and the tragedies of the Watteau shepherdess, posed, perhaps, in some modern wood just outside Paris, where real sheep are available, are quite real to the audience of a New York east side nickelodeon whether they are mentally interpreted in Yiddish, Italian, Bohemian, Syrian, or Polish. The blunders of the tipsy man with the accommodating latch-key are understandable in-

any language, when only a picture portrays them and the tragic story of the forsaken wife and the dying child are as real as real can be, and sympathetic sniffles and visible applications of handkerchiefs bear flattering tribute to the far-away actors in some moving picture studio who acted out the touching little drama before the powerful camera.

The nickelodeon in its demand for many and varied pictures has created in the five years of its existence a new class of actors and a new class of playwrights. Actors who never see a real stage, who are ever far from real footlights, and who never hear the plaudits of the millions they please by their art, play out in pantomime before the cameras the hundreds of little dramas that the moving picture machines under their manifold names present to audiences all over the world; men who could not write a line of a play have become famous at making plots for the actors to interpret. The nickelodeons use the majority of the films so prepared and talent and ingenuity are busy keeping up the supply.

The nickelodeon audiences demand travel scenes. They must be had, and they must be filled with adventure, and perhaps have a bit of romance tucked in between—for ever since time began all the world has loved a lover and sympathized with him in his joys and sorrows. Real Alps are climbed, real deserts are crossed, real dangers encountered, actual conditions of heat and cold are endured, and more than once the forfeit of health or life has been paid that the baby theatre may receive films that tell a good story and reproduce real conditions.

The first moving picture was made in 1897—the Corbett-Fitzsimmons fight in Carson City—when a film seven miles long was used and the men fought under several hundred powerful arc lights for the picture-maker's benefit. Certain tricks of trade have been learned that make the pictures better every year. One rather expensive thing is the use of ground glass only, when the glass is to be shattered, for its edges photograph better. Talcum powder is always used to simulate smoke, for it does not dim the picture. With 2,000,000 people already going every day to these tiny theatres, and more waiting to go, the maker of the show must keep a new and varied selection of pictures. The public has demanded pleasure in small and attractive packages, and he must continue to meet the demand.

FRED J. HASKINS.

#### A JUSTIFIED COMPLAINT.

The manager of a house that does a large mail order business was speaking of the checks ap-

plied to keep a correct run of the business, and prevent errors. "They will creep in, despite all that," he said. "The other day we received a complaint from a customer that seemed to be justified. 'I ordered a windmill,' he wrote, 'and you have sent me a stomach pump.'"

#### EASIER TO SELL THAN ORIGINATE.

It frequently happens that when a manufacturer brings out a rapid-selling or popular article, it is copied by some other manufacturer, and the latter may be able to put it on the market at a price a little less than the original. When the customer calls for the original article, the substitute is handed to him, in many cases with the remark, "just as good and a little cheaper." This filching of ideas from one manufacturer by another is sometimes called piracy, and some manufacturers seem to think any article not protected by patents can be copied by them without any regard for the makers or original. This piracy usually takes place after an article has had a great demand created for it by the ingenuity or shrewdness of the original manufacturer, when the pirate comes along and takes it. A reputable manufacturer is clearly above such practice, preferring to win reputation and trade for products of his own creation.

#### RISE IN PRICE OF CATGUT.

A considerable rise in the price of catgut for tennis rackets has taken place during the past month. The price list of one of the leading manufacturers shows an increase from 25 to 35 per cent., and from all accounts trade conditions point to an even further increase as the tennis season draws near.

#### A POST CARD EXHIBITION.

It has been suggested that we should follow the lead of Europe in having a post card exhibition so that the public can get an idea of the immense strides made by this industry. It is safe to say that at such an exhibition some very striking and artistic lines could be shown that would help to elevate the standard of the business immeasurably.

#### SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

"Every One Is In Slumberland But You and Me"  
 "Twinkling Star"  
 "Sweethearts May Come and Sweethearts May Go"  
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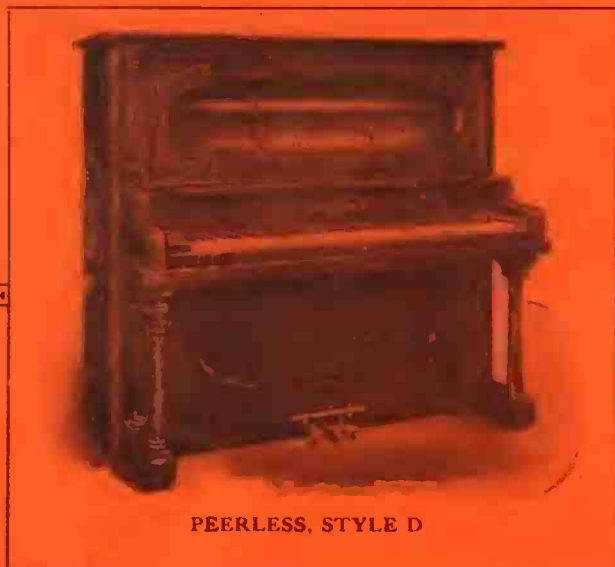
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**I**T is an incontestable fact that the PEERLESS was the first successful coin-operated piano made, and we all know that experience combined with progressive ability is of the utmost importance in reaching a high degree of success.

We have been manufacturing piano actions for more than nineteen years and have for many years had a most complete organization of workmen skilled in the class of work which is most essential in building a perfect automatic piano.

## The PEERLESS Coin-Operated Piano

enjoys the distinction of being the only instrument of this kind which can always be trusted away from the repair shop, and this item alone makes it worth double the price of one which is frequently out of order, and not only a great source of annoyance and loss to its owner but a considerable expense as well.

Some desirable territory still open.

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(Proprietors Peerless Piano Player Co.)

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THE MERRY WIDOW

THE WALTZ DREAM

and the rage of the season, which has proven so remunerative to dealers, namely the records by the most famous soprano,

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All Zonophone records and a complete line of Zonophone machines will hereafter be carried in stock in New York, and orders will be filled the day received. If our salesman has not as yet called upon you, write us and one of our representatives will be sent to you at once.

## Side Lines for the Talking Machine Trade

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President

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