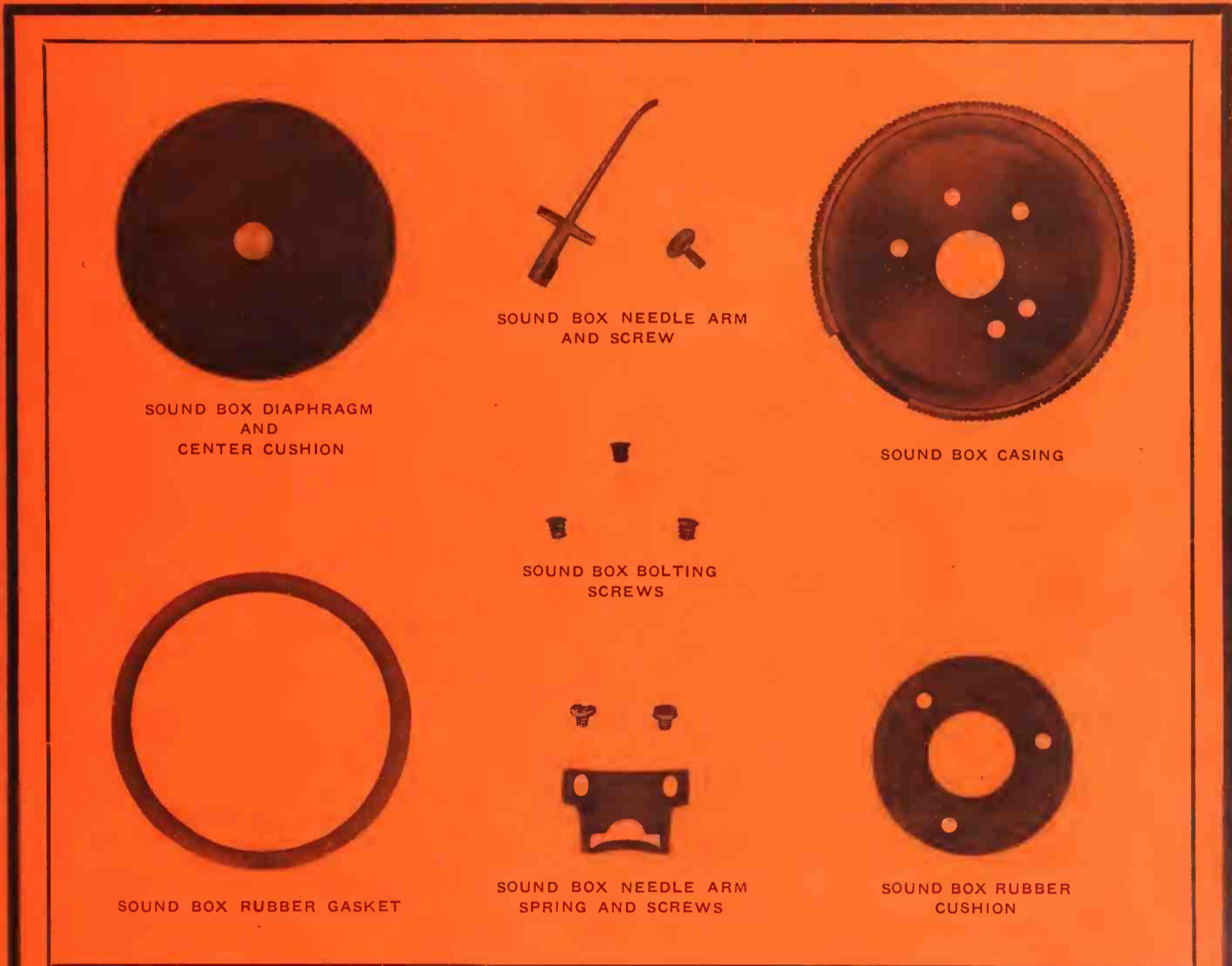


The **TALKING**
MACHINE
WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 15, 1907



The Star Talking Machine

Sound box has only six parts—and those parts without complications. One piece—a simple lever—between the needle and the diaphragm.

Its diaphragm and air chamber are designed in the relative proportion to give the fullest resonance.

Its workmanship makes it exquisitely sensitive to adjustment.

Simplicity, design, and workmanship produce its notable tone quality and freedom from breakage and repairs.

The Star is the coming talking machine.

HAWTHORNE @ SHEBLE MANUFACTURING CO.
PHILADELPHIA

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphons, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Mr. Dealer:—

Compliments of the Season.

As usual we have seasonable goods for the trade. Too many to enumerate and detail in this limited space.

Truetone Amplifying Horns

"Made entirely of wood." List Price, \$6.00, \$7.50 and \$15.00.

Eureka Carton Cabinets

For Cylinder Records. A new and practical idea. List Price, \$15.00 to \$25.00.

Searchlight Folding Horns

The Best of the kind. Just the thing to carry around. List Price, \$6.25.

Alltones Sound Modifier For Victor Taper Arm

Practical and Perfect. Adds no weight to speaker and retails for only 50c.

Eureka Alphabetical Index

For Cataloging Records so they can be found. Stimulates Record Sales. Price 25c.

For the Wise and Progressive Dealer we have Bargains that will find a ready sale right now. All new—regular goods that we have either decided to discontinue or have too large a stock, viz.:—

Horns of Every Description at Unusually Low Prices
Fiber Carry Cases for Disc Machines and Disc Records
Cabinets for Disc and Cylinder Records to suit any purse

*Every Dealer in our territory should have his name on our mailing list.
It will pay you to keep in touch with us.*

The House of Original Ideas and Progressive Methods

N. B.—Read Douglas Items, published monthly. We mail it for the asking.

The Talking Machine World

Vol. 3. No. 12.

New York, December 15, 1907.

Price Ten Cents

A WORLD JOKE DEPARTMENT?

What do You Say About the Scheme—Read Earl Godwin's Letter—Send in Some Contribution and Inaugurate the Department.

The following communication received from Earl Godwin of the Columbia staff is well worth reading. It is chatty and full of humor. Mr. Godwin suggests that we form an association for the suppression of talking machine jokes. Would it not be better to form an association for the encouragement of really good jokes? Why not have a Joke Department in The World to which every one could make a contribution when something really good came his way? Some of these would find their way to daily papers. In this way we may form an offset to the horrible puns which are perpetrated on the talking machine in the columns of the daily papers. Surely among the thousands of readers of The World in all countries we ought to bring out some really good snappy stuff once a month and we would suggest that everyone who has something really good on the talking machine forward it to The Talking Machine World.

New York, Nov. 18, 1907.

My Dear Mr. Bill—A question of vast import has been uppermost in my alleged brain for several weeks past and I am impelled to take my typewriter in hand and direct these few lines to you, hoping that you or your subscribers may answer my riddle.

Why is it that there is not a good joke to be found among the myriad bits of so-called wit that paragraphers, humorists, artists and newspaper men of all description use to ridicule the talking machine? If there is a really humorous newspaper paragraph or picture to be found among all the thousands of articles that have been written on this subject it has escaped me, and I have made a diligent search. I have in an old scrap book of my father's one of the first jokes (?) ever perpetrated on the subject. It is dated back in the early seventies and goes on to say that now the phonograph is invented, canned sermons may be sent to Africa where the cannibals may eat the record instead of the missionary. Ha! ha! ha! Isn't that perfectly killing? Oh, don't make me say it again, it nearly splits my side when I read that ancient paragraph.

That is among the very first, but you would think that the march of progress would improve the stuff that newspaper jokes are made of, wouldn't you? But in the talking machine joke case it has not. Even F. P. Adams, the bright funny man of the Evening Mail falls down terribly when he attempts a bon mot having a talking machine in his neighbor's flat for a foundation. Then that weak-kneed, pasty-faced, dyspeptic joke about A Woman and A Talking Machine, the point being that one talking machine in the house being enough would not that make you weep?

Let us form an association for the Suppression of Bum Talking Machine Jokes. I think we will do contemporary literature and humor a world of good.

I admit that it is a very serious subject, one about which it is hard to twine the tendrils of a real blossoming joke. I am something of a joker myself (some folks think I am something of a joke) and I live in the midst of a humorous and witty family with brilliant scintillating neighbors, well versed in talking machines and humor, but not one of them has produced a joke worth mentioning. I will give a good cigar to the man who sends me a real joke, embodying the talking machine. There! Yours very truly,
Earl Godwin.

Some people want to kill the business talking machine so they won't have to kill the hours it would make for them.

IMPORTANCE OF THE PROGRAM.

Dealers Called Upon to Furnish Entertainments at Private or Public Functions Should be Most Particular as to the Make-Up of the Program for These Purposes.

There are many times when the talking machine dealer is called upon to furnish the musical portion of the entertainment at either private or public functions and the choice of a suitable program is a matter that should receive most careful attention. Each number of the program should be in perfect harmony with all the rest if the proper impression is to be created. It is hoped that none of our readers will emulate the example of a talking machine salesman who had charge of a machine and records at a special meeting of the local literary society and who followed a magnificent Caruso number and an aria by Melba with one of the popular coon songs of the day. Needless to say the last number was received with audible exclamations of disappointment from the majority of those present. If the program is to be a popular one an occasional coon song is all right, but a sudden jump from grand opera to ragtime is hardly according to musical taste. Great musicians would never be guilty of such a contretemp, and the talking machine has got to be used with exactly the same discretion. Giving a program does not mean simply sending a machine and a promiscuous collection of records, at least it should not any more than a singer might be expected to go to a concert, and take along the first things that came handy. The talker is the singer's proxy and owes the audience as much consideration. There are many songs of the better class that may be used to relieve a very heavy operatic program, but ragtime, never.

A BUSINESS REFLECTOR

Show Windows Reveal Lines Upon Which a Store Is Conducted—Must be Up-to-Date in Appearance—Merchants Should Accord to Windows the Attention Their Importance Requires—Advantages Accrue from Frequent and Varied Changes.

The show window is a mirror. It reflects much. It reflects the managerial policy of the firm. It reflects the condition and class of the merchandise dealt in. It reflects the alertness or backwardness of the buying organization, as the case may be. It reflects shingly just whether the store is conducted upon progressive up-to-date lines or whether it is one of those dreamy standstill establishments which exist in spite of themselves and their unenterprising proprietors.

Yes, the show window is the mirror which opens to public view the entire store and its concerns. Being such an important adjunct of progressive storekeeping the show window should come in for a good portion of the talking machine man's attention.

No store can ever hope to attain a reputation as an up-to-date store unless its windows present an up-to-date appearance. As the window is so is the store. That's the conclusion—the logical conclusion—at which the public arrives.

If the window dressing falls into a rut the casual observer is very apt to conclude that the store is also in a rut. And is there anything more deplorable in connection with merchandizing than this same rut evil?

It is rather remarkable that the windows of some stores have that "sameness" about them all the time. One would think that the proprietors or window dressers or whoever it may be who were responsible for the appearance of the front, would instantly recognize the advantages which come from varying the appearance of the front.

It would seem that they would tire of the old and threadbare bargain and special sale theme and delight in presenting some novel features to the passerby. Instead of sticking to the same window display policy year in and year out they, it would seem, might experiment.

ADVERTISING A CREATIVE FORCE.

Has Created New Enterprises and Added Wealth to the Country—Six Hundred Million Dollars Spent for Publicity in This Country.

Some firms advertise to get business, but the wiser ones advertise to make it. Advertising to get business is the use of publicity to sell staples that the public is buying somewhere else, and results merely in the transfer of so much traffic from Peter to Paul. Advertising that makes business educates the buying public to new commodities and new methods of purchasing. In the long run it is the most remunerative sort of advertising, for it increases the buying capacity of the average man and the volume of trade. Publicity that creates two dollars' worth of business where there was but one is good for the advertiser, the buyer and the world in general.

Advertising is naturally a creative force. Since it has been applied to modern commerce there have been created dozens of commodities and branches of trade that did not exist before its advent. The six hundreds of millions of dollars annually spent for publicity in the United States have set many hundreds of millions of dollars running in wholly new channels. Look into the magazines this month. There are many old commodities and enterprises which have adapted publicity to their uses, but fully half of the ads are those of firms and commodities which advertising has created out of nothing.

COPYRIGHT LITIGATION IN FRANCE.

An interesting light was thrown upon the copyright situation in France at a recent meeting of the Gramophone & Typewriter, Ltd., in the following statement: "Copyright litigation in France has been going on for the last two years. To-day the position is practically unchanged and we are awaiting the decision of the Cour de Cassation, or Supreme Court, in Paris. We are advised that we are likely to be successful and we are encouraged in the hope of success by a recent decision given in our favor on almost entirely identical lines by the Supreme Court in Belgium. On the other hand, we have to record an adverse decision in the lower courts in Italy, against which we are, of course, appealing."

INTERESTING DISCUSSION IN RUSSIA.

In view of the fact that talking machines have been used at a number of funerals in Russia, the newspapers have entered into a spirited discussion as to the propriety of such a departure. Mlle. Volska, a well-known concert artiste, when on her death-bed sang a funeral hymn into a phonograph, and requested that the instrument should be permitted to reproduce her voice at her graveside during the funeral service. Her wish was granted, but Father Klimoff, the priest who permitted the innovation, was punished by the Holy Synod, and now both priests and public are divided into opposing camps as to whether there was anything irreverent in the performance.

The Hall Music Co., who opened up a talking machine store in Kansas City, Mo., some three months ago, are carrying a fine line of Edison and Victor goods. This company bear the distinction of being the only exclusive talking machine store in Kansas City, with the exception of the Columbia Phonograph Co. branch.

"TALKER" AMONG SAVAGES.

Dr. Pöch's Studies of the Natives of New Guinea—With the Camera, the Phonograph and the Cinematograph He Has Brought Home Accurate Records of the Songs, Dances and Customs of Primitive Tribes.

This picture shows a group of New Guinea natives singing into a phonograph for the benefit of science. The record which the machine made has been filed with hundreds of others in the Academy of Natural Sciences, Vienna. They were secured by Dr. Rudolf Pöch during his ethnological researches in the second largest island in the world in 1905 and 1906.

While these twelve men were singing Dr. Pöch was standing at one side with his camera, and he caught this photograph. The natives belong to the Baifa tribe and live in British New Guinea.

Dr. Pöch spent about two years wandering from one tribe to another. He lived with a dozen or so tribes in the German, British and Dutch possessions. No ethnological expedition to New Guinea has returned with richer results, and Dr. Pöch attributes his success largely to the fact that he made almost daily use of the camera, the phonograph and the cinematograph.

His records of the native songs are all the more important because many of them are religious or ceremonial songs and are the accompaniment of ceremonial dances; and both dances and songs have been handed down for generations. Many of the songs are not at all melodious, while others are not unpleasing.

It was difficult to record all of some very important songs. Those of the Yassi-Yassi people, for example, have the peculiarity of growing softer and softer toward the end until they die away entirely.

It was found better to pose the singers in a group before the machine rather than to record the songs during the dances. In many songs, for instance, boys have an important part, but their position in the dance is at a distance from the other singers and their notes are not so clearly recorded, so boys and men are grouped for making the record. All the dances, whether purely social or having a deeper meaning, are accompanied by singing.

The phonograph served many other purposes. Fine records were made of many words, phrases and speeches in the various languages. Some of these tongues have gutturals and other peculiarities which are very difficult for a foreigner to reproduce, but usually they come out very clearly in the phonographic record.

Then many records were secured of the sounds evoked from musical instruments. By no other methods could these sounds be exactly reproduced.

It was not very long ago that the note book and pencil and a few measuring instruments were about the only artificial equipment of the anthropologist. To-day he is bringing home with him striking representation of many forms of native life recorded by ingenious instruments.

Dr. Pöch returned to Austria with a remarkable collection of cinematographic pictures. He is showing the dances to European audiences, which at the same time hear the songs accompanying the native dances.

Some of the moving pictures are complicated affairs. One of them begins in the forest in semi-darkness, where it was impossible to secure good clear views on the films. The dancers passed out of the forest to the plain and Dr. Pöch could not secure all phases of this ceremony.

Many of the sets of moving pictures, however, are entirely successful. He shows a lot of girls bearing on their shoulders large earthen pots which they have filled with water at the brook and are carrying home. He shows a social group of women seated on the grass and puffing away at long pipes.

The barber, whose razor is a splinter of obsidian, is shaving the cheeks of a customer, whose grimaces plainly betoken that the razor needs honing; and the natives are seen sailing



NEW GUINEA NATIVES ENJOYING THE TALKING MACHINE.

Courtesy New York Su

their boats, engaging in farming operations, making weapons and doing many other things. Perhaps the most entertaining of these moving pictures are those which show the games of the children. Thus the cinematograph is contributing living documents that throw clear light upon many phases of primitive human culture.

ADVERTISING NOT AN EXPENSE.

Judicious advertising is not an expense but an investment. There are millions of demonstrations that it pays good dividends. Most successful business concerns consider their annual appropriation for advertising as necessary as their appropriations for executive management, rent, insurance, etc. The only problem is how to utilize the advertising appropriation most judiciously.

The Christmas gift that is most appreciated is

the one that is useful; likewise the advertisement that is most effective is the one that is kept, not merely glanced at and thrown away.

A useful article like a pocketbook, card case, memorandum book, diary or something of that kind bearing an advertisement is carefully preserved because of its usefulness and intrinsic value, and it is a perpetual reminder and business puller for the concern whose name it bears. It works year in and year out and every day in the year. It works morning, noon and night and all day long. It is always at work, pulling for business. Isn't that better than a one-time advertisement? Certainly it is. Advertising novelties that are kept for daily usage are the cheapest always.

The man who only half tries doesn't even half make good.

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



Vital facts in the Victor business.

The *Victor* is a perfect musical instrument.

Only on the *Victor* can the world's greatest artists and the most popular entertainers be heard.

These two facts are the backbone of *Victor* supremacy and *Victor* success.

And the dealer who constantly emphasizes them is the dealer who puts his business on a higher level, and makes the most money selling the *VICTOR* and *Victor Records*.

Are *you* taking full advantage of these vital facts to increase *your* prestige and *your* profit?

Victor Talking Machine Company

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

Berliner Gramophone Company of Montreal, Canadian Distributors.

BE READY FOR YOUR CUSTOMERS.

MR. DEALER: Our special advertising campaign in leading newspapers throughout the country has everywhere increased the demand for Victor Records. By placing a standing monthly order with your distributor for all the new Victor Records you will be in a position to meet the every want of every customer.

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. Forhes Piano Co.
 Boston, Mass. Oliver Ditsen 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. Edward H. Jones & Son.
 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.
 J. F. Schmelzer & Sons 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. Forhes Piano Co.
 Milwaukee, Wis. McGreal Bros.
 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.
 C. Bruno & Son.
 I. Davega, Jr.
 S. B. Davega.
 Chas. H. Ditson & Co.
 The Jacot Music Box Co.
 Landay Brothers.
 The Regina Music Box Co.
 Stanley & Pearsall.
 Benj. Switky.
 Victor Distributing & Export Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Chas. C. Adams & Co.
 Philadelphia, Pa. C. J. Heppe & Son.
 Musical Echo Company.
 Penn Phonograph Co., Inc.
 Louis Buehn & Brother.
 Western Talking Machine Co.
 H. A. Weymann & Son.
 J. E. Ditson & Co.
 Pittsburg, Pa. Pittsburg Phonograph Co.
 Powers & Henry Co.
 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. Sioux Falls Talking Mach. Exchange.
 Spokane, Wash. Eiler's Piano House.
 Sherman-Clay & Co.
 St. Louis, Mo. Koerber-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.

Fill out,
cut off, and
mail this
Coupon
to-day.

CUT ALONG THIS LINE.
 Victor Talking Machine Company, Camden, N. J.
 Please send book, "How to Sell Victors on installments."

Name.....
 Street.....
 City.....
 State.....

HAPPENINGS AT THE CAPITAL.

Business Has Fluctuated the Past Four Weeks—Christmas Trade Already Evident—Commercial Graphophones for Government Departments—Droop & Sons' Handsome Talker Quarters—Whitson Reports Progress—S. Kahn & Co. to Retire from Business—Cannot Make Their Department Pay.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 4, 1907.

The talking machine trade fluctuated during November and early December, though the month as a whole was better than October. The middle of the month was very dull, but within the past week or two business has picked up wonderfully and the dealers are more ready to talk. That is a sure sign when trade is good. Some of the large establishments felt the financial flurry of New York, but it did not last long.

Christmas trade has already begun in most of the establishments. This is particularly true of the Columbia Phonograph Co., where business has taken a lively turn, in both instruments and records. H. C. Grove, the local manager, is much pleased. He has just completed the dismantling of the Jamestown exhibit and will now be able to give more time to Washington affairs. He states that while the Exposition was a failure financially itself, the Columbia Phonograph Co. did some excellent business. It took a number of orders for instruments of all grades, and especially did it make progress with the introduction of the commercial graphophone, in many business houses. This has come to be quite a feature in Washington in the Government Departments, all of them using these machines in one or more of their branches. The local firm just closed a big deal whereby several commercial graphophones will be used by the Law Reporter.

Since the opening of the new talking machine department at E. F. Droop & Sons' Co., this establishment has perhaps the most commodious quarters in the city. The several demonstrating rooms give opportunity for the hearing of more than one record at the same time without conflict. In the extreme rear of the department is a small room for the demonstration of the Victoria and such high class instruments. The Regina music box is also featured as well as the Welte "Mignon," the famous player which produces the exact expression of the artist without any manipulation of the instrument.

Report from Sanders and Stayman's talking machine department is fair for the past month, but it has already improved for December. Record sales have been particularly fine.

T. J. Whitson is in a very good humor now, as business has increased recently in both instruments and records. He says: "We are having

a very good run on "Ring Out the Bells for Christmas," by the Edison Concert Band, which has a beautiful chime feature in it.

In the window of John F. Ellis & Co. is an attractive display of "Lyra" phonographs with little red flower-shaped horns which at once attract the passerby. These have become a Christmas feature in this establishment.

While the foregoing speaks well for the condition of the talking machine in Washington, there is one establishment which is just waiting for a purchaser of its stock to go out of business. This is the talking machine department of S. Kahn & Son Co., one of the large drygoods stores. Trade has been so bad for the past few months that a detriment is only being worked by trying to keep up appearances. S. Kahn & Son Co. have decided to discontinue their talking machine department, which has been in existence for about two years. At present there is a very large stock on hand of all grades of talking machines, music boxes, cylinder and disc records, and fancy and plain horns. It is the wish of the manager to dispose of these to some one local establishment, but exactly how the deal will be made has not yet been determined. "There is no wisdom in retaining a department," he said, "which is losing money. We have always been independent of any music firm and have until the past few months done excellent business. Even in the summer we are having a big trade in supplying small establishments in outlying districts. Perhaps the financial condition in New York is responsible, or perhaps the music stores are monopolizing the public. At all events we will soon sell our stock and go out of business."

EDISON ON WIRELESS TELEGRAPHY.

Says the Possibilities of the Thing Are Limitless—Takes Seven Years to Perfect the Great Invention—Interesting Chat With the Inventor of the Phonograph.

The wonderful success of the wireless system of despatches to and from Europe has been the subject of much comment in the daily press, and Marconi has been highly praised for his energy and ability in this field. The New York Times has recently been receiving all its news from Europe by means of the Marconi wireless telegraph. Thomas A. Edison, when seen relative to the latter achievement, said:

"This thing is in its infancy yet. It is easy to see that. This young fellow Marconi does not know a tenth part now of the possibilities of wireless that he will learn in the next ten years. The possibilities of the thing are limitless. We to-day cannot imagine the things that they will be doing with it a few years to come.

"The obstacles in the way now can easily be

overcome. As for a ship getting out in the ocean and taking off the messages from the current, or another man setting up his apparatus and interfering with the connection, these things can be prohibited by law.

"You know that a great invention was never perfected in less than seven years. When a man has made his discovery he has just begun. Then he has to work for years and years before he has the thing anywhere near completed. We do not know what makes these waves that we call electricity go across the ocean in this way. We don't know anything about it. It is contrary to all the known laws of nature and science. All we know is that they do go, and that they carry messages with them.

"Just stop and think what we will be able to do with them when we find out what they are and the laws that control them. I tell you this thing is only beginning, and in a few years there will be developments along this line that will startle even the most sanguine dreamer of to-day."

COMPETENT TO FILL THE POSITION.

Music dealers frequently get letters that are works of art in their way, but one of the palms should go to the E. R. Austin Music Co., Dayton, O., who received a letter in response to an advertisement for a talking machine salesman. The applicant announced that he was at present employed in a grocery store in a neighboring town and went on to say: "The reason I prefer a change is this, they are more like idiots around here, it is not fit for a person to be inside, for it is not healthy, for they loaf around the grocery and spit all over the floor, so you can see it is not healthy and I cannot say anything if the boss does. I tell him, but it does not do any good. I get good wages, five dollars a week, horse kept, board and washing, but the wages does not make a fellow's health." The best of references are offered and an early reply requested. At last accounts the writer of the letter was still working in the sordid and demeaning atmosphere of the grocery."

UNCLE JOSH'S LECTURE RECITALS.

Cal Stewart, the widely known originator of the "Uncle Josh" records, has been making an extensive trip through the West demonstrating just how the records were made. Many music stores who handle talking machines engaged him to make "Uncle Josh" records for the benefit of their patrons, and the entertainment he offered was amusing and instructive in the extreme. Mr. Stewart entitles his work "Lecture Recitals."

Now, let everyone put their shoulders to the wheel and get busy.

NORTHWESTERN DEALERS

TRY US

WE ARE

JOBBER AND DISTRIBUTERS

EXCLUSIVELY OF

EDISON

Phonographs

VICTOR

Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.



There will be a demand for these new January Victor Records

- 8-inch 35 cents**
Arthur Pryor's Band
 5275 Victorious Eagle March.....Rosey
Tenor Solo by Billy Murray
 5294 Way Down in Colon Town (from "The Rogers Brothers in Panama")...Hoffman
Comic Song by Arthur Collins
 5285 Dixie Dan (from "The Gay White Way").....Furth
Descriptive Specialty by Miss Jones and Mr. Spencer
 5286 Broncho Boh and His Little Cheyenne.
Len Spencer, With Imitations by Gilbert Girard
 5284 Roger and I (The Vagabonds)...Trowbridge
Hymn by Haydn Quartet
 5321 Happy Day.....Rimhault
- 10-inch 60 cents; 12-inch \$1.00**
Arthur Pryor's Band
 5298 "Gesundheit" Waltz (To Your Health!)—10-inch.....Helf
 5300 Radetzky March—10-inch.....Strauss
 5301 King of Rags (A Two-Step Oddity)—10-inch.....Swisher
 31683 Impassioned Dream Waltz (Ensueno Seducer)—12-inch.....Rosas
 31684 Jnhel Overture—12-inch.....Weber
Police Band of Mexico City, Velino M. Presa, Director
 5318 Felicity Mazurka—10-inch.....Martinez
 31685 Moralma—Caprice—12-inch.....Espinoza
Victor Orchestra, Walter B. Rogers, Conductor
 5304 Autumn—Intermezzo—10-inch.....Moret
Flute Solo by Darius Lyons
 5305 Rondo—10-inch.....Donjon
Accordion Solo by John J. Kimmel
 5307 Medley of Popular Reels (including Buck and Wing Dance)—10-inch.
Flute and Oboe Duet by Lyons and Trepte
 5308 Happy Days—10-inch.....Strelezki
Trombone Solo by Arthur Pryor
 5309 Love Me and the World Is Mine—10-inch.....Ball

- Soprano Solo by Helene Noldi**
 31688 Vilia Song (from "Merry Widow")—12-inch.....Lehar
Vocal Songs by Al. H. (Metz) Wilson
 5322 Whispering Breezes—10-inch.....Wilson
 31687 Songs of Old Fatherland (Medley)—12-inch.....Wilson
Duet by Stanley and Maedonough
 31686 Guide Me, O Thou Great Jehovah—12-inch.....Flotow
Bass Solo by Frank C. Stanley
 5323 Dream On, Dear Heart, Dream On—10-inch.....Morse
Harry Maedonough and Joseph Belmont
 5314 Robin Redbreast—10-inch.....De Koven
Tenor Solo by Byron G. Harlan
 5310 Two Blue Eyes—10-inch.....Morse
Harry Maedonough and Haydn Quartet
 5319 'Neath the Old Acorn Tree, Sweet Estelle—10-inch.....Helf
Comic Song by Billy Murray
 5311 So What's the Use—10-inch.....Montagu
Duet by Miss Jones and Mr. Murray
 5317 Make Believe—10-inch.....Morse
Duet by Collins and Harlan
 5312 Come On and Kiss Yo' Baby—10-inch.....Clarke
Billy Murray and Haydn Quartet
 5320 Budweiser's a Friend of Mine—10-inch.....Furth
Comic Song by Miss Ada Jones
 5316 Don't Get Married Any More, Ma—10-inch.....Pether
Hymn by Haydn Quartet
 5313 Let the Saviour In—10-inch.....Excell
- New Red Seal Records**
Marella Sembrich, Soprano
 12-inch, with Orchestra, \$3.00 each.
 88102 Martha—Last Rose of Summer—in English.....Moore

- 88098 Mignou—Connais tu le pays (Knowest Thou the Land)—In French....Thomas
 88103 Nightingale's Song—In Russian...Ablakoff
 88104 Norma—Casta diva (Queen of Heaven)—In Italian.....Bellini
 88105 Puritani—Qui la voce (In Sweetest Accents)—In Italian.....Bellini
 12-inch, Piano Accomp. by Mme. Sembrich, \$3.00.
 88100 Maiden's Wish (Madchen's Wunsch)—In Polish.....Chopin
- Mattia Battistini, Baritone**
 12-inch, with Orchestra, \$3.00 each—In Italian.
 92004 Zampa—Perché tremar (Why Dost Thou Tremble).....Herold
 92005 Martha—Il mio Lionel (My Unhappy Lionel).....Flotow
 92006 Don Sebastiano—O Lisbona (Oh, Lisbon).....Donizetti
- Mattia Battistini, Baritone; Aristodemo Sillich, Bass**
 12-inch, with Orchestra, \$3.00—In Italian.
 92007 Ernani—La vedremo, o veglio audace (I Will Prove, Audacious Grey-beard).....Verdi
- Mattia Battistini—Emilia Corsi—Cori della Scala**
 (Duet with La Scala Chorus.)
 12-inch, with Orchestra, \$3.00—In Italian.
 92008 Ernani—Vieni meco sol di rose (Come, Dearest Maiden).....Verdi
- Carlo Albani, Tenor**
 12-inch, with Orchestra, \$1.50 each—In Italian.
 74095 Forza del Destino—Oh tu che segno agl' angeli (Thou Heav'nly One).....Verdi
 74096 Lolita—Spanish Serenade.....Pecchia
 74097 Pagliacci—Vesti la giubba (On with the Play).....Leoncavallo
 74098 Lucrezia Borgia—Di pescatore ignobile (In a Fisher's Lowly Cot).....Donizetti
- Evan Williams, Tenor**
 10-inch, with Orchestra, \$1.00.
 64080 Sweet Miss Mary.....Neidlinger
 12-inch, with orchestra, \$1.50.
 74093 Stabat Mater—Cujus animam—in Latin.....Rossini
 74094 Love Shall Be Lord.....Corbett

We've got the people into the habit of looking for the list of new *Victor Records* which we publish each month in leading daily newspapers of America. They not only look for the list—they buy the records!

Get these people into the habit of coming to your store for their records. Have the records they want, play any they want to hear, cultivate their trade, and you'll soon have them as regular customers.

There is always a demand for *Victor Records*, for on no other records can people get that full, clear, musical tone-quality. It pays to have such records. It pays *best* to have the complete list.

Now is the time to place your order so that you'll be ready on December 28th—the simultaneous opening day for the sale of January *Victor Records*.

Victor Talking Machine Company

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

Berliner Gramophone Company, of Montreal, Canadian Distributors.

HOLIDAY TRADE IN BALTIMORE.

Activity Is Fair in Volume Although Trade Is Not as Active as a Year Ago—Victors and Reginaphones Sell Well at Cohen & Hughes—Droop & Son Doing Well With the Edison—Reports from Other Trade Authorities.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 3, 1907.

The talking machine dealers in this city are busy now with their Christmas trade. The popularity of these music machines is demonstrated daily by the increasing demand for them as holiday presents. While, on the other hand, the sale of records is ever on the increase in consequence of the fact that so many new and up-to-date ones can be obtained each month. Special sales are the order of the day with many dealers. Another feature of the business is the fact that many new retail stores have been opened up in this city the past month, according to the statement of the jobbers.

H. R. Eisenbrandt, of H. R. Eisenbrandt & Sons, states that retail business has fallen off somewhat, but that their jobbing department is exceedingly busy in furnishing several new retailers, which the firm has installed, with talking machines and records.

Messrs. Cohen & Hughes, who handle the Victor machine, are, also, the local agents for the combined music box and talking machine, the Reginaphone. The firm report that the sales of both machines have been rather good during the past month and that the indications are for a good trade during the days preceding the holidays. The firm are, also, conducting a special sale of Victor cabinets as desirable Christmas offerings to those who have not the ready cash to be owners of Victor machines. Messrs. Cohen & Hughes have arranged a nothing-down payment plan, which is to pay for what records the purchasers take with them and begin paying for the machine later on.

The Hollingshead Co., 220 West Fayette street, report having a great success with the sale of Victor machines and records.

Similar reports are made by G. Wright Nicols, manager for Sanders & Stayman, who are handling the Victor and Columbia machines. As a matter of inducing and encouraging prospective buyers they are holding daily concerts at their warerooms, Charles and Fayette streets.

Messrs. E. F. Droop & Sons, agents for the Edison machines, have been doing a nice business during the past month and, like the other dealers, look for a great improvement from now on until the holidays are over.

MELBA'S VOICE IN HIGH BLUE.

Purple Splashes in It—Englishwoman Connects Tints With Tones.

The translation of sounds into colors is no new idea, but Mrs. Northesk Wilson, lecturing in London on the relation of colors to music has made some interesting additions to the familiar comparisons. She described Mme. Melba's voice as high blue, splashed occasionally with purple. Alice Gomez's vocalization, she said, suggested orange. Forbes Robertson had a violent voice speckled with green, which is the color of the depressed.

Mrs. Wilson contended that every sound conveyed an idea of color to those who were in a proper state of vibration. Blind people were particularly sensitive in this respect to both agreeable and disagreeable sounds. A raucous voice, according to Mrs. Wilson, gave a blind man a dirty green feeling.

UNIQUE SECTIONAL DISC RECORD CASE.

We are informed by Benj. Switky, sole sales agent for the "Unique" sectional disc record case, that in the short time since they began marketing, this case has obtained a foothold in no less than twenty-two States of the United States, with inquiries still coming in by almost every mail. "It fills a long-felt want" is the general opinion of the various writers. It is the first attempt at furnishing "sectional" cases for the talking machine trade, and while it is truly

unique and covered by patents, Mr. Switky admits that the scheme is not original, but was inspired by the success of the well-known Wernicke sectional bookcases.

INTERESTING WINDOW DISPLAY.

Mechanical Figures for Which Music Is Furnished by the Talking Machine.

A most interesting window display has been arranged by a toy dealer, whose shop is located in the heart of the retail district, and its chief features are twelve mechanical figures, representing negro banjo and violin players, fancy dancers, etc. The figures were imported from Germany on special order for a wealthy broker and were made for use with a talking machine. The vocal, band or orchestral selections rendered by the talking machine accompany the performances of the acrobats, dancers and jugglers, rendering it possible to give an exhibition that will compare very favorably with that of professional performers. In fact, so natural and life-like are they, that it is difficult to realize that the violinist, standing at the other end of the room, the entrancing strains of the intermezzo from "Cavalleria Rusticana" filling the air with melody accompanying the graceful sweep of his bow, or the laughing plantation darkey picking on his banjo, with all the vigor and abandon of life, that rollicking melody, "Bill Bailey," are but mechanical toys, and that the music swelling forth full toned, natural and with all the sweetness of the original, emanates from a talking machine. Yet so it is, and it adds another to the already long list of the talking machine's achievements which embrace many widely differing spheres of usefulness.

The Charlottesville Graphophone and News Co., Charlottesville, Va., who formerly handled the Columbia line of machines and records exclusively, will in the future handle a complete line of Victor goods, pushing both lines impartially.

**PERFECT
MEDIUM
QUIET**

NEEDLES

THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY

The **BEST NEEDLE** made is the **ONE YOU WANT** to use. **WE** do not **HANDLE** anything but **FIRST CLASS GOODS** and **YOU CAN DEPEND UPON** the quality of **EACH STYLE** of **NEEDLE** to be **AI.**

SPECIAL OFFER TO DEALERS
ANY OF OUR NEEDLES WILL COST YOU

25c. per 1,000 in 100,000 Lots

26c. per 1,000 in 100,000 Lots

If Name and Address is Imprinted.

PUT UP IN

100 to an Envelope
300 to a Box
1,000 to a Box

A SAMPLE 1,000 WILL BE FURNISHED FOR 30c.



**HOW ABOUT
"VICTOR"**

TALKING MACHINES AND RECORDS

WE JOB "VICTORS" ONLY

Is it necessary to state that being in **ONE LINE ONLY WE** can **GIVE YOUR WANTS** in that line **BETTER ATTENTION** than if we handled other style goods?

TRY US FOR GOOD SERVICE

Our **STOCK** is **LARGE** and complete and our **FACILITIES** for filling orders are of the **BEST.**

SIGN A "VICTOR" CONTRACT WITH US AND FOLLOW IT UP WITH YOUR ORDER. DO IT TO-DAY.

WRITE FOR CIRCULAR AND FULL INFORMATION.

AMERICAN TALKING MACHINE CO.
586 FULTON STREET, BROOKLYN N. Y. CITY

The Reason Why Most Collapsible or Folding Horns Have Not Been A Success



PARTLY CLOSED

IS THAT ALL OF THEM HAVE BEEN CONSTRUCTED IN TWO OR MORE PARTS. This makes such a horn a more or less delicate article for the moment one of these parts becomes bent or bruised in shipping or handling it is useless, as it will either fail to fit together or rattle.

THIS GRAVE FAULT IS OVERCOME BY THE NEW

=====**Munson**=====

Folding



Horn

OPEN

The One Piece Indestructible Horn For All Cylinder and Taper Arm Disc Machines

Can be opened or closed in 30 seconds. Made of selected "Leatherette" with highly finished Metal Parts. We guarantee all of our horns against rattle or blasting. **RETAIL, \$5.00.** In solid colors. Gold or Black Hand Decorated or Plain. & &

Sold Only Through Jobbers

Liberal Discount to the Trade

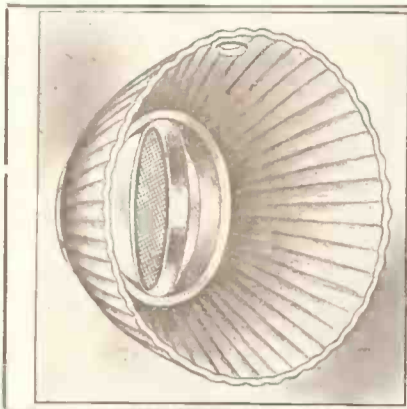


CLOSED

The Folding Phonographic Horn Co.

Phone, '79 Bryant

650-652 Ninth Avenue, New York, N. Y.



MELLO-TONE

Attachment 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.

RETAIL PRICE \$1.00 EACH. Discounts and Samples sent to dealers on application.

MELLO-TONE CO.
SPRINGFIELD, MASS.

PACIFIC COAST TRADE NOTES.

Notwithstanding the Financial Flurry the General Situation Is Sound and Talking Machine Men Are Much Better Off Than Are Those in Other Industries—Kohler & Chase Notes—Byron Mauzy Activity—Phonographic Records of Mission Indians—Clever Victor Advertising by Sherman, Clay & Co.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 4, 1907.

The situation in regard to talking machines on the Pacific Coast is much more encouraging than that of any branch of the musical merchandise trade. This business goes on apparently without interruption, and without any perceptible falling off on account of the financial troubles. Even the most pessimistic of the piano dealers still report a steady activity in the talking machine departments, and the outlook, in comparison with other lines, is very satisfactory.

Kohler & Chase's local talking machine department, now under new management, is being enlarged and rearranged and the stock is in fine condition. The business has improved somewhat, even this month, and the Edison line has run far ahead of any recent record. The company find that these goods need to be put forward strongly, but the result of a little extra work has been very pleasing. Star goods also are moving well, and their position has now become fully established.

Byron Mauzy is still working hard on his jobbing business in talking machine goods, and his efforts have so far been greeted with a very pleasing degree of success.

W. S. Gray, of the Columbia Phonograph Co., says that the city business is still keeping up, and so far this month shows an improvement over October's sales. This week a special feature is made of the Type B I Graphophone, with a large window display on Van Ness avenue and advertising in the papers.

T. T. Waterman, of the department of anthropology of the University of California, has just returned from Southern California, where he secured valuable phonographic records of the famous eagle dance of the Mission Indians for the anthropological museum of San Francisco. This department has been doing a great deal of this work for some time, using, as a rule, the Columbia instrument.

The Graves Music Co., of Portland, Ore., are greatly enlarging their stock of Edison goods, several carloads of machines and records being received last week.

McNeil & Co., large handlers of Edison and Victor goods in Stockton, Cal., have occupied a new store on the corner of Weber avenue and Sutter street.

During the visit of Sousa and his band to the Pacific Coast, and particularly San Francisco, Sherman, Clay & Co. had the exclusive advertising privilege of the programs and made splendid use of it. They carried a talking machine ad on almost every second page as well as at the bottom of the program page, and under those Sousa numbers of which records are made there was a caption in small type stating that this selection could be obtained of Sherman, Clay & Co. This plan was followed throughout, and it is hard to conceive of anything so effective as a means of stimulating interest in the talking machine. On the closing pages of the program there appeared a full list of the Victor records, selections which are played by Sousa's band. If the talking machine dealers on Sousa's concert route would duplicate this effort it would certainly mean a boom in Sousa records as well as in the leading selections which he plays. There is an idea here worth considering by every live dealer who desires to bring home to the musical public the importance of the talking machine, and the wide extent of the music which it is possible to render through this medium.

THE PHONOGRAPH HEARSE.

Berlin Young Woman Patents Plan for Providing Funeral Notes.

A young woman of Berlin has filed a patent designed to fill a want which has not so far been keenly felt. She proposes to supply for funerals the phonograph hearse—designed perhaps to intensify the grief of the mourners.

The hearse is of the ordinary build, but two megaphones are introduced as part of the decoration. They are to be situated at the forward upper angles, and being handsomely gilt, they will serve in the first place as representations of Gabriel's trumpet.

Under the driver's seat will be placed the mechanism by which the phonograph will be controlled. The choice of the style of music and

the selections will depend on the bereaved relatives or the last wishes of the deceased. Those who prefer vocal music can have hymns and dirges as rendered by well trained quartets ground out as the hearse passes through the streets to the cemetery. Others if they choose may select funeral marches as performed by brass bands.

The inventor thinks there is a great future for her idea. The installation of the apparatus is relatively inexpensive and she thinks people who want to make their funerals impressive will pay liberally for the music.

ATTRACTIVE ENCLOSURES PAY.

In almost every departure of commercial work, retail, wholesale or mail order, a small amount of money invested in neat and attractive envelope enclosures will prove profitable. Such enclosures should be well printed, carefully written, and if your specialties will permit it they should also be carefully illustrated.

They should consist of from six to a dozen pages on good quality and should be used only to accompany the personal letter. They will not pay any small concern, to send them out promiscuously everywhere. For promiscuous advertising, the circular or booklet on ordinary good book paper will bring almost as good results and is considerably cheaper than the super-calendered paper, which also costs considerably more to print.

The office of first-class enclosures should be explanatory altogether. But the small dealer or merchant may have a cheaper folder listing several of his specialties, quoting the price and inviting an order. These enclosures will pay the mail dealer exceptionally well, and no communication should be sent out without them.

Where the business will justify it, advertising novelties, such as calendars, fans, match scratchers, etc., will be found quite remunerative, as they will be kept a long time and if something is printed on them showing that the offer is of long standing it will be even more so. Some such phrases as: "At any time within the next 10 years, we will fill your order for," will give them the impression that the offer is lasting and the company reliable.

HOW ROBBERS WERE AIDED.

Music as an ally of robbers was tried in Chicago one night last week. After holding up Henry C. Kohl and four customers in Kohl's saloon at 867 West Chicago avenue, three young desperadoes forced the victims into the icebox and turned on a phonograph to drown the cries of the prisoners. While the saloonkeeper and his victims were shouting the musical robbers chaffed with an unsuspecting policeman on the street corner and escaped.

The Duplex Talking Machine Co., of Philadelphia, has been incorporated with the Secretary of the State of Delaware, to deal in amusement devices with a capital of \$60,000.

For the EDISON STANDARD PHONOGRAPH

Automatic Stopper

Simple Practical Durable

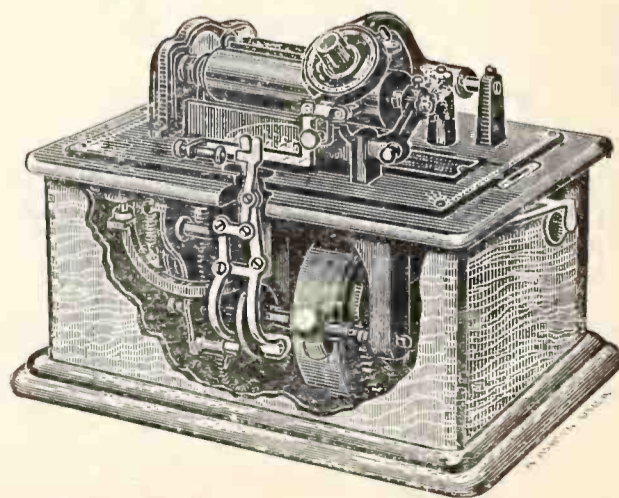
This Automatic Stopper is for use on the Edison Standard Phonograph. It stops the machine when the record is finished. It's simple, practical, durable and has been a lively seller wherever shown.

Retails at
75c. Each

You should have them

Order through your jobber; if your jobber can't supply you, write us direct

UTICA CRANE CO., Makers, UTICA, N.Y.





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Berlin, Germany, CHAS. ROBINSON, Breitstrasse 5.

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ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1907.

SINCE the beginning of the month business conditions have steadily improved, and gradually confidence has turned the tide of business depression so that it is fast receding, and the stringency which commenced through the loss of public confidence is growing more remote all the time. It is now conceded that the recent financial upheaval was only a currency flurry rather than the beginning of a serious panic, which had its origin in over speculation. We had been traveling at a pretty rapid pace and we were brought up with a round turn and have paid the penalty for our unnatural rapidity of movement. There never was perhaps such an unreasonable panic started in the history of this country. The panics of the past invariably have seen the warehouses of manufacturers filled with goods which had to be put on the market at prices less than cost in order to enable the manufacturers to meet their obligations, but no such condition exists to-day. Most of the factories from which the wholesale merchants of the great cities can buy their wares are sold out of all they can produce for months to come.

IN this country the farmer is the great actual producer, and how is the farmer situated to-day? He has abundant crops which are in keen demand for the food of the world, and they are bringing exceptionally high prices. It should be remembered, too, that the export trade of this country in almost every line of staple products has increased tremendously in the past few years, and whatever we sell to other nations brings us what we most need at the present time—gold. Then it was only a few years ago that the farmers were heavily in debt. To-day they are not only out of debt but are lending money. Surely such conditions are not the proper setting for a panic. The contrasts between the industrial conditions in the United States to-day and those that attended the panic of 1893 are many. They are so many, in fact, as to cause wonder that the happenings of the past two months should have

prompted such frequent reference to that period. Foremost of the direct causes of that panic was the fear that the parity of the gold and silver could not be maintained, and out of this therefore developed financial difficulties. Railroad receiverships right and left were in part the result of hostile railroad legislation; collapse of enormous real estate booms; the breaking down of an overstrained system of credit and the culmination of bad business methods of years and large crops abroad and little demand for American wheat.

HOW different the conditions to-day. A large demand for everything that is produced either in factories or from Mother Earth; the country on an established gold basis, which aids in the growing sentiment in respect to the slaughter of values; the gathering together of competing interests in almost all lines in trade which has resulted in a better understanding throughout all trade of the conditions under which business may be safely done. In the steel trade the situation of the present year has already brought the heads of important companies together in consultation. Such a thing would have been impossible in 1893. There is a sharp contrast between the panic of 1893 and that of 1907, and it hardly need be pointed out which method of meeting a critical situation is more conducive to a quick recovery.

TRADE in the talking machine line is, of course, affected by conditions which prevail in other trades. All business interests are closely interlocked, and it is surprising when these conditions are understood how well the demand for talking machines has been maintained in the various sections of the country. At the outset of the panic there was naturally considerable timidity noticeable in this trade. That, however, has been replaced by confidence, until to-day the talking machine interests may be said to be on a fairly satisfactory basis, everything considered. We have interviewed a number of the leading business men in the talking machine trade during the past two or three weeks, and they have not hesitated to express themselves in the most optimistic manner regarding trade conditions. W. E. Gilmore, president and general manager of the National Phonograph Co., was asked by The World to give his views relative to future business, with particular reference to the talking machine trade. Mr. Gilmore is at the head of a great business institution, and his views therefore are obviously of interest to The World readers everywhere. Mr. Gilmore states:

"We have not in the past, nor can I say that have we as yet perceived any perceptible change, so far as our own business is concerned. Our shipments of phonographs, records and supplies therefore continue in the same relative weekly proportion as they have in the past, and the orders heretofore placed with us have not been decreased to any material extent by cancellation. Naturally, we have not expected additional orders for phonographs, in view of the fact that our jobbers and dealers have anticipated their requirements some time since, but the new orders that we have been receiving for phonographs have, if anything, been better than we had anticipated. So far as records are concerned, the first orders received for the December supplement exceeded in volume any month in the history of the business. We accumulated during the past summer a very large stock of machines to take care of future requirements, and it is well that we did so, for

the reason that the recent financial stringency has compelled us to reduce our working forces somewhat, due entirely to the fact that we were unable to obtain the necessary currency to take care of our pay-rolls, and which stringency, we thoroughly believe, will be of short duration.

"SO far as the future is concerned," continued Mr. Gilmore, "we are very optimistic, and statistics indicate that, be the times good or bad, amusement features are about the last things to be affected. By this I, of course, refer to amusements of all kinds in which, naturally, the talking machine industry must be considered one of the principal factors, particularly for the reason that the prices bring the apparatus within the reach of everybody. I would here add that our collections as a whole, up to this date, have been in every way satisfactory and, if it is the case with us, then we must naturally feel that it must likewise be the case with our dealers and jobbers generally. In conclusion I can only say, further, that the present financial condition will, in our opinion, be but short-lived, and we look forward to an increasing and profitable business."

Surely there is an optimistic ring throughout this great industrial leader's remarks, which should encourage everyone to work. We should all do our full duty to aid in the restoration of confidence, and if every man faces the situation resolutely and does his share it will help matters materially. Paper values have crumbled, but the products of the earth and mines are still with us. There has been no great calamity, no plague, earthquake or fire; therefore if we have confidence in each other and confidence in the future of the country, as we should have, the dollars which have been laid away in hiding places will soon be performing their proper function as a circulating medium among our people.

IT is a very inopportune time for anyone who has the interests of the talking machine trade at heart to issue literature calculated to disturb the existing conditions between jobbers and manufacturers. Certainly the manufacturers have exhibited their liberality and broad-mindedness in every way in their dealings with the trade, and in such times as these the man who attempts to cultivate friction between the creative and selling force of the industry is acting unwisely, to say the least.

A WELL-KNOWN member of the talking machine trade who has just returned from Europe, said: "I was very much surprised to find the important position which The Talking Machine World occupies in trade circles abroad. In every city which I visited, in Great Britain and on the Continent, I found The World referred to in a manner that was most complimentary to its policy. To have won such a worldwide position is indeed a compliment to American trade journalism, and as long as the policy of The World is so fair and broad towards all interests, there is no occasion for any other publication. One good talking machine paper like The World is worth more to the industry than a half dozen little nondescript sheets."

Coming from such a high source we appreciate these complimentary words, and we may say that there is not a day passes but that we are in receipt of a number of communications from readers scattered all over the earth who say they find this publication of great value.

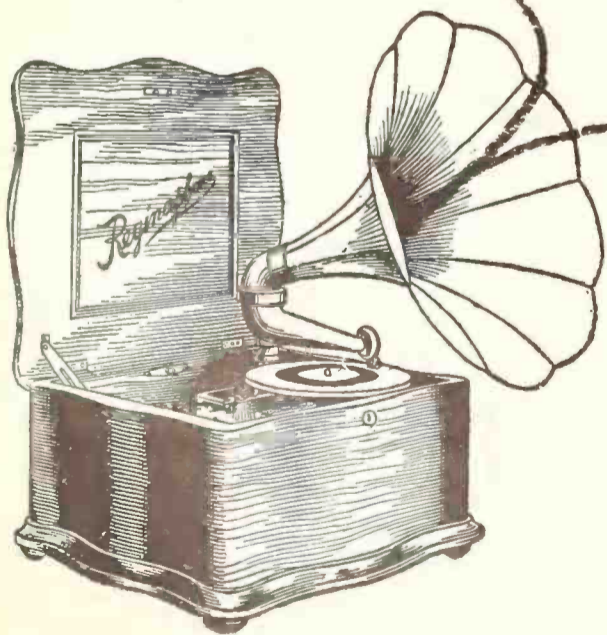
The Regina Company
wishes all Dealers

A Merry Christmas,

and a

Happy and Prosperous

New Year



PHONOGRAPHS ON THE STAGE.

Always on the Side of Justice and Truth and Opposed to the Villain of the Play—A Story in This Connection Worth Reading.

Let it be placed to the credit of the phonograph upon the stage, that it is always found on the side of justice and truth, and rigidly opposed to the machinations of the villain. Many times the hero and the Edison phonograph have disconcerted the black-browed, cigarette-smoking scoundrel, whose snares have been set for the beauteous heroine. The writer recalls an instance, one of the earliest perhaps of the kind, in which the phonograph dominated the entire play, and proved indeed a "god out of a machine."

At a little town of Provence, in the South of France, where the people still speak the soft provencal patois, hardly to be understood elsewhere, there was an enterprising citizen who managed the little playhouse when, on festive occasions, it delighted the townfolk. The fame of the great Paris Exposition of 1889 drew him to the capital, and the thing that impressed him most was the first exhibition in France of the Edison phonograph. He was further impressed by the notable attentions paid to Mr. and Mrs. Edison by M. and Mme. Carnot, the President of the French Republic and his wife, and the great ovation they received from the Parisians. Finally he purchased a phonograph, and with the aid of a friend wrote a vivid drama to be performed at his little theatre during an approaching holiday. The house was crowded because it was rumored that something extraordinary was to take place. The play itself was not remarkable, except that it took the phonograph back to the 17th century. The hero was terribly good, the villain execrably bad and the heroine a virtuous and pious maiden who supported an aged mother. The phonograph saved her from abduction in the first act, for as she was about to take a leafy lane leading to a friend's cottage, the phonograph, ingeniously placed in a tree and operated by unseen hands, cried out "Prenez-garde! Prenez-garde!" ("Beware! Beware!") Being a good girl, she took this as a message from heaven and fell on her knees gracefully, thereby frustrating the villain. The climax came when in the last act the two principal villains met at the village inn and selected a large room as the place in which to discuss their most diabolical and sanguinary scheme. Before commencing they went around the apartment, stabbing inoffensive draperies with their swords so that no concealed spy should hear them. Foolish men! If they had only gazed at the ceiling, where, amid the grimy oaken beams the phonograph was performing its virtuous work, they would never have been betrayed. As they had settled the last details, in rushed the hero, the heroine and the rabble. Folding their arms, polished insults on their lips, the villains denied everything. The hero took a ladder and brought the phonograph to view; he slipped a prepared record on it, and lo! the whole plot was made clear. It was found that the hero was of reality a count and the heroine defrauded out of her rights. The audience was enraptured, and the only man who expressed dissatisfaction

was the local doctor. "Why," he demanded, "does the machine instead of reproducing the provencal talked by the villain, speak with the purest Parisian French?" This is what had happened, but as the villains had plotted so noisily, no one had needed to gather details from the phonograph.

The manager folded his arms majestically. "It is nothing!" he said. "If monsieur reflects, he will remember the phonograph Edison comes from Paris." Everyone admitted that the dissatisfied doctor was fairly and squarely beaten.—The New Phonogram.

PRODUCING NET PROFIT.

Some Practices That Will Increase the Net Profit of Talking Machine Men More Quickly Than Others—Pointers in This Connection.

Net profit—your final aim—is, of course, a product of every move you make. But there are some practices that will increase net profit more quickly than others, and among them are good buying, keeping expenses down, keeping collections up, taking advantage of cash discounts, watching investment in every line.

Good buying is not merely a matter of securing lowest prices. The merchant who secures a fair price in a short time so that he has plenty of time to devote to his selling and service methods is a better buyer than the merchant who gets a lower price, but in doing that uses so much of his time that his selling and service are neglected.

So in keeping expenses down it is not always a merchant who succeeds in lowering his expenses to the lowest possible figure who thereby increases his net profit the most. There is a point where paring of expenses should stop. That point is where to cut expenses lower would reduce efficiency.

Keeping collections up is extremely essential to the production of net prices. For without the actual money in hand no profit can be counted. Taking advantage of cash discounts is as direct a way of increasing net profit as is the keeping up of collections.

But all the merchants together who fail to do good buying, to keep expenses down, to keep collections up and to take advantage of cash discounts—all those merchants together are less numerous than those who neglect the watching of investment in every line.

Yet of all the means of producing a net profit there is none quite so important as this watching of investment everywhere. Your sales go up or down with the number of the items you expose for sale—not with increase and decrease in the quantities you own of the various items. Own a six weeks' supply when a two weeks' supply would carry you safely until you could get a fresh lot in from market and you have needlessly tied up so much of your investment as is represented by the excess four weeks' supply. On that amount of the excess four weeks' supply you lose not only the interest on itself and the cost of the storage, but also the loss of the profit you could have earned on other goods which might have been bought and paid for with that amount. Omit from your consideration none of the things like those mentioned that can directly affect the production of a net profit. And omit consideration of no incident in your selling or your service that might indirectly affect the production of a net profit.

But to no one thing give more attention than to the watching of investment in every line you carry.

The J. L. Leonard Co. is the title of a new concern in New Orleans, La., who will handle Victor and Edison talking machines and records in addition to a large stock of kodaks and stationery.

The Atlanta, Ga., branch of the Ludden & Bates Southern Music House has added Columbia graphophones and records and a line of sheet music to their stock.



What will you do with your "last minute" business?

The closer it gets to Christmas, the greater will be the rush in your store. There will be lots of "late comers," and it's as important to take care of them as anyone else.

If you happen to be out of what they want, tell them you'll get it for them—and live up to your promise. You can do it if you send us your orders; provided, of course, that distance doesn't put it out of the question.

What may be impossible with other jobbers is easy for us, because

(1) We never let our stock run down. No matter how great the demand, we always keep it complete, and you can get whatever you want in Victor talking machines and records, record cabinets, trumpet horns, English needles, fiber cases, and other accessories whenever you want them.

(2) We always ship all goods the same day the order is received.

Remember these two facts when the "last minute" trade comes along. Don't promise the impossible, but consider carefully whether you wouldn't have time to send to us for anything you want.

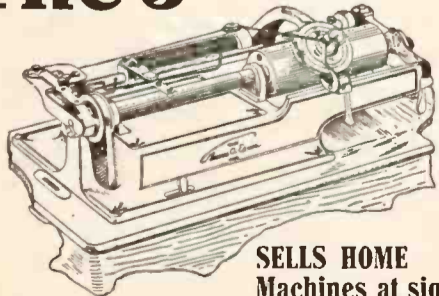
It will pay you to take a few minutes of your time now to write for our latest catalogue, and be prepared for all emergencies.

The Victor Distributing and Export Company

256 Broadway, NEW YORK



The J Repeater



SELLS HOME Machines at sight

Can be attached in five minutes. No drilling. Returns in less than one second. Noiseless. speedy and sure. Sold by Jobbers everywhere.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

LATEST I. C. S. NEWS.

Special Demonstrations at the Regina Co. and Gimbel Bros. Bring Good Results—Italian Records Being Prepared—Prestinary Succeeds Lewis at Lyon & Healy's.

The Regina Company, 41 Union Square, New York City, with the assistance of one of the salesmen from the International Correspondence Schools have been conducting a special demonstration of I. C. S. Language Outfits, in which they have operated a window display with a living figure—a young lady studying her language lesson with the aid of the I. C. S. Outfit; she listens to the perfect pronunciation from the master records, at the same time reading the foreign text and the English translation in the textbook. Later, after having apparently mastered the pronunciation, she makes a record in the foreign language on a blank cylinder with the aid of the recording instruments, which accompany the outfit, and thus compares her own pronunciation with that on the master records, which is perfect. The demonstration was a marked success. Several outfits were sold and about 100 prospective purchasers lined up. The large crowds which collected in front of the store kept the police busy clearing the sidewalk for pedestrians.

During the two weeks from November 18 to 30, a demonstration of I. C. S. Language Outfits was given at Gimbel Brothers, Philadelphia, who are conducting a window display in connection with the demonstration.

Professor Edouard Lamaze, dean of the School of Languages, International Textbook Co., is now at the Edison recording works in New York, superintending the making of Italian records for the Italian course of the I. C. S., which will probably be ready for sale by the first of the year. The services of a native Italian, thoroughly educated in the language, has been obtained and before moulds of the perfect master records are made the pronunciation will be criti-

cized by leading authorities in the Italian language.

W. H. Prestinary, who has been with the department of languages for some time, has been appointed to succeed L. L. Lewis as language demonstrator for Lyon & Healy, in Chicago. Mr. Prestinary is a native of Costa Rica, and in addition to Spanish, his mother tongue, speaks fluently several other foreign languages.

INDIANAPOLIS TRADE NOTES.

Retail Trade More Active Than Jobbing—Leading Members of the Trade Discuss the Situation—Sommers & Co. Put in Columbia Line—Luther Day Starts Film Exchange.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 7, 1907.

The talking machine business in Indianapolis and in fact all over Indiana during the last month has not been very satisfactory. One noticeable feature is that the retail business is better than the jobbing business. All dealers interviewed say that this condition holds good. The only explanation for this is that the business men are a little more chary about making investments and loading up with stock than are those who buy at retail. There is no hesitancy about investing in one machine but there is some hesitation when it comes to buying a number of machines as in the case of the jobber. Talking machine dealers, however, are not frightened for they believe it will be a question of only a very short time until the jobbers are ready to buy as usual. They go on the theory that if the man who buys at retail is not afraid to buy, the jobber will not hesitate very long.

Charles Craig, of the Indiana Phonograph Co., who handle Edison machines, attributes the dull business in part to the failures of the farmers to complete their fall work as early as usual. He has advices from over the state, he says, that the farmers are far behind in their work. The Indiana company will place their order next

week for 15,000 records to complete their orders on exchange. This company usually order about 45,000 records each year on exchange, sending in to the company about half that many. Charles Craig, of this company, who has been keeping in close touch with financial conditions, believes that the banks will begin making full payments in cash at least by the first of the year. He looks for a nice increase in business of all kinds as soon as this change is made.

The Kipp-Link Co., who handle Edison machines say, that the retail business has gone ahead of the wholesale business. At this store it is the belief that the good effects of the reaction in the money market will be felt soon. They say money conditions have only slightly affected the retail business. They have, however, had an effect on the wholesale business. Jobbers are not buying as heavily as they did. Members of this firm are not in the least frightened by conditions and believe that business of all kinds will be restored to its normal proportions within a short time. This company are well supplied for the trade as they have 120,000 records in stock. The Kipp-Link Co. are drawing a nice business with their finer class of goods. This company show some elegant talking machine outfits, including art music cabinets.

Warren M. Bird, who is working under the direction of Thomas Devine, of the Columbia Phonograph Co., is having great success in selling commercial talking machines. So far he has been working among the big factories on the outskirts of the city. He will begin to work the big wholesale houses and factories nearer the central part of the city. The greatest difficulty he has to encounter, he says, is his inability to get machines with which to supply customers.

D. Sommers & Co., big household furnishers, have put in a full line of Columbia machines for sale at retail. They go on the theory that talking machines have become a household necessity instead of a luxury and believe they should carry machines in connection with their other household furnishings. This is one of the largest and most exclusive house furnishing stores in the city.

Business has been a little quiet for the five-cent theaters and the penny arcades. Receipts, however, have been as large as they usually are at this time of the year. Money conditions seem to have had no effect on these lines of business. The new five-cent theater on Market street opened up for business last Saturday. A new five-cent theater in West Indianapolis used a novel plan to get business. A prize of five dollars was offered for the most beautiful baby, the beauty to be determined by voting and the right to vote going with tickets. The increase in business justified the expenditure of the five dollars.

Luther Day, who, for a number of years has been active in the talking machine business at Winchester, has just opened a film exchange bureau on Ohio street. This is the second bureau of the kind in the city. The other bureau is owned by the H. Lieber Co., who handle art goods. These bureaus will supply films to theaters all over the country. There are seventeen five-cent theaters in Indianapolis now.

Talking machine dealers have not noticed much yet in the way of Christmas trade. They do notice, however, that the payments made on machines now are larger than usual and this is encouraging. Bad weather has militated somewhat against the talking machine business during the last month. The weather has been uncertain and this is always bad for business.

RECEIVER FOR BALTIMORE HOUSE.

Mortimer B. Hall has been appointed receiver for the talking machine business of James B. Stonebraker and Harry M. Martin at 325 North Howard street, Baltimore, Md., conducted under the firm name of Martin & Co. Judge Corter, in the Circuit Court No. 2, placed the amount of the receiver's bond at \$2,000. The petition for a receiver for the business was made by Mr. Stonebraker of the firm, who declared that the firm was insolvent and that differences had risen between the partners.



Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience."
EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

The Farmers Harvest—\$7,412,000,000

7 Billions 412 Millions of Dollars will be distributed before Spring from the product of the farms.

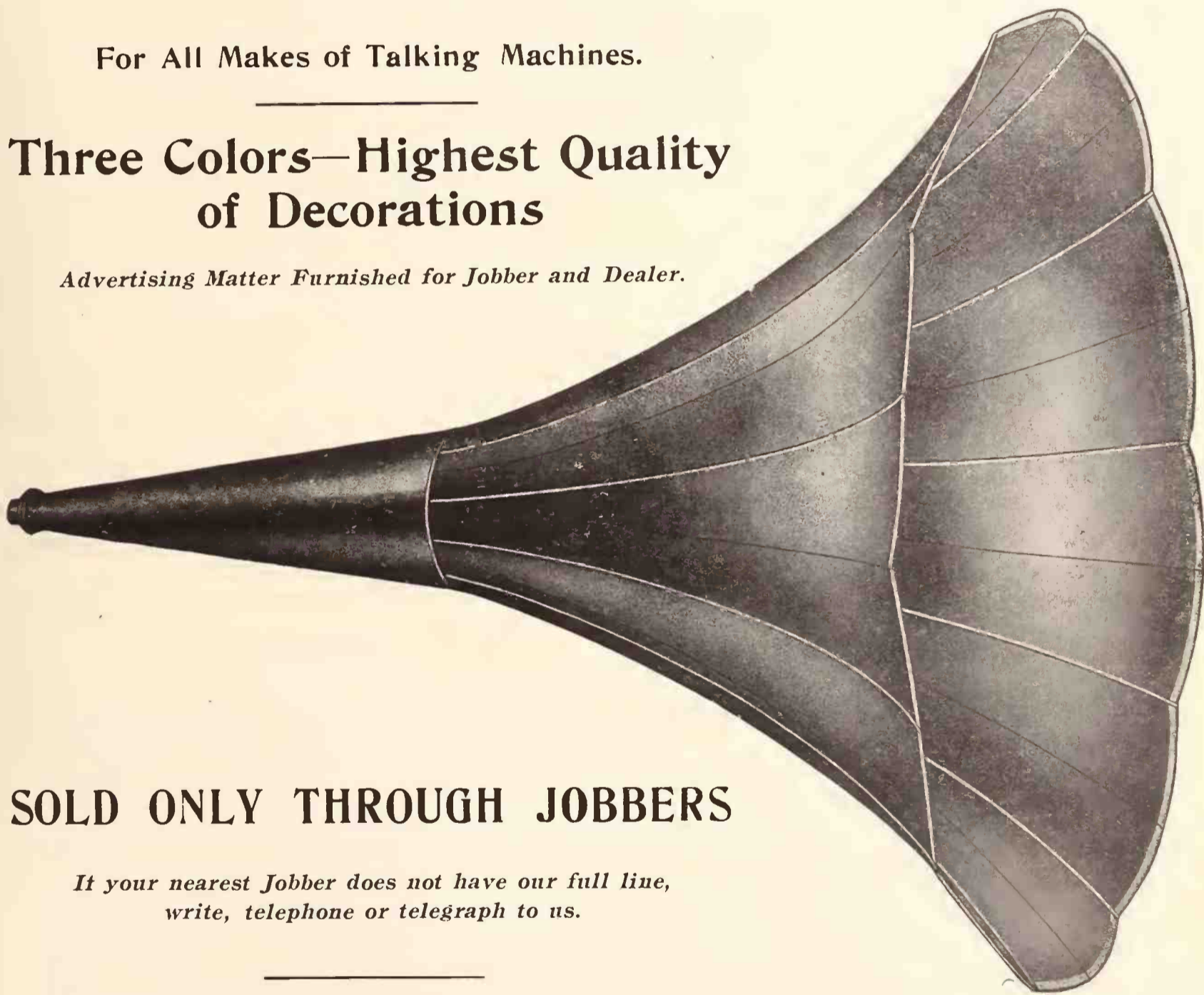
THE SEARCHLIGHT FOLDING HORNS

will help you get your share of it.

For All Makes of Talking Machines.

Three Colors—Highest Quality
of Decorations

Advertising Matter Furnished for Jobber and Dealer.



SOLD ONLY THROUGH JOBBERS

*If your nearest Jobber does not have our full line,
write, telephone or telegraph to us.*

**Our New Chain Attachment Fits Any of the New
Edison Cranes**

SEARCHLIGHT HORN CO.

753 Lexington Avenue

BROOKLYN, N. Y.

JOIN UNIVERSAL CO. FORCES.

A. T. Whitbeck and S. C. Burns Latest Additions to the Staff of the Universal Talking Machine Mfg. Co.—Traveling Manager Beekman Has Had a Successful Trip.

The forces of the Universal Talking Machine Co. have been further strengthened by the addition of A. T. Whitbeck, who is favorably known to much of the talking machine fraternity throughout the East. His apprenticeship in the business was served several years since under the guidance of Mr. Ornstein, of the Victor Talking Machine Co. and as the subsequent success of Mr. Whitbeck will bear testimony, he was under the tutorship of a most able hand. Since severing his relations with the Victor Talking Machine Co., Mr. Whitbeck has been associated with the Victor Distributing & Export Co., where, we understand, many new laurels were won. While it is true that they most reluctantly relinquished their claim upon Mr. Whitbeck, it seems though that the winning manner of General Manager MacNabb proved as irresistible with him as it has with the other desirable material which this company have recently acquired.

The Mississippi Valley representation of the Universal Co. received a new member recently in the person of Samuel C. Burns, of St. Louis. Although this is Mr. Burns' first experience in the "talker" line, we understand that he is of the same lineage as the "Tommy" Burns of pugilistic renown and should he have fallen heir to some of the accomplishments of his distinguished relative, we have no doubt but that all arguments will be settled in his favor.

Traveling manager Beekman, who is now homeward bound from his six weeks' trip in the middle west, has been meeting with much success since his departure. Although he believes that many of the orders taken would have been much larger had financial affairs been more favorable, he reports that the outlook for Zonophone business is exceptionally good in all points that have been visited and that 1908 will, without doubt, be the best year that the Universal have had in their history.

HEARING AND CONTROLLING THE SOUND.

The Lewis hearing tube sound controller, illustrated and described in this issue, is one of the latest improvements in the talking machine line, and the person who desires to improve and control the sound of his talking machine will undoubtedly desire one of these useful and interesting devices placed in the horn. It controls the sound from the smallest to the largest amount, distributes the volume and improves the tone. It also has a hearing tube combination which greatly increases its value and usefulness that can be used on disc as well as cylinder machines, and is adapted to all sizes of horns. This device was invented and is manufactured by Nathan L. Lewis, of New York. According to Mr. Lewis it is the first time that it has ever

ANDREWS' SPECIALTY. QUICK SHIPMENTS.

The Holiday rush will soon be with you, and probably there will be many things in connection with the talking machine trade that you would like in a hurry. You may have a rush order now and then for something which you want to get over night. Remember that quick shipment of orders is our specialty. We are right on the spot, and on the job, so to speak. We can fill from Buffalo or Syracuse shipments an hour after the order is received, and we can reach almost any part of our territory quickly.

If you are short of holiday goods of any kind, just let us know and we can help you out immediately.

W. D. ANDREWS

216 E. Railroad Avenue
Syracuse, N. Y.

Seneca, Cor. Wells Street
Buffalo, N. Y.

been attempted to take the sound through hearing tubes and control the sound at the same time from the inside of the horn. It saves all annoyances, as it is not necessary to remove the horn or interfere with the machine in any way. Dealers will do well to send for illustrated circular, so as to comprehend the necessity of having this article in stock to meet the demand that is bound to develop as soon as its merits become known. It is strongly covered by several patents, which are pending.

VICTOR DISTRIBUTING & EXPORT CO.

Will Not Remove to Their New Quarters Before February.

Not before Feb. 1, 1908, does the Victor Distributing & Export Co. expect to remove their temporary executive offices from 256-257 Broadway to 83 Chambers street, New York, the permanent headquarters for the future, and where the stock and warerooms have been located since fire destroyed the former premises at 77 Chambers street, on Oct. 9. The Chambers street place, well known as the New York offices of the National Phonograph Co. before the removal to 31 Union Square, is now being remodeled and fitted up to suit the business, and as the lofts run through to Reade street, a depth of about 180 feet, ample room will be afforded for the V. D. & E.'s expanding trade. Early in the new year they also expect to lease an additional loft, making three in all, with the offices on the third

floor. An elevator, sadly lacking at 77, is a convenience visitors and buyers of the company will greatly appreciate. This adjunct will also add to the happiness of General Manager Williams, who proposes fixing up and decorating the entrance in keeping with the best Victor traditions.

Last week A. T. Whitbeck ceased to be connected with the Victor Distributing & Export Co., and has joined the traveling staff of the Universal Talking Machine Mfg. Co., under the assignment of Sales Manager Beekman, of Newark, N. J. The Universal Co. are increasing their road corps, and will enlarge and improve the advertising campaign. In short, go after the "game" for all it is worth, and with hammer and tongs.

CARD FROM NATIONAL PHONOGRAPH CO.

The National Phonograph Co. have formally notified Edison dealers that unless they sign the new agreement by Jan. 1, 1908, their names will be removed from the files and mailing lists of the company, and they will not be entitled to the dealers' discounts, as they will be considered no longer interested in the sale of Edison goods.

The Gramophone & Typewriter, Ltd., in order to handle their continental trade in a more direct manner, are erecting record factories in Paris, France, and Calcutta, India, and have recently completed a third factory in Barcelona, Spain.

Adjusting Device for the Edison Crane

MR. DEALER:

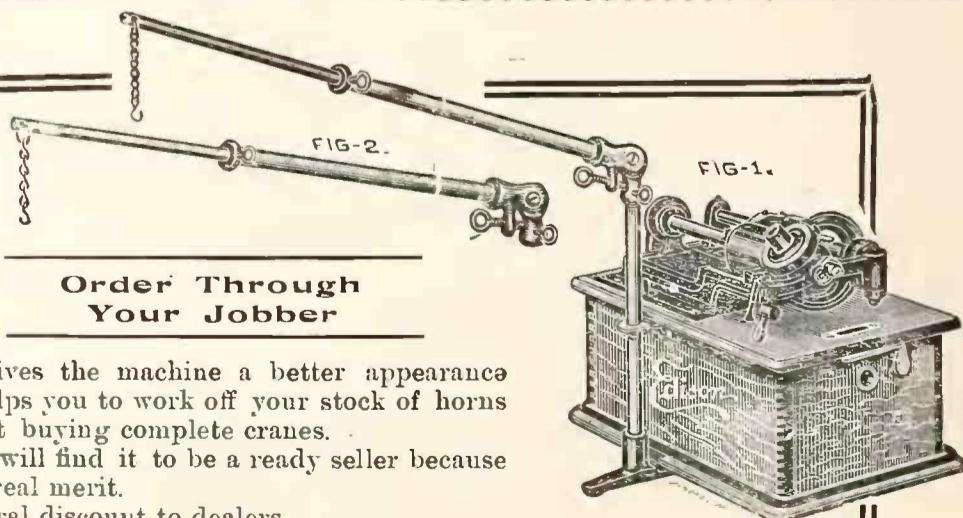
This is what you've been looking for. With this attachment you can use any horn with the Edison Crane. It also enables you to put a complete crane inside the Home cabinet.

It gives the machine a better appearance and helps you to work off your stock of horns without buying complete cranes.

You will find it to be a ready seller because it has real merit.

Liberal discount to dealers.

UTICA CRANE CO., Makers, Utica, N. Y.



Order Through
Your Jobber

RETAILS
AT \$1.00

THE HOLIDAY SEASON.

A Few Christmas Hints for the Progressive Dealer.

Christmas is almost upon us, bringing with it the good cheer and blithesomeness of holiday time, and that means, Mr. Dealer, that it is up to you to get busy with your "talker" shop and transform it into a thing of beauty in honor of the auspicious occasion. There is nothing more attractive at this season of the year than an artistically decorated store. Has your place of business made its Christmas toilet? If not, I beg to submit the following as a suggestion:

Festoon your walls with holly or some other member of the evergreen family, and have all your pictures—those of Thomas A. Edison, the Victor dog, Miss Columbia, etc., and also those of the talent which adorn your walls—draped with sprigs of green. Display your posters, of which innumerable designs are available, to the best advantage, and have a pile of literature where every newcomer can see, inspect and peruse it. This done, turn your attention toward the show window. Do not by any means neglect that. It will mean all kinds of long green and new customers if you go the limit and give the public a surprise they will remember. To do this you must convey a message to them that can only be imparted through a knowledge of the "talker," and a keen knowledge at that. Watch the newspaper and magazine advertisements of the different talking machine companies, most of which contain hints for window display in the illustrations accompanying them, and select the one that particularly appeals to you. This done, have the scene which the illustration depicts transferred to your window, and the deed is done.

Another matter worthy of careful consideration is your Christmas advertisement. How would it do to put out something like this, properly displayed, of course?

"To everybody—those who already own talking machines, and the rest who will eventually

do so—Christmas greeting.

"We are in business for your good. We have your interests at heart, and this being the case, we want you to know about our goods.

THE TALKING MACHINE makes an ideal Christmas gift because of the



**JOHN JONES
TALKING MACHINES**

many pleasures it embodies in one instrument. In fact, it is not really an instrument, but a diminutive theatre in which perform at the will of the audience, and at a very small financial outlay, the greatest concert bands and symphony orchestras, the most skilled instrumentalists, and the wittiest comedians of the world. Wonderful, is it not?

"Call upon us at your convenience, and it will give us much pleasure to tell you in detail just how you can own one of these machines on practically your own terms. Come to-day! John Jones, No. 18 Broad street, Blanktown, New York."

HOWARD TAYLOR MIDDLETON.

THE COPYRIGHT CAMPAIGN.

The Report Submitted by President Cromelin at the Recent Meeting of the American Copyright League Has Been Printed and Forwarded to Members of Senate and House.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, as president of the American Copyright League, printed his report submitted at the meeting held in the Astor House, New York, November 14, in pamphlet form, and on November 30 despatched a copy to each member of the United States Senate and House of Representatives, so as to reach them in time for the opening of Congress Monday. Batches of this interesting document, which appeared in The Talking Machine World for November, were also sent to the leading daily and weekly newspapers throughout the country and other places where they will do the most good. The presentation is in Mr. Cromelin's lucid style, and as he is an adept in convincing statements, the facts, criticisms and accompanying arguments will carry weight. It is in brief form and arranged according to the approved rules of a methodical barrister.

BETTINI PHONOGRAPH CO. RETIRE

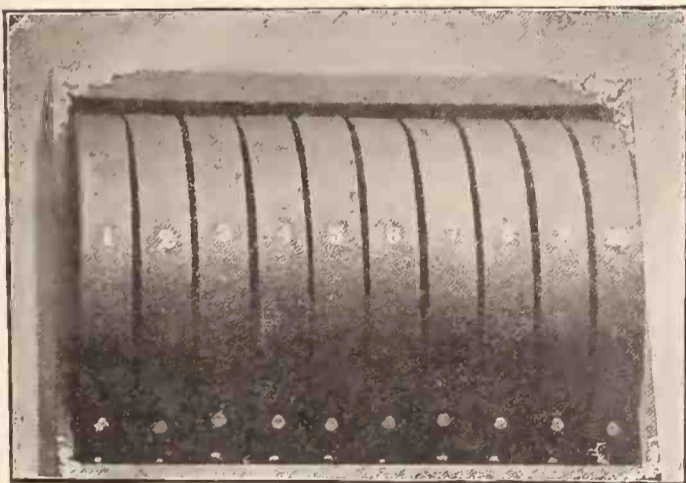
From Business and Lease Their Premises at 156 West 23d Street.

The Bettini Phonograph Co., organized by a number of dealers in New York, Brooklyn and Union Hill, N. J., on a jobbing co-operative basis, and located at 156 West 23d street, New York, have quit the business. The scheme failed to work, notwithstanding the potent prophecies of Marcus Aurelius Miller, the promoter. Their store is now occupied by the Alcohol Utilities Co., who acquired the lease for the remainder of the term. Guy G. Warner, Brooklyn, and Fred Loeffler, of Union Hill, both successful and well-to-do dealers, were the moving spirits in the enterprise.

Unique Success
for the

“UNIQUE”

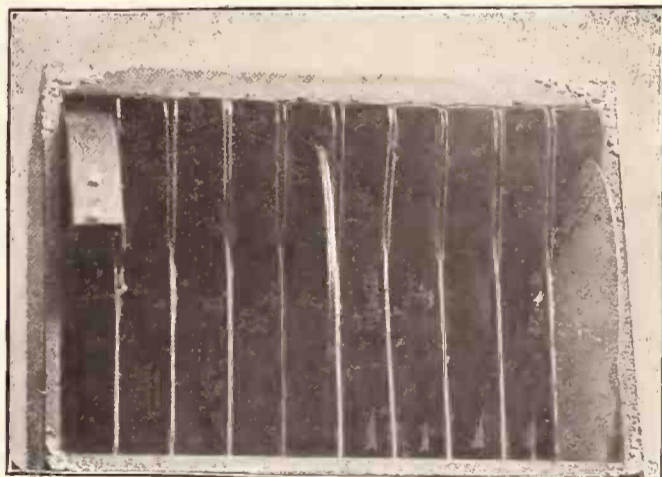
Sectional Disc Record Case



CLOSED
10-Inch Size, \$4.00

Is Now Selling
In
22 States
of the
United States

=====
Holds
100 Records



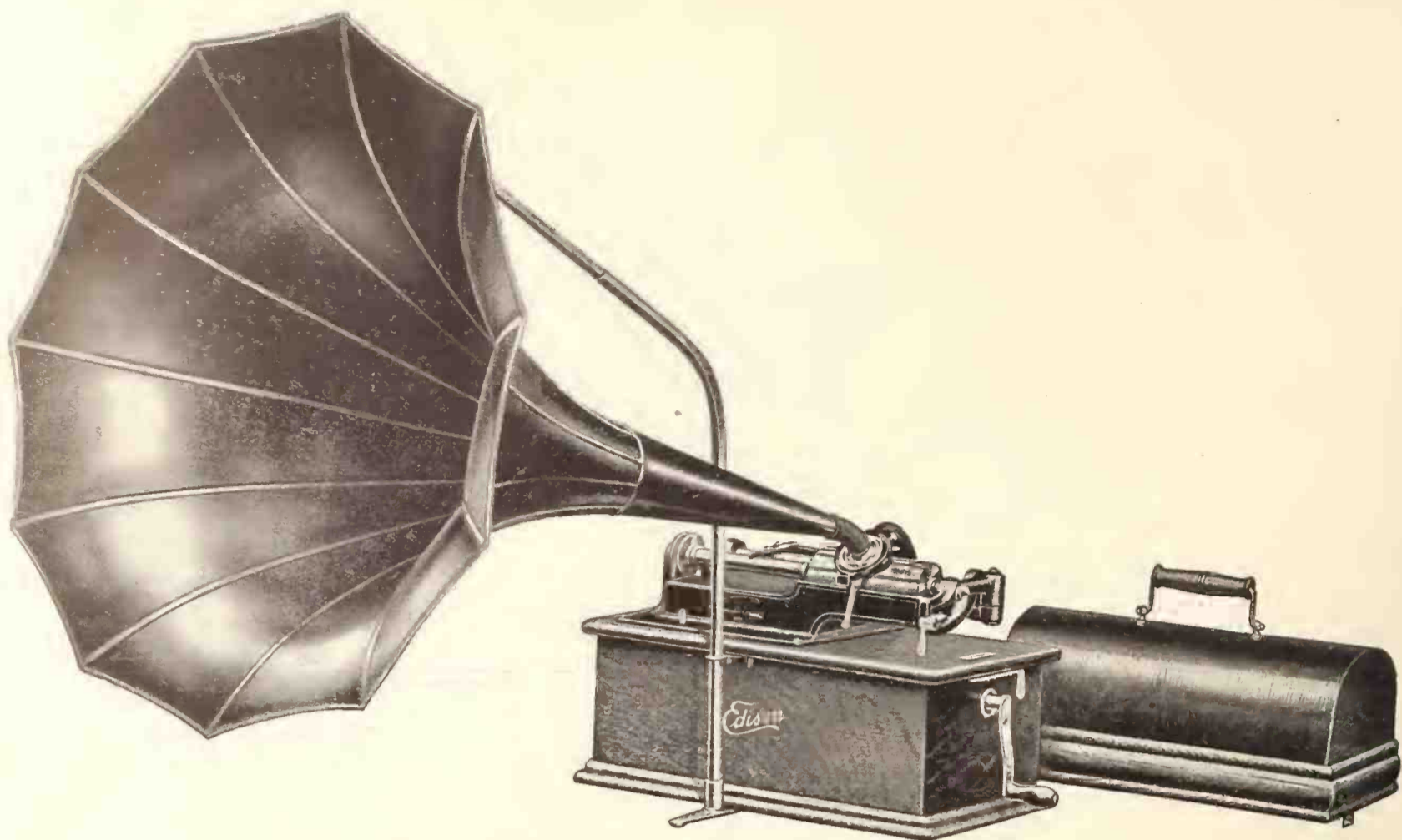
OPEN
12-Inch Size, \$5.00

- ☐ DEALERS, send us the name of your nearest jobber! We will have him call on you with a sample case.
- ☐ Substantially built, covered in Black Imitation Leather, Brass Knobs on front, Ornamental Brass Corners.
- ☐ Each Compartment holds 10 records and opens and closes independently of the other spaces, by an up-and-down movement of the half-round, swell front cover.

The Neatest, Most Attractive, Most Sensible "Supply" Ever Marketed

Liberal Discounts to Jobbers and Dealers

BENJ. SWITKY (SOLE SALES AGENT) 27 E. 14th St., New York



When You Sell an Edison Phonograph You Sell a Complete Instrument

Heretofore the sale of talking machines and the sale of horns have been two distinct transactions. This was because no talking machine had a satisfactory horn.

Now the Edison Phonograph has its own horn and swinging support. The horn is large, handsomely shaped and exactly adjusted to the instrument's needs. It sets the Phonograph off, attracts interest and best of all, it pleases purchasers every time.

The horn business has always been a drawback to the trade. It led to price-cutting which affected

profits, necessitated carrying a large stock of horns and complicated selling methods generally.

Now the customer gets the best and most suitable horn to be had; as a part of the Phonograph, pays the price for both in one transaction, and the dealer makes a good profit on both. This new equipment is making new records for dealers in Phonograph sales. Are you getting the benefit? If not, write us for full information and the name of a nearby jobber who can supply you with whatever you need.

NATIONAL PHONOGRAPH COMPANY,

59 Lakeside Avenue,

ORANGE, N. J.

TRADE HAPPENINGS IN PHILADELPHIA.

The Talking Machine Industry Stands First in the Matter of Business Activity—Conditions Analyzed—The Depression Has Stimulated Many of the Over-Confident Ones Into Activity and They Are Going After Trade—A Clever Window Advertisement—Selling Methods That Should be Reformed—A Chat With Mr. Miller—Weymann's Song Hit—Louis Buehn & Bro.'s Satisfactory Business—Bauer's Special Sale—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 4, 1907.

After a general survey of conditions in practically all the mercantile trades represented in this city, your correspondent was very much pleased as well as somewhat surprised to find the talking machine industry standing among the first on the list, and when one considers that among these compared lines fully half represent absolute necessities of business and life such as clothing, food, furniture, etc., the record is almost unbelievable. In comparison with other similar lines such as pianos, small goods, etc., while the latter businesses are far from bad, they are not equalling the showing made by the "talker." I am now speaking not so much of the volume of business but what is more important, the quality, in other words, conditions from a financial standpoint. It is true that trade is not quite up to last year's standard, but the jobbers in this city to a man report a very satisfactory showing in both wholesale and retail departments, and notwithstanding the recent stringency in the money market, dealers, although not always discounting their bills, are at least well within the safety limit. Of course, there are exceptions to every rule, and as in all trades there are men in this, who are unprincipled and carry their business from one house to another on the rob-Peter-to-pay-Paul plan, but since the Philadelphia jobbers began to co-operate and exchange confidences on credits this undesirable element is fast being weeded out.

They say that "necessity is the mother of invention," accepting which one cannot help but see that the passing depression in the market has had at least one desirable effect on the talking machine dealer; it has forced him to wake up to the fact that he can't always expect trade to come to him without going after it. There are a lot of bright, capable men in this trade but altogether too many of them, on account of the extreme popularity of the "talker," have fallen into the impression that the world owes them a living and that being a dispenser of these enchanted goods they don't need to trouble about working for business. It is hardly necessary to say that their awakening gave rise to many complaints and not a few predictions that the world and the talking machine business were due shortly to vanish in smoke along with their dreams. Be that as it may, these would-be citizens of the Garden of Eden have begun to realize that windows were intended for display and that newspapers offered an assured entree into the most exclusive homes, making use of which knowledge they have found perhaps to their surprise that after all it's a pretty good world and that if handled rightly there is no business productive of better results than that of talking machines.

A rather clever collective advertisement of talking machine men has been appearing each month in the "North American" simultaneously with the larger record announcements of the manufacturers. By this arrangement dealers are enabled to get the full benefit of Edison and Victor advertising at a very nominal cost to themselves, and we would recommend it to the trade in other sections of the country as worthy of attention, if it has not been already adopted.

As we predicted in last month's World, December opened with a true holiday swing and, while it is yet too early to accurately estimate the volume of business that will be done before the first of the year, indications point to a most satisfactory month. Dealers are commencing to order more heavily and jobbers are finding but one fault, namely that the factories are taking

ten days to fill 50 per cent of their orders, and while, of course, this is sometimes exasperating, it demonstrates clearly that business must be at least fairly good throughout the country. In perusing the magazine and newspaper columns the World man has noticed a growing tendency especially on the part of small firms to advertise talking machines on a free trial or nothing down and a dollar a week (or half that sum) plan, and it seems to him that those firms have adopted a short-sighted policy. In the first place it shows that there is a weakness somewhere in their make-up. For a man must have but little confidence in his line or else very poor address, who cannot convince another if he has the slightest intention of buying, that a machine and outfit are worth a fair deposit. Certainly this is true if the public has money to spend and if on the contrary it has not, there is all the more reason for caution inasmuch as there is certainly little profit to be derived from allowing anyone, especially an inexperienced person, the liberty of experimenting with a machine and wearing out and breaking records gratis.

The Penn Phonograph Co., of this city, express themselves as being very well satisfied with the way things are going. Mr. Miller, the treasurer of this company, was for some time connected with the department store business, and being well acquainted not only with the talking machine but almost all other lines handled by these houses is therefore so peculiarly well fitted to give a broad view of the present conditions that we take the liberty to quote him as follows: "The more I see of other lines of trade, the better satisfied I am with the talking machine. No! our business is not quite up to last year's but that is no reason to complain. 1906 was from start to finish a phenomenal boom, and one that no sane man could expect to continue. On the contrary this year's trade has been steady and could be relied upon and I look for perhaps even better things to come in 1908." This company are among the largest and oldest in the State and their careful attention to the needs of their dealers have won for them a big and loyal following.

C. J. Heppe & Son are enjoying big business in their talking machine department, especially in the wholesale, as their dealers throughout the state and adjoining territory are doing well. Collections are remarkably good, but retail instalment lease accounts are below what they should be, though not seriously deficient.

H. A. Weymann & Son have made a decided hit in this trade with their new publication, "Ev'ry Ship Will Find a Harbor," which is on the January list of Edison records. This song was advertised by them in the November issue of the World at a remarkably low figure and dealers all over the country are sending in their orders for it, and other sheet music published or handled by this house. This line fits in perfectly with the "talker" business and as there is big profit in it many are putting in a complete stock. If you have not seen this song, don't fail to write for a sample copy.

Reports from the Columbia headquarters in this city were to the effect that December has opened brisk with a bright outlook. The Symphony Grand machine is having a great demand among the better classes, but the New B. O. aluminum tone arm cylinder machine is most decidedly "it."

The Columbia Co. closed their Eighth street branch about a month ago in order to better concentrate their efforts, and have found the results more satisfactory.

Walter Eckhardt, wholesale general manager, Wm. Morse, from the New York wholesale staff and Wm. Halfpenny, manager of the Bridgeport branch were recent visitors to this office.

Business for the past month has been fairly satisfactory with Louis Buehn & Bro., and since the first of December has shown a marked increase. This company are having a big call for their exceptionally fine line of record cabinets and are shipping goods all over the country. Ed. Buehn, the popular junior member of the firm, left on Thursday for his usual run around the trade. Louis Buehn started for Pittsburg on Saturday to attend the meeting of the officers and committees of the National Association, which was held on Sunday the 8th in that city.

Emil Bauer, the manufacturer of the Stewart banjos, Bauer mandolins, guitars, etc., has just returned from a most successful eastern trip. This firm are now holding a great liquidation sale to close out all the stock on hand, this is not being done because of any dullness in the trade, but as Mr. Bauer stated he wants to start the new year with a clean sheet.

The Disk Talking Machine Co., of this city, are enjoying a good business. This company are Zonophone jobbers for this territory.

RECORD CABINETS

—FOR THE—
HOLIDAYS

The best line of Cylinder and Disc Record Cabinets in the country. Material, finish and workmanship unsurpassed.

CYLINDER CABINETS

No. 122,	Capacity	125 Records,	Oak or Mahogany
No. 123,	"	150 "	" "
No. 124,	"	200 "	" "
No. 125,	"	350 "	Oak only

DISC CABINETS

No. 102,	Capacity	180 Records,	Oak or Mahogany
No. 103,	"	200 "	" "
No. 104,	"	252 "	" "
No. 105,	"	450 "	Oak only

Stock Complete—Prompt Shipments. Liberal discount to dealers. Catalogue for the asking.



No. 124 Cabinet
Capacity, 200 Records. List Price, \$24.00

LOUIS BUEHN & BRO., 45 North 9th Street, PHILADELPHIA

"THE PLEASURE IS DOUBLED AND YOUR COST IS REDUCED
WHEN YOU BUY

ZON-O-PHONE RECORDS

COMPARE THEM WITH OTHERS AND BE CONVINCED."

The money spending people of the country are being constantly confronted, through the leading magazines, with the foregoing statement. As a result, inquiries as to where Zon-o-phone goods can be bought are pouring in. These are referred to the dealers in that locality. Who's getting them in your town? Are you?

Tapering
Arm
Zon-o-phones
begin at
\$20.00
in oak, and extend
to
\$75.00
in mahogany



Zon-o-phone
10 inch
Records
60 cents

Zon-o-phone
12 inch
Records
\$1.00

Are you sure, Mr. Dealer, that you are pushing the best Talking Machine line—not alone best in quality but best for profitable results?

If it isn't the Zon-o-phone, you are deceiving yourself in both cases. May we not enlighten you?

Universal Talking Machine Mfg. Co.
Camp and Mulberry Sts., Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

- ALABAMA**
Birmingham...The Talking Machine Co., 2007 Second Ave.
- CALIFORNIA**
Los Angeles...So. California Mus. Co., 332 S. B'way.
Oakland...Kohler & Chase, 917 Wood St.
San Francisco...Kohler & Chase, 1329 Sutter St.
San Francisco...Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
- COLORADO**
Denver...John Pass, 614 15th St.
- ILLINOIS**
Chicago...The Boston Store, 15th and State Sts.
Chicago...Butler Brothers, Randolph Bridge.
Chicago...Lyon & Healy, Wabash Ave. and Adams St.
Chicago...Wm. Tonk & Bros., 259 Wabash Ave.
Chicago...The Healy Music Co., 298-300 Wabash Ave.
Chicago...The Central Camera Co., 31 Adams St.
Chicago...A. C. McClurg & Co., 215 Wabash Ave.
Chicago...Benj. Allen & Co., 131-141 Wabash Ave.
Jacksonville...Brady Bros. Hardware Co.
Peoria...Brown, Page & Hillman Co.
Waukegan...Alden, Bidinger & Co., 209 N. Gene-see St.
- INDIANA**
Indianapolis...C. Koehring & Bro., 878 Virginia Ave.
- IOWA**
Davenport...Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa...Arnold Jewelry & Music Co., 117 E. Main St.
Ft. Dodge...Early Music Co.
Sioux City...W. A. Dean & Co., 315 4th St.
- KANSAS**
Leavenworth...The Ditzell Music Co., 504-506 Delaware St.
Topeka...Emaheizer & Spielman Co., 519 Kansas Ave.
Wichita...Eberhardt & Hays, 429 E. Douglas Ave.
- LONG ISLAND**
Astoria...John Rose, 99 Flushing Ave.
- LOUISIANA**
Lake Charles...J. S. Smith.
New Orleans...Ashton Music Co., 143 Baronne St.
New Orleans...L. S. Gardner, Tulane Theatre Arcade.
- MAINE**
Bangor...S. L. Crosby Co., 186 Exchange St.
Portland...W. H. Ross & Son, 207 Commercial St.
- MARYLAND**
Annapolis...Globe House Furn. Co.
Baltimore...C. S. Smith & Co., 649 W. Baltimore St.
Baltimore...Baltimore Bargain House, 204 W. Baltimore St.
Baltimore...Louis Mazar, 1423 E. Pratt St.
Baltimore...Butler Bros.
- MASSACHUSETTS**
Boston...Boston Cycle & Sundry Co., 48 Hanover St.
Boston...Pike Talking Machine Co., 41 Washington St.
Boston...Read & Read, 13 Essex St.
- MINNESOTA**
Minneapolis...Thos. C. Hough, 714 Hennepin St.
Minneapolis...Butler Bros.
St. Paul...W. J. Dyer & Bro., 21-23 W. 5th St.
- MICHIGAN**
Detroit...J. E. Schmidt, 336 Gratiot Ave.
Jackson...Maher Bros.
- MISSOURI**
Kansas City...Mrs. J. Dixon, 804 Grand Ave.
Kansas City...Webb-Freyschlag Music Co., 7th and Delaware Sts.
Springfield...Morton Lines, 325 Boonville St.
St. Louis...Knight Mercantile Co., 211 N. 12th St.
St. Louis...D. K. Myers, 3839 Finney Ave.
St. Louis...Butler Brothers, 1221 Washington St.
- NEW JERSEY**
Hohoken...Eclipse Phono. Co., 203 Washington St.
Jersey City...Butler Bros.
Newark...Edisonia Co., 57 Halsey St.
Newark...Oliver Phono. Co., 16 New St.
Newark...The Newark News Co., 331 Washington St.
Paterson...J. K. O'Dea, 115 Ellison St.
- NEW YORK**
Brooklyn...F. W. Rous & Co., 435 Fifth Ave.
Brooklyn...B. G. Warner, 368 Livingston St.
Buffalo...Neal, Clark & Neal Co., 643 Main St.
New York City...J. F. Blackman & Son, 2787 Third Ave.
New York City...Douglas Phono. Co., 89 Chambers St.
New York City...Butler Brothers, 495 Broadway.
New York City...Mutual Trading Co., 99 Chambers St.
- NEW YORK (Continued)**
New York City...William Tonk & Bros., 452 Tenth Ave.
New York City...New York News Co., 15 Warren St.
Rochester...A. J. Deninger, 347 North St.
Rochester...Duffy & McInerney Co., cor. Main and N. Fitzhugh Sts.
- NORTH DAKOTA**
Fargo...Stone Music Co., 614 First Ave., N.
- OHIO**
Akron...Geo. Dales, 128 S. Main St.
Cincinnati...J. C. Groene Mus. Pub. Co., Race and Arcade.
Cincinnati...J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati...Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland...Flesheim & Smith, 161 Ontario St.
Columbus...Columbus Piano Co., North High St.
Newark...Ball-Fintze Co., 12 Canal 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.
Williamsport...W. A. Myers, 147 West 3d St.
- RHODE ISLAND**
Providence...J. Samuels & Bro., Weybosset St.
- SOUTH DAKOTA**
Aberdeen...McArthur Piano Co.
- TEXAS**
Beaumont...K. B. Pierce, 223 Regan St.
Dallas...Dallas Talking Machine Co., 218 Commercial St.
Dallas...Butler Bros.
Houston...Texas Phono. Co., 1019 Capitol Ave.
- VIRGINIA**
Richmond...Hopkins Furn. Co., 7-9 W. Broad St.
- WASHINGTON**
Seattle...Kohler & Chase, 710 Pike St.
- WISCONSIN**
Kenosha...Alden Bidinger & Co.
Milwaukee...McGreal Bros., 176 3d St.
- CANADA**
Nova Scotia...Yarmouth Cycle Co., Yarmouth.
St. Johns, N.F...Chelsey Wood.
Toronto...Whaley, Royce & Co., 168 Yonge St.
Winnipeg, Man...Whaley, Royce & Co.

WINTER GAYETIES IN THE SOUTHLAND

Present Golden Opportunities to the Talking Machine Dealer.

Now that the social tide is running southward and the lovers of balmy weather are hying themselves to Florida and the other winter resorts where they can revel in all the delights of the summer season, from a bath in the ocean to a lawn fete, it is time for the "talker" man whose establishment is situated within the bonndaries of the Southland to realize what an opportunity awaits him in many a hotel and pleasnre ground



THE TALKER IN THE SOUTHLAND.

to introduce the prince of entertainers, the talking machine.

All the large hotels which bask 'neath Southern skies engage instrumental or vocal soloists, and often a whole orchestra for the entertainment of their guests, but the results obtained are usually inferior.

There is nothing so satisfying to the music lover while promenading the veranda or dining in the palm room or grotto as the seductive strains of a waltz well played or the sweet notes from the throat of a skilled vocalist, but in the average hotel this is not possible to any great

extent, because of the inability of the management to obtain artists of merit. Such high prices are charged by talent who "make good" that their services are prohibitive. It is right here that the talking machine becomes a veritable "Johnny on the spot," and it will take but a single demonstration on the part of the dealer to prove its worth. Instead of a squeaky orchestra or the throaty nasal vocalist, the vibrant mellow tones of the greatest concert band or the snperb voices of Melba, Caruso and Scotti are always on tap, and in all their original beauty.

The hotel man may say he does not want "canned music," but when the dealer can prove that the "canned" article he has to offer is far superior to the raw material now in use by the hotel man, he will have no difficulty in making a sale.

The talking machine is particularly appropriate for hotels. Whether it be placed in the ballroom for dancing or on the lawn for an evening concert, it will be enjoyed far more than any individual band, vocalist or instrumentalist, because of the great variety and high character of its selections.

All judges of good music prefer Melba, the operatic soprano, to Dolly Dimple, the vandeuvre sonbrette, and Herbert's Symphony Orchestra to Krausmeyer's German band, therefore, every hotel in the South to-day should know of the talking machine for the music it affords is as superior to that now in vogue there as Melba is superior to Dolly Dimple and Herbert to Krausmeyer.

HOWARD TAYLOR MIDDLETON.

GENERAL DENIAL FILED

In Suit in Chancery Brought Against Thos. A. Edison and Co-Defendants by the New England Phonograph Co.

On Nov. 29 a general denial was filed in Newark, N. J., in behalf of the National Phonograph Co., Thomas A. Edison and his co-defendants, in the suit in chancery brought by the minority

stockholders of the New England Phonograph Co., who complained that they suffered damage by reason of the alleged violation on the part of the defendants of certain alleged territorial license rights of that company. The answer makes reference to similar suits brought against the defendants by the complainants. The answer denies that there is any valid claim whatsoever and appends as a supplement to the answer, in the form of exhibits, every contract and agreement made by Mr. Edison pertaining to the phonograph business, including the original made with Jesse H. Lippincott, who organized the North American Phonograph Co.

The answer also states that the terms of this contract, which required the North American Co. to pay Mr. Edison \$500,000 and certain royalties, were never fulfilled. It was said that Mr. Edison's experience with Mr. Lippincott resulted in a loss of \$400,000. Such rights as the New England Phonograph Co. obtained, the answer declares, were secured under the terms of a lease made by the North American Co. The defendants aver that such rights ceased with the insolvency of the North American Co. In 1900, the defendants further aver, the complainants secured certain shares of the New England Phonograph Co. in an attempt to revive that corporation and to endeavor to enforce the terms of its old license. To make this effective, the answer says, the complainants named called a meeting and made contracts with James L. Andem, whose name will be remembered in connection with the apparently endless suit of the New York Phonograph Co. and a half-dozen others against the same defendants, empowering him to bring suit against the National Phonograph Co. and other Edison phonograph interests, or to settle with him or them for \$10,000. The case will be heard some time this winter.

DEPARTMENT STORE ADVERTISING.

The department stores in New York and Philadelphia are advertising the talker in liberal fashion this season.

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 16TH 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 }
" 23 " " 24 1/2 " " Disk " }
Box 6 x 6 x 17 1/2

THE IDEAL FASTENER CO.

NEW YORK
143 LIBERTY STREET

EXPORT TRADE EXCELLENT

Says Edward N. Burns Who Grows Enthusiastic Over Its Development—An Interesting Chat on "Live" Subjects of Interest.

For an expression of practical views on talking machine affairs few in the trade equal Edward N. Burns, a vice-president of the American Graphophone Co., also manager of the export department of the Columbia Phonograph Co., General. Talking informally on the situation with *The World* recently, among other things he said:

"The export trade is excellent and growing stronger month by month. During the present financial squall, when domestic business has felt the shock and its chilling effects more or less—now happily passing away—the export end shows like a luminous star in a moonless night. Our department has never been stronger or in a more flourishing condition, from every point of view. In fact, we are drawing on the home people for an extra supply of goods; taking everything in sight to send abroad and satisfy our clamoring foreign jobbers and distributors.

"Coming back to the domestic trade, I think the present flurry will squeeze out a great many small dealers. I do not say they are undesirable, but it must be admitted that the trade is too much cut up, and if current conditions would retire a lot of these little fellows, practically destitute of capital and always a worry, and possibly a menace to the jobber, it would not be an unmixed evil. Another thing, a dealer is called upon to carry too large a record stock, a good proportion of which remains dead on his hands. Therefore, he has either to get rid of these goods or increase his capital, both of which are not infrequently impossible.

"What is the remedy?" continued Mr. Burns. "Cut down the monthly list. Why should twenty-five selections be forced on the trade monthly? There is no reason for it. After the monthly lot of records reach the dealer, the sales practically cease for the remainder of the month, the customer waiting for the new batch, and so on unto

the end of the chapter. Again, why should the dealer be loaded up with unsalable goods—'dead ones'? My idea would be that as soon as a piece of music became popular place the record in the hands of the dealer at once, and not wait for a month or two, so he would get the benefit of the hit. For example, 'The Merry Widow' stuff. In the course of three months a list of some size would accumulate, and in issuing a quarterly instead of monthly bulletins I would select at least twenty-five of the proved good sellers and print the selections separately so the dealer could keep in touch with the 'live wire' records and replenish his stock accordingly.

"In my judgment very often the popular music offered is not fit, from a selling point, to be recorded, and very often five and even less are worthy to be reproduced. Now, however, it is twenty to twenty-five a month, and many of the selections are the veriest trash, stickers from the start, and from these the dealer orders his stock—is compelled to—and becomes in consequence overloaded. The quarterly bulletin, with intermediate quick-selling records—ones for which there are a pressing demand—should be substituted for the present monthly list, under which the dealer is a sufferer and his grievance in connection therewith is well founded and therefore entitled to consideration and relief."

READY TO SLIDE.

Why Some Men Climb the Business Ladder and Others Go Down the Toboggan Slide.

Pick out ten men and set them to work on the same job. Keep them at it long enough to have them really know what the work is: 'till the novelty wears off.

"Inside of three months," says Barstow, of Boston. "you will have four of them on the toboggan, ready to slide because of the insurmountable difficulties which they have had to meet! They spend their lives on new jobs.

Three more will last out a year and then the same trouble comes up reinforced by the lack

of newness in the game; it's the same old grind, day after day; there are too many things to meet; the line is rotten; the house doesn't back you up; his competitor has better stuff and the prices are lower.

And they quit.

Within the next three years two more men will lay down on the job with the same old reason—difficulties. Among these are staleness, lack of promotion, not enough money, largeness of the head and private quarrels. It's the ten little nigger story all over.

Out of the ten, there is one man, one big man who surmounts all the difficulties or goes around them, and he's the man who finally marries the boss' daughter and is taken into the firm with his name over the door, like the books in the Sunday school library.

It isn't a question of brilliancy, nor of unusual ability, but of hard determination, beat-it-out-no-matter-what-happens sort of a view of life. Question: If it takes a man sixteen years of hard work to become manager, how long will it take a stamp-licker to use up all the jobs in the city? That's where the tramps, drunkards and suicides come from.

Take it home now and try it on yourself. What came up to-day that made you feel sick? What was it that made the firm look like a rotten apple to the customer? What big order did you lose? What sort of a grouch did you carry home?

Yes, it was bad, heaven knows, and we get these setbacks all the time and there is no compensation. The man above "lays down" on us and we have all the dirty work to do. There's just money enough in the job to keep a cat on respectably.

All right, and again all right. You be the tenth man and stick; there's a time coming when you will be the man who has overcome all the difficulties and have won out. That's what all are working for. If you think this thing over slowly about three times, you will have received a measure of good that will last 'till the end of your days.

RUSH ORDERS WANTED

VICTOR and EDISON

By Lyon & Healy

IF you need any VICTOR or EDISON GOODS in a hurry for the Holidays, try

LYON & HEALY FACTORY SERVICE

It matters not how large or how small your order, we want it, so as to give you a vivid example of how quickly and completely we can fill *all your orders all the time.*

We have established a *Rush Order Desk* to take care of your *Holiday Rush Orders.*

May we hear from you?

CHICAGO

Lyon & Healy

CHICAGO

Largest Stock of Victor and Edison Machines, Records, Cabinets and Accessories in the history of the trade.

FROM OUR CHICAGO HEADQUARTERS

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

While the Flurry in the Financial World Has Been Felt in the West Yet the Talking Machine Trade Has Escaped Any Great Degree of Depression, Leading Jobbers and Houses Stating That the Falling Off for December Did Not Exceed Ten Per Cent.—Decided Picking Up Noticeable During the Past Ten Days—Clancy Takes Charge of the Wurlitzer House in Chicago—Western Salesmen of the National Phonograph Co. to Hold Their Annual Conference—A Chat With A. V. Chandler—C. E. Goodwin Optimistic Over the Situation—Prestinary With Lyon & Healy—Some Clever Babson Bros. Literature—Hansen to San Francisco—Arthur Geissler Has Been Visiting—Some Changes in the Directorate of Lyon & Healy—Success of the Kreiling Specialties—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 7, 1907.

While it would be useless to deny the fact that the talking machine business has felt the effects of the financial upheaval, men in the trade express surprise that the slump was so small, considering the general unrest and uncertainty. One of the largest jobbing houses here state that the decrease for November was but 10 per cent. from last year's figures.

In the past week or ten days there has been a very noticeable picking up; orders previously held up have been ordered forward and new business has been coming to hand in a very satisfactory manner. The general feeling now is that conditions are rapidly returning to a normal state, and that while it is probably too much to hope that this month can realize the volume of business of last December, which was one of the largest, if not the largest, in the his-

tory of the trade, it will leave little cause for complaint. From all that can be learned the retail trade in the large cities suffered the most from trade contraction in November. Many dealers from the smaller towns who have been in Chicago the past week or so say that their trade has shown practically no falling off, and that they look for a good holiday business.

As your St. Louis correspondent has no doubt informed you, T. P. Clancy ("Tom" Clancy, as he is familiarly known), recently resigned as manager of the St. Louis branch of the Columbia Phonograph Co. to take charge of the automatic instrument department of the Chicago house of the Rudolph Wurlitzer Co. He assumed his new duties this week. Mr. Clancy's successor at St. Louis is E. B. Walthall, who came to Chicago from St. Louis, where he had had charge of the talking machine department of the O. K. Houck store, and took charge of the retail floor as manager of the Columbia Phonograph Co., at 88 Wabash avenue. Mr. Parker, now in charge of the Columbia Co.'s Milwaukee avenue branch, will come down town to headquarters, as retail floor manager, the first of the year.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned last week from a visit to the headquarters at New York. He reports that the company's officers are confident of rapid return to normal business conditions, and that this has been reflected by a steady resumption of activities at the factory, which were partially suspended during the height of the "flurry."

The usual annual conference of the western salesmen of the National Phonograph Co. with the executive heads will occur about the first of the year, when F. K. Dolbeer, general manager of sales, and E. H. Phillips, general manager of

salesmen, will be here to confer with the men on matters of mutual interest and plan the campaign for 1908.

There will be a big gathering of moving picture men in Chicago on Saturday, Dec. 14, when the United Film Service Protective Association meets in convention at the Grand Pacific Hotel. Temporary organization was effected at Pittsburg last month, and at the coming meeting permanent organization will be effected, constitution and by-laws adopted and officers elected. According to a resolution adopted at the Pittsburg meeting the purpose of the association, the membership of which is composed of the film exchanges throughout the country, is to work in co-operation with the importers, jobbers and exhibitors of films and accessories to improve the service now rendered the public and to protect each other in the matter of credits and all other conditions affecting their mutual welfare. Among the principal reforms that the association expects to be accomplished is the elimination of sub-renting of films and the practice of selling second-hand films. The renter is to retire every film purchased after it has been used for a certain length of time to be decided upon by the association, by its return to the manufacturer, who will make the renter an allowance for such returned goods. These measures will save the public from having their eyesight and patience ruined, and will, of course, protect the trade from price-cutting competition.

Charles Armstrong, a progressive Edison dealer of Clinton, Ia., was a Chicago visitor this week.

E. J. Radius, proprietor of the Roseland Music House, at 1131 Michigan avenue, in the suburb of Roseland, has handled talking machines for some years and has evidently found it profitable, as he has recently extended the space devoted to

Special Notice to Dealers

During November, 1907, we referred to our dealers
461 inquiries. 64 of these were sent out on the
29th and 30th.

December will exceed the average of Nov. 29th and 30th

GET IN LINE

Read the page "ad" of letters from Dealers in this number.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

talkers and has enlarged his stock, carrying the complete Edison catalog and increasing his Victor stock as well. Another progressive dealer in Roseland is G. S. Hobbs, who has long handled the Edison line in a large way, and is an aggressive advertiser through the medium of the Roseland papers and the circular route.

Mr. Kitchen, a recent addition to the western traveling force of the National Phonograph Co., was recently in Chicago on his way from the factory, where he had been posting up, to his territory, the State of Iowa. M. G. Grusch, who travels Illinois for the National people, was also in the city for a day.

A. V. Chandler, the city salesman for the Edison people, lost not a ripple of his "jolly old smile" during the financial "flurry." "Business has been quiet the past month among the retailers throughout the city, but by no means stagnant," he said. "Machine sales fell off somewhat, but record sales kept up decidedly well. Jobbers are evidently not pessimistic regarding future sales, as my orders for February records are equal and in some instances larger than usual."

At Lyon & Healy's, C. E. Goodwin was disposed to be optimistic regarding the outlook. "Neither our wholesale or retail trade has suffered to the extent one might imagine from the depressing atmosphere created by the daily newspaper accounts of financial conditions," said he. "Of course, we may experience some contraction of business for a month or so. When Mr. Farmer and Mr. Villager get a shock that makes them tighten up their purse strings, they do not always loosen up the minute the metropolitan dailies begin to tell of improved conditions. They may really have little reason for economy, but are inherently conservative. I do not look for any prolonged period of retrenchment like that following 1893; the country is too prosperous and the recovery from the shock must be rapid. December has opened up very well indeed with us, considering the circumstances. Down in the retail department last week they took a number of orders for Victrolas for Christmas delivery, one man buying five, one for himself and the others for presents."

Walter F. Gordon, manager of the talking machine department of the Phillips & Crew Co., Atlanta, Ga., called on the local trade last week. He reported southern business as of very satisfactory dimensions.

The Viascope Mfg. Co., of Chicago, which has been manufacturing moving picture machines for several years, are about to put a machine for home use on the market. It will be known as the "Home Viascope" and will retail at \$40. R. S. Prybil, well known to the talking machine trade, formerly a Victor traveler, has allied him-

self with the Viascope Co. as manager, and will push the Home Viascope vigorously. He is now taking orders for January shipment. Mr. Prybil's offices and salesroom are at 914 Steinway Hall building. The factory is at 112 Randolph street.

Arthur Caille, president and treasurer of the Caille Bros. Co., of Detroit, was a visitor at the Chicago headquarters of the company in the Republic building last week.

L. B. Glover, formerly of the assembling department of the Victor Talking Machine Co., at Camden, has come on to take charge of Lyon & Healy's repair department.

W. H. Prestinary is the new manager of the phonographic language department at Lyon & Healy's. He is an experienced talking machine man and has long been connected with the International Correspondence Schools, and has successfully demonstrated the language outfits at many of the large eastern talking machine concerns. L. L. Lewis, the former manager of the Lyon & Healy language department, and who resigned to become Mexican manager for the National Phonograph Co., returned to Chicago last week, after posting up at the Edison factory, and left for his new field of labor.

G. M. Nisbett, wholesale manager for Babson Bros., is and always was a notably modest man. Consequently, it seems perfectly natural to read the legend, "We are not blowing our own horn" on the cover page of a neat booklet just issued by "the people with the goods." The book carries out the spirit of the caption. Thirty-nine of the forty pages are devoted entirely to the publication in fac-simile of letters from dealers acknowledging the receipt of inquiries for phonographs, reporting sales as a result, and praising the company for their prompt delivery of Edison goods and supplies. Mr. Nisbett says that for a week last month business showed a slight falling off, but speedily resumed its normal condition.

E. H. Uhl, western manager for the Rudolph Wurlitzer Co., reported that talking machine sales, after a temporary halt, are moving along in a very satisfactory manner, and that the prospects were for a fair holiday trade.

Ellis Hansen, formerly window trimmer at Lyon & Healy's, and the author of the excellent article on window exploitation of talking machines and records, which appeared in the October World returned from a visit to his old home in Denmark last week, and after hurried farewells, left for San Francisco, where he will assume his old position with Sherman, Clay & Co., with whom he was connected up to the time of the 'quake.

Arthur D. Geissler, general manager of the Talking Machine Co., was in Detroit the latter part of last month and found the American

Phonograph Co., Grinnell Bros., and F. J. Schwankovski all doing a fair business in spite of the late lamented flurry. He just happened to be in Ann Arbor the day after the U. of M. and Pennsylvania football game, which was won by the latter. He declares that a bunch of keys and a knife constituted the total pocket assets of every one of the thousands of students as a result of their loyalty to the college team. Mr. Geissler returned this week from a visit to Philadelphia and New York. He found the Victor factory making shipments at a rate which certainly did not indicate that 1907 was going to boast of a talking machineless Xmas. With the Talking Machine Co. both orders and collections have shown a marked improvement in the past two weeks.

George Ornstein, manager of the traveling force of the Victor Co., was a recent Chicago visitor.

J. D. Beekman, sales manager for the Universal Talking Machine, was a recent Chicago visitor.

Frank Dilbahrer, of the Western Talking Machine & Supply Co., returned from a northern deer hunt in time to eat venison with his family Thanksgiving.

C. W. Noyes, secretary of the Hawthorne & Sheble Mfg. Co., expects to publish a revised edition of the C. W. N. handbook of the phonograph. This valuable little book met with a very large sale years ago when first published, and will now be brought up to date with many new features.

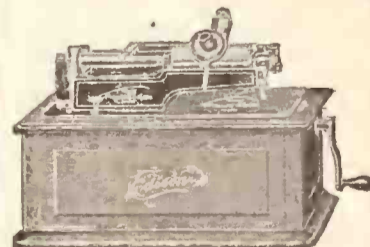
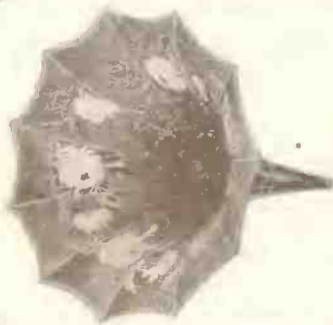
James I. Lyons, the veteran Edison jobber, has made several short trips lately, paying friendly visits to some of his old customers, to whom he sold phonographs, etc., since 1900. Mr. Lyons says his sales are increasing steadily and that he looks for a large winter trade.

Hosts of fair Edison transcribers around town are putting in their spare moments writing essays on "What the Edison Business Phonograph Has Done for Me," in the hope of winning one of the three prizes of \$25, \$15 and \$10 offered by the Edison commercial department's Chicago branch for the best efforts. Manager Barnes says that the returns so far are decidedly gratifying both in number and quality.

Even the innocent and benevolently inclined talking machine is sometimes made to serve base uses. Three youthful robbers held up a West Side saloonkeeper and four customers the other evening, shut up their victims in the ice box, and before they left turned on a talking machine to drown the cries of the prisoners.

C. N. Post has retired from the house of Lyon & Healy, selling his stock to the other stockholders and resigning as president and director. His successor as president is Robert B. Gregory,

THE MISSING LINK



—THIS NEW—

ALL METAL BALL AND SOCKET SWIVEL JOINT
HORN CONNECTION

can be used on all Edison Phonographs and Columbia Cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.

RETAILS AT 50 CENTS

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Avenue and Le Moyne Street
CHICAGO, ILL., U. S. A.

—IMPROVED—

model has tapered bent tube that fits all makes of Horns. Made of brass, nickel-plated and polished.

This is not A horn connection, but **THE Horn Connection.**

Send for Descriptive Circulars and Discount to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS

formerly vice-president. The other officers are: J. P. Byrne, vice-president and secretary; Paul Healy, vice-president; J. F. Bowers, treasurer; Marquette A. Healy, assistant secretary and treasurer. These constitute the directorate. Marquette Healy, the only new addition to the directorate, is a young man with whom many of Lyon & Healy's talking machine customers are well acquainted, as he spent some time in that department, as he has done in all the other branches of the business of the great house in order to fit himself for the larger destiny awaiting him as one of the heirs of his father, the late P. J. Healy. The changes above mentioned were consummated at a meeting of the directorate Friday afternoon, December 6. There will be absolutely no change in the policy which has built up the jobbing and retail business of Lyon & Healy to such great dimensions. The talking machine department of late years has become

one of the most important factors in the business of the great institution, and the department is making steady progress under C. E. Goodwin, who has been its manager since its inception. Mr. Post is a wealthy man and has at least no present intention of again engaging in active business.

According to the reports received from Kreiling & Co., of this city, manufacturers of the Tiz-It all metal ball and swivel joint horn connection, this clever device is amply justifying its name. It is now handled by leading jobbers throughout the country in steadily increasing quantities, and its fame has spread abroad, as nearly every mail brings foreign inquiries and orders.

The Tiz-It can be used on all Edison phonographs and Columbia cylinder graphophones, and the new model has a tapered bent tube that fits all makes of horns.

SOME POINTERS ON SALESMANSHIP

Some Timely and Pertinent Remarks by a Practical Member of the Trade Which Should be Read With Interest and Profit by Members of the Talking Machine Trade in All Parts of the World—Some of the Requisites to Success in This Special Field of Effort.

BY L. KEAN CAMERON.

Much has been said and a great deal written on the subject of salesmanship in general, but I wish to confine this article to the sphere of the retail talking machine salesmen, in particular. And by talking machine salesmen I mean all those engaged in selling any and every description of disc or cylinder machines and records.

There is a great demand, especially at this time of the year, for first class salesmen who thoroughly understand the talking machine business in all its phases. The demand far exceeds the supply, and I believe I am safe in saying that in this big country of ours there are not one hundred first-class A1 talking machine salesmen, when there should be ten, yes, twenty times that number.

What is the reason for this? Of course the business is in its infancy and some will say that they "have not had the time to look up the fine points," and they "must not be compared with salesmen of leather or dry goods, etc., who have had the benefit of years of experience of others before them in their lines, for advice and direction." This may be true to a slight degree, but I think that most salesmen new to the talking machine business merely seek the path of the least resistance and try to gradually absorb a slight working knowledge instead of digging down into the depths and learning everything of importance and value on the subject. It is like learning a new language. If you go among Frenchmen you will acquire a superficial conversational knowledge of the language in a couple of years, but, if one buckles down to his French grammar, lexicon, etc., putting his mind upon it with the determination to learn, he will speak the language grammatically correct in half the time.

Take the ordinary person who starts in a talking machine department of any of our large music houses. He learns the prices of the different machines and records, and after a time is able to distinguish the different styles of machines and horns from each other, sometimes. He has a dim idea, sometimes, that different sizes of machines have a different tone, sometimes. He can tell you, sometimes, why this difference exists and, sometimes, he can't. And he can't more times than he can. You see this "sometimes" business is a big thing and managers of talking machine departments and houses should take pains to eradicate this uncertainty among their salesmen.

Now, I do not wish to be understood as being pessimistic, but these views are merely the result of a tour of observation to the different talking

machine departments and establishments in New York and Chicago, where I think one should get some idea of present conditions. I am glad to say, though, that these conditions are being gradually bettered, thanks to the labor and forethought of certain large manufacturers of talking machines and phonographs, who have mailed to all dealers and salesmen of their goods, correspondence lessons in machine salesmanship, which have done a great deal to alleviate these conditions, by giving to all who took the pains to conscientiously study them a better appreciation of the value of knowing their goods. And I am personally indebted to the publishers of this magazine, and I am sure many others are, for the valuable material and suggestions which I have from time to time received through the medium of the Talking Machine World. I think it is the duty of all heads of departments and proprietors of talking machine houses to see that each salesman in his department gets his magazine regularly, and to impress upon them the importance of carefully reading it, thereby gaining much valuable information which would otherwise be lost. The insignificant expense to the department would be more than balanced by the added interest of the salesman in his work.

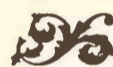
A talking machine salesman should know his goods from A to Z and back again. Else how will he be able to explain in an enlightened manner to his customer the desirability of such and such an instrument. The department manager should every two or three weeks call his salesmen together and go carefully over the selling features of each style of machine, explaining to the salesmen the difference in tone between certain styles, and the cause of the difference; also the effects produced by horns of different sizes and materials and the effects of different needles on the life of a record and on the tone production. He should endeavor to make clear in the minds of his salesmen the principles upon which the tone is reproduced by the soundbox or reproducer, and give them an idea of the process of manufacture of the records, for many a time does the customer ask, "Well, how are these records made," and "What is the difference between the cylinder and the disc records?" The usual answer I have found to this, is, "Oh, one is round and made of wax and the other is flat and is not made of wax." So the customer knows about as much as he did before he asked. Let the department manager explain and make clear all these points to the salesmen. The best methods of selling should be discussed unreservedly and in this manner will a great many of the cloudy points be cleared.

The salesman personally should endeavor to post himself thoroughly concerning the stock. Don't stop at merely learning the prices and to distinguish the different machines and records,

Wholesale Exclusively!

THE TALKING MACHINE CO.

72 Wabash Avenue
CHICAGO



Victor
Goods

Record
Cabinets

Needles and
Supplies

Wholesale Exclusively!

[The author of this article, Mr. Cameron, writes with intimate knowledge of his subject. He is a successful retail talking machine salesman of nearly a decade's experience, and is now connected with the Chicago house of the Rudolph Wurlitzer Co.]

"B. & H."

FIBRE NEEDLES

FOR DISC RECORDS

Preserves them indefinitely

No Scratch—No Rasp—No Cut

Write for Samples and Information

"B. & H." Fibre Manufacturing Co.

208 East Kinzie Street - - - - CHICAGO

but go deeper into it. Experiment with the machines. Observe the effect of the different size horns and the horns of different materials. Familiarize yourself with the names of all the parts of the motor and the work each does. If convenient, take a machine apart and put it together again and learn to diagnose a case when a machine does not run properly. Have your sample machines in perfect condition, running smoothly; and above all things don't let your reproducer or soundboxes blast and rattle, for nothing will kill your sale quicker than a poor reproduction. Do not use for exhibition purposes old, worn-out, scratchy records, and also do not try to dispose of records you have been using in your rooms to some E. Z. Mark. He may be easy, but when he observes that his records are not as smooth as some he has heard, he will go to that place where they were smooth and you lose a good customer. Remember that you must impress your prospective customer with the quality of the tone reproduction of your machine as well as the quality of your selling talk.

It is very important that you have a selling talk. Don't merely talk at random on all styles and sizes of machines, but have a plan of campaign. In my own case I have very successfully used the following method:

I have composed a selling talk embracing, as

JAMES I. LYONS

THE ORIGINAL WESTERN
EXCLUSIVE
TALKING MACHINE JOBBER



Edison
Phonographs
Zonophones
Records
Cabinets

PHONOGRAPH OIL

WIRE RACKS

FOR DISC AND CYLINDER RECORDS

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

NON-METALLIC NEEDLES

Enrich and Sweeten Tone
Try Them

SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

it were, an introduction to the machines, a general statement as to their quality and respective strong points, and a few indirect questions to get an idea of the amount willing to be paid and the style of the machine desired, whether disc or cylinder. This will give you the opportunity to then dwell upon the merits of one particular machine which it is evident he can afford. Do not make the mistake of trying to sell him too expensive an outfit, as the idea of such a large amount involved may discourage him and he may refuse to buy altogether. And yet, if he can afford it, impress upon him the advisability of owning a machine with which he will be perfectly satisfied, a machine of perfect tone, quality, strong motor, etc., here entering into a description of the machine suitable to his needs.

I have written and rewritten my selling talk, polishing here and revising there until it embraces the strongest arguments at my command. This I committed to memory and no matter when or how interrupted will arrange to pick up the thread at the right place and continue until the psychological moment arrives. Then stop talking. Now it is just as important to know when to stop as it is to know what to say. Many sales are talked to death and others meet the same fate at the mouth of the horn, for salesmen often make the mistake of playing too many records. Don't be an entertainer; sell goods. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful as it enables one to bring his strongest and most brilliant arguments to bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot.

There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine music. So don't try his patience by playing things you are fond of. Find out how his tastes run and put these records on the machine. Try to get at ease, but not familiar with your customer, for then the battle is partly won. Get him to talk and express his opinion on the machine and the result is easier. The hardest man of all to do business with is the man who sits in his chair like a wooden image and never opens his mouth or cracks a smile. Try different styles of music until something thaws him out. You cannot tell what the result will be. Once you make the right impression things begin to happen. This was illustrated forcibly just a few days ago. A gentleman and his wife walked into the store the other day and in answer to my question asked to be shown the different styles of machines. I went through my regular formula, had them seated in one of our private salesrooms and was playing a record or two to get a line on his tastes. After a couple of good quartettes and some orchestra music he seemed to fancy a sixty

dollar outfit but could not make up his mind. I saw immediately there was something lacking in my endeavor to make an impression, but I had one more card up my sleeve, so to speak. So, placing a duet by two of the great operatic stars on a two hundred dollar machine which he had not noticed, I started it going. The effect was magical. He was entranced. "Now," he said, "that is something like it. Why didn't you show that to me in the first place. It is simply marvelous."

Now, I had led him up to that and by degrees put him in a mental condition to fully appreciate the beauty of the best machine by comparing it with others of the same make, only smaller. This man had to be treated in this manner, otherwise I would have lost the sale entirely, or at the most sold him merely a sixty dollar outfit when he was capable of paying more and willing to do so.

Study your customers and remember that all men cannot be treated alike. What impresses one tires another, and vice versa. Always try to meet a man on his own ground. If he is easy going, good natured and wants to talk and enjoy himself while he is looking at the machine, be thou likewise. If, however, he is taciturn and cold, don't attempt gayety with him or he may think you frivolous and your arguments will have no weight whatever. Endeavor to gradually thaw him out by your studied politeness and tact, and when you see him interested in some certain records or machine attempt to draw him out on that article. Find his particular hobby in the musical line and notice at the end of a half an hour or so the change in him. Study your customer's taste in music and remember the kinds of things he likes. Make a list of your important customers for your own use, and by each name a memoranda as to the class of records he buys. Write him a personal letter each month and tell him you have something of especial interest which will be sure to strike his fancy. You will be surprised when you figure the results of these special efforts and realize that you have made sales amounting to two or three hundred dollars which otherwise would have been lost. Besides, your customers will appreciate the interest you have taken in them and will stick to you, and keeping old customers is just as good and important as making new ones. Don't let a prospective customer bluff you. I am sure there are some who will try it. They will go so far as to intimate that they know as much or more about your business that you do yourself. The best and only way to avoid this is not to give him the opportunity. Know your goods from beginning to end, and no matter how hot and heavy the cross examination some people put you through you will come out victorious in the end.

There are times when we must be firm, especially with the fair sex. The other day an elderly lady and her granddaughter came into our department having been attracted by the window display. She wished to send a machine to her country home and was taking a general survey of all styles and makes. In giving her the prices of the different machines I had a dim idea she was not really hearing all I said, merely for the reason that she did not listen. However, she decided on a certain machine with a special horn amounting to fifty-one dollars. The next morning she telephoned in and changed her order to a larger outfit, which I had priced to her the day before at sixty-eight dollars, saying she would be down to the store in a couple of hours, as she could not understand the price I made her over the phone. After she arrived I happened to again mention the price of the outfit. "Sixty-eight dollars," she really yelled. "Why you told me yesterday it would be only sixty, and here you are trying to raise prices on me, taking advantage of my ignorance of the machines and by misrepresenting things, trying to steal my money. I just won't have it. You may cancel the order." And she stewed and fumed, ranting and marching up and down the room. I let her rant for a while. Maybe I was a little mad, but it was righteous anger, but with no show of temper, I said: "Madam, you are

Springfield, Ills. 9/4/07.
Messrs. Babson Bros.,
Chicago, Ills.,
Gentlemen:- Please accept our thanks for the pro-
spect Mr. F. E. Sinclair sent us today. We shall
follow this up at once and advise you of results.
Very truly yours,
O.A.Reynolds

Springfield, Ills. 3/25/07.
Messrs. Babson Bros.
Gentlemen:- We are in receipt of the follow-
ing name from you, Mr. Chas. Hauck as prospect.
We shall use our best efforts to sell her.
Thanking you in advance for any future
favours, we are
Very truly yours,
O. A. Reynolds Talking Machine Co.
C. E. Ellis

O. A. REYNOLDS,
TALKING MACHINE COMPANY.
Talking Machines, Cabinets, Horns, Record Cases, Repairs and Expert Repairing.
Springfield, Ill. 3/21/07.
PHONES
Messrs. Babson Bros.
#304 Wabash Ave.
Chicago, Illinois.
Gentlemen:-
Please accept our thanks for the names of prospective cus-
tomers sent us recently. We shall do our best to sell them.
Thanking you in advance for other inquiries you may send us,
we are
Yours very truly,
O.A.Reynolds Talking Machine Co.
Per *C. E. Ellis*

O. A. REYNOLDS,
TALKING MACHINE COMPANY.
Talking Machines, Cabinets, Horns, Record Cases, Repairs and Expert Repairing.
Springfield, Ill. May 6th, 1907.
PHONES
Babson Bros.,
Chicago, Ill.
Gentlemen:-
In reply to yours of the 1st inst., we were successful in
supplying Mrs. Chas. Hauck, with a #5 out-fit. Assuring you
of my appreciation of your efforts in my behalf, and with
wishes, I am
Yours Very Respectfully,
O. A. Reynolds.
C. E. Ellis

Springfield, Ills. 5/17/07.
Messrs. Babson Bros.
Gentlemen:- We beg to acknowledge with thanks
the receipt of the following names as prospects
"Henry Schwies and Mrs. F. Spikler" which shall
receive our prompt attention.
Again thanking you, we are
Very truly yours,
O. A. Reynolds Talking Mach. Co.
C. E. Ellis

Springfield, Ills. 5/20/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
We are pleased to report a sale of a #5
out-fit to Mr. Henry Schwies a prospect recently
sent us by you. Thanking you for any future favors, we are
Very truly yours,
O. A. Reynolds Talking Mach. Co.
C. E. Ellis

Springfield 5/21/07
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
We succeeded in selling Mrs. C. E.
McMann a #5 out-fit. Thanking you for sending us
the prospect and assuring you that they at all
times receive our prompt attention, we are
Very truly yours,
O. A. Reynolds Talking Machine Co.
C. E. Ellis

Springfield, Ills. 5/26/07.
Messrs. Babson Bros.
Chicago, Ill.
Gentlemen:-
We beg to acknowledge with thanks the
name of Mrs. C. E. McMann of this city as
prospect and same shall have our immediate atten-
tion. Again thanking you for same, we are
Very truly yours,
O. A. Reynolds Talking Mach. Co.
C. E. Ellis

Springfield, Ills. 5/26/07.
Messrs. Babson Bros.
Chicago, Ill.
Gentlemen:-
We are pleased to report the sale of a
#5 out-fit to Mr. Albert W. Henry of this city.
Thanking you for any future favors, we beg to
remain
Very respectfully yours,
O. A. Reynolds Talking Mach. Co.
C. E. Ellis

O. A. REYNOLDS,
TALKING MACHINE COMPANY.
Talking Machines, Cabinets, Horns, Record Cases, Repairs and Expert Repairing.
Springfield, Ill. June 4th, 1907.
PHONES
Babson Bros.,
Chicago, Ill.
Gentlemen:-
Please accept our thanks for prospectives as follows:
J.W. Ketchum, Springfield, Ill., City.
Hilda Aldener, 1140 Osborne Ave., City.
Walter Powers, 914 S. 7th St., City.
Will look these up immediately and report our success with
them.
Yours very respectfully,
O.A.Reynolds.
C. E. Ellis

Springfield Ills 10/16/07
Babson Bros.
Chicago, Ills.
Gentlemen:-
The names of Noble England and V.C. LaFourt
of this city as prospects are at hand for which please ac-
cept our thanks. We shall do our best to land these sales.
Very respectfully yours,
O.A.Reynolds T.M.Co.
C. E. Ellis

Springfield Ills. 10/17/07.
Messrs. Babson Bros.
Chicago Ills.
Gentlemen:-
Please accept our thanks for the use of Theo-
dore Bosers as prospect for machines, we will call on Mr.
Bosers and our best to land his.
Again thanking you we are,
Very respectfully yours,
O.A.Reynolds T.M.Co.
C. E. Ellis

Springfield, Ills. 4/26/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
Please accept our thanks for name of
our best prospective customer. We shall do
our best to land her.
Thanking you for the prospect, we are
Very truly yours,
O.A.Reynolds Talking Mach. Co.
C. E. Ellis

Springfield, Ills. 4/27/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
Please accept our thanks for name of
Mrs. Anna W. as prospective customer. Same
shall have our immediate attention for any future pro-
spects you may send us, we are
Very truly yours,
O. A. Reynolds Talking Machine Co.
C. E. Ellis

Springfield, Ills. 4/22/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
We are in receipt of the name of
Gladie Womorts of this city as prospective cus-
tomer and same shall have our attention at once.
Thanking you for referring her name to us,
we beg to remain
Very truly yours,
O. A. Reynolds Talking Machine Co.
C. E. Ellis

Springfield, Ills. Sept. 12/07.
O. A. REYNOLDS,
TALKING MACHINE COMPANY.
Talking Machines, Cabinets, Horns, Record Cases, Repairs and Expert Repairing.
PHONES
Messrs. Babson Bros.,
Chicago, Illinois.
Gentlemen:-
We acknowledge with thanks the name of Mr. Jacob Hanning as
prospect for #5 out-fit. We will give this our prompt attention and
report further.
Again thanking you, we beg to remain
Very truly yours,
O.A. Reynolds T.M.Co.
C. E. Ellis

Springfield, Ills. July 11, 07.
O. A. REYNOLDS,
TALKING MACHINE COMPANY.
Talking Machines, Cabinets, Horns, Record Cases, Repairs and Expert Repairing.
PHONES
Babson Bros.,
Chicago, Ill.
Gentlemen:-
We are in receipt of the following names from you this morn-
ing as prospects, Mr. Chas. Wochner, R.R. #4, R.S. Babson, #109
Madison St., City, Mr. L. J. Jones, R.R. #2, C.W. Flynn, R.R. #5, Jas. H.
Hyder, #1302 So. 8th St., for which please accept our thanks. We
shall do our best to land these sales.
Again thanking you for the favor shown us, we are
Very respectfully yours,
O.A.Reynolds Talking Machine Co.
C. E. Ellis

Springfield, Ills. 6/25/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
Please accept our thanks for order of
Mr. John Murray, same except our prompt attention and
attention. Thanking you for all future favors or
this kind we beg to remain
Very respectfully yours,
O. A. Reynolds Talking Machine Co.
C. E. Ellis

Springfield, Ills. 5/31/07.
Messrs. Babson Bros.
Chicago, Ills.
Gentlemen:-
We are pleased to report we were suc-
cessful in selling a #5 out-fit to Mr. F. E. Sinclair (the prospect
sent us in giving names, our prompt attention and assuring
you that they will receive our prompt attention, we
are
Very truly yours,
O. A. Reynolds Talking Mach. Co.
C. E. Ellis

Springfield, Ills. 5/23/07.
Babson Bros.,
Chicago, Ills.
Gentlemen:-
We have and thank you for prospective
customer, Mr. J. H. Bosers, who has been in the city in a very
few days.
Yours very respectfully,
O.A.Reynolds
C. E. Ellis

**A PROOF
OF
SQUARE DEALING**

There's a Reason

**GET IN LINE AND REAP
YOUR SHARE**

BABSON BROS.

"THE PEOPLE WITH THE GOODS"

**MARSHALL BLVD. & 19TH ST.
CHICAGO**

G.M.N ISBETT MGR. WHOLESALE.

very unjust and decidedly mistaken, but under the circumstances I think it is the best thing you could do. For really if you think that it is the policy of our establishment to treat people in the manner you suggest you would naturally not wish to take a machine from us. In fact, under such conditions I prefer not to sell you the machine, so we will call the matter off. I am very sorry but really I could not conscientiously allow you to purchase a machine, under that impression." When her daughter, who was with her this time, saw the turn affairs had taken she interrupted with, "Mother, I don't think you should let a matter of merely eight dollars stand in your way." So, at that I knew I had won the day on really something very nearly a bluff. But there was nothing else to do. With that kind of character to deal with, firmness was my best weapon. Had I tried to humor her she would have only been more positive that I had intended taking advantage of her and would have left the store in a rage. But seeing that I was firm and unyielding, she, after a short time acknowledged she must have misunderstood me and when she left, after paying half down on a seventy-five dollar outfit she was in the best of spirits and wondering what she would wear to the theatre that night. And so it goes. One must keep his wits about him and his eyes open.

Cultivate an easy flow of language, not necessarily brilliant but each sentence full of meat and to the point. Be interested in the wants of your customer whether he is going to buy a thirty-five cent record or a two hundred dollar machine. If a record customer does not know exactly what he wants, suggest some little gem of a piece to him and if you do happen to strike something he likes he will usually be so pleased with the discovery that he will invariably call for more like it on the spot. In a tactful way suggest to him that you would appreciate any mention he might make of the establishment to his friends. I am sure I have sold over three thousand dollars worth during the last year on that little suggestion alone. Oh, there are hundreds of little things to do to boost the sales. Use

your brains. Be original, even if you fail now and then. You are bound to win in the end if you only have the determination, backed by brains. With the determination to succeed engraved on his mind and planted deep in his soul a man will stick to the roads which lead to success. Great success is more a mental than a physical problem, and though the fools may laugh at the idea of one becoming successful merely because he made up his mind to do so, it is still a deep truth and will become more widely acknowledged as the results are known. Make up your minds, brother salesmen, to be the best talking machine salesmen in the country. Realize the broadness of the salesman's position and his importance and prepare yourself accordingly. Stick to your determination and watch the results in your sales reports. You will be more than repaid. For I thoroughly believe "We are not what we think we are, but what we think—we are."

THEO. F. BENTEL RECOVERING.

The many friends of Theodore F. Bentel will be glad to learn that he is rapidly recovering from a recent surgical operation for appendicitis, and is now at his home in the Delmar Apartments, Germantown, Pa.

A CLEVER FIBER NEEDLE WINDOW.

The accompanying illustration shows the solid window display devoted to B. & H. fiber needles recently made at the Columbia headquarters, 88 Wabash avenue, Chicago, and which was referred to last month. For a specialty window it was worked out in a most effective manner and reflects great credit on Mr. Bartlett, the window

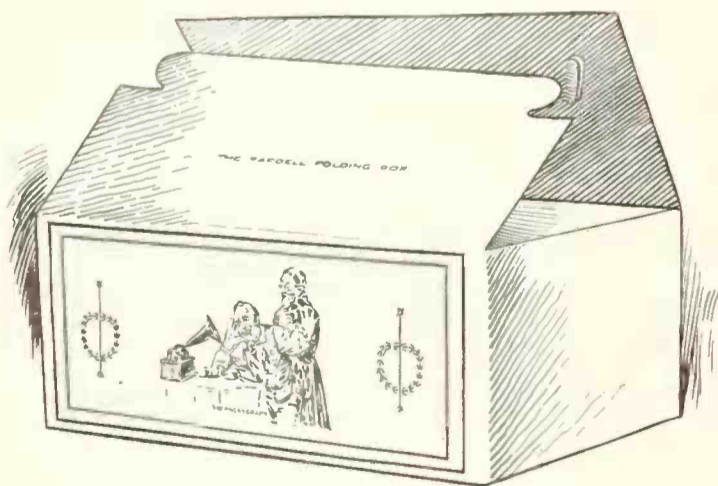


WINDOW DISPLAY OF B. & H. FIBER NEEDLES.

trimmer. The background, canopy and sides were of bamboo poles, of which the needles are made, forming a regular Indian native booth. The floor was strewn with factory waste. From the horns on the floor flowed cornucopia-like, fiber needles in various stages of manufacture, with descriptive cards telling the story of the evolution of the needle.

C. S. Gardner is again with the National Phonograph Co., traveling on the Coast.

The Pardell Folding Box



THE most convenient package for delivering records to your customers. Many times you can sell "just one more record to fill up the box" by using them. Many dealers throughout the country use them. Do you? If not, try a sample lot; the cost is trivial.

No. 3 Pardell Box, holding three cylinder Records, \$1.25 per hundred.

No. 6 Pardell Box, holding six cylinder Records, \$1.75 per hundred.

No. 12 Pardell Box, holding twelve cylinder Records, \$2.50 per hundred.

Write your jobber for them; if he cannot supply them send us \$5.50 and we will send a hundred of each size, CHARGES PREPAID, to any part of the United States or Canada.

The Pardee-Ellenberger Co.

96-104 State Street,

New Haven, Conn.

TRADE NOTES FROM ST. LOUIS.

Manager Long Says the Financial Scare Is Over, That Any Ill Effects Are But Temporary, and That Business Will Steadily Improve—Farmers Well Fixed Financially—Conroy Takes on the Ikonograph—T. P. Clancy Leaves for Chicago—Thiebes-Stierlin Co.'s Edison Rooms—A Trip Through the Koerber-Brenner Establishment—Some Recent Visitors to the Saintly City.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 9, 1907.

Trade reports for the month of November, both from the jobbers and dealers, show that business was fair, with an improving tendency.

Manager C. W. Long, of the St. Louis Talking Machine Co., has just returned from a trip through Missouri and Kansas, taken for the purpose of determining the effect of the recent financial flurry on trade in general, and the direct effect on talking machine dealers. He was well pleased upon his return with the results of his trip, both from the amount of orders taken and from the healthful condition business in general seems to be in. It is his opinion that the financial flurry and scare is practically over, and that the talking machine dealers are going to feel very little ill effects. While produce and live stock have been reduced considerably in price, thus affecting the farmers, farmers in general have had such a prosperous year that it merely means a smaller amount of money to their saving accounts, and only in a small way will it affect their general purchases.

As one farmer expressed himself, that while he had received \$300 less for his hogs than he would have had he disposed of them the first of October, at the same time the price he received was one that under ordinary conditions he would have considered very fair, and he felt prosperous enough to fulfil all plans he had mapped out for himself and family. That the dealers throughout the territory are of the same opinion as Mr. Long is substantiated by the amount of business he did while away.

P. E. Conroy, president of the Conroy Piano Co., reports that trade has been fair for them during the past month in their talking machine department, and he looks for a good volume of business this month. This firm have recently added the Ikonograph, the picture machine.

T. P. Clancy, manager of the Columbia Phonograph Co. for the past year, and formerly manager of the talking machine department of the Conroy Piano Co. for ten years prior to this, resigned on Dec. 1. Mr. Clancy has accepted the position of manager of the Northwest automatic instrument department of the R. Wurlitzer Co., with headquarters at Chicago. He leaves here with the well wishes of a very large number of friends, who will miss his congeniality and good

Victor and Edison Distributors

¶ Our superior service in giving dealers quick and complete shipments is admired by all our customers and is envied by all jobbers.

We Do Not Sell at Retail

¶ In buying of us you do not have to compete with us.

¶ We refer all inquiries to our dealers.

¶ The way to increase your sales is to increase ours.

Koerber-Brenner Music Co.

1006 Olive St.,

ST. LOUIS, MO.

fellowship, and it can be said that he leaves a very meritorious record as a progressive, hustling and business-producing young man.

E. B. Walthall, late manager of the retail sales department of the Columbia Phonograph Co., Chicago, and formerly manager of the talking machine department of the O. K. Houck Piano Co. here, a very efficient and well-known talking machine man, succeeds Mr. Clancy.

The Thiebes-Stierlin Music Co., which recently added the Edison line to their talking machine department, have just completed a very handsome Edison room for the entertainment of their customers.

J. P. Booker, traveler for the Silverstone Talking Machine Co., is in from a three weeks' successful trip through Southwest Missouri. He leaves shortly for a trip through Illinois.

W. C. Fuhri, general western manager of the Columbia Phonograph Co., with headquarters in Chicago, was a recent visitor here.

Mr. Kloehr, traveler for the National Phonograph Co. through Missouri, was a recent visitor here.

Miss Sadie Rosenblatt, manager of the talking machine department of May, Stern & Co., opened recently, reports an excellent showing for the short time they have been open.

The most impressive feature of a trip through

the extensive stock rooms of the Koerber-Brenner Music Co., of this city, is the air of activity which seems to pervade every corner. How this concern could build up such a successful trade in so short a time is truly a marvel. Whatever cause has contributed to the immense growth, it remains an undeniable fact that the busy scene is one of unusual force. Victor talking machines and Edison phonographs with all their accessories are carried here in endless profusion; the stock is complete to fill the needs of the great southwestern trade. By catering to the increasing demand of the many live dealers of this section the Koerber-Brenner Music Co. are constantly adding to the volume of their sales. A pleasant feature of this business is that it is an exclusive jobbing house. They do not sell a single article at retail. They have no special friends to favor and they cannot ship a worn record. That this feature is a mighty influence in the trade may partly account for their remarkable success.

The Cady Cabinet Co., the enterprising manufacturer of talking machine cabinets, Lausing, Mich., will show their full spring line at the New York exposition, to be held at the Grand Central Palace, January 13 to February 1, 1908. They report an excellent demand for talker cabinets.



Saint Louis Talking Machine Co.

MILLS BUILDING

7th and St. Charles Streets,

ST. LOUIS, MO.



The Only Exclusive Victor
Distributors In Missouri

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST

OF
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.



ceed Senator Kittredge as Chairman. It will be remembered Senator Clapp voted for the majority report on the Kittredge bill submitted in the 59th Congress, and which was diametrically opposed to the contentions of the talking machine advocates. The accession of the new member, vice Kittredge, may therefore make all the difference in the world when a new bill is considered by the Senate Committee, as this single vote carried the day before. Therefore the announcement of the Senate committee, which is not named by the Vice-President, except pro forma, but by the two political parties, is important.

STORIES OF LIFE IN THE FAR NORTH.

(Special to The Talking Machine World.)

Houston, Tex., Dec. 8, 1907.

Ben F. Frymier is in Houston, from Alaska, the guest of his sister, Mrs. Ingham S. Roberts. Mr. Frymier, though a young man, is one of the pioneers of Alaska, having gone there with the first gold rush, and in that time has annexed a number of valuable mining claims. He tells many interesting stories of life in the Far North.

The white people live principally on canned goods, and one day a phonograph was brought to Nome which excited the greatest curiosity of the Indians. After hearing for the first time one of the instruments an old Indian remarked, "Humph, canned white man."

Mr. Frymier will remain in Houston until after the long night and will then return to the Klondike. The phonograph mentioned was an Edison Home, shipped to him by the Texas Piano & Phonograph Co., who now have on exhibit at their Main street store several Esquimaux records taken by Mr. Frymier.

Puccini, the celebrated composer, is also up in arms against the record and moving-picture makers for appropriating his music willy nilly. This piece of news comes from Milan, where he has consulted the "body of jurisconsults representing the interests of the Society of Italian Authors and Composers." They advised him that the action of the talking machine manufacturers in this respect "constitute a real and grievous infringement of the authors' copyright bill," and therefore Puccini has decided to take action against such companies in the United States. Mascagni, another eminent composer, is about to adopt similar tactics, and will act in accord with Puccini. Unless the law is amended in their favor their chances of enjoining record makers from using their music are slight and their efforts will prove abortive.

NEW COPYRIGHT BILL INTRODUCED

In the House of Representatives on the First Day of the Session of Congress by Chairman Currier—Some Changes in the Bill from That of Last Year—The Latest News from Washington Will Interest Talker Men.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1907.

Contrary to expectations the new copyright bill (No. 243), was introduced into the House of Representatives on the first day of the session, on December 2. The Hon. F. D. Currier, chairman of the committee on patents, in the last Congress, and who will continue to hold the same position in the present body, framed up a measure, after a number of conferences since the adjournment in March last, with prominent talking machine, mechanical instrument and perforated musical roll manufacturers and attorneys representing their interests. The result is seen in the first section, paragraph b, of this bill (the italics being the new portion), which covers adequately and satisfactorily what they have contended for from the start, reading as follows:

"Section 1. That the copyright secured by this act shall include the exclusive right—

"(a) To print, reprint, publish, copy and vend the copyrighted work;

"(b) To * * * *arrange or adapt it if it be a musical work: Provided, that the words 'to rearrange or adapt it if it be a musical work' shall not, for the purpose of this act, be deemed to include perforated rolls used for playing musical instruments, or records used for the reproduction of sound waves, or the matrices or other appliances by which such rolls or records are made.*"

The talking machine people declare that if the Senate will embody this section in their bill, it will be all over so far as they are concerned, but the shouting. Those parts of the Currier bill that will also interest the trade relate to the punishments for infringement, contained in the appended sections:

Sec. 28. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

(a) To an injunction restraining such infringement;

(b) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only and the defendant shall be required to prove every element of cost which he claims, or in lieu of actual damages and profits such damages as to the court shall appear to be just, and in assessing such damages the court may, in its discretion, allow the amounts as hereinafter stated, but such damages shall in no case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars, and shall not be regarded as a penalty:

Third. In the case of a lecture, sermon, or address, fifty dollars for every infringing delivery;

Fourth. In the case of a * * * musical composition, one hundred dollars for the first and fifty dollars for every subsequent infringing performance;

(c) To deliver up on oath, to be impounded during the pendency of the action, upon such terms and conditions as the court may prescribe, all articles alleged to infringe a copyright;

(d) To deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices, or other means for making such infringing copies as the court may order.

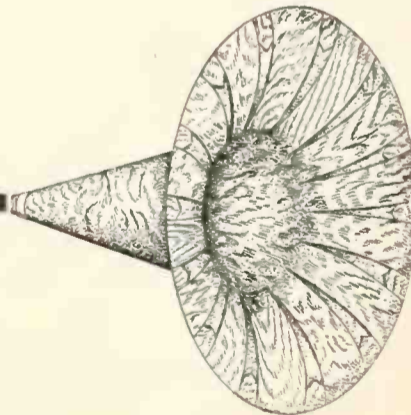
Sec. 31. That any person who knowingly and wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be subject to a fine of not less than one hundred dollars nor more than one thousand dollars and stand committed to jail until said fine and costs are paid.

Sec. 42. That no criminal action shall be maintained under the provisions of this act unless the same is commenced within two years after the cause of action arose.

Sec. 43. That in all actions, suits, and proceedings under this act full costs may be allowed and the court may award to the prevailing party a reasonable attorney's fee as part of the costs.

Sec. 67. That this act shall go into effect on the first day of July, 1908.

As a number of new members will be added to Mr. Currier's committee, hearings will be again given, but they are not likely to come on until after the reassembling of Congress in January following the holiday recess. In the Senate it is likely Senator Clapp, the ranking member of the Patents Committee, of Minnesota, will suc-



The Horn of Truth

—the one that transmits tones truly, correctly, *must* be made of wood. No other material will answer. No matter how good the talking machine, you cannot expect satisfactory results from any but a wooden horn. Ours are made of two-ply veneer, highly polished, in Golden Oak and Mahogany. Polished Brass, Lacquered Bell. Morning Glory also, if you want it.

Wooden Phonograph Horn Co.
716 Montgomery Street Syracuse, N. Y.



W. D. ANDREWS.



J. F. BOWERS.



LOUIS BUEHN.



C. W. HICKOK.

OFFICERS
OF THE
Talking Machine Jobbers' National Association
1907-08.

President, James F. Bowers,
Lyon & Healy, Chicago, Ill.
Vice-President, W. D. Andrews,
Buffalo, N. Y.
Treasurer, Louis Buehn,
Louis Buehn & Bro., Philadelphia, Pa.
Secretary, Perry B. Whitsit,
Perry B. Whitsit Co., Columbus, O.

EXECUTIVE COMMITTEE:

Lawrence McGreal, Milwaukee, Wis.; C. V. Henkel, Douglas Phonograph Co., New York, N. Y.; C. W. Hickok, Whitney & Currier Co., Toledo, O.; W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Edward H. Uhl, R. Wurlitzer Co., Chicago, Ill.

**Every Talking Machine Jobber in the United States
Should Join This Association.**



EDWARD H. UHL.



CHAS. V. HENKEL.



W. E. HENRY.



PERRY B. WHITSIT.

Last Month

several hundred
phonograph
dealers replied
to our World
advertisement.

This Month we
expect several
thousand replies
to this adver-
tisement.

And next month
the Big Trade
Boom will be
announced.

**DON'T DELAY
GET ABOARD
WRITE TO-DAY**

Talking Machine
Accessories Co., Ltd.
108 Leonard St.,
NEW YORK

TRADE HAPPENINGS IN DETROIT

Detroit Jobbers and Dealers as a Whole Are Most Hopeful Regarding General Conditions—Many on Investigation Find That the Volume of Trade Has Equalled Last Year Notwithstanding the Cry of Stringency—Plenty of Money Which Will Find Its Way Into Circulation as Soon as Confidence Is Restored—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 9, 1907.

Kenneth M. Johns, manager of the Columbia Phonograph Co. store at 242 Woodward avenue, probably is one of the most optimistic of the dealers in the talking machine trade in Detroit. He says that in spite of all that is said about financial depression it is an actual fact that his store did more business in November this year than in November, 1906.

"I think that a great many business men in all sorts of business are prone to be seized with a miniature panic in their own minds which blinds them to the actual condition of affairs," said Mr. Johns. "I was talking with a dealer the other day who was deploring bad business conditions and he said business was far behind last year. Just out of curiosity I asked him to foot it up from some memorandum and to his surprise he found that he had actually done a few hundred dollars more business this year in November than last. November last year was not a particularly good month, but no one cried panic. It is just the same with the closing of the stove works (one of Detroit's largest industries, employing thousands of men). Many people have thought this was a very bad sign, but they do not stop to consider that the stove works have closed every year at this time for many years back and nothing has been thought about it. So it is with the music business generally. Because there has been gambling on Wall street every business man is prone to attach some sinister importance to every little slackening of business."

S. E. Lind, of the Mazer Phonograph Co., 45 Michigan avenue, selling Edison, Columbia and Victor machines, said yesterday that business had been good from the opening of this new store last May, up to about three weeks ago, when there was a falling off. Mr. Lind, however, says that prospects are good for holiday trade, and that, surprising to say, considering the depression talk, the collections have kept up very well.

E. P. Ashton, manager of the American Phonograph Co., at 106 Woodward avenue, says he has no complaint. He said yesterday that the prospects are excellent for a holiday trade, and that while collections and the general retail

business has kept up well, there has been a surprising activity in the wholesale trade, the small towns appearing to be blessed with more prosperity than the cities. This probably is particularly true of the farming communities. It has been commented upon generally by the general music trade, as well as the talking machine men, that the farming population has more cash than the city people. The crops in Michigan this year have yielded big profits, not particularly due to particularly good crops, but because of high prices which have prevailed.

C. A. Grinnell, of Grinnell Bros., said the other day that the talking machine business in the city was not quite up to the mark, but that out in the State it had been better, but that the situation in the city was what might be called fair, with promise of some good holiday trade.

A STRIKING STREET SIGN.

As previously referred to in The World, the Victor Talking Machine Co. have one of the most striking electric advertisements to be seen on the "Gay White Way." It attracts continual attention. The sign is 30 feet high by 20 feet wide, and can be seen for many blocks below Herald Square. The celebrated picture of the dog listening to his master's voice is traced out on a black background with hundreds of miniature electric light bulbs, while the disc on the instrument ingeniously revolves, giving one the impression that the machine is playing a selection, and you almost expect to hear the strains of some popular air. The picture is painted in colors, and with vari-colored bulbs makes a decidedly pretty picture to look upon.

NORCROSS WOOD DIAPHRAGM.

In a chat this week with Mr. Norcross, of the Norcross Phonograph Co., New York, he expressed himself well pleased with the manner in which the trade have taken hold of his wood diaphragm. He said: "There have been many experiments toward the utilization of wood for diaphragms, but no practical result has been had up to the present invention. It is only necessary to hear this device to concede that a new era in diaphragms has been ushered in."

Record Cabinets

Gentlemen of the
Trade

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

American Phonograph Company

106 WOODWARD AVENUE & & & DETROIT, MICH.



P. S.—We are State Agents for Michigan for the wonderful IKONOGRAPH Moving Picture Machine. Write for literature and prices



We have just originated the "slickest" Contract Form, and will be pleased to sell you a supply. They are put up in pads, and can be filed in the ledger. Simply great. Send for sample and prices.

THE DIAPHRAGM IS KING

OUR LATEST NOVELTY IS THE WOOD DIAPHRAGM

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 fincsse 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.

VULCANOID DIAPHRAGMS

Are proving their worth. They are absolutely unchangcable and indestructible—loud and brilliant in tone.

PRICE, INCLUDING CROSS HEAD AND LINK, 50c. EACH.

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

TALKING MACHINE MEN MEET.

The Executive Committee of the National Association of Talking Machine Jobbers Transacts Much Business of Importance at Its Meeting at Pittsburg on Monday.

(Special to The Talking Machine World.)

Pittsburg, Pa. Dec. 9, 1907.

Yesterday the executive committee of the National Association of Talking Machine Jobbers met at the Hotel Henry. The entire committee, with the exception of E. H. Uhl, of Chicago, with the Rudolph Wurlitzer Co.'s branch house, were present, as follows: J. F. Bowers, president, of Lyon & Healy, Chicago; W. D. Andrews, vice-president, Syracuse, N. Y.; Louis Buehn, treasurer, of Buehn Bros., Philadelphia, Pa.; Perry B. Whitsit, secretary, of P. B. Whitsit Co., Columbus, O.; Lawrence McGreal, Milwaukee, Wis.; C. V. Henkel, of the Douglas Phonograph Co., New York; C. W. Hickok, of the Whitney & Currier Co., Toledo, O.; Wm. E. Henry, of the Powers & Henry Co., Pittsburg, Pa. The sessions lasted all day, commencing at 10.30, adjourning for luncheon at 1, reassembling at 2, and closing at 6.

The meeting was of an executive order and therefore none of the proceedings was disclosed. The chairman of the association's press committee, Mr. Henkel, subsequently stated that matters of great importance to the welfare of the trade were discussed, informally, but in the most animated manner. The membership now numbers ninety of the representative houses of the country, but there are still a large number that should join, as their assistance and co-operation are strongly desired. The committee would therefore be pleased if the jobbers who had received application blanks would fill out and forward them to Secretary Whitsit, qualifying at the same time. Such matters as the committee recommended for favorable action will be reduced to proper form and shape for presentation at the next meeting, which will be held February 17. No place has as yet been selected, but it is probable New York will be named.

The Talking Machine Jobbers' Association is well worthy of the support of every jobber in the United States. It is officered by serious-minded business men who are giving considerable of their valuable time to the association interests with the direct object in view of bettering the talking machine conditions in every way possible.

It should be understood that this organization stands for the advancement of the industry. It is not run in the interests of any particular coterie of talking machine men but in the interests of all, and the officers should have the generous support in their work by the talking machine jobbers.

The only way an organization can succeed permanently is to have a good membership among whom is a fair percentage of actual workers. Things don't come easier in the association line any more than in any other department of life. It requires good hustling to bring results, and if the men who are now guiding the organization are fairly supported in their work, as they should be, there is no question as to the permanent good which this association will accomplish in this industry.

The membership is steadily growing and there is no reason why anyone should hold back from participation in the workings of the association. The officers earnestly desire the co-operation of all who have the good of the industry at heart.

HOW THE PHONOGRAPH WAS INVENTED.

The story of how Mr. Edison came to invent the phonograph has been told many times and with many variations, and it may not, therefore, be without interest to relate exactly how the wonderful "talking machine" came into existence, says the Strand Magazine. Briefly, then, the invention of the phonograph was the result of pure reason based upon a very happy inspiration. In his early work with automatic telegraphs operating at high speeds, Mr. Edison had occasion to experiment with embossed strips impressed with dashes and dots thereon, which were moved rapidly beneath a stylus to vibrate

it. It was observed that this stylus in vibrating produced audible sounds. A small thing such as this would pass unnoticed by the ordinary observer as of no interest, but to a mind that is not only intensely alert but highly analytical it was regarded as a curious phenomenon. At this time Mr. Edison was actively working on his telephone experiments, so that his attention was largely absorbed by matters connected with acoustics. Simply as a matter of inspiration the idea of a talking machine occurred to Mr. Edison, and, remembering his experiences with the automatic telegraph transmitter, he concluded that, if the undulations on the strip could be given the proper form and arrangement, a diaphragm could be vibrated so as to reproduce any desired sounds.

The next step was to form the proper undulations in the strip, and the idea was then suggested to Mr. Edison's mind that these undulations could be produced by sounds themselves, which could then be reproduced. When this strip of material capable of being impressed by complete conception was reached the phonograph was produced. Obviously, the change from a sound waves to a cylinder, of such material of which the sound waves could be impressed in a spiral line was a refinement of the original conception which simply involved mechanical considerations. It is, therefore, rather an interesting fact that in the development of the phonograph the reproduction of the sound preceded the original production of the record.

Moving picture machines and films are becoming more popular each day, and dealers handling them are realizing what the manufacturers claim, that they are an ideal line for the talking machine trade.

HOW DO YOU ORDER DINNER?

☞ You don't eat half your meal in one Restaurant, because they serve that portion to your liking, and then the other half in another place.

YOU EAT IT IN ONE PLACE

☞ You patronize a Restaurant where they fill your entire order to your taste and give satisfactory service.

BLACKMAN DON'T RUN A RESTAURANT

☞ No,—but BLACKMAN fills orders for the most Hungry Dealers and serves them with EDISON and VICTOR goods as they want them assorted, and the service is the best.

☞ Will you continue making out two orders every time you need some EDISON and VICTOR goods, and wait for two shipments, pay two expressages, etc.

BE UP-TO-DATE, ORDER FROM BLACKMAN

☞ Blackman keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage.

☞ Send in an order NOW and depend on BLACKMAN for your holiday needs.

☞ There is NO WORRY on BLACKMAN'S part about "Making Good," and there will be none on your part after a TRIAL for "Satisfaction at Blackman's costs no more than Dissatisfaction elsewhere." Blackman's Competitors are the only ones worrying about him "Making Good."

I AM ACCUSED OF HAVING THE GOODS

Give Me a Fair Trial

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop. "THE WHITE BLACKMAN."

97 CHAMBERS STREET - - - NEW YORK

THE DEMAND

FOR HORNS AND
HORN SUPPORTS

of Highest Quality

Can Best Be Met

BY



"BAKED-ON"

AMPLIFYING HORNS

and

 HORN CRANES 

Write for a Description of our New Styles

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

TRADE NEWS FROM MILWAUKEE.

Ample Proof That It Pays to Advertise Is to Be Found by the Success of Those Who Practice It—Business Steadily Improving—How Lawrence McGreal Helps His Clients in Their Campaigns for New Business—National Phonograph Co. Establish Branch Office in Railway Exchange Building—Campbell Opens New Store—Retailers Report an Average Business for This Season of the Year.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 11, 1907.

"It pays to advertise," the modern proverb of business, has found favor in Milwaukee. Because "It pays to advertise" and they do advertise. Milwaukee talking machine dealers are doing good business at a time when trade in other lines is dull. Undaunted by the scarcity of currency and troubled conditions in the business world, dealers—jobbers, wholesalers and retailers—set out at the beginning of the trouble to create a market. Big "ads." in the daily newspapers and in magazines, well written, and well calculated to bring returns, have had their effect.

The Christmas season finds Milwaukee jobbers in an expectant mood—not over-confident, nor too optimistic—plugging away for dear life. They are going out after the business, and they are getting it. If hustling counts, here is where the dollars should stack up.

Easy payment plans are the rule. One dollar down and a dollar a month thereafter has been featured in the newspaper "ads." The result is that scores of high and low priced machines have been sold, where, if large payments were insisted upon, the sale would be lost.

Collections on the easy-payment sales are good, but the same does not hold good on other sales. Milwaukee dealers are finding it rather hard to make prompt collections. Yet this has not cast pessimism among them. They are "watching the East for a light to break," and after the first

of the new year better conditions are confidently expected.

An improvement in business is noted all along the line. Four or five weeks ago dealers were ready to drop everything and give up in disgust. Shortly afterward business began to pick up slowly and gradually, and the dealers covered up any "blues" they may have felt by giving out reports of good trade. They don't have to do that to-day. Business is really there. There was an object in covering up the gloomy side. Had they come out with dark reports there would no doubt have been a bad time for retailers. Thus trouble was averted and no one is the wiser.

A. E. Thomas, manager of the Milwaukee branch of the Columbia Phonograph Co., Grand avenue, says: "Business is better than it has been for some time. While collections are a bit slow, I can't complain. There seems to be a general revival and stimulation in trade, which I am glad to say we are sharing. I look for an excellent Christmas trade."

Lawrence McGreal, successor to McGreal Bros., Edison jobbers and Victor dealers, reports good business at both the home office here and at the Cincinnati branch, which he opened about five or six months ago. He is now busy in jumping from one chair to another, while a small army of workmen is remodeling the big five-story building at 172-174 Third street, leased by Mr. McGreal for his Milwaukee house, and the prospects are that it will not be ready for occupancy until January 1 at the earliest. Patrons are being taken care of in the same manner as usual, however, there being little actual inconvenience because of the rebuilding.

Mr. McGreal's plans for the new store indicate that he means to make it a model of its kind. All facilities known to the business world will be installed. He has something new in the line of exhibit rooms, record vaults, and stock rooms. Cozy rooms for customers are planned.

Mr. McGreal is a man who believes in advertising. He goes farther than that. He helps his clients in their campaigns for new business. He secured scores of agents in all parts of Wisconsin last spring by advertising, and he is now offering all of these men or firms aid in getting new business. His motive is, to be sure, no selfish one. He knows how, and he has no desire to keep all he knows to himself. Mr. McGreal's long experience in the talking machine line has shown him he says, many things of benefit to the man who buys and the man who sells.

December records, by means of liberal advertising, were eagerly taken by owners of machines. The financial stringency seems to have no effect on the sale of records. They are not considered a luxury, but almost a necessity, and the owner of a machine does not hesitate to put a few dollars into this form of amusements.

The National Phonograph Co., who have established a branch office in the Railway Exchange Building, reports progress in the introduction of its commercial phonograph. The use of these machines is becoming general in Wisconsin, and sales have been frequent. The commercial phonograph is now recognized as a valuable aid to business, and local court reporters are using them for transcribing testimony and other court records.

The retailers as a rule find business "only average." Prospects at the beginning of the holiday season, however, would inspire confidence. The Huseby Co., Grand avenue; George Eichholz, 1340 Fond du Lac avenue; Oscar Bach, 2202 Vliet street, and others report same conditions. They have laid in large stocks in anticipation of increased business and are now awaiting results.

George Campbell, for many years associated with McGreal Bros., and more recently with Lawrence McGreal, the successor, has opened a talking machine store at 326 Grove street, near National avenue, Milwaukee, and he will handle the Victor and Edison lines. Mr. Campbell is experienced in the talking machine lines, and he is welcomed into the fold by his fellow-dealers. His former employers join with them in wishing him success.

This Then

will inform you that our new issue of photographs of the Talking Machine artists, were ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

**The Channell Studio
for Photography,**
30 Harrison Street,
EAST ORANGE, N. J.

Better Needles

for all disc Talking Machines are not made than those I sell.

**New Customers
Every Day.**

The wearing quality of my needles gives them a selling value far ahead of any others.

They help to *show your machines at their best.*

Free Samples and Special Holiday PRICE - BREAK quotations to suit the TIMES mailed on request.

H. F. THOMPSON,

Talking Machine
Needle Manufacturer

346 Broadway, New York

U. S. A.



Cylinder Record Cabinet No. 123

Holds 150 Records

Full Quartered Oak, Golden finish, or Mahogany (solid Mahogany drawer fronts and tops). All four sides and top rubbed and polished.
Dimensions: Height, 32½ inches; width, 19½ inches; depth, 17½ inches; shipping weight, 85 lbs. crated.

Price \$16.00 List

If interested, ask for large catalog.

All Disc Cabinets equipped with two needle compartments and an index card for registering records. All Cylinder Record Cabinets equipped with substantial record pegs for keeping records in position. The illustrations show you samples; better write and get the complete catalog.

IMMEDIATE SHIPMENT.—Our extensive facilities enable us to carry a large stock, and to guarantee immediate shipment. Let us have your orders.

HUMPHREY BOOKCASE COMPANY, Detroit, Mich.

Better Cabinets at Popular Prices

That's exactly what you get in the Humphrey line of Record Cabinets. You cannot afford to overlook the financial and other advantages which come from selling goods of highest quality at no higher prices.

HUMPHREY Record Cabinets

embody a quality of finish and a fineness of workmanship that puts them in a class by themselves and makes them quick sellers. A glance tells you that they are practical—convenient—designed to meet the needs of talking machine users.

Our Handsome New Catalog

mailed free on request, shows all styles—for cylinder or disk records—mahogany or golden quarter sawed oak finishes—very low priced, medium priced and the finer stuff.



Disc Record Cabinet No. 104

Holds 252 12-inch Records

Quarter-sawed Oak, Golden finish or Mahogany (Genuine Mahogany front and back). Dimensions: Height, 32½ inches; width, 24 inches; depth, 19 inches. Shipping weight, 73 lbs. crated

Price \$23.00 List

COURAGE IS THE BEST ANTIDOTE

For Financial Panics Such as the Country Has Just Passed Through.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1907.

Edward C. Plume, philosopher and western wholesale manager for the Columbia Co., contributes the following anent the "situation."

"Courage must lead us in any great undertaking. How many men have thrown up their hands at a time when a little more effort—a little more patience—would have achieved success. If, instead of giving up to his fear, a man would persist in keeping prosperity in his mind, and assume an optimistic attitude, conducting his business in a systematic, far-sighted and economical manner, actual failure would be comparatively rare, for when a man loses courage and grip, he is not in a position to make the effort which is absolutely essential to carry him to victory.

"Level-headed, conservative business men throughout the country are more optimistic, and they say that business generally was never more satisfactory, the volume which has been done during the present year will greatly exceed that of last year, and that the demand for a better and higher class of talking machines, as well as other goods, is quite general. Collections are good, and the fall business promises to be as large as last year. Bank clearings, according to newspaper reports, show a marked increase over those of 1906, which in itself was an unusually large year in this respect. From all parts of the country come reports of prosperity, and that business, instead of decreasing, is expanding vigorously. But lack of courage stills initiative. Work done when one is suffering from a sense of foreboding or fear, has little value, strangling boldness, daring, and even individuality. The man who lives under a perpetual shadow of impending disaster, with the continual dread that something is going to happen to his busi-

ness, is in no condition to ward off a disaster which might otherwise have been turned into victory.

"What we most fear is always something that has not happened. It is not a reality, for it only exists in the imagination of the man who lacks the courage to say to himself and to his fellows: "There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose."

"Spasmodic disturbances are bound to come now and then, but future panics cannot last long. Business is too well organized throughout the country. The men of years ago are dwarfed in comparison with the men of to-day. Wisdom isn't bought; it comes with experience, and it has told us that courage and confidence will do more toward preventing so-called hard times and panics, such as we have just passed through, than any other force."

CANADIAN DEALERS APATHETIC.

Do Not Appreciate in a Fractical Way the Value of Publicity Inaugurated by the Berliner Gramophone Co., Which Is Similar to That Conducted by the Victor in This Country.

Canadian dealers do not seem to have shown a practical appreciation of the advertising being done by the Berliner Gram-o-phone Co., of Canada, in the dailies throughout the country, says the Canadian Music Trades Journal. It was expected that on the first of every month, as the advertisement of records appeared, it would be surrounded by the announcements of the various handlers of Berliner or Victor machines and records. In some instances this was the case, but in many cities and towns it was quite overlooked. Owing to this fact the following circular letter has been sent out to Berliner and Victor dealers: The large record advertisement which has been appearing in the leading papers in Canada for the past three mouths will not appear

in December, as it has been decided that it would be much more satisfactory at this season of the year to advertise the machines instead. As to the continuation of the record advertisements, we have decided not to insert these ads. again in places where the local dealer will not help the sale of records by advertising that he has them for sale. We have before us copy of a newspaper printed in Cleveland, O., wherein the Victor records were advertised on Sept. 28 last; the dealers in Victor goods in Cleveland filled the entire page, with the exception of one column of reading matter, thereby making seven solid columns of Victor advertising, and every dealer who advertised had the records for sale. The Canadian dealers do not seem to have taken advantage of this exceptional advertising opportunity as the dealers in the States, and, notwithstanding our continued advice and our many suggestions regarding this advertising, we have found it impossible to interest some dealers sufficiently to see the advisability of doing their share of the advertising. We have therefore concluded to discontinue the advertising of records in such places where the dealer will not advertise the records, as well as stock the monthly list, as we feel that it is simply money wasted in advertising in places where the dealers do not let the people of the town know where the records are sold or where they do advertise the records but do not have them in stock.

NO SETTLEMENT IN SIGHT.

Rumors of any kind of a settlement in the New York Phonograph Co. suit against the jobbers and dealers of New York State, are denied as absolutely without foundation by Vice-President Pelzer, who is the legal adviser at the National Co.'s New York headquarters. He characterized the report as absurd, no matter what "the other side" are saying with that end in view.

A merry Christmas to all our readers.

Now For Christmas

IN NEW ENGLAND there will be a good many talking machines purchased for Christmas presents, and we want to remind all of you talking machine dealers of New England that we can supply your demands quickly.

If you have any late orders from customers for something that you haven't in stock, remember we have the biggest line of talking machines and accessories to be found in New England. We job exclusively, and we can fit you out in anything which you desire in the talking machine trade, whether machines, records, horns, carrying cases, etc. You can turn to us and we can relieve your cares.

We can fill orders shortly after they are received so that you should not lose a single sale by reason of not having the goods in stock.

The Boston Cycle and Sundry Co. 48 Hanover Street BOSTON, MASS.

BOSTON'S BUDGET OF NEWS.

Holiday Trade Is Developing Much Better Than Expected—Grand Opera Records in Good Demand—Columbia Co.'s "Red Mill" Window—Manager Andrews' Optimistic Views—Iver Johnson & Co.'s New Building—The New Department of the Ditson Co. Attracts Increasing Custom—Jobbing Business Good with Osgood—Many Sales of Victors at Steinerts—The Zonophone Featured by Read & Read.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 10, 1907.

December finds the talking machine jobbers "up to their eyes" in filling orders, and the retailers doing a very good business, with the prospects excellent for a decided increase in volume of trade before the Christmas holidays.

Boston is a great field for the talking machine at this time of the year, for people buy a great many of them for Christmas presents, and now that the grand opera records are more easily obtainable by persons of moderate income, the demand for them has increased steadily.

The coming of the San Carlo Grand Opera Co. to Boston this month means a great deal to the Edison people, for Constantino, the Spanish tenor, whose voice is recorded on many of the Edison records, is the leading tenor with this company.

Wholesale Manager Chamberlain, of the Eastern Talking Machine Co., reports an unusual demand for grand opera records from dealers in nearby towns. Business has increased very materially at this company's store since the new elevator was installed and the additional floor space was opened to the public use. Even "Speedy," the porter, has taken a new lease of life and "get busy." The I. C. S. French and Spanish records are in good demand here, as the company are advertising them extensively.

At the Columbia Phonograph Co. the "Red Mill" window proved so good a drawing card that it was kept running much longer than is usual with a window display at this store. Retail Manager Blakeborough makes quite a specialty of his window displays here. He says he finds a perceptible jump in the volume of the day's business when he has an unusually novel arrangement of decorations in the windows.

"I think business this season is going to break the record, even if it has been just a little bit dull up to the present time," said Manager Andrews, of the Boston Cycle & Sundry Co., this week. "I find that the dealers out of town are very confident, and trade in town seems to be

brightening up, so that it is all reflected in orders to us. Our jobbing business has increased very materially within the past month, and the Christmas trade is now in sight."

Foundations have been laid for the new eight-story building of Iver Johnson & Co., and it will be ready for occupancy in the spring, so that the talking machine department will have the necessary space then to transact its growing business.

The fine new department under the charge of Manager Winkelman at the Oliver Ditson Co. has more than "made good" the past month, since it was opened. A big jump has been made in the volume of business within the past three weeks, and Mr. Winkelman's perpetual smile has visibly broadened. "I honestly believe," said he this week, "that the Victor machines and records are the greatest things that ever happened. I only wish I could get enough of them from the factory to supply all the people who want them. It shows what judicious and original advertising will do, when combined with the merits of the goods that are advertised."

At the C. E. Osgood Co. the jobbing department has made good progress and the retail room is doing good business. The plan adopted by the firm of giving the talking machine department the whole of one of its enormous windows for a display once in a while has worked to the vantage of the department in many ways. The window is so big that a fine display can be made.

At Read & Read's store business is reported as "seasonable." This firm make quite a feature of the Zonophone and do a big business on the medium-priced machines.

The Victor department of M. Steinert & Sons Co. is making the most of its limited space, and doing an excellent business. Doc. O'Neill, of the Victor force, was a caller at the store this week and carried off a big order for Victrolas.

OPEN MANY BRANCH STORES.

The Regina Co. Now Control Three Retail Establishments in New York in Addition to Their Headquarters at Broadway and Seventeenth Street—Divide \$8,000 in Cash Among Their Employees as a Mark of Appreciation.

Progress is the watchword of the Regina Co., as is indicated by their recent expansion in the retail department. In addition to their headquarters at Broadway and 17th street, branch retail stores have been opened within the last month at 3 West Forty-second street, 21 and 23 West Thirty-fourth street, and at 213 West 125th street, in the heart of the Harlem shopping district. The new stores were opened at a most opportune time to capture a large share of the holiday trade, and being under perfectly competent managers, should add greatly to the success of the company's business.

In order to show their appreciation to their employees of the share they had in building up the business of the company during the past year, the Regina Co., on November 23, distributed over \$8,000 cash among the various employees according to their position and length of service. The occasion of the distribution was a memorable one in the history of the company. A large room in the factory was decorated and arranged as a banquet hall, and upward of 225 people sat down to a bountiful repast as the guests of the company. After the dinner each employe was presented with a bank book showing to his credit his share of the profits. It was stated that the employees received about 50 per cent. of the amount the directors had reserved for themselves, a magnificent expression of appreciation.

The Lewis Hearing Tube Sound Controller

[PATENTS PENDING]

For all Disc and Cylinder Machines

Sells at Sight With Big Profit to You



Simple, Useful and Ornamental

By its use a person can enjoy absolute privacy without, being disturbed or annoying others. It improves the tone. Controls it. The sound at all times retains its natural timbre, as it does not produce any false noises. It will shunt the sound in the horn or hearing tubes or both at the same time, and can be used for recording as well as reproducing.

A Strictly New Device—Nothing Similar to it Ever Placed on the Market

Jobbers and Dealers will find this article for their own use for demonstrating records, superior to the so-called Sound Proof Rooms. No outfit complete without one. Be up-to-date and send in your trial order now.

Retail Price, complete with 6 feet of tubing and one V, and two ear tubes, \$5.00.

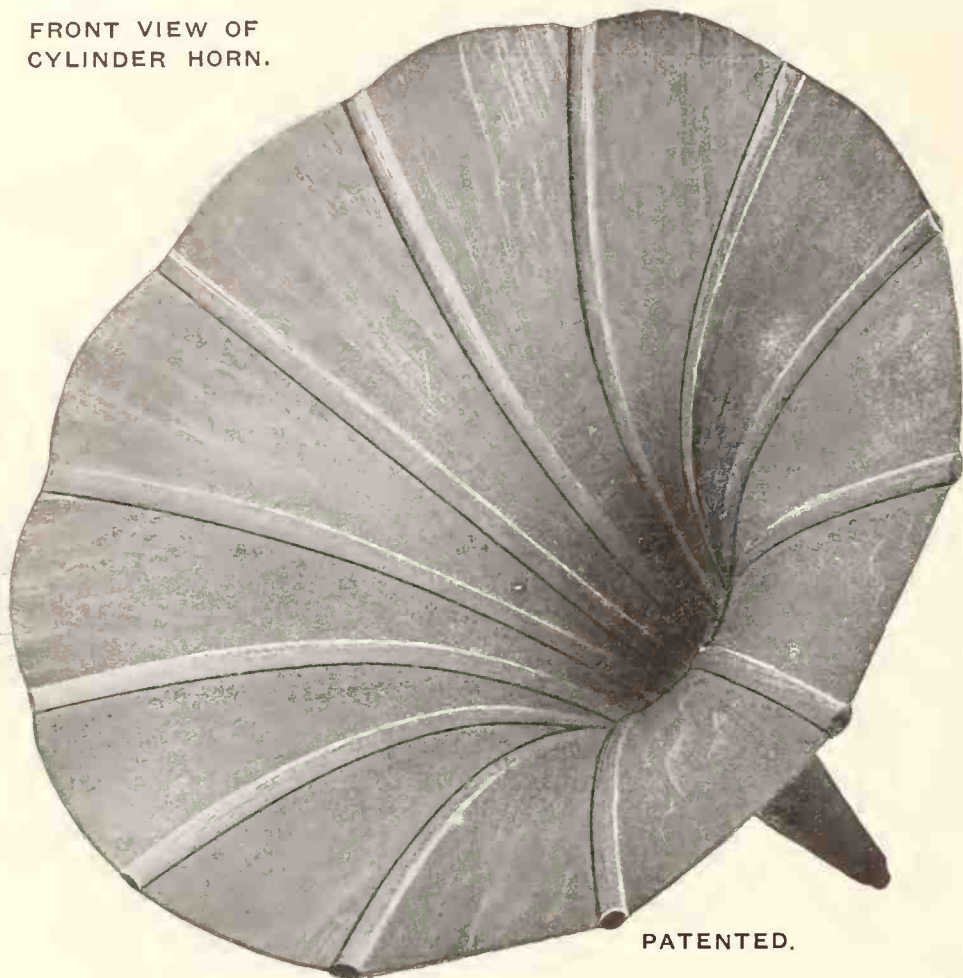
For further particulars address

NATHAN L. LEWIS (Mfg.) 149 East 117th St. NEW YORK



GENERAL PHONO

FRONT VIEW OF CYLINDER HORN.



PATENTED.

MADE ENTIRELY OF WOOD

Acoustically Perfect.
Construction and Design
Unequaled.
Tone and Volume Supreme.

It is conceded
that a Wooden Horn is the
Proper Means for
Amplifying Sound Reproduction.

A Comparative Test Will
Confirm this Opinion of Experts.

Structural Difficulties and
Prohibitive Cost Have
Been Overcome.

MEDIUM SIZE,
19 inch Bell,

Price, \$6.00

For Cylinder or Disc
Machines.



LARGE SIZE,
23 inch Bell,

Price, \$7.50

For Cylinder or Disc
Machines.

MADE ENTIRELY OF WOOD

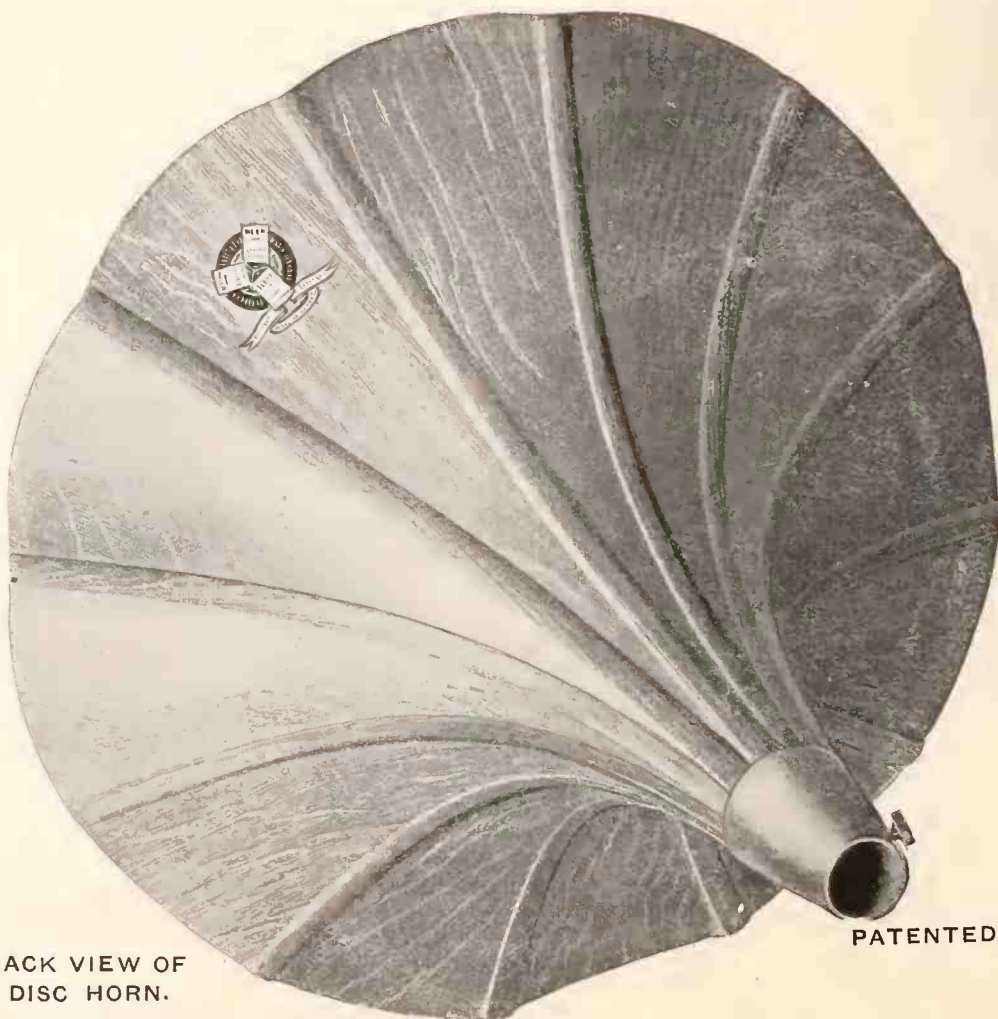
No Rattling or Foreign
Vibration Possible.

Finished

Genuine Quarter Sawed Golden
Oak and Genuine Mahogany
to Match Prevailing Finish of
Machine Cabinets.

General
Phonograph Supply
Company,

57 Warren Street,
NEW YORK CITY.



BACK VIEW OF
DISC HORN.

PATENTED.

GRAPH SUPPLY CO.



Patent Applied for
STYLE No. 111, OPEN.

Eureka
TRADE MARK

Patent Applied for

**Carton
Cabinet**

FOR

Cylinder Phonograph Records

A Perfect and Practical Method for Storing and Cataloging Cylinder Records

Protection and Accessibility Combined

The Merit of the Flannel Lined Cartons in which Records are sold, cannot be contradicted

They protect the delicate sound waves from damage and from the accumulation of foreign matter and reduce possibility of breakage to a minimum.

The Eureka Carton Cabinet is constructed to permit the use of these cartons for the precise purpose for which they are intended, viz.:

The Perfect Protection of Cylinder Phonograph Records

**Moderate in Price
Honest in Construction**

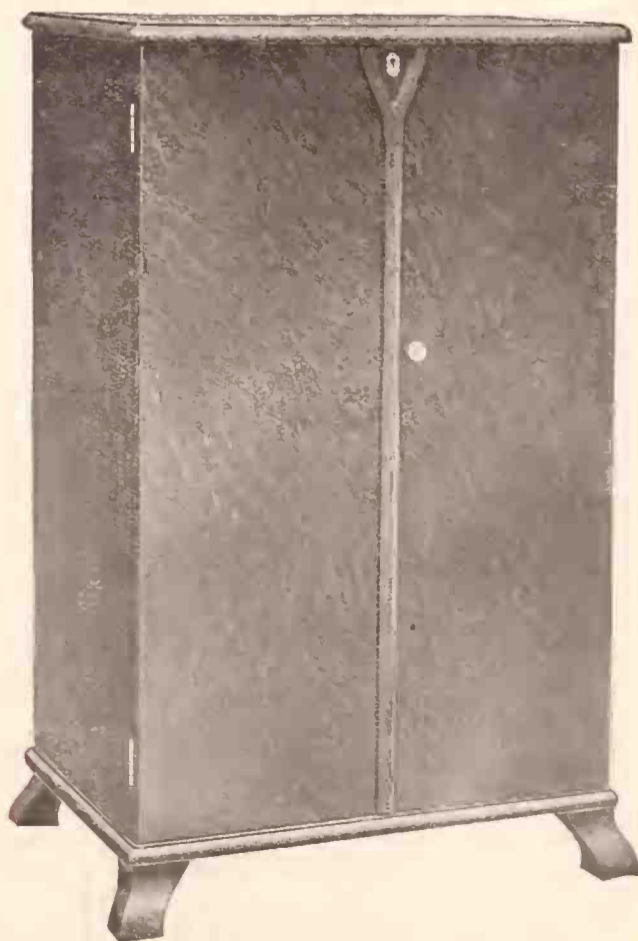
Capacity 150—210—252—294 Records
\$15.00 to \$25.00, Oak and Mahogany
Ready for Immediate Delivery

Liberal Discounts to Dealers and Jobbers
Send for Descriptive Literature

EUREKA ALPHABETICAL INDEXES
FURNISHED WITH ALL CABINETS

GENERAL PHONOGRAPH SUPPLY CO.

57 Warren Street - - NEW YORK CITY



STYLE No. 121, CLOSED

IMPORTANCE OF DRESS.

One of the Essentials That Never Fail to Help in the Talking Machine Business—This Does Not Mean Extravagance or Loud Dressing But Rather Neat, Attractive Apparel.

The old proverb that "clothes do not make the man" might have been all right in its original sense but it cannot be properly applied in the present-day business world. Clothes, good clothes, have carried many men to success who would long ago have fallen by the wayside had they not been saved by their neat appearance.

Good clothes are as great a necessity to the talking machine salesman as to men in any other line of business. With the growing appreciation of the talker by the better classes the matter of dress is becoming still more important, for while people in the lower social scale are impressed by a neatly attired salesman those of the higher class demand refinement in appearance of those with whom they deal.

Good dressing does not mean the wearing of waistcoats, cravats or hosiery of such loud hue that they drown the music of the records when demonstrating, nor yet a suit of lavender hue containing six-inch checks. As quietness and dignity of demeanor bespeak refinement so do the same qualities apply to clothes. The traveling men as a class are good dressers, for they have learned that by close attention to that detail they may obtain entre to presence of their prospective customers where no amount of smooth talking could have accomplished the result had their appearance not been impressive. And being impressed with the quiet dignity of the salesman the merchant is much more willing to listen to his little business talk. Why shouldn't this rule hold good in the retail end? It's worth while for it does not take long for small sales to grow into large totals, and a pleased customer helps boom the business by praising it to his friends. Be as comfortably shabby as you please out of sight, but when you're doing business look your best, for when you are looking

smart and successful, why, you're doing business all the time. You don't see it? Why should you wear your new suit to sell records in? Hasn't it struck you that customers prefer to be served by a smartly dressed person, and that they unconsciously gravitate towards the shop in which they are to be found? The old-fashioned tradesman may have had time to attract customers by his inherent qualities of mind, etc., but you've got no time for that sort of thing. You don't want a few customers to appreciate you for what you are. There's not a sufficient turnover in that direction. You've got to be too busy to know all your customers. Don't you think it better to have six hundred customers who judge you on your appearance than sixty who value you for your goodness of heart. So look smart and prosperous for the benefit of the six hundred. And a good heart isn't any the worse for beating against a new waistcoat.

LEGEND OF THE "LUCKY BUG" OR BRAZILIAN BEETLE.

In a far-off country, reached only by a long sea voyage from here, there has existed among its inhabitants (who were mostly Portuguese) since long before the time of their first emperor—Don Pedro—a superstition that in the years that a certain bug or beetle, which inhabited the dense forests along the shores of the Amazon river and its tributaries, and extending back to and up the sides of the mountains, are plentiful, the times will be good and its people healthy, prosperous and happy; but in the years that frequently happen when there are none of these bugs or beetles to be found in the forests, then these superstitious people predict all kinds of disasters, including "wars, pestilence and famine," is it at all strange that these beetles should be called "lucky bugs"?

Regarding superstition among the inhabitants of all nations, it is said none are free from the belief in certain charms, or hoodoos. Many of our own people believe that seeing the new moon over their right shoulder, or carrying in

their pocket the left hind foot of a rabbit, will bring them "good luck." On the other hand the sailors of all ports believe that the commencement of a voyage on Friday will bring disaster of some kind to the ship before it reaches its destination.

In this country (Brazil) the young man's first gift to his innamorata is a Brazilian beetle or "Lucky Bug," mounted in some form of jewelry or ornament, as a charm, which is believed to bring "good luck" to the wearer.

A TRUE TALE TERSELY TOLD.

Dull store,
Dim light;
Deserted floor
Day and night.

Business bad,
Debts oppress,
Boss sad,
Awful mess.

New lights
Various names,
Store bright,
Business gains.

Buyers come,
Busy store,
Things hum,
More and more.

Delighted boss,
Success in sight,
Lays it to
The better light.

THE GOSPEL WITH MOVING PICTURES.

The Rev. E. G. Zellars, pastor of the Spencer First Congregational Church, Worcester, Mass., has announced that the church had bought a costly moving picture machine and that he will use it at all the Sunday night services to illustrate his sermons.

TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

These are a few styles only. Write for complete catalogue and price list.

A Few of Our Distributors:

- M. STEINERT & SONS CO. - - - - - Boston, Mass.
- BLACKMAN TALKING MACHINE CO. - - - - - New York City
- R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
- J. W. JENKINS SONS CO. - - - - - Kansas City, Mo.
- McGREAL BROTHERS - - - - - Cincinnati, Milwaukee, Wis.
- H. J. DYER & BROS. - - - - - St. Paul, Minn.
- SHERMAN, CLAY & CO. - - - - - San Francisco, Cal.
- W. D. ANDREWS - - - - - Syracuse, N. Y.
- NEBRASKA CYCLE CO. - - - - - Omaha, Neb.
- ECLIPSE MUSIC CO. - - - - - Cleveland, Ohio
- EDISONIA CO. - - - - - Newark, N. J.
- E. F. DROOP & SONS - - - - - Washington, D. C. and Baltimore, Md.
- PERRY B. WHITSIT CO. - - - - - Columbus, Ohio
- METROPOLITAN TALKING MACHINE CO. - - - - - Jacksonville, Fla.
- J. V. SCHMILL - - - - - Mexico City, Mexico
- BERGSTROM MUSIC CO. - - - - - Honolulu, Hawaii

1855-1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM
WASHINGTON, D. C.



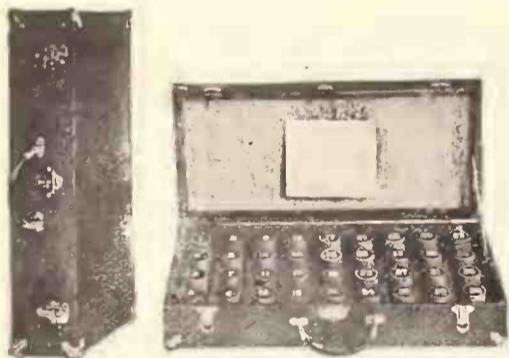
For 72 Records



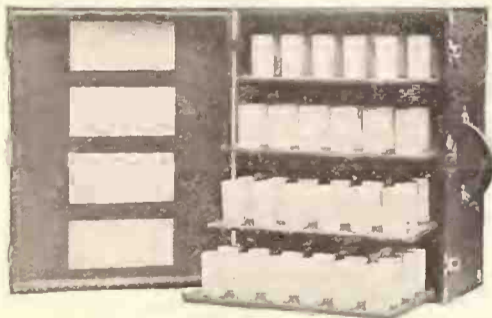
Made for Any Make and Number Machines



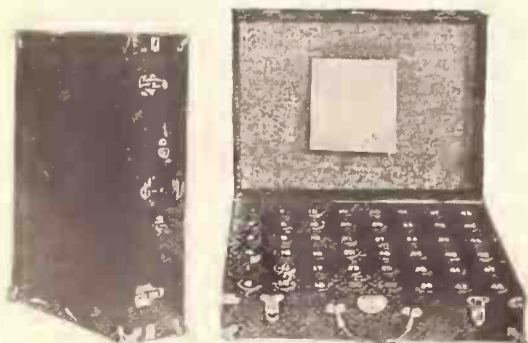
10 and 12 inch



For 36 Records



For 96 Records
Something New and Exclusive
With Us



For 48 Records

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Distinct Indications of Trade Progress the Past Month—Settlement of Railway Strike a Decided Help to Business—Great Demand for Ninepenny Records—Disc Record Trade Grows Larger—Christmas Titles Quite Numerous—New Volume on Thomas A. Edison in Great Demand—Poulsen, the Inventor of the Telephonograph, Now Working on Wireless Telegraphy—The World Complimented—Austria Increases Duty on Phonograph Records—Star Machines Selling Well—Visit of Swazi Chiefs Much Discussed—The Trade Situation Analyzed by the Governor of the National Bank of London—First Batch of Greek Records Received by Constantine Craies & Co.—The Possibilities of the Cinematograph Discussed—What a Run Around the Provincial Trade Reveals to the World Correspondent—Other Trade Notes.

(Special to The Talking Machine World.)

London, Eng., Dec. 5, 1907.

The past month has shown distinct indications of trade progress in the face of many drawbacks. And although it must be admitted that the season so far has not developed to the extent of even time last year, in view of the very unsettled conditions prevailing in quite a number of trades and professions throughout the country, our present prospects are particularly encouraging for December. Fortunately the threatened crisis in the cotton and railway industries, thanks to the mediation of the board of trade, have both terminated satisfactorily. Had this been otherwise—with all its consequences, it is not too much to say the talking machine industry would have suffered to quite a considerable extent. At the present moment, it is true, money is somewhat tight, but now that America has about swallowed all the gold it can conveniently handle, satiety is the outcome, and the world's money markets will soon return to more settled and normal conditions.

And now Mr. Dealer, you are preparing to make a good and attractive show for Christmas? Many dealers have already set out their windows in a manner well calculated to catch the Christmas buyers—to bring them right in, and to clinch a substantial sale. At this time a little extra outlay in publicity matter and local advertising is usually profitably spent if an average amount of care is displayed in getting up something striking, and dealers who do this will of a surety be well satisfied with the result.

From conversations with the various London cylinder record companies I am of opinion that the ninepenny record will quite outbalance sales of higher priced products even though lists are not perhaps of equal merit. I should not care

to venture an opinion as to whether or not a record showing such small profit to the manufacturer can weather the test of time, but I do say that the splendid quality offered is remarkable at the price.

Some good publicity in the daily press has lately emanated from the Edison Bell Co., and we should like to see a little more in this direction from other companies. The Columbia and Edison companies are well to the fore, but with other firms this sort of advertising does not seem so popular.

With the disc record firms business appears to be on a much sounder basis than is noticeable with tube records. And it becomes more apparent each day that the disc is the record of the future. This, of course, is not to imply that cylinders will gradually cease to be manufactured, but suggests that with nine out of ten converts to the talking machine, the disc will have preference. One factor to this end may be found in the fact that discs are more widely advertised than cylinders. The Imperial record, for instance, has been the center of some smart publicity schemes of late, and as a consequence Messrs. Gilbert Kimpton have the satisfaction of knowing that the popularity of their record will forever after be on the increase. By judicious advertising in the future they will maintain and strengthen this happy condition by reaching a wider circle of friends all the time.

Generally speaking it is noticeable that the various December lists in point of the quantity of Christmas titles are not quite up to last season's standard. Still some excellently appropriate selections are offered, and dealers should make the most of these at the right time. Other good titles should not be forgotten, as otherwise the retailer will find he is at a loss to rid his shelves of these during the after Christmas temporary quietness of business.

Premier Co. List Thirty New Selections.

The Premier Manufacturing Co., makers of the now famous Clarion cylinder record at ninepence, have listed over thirty excellent selections for the months of November and December. Many comprise special adaptations of a pleasing variety for Christmas enjoyment, from which it is manifest the company intend to build up a repertoire of exceptional merit. The Clarion record is proving remarkably popular among phonographists, as apart from the price, the quality is A1. Two most striking showcards have just been issued by the Premier Co. From an artistic point of view we should say these stand more than equal to the best, while the illustrations themselves are musically appropriate. Dealers would find these showcards an attractive addition to their showrooms.

Specially Designed Price Tickets.

Specially designed price-tickets are being put

out by the Columbia Phonograph Co. for their popular Regal, Regent, Jewel and Trump graphophones. The name and price of the respective instruments are strikingly presented, a distinctive color-effect being utilized for each type. These tickets will help to set off an artistic store or window display, and should, therefore, be secured by all dealers who are handling these selling lines.

Thomas A. Edison Much Discussed.

It has been estimated that if everything that has ever been written and published about Thomas Alva Edison were collected and republished in book form it would make a library of—possibly a thousand or more volumes. But there is always room for another book about Mr. Edison if it is good, and the latest, "Thomas Alva Edison; Sixty Years of an Inventor's Life," by F. B. Jones (Hodder & Stoughton, London), 6s. net, is perhaps the best. It is by no means an exhaustive "Life," but all the most striking facts of Mr. Edison's wonderful career are put before us with a wealth of anecdote and a conscientious striving after reality not easy of achievement in this case, where so many apocryphal stories had crept into being, and must be recognized and scotched before the author could give us a faithful presentment of the man as he is. It is a most fascinating book, and will undoubtedly be very much in demand.

Milan Branch's Proud Display.

The Milan branch of the Columbia Phonograph Co., General, has recently received a bronze shield in certification of the grand prize secured by the graphophone and Columbia records at the Milan International Exposition of last year. It is now displayed in the window of the Milan shop, where it is attracting much attention. The shield is a fine specimen of Italian art, and will serve as a gratifying record of the award. It represents an improvement on the diploma usually presented by exhibition authorities; we understand, indeed, that in this case, the shield is given in addition to a diploma.

Wireless Telephone.

From Copenhagen comes a report that Valdemar Poulsen is engaged in the completion of a wireless telephone station. In consequence of improved microphones and other apparatus telephoning without wires has already proved successful—even over quite long distances. Mr. Poulsen states that while every day brings further progress and experience he does not wish to begin wireless telegraphy and telephoning between Denmark and England or America until they are quite able to compete with the present cables. Mr. Poulsen claims that by his systems of using "undamped" waves, he can forward at least seven times as many words as Marconi's system of sparks. When Mr. Poulsen lectured

WE WANT YOU TO KNOW that

FAVORITE DISC RECORDS are "Right on Top"

For Quality, Material, Tone, Finish and Price. **NOTHING BETTER**

FAVORITE CONCERT Discs 10 in. Double-Sided 75 cents Retail **ROYAL FAVORITE Discs** 12 in. Single-Sided \$1.00 each

Great List of Latest Titles, Best Bands, Artistes of high repute. **MAGNIFICENT SOLOS, VIOLIN, CLARINETTE, PICCOLO, CORNET, BELLS, ETC.** FAVORITE Records are handled by **EVERY UP-TO-DATE DEALER** throughout Great Britain and the Continent, besides the Colonies.

We Want Every Dealer in the States to get in touch with us right away. With FAVORITE Records we do not ask ridiculous or exorbitant prices, but **GOOD GOODS AT LOW PRICES**

First Class Jobbers (Wholesale only) are requested to apply for vacant territory at once. (Lists free.)

The International Favorite Record Co., Ltd.

45 City Road, LONDON, E. C., ENGLAND (Wires: Vischerite, London) and 213 Deansgate, MANCHESTER, ENGLAND



IT IS

No Exaggeration

TO SAY THAT

Its
B
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Its
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THE WHITE Gold - Moulded Process.

The New System
Dr. Michaelis

RECORD

is the latest SUN in the PHONO FIRMAMENT.
Its brilliant rays will illumine the darkness of Winter, and bring light and pleasure into thousands of Homes.

Gold-moulded, played with SAPPHIRE or NEEDLE, 11 inch, double-sided

3/6 retail THE GENERAL PHONOGRAPH CO. LD. 3/6 retail
1, Worship. Street, Finsbury Square E.C.

WILL ASTONISH YOU

FROM OUR LONDON HEADQUARTERS—(Continued.)

in London last November he showed that his undamped waves produce vibrations so rapid as to compare with those of a tuning fork, as contrasted with the "explosion" of the ordinary wireless system.

Activity With the Columbia Co.

Notwithstanding the complaints from some quarters that the talking machine business is dull the experience of the Columbia people tells a very different story. The sales of this company during the last few months have far excelled all previous "bests," and the tide of prosperity continues to run strong. So great is the popularity of their new improved types of graphophones that orders come in as fast as the instruments can be turned out. The demand for Columbia records is on the same gratifying scale. Especially are the new double-face discs in great and growing favor.

Exports Into Canada.

United Kingdom imports into Canada increased by £2,300,000 in the first five months of the Canadian fiscal year. Dominion exports to the British Isles falling to £300,000.

United States imports into Canada increased by £3,150,000 and exports to the United States decreased by £250,000.

New Label Displayed.

A new label has been designed for the double-face disc series recently put on the market with such success by the Columbia Phonograph Co. The label is distinctive in character and readily recognizable by intending purchasers by its rich chocolate-colored ground, upon which the lettering in gilt shows up particularly well.

"Pinafore" Records Popular.

The Pinafore series of Sterling records appear to have reached a most successful sale. "It is very gratifying to us," said Mr. Manson, "to note the exceptional praise and welcome accorded to this issue, and I may say, orders from the colonies are particularly heavy, while every day brings repeats from the home trade." The twe-

tieth of December list of Sterling specials is full of choice pieces, including about a dozen special Christmas titles, which will no doubt be well sought after. The Russell Hunting Co. are always alert to any useful improvements to embody in their recording, and in this connection they claim, a distinct advance in volume production has been reached by a little invention of Mr. Hunting's, which, by increasing the power of the recorder, produces records of much greater volume, clear and full, without detriment to the musical quality. This is in evidence with the December selections, and dealers would do well in bringing these welcome items to the notice of their customers.

American Talking Machine Co. Busy.

Among the busy factors may be mentioned the American Talking Machine Co., of Tabernacle street, who are in the happy position of being satisfied with all things except perhaps the amount of statements ready for receipt. But then, money is scarce and collections slow in consequence. So reports Mr. Nottingham, who was too busy to say more. But does he want to?

Talkers for Christmas Trade.

Readers who would welcome hints for making the most of their talking machines this Christmas season—and that surely means practically all our readers—should not fail to apply to the Columbia Co. for the special list of Christmas programs they are issuing. The choicest seasonable selections are gathered into six happily arranged programs, three for disc users and three for cylinder users, the whole being presented in a neat folder, containing a few words of appropriate introduction, with a charming cover design suggestive of the same "good cheer" as are the varied contents of this Christmas publication.

Columbia Co. Honor the Kaiser.

On the occasion of the Kaiser's recent state visit to the city, the Columbia Co.'s premises in Oxford street, lay of course on the direct line of route of the procession. Their display of flags

contributed to the general gaiety of the thoroughfare, and the packed mass of sightseers in the neighborhood were regaled as they awaited the arrival of the procession with selections on a Columbia sound-magnifying graphophone, played from one of the upper windows, while appropriate national martial music from the same effective source greeted the approach of the Imperial carriage.

Well Satisfied With Results.

W. Lionel Sturdy, Esq., London, E. C.

Dear Sir—We have the pleasure to inform you that we think very highly of the results of our advertisement in your paper—The Talking Machine World. We have had several enquiries from many parts of the United States and the Dominion of Canada. Again expressing our satisfaction, we are, dear sir, faithfully yours,

THE INTERNATIONAL FAVORITE RECORD Co. LTD.,
ALBERT F. VISCHER.

Tariffs on Talking Machines.

In certain foreign countries our manufacturers' products are practically excluded from the market owing to the very high protective tariff which those countries have built up in support of home industries. While any and all classes of foreign cylinder or disc record manufacturers have free entry into the English markets owing to a non-existent duty, English record manufacturers besides having to put up with this competition on their own ground, either have to export at a ridiculously small profit on the two half-pennies for a penny basis or lay out capital in establishing suitable factories in those particular countries. Obviously this is a condition of affairs which needs remedying, and in this direction it behooves all talking machine men to plump for tariff reform whenever and wherever the opportunity arises to register a vote. Apropos of the foregoing it is interesting to learn that in view of the duty on phonograph records entering Austria having been increased from 24 to 124 kronens, the General Phonograph Co., of

The "KLINGSOR" Cabinet Disc Machine

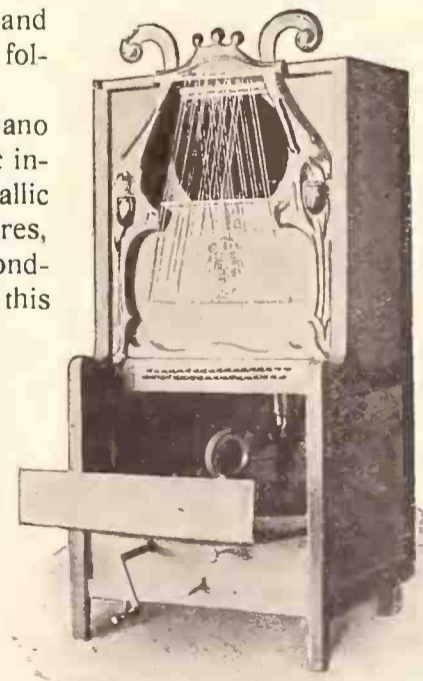


No. 250.

The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.



No. 135.

PRICES

No. 90	-	-	-	£6	6	0
135	-	-	-	10	10	0
165	-	-	-	12	12	0
250	-	-	-	18	18	0
340	-	-	-	29	8	0
450	-	-	-	42	0	0

H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET

OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL

Established 1854

Telegraphic Address: "LANGIUS, LONDON"

FROM OUR LONDON HEADQUARTERS—(Continued).

London, have lost no time in raising negotiations with their trade friends with a view to the erection of a manufacturing plant in Vienna. Mr. White further stated that their German factory has now been working nearly two months, and is giving the utmost satisfaction all around. The whole of the product from this plant is sold for a year to come, and the record, made on the same principle as the White gold-moulded record, will be sold on the continent under the title of the Echo, at the price of one mark. Questioned as to the agency which his company holds for the Hawthorne & Sheble Star machines, Mr. White spoke of a consignment of over two hundred machines which had already been sold, and in this direction prospects were distinctly encouraging. The last list of White gold-moulded cylinder records covers over a dozen titles by well-known artists, and their general good quality is well maintained.

Universal Co. Open Up.

The Universal Talking Machine Co. are a new firm established in this city. They factor Columbia, Favorite and Pathé machines and records, besides which they will issue All-British disc machines of superior quality, ranging from two to twelve guineas.

Swazi Chiefs Visit Gramophone.

The Swazi chiefs who are at present visiting London were not so surprised with what they saw as one would suppose. They like music. Soon after their arrival in England they bought a gramophone and a quantity of records and at every spare moment since they have brought it out and set it going. Last week they went to the Gramophone Co.'s offices to make a record themselves. Standing in a circle, with Chief J. Vila-kazi in the center, they recorded a message to the King, which was first recited in the soft and sibilant Swazi language, then translated as follows: "Hail, your Majesty! We, the members of the Swazi deputation, have come here to put before your Majesty protestations of our loyalty and affection from the whole Swazi nation and the Queen Regent." To complete the record they all together gave a Swazi cheer, "Bayete!" with a stamp of the foot.

Light from the Comic Journal.

Bacon—Are you doing anything to relieve the sufferings of your neighbors?

Egbert—Yes; I've just sold my phonograph!

Burglars at a Music Shop.

Francis, Day & Hunter, the music publishers, are the victims of the latest London burglary. Their premises in Charing Cross road were brok-

en into recently in a daring manner, and a sum of £100 in gold was taken from a safe, the back of which was ripped open. The thieves, who broke in through the roof, also ransacked the letter box which it is estimated contained between 300 and 400 letters, and it is impossible to say how many contained cheques or postal orders.

Possibilities of the Cinematograph!

Lecturing before the Royal Photographic Society, F. Martin Duncan said that before long it might be possible to secure cinematograph records of the changes undergone by the parasites in malarial fever. We can only express the hope that the records will not breathe too much of the reality of the thing!

New Discodeon Welcomed.

The introduction of a reasonably priced instrument which will give the correct speeds of the records has been justified by the welcome accorded to the new discodeon at £5 10s. The Odeon Co. report remarkable sales of this really fine instrument, and have received most glowing testimonials as to eminently satisfactory results which it gives. The speed indicator apparently was just what was required by those taking an intelligent interest in the talking machine.

McCormack and Caruso.

One of the organs of the music trade last month referred at some length to a criticism passed by a writer upon the fact that the young Irish tenor at Covent Garden, John McCormack, had been styled the "British Caruso." This critic took exception to the fact that anybody should associate Mr. McCormack with Caruso, and the musical journal gently but firmly points out that in at least five journals the names of Caruso and McCormack have been linked together, and therein by "five musical critics of repute." As the Odeon Co. have starred Mr. McCormack heavily as the "British Caruso," the foregoing is interesting to all as showing this claim to be well justified.

The Favorite Record Co.

Mr. Vischer, of the Favorite Record Co., says, and rightly too, that his product is gaining in popularity all the time. He denies that there is anything of a "boom" on and yet is sure the Favorite will be found a "boon" to all those dealers who have not yet written for terms of trading. The latest lists include special operatic selections (double-sided 3s.), for which already large orders have been placed. This list will also include a double pianoforte solo (really a duet played on separate instruments) which is perhaps a novelty of its kind. I have not the

JUST ISSUED

A MOST comprehensive trade price list of all the best Talking Machine Goods on the British market.

¶ We are up-to-date factors handling all makes of Records, Machines, Parts and Accessories, and are in a position to supply reasonably to any extent.

Write Us To-day.

American Talking Machine Co.
31 Tabernacle St. LONDON, ENGLAND

slightest hesitation in saying that the tone-quality of Favorite records is absolutely perfect, and to those who have not yet heard them, a revelation is in store. Dealers and the trade everywhere are invited to get into touch with the Favorite Co., 45 City Road, London, E. C.

New Cunarders and Mails.

In connection with the greatly increased speeds of the new Cunard liners Lusitania and Mauretania, representations have been made to the postal authorities with a view to re-arranging the despatch of the American mails so that letters may be posted at a later hour in this country and still reach America at the same time as now. It is pointed out that the Lusitania has been obliged to wait off Sandy Hook for several hours on Thursday night before proceeding into New York harbor at daylight on Friday. The suggestion is that some way should be devised of utilizing this delay by a later despatch of mails upon this side.

The postal authorities promise their close consideration of the matter, and it is to be trusted that some arrangement may be come to by which an "extension of time" in the despatch of the mails may be accomplished.

Homophone Double Sided Records.

Bernard Andres & Co. have just issued the December list of homophone ten-inch double-sided records, and I note several good Christmas titles are listed.

First Batch of Greek Records.

The first batch of Greek records have been received at the offices of Messrs. Constantine

“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.

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.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Craies & Co., and supplies are now ready for delivery to the trade. Substantial orders are already in hand. Maintaining that these records represent the finest voice-reproduction on the market, the company expect they will create an exceptionally good demand. In machines and records, Sidney Aldridge reports good business, and is well satisfied with the reception accorded their new line of Sheraton styles in disc machines, which style, by the way, is very much in vogue just now.

Fire at Cinematograph Factory.

The Hepworth cinematograph factory at Walton-on-Thames was the scene of a very disastrous fire last week. Very considerable damage was done, and worst of all one of the employes, a lad named Lane, through a reason unknown, was unable to escape with the result that he was burned to death.

Sir Felix Schuster Discusses Trade.

Sir Felix Schuster, governor of the Union Bank of London, in his presidential address to the Institute of Bankers, gave a grave warning of the signs of reaction in trade. Reviewing recent events in the money world, he claimed that our market had stood the test well. Apart from the crisis in America, the condition of affairs appeared to offer every ground for satisfaction. But the remarkable activity in trade and high prices for commodities such as have prevailed all over the world, he said, "cannot be without their effect. Working expenses have so increased that many were compelled to put all available profits into their business, or to sell investments, or to borrow heavily." We bankers on both sides of the Atlantic will do well to bear in mind that the too easy granting of credit to institutions and firms without sufficient working resources of their own is not rendering those institutions a good service. Continuing Sir Felix said: "Indications point to restriction rather than to expansion, not only in this country, but all over the world. A period of extraordinary activity is invariably followed by a reaction, and signs are not wanting that such a reaction is at hand. The development of trade has proceeded at somewhat too rapid a pace, and in consequence available capital has not been adequate to meet the demands made simultaneously from so many quarters."

Some Handsome Show Cards.

Some very effective showcards have been prepared by the Columbia Phonograph Co., General, for advertising their special repertoire of 12-inch disc records. The general design of the cards is an enlarged facsimile of that of the attractive cover of the company's catalog of 12-inch records. All who have seen this striking cover will remember that it presents the portrait of the famous Columbia artist, Miss Ruth Vincent, in a particularly striking setting secured by fine shading effects. In the window cards, however, a series arrangement is followed in regard to the portraits presented. Thus, on some of them, the portrait of Miss Vincent is featured; on others, that of David Bispham, and so on through the

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

list of principal contributors to the Columbia 12-inch repertoire. Dealers may secure these showcards, which are of artistic as well as advertising value, by applying to the Columbia people.

Records by Godfrey James.

The fine Columbia disc records made by Godfrey James, the "Singing Collier," should have a big sale, especially as particular interest will be aroused in town after town as Mr. James visits the local music hall in course of his engagements. To enable dealers to secure this good trade the Columbia people have issued a striking window bill, showing the full-length figure of the miner vocalist in his working clothes, with the pit shaft forming an appropriate background. Dealers will appreciate this attraction for their windows.

Mme. Thornton's Record.

Day after day, in the newspaper notices of the Royal Opera season, at Covent Garden, one sees the name of Madame Edna Thornton, the famous contralto, referred to as a fine artist. As many already know she has been secured by the makers of Odeon records to record exclusively for them, and this month sees the issue of her first record. One of the two selections is the sacred song, "God that Madest Earth and Heaven." This record (with "When All was Young," on the reverse—also a model of artistic treatment) is one that will be prized by all who possess it, and if Madame Thornton's future work even touches this standard, few will complain.

A Few Columbia Notes.

The Columbia people are making strong advertising use of two of the distinctive features of their disc graphophones—the needle-holding clip and the sound-regulating "Dolcer."

"The Host of Christmas Fare" is the happy motto which adorns the illustrated cover of the December supplement of Columbia records, and the figure of the snug family butler bearing on his tray the Columbia graphophone gives a

most taking pictorial presentation of the idea.

An enterprising Wisbech dealer, Mr. Rouse, of Lynn Road, recently rendered very acceptable help to a local church organ fund by furnishing an excellent musical program on a Columbia graphophone at a whist drive.

The Columbia "Regal" disc graphophone proved its acceptability as a versatile public entertainer at a grand concert held at the Aintree Institute on the ninth of November. The instrument was lent by the Manchester branch of the Columbia Co. A choice selection of records was rendered, and the graphophone shared the honors of the evening with such distinguished musical combinations as the Volkslied Quartet and the Liverpool Pageant Choir.

A "Stering" Acrostic.

In a recent number of the Sterling Recorder, issued by the Russell Hunting Co., of London, England, some live hints on salesmanship appear under the heading of "The Art of Selling," and a suggestive acrostic, reading as follows:

See that you have what your customers want
Talk to your customers with the confidence of one who knows.

Educate them to regard you as their dealer.
Remember that tastes differ and
Look to your records to see that they embrace all tastes.

Introduce new records as soon as they are issued.
Never let a customer go away dissatisfied, and
Go out after customers with steady advertising.

What He Called Him.

"Dad!"

"Yes, my son."

"A man that manages a balloon is called an aeronaut?"

"Yes, my boy."

"And a man who drives an automobile is called a chauffeur?"

"Yes, my boy."

"Well, what would you call a man who runs a phonograph?"

The Finest Example of Phonographic Art Yet Produced!

The New Process Long

"CLARION"

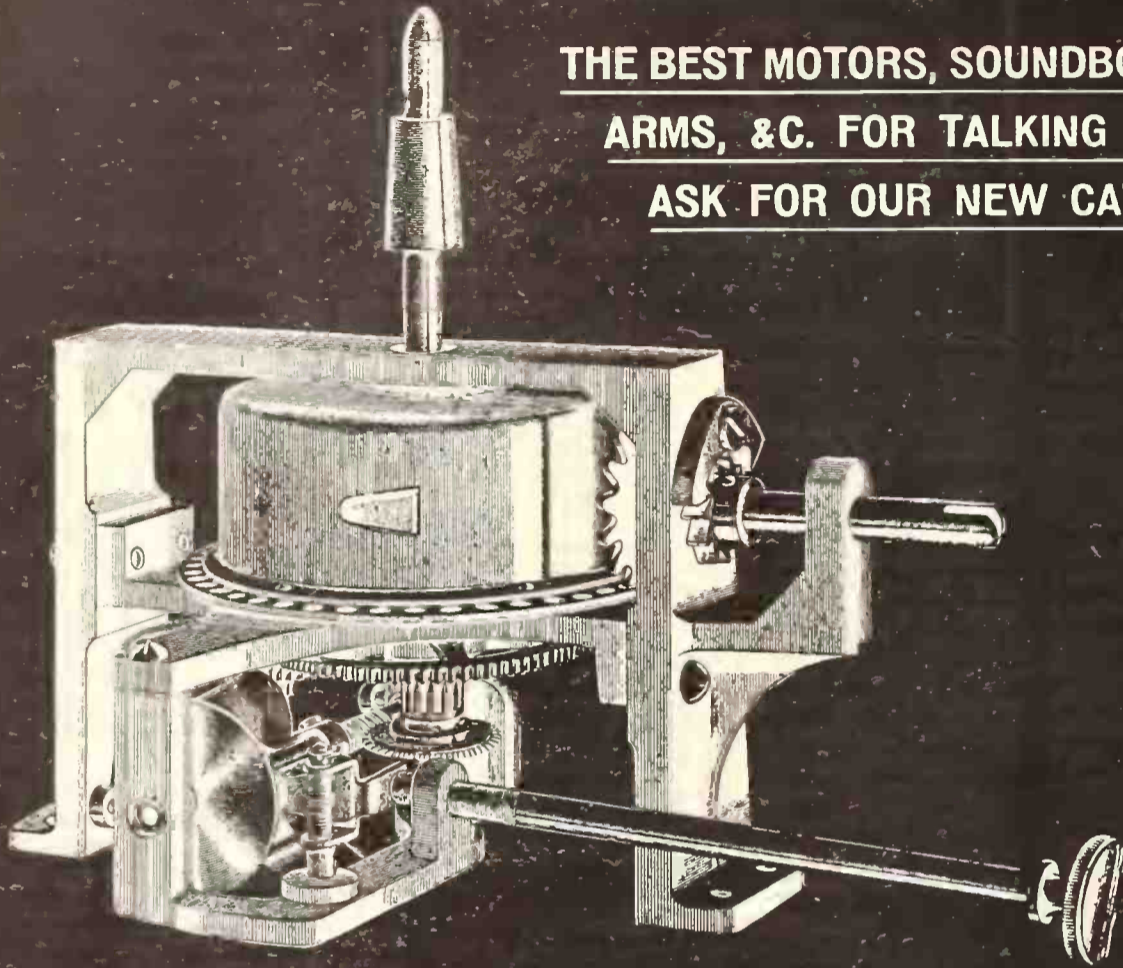
Gold Moulded Cylinder Record

Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U. S. A. with these records. Write us, the manufacturers.

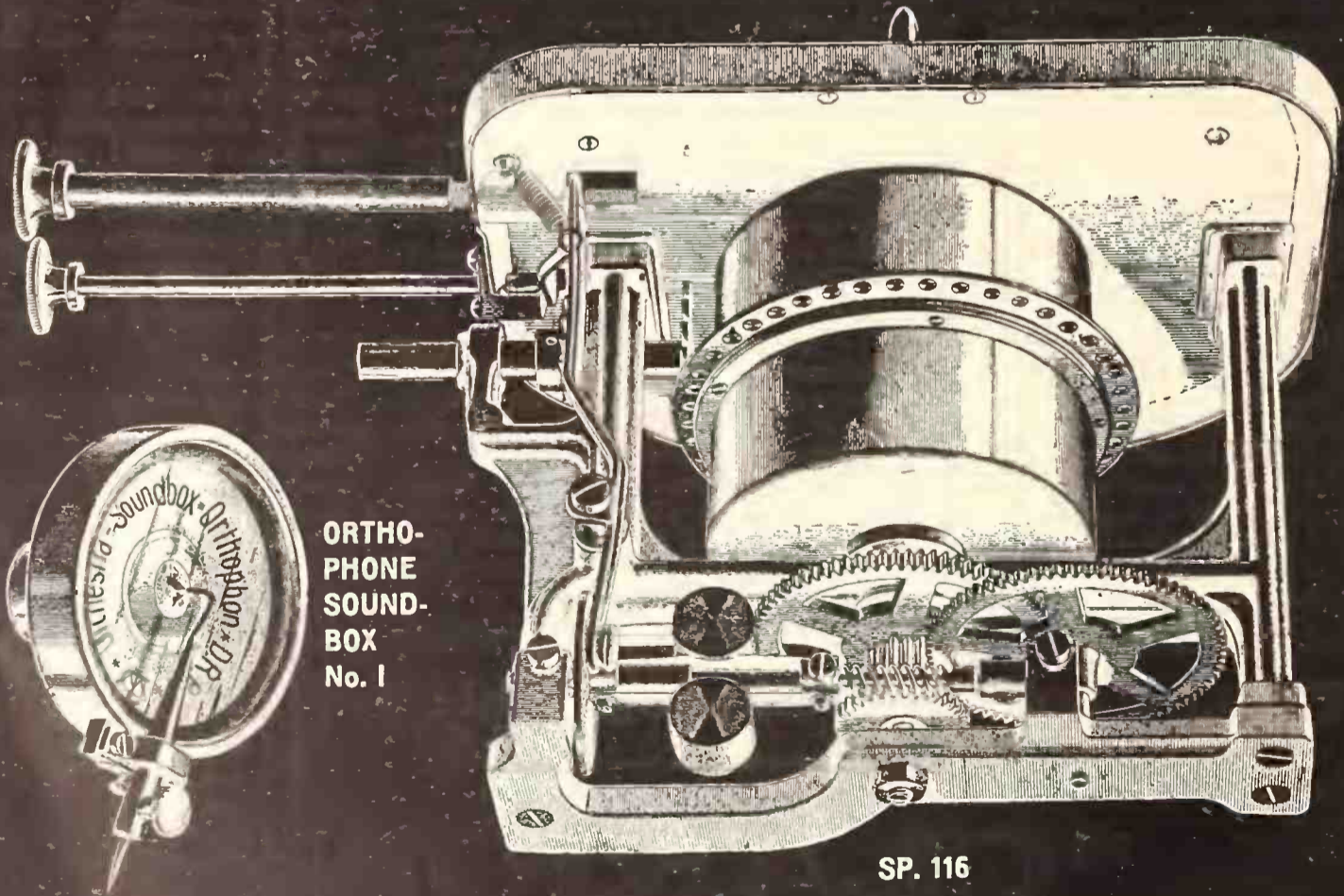
THE PREMIER MANUFACTURING CO., Ltd., 81 City Road, London, E. C., England

UNEQUALLED MANUFACTURE

THE BEST MOTORS, SOUNDBOXES, SOUND-
ARMS, &C. FOR TALKING MACHINES.
ASK FOR OUR NEW CATALOGUE



SP. 112



SP. 116

DEUTSCHE TELEPHONWERKE, L^{TD.}

DEPT.: TALKING MACHINES

BERLIN SO.33

FROM OUR LONDON HEADQUARTERS—(Continued.)

TRADE REPORTS FROM THE PROVINCES.

SOME LIVERPOOL NOTES.

Liverpool, Eng., Dec. 2, 1907.

Trade, generally speaking, has been pretty good since our last letter. The merchants and dealers here have exceptionally good shows, and report that the more expensive machines are now beginning to sell freely. As foretold in *The Talking Machine World* for October, overstocking in many cases has caused, and is causing, severe price cutting. The price cutters are not generally the respected music depots, but some firms of cycle agents, who handle talking machine and phono goods as a side line for a few months only. To show to what extent this is carried on, one of the firms here are advertising 10,000 titles of Edison, Edison-Bell, Sterling, Columbia and Pathe gold-molded cylinders at 7½d. (15 cents) each, as well as genuine gramophone needles at 6½d. (13 cents) per box of 200. Disc records are also being advertised at 10½d. (21 cents) each. The harm that this does to genuine talking machine dealers is irreparable, for it leads people to believe that fancy profits are the order of the day, whereas they are not.

Notwithstanding the various agreements in force in this country, it is evident that they are not strictly adhered to, or supplies are being obtained from sources that are not legitimate. We very much regret that this has commenced so early in the season, for it augurs bad for the later trade. We respectfully desire to call attention of the various manufacturers to this class of business, which should be stopped as speedily as possible.

Firms who handle talking machine and phono accessories, such as bicycle agents, and others whose interest in the trade only lasts two or three months, are in many cases giving up the phono business entirely. Many houses, who last season stocked these goods in considerable quantities, have this year decided not to handle them, and in their place have taken up footballs, air-guns, and other articles of a like nature, which, in our opinion, is more suitable than phono and talking machine goods.

We were pleased to learn during a chat with Mr. Ellis, of the Melograph Disc Co., of this city, that they were doing exceptionally well, and that they had not been able to keep pace with the orders for their disc records. Altogether, the Melograph Co. are booming their goods here very well.

LANCASHIRE, YORKSHIRE, AND CHESHIRE NOTES.

In the smaller towns, although largely populated, we hear exceptionally good news.

Messrs. Noble & Sons, of Altrincham, Cheshire, are the leading house in this district for talking

machine and phono goods. They handle nearly every good record on the market, both disc and cylinder, but make a special point of pushing Pathe discs principally, getting through an enormous quantity. Under the able guidance of Frank B. Noble their special talking machine department is making great strides. Very progressive and right up-to-date, this firm report exceptionally good business up to the present time, and anticipate the future with the greatest satisfaction.

In Warrington, Tom Boothroyd, the well-known musical agent, states business is waking up very well. Handling the best class of goods only, he has recently taken up "Favorite" records, and considers that there will be exceptionally large sales for these in the future in his neighborhood.

In Colne, Mr. Bradford does a nice business in talking machines, etc. He also complains severely of price-cutting by cycle agents and others in the town; otherwise, he has every reason to believe that the present season will be a good one.

In Manchester, the cry is, generally speaking, shortness of supplies. At all the leading houses buyers are waiting either for one thing or another. The factors who handle Pathe goods here cannot get sufficient, by any means.

The Columbia Co., we are informed, have been short of machines for two months past; otherwise, with them their trade has increased this last season to double that of 1906. Discs are still selling very well, and the trade appears to be generally dropping cylinders, with the exception of genuine Edisons. Owing to the reduced price, 1s., the other makers do not appear to be holding their own, by any means. Export trade is better altogether this month.

We understand the Manchester Corporation will, in all probability, give next season a continuance of gramophone recitals, as rendered lately by Mr. Gray, of this town, the latter ones being very successful.

At the recent gramophone concert here, given in the Free Trade Hall, the proceeds of which were to be given to the Lord Mayor of London's Cripple Fund, a sum of £94 was realized and handed over to this beneficent charity.

In Sheffield, phonographs and talking machines are handled in a variety of ways. In one instance a chemist is showing them by the side of proprietary articles, such as tooth powder, soaps, etc. In another case, phono and disc machines were shown in the same window as second-hand clothes. It is very much to be regretted that window dressing in this town is so exceptionally backward. With one or two exceptions Sheffield is, without doubt, the worst town in the north with regard to window dressing.

Mr. Hebden, of 125 Pinstone street, has practically the best show in the town. Clean, smart and up-to-date, he specializes upon gramophones and disc machines principally, as well as gramophone, Odeon, Zonophone and other disc records. He reports business as very good so far, but expects to do a much larger trade, in the next six months, than he did last year.

Messrs. Shingler & Co., of London road, are catering for disc and cylinder cabinets for the trade generally. From what we saw they are apparently very serviceable articles, selling at a reasonable price, and may be had in either oak, walnut or mahogany.

The Sheffield Phonograph Co., Cambridge Arcade, report business as very good both in discs and cylinders. D. P. Primrose also stated that he had a large number of inquiries for his record reviver. Handling a fairly comprehensive range of goods, this firm appear to be doing very well.

Looking in upon G. Gilbert & Co., the well-known horn manufacturers, we were informed that business, generally speaking, was good. They are wholesale agents for Edison, Columbia and Clarion cylinders, with a good range of machines, and concentrate their disc trade upon Columbias solely. The special line that Mr. Gilbert caters for is metal horns of various shapes and designs, for both cylinder and disc machines, the sizes ranging from 12 to 56 inches, with which they do a good trade.

FROM THE EMERALD ISLE.

Gramophone Co.'s Concert a Great Success—Bijou Grand Pleases—Disc Machines Gain in Popularity—Auxeto-Gramophone Heard in Public Recitals—Free Talker Concerts Help Trade in Belfast—Room for Larger and Louder Phonograph.

(Special to *The Talking Machine World*.)
Belfast, Ireland, Nov. 30, 1907.

The action of the Gramophone Co. in organizing a most successful concert at Albert Hall, London, in aid of the Lord Mayor's Cripples' Fund, is beyond all praise. More than 9,000 people attended the function, with the result that over £500 was raised for the fund. The traders of Belfast, and indeed all users of gramophones in the city and district, were delighted that such a substantial sum had been thus acquired for a most deserving charity. The Gramophone Co.'s most artistic souvenir of the concert has been mailed to your editor by Mr. Osborne, who feels sure he will be charmed with such a genuine work of art—a production of the printer's handicraft which has called forth the encomiums of many pressmen on this side of the Atlantic.

A new model of gramophone designated the "Bijou Grand," arrived in Belfast about the middle of November, and was sold by Edens Osborne within twenty-four hours at £35. It constitutes a charming piece of furniture capable of gracing the drawing-room of a palace. Its appearance

Apollo

Disc
Machines
and Sundries

Catalogue Sent on Application by the Manufacturers

Constantine Craies & Co.
101 Bunhill Row, London, Eng.

¶ We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

¶ We are the largest factors of the new Pathe 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

¶ We have one of the largest export houses in London, so know how to deal with your orders.

¶ Catalogues of all makes of machines and records sent on application.

¶ Apollo disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

¶ Types of Apollo machines range in price from £2.10.0 to £6.6.0.



FROM OUR EUROPEAN HEADQUARTERS—(Continued.)

is most attractive, but what is even more important it is the machine par excellence for home use.

His opinion of this new type of gramophone bears out the view expressed in his last notes to The Talking Machine World, namely, that disc instruments seem to be rapidly evolving whilst cylinder machines are—not exactly in statu quo—but in a *comodo* state. There is no disputing the fact that disc machines are gaining in popularity, and are more in demand than cylinder types; this state of affairs only intensifies the foregoing opinion as to the marked improvement in reproduction, etc., of the former.

The Auxeto-Gramophone still continues very much in evidence in Belfast, especially at the Saturday evening Ulster Hall organ recitals. During a recent visit of the Chief Secretary for Ireland to Belfast this world-famed instrument rendered twenty-eight items during the one and one-half hours which preceded the public meeting held to welcome him, and was accorded most enthusiastic applause by an audience numbering over 3,500.

At a *conversazione* held immediately after the new palatial Municipal Technical Institute was opened by the Lord Lieutenant of Ireland early in November, both gramophone and phonograph (lent for the occasion by Mr. Osborne) were used to demonstrate their suitability as teachers of modern languages, and it can be confidently stated that the machines excited the keenest interest, on account of the clear rendition of French lesson records, heard by crowds of visitors, who were loud in their eulogy of the perfect articulation of every word and syllable of the lessons.

As an example of the up-to-date nature of the Gramophone Co.'s advertising methods two free concerts were organized by them in Belfast, and were held on November 18. Applications for admission tickets amounted to treble the seating capacity of the Ulster Hall (one of the largest in Ireland). These functions were eminently successful, and as was intended by the said company, helped their Belfast dealers considerably to popularize their products.

Business in Edison machines has not been as extensive during present month as was anticipated, and though the sale of records has been satisfactory, it is somewhat disappointing to traders who were looking forward to an abnormally large output. It is hoped that December will be a record month, though your humble scribe does not feel very sanguine in this matter, general business being somewhat dull owing to a phenomenally high hawk rate.

When will there be put on the market a phonograph as loud and clear in the reproduction of songs, etc., as the Auxetophone? The latter instrument popularizes disc machines, and a mammoth phonograph would be equally efficacious in reviving the demand for cylinder talkers.

THOMAS EDENS OSBORNE.

TRADE CONDITIONS IN GERMANY.

The Talking Machine Trade as a Whole is Prosperous—Manufacturers Are Rushing Their Plants to Keep Up With the Demands—Beka Records Made in Almost Every Conceivable Language—The List an Endless One—Deutsche Telephonwerke Issue New Catalog Describing Their Complete List of Specialties—International Zonophon Co. Novelties—Talking Machine Trade Society Formed to Combat Price Cutting—Phonographic Fountain the Latest—Interesting Literature on the History of the Talking Machine—A Talk on Exports.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 30, 1907.

The talking machine trade throughout the country is at present in a most prosperous condition and the prospects are that it will remain so for an indefinite period. The various manufacturers are rushing their plants at capacity to keep up with the demand and several have found it necessary to build additions to their factories.

The Beka Record, G. m. b. H. of Berlin, who have what is said to be the largest catalog of international records ever compiled, are continually adding to their catalog and at the present time have records in nearly every known language now in use. The completeness of their list is illustrated in the fact that in Chinese alone they have records in six different dialects and in Hindustanee nine dialects. This company have branch houses in the principal cities in both Europe and Asia of both their recording and sales departments.

The products of the Deutsche Telephonwerke, Ltd., Berlin, are also in great demand, as their merits are appreciated by the trade. This concern are devoted to the manufacture of motors, soundboxes, soundarms, etc., for talking machines and have recently issued a new catalog illustrating and describing their complete line, including all the late additions. The motors made by this company are possessed of many exclusive features that strongly appeal to everyone in the trade who tries them.

The International Zonophon Co., M. b. H., are busily engaged in preparing their Christmas repertoire, which is now practically ready for the trade. One of the novelties offered in the new list is "Die Herzen von Berlin," which is one of the reigning successes at the Metropol Theatre.

A meeting of the Talking Machine Trade Society was held last month in order to discuss the best method for combating price cutting and other unfair forms of competition during the coming season. Several remedies were suggested, but the meeting adjourned without any of them being adopted.

Ernst Holzweissig Nachfolger, the well-known Leipzig firm, recently attracted the attention of the trade and the public with what might be described as a phonographic fountain. The contrivance was practically a combination of a talking machine, a fountain and an aquarium and was between seven and eight feet high. The contrivance attracted a great deal of attention especially from the younger element and a num-

ber of the machines were purchased by many of the leading restaurateurs as drawing cards.

At a meeting of the German Association of Mechanics and Optics, recently held in Frankfurt, Germany, a most interesting lecture was delivered upon the history of the talking machine from 1887 up to the present day. The lecturer said that last year one international gramophone company alone produced 15,000,000 plates and 200,000 instruments, aggregating 65,000,000 marks (mark = 23.8 cents) in value. Adding the output of the other smaller works manufacturing these articles in Germany, the total value of the production in 1906 would amount to 80,000,000 marks. "This branch of industry employs about 15,000 people," the lecturer continued. "The demands made on the capacity are sometimes heavy and pressing; thus, in one single week 10,000 plates representing popular airs of one new operetta were turned out and delivered. There are very few mechanics able to transfer the airs and melodies from the cylinders, and the artists whose rendition of the songs are thus mechanically fixed received high compensation."

The latest joke going the rounds in German talking machine circles is told as follows: "What's the difference between a phonograph



ROBINSON'S Reliabilities

Are The "REPROPHONE" Disc Talking Machines, "FAVORITE," "BEKA," "ZONO" and "ODEON" Discs

(All good numbers kept in stock)

The "MASTER" Ball Bearing SOUND BOX to suit all makes of Disc Machines. "Real Good"

NOTE.—I import direct via ship canal, buying the very best goods on cash lines. I sell to the dealers wholesale, but, *in addition*, do a large retail and export trade, packing and shipping to all parts of the world, with increasing trade and satisfactory results to buyer and seller alike.

I am prepared to consider

any propositions from manufacturers who desire a share of the business in the UNITED KINGDOM upon mutually advantageous lines, whereby


24 Years' Traveling Experience

on the road, with a large clientele, combined with Brains, Bustle and Business Ability

will bring grist to the mill on both sides.

If this interests YOU, just write fully

(Don't be afraid of an extra line or page)

 YOU MAY RELY UPON

Promptness, Energy and Straight Dealing. Best references I concentrate upon DISC and PHONO. GOODS entirely

"ROBINSON'S" The Talkeries
213 Deansgate

Established 1904

MANCHESTER, ENG.

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 REPROS., 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

It tells you all the best ways of increasing your business and of many novel plans to advertise. Last year it gave over two hundred of the smartest and most novel schemes.

Send 1s. by International Money Order for Sample Copy or \$2 per year.

"ADVERTISING"

The Smartest Magazine in Britain

Write to-day and get into touch with its fund of ideas. Publisher: "ADVERTISING," 101 Fleet St., London, Eng.

record and a Dutch simpleton?" "One's a hollow cylinder and the other a silly Hollander." How does that sound to you Americans?

Alb. Schön, the prominent Berlin house, who made extensive additions to their plant about a year ago, have had their business increase to such an extent since that time that further additions have been found necessary and the extra buildings will soon be in course of erection.

Herr Grosse (Charlottenburg) was fortunate enough to obtain records from Caruso, and arranged a Caruso evening, held in the Blüthnersaal last month. The program attracted a large and enthusiastic audience.

The various German talking machine houses doing an export business are equally interested with those in other industries, in the work of the commercial experts attached to the various consulates-general. With reference to the duties of such commercial experts, it is stated that it is intended that they should supplement the functions of consuls-general in a practical way. It is especially their duty to assist commercial agents sent abroad from Germany by practical advice, and to show them the proper way whereby to find a market for the products of German industries. They will also call attention to dangers which threaten German trade either through omissions of its own or through foreign competition, and to noteworthy innovations—as, for instance, the use of new raw materials and processes of working them, new inventions, improved working methods, and other valuable economical phases which exist in the district of the consulate-general. It is furthermore their duty to report on everything which might prove of interest to German industries or trade.

They have also to call the attention of foreign consumers to the products of German industries, the usual terms of sale, and the favorable transportation facilities. It is therefore the duty of these commercial experts to study all questions of a commercial technical nature and others of practical value for the promotion and extension of the exports of German manufacturers. It will be readily noted that these experts could render very valuable services to the German exporters. So far, however, it appears that the interested circles have not availed themselves of their services in a desirable degree, which is stated to be due to the fact that their existence is not yet sufficiently known.

The Phillips-Buttorff Mfg. Co., Nashville, Tenn., have recently taken on a line of talking machines. This department is under the management of C. H. D'Zevalos.

FREE SAMPLES Of Needles That Prove

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. No special attachments needed. Packed in RUST PROOF packages of 200. Price. 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

TEXAS A BUSY TRADE CENTER.

Interesting Budget of News from Houston—
Jobbers and Dealers Hustling and Getting
Results—Not Concerned About the Financial
Upheaval in the North.

(Special to The Talking Machine World.)

Houston, Tex., Dec. 9, 1907.

The talking machine trade of Texas is making good progress despite the financial tightness which has just recently struck this section. Three out of five dealers approached stated that there was no perceptible decrease in sales, and that in comparison with last year, same period, the sales were 25 per cent. ahead for 1907. The other two dealers consulted claimed that cash sales had decreased among their customers, which were of the higher class.

Alkemeyer's department store has added a line of phonographs and talking machines.

C. I. Hudson & Co., the big furniture installment house, have become Victor dealers. During their third week's sales it is said that they placed thirty-one machines.

Taylor Bros. have inaugurated the "dollar down, dollar a week" plan on Victors, but are holding the Edison at their old terms. Competition caused the change of attitude on Victors, but the Edison dealers are all standing pat for larger payments down and as yet not a single one has been known to accept less payment than \$5. Manager Baldwin, himself a former resident of Orange, N. J., is enthusiastic over the business.

Wilton & Co., who have been large dealers in Edison and Victor goods, have recently become jobbers of the Star machine. Their large holiday stock has just arrived.

C. N. Fisher, the oldest talking machine dealer in Houston, has made a snug fortune from the business and is about to retire and merely collect the revenue he gets from the large number of coin slot machines he has in operation.

Goggan Bros., Victor dealers here, have adopted the "dollar down" selling scheme.

General Manager Beekman has just made a thorough tour of Texas and established two jobbers and a large number of dealers for the Zonophone. Beginning January 1, the Universal put a regular traveling salesman in Texas.

I. M. Bame, formerly of Denver, but not representing the Victor Talking Machine Co., has been here for the past week, having completed a successful tour of the State, and reports accession of several new dealers to the Victor ranks. He is now going over the territory again, his house having cut out all except Texas and will keep him constantly in this field.

Houston's big jobbing house, the Texas Phonograph Co., the general manager states has not laid off a single employe or cut any salaries, although business is not quite as brisk as they had anticipated. Machine sales have fallen off, but record sales have increased. The gross sales for November were ahead of November, 1906. This company job Edison and Zonophone lines, and handle Victor as dealers. The corporate name is Texas Piano & Phonograph Co. H. M. Holleman is president; J. G. Tod, vice-president; W. G. Burchfield, treasurer and general manager. Four years ago, when this company was started by Holleman and Burchfield, neither of them knew much of the talking machine business, but they proved apt scholars and now know every feature of it. After a year's service, Mr. Burchfield gave up active work in the store, but retained an investment in the company. This threw all the detail work on Mr. Holleman for the ensuing two years. A few months ago Mr. Burchfield resumed his active work and has since been in charge. Mr. Holleman says he has just found the true meaning of being "president," by being able to take a long vacation in August and September, attend the jobbers' meeting in Buffalo, and a banquet, and have a good time generally, and never get a line or word of inquiry from the home office until he returned home greatly invigorated and refreshed.

General Manager Burchfield has employed C. M. Bryant, of Terre Haute, Ind., as manager of the piano department.

Wanted



Lists of Talking
Machine Dealers
here and abroad.

Describe fully,
giving number of
names and addresses,
States and
Countries in which
they are located.

Name lowest spot
cash price.

Address in Confidence

Talking Machine
Accessories Co., Ltd.,

108 Leonard Street
NEW YORK



TRADE MARK.

Remember 100 per cent. Value with every Shipment is Guaranteed

Remarkable success in the sale of these Records and great satisfaction expressed by all dealers who have handled *Indestructible* Records is the result.

¶ Read over our December List and send us a trial order of sufficient quantity to find out for yourselves that you are not up to date unless you carry a stock of these WONDERFUL RECORDS.

DECEMBER LIST

NUMBER

- 641 Collins—Much Obligated to You.
- 663 Bohemian Orchestra Pearla (Intermezzo).
- 664 Bohemian Orchestra, Waltz from "The Merry Widow."
- 665 Band—Stars and Stripes.
- 666 Band—Anvil Chorus.
- 667 Collins—Somebody's Been Around Here Since I've Been Gone.
- 668 Collins—Brigeta.
- 669 Harlan—Don't Worry.
- 670 Harlan—When She Loves You, and You Love Her.
- 671 Collins and Harlan—In Monkey Land.
- 672 Collins and Harlan—If the World Don't Treat You Right Come Home.
- 673 Porter—Thim Were the Happy Days.
- 674 Stanley—Asleep in the Deep.
- 675 Stanley—From Your Dear Heart to Mine.
- 676 Henry Burr—Holy City.
- 677 Henry Burr—Some Day When Dreams Come True.
- 678 Stanley and Burr—She's the Fairest Little Flower Dear Old Dixie Ever Grew.
- 679 Stanley and Burr The Flowers Outside the Cafe.
- 680 Trio—Three Rubes Seeing New York in an Automobile.
- 681 Jones and Murray, Duett—Smile, Smile, Smile.
- 682 Murray, Song—What's the Use.
- 683 Song, Jones—She Forgot to Bring Him Back.

The
Verdict
Is in
Our
Favor

Jobbers
and
Dealers
both
agree
Indestructible
Records
have not
an Equal

Have
You
Our
November
and
December
Lists?

Will
Never
Wear
Out.

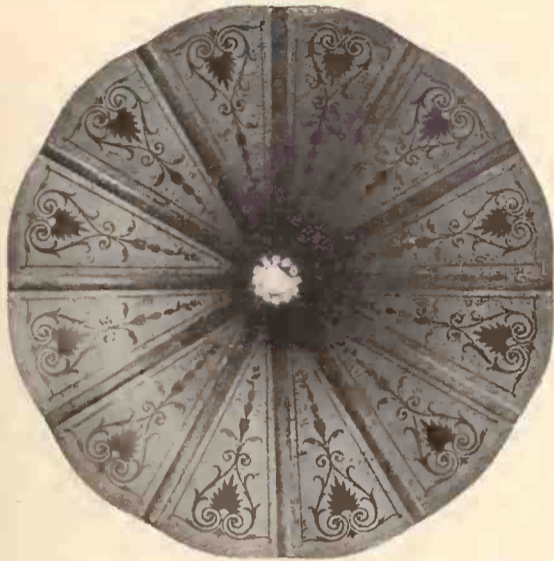
The Indestructible Phonographic Record Co.

226-236 Hamilton St.,
Albany, New York

SPECIALTIES MUCH IN FAVOR

Are Those Being Placed on the Market by the General Phonograph Supply Co. of New York—Their De Luxe "Truetone" Horn and Carton Cabinet Win a High Degree of Favor.

The formal announcement in last month's World of the General Phonograph Supply Co., 57 Warren street, New York City, has been followed by the receipt of many orders from every section of the country, and abroad, likewise, for their "Truetone" amplifying horns. In other



BELL OF DE LUXE "TRUETONE" AMPLIFYING HORN.

words, a quick appreciation has been shown this excellent line of goods in the most practical manner. The company have now added to their line a De Luxe "Truetone" horn, both patterns shown having mahogany backs, with the bells decorated in genuine marquetry, as depicted in the accompanying illustration. The designs are handsome and appropriate, and the effect elegant. One is marquetry mahogany and the other marquetry maple. They list at \$15, with the usual discount to the trade.

The carton cabinet is also a winner without a doubt. The company expected to have a full line out for the holiday season, but unavoidable delays have interfered with this consummation so devoutly wished. They are prepared, however, to fill orders promptly for cabinets and horns. The carton cabinet is only made so far in lower price goods, but they will soon have a higher grade in designs. Besides the General Phonograph

The Improved Card Printer



An automatic coin controlled device that prints your name on a card.

Two styles—5 cards 1c. 12 cards 5c.

Not an Untried Novelty but a machine supplying a public want.

Pays for itself in 3 months.

Send for full particulars.

THE CARD PRINTER CO.

79 East 130th Street
NEW YORK

Supply Co. are to have a number of other specialties that will stimulate trade, goods that are to be restricted as to price and protected so as to guarantee a fixed profit to the jobber and dealer.

CREDITS WELL SCRUTINIZED

Says General Manager Lyle in Forecasting Business Conditions—Excellent Reports from Columbia Branches—Good Christmas Trade Predicted.

George W. Lyle, general manager of the Columbia Phonograph Co., in a chat this week regarding business conditions in the talking machine industry, referred enthusiastically to an editorial which appeared in The Music Trade Review of December 7, in which manufacturers, jobbers and dealers were advised to seek quality rather than quantity sales just now.

Speaking for the Columbia company, he said that reports from all the offices showed a large increase in the amount of cash business done, and that he felt sure the financial flurry which had so upset conditions for a short time and threatened business in general was not an unmixed evil, but was likely to direct attention to the subject of credits more closely than ever before with a beneficial result all around.

Mr. Lyle said the prospects were excellent for a fine Christmas business. There was nothing to prompt the belief that there would be a marked shrinkage in trade next year except to the extent that the manufacturers and dealers would curtail it in a more careful scrutiny of credits, and as this could only result in placing the whole industry on a sounder basis we can face the new year with a feeling of thankfulness and renewed hope and belief in the permanence of a healthy demand for talking machines and records and continued growth of the industry.

VICTOR CO. BRING SUIT.

Suits have been instituted by the Victor Talking Machine Co. against the Hawthorne & Sheble Manufacturing Co., claiming infringement on the Berliner patent 534,543 relating to disc machines. Other patents alleged to be infringed cover hollow arm machines. Hawthorne & Sheble Co. in their answer to the bill of complaint deny the allegations set forth.

MUCH IN DEMAND DURING HOLIDAYS.

In a chat last week with J. Charles Groshut, sales manager and secretary of the Edwin A. Denham Co., New York, he spoke in a particularly enthusiastic way of their line of Premier talking machines, which are proving great sellers these holiday times. "The reports from dealers handling them," said Mr. Groshut, "are to the effect that the prospects are that there will be larger sales this Christmas than for many previous years. This may be due to the fact that the hard times have made people desire a cheaper machine; anyway I may safely say that they are getting a tremendous value, for the reproductive qualities of our instruments have come in for the highest praise from both dealers and purchasers."

Mr. Groshut also stated that in the recent action which they brought against the Ball-Finze Co., of Newark, O., for a bill of goods which they refused to pay for, has resulted after a jury trial, in a verdict in their favor.

The Sonora News Co., City of Mexico, Mexico, is managed by an American on the hustling Yankee plan. In addition to handling talking machines in a large way, they also act as general distributors for periodicals, newspapers, books, toys, etc., and occupy relatively the same position in the ancient Mexican capital as the American News Co. does in the United States.

An alleged new invention of Pittsburg, Pa., celebrity is the Marsoniphone, which is said to give the record "a more natural and less metallic tone." This title is dangerously near that of Marconi.

LEEDS & CATLIN NEWS.

E. F. Leeds, president of the Leeds & Catlin Co., New York, is divided as to whether he should go south with his family for the winter or spend the severe weather at Lakewood, N. J. Loring F. Leeds, general sales manager for the East, may go to Chicago before Christmas, and then the trip may be deferred until after the first of the year. Charles E. Brown, western sales manager, is now on the Pacific coast, where he will remain indefinitely.

STEVE PORTER AN INVENTOR.

In addition to cutting something of a figure as a monologist and quartet singer for the records, Steve Porter is also of an inventive turn of mind. His latest is totally outside of the trade, being a spiral hairpin, which Steve declares has "see that hump" skinned a mile. The application is now in the Patent Office, and the broad claims for this origination is said to place the inventor on the ground floor of potential wealth.

On Guard



DON'T carry your Records in a haphazard manner. The right system of carrying and displaying them means a big profit to you.

"The Heise System" of Wire Record Racks

solves the proper handling and selling of every kind of records.

Our new catalog shows a wide variety of styles and sizes carried in stock ready for immediate shipment.

Are you properly equipped to take advantage of the big holiday trade?

Take up the matter with your Jobber TO-DAY. He can supply you.

Syracuse Wire Works

Syracuse, New York, U. S. A.

Canadian Representatives
The R. S. WILLIAMS & SONS CO.
TORONTO AND WINNIPEG

TRADE NOTES FROM COLUMBUS.

Dealers Enjoying a Nice Business—Collections Poor—Other News.

(Special to The Talking Machine World.)

Columbus, O., Dec. 12, 1907.

Talking machine dealers in this vicinity are enjoying a very nice business, although it is not quite up to expectations. Merchants in other lines are complaining, however, and are all hoping for the "holiday shopping season" to open up as in former years. They figure that the rush is sure to come very soon.

Perry B. Whitsit Co., through Perry B. Whitsit, state that business was brisk during November. Mr. Whitsit also took occasion to say that he never knew of collections being harder than at the present time.

J. F. Bowers, of Lyon & Healy, Chicago, and president of the National Talking Machine Jobbers' Association, spent November 24 in Columbus, the guest of Perry B. Whitsit, secretary of the association. A great many matters of importance to the trade were talked over.

W. H. Snyder, Edison and Victor dealer, reports a number of sales the past month. Like other dealers, though, he is expecting things to brighten up considerably during the next two weeks.

Among the talking machine men who spent Thanksgiving at their homes in this city were F. L. Fritchey, representative of the National Phonograph Co., in Michigan and Indiana, and S. Shirley, with Powers & Henry, Pittsburg.

The Buckeye Talking Machine Co., who operate stores in five cities in Ohio, Columbus being one of them, are well pleased with the business done so far, and are anticipating an increase in the next month.

Henry Goldsmith, piano dealer, probably the first man who ever handled the Edison line in this city, and who sold out his entire talking machine business in June, 1902, is certainly to be numbered among those who now believe the business is in its infancy. He placed his order this week with the Perry B. Whitsit Co. for full lines of Edison and Victor goods. Mr. Goldsmith is frank enough to admit that he made a mistake in ever disposing of his stock of "talkers."

The Columbus Piano Co. are doing a nice business with talking machines. They are jobbers of Columbia goods and dealers in Edison and Victor.

PREPARING EFFECTIVE COPY.

Some Pointers for Dealers Who Prepare Advertisements for the Local Papers.

Many talking machine dealers who are writing the advertising copy for the first time, and in fact a number of those who have had considerable experience in that line, are frequently at a loss as to the proper way to proceed in order to get the best results or how to lay the matter in the most attractive way. A partial solution of the adwriting problem was found in an article recently contributed by a practical advertising to "Brains." The subject was, "How to Write a Headline," and read in part as follows:

"Why don't you give the writing of introductory lines more consideration? You consider carefully every point that you are to bring out in each item. Then why not spend more time on the introduction? The introduction is really the key to the advertisement, and should give the motive and purpose of each advertisement. If any sort of a special sale is being conducted, it should give the reason for this sale and tell it in an interesting manner. If it's a regular daily announcement, the introductory gives the ad. writer an opportunity of saying something about the store's every-day life; about its policy, its methods of doing business, etc. The introduction is often the turning point. Many times

PRACTICAL MAN WANTS POSITION

Can you use the services of a practical man who understands the mixing of a composition as good as any in the market, and the pressing of disc records? Can erect up-to-date pressing plant and take charge. No objection to leaving for foreign country, if required. Address "EXPERT," care The Talking Machine World, 1 Madison Avenue, New York.

a casual perusal persuades the reader to investigate further. Many times the introduction secures the confidence of a reader. And confidence has much to do with making sales.

"If you can build your introduction to include some of the following principles, it cannot fail to develop the business of your store and make your publicity campaign more successful. First, make it interesting. Develop a style that will catch and hold the reader's attention. Second, make it creative of confidence in your store. Give it a tone of good-will. Third, make it brief. Don't try to give the entire history of your store in one announcement. Don't tire out the reader with long-winded statements. Cut out all superfluous "hot air." Don't use big words. Fourth, have these lines set so that they can be easily read. Imagine yourself trying to read twelve or fifteen lines of 10 point type set the entire width of two pages. Imagine a reader's state of mind on arriving at the end of the fifth line while hunting around for the beginning of the next one.

"There is just one method of reading such an introduction: to put the paper on a take and take a yard-stick to follow the lines. Most people don't happen to have a yard-stick handy, so your ad. doesn't get read. Try shortening up the lines considerably. Experiment on an introduction four or five columns wide, and see how much better you like the effect. Set the lines in larger type. To sum up the whole matter, make it easy for people to comprehend. A whole lot of matters in this world depend upon how easily they are settled. Whether you are a man or a woman, consider how many times a day you adopt one plan in preference to another because it is easier, although the other may offer equal advantages. An ad writer has accomplished considerable when he has persuaded people to read his announcements. He certainly hasn't accomplished anything if people do not read them. Therefore make it easy and they'll read."

J. J. WILLIAMS MARRIED.

John J. Williams, one of the hustlers in selling commercial graphophones in New York City, was married on November 24 to Lottie Mabel Purvis, of the same place. A brief wedding journey to Atlantic City, N. J., was taken by Mr. and Mrs. Williams. They will reside in apartments on West 144th street. The World offers congratulations.

The talking machine department of Chas. H. Ditson & Co., exclusive distributors, New York, has been increasing its wholesale business rapidly. Their sales to dealers are growing.

CREATION OF PRESTIGE.

One of the Aims in Advertising Which the Adman Should Never Overlook.

Selling goods, through the primary, should not be the sole aim of advertising. Equally important is the establishment of prestige. In one sense, indeed, it is more important, seeing that, if prestige be gained and maintained, sales will follow.

Realizing this, there are those whose aims in advertising are very simple—"elemental," some would say. One of these is to familiarize the public with a name; the other, to make it one to conjure with.

But is it true that such aims are crude? Should enhancement of prestige be considered secondary and subsidiary to making sales? Or should a general and prospective good be sacrificed to a specific and immediate gain?

With prestige, what, within the pale of possibility, cannot be accomplished? Without it, how rough the road and hard the sledding!

To the writer it's an open question whether one-half the newspaper space monopolized these days by leading departmentists in our large cities would be necessary, even warranted, were it not for dubious character or entire absence of prestige.

Yet examine the ads. in any of our large cities and what do you find? Self-presented bouquets as to bigness of stores, completeness of stocks, superlativeness of qualities and up-to-dateness of methods.

These boasts are true or not true. If true, the alleged conditions are apparent, thereby rendering iteration and reiteration unnecessary; if not true, the public—for the most part observant and discriminating—will detect the overdrafts and, thereafter, be inclined to deduct from subsequent statements from the same source a liberal discount.

Prestige is not to be gained by protestation—but by performance. No firm's fair name and fame were ever built up by words, however well chosen or cleverly combined, but by deeds, and deeds of the right kind.

VICTOR RAPKE'S LUCKY THIRTEEN.

On Friday, December 13, at thirteen minutes of ten o'clock a. m., Victor H. Rapke, who lacks one of having thirteen letters in his name, called up The World to say he discovered he had received thirteen checks—"all from good people in the trade"—for depositing. Victor also calculated on meeting thirteen dealers and jobbers before the day became history.



No. 77 Disc Cabinet

MR. JOBBER

Place your orders for Record Cabinets for next year where you will get the *prices* and *prompt shipments*. We keep a large stock on hand at all times and will give you the service you have been looking for.

REMEMBER—Not How Cheap—
But How Good.

See Our Exhibits in January

NEW YORK:
FURNITURE EXPOSITION BUILDING

CHICAGO: Manufacturers' Exhibition Building, 1319 Michigan Avenue

The Cady Cabinet Company

No. Lansing, Mich.

TIMELY TALKS ON TIMELY TOPICS.

A question of more than ordinary moment is the accumulation of records in the hands of jobbers and dealers. The latter claim they have been compelled in times past, where a state of congestion on orders existed at the factories, to "go it blind" in buying. Naturally this claim has been something of a haphazard proceeding, and instead of having an active, quick-moving stock, they found themselves possessed of a quantity of "dead ones." Now, how to reduce this trouble to the smallest proportions is a problem engaging the attention of the trade, and of which no practical solution has yet been offered. Opinions and so-called "views" are plentiful, no two being alike. It is to be expected that differences must necessarily exist, and probably the record manufacturers and representative jobbers of the country will get together on this subject, as they have on other matters in dispute, settling them to the entire satisfaction of both.

The manufacturers argue that in offering the exchange proposition the evil of a surpluse of records is lessened. It is contended that when this product is bought it should stay sold, and not be turned back on their hands. For example, the National Phonograph Co.'s latest exchange has resulted in having 2,500,000 records sent back to the factory, valued at about \$300,000. This is no small amount, and goes to prove that the question of this accumulation of records is deserving of more than cursory attention. Elsewhere is published an interview with Edward N. Burns, vice-president of the American Graphophone Co., well worth careful reading. He believes the list of monthly selections is altogether too long, but also makes a strong point of the dealers neglecting to push the sale of any but the latest records. He points out that a real, live, progressive dealer should not overlook the excellent numbers in the regular catalogs of the manufacturers, especially when these titles, if properly exploited, would keep the entire stock in a state of activity, rather than in one of comparative dormancy. The blame for slow sales may be ascribed in no small measure to a lack of energy and enterprise on the part of not a few dealers. The manufacturers may yet establish a yearly exchange, which would always be a relief, but so far no official announcement from any of the companies has been made.

Naturally with the aggressive trade inseparable from the talking machine business, novel propositions inevitably appear. Among others is the idea that dealers should look after the uses to which the machines are applied. Not in a public way, of course, but with private owners. It has been suggested that dealers should follow up each machine sold, and in the event of its neglectful use, so to speak, whether from lack of repair, proper adjustment, or indifference, some investigation should follow to remedy the seeming falling off on sales of records. The executive committee of the National Association of Talking Machine Jobbers at their meeting in Pittsburg, Pa., on the 8th inst., proposed a novel way to surmount the difficulty of accumulating dead stock. In the first place it is proposed that owners of machines who possibly may have gotten weary of their machine, so to speak, for reasons that repairing or adjustment were necessary, should be looked after. Secondly, machines in a home may be improperly placed and therefore the full pleasure of the outfit cannot be enjoyed. Thirdly, the records are not properly filed or looked after in a way that would make them easy of access. In other words, 70 per cent. of the talking machines distributed are said to be dormant, and what remains to have them placed in an active state is a little more attention on the part of the dealers who have sold machines and then forgotten all about the transaction. The excuse offered is that this means "a big job,"

but its probable benefit should be readily realized. More detail work, to be sure, but the sale of records would be measurably increased.

When a receiver was recently appointed to take charge of a financially embarrassed concern of some importance, his name was apparently unknown to the public. To satisfy the doubting Thomases of his ability and to reveal his identity as a fit person to manage the affairs of the company in trouble, he announced that in "1901 I acted as receiver for the National Gramophone Co." This is one of the defunct bodies whose name has been almost forgotten, and belongs in the limbo of litigation; but that reference was sufficient, it seems, and the court handed over the "soft snap" without a moment's hesitation.

Contrary to expectations the Hon. Frank D. Currier, of Vermont, chairman of the Patents Committee of the House of Representatives, a position he will retain in the present Congress, introduced a copyright bill on the day of the first session, namely, Dec. 2. Over 10,000 bills, dealing with every subject under the sun, almost, were handed in by their presumably proud authors, or "by request," and in this vast grist the proposed new copyright act appeared. Chairman Currier reiterates the position he occupied in the last Congress on the exemption of talking machine records and matrices from the prohibitive sections of the bill, only he is more specific now, and distinctly provides that the reproduction of sound waves of a musical composition shall not be included in copyright ownership.

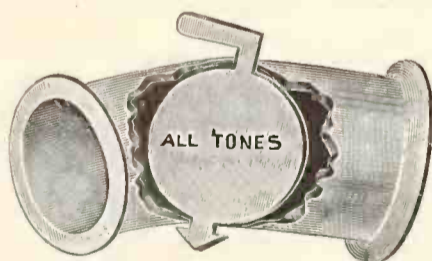
The bitterness displayed in foreign quarters when operations, or rather intentions to invade the American market with infringing devices are summarily checked by the patent laws of the United States, is not to be wondered at. The owners of the inventions that have made the American talking machine admired and sought after in all parts of the civilized globe would naturally lead to the manufacturing of base imitations. Such goods sell readily enough abroad, unless they run up against the real article, and then their career is of subsequent brevity. Now and then a European maker essays to market a product here which is so clearly an infringement of patent rights that it

is a wonder the attempt was ever made. So long as the patent is interpreted by the courts and its measure of protection is defined under the law, for that period the restrictions can be none other than binding and prohibitive. Certainly the reaping of a golden harvest in the way of a profitable business will continue to arouse the cupidity and envy of many men. That is human nature. Until the patents in question expire by limitation or are declared invalid by judicial decree, hands must be kept off of other people's property or there will be trouble and vexation of spirit. This truth should be so well known as not to need repetition in The World.

Liberal advertising in the best magazines and newspapers of the country has characterized the publicity campaign during the past year on the part of the great machine and record manufacturers. Not only has the appropriation for this purpose been materially augmented, but the quality, tone, appearance and strength of these published announcements have been likewise improved. The letter press is pleasing and convincing, while the illustrations tell their own story, and in such a way as to be of vast service to jobbers and dealers throughout the country. Apart from the force and effect of what is really magnificent advertising, the trade proper should supplement and support this broad and telling service by local work. One helps the other, and only a little ingenuity and cleverness is needed on the part of the dealer to make effective use of the general campaign carried on by the companies to his own personal benefit and profit.

The story goes that Thomas A. Edison, the inventor of the phonograph, has always refused to have a record made of his own voice, and none is in existence. The World was therefore surprised to hear a gentleman, whose name is pretty generally known throughout the trade, say that he actually had in his possession a record made by Mr. Edison years ago in the early stages of the business, when the talking machine was emerging from its nebulous existence as a scientific wonder, a laboratory marvel, with only a glimmering indication of its great commercial possibilities.

According to this account, vouched for as absolutely correct by the narrator, Mr. Edison made the record—the old white record, "antedating the war"—of his voice for the President of France at the time of the first Paris exposition, in which he related his personal experience in



Patent Pending.

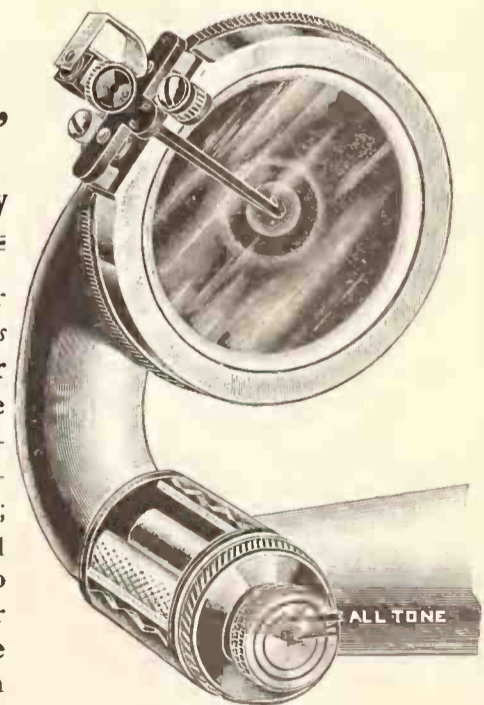
All-Tones for all cylinder machines. A combination rubber connection and perfect modifier. \$4.75 per hundred by mail, on receipt of price.

MR. DEALER

"ALL-TONES"**Gets the Money**

Every owner of a machine buys All Tones for the Victor; the most wonder-

ful attachment that was ever put on a talking machine. Retails, nickel plated, 50c.; Gold Plated, \$1.00; packed eleven Nickel Plate and one Gold Plate in box. Price to you, Mr. Dealer, \$3.60 per box, through your jobber; or if your jobber does not handle them, send us the price and we will send them prepaid by mail or express.



Patent Pending.

"Oliver's All-Tones"

Newark, N. J., U. S. A.

visiting first the leading American cities and then those in Europe. In giving these facts The World's informant said: "I have this Edison record, and money could not buy it at the present day, as I prize it as among my most precious possessions. Mr. Edison recorded it himself, and even now I will not put it on the machine for fear it may be injured in some way. He made it for the French president, and first he briefly described his impressions of the prominent American cities, and it is amusing to hear the wizard's voice again when the record, in reproducing, says: 'New York, known for its tall buildings; Baltimore for its pretty girls; Philadelphia is very quiet; Pittsburg, the smoky city, where you want to wash your face.' And so he went on to say something of Chicago, Cincinnati, St. Louis, San Francisco, etc. Then he takes up the European cities, and speaks of them in a similar half-humorous, semi-serious strain.

"Some day, if you are around," continued the party, who seemed pleased he could boast of having something that no one else is supposed to have, "I will be happy to show you—The World—this record and perhaps put it on the machine again to show that I have the real goods and no fake." Possibly some other veteran in the business may shed further light on this interesting relic of the trade's troublous early days, when money was poured out in a steady stream to perfect the talking machine, not a few men going "broke" in the process, but none losing their enthusiasm or their abounding faith in the ultimate success of sound reproduction. Many of them have disappeared from the stage of activity, but Thomas A. Edison still remains as fond of his great discovery as at the first time when he finally succeeded in reproducing the first intelligible sound of the human voice.

OMIT JANUARY SUPPLEMENT.

No record bulletin will be issued for January by the Columbia Phonograph Co., General. Relating to this, and giving the reasons for the omission, the company, on Saturday last, through Walter L. Eckhardt, manager of the wholesale department, sent their jobbers the following letter:

"After careful consideration we have decided in our mutual interests to omit the January supplement to our general record catalog. Therefore no selections covering the month in question will be distributed, notwithstanding the fact that we have been to considerable expense in the preparation of the masters and matrices for selections that appear in our confidential advance list mailed you under date of November 5.



IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.
Sells on sight and gives satisfaction.
Unlike anything you have seen, heard of or tried.

Every *Jobber* should carry *Record Food*
As every *Dealer* wants it
For his *Customers* will buy it
Because their *Records* need it

If you haven't got it, get it—Do Business

Dealers—If your *Jobber* does not handle it send your order to us and we will refer it to one near you who does.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Retails for \$1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

We feel that the trade will welcome this decision, owing to the fact that January is one of the best record selling months, and in the absence of a special January list many standard records, which have lain dormant on your shelves, should be readily disposed of, especially as the holiday buyer first desires the old familiar selections, standard operas, etc., which are listed in the general catalog."

DAVEGA CASE RECENTLY APPEALED.

The appeal of the National Phonograph Co., et al., against the New York Phonograph Co., involving the so-called Davega case, from the decision of Judge Keogh, Supreme Court of Westchester County, was recently argued in the Appellate Division of the Supreme Court, second department, in Brooklyn, N. Y. This brings the matter, in which S. B. Davega, an Edison jobber and dealer, New York City, is the nominal defendant in a suit, instituted against every other Edison jobber and dealer in the State, for alleged invasion of the complainant's alleged territorial selling rights with damages, before a tribunal of five judges for review. The case has been in and out of the Federal courts for a number of years, and a string of lawyers has appeared from time to time on both sides. Judge Keogh, in his very brief opinion of a half dozen lines, sustained the rulings of the United States courts and gave judgment, so an appeal could be taken for a definite settlement of the question at issue. After the hearing and the filing of briefs decision was reserved. No matter what the outcome may be

in the appellate division, a motion for a review by the New York Court of Appeals, the court of last resort, will follow. The issues at stake in no wise concern or affect the trade, as it is a legal scrap of purest ray serene.

A CLEVER INVENTOR.

One of the clever members of the talking machine trade is Louis Devineau, of Cleveland, O., whose picture is shown herewith. He is the inventor of the biophone, an attachment to play



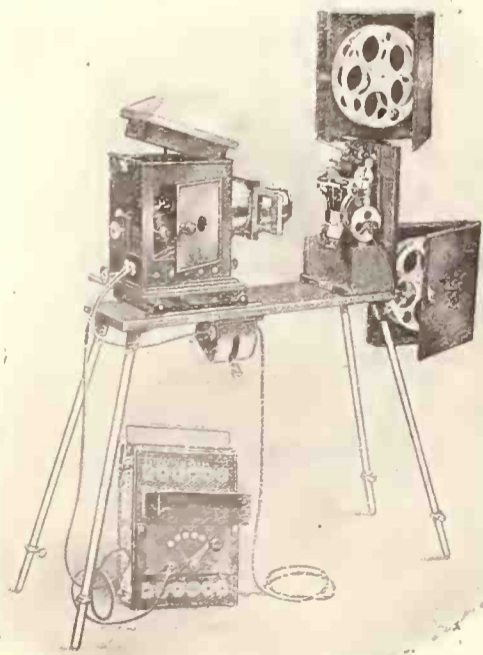
LOUIS DEVINEAU.

disc records on any cabinet cylinder machine, which has won high praise in the trade. He is now working on many new devices which are destined to keep his name before the public in a larger way in the near future.

DECORATED FOR HOLIDAYS.

Christmas greens and holiday decorations were placed in the store of the Douglas Phonograph Co., New York, on Monday. Long, graceful festoons of holly are hung the entire length of the spacious floor, being caught up at intervals along the sides, and from the center of each circle of vivid green depends a bell of brilliant red, the largest, 2 feet across, being hung near the Chambers street entrance. A large banner, 12 by 15 feet, was also thrown to the breeze on Monday in front of the Douglas Co.'s store. It is of deep blue with white lettering and attracts much attention.

The Chattanooga Phonograph Co., Chattanooga, Tenn., had an exceedingly clever window display during Thanksgiving week, advertising the song "Turkey in the Straw," a Victor record made by "Billy" Golden.



DEALERS!

Are you selling the Kinetoscopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of
Everything in

EDISON
VICTOR
COLUMBIA

Powers & Henry Co.

101 Sixth St., cor. Duquesne Way,

PITTSBURG, P

ACROSS THE CONTINENT.

Theodore F. Bentel Tells the World of Some of His Interesting Experiences of a Trans-Continental Jaunt—Trade Conditions on the Pacific Coast—Across the Desert Country—Scenic Wonders of the Far West—Finds the Talking Machine World Looked Upon as the Bible of the Trade.

Readers of The World will be interested in the following story related by Theodore F. Bentel, formerly a well-known Pittsburg jobber. Mr. Bentel, who is now secretary of the Hawthorne



ON A MOUNTAIN JOURNEY IN COLORADO.

& Sheble Mfg. Co., Philadelphia, returned not long ago from a transcontinental trip, and when asked by The World to relate some of his experiences together with views formed upon the various localities which he visited, said:

"After twelve strenuous years of talking machine experience in Pittsburg, and having disposed of my business and cleaned up as it were, I decided to take what I felt was a much needed rest, and concluded that there was no trip that was more inviting than a trip to Sunny California, and therefore I accordingly on the first of May purchased round trip tickets for myself and

party, and left on the Pennsylvania Special for Chicago, where I made close connections with the Golden State Limited on Rock Island via Kansas City, Denver, etc., stopping off at Kansas City, where I called on the leading talking machine jobbers and formed some very pleasant acquaintances, and by the way, while at Kansas City I had a very amusing experience. One of the members of my party had some friends living some thirty-five miles south in the interior of Kansas, in a small town of some 700 or 800 inhabitants, and we decided to run down and make a day's visit, which we accordingly did, arriving there in the afternoon.

"The next day while walking up Main street I happened to glance in the window of a general store and saw a talking machine, which, of course, attracted my attention at once. I decided to go in and investigate, as I could not resist the temptation. I accordingly did so and found therein a representative from a large Chicago house soliciting an order from the merchant. I waited an opportunity and made myself acquainted with the salesman and learned the house he represented, the heads of whom are personal friends of mine. I accordingly felt that here was an opportunity for me to help the salesman out, who assured me he was in trouble, accordingly we got the merchant between us and the story briefly told is this: we sold him twelve machines and over three hundred records as an initial order; the salesman was duly thankful to me and left that night.

"The next morning on my way to the depot I was stopped by the merchant who had a serious look on his face, which at first glance led me to believe that he had had a disturbed dream, and of course I was expecting him to say almost anything, but to my surprise his first question was when was I going to leave town. I told him I was then on my way to the depot to return to Kansas City, and asked him why. His reply was if you will allow me I will go to Kansas City with you, as I have decided from the talk I had with you yesterday, and your telling me of your past experience as one of the pioneers in the talk-



CAR IN WHICH CALIFORNIA, ARIZONA AND NEVADA WAS TOURED.

ing machine business to put in a complete line, and therefore if you will allow me I will, as above stated, go with you to Kansas City, and ask you to make a further selection of goods for me, as I want to become a full-fledged talking machine dealer." It is needless to say that I was very glad to have him go with me, and I assisted him in purchasing a bill of some \$700 worth more. I have had numerous letters from him since my return home, in each one of which he speaks in glowing terms of the success he is having in the talking machine business, and that he feels sure in a little while he will be one of the largest talking machine dealers in the State of Kansas.

"From Kansas City I took the Limited to Denver and spent three days in Denver, a part of which time I called on the trade. I also renewed some old acquaintances. I found the talking machine business in Denver in a very healthy condition indeed, and I was especially interested to note the high-priced machines that they were

Repair Parts

and

Needles

Are our specialty; we devote all our time in making these right.

You are taking no chances in sending us your orders.

Send for our catalog and save money.

Talking Machine Supply Co.

400 FIFTH AVENUE - NEW YORK

A. P. PETIT, General Manager

Reparaciones

y

Agujas

Estas son nuestras especialidades; dedicamos todo nuestro tiempo á hacer estos trabajos á satisfacción.

No corre Ud. riesgo alguno al encomendarnos sus ordenes.

Envie por nuestro catalogo y ahorrará dinero.

Talking Machine Supply Co.

400 FIFTH AVENUE - NEW YORK

A. P. PETIT, Gerente

selling; also the complete stock of all the up-to-date machines and supplies. The same was also true of the dealers at Colorado Springs and Pueblo.

"From Pueblo I took the Denver and Rio Grande Railroad passing through the Grand Canon in Colorado, which is noted for its grand scenery, reaching Salt Lake City (our next stop) the next day. Salt Lake City was indeed a surprise to me, as it was my first visit to Salt Lake, and of course I had formed my own peculiar ideas as to the kind of a city it was, and the surprise was indeed an agreeable one. I found it a strictly up-to-date city in every respect. The same was also true of the talking machine dealers, who were quite numerous, and all spoke encouragingly of the business, and from the class of goods that they handled and the enthusiasm displayed I feel quite sure they are finding the line a profitable one.

"From Salt Lake City we took the San Pedro line direct to Los Angeles. This line passes through the Great Deserts of Nevada, and for miles and miles, and hours and hours we passed through nothing but barren desert. It was extremely hot weather and our party suffered considerably therefrom. However, we arrived in due time the second morning after leaving Salt Lake, in beautiful Los Angeles, which is certainly one of the garden spots of California. We arrived just one week after the Shriners' meeting at Los Angeles, and of course found the city still decorated with Nature's most beautiful garb, namely, flowers; which, as you know, grow in profusion there. We found the street crossings, arches, lamp posts and buildings—in fact, everything, decorated with flowers in greatest profusion. We also found the talking machine business very prosperous. The Southern California Music Co., the largest jobbers in the city, had two very large windows entirely devoted to talking machines, although they are a large music house, handling all the leading pianos and other musical instruments. I also noted the fact that the other talking machine dealers made exceptionally fine displays in their windows, not only in the quality of the goods displayed, but also the attractive manner in which they displayed them. In fact, I found this also true of dealers in numerous other small towns which I visited through Southern California.

"We spent some six weeks in and about Los Angeles taking numerous automobile tours ranging from two to eight and ten-day trips, going as far east as Arizona, south in Mexico, and north into Nevada. While on one of these trips I had the pleasure of visiting a number of gold, silver and copper mines, among the latter was the great Hecla Consolidated Mines, located near Youma, Ariz., and within a few miles of the Mexico line, where I saw mountains of copper ore just ready to be taken out and marketed, and in a personal talk with the superintendent he assured me that there was more ore exposed than they would be able to market during the present generation. I did not doubt this statement from the amount that was exposed to my view.

"Arizona is certainly a remarkable State in a

number of ways. At sunrise, about four o'clock in the morning, the thermometer registers 80; at ten o'clock 120, and at three in the afternoon, which is the hottest part of the day, it registers 135, and even with this high temperature we positively did not suffer from the heat on account of the dryness of the air. As you know in this country meat can be kept for an indefinite time without becoming putrid. It was also very interesting to note that no man is allowed to leave camp without first shouldering a canteen of water and arming himself with a long stick; the water to quench his thirst, and the stick to be used for defensive purposes, as rattlesnakes and gila monsters inhabit this section of the



SNAPPED AMID ARIZONA CACTUS.

country in profusion. It was nothing unusual to find a four-foot rattlesnake coiled up ready to challenge you any moment. This section of the country is also inhabited by another species of snake, known as the side-winder, whose sting is equally as poisonous as the rattlesnake, and more to be feared than the rattlesnake, because they give you no advance warning such as the rattler does. This country is also frequented with mountain sheep and coyotes. There are also a few bears and antelopes.

"On our return trip we passed through Frisco and we were there just at the time when the street-car strike was at its height, and this fact, together with the desolate condition of affairs, made beautiful Frisco anything but attractive. It was not only dangerous to travel afoot but likewise in cabs or any other kind of conveyance. To say nothing of the street cars. I found the talk-

ing machine jobbers and dealers at Frisco, while they were located in most cases in hastily put up buildings, yet they were all doing business just the same as if they had not been visited only a few months previous by the terrible earthquake, and they are certainly to be admired for their pluck and enterprise.

"From Frisco to Portland is twenty-eight hours' ride through a very beautiful country. The natural scenery, particularly as one passes through the Shasta Mountains, and views the numerous natural geysers and the snow-capped mountains, is a sight long to be remembered.

"The city of Portland is certainly beautifully located. The same is also true of the location of the various talking machine jobbers and dealers, who are all as busy as nailers, and here too I found the stock strictly up-to-date and complete in every detail.

"The same was also true of Tacoma, Seattle, Spokane, Butte, St. Paul and Minneapolis.

"We arrived in Chicago the morning of July 3, and reached Pittsburg the morning of July 4, very much improved in health, and likewise in knowledge and impressions of the talking machine business, and while I have, as above stated, handled talking machines for the past twelve years, and during that time have been asked by numerous people as to whether I did not fear that the talking machine would meet the same fate that the bicycle did, yet I never lost faith and always maintained that the talking machine business is still in its infancy, and while this claim was true five years ago, it is equally so today, and I have no hesitancy in saying that the talking machine is like the piano, a household necessity, the sale of which is only in its infancy."

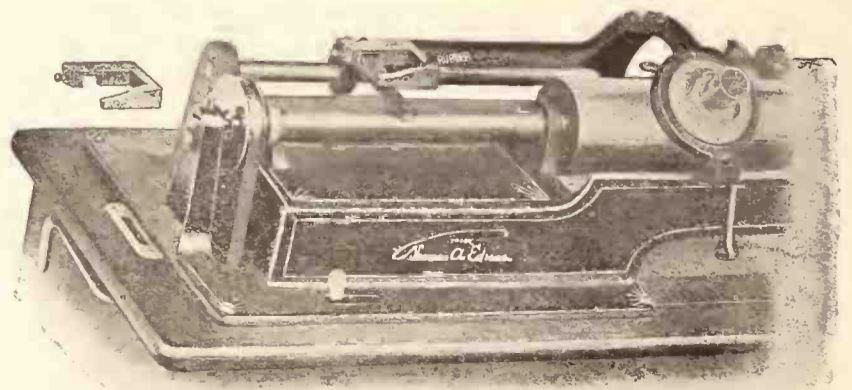
Continuing Mr. Bentel said: "Here are photographs illustrating some of the scenes along the way which may interest the readers of your very valuable paper, and with respect to the latter, permit me to say that I found all the talking machine dealers that I visited had copies of *The Talking Machine World*, and in a number of instances they admitted, that it has become, like the Bible, a household fixture."

"SHADOWGRAPH" WINDOWS.

Window displays can be made attractive by adding shadow pictures to your display. This is easily accomplished in the following manner: The drawing of "shadowgraphs" is done upon squares of wrapping paper pinned to the wall, a person is seated in front of the paper and between that and a light, and the profile of the face is then easily outlined upon paper with a pencil, after which it can either be cut out in the ordinary manner and pasted on a black paper-muslin background, or the effect reversed by filling in the center with a jet black marking ink, care being taken not to overrun the outlines, nor to apply so freely as to moisten the paper to such an extent that it will pucker up, and thus spoil the general effect. Puckering of paper can be avoided by pressing brush dry as possible on side of ink receptacle before applying to paper,

THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents, if the name of your jobber accompanies the order.



UTICA CRANE CO., Makers

Utica, N. Y.

following the interior of the outlines first and then filling in slowly, only trying to cover a small surface at a time, with a comparatively dry brush. Talking machines, records, horns, all kinds of supplies and novelties may thus be drawn and pasted up and down the side edges of window. The silhouette of clerks can thus be taken and placed in window under which may be placed an announcement card asking patrons of the store to see if they can guess which clerk, waiting on customers, is the one who has cast such a shadow in your window. The writer only makes these few suggestions to start your window dresser thinking upon the subject, as no end of ideas can be worked out in this way and space forbids my elaborating further aside from the foregoing remarks.

CLEVER VICTOR LITERATURE.

Some Illustrated Booklets Just Issued to Stimulate Holiday Trade.

"The Victor for Every Day in the Week," an illustrated booklet of eight pages and cover, intended to stimulate holiday sales with the public, was sent the trade recently by the Victor Talking Machine Co., Camden, N. J. Primarily this clever and original bit of literature is intended for the boys and girls, but the "children of a larger growth" will also find much to amuse and instruct them relative to the Victor line. Each day has a special illustration in colors and a separate story, both snappy and spirited. The appended preface indicates the happy character of this little work:

"To Mothers:—In presenting this little book, the Victor Co. hope to instill a love of wholesome entertainment in every child. Experience has proven the refining influence of good music, and there is no way in which such a variety of music, by the leading artists of the world, can be so readily and economically brought into every home as through a Victor. To make 'Home' the dearest and best place on earth to boys and girls, is every mother's foremost thought. The Victor will lend more help, and do more towards accomplishing this, than any other one thing, next to mother love."

Publicity Manager Brown is as full of helpful advertising ideas—all in forceful form and attractive appearance—as an egg is of the proverbial "meat."

NATIONAL PHONOGRAPH CO. NOTES.

A special price list on horns and cranes apart from the regular equipment on all models of machines has been made by the National Phonograph Co. This in no wise affects any prices heretofore coupled with the company's new agreement that went into effect on October 1. Their horn output is not yet up with the demand, though the factories are running capacity in order to reach this desired end.

The Edison Ideal phonograph, the \$125 machine, with solid mahogany cabinet and cover, and oxidized bronze metal fittings, has proven a great seller. The National Co. are exerting every effort to fill orders, which have multiplied rapidly since the Ideal was placed on the market.

The past few weeks the following jobbers were visitors at the New York offices of the National Phonograph Co.: E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; S. T. Francis and C. L. Harvey, with the Iver Johnson Sporting Goods Co., Boston, Mass.; J. Foster Davis, I. C. S., Scranton, Pa.; Louis Buehn, of Buehn & Bro., Philadelphia, Pa.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Thomas Wells (dealer), Calumet, Mich.; Lewis J. Gerson, of the Musical Echo Co., Philadelphia, Pa.; C. Carroll, of the Utica Cycle Co., Utica; J. N. Gladstone, London, Eng.; Theo. Bentel, Pittsburg, Pa.; H. Wunderlich, with J. Samuels, Providence, R. I.; F. A. H. Silliman, with Pardee-Ellenberger Co., New Haven, Conn.; J. A. Reichkard, of J. A. Reichkard & Co., Schenectady, N. Y.

During Hard Times Inexpensive Phonographs Sell Very Well

FACTS ABOUT OUR NEW PREMIER TALKING MACHINE, 1908 MODEL:

POWERFUL MOTOR—Guaranteed to play more than one record.

NEW ANTI-SLIPPING DEVICE—To prevent reproducer from sliding on record.

REINFORCED BASE—Preventing breakage in Transit.

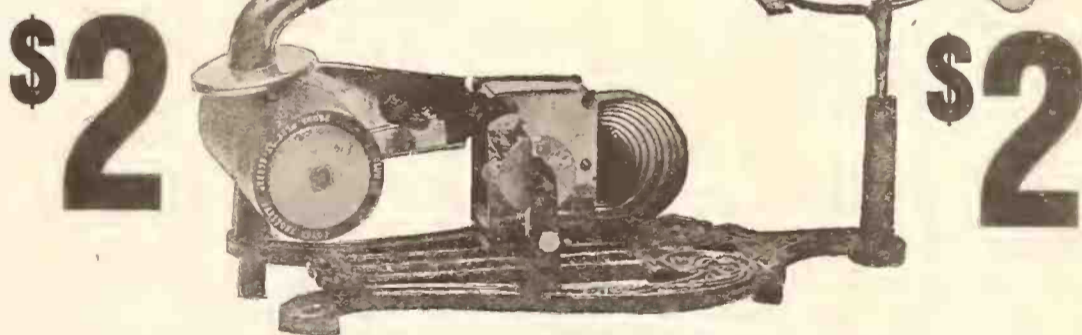
NEW GRAND OPERA REPRODUCER FREE—Twice the size of the ordinary—with curved neck and indestructible cap. Supplied in addition to ordinary reproducer.

LARGE FLOWER HORN—In gold and other beautiful colorings. Seamless horn of pure aluminum furnished if desired.

Two Reproducers With Each Machine.

Our Latest Phonograph FREE

New Grand Opera Reproducer



PREMIER MODEL (1908 TYPE)

Sample Premier Phonograph, \$2.00 Cash With Order.

EXCHANGE SYSTEM—Full credit allowed for all old model phonographs returned to us, whether originally purchased from us or not.

WIRE RACKS for cylinder records: 8 feet high, 4 feet wide and 16 inches deep. Each rack accommodates 1,224 records. Each compartment holds six records standing up in cardboard box. \$12.00 each.

The Edwin A. Denham Company, Incorporated

IMPORTERS, MANUFACTURERS, COMMISSION MERCHANTS

Main Offices, 498-500 Broadway, New York

BERLIN

SAN FRANCISCO

SATISFACTORY REPORTS FROM SOUTHERN CALIFORNIA.

Every Man Has Put His Shoulder to the Wheel and Confidence Has Supplanted Any Temporary Feeling of Pessimism That Prevalled—Holiday Trade Outlook Satisfying—Birkel's Display of Red Seal Records—Columbia Co.'s Good Report—Call for Victrolas at Sherman, Clay & Co.'s—Campbell Goes to San Francisco—Southern California Music Co.'s Recitals Attract—Edison Co.'s Good Report—Some Recent Visitors to the City—Talking Machine Used by Treble Clef Club—Mrs. Spooner One of the Optimists from San Diego.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 29, 1907.

Trade reports for the month are very satisfactory, echoes of the recent money stringency being faintly heard by some of the dealers. Every man has his shoulder to the wheel and is as confident as if nothing had happened. It took the people a few days to get used to "bank scrip," which is now used very freely, especially for cash purchases, which seem to be the greatest part of business, outnumbering credit and installment sales greatly. The pleasant weather helps business a great deal. The near-by mountains are still free from snow and the sun is always shining.

The outlook for holiday trade is brilliant and satisfying. Fiske & Co.'s store is filled with Edison customers. They have taken the jobbing agency of the Indestructible Record Co.'s product, of which they have just received samples. They are planning a campaign for wholesale business in these new records, which seem to be winners.

The Bartlett Music Co.'s "closing-out sale" is in full blast; they are retiring from the small goods, sheet music and talking machine lines to make room for pianos and players.

The Geo. J. Birkel Music Co. are making a splendid display of Red Seal records in their show windows, choosing a very attractive style, the windows being draped and backed in red with circular cards of white around each record, with the name of the selection and rendering artist thereon, making a catching contrast.

The Columbia Phonograph Co. report wholesale trade quiet, but retail going ahead very fast. Manager Stidham says the company have enough stock on this coast to run them for some time to come, and has no fear of not being able to supply the demand either for wholesale or retail. Their cylinder business doesn't seem to be as good as it should, while the disc end makes up for it.

Sherman, Clay & Co. are preparing to fill all back orders for Victrolas, which is the best kind of news to the dealers, all of whom have been greatly handicapped by not being able to get enough to supply the great demand for them. William Campbell, who has been with them for a

long time, has gone to San Francisco to join their forces in that city.

The new Victor Red Seal records of the voice of Ellen Beach Yaw are receiving great welcome, owing to the fact that Miss Yaw is a native of this city and has a great circle of friends here. Dealers contemplate a great sale of them.

The weekly recitals of the Southern California Music Co. are being held in the smaller hall on the second floor of their building, while a large Aeolian pipe organ is being installed in "Chickering Hall," which is being remodeled and refinished, after which they will resume the regular concerts of before. Carl R. Haensch, who has been cashier in their talking machine department, was suddenly called to his home in Knoxville, Tenn., by the news of his sister's illness. He has already expressed a longing for Los Angeles, and it is hoped he will return to his old post. The Southern California Music Co. have received a number of valuable orders through Juan Fuente, who has just returned from a short trip to Ensenada, Lower California. This little Mexican city is a great field for anything musical and is sending a great many orders to both San Diego and Los Angeles. Mr. Winship is making his first trip south for Kohler & Chase, of San Francisco. He says the "Star" line is receiving lots of attention all along the coast, from new dealers.

The Edison Co. are doing a good volume of credit business and have recently sold a Twentieth Century graphophone to a moving picture theatre for illustrated song work. W. C. Hauser, of Dinuba, Cal., is making some changes in his store to accommodate his fast-growing business for Edison goods. N. L. A. Cody has paid a visit to this city and left behind an order for Edison goods. Robt. C. Avery, of Redlands, and C. H. Short, of Pomona, both Edison men, were also here for a few hours last week. They report trade as being generally good and getting better. The arrangement of prices on Edison horns and cranes by the National Co. has greatly pleased some dealers, who didn't favor the first system and could not see it in a satisfactory light.

At a recent meeting of the Treble Clef Club

at Choral Hall, in the Auditorium of this city, a talking machine played an important part, being used to reproduce voices of great stars in the leading arias of the opera. This means that some of the greatest critics and leading musicians have taken earnest interest in the talking machine as a musical instrument, while heretofore they have pushed it aside for lovers of ragtime and comedy.

Mrs. E. J. Spooner, in charge of the talking machine department of the Southern California Music Co.'s San Diego branch, made a visit to this city of a few days in the interests of her department. She says the people of the southern city have not felt the slightest change from the financial slump and wouldn't know it had happened but for outside reports. That store has just come forth from a general remodeling, and has now a much better appearance and accommodates a complete line of Edison machines and records, aside from the regular stock of Victor and Zonophone goods.

FACTORS THAT LED TO SUCCESS.

Talking Machine Employe Tells the Secret of His Progress to the World and It is Goodly Reading.

A talking machine employe who has won a large measure of success, when asked by The World during a recent chat, what especial factor led to his success, he said:

"Take as much interest in your employer's business as if it were your own.

"Do not expect to get all you can and give nothing. Do a little more work than is demanded.

"Be prompt. Show that you have an interest in your work above the desire for an extra half hour in bed in the morning. You can't come down half hour late every morning and impress your employer with the idea that you are a wideawake, active man or woman with an interest in your work.

"Do your work well to-day—you won't have to do any of it over again to-morrow.

"Be cheerful and willing. A sullen countenance is not pleasant to look upon by either an employer or a customer. Remember, your pulling power with a customer is one of your assets. The reverse will be your loss. Be courteous. Do not thrust your troubles and inharmony upon those around you. It is a poor investment.

"Be conscientious. Don't take too much interest in ball games, theatres, parties, etc., or you may find that you have not much time left to give to your work. Don't have a relation die too often. Funerals sometimes grow monotonous to an employer during the baseball season or on matinee afternoons.

"Do not make the same mistake twice.

"Do not let your thoughts be always wool-gathering if you expect to earn an increase of salary on pay day.

"Do not shirk your work and be always thinking of the money side of the proposition. Give good value for the money you receive, and you will be sure to succeed.

"Put yourself in your employer's place and figure out what kind of an employe you would hire to get the most out of our business. Then set ourself to try to be that employe.

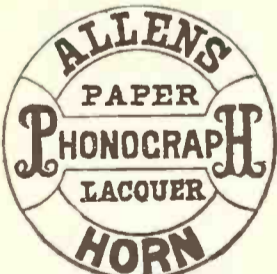
"There is no short, easy road to success."

RESUME EVENING CONCERTS.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 7, 1907.

The Rudolph Wurlitzer Co. recently resumed the series of Saturday night talking machine concerts that proved so successful last winter, with the interesting feature that the Ikonograph or home moving picture machine is demonstrated at the concerts. As a rule, about 50 Victor records are played over, and many of those played are ordered by members of the audience after the concert is over. A large room is especially devoted to the concerts, and it is crowded on every occasion.



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

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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

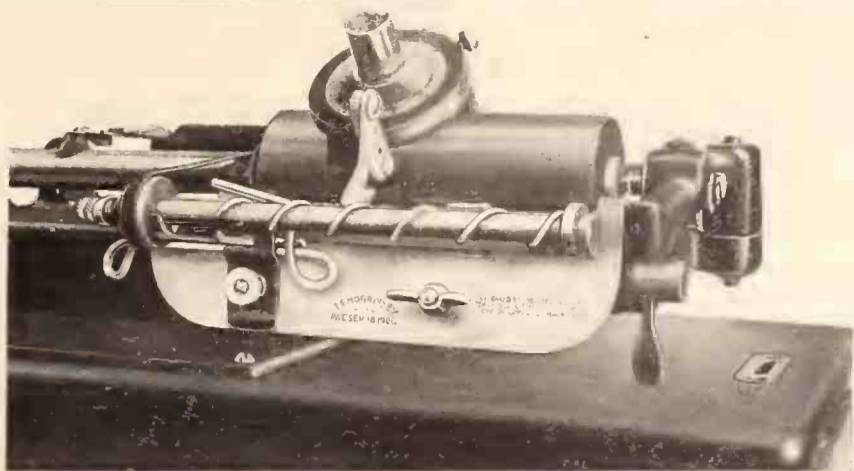
CAN BE USED ON ALL TALKING MACHINES

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



JOBBER AND DEALERS IN EDISON PHONOGRAPHS

YOUR CHRISTMAS TRADE will be largely increased if you are handling the "MORRISSEY REPEATING ATTACHMENT," the only perfect return attachment ever invented. Returns in 3 seconds, and apparently consumes no power of the phonograph. Is simply attached. Retail price: For Home, \$5.00; for Triumph, \$6.00. Regular discounts to Jobbers and Dealers. Order now, from

THOMAS F. MORRISSEY - West Orange, N. J.

A HUMOROUS DISCUSSION

Overheard Recently in Which the Merits of the Talking Machine, Automatic Piano and Similar Contrivances Were Brought to Light in a Manner Most Interesting.

An apt illustration of the old adage that "Every crow is the blackest," as applied to the talking machine and mechanical piano, was given in a recent issue of a Portland, Ore., daily. Quite a little lively discussion has been created among the owners of talking machines, automatic pianos and similar contrivances by a city ordinance just put in force forbidding the use of such contrivances between the hours of 10 p. m. and 7 a. m. As an indication of the manner in which the general run of suburbanites received the ordinance the following discussion was reported as having taken place upon a suburban car on the way to the city one morning right after the ordinance had gone into effect:

"I see by the papers," began the man with the religious air, "that the city fathers have placed phonographs, electric pianos and other noise-makers under the ban. It is a wise step, for every evening, when we hold services at our church, there is a man on the next block who strikes up some profane tune, such as 'The Congregation Will Please Keep Their Seats,' 'For Dat There Chicken Am Mine,' 'There Was I a-Waiting at the Church.' The other evening he played 'Snuggle Up Closer,' and when one of the deacons went over and requested him to desist he changed the disc and played 'Everybody's Picking on Me.' It was an outrage."

"Yes," said the commuter with an electric piano in his house, "them talking machines are fierce. Sousa was right when he called it canned music, and I'm glad the council is going to can it some more. There's a fellow lives four blocks from me and he rips off his talker concert from the time he eats supper until the milkman comes."

"And there's a duffer lives four blocks from me," sneered a straphanger, "who has an electric ivory pounder that has about as much melody as a circus calliope. I've got a talking machine, but that electric contrivance makes so much racket, despite the distance, that I can't hear my own music until after he has gone to bed."

"Neither talking machines nor electric pianos can play music," said the religious man.

"And the people who lead in the singing at church don't know music," asserted the talking machine owner.

"And from what I've observed," added the elec-

tric piano proprietor, "the people who have the worst voices are those who persist in going to church. They sing so bad at home that they go to church and join in the crowd, knowing there is safety in numbers."

"Talking machines aren't as discordant as concert singing at church," clipped in the talker enthusiast.

"But," interrupted the religious man, "think of the cause in which the congregation sings."

"Huh!" grunted the electric piano player, "charity covers a multitude of sins, but congregational singing is beyond redemption."

The little man with hair down to his shoulders had squirmed in his seat during this dialogue. Even a country constable would have spotted him for a music teacher.

"Music, pah!" he exclaimed. "None of you know what music is. What music is there in a talking machine? None, nothing but noise and squeaks. What music is there in an electric piano? It sounds like a riot. Mechanical pianos! Pooh! Pooh!"

"Say, you!" cried the passenger with a bundle of pianola rolls in his lap, "I'll bet I can beat you playing anything from 'William Tell' to 'So Long, Mary,' and with one foot. There's no blue notes when I pump a tune. You're sore because the first aid to the man that likes music, but doesn't know one key from another, is knocking you out of pupils."

"It's rank discrimination on the part of the council," declared the talking machine owner.

"Anyway," observed the man with the motor music, "I can't see why there should be discrimination. They want the manufactured music shut off at 10, but they will let some girl, who mistakenly imagines she has a voice, or some dub who plays by hand, bellow and pound all night."

"It's unconstitutional," chimed in Mr. Lawyer. "A man's house is his castle." Then addressing the pianola expert, the talker man and the electric piano passenger, "Here's my card. If you wish to test—"

"Transfer for North and South Portland," shouted the conductor.

The ordinance is in effect and down to date no arrests have been made for its infringement.

A DISTINGUISHED VISITOR.

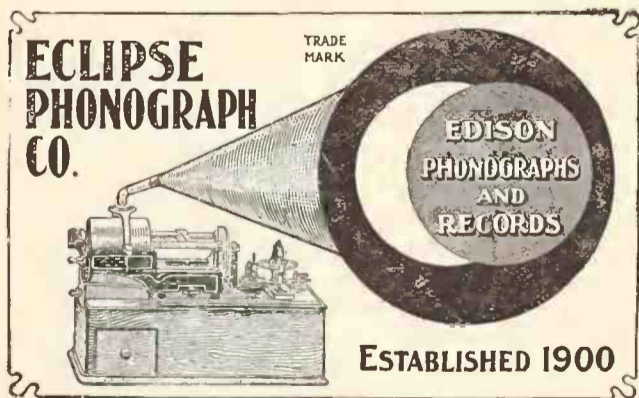
A distinguished visitor to the metropolis is J. Victor Castran, of Castran Hermanos, one of the leading talking machine jobbers in South America, of Buenos Ayres, A. R. He has been here a fortnight, coming up the coast, on a trip of which he speaks in anything but complimentary terms. He will avoid the harassing features of this lame and inadequate service by returning home via Europe. Mr. Castran, who acquired his commercial education in New York, is a hustler after the approved Yankee pattern, at once looked up his old friends, Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, and Henry J. Hagan, manager of the Universal Talking Machine Manufacturing Co.'s recording laboratory, both of whom he had met in Buenos Ayres, and appreciated their high qualities in a business and a social way.

The offering last week of the "Nassau" 10-inch record, a stencil, of course, for 39 cents, by R. Macy & Co., the New York department store caused something of a sensation in the trade. The wise ones judged a legal scrap on patent grounds was invited by this bold step into the boasted territory of prohibited prices. But "we shall see what we shall see."

SPECIAL NOTICE TO DEALERS

We have just added a complete line of

ZONOPHONE MACHINES AND RECORDS



and will devote our whole attention to meeting the demands of the trade for these and

Edison GOODS

If you desire anything in **Horns, Cranes, Cabinets, Needles, Disc Record Envelopes and Small Supplies**, don't fail to write us.

We carry a large, fresh stock of goods, and our facilities enable us to make all shipments on time.

ECLIPSE PHONOGRAPH CO. 203 Washington Street
HOBOKEN, N. J.
DISTRIBUTORS FOR PHONOGRAPHS AND FILMS

PRACTICAL SUGGESTIONS AND COMMENTS.

CAUSES FOR POOR RESULTS IN TONE.

The Victor Talking Machine Co. have just issued seven booklets giving "instructions for the assembling, operation and care of the Victor talking machine," covering the various styles of machines which they manufacture. These booklets are issued for the benefit of Victor purchasers, and it is safe to say that in no way will they derive so much satisfaction and pleasure from their Victor as by following closely these instructions for its operation and care. They are superbly printed; the text matter is written in a most illuminative way, while the illustrations help to make plain any technical difficulties. At the close of the volume they give the following causes for poor results in tone reproduction which are really worth printing for general consideration: 1. Needle Not Tight in Sound Box.—Should the needle-clamp screw on the sound box not to be tightened sufficiently, the sound box will fail to give full reproduction and a clattering sound will be heard. 2.—Using Needle More Than Once.—A steel point under weight moving over the hard composition of the record must either wear itself or tear down the walls of the sound-wave groove; hence our advice to use only Victor quality needles at all times. 3. Loose Sound Box.—If the sound box is not firmly locked into the horn a rattling sound may be emitted on certain records. 4. Sound Box Out of Adjustment.—The effect produced by a sound box out of adjustment is very similar to that caused by a loose needle. 5. Insufficient Oil.—Bearings.—Dry bearings may cause a grinding noise and prevent machine from playing records through to completion. Friction Leathers.—Dry friction leathers will cause the governor to run irregularly, thus preventing uniform speed of turntable. Springs.—Should springs release with a jerk or a jump it indicates that they need lubricating with graphite. 6. Record Covered with Gritty Dust.—Gritty dust on records will not only grind out the record rapidly, but will cause a harsh or rasping reproduction. 7. Incorrect Speed.—Should the turntable be revolving too rapidly or too slowly the reproduction will be faulty. Test machine occasionally for 76 revolutions per minute.

THE PIANO AND REPRODUCING.

An inquiry of rather general interest is that which appeared in the New Phonogram recently, and is as follows: "Does it injure a record or reproducer to accompany a record on the piano? Several friends of mine who own phonographs say that it does." Answer.—"Your question raises a very interesting point. Usually a record cannot be harmed by the ordinary noises which occur during the times it is being played, noises such as talking voices, etc. But an instrument of such enormous range as the piano which goes

an octave below the lowest instrument in an orchestra—the double bass—and a third above the highest—the flute—does set up vibrations to which the reproducer is forced to respond. This results in the making of certain secondary sounds which are apparent only to the trained ear of a musician and tend in a measure to affect the record."

SHOWS VIBRATIONS OF LIGHT.

The acoustic oscillograph is the name of an instrument designed by G. Bowron, of London, which is arranged to show vibrations of light corresponding to the sound waves generated by a talking machine. The sound waves impinge on a thin diaphragm, which forms one side of a small gas chamber. The gas flowing through the chamber issues through a small orifice and burns vertically as a long, narrow flame. Every variation in the sound waves from the machine produces a corresponding alteration in the height of the flame, notes of 1,000 vibrations per second producing a ready response. Such rapid vibrations cannot be perceived by looking directly at a mirror revolving on a vertical axis and placed a short distance away. Normally, the reflected flame is seen as a band of light across the mirror, but immediately the music begins it is cut up into numerous tongues of flame, the size and appearance of each flame depending on the pitch and amplitude of the note producing it, its shape being also affected by the timber of the note—that is, by the number of harmonics present. The general appearance in the mirror resembles that of a row of saw teeth, which are arranged in groups varying in size and shape. The gas jet described above is known as Koenig's manometric flame. Considerable difficulty has been found in arranging the apparatus in conjunction with a disc talking machine, but these difficulties have been overcome, and the apparatus now works with sufficient sensitiveness without perceptible reduction in the volume of sound produced.

THE MATTER OF HORNS DISCUSSED.

"The flower horn is now the popular variety for both disc and cylinder machines without a doubt, but from a tonal point of view it is not nearly so good as the ordinary seamed brass (not to mention the seamless) trumpets, says The Sound Wave. It has been conclusively proved—in fact, any user can prove this for himself—that the tendency to blasting and 'trumpetyness' of high notes is more pronounced with a seamed trumpet than with the brazed join variety, and the flower horn has any number of seams, whereas the ordinary brass horn has but two. Metal is a conductor of sound, and the vibrations of the diaphragm are not only rendered audible by the air which the trumpet encloses, but the whole area of the horn itself vibrates. The powerful agita-

tion caused by very loud sounds makes the seams rattle together, which tends to spoil the reproduction. One of the objections to the use of brass as a material for sound amplifying is the fact that it 'colors' the tone—i. e., renders it 'brassy.' This can be obviated by giving the horn a heavy coating of enamel, as it deadens the vibratory power of the metal. Much of the rattling of seamed trumpets can also be reduced by the same means, and it is not too much to say that this is the reason why the majority are so treated by the manufacturers. A new silk-covered horn is being placed on the market shortly, and it is certainly a great improvement on anything of the kind now obtainable. Silk is a non-conductor of sound and a most efficient reducer of sound vibration. Horns so covered practically do not vibrate at all, and the reproduction with the new invention thus only consists of the vibration of the air, which further reduces the admittedly small mechanical effect of present-day reproductions, and marks a further step toward the ideal of all talking machine manufacturers—absolute naturalness of tone."

It should be understood that the foregoing views are not in any way the opinions of the manager of this department, inasmuch as the likes and dislikes of horn users are innumerable.

INVENTS SOUND PRODUCING HEAD.

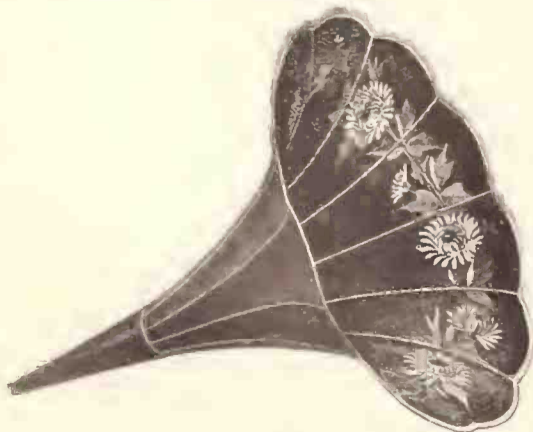
A resident of Elgin, Ill., is said to have invented a sound producing head for disc talking machines and to have received letters patent therefor. It is a small appliance which is fastened to the needle and greatly intensifies the sound; has been given a thorough trial and is reported to have been very satisfactory. The same man has also invented a tone modifier, which has been on the market for several years. He is now at work on a fourth improvement for the talking machine.

CLEANING DISC RECORDS.

In reply to an inquiry, we may say it is true there is nothing so annoying as disc records in which the dust collects in the tracks. But this trouble can easily be obviated by the use of a brush which is patented and sold by the Blackman Talking Machine Co. It is a splendid contrivance, and will relieve the trouble of which our correspondent complains.

Success is the outcome of direct effort. The success that is dependent solely upon the result of others is not success, but luck, fate of Providence. Success is perseverance—the keeping one object, one aim, one thought constantly in view—the bending of every energy to gain the goal in sight—the continuous drop of water that wears away the hardest stone. This is success. The shortest road to success is to strike right at the heart of the matter and not be sidetracked into some other road. Business success depends upon striking at the heart or the mind of the people, not once, but many times, with a story convincingly and well told.

FLOWER HORNS THAT SELL AT SIGHT



Back of every horn we sell is a guarantee of high quality. They are the handsomest and most attractive line manufactured to-day. All we ask is that you compare them with any others on the market as to construction, color or decorations. We are willing to abide by your decision.

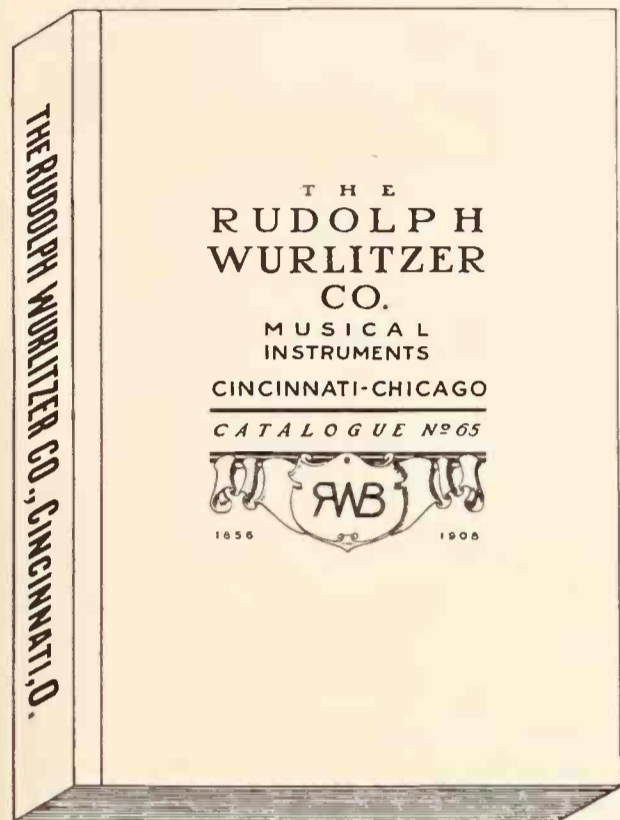
EVERY TALKING MACHINE JOBBER AND DEALER

should have a stock on hand for the Holiday Trade. We have endeavored to anticipate every possible emergency, and are prepared to take care of eleventh-hour orders.

We have made many customers on prompt shipments and efficient service. Try us.

NEWARK TINWARE & METAL WORKS, 28-30 Division Place, NEWARK, NEW JERSEY

Our New 1908 Catalog



IN issuing this, our 65th Edition Catalog, it has been our intention to make this the most complete catalog of Musical Instruments and Musical Merchandise in existence.

How well we have succeeded we are willing to leave to the good judgment of every dealer, who is fortunate enough to secure a copy. This catalog will be appreciated by every dealer, not only as a ready reference and guide to everything musical, but as a money-saver and guide for correct prices.

In looking over the Catalog you will find that we have added many new lines: particularly worthy of mention are the following, for which we have secured the sole American Agency:

The world renowned Spaethe Accordeons, the incomparable Moening Flutes, the celebrated "Fanny" Clarionets and Violins.

Aside from the above we have added hundreds of new items throughout the Catalog. Our stock has been most carefully selected and will be found the largest and most varied in the United States, enabling us to fill all orders with promptness and satisfaction.

This Catalog is for the exclusive use of the dealer, and if you have not received a copy, notify us at once and we will forward same immediately. Thanking our many friends for their liberal patronage in the past, we hope that this Catalog with its many new items will enable you to give us a larger share of your business in the future.

THE RUDOLPH WURLITZER CO. Cincinnati :: Chicago

Now Ready! If you have not received a copy, Write for It!

"Trutone" Gut Strings



The only Gut Strings made in America that are equal, if not superior, to the Genuine Italian Strings.

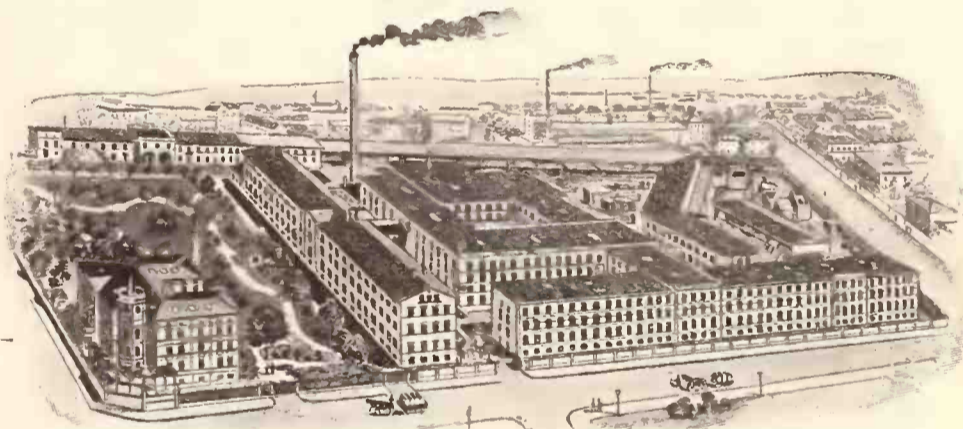
It has often been tried to make a string in America that would give perfect satisfaction, but not until the introduction of the "Trutone," has this been accomplished. The Italian Solo Brand is perfect in every respect. The size is of even thickness throughout, the material the best obtainable. Besides these strings are positively guaranteed. The prepared "Damp Proof" is especially adapted to Solo Playing in the open, as it will withstand any moisture or perspiration, and like the "Italian Solo" String has all the features of the highest priced Italian Strings made.

The Banjo and Guitar Strings are made with the same care as the Violin Strings, and can be furnished in both brands.

Each string is furnished in separate envelope, plainly marked with both number and letter, also with name of instrument and brand. A Bundle consists of 30 strings in fancy pasteboard box. Remember, every String is Guaranteed.

We are Sole Distributors of these Celebrated Strings. Dealers should not overlook the "Trutone" Strings, and put in a full line.

For a Complete Line See Our Catalog



LARGEST FACTORY OF ACCORDEONS IN THE WORLD.

Spaethe Accordeons

THE Spaethe Accordeons which are recognized the standard of the world, have many valuable improvements. The reeds which form a special feature are the best made. They differ from any other make inasmuch as each single reed constitutes a plate in itself; each single plate can be easily removed with its reed attached and replaced by the owner of the instrument himself without having to send it to the repair shop, thereby saving a great deal of time and expense. The reeds can be bought singly and will correspond with the balance, each reed being marked at the factory with the note it represents.

Recognizing the Merit of these Accordeons, we have secured the Sole American Agency. For a Full Line See Our New 1908 Catalog.

Would advise dealers to order at least a few samples.

THE RUDOLPH WURLITZER CO. CINCINNATI CHICAGO

TALKING MACHINE MEN OPTIMISTIC.

Careful Inquiry Among Manufacturers and Jobbers Reveals the Fact That Holiday Trade Will Not Fall So Far Behind Last Year as Expected—It Has Been Later in Starting, but Will Continue Later in the New Year.

Careful inquiry among jobbers and manufacturers reveals the comforting fact that the holiday trade will not fall behind last year's high mark to any appreciable extent. While it has been late in starting—due to the monetary disorganization—rather was under way when it was checked, it again bloomed out last week and is certain to be maintained until the close of the regular season. Jobbers in the East are sanguine sales will go much beyond the record before the close of the year, and the western trade cannot see it in any other light.

F. K. Dolbeer, general manager of sales, National Phonograph Co., said: "For a few days I must confess to feeling a trifle disturbed over the financial situation, but now I am extremely optimistic regarding trade for the remainder of the year. Our road salesmen were instructed to report conditions exactly as they found them in their respective territory, so we could get a line on business. These statements are very encouraging. In the far West the outlook is especially bright; so much so that jobbers are anticipating payments. Collections are equal to a year ago, as I find in going over the accounts. The company have had a few cancellations and some shipments are deferred, but a number of orders are accompanied by instructions to rush the goods. The factory is up on the delivery of machines, but slightly behind on records, owing to the exchange proposition. There is not the slightest doubt in my mind that trade will be brisk and strong."

J. T. Williams, general manager of the Victor Distributing & Export Co., said: "Business has improved very much during the past week, and our holiday trade promises to be heavy. Our reports from the West are of an excellent tenor, but to my way of thinking the South is the coming section for business development."

C. V. Henkel, president and general manager of the General Phonograph Supply Co., said: "Undoubtedly business has assumed a brighter aspect. Our inquiries for goods have increased, and the holiday trade, now getting into swing, looks very promising. The financial strain is disappearing and collections are improving."

J. Newcomb Blackman, of the Blackman Talking Machine Co., said: "Yes, business has picked

up this past week. October's sales went ahead of the same month last year, and November will certainly equal November, 1906. Under the circumstances I call this very satisfactory. Collections might be better. Many of our dealers who are tied up in the suspended banks must be treated with leniency; or even if they are running behind some on their accounts, that is, those who have had previous good records. I find other jobbers are pursuing the same course, and to me this seems the only policy to follow. On the whole, however, with underlying conditions sound, the talking machine business cannot help but regain whatever it may have lost during the financial flurry, and perhaps a little bit more. The accumulation of record stock that cannot be moved, excepting possibly with an axe, is the live question of the day. Its avoidance or minimizing is a problem the manufacturers should do their best to aid in solving."

A. P. Petit, general manager of the Talking Machine Supply Co., said: "During the last ten days business has been simply fine—new trade. Let me tell you the holiday sales at retail will be surprisingly large. The live dealer should not be caught short of stock in any line. I have been keeping close watch on this part of the trade, and know what I am talking about."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1907.

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:

NOV. 11.

Berlin, 181 pkgs., \$1,460; Colon, 1 pkg., \$100; Glasgow, 8 pkgs., \$452; Guayaquil, 4 pkgs., \$179; Havana, 14 pkgs., \$273; 27 pkgs., \$120; 11 pkgs., \$399; Kingston, 5 pkgs., \$275; Liverpool, 1 pkg., \$79; London, 9 pkgs., \$441; 452 pkgs., \$11,148; Rio de Janeiro, 46 pkgs., \$1,240; St. Petersburg, 20 pkgs., \$832; Savanilla, 8 pkgs., \$555; Southampton, 2 pkgs., \$75.

NOV. 18.

Antwerp, 1 pkg., \$1,100; Asuncion, 6 pkgs., \$206; Berlin, 10 pkgs., \$445; 174 pkgs., \$1,137; Belfast, 32 pkgs., \$579; Buenos Ayres, 216 pkgs., \$1,526; Bradford, 65 pkgs., \$405; Cardiff, 66 pkgs., \$624; Dublin, 27 pkgs., \$200; Glasgow, 12 pkgs., \$960; Gothenburg 5 pkgs., \$270; Havana, 13 pkgs., \$666; Havre, 10 pkgs., \$225; Hamburg,

1 pkg., \$100; La Guayra, 3 pkgs., \$104; Leeds, 11 pkgs., \$460; Liverpool, 15 pkgs., \$2,735; 13 pkgs., \$754; London, 24 pkgs., \$1,428; 963 pkgs., \$11,561; Manchester, 9 pkgs., \$366; Milan, 22 pkgs., \$365; Montevideo, 5 pkgs., \$500; Paramaribo, 3 pkgs., \$174; Para, 13 pkgs., \$546; Pernambuco, 3 pkgs., \$380; Progreso, 10 pkgs., \$287; St. Petersburg, 16 pkgs., \$472; Vera Cruz, 21 pkgs., \$685; Vienna, 8 pkgs., \$205; Wellington, 4 pkgs., \$158.

November 25.

Alexandria, 9 pkgs., \$486; Berlin, 182 pkgs., \$1,505; Bombay, 6 pkgs., \$225; Bradford, 34 pkgs., \$230; Buenos Ayres, 2 pkgs., \$144; Cardiff, 55 pkgs., \$352; Colon, 15 pkgs., \$551; Guayaquil, 6 pkgs., \$116; Fremantle, 1,734 pkgs., \$26,873; Hamburg, 18 pkgs., \$423; Havre, 23 pkgs., \$1,236; Leeds, 65 pkgs., \$388; Liverpool, 3 pkgs., \$125; London, 2 pkgs., \$100; Mauila, 3 pkgs., \$127; Manchester, 63 pkgs., \$408; Melbourne, 6 pkgs., \$122; Natal, 10 pkgs., \$148; Newcastle, 56 pkgs., \$415; Sheffield, 41 pkgs., \$300; Sydney, 46 pkgs., \$1,070; St. Petersburg, 36 pkgs., \$3,384; Trinidad, 10 pkgs., \$331; Wellington, 13 pkgs., \$265.

December 2.

Bristol, 12 pkgs., \$556; Cardiff, 58 pkgs., \$514; Havana, 10 pkgs., \$167; 8 pkgs., \$1,131; Havre, 5 pkgs., \$154; Iquique, 2 pkgs., \$135; Leeds, 65 pkgs., \$388; La Guayra, 5 pkgs., \$112; Liverpool, 38 pkgs., \$251; London, 4 pkgs., \$131; 580 pkgs., \$8,231; 666 pkgs., \$9,433; 18 pkgs., \$1,203; Manchester, 59 pkgs., \$375; Milan, 6 pkgs., \$365; Montevideo, 10 pkgs., \$188; Newcastle, 56 pkgs., \$406; Progreso, 12 pkgs., \$429; Rio de Janeiro, 107 pkgs., \$3,128; Sheffield, 40 pkgs., \$264; Yokohama, 43 pkgs., \$1,627.

THE BITER BIT.

The quack medicine vendor entered Antonio's residence just in time to see that gentleman hand a crisp twenty dollar bill over to a talking machine salesman in conclusion of a deal.

He made a very poor canvass on top of this—without success—as he expected. Feeling riled, the medicine man said somewhat sharply to the Italian:

"Can you tell me where to find some place?"

"What place you want?" answered Antonio.

"I want a place," said the other, with all the sarcasm he could conjure up, "where there are none of these darned talking machines!"

"Sure," quickly answered the swarthy one, showing his white teeth in a broad smile, "you tak Marruicia steamboat to H—, no talka machina there!"

ERNEST WERNINCK.

PRODUCING THE "S" SOUND.

A writer in The New York Commercial says that for a long time Edison's phonograph refused to say "specia"—it dropped the "s" and said "pecia." To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impressions. The scientists told him there was no such substance in existence.

"Then we must produce it," insisted Edison. They declared it could not be done, because the qualities which he demanded were inconsistent and exclusive of each other. He declared it could be done, because it must be done, and he did it—but Edison worked eighteen hours a day for seven months to secure that single sound. That is the story of success since the world began. Difficulties yield to enthusiasm.

ARCARO PHONOGRAPH CO. INCORPORATED

The Arcaro Phonograph Co., Pittsburg, Pa., have been incorporated with a capital stock of \$5,000. Directors: A. G. Arcaro, Nicholas Arcaro and Mrs. Philomena Arcaro.

Harry L. Marker, who has been abroad, principally in the Far East and India, on recording work for the Columbia Co., returned to the United States recently via Europe.

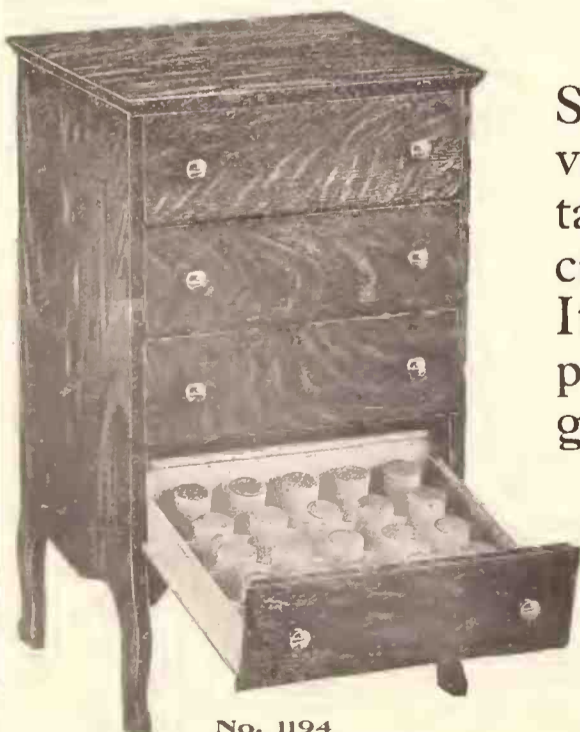
Talking Machine Record Cabinets

OUR SPECIALTY

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering Cadillac character.

Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.



No. 1194

RECORD BULLETINS FOR JANUARY, 1908.

VICTOR RECORDS FOR JANUARY.

No.	Title	Artist	Size
ARTHUR PRYOR'S BAND.			
5298	Gesundheit Waltz (To Your Health)	Helf	10
5300	Radetzky March	Strauss	10
5301	King of Rags (A Two-Step Oddity)	Swisher	10
31683	Impassioned Dream Waltz (Enseno Seductor)	Rosas	12
31684	Jubel Overture	Weber	12
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.			
5304	Autumn-Intermezzo	Moret	10
POLICE BAND OF MEXICO CITY, VELINO M. PRESA, DIR.			
5318	Felicity Mazurka	Martinez	10
31685	Moraima-Caprice	Espinoza	12
FLUTE SOLO BY HARIUS LYONS, WITH ORCH.			
5305	Rondo	Donjon	10
ACCORDION SOLO BY JOHN J. KIMMEL.			
5307	Medley of Popular Reels (including Buck and Wing Dance)		10
FLUTE AND OBOE DUET BY LYONS AND TREPTE, WITH ORCH.			
5308	Happy Days	Strelezki	10
TROMBONE SOLO BY ARTHUR PRYOR, WITH BAND ACCOMP.			
5309	Love Me and the World Is Mine	Ball	10
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.			
5310	Two Blue Eyes	Morse	10
YONEL SONGS BY AL. H. (METZ) WILSON, WITH ORCH.			
5322	Whispering Breezes		10
31687	Songs of Old Fatherland (Medley)	Wilson	12
BASS SOLO BY FRANK C. STANLEY, WITH ORCH.			
4323	Dream On, Dear Heart, Dream On	Morse	10
MACDONOUGH AND BELMONT, WITH ORCH.			
5314	Robin Redbreast	De Koven	10
SOPRANO SOLO BY HELENE NOLDI, WITH ORCH.			
31688	Vilia Song (from "Merry Widow")	Franz Lehar	12
SONG BY BILLY MURRAY, WITH ORCH.			
5311	So What's the Use	Montagu	10
HYMN BY HAYDN QUARTET.			
5313	Let the Saviour In	Excell	10
DUET BY STANLEY AND MACDONOUGH, WITH ORCH.			
31686	Guide Me, O Thou Great Jehovah	Plotow	12
HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.			
5319	'Neath the Old Acorn Tree, Sweet Estelle	Helf	10
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.			
5320	Budweiser's a Friend of Mine	Furth	10
COMIC SONG BY MISS ADA JONES, WITH ORCH.			
5316	Don't Get Married Any More, Ma	Leigh Pether	10
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.			
5317	Make Believe	Morse	10
DUET BY COLLINS AND HARLAN, WITH ORCH.			
5312	Come on and Kiss Yo' Baby		10
ARTHUR PRYOR'S BAND.			
5275	Victorious Eagle March	Rosey	8
TENOR SOLO BY BILLY MURRAY, WITH ORCH.			
5294	Way Down in Colon Town	Hoffman	8
COMIC SONG BY ARTHUR COLLINS, WITH ORCH.			
5285	Dixie Dan (from "The Gay White Way")	Furth	8
SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.			
5286	Broncho Bob and His Little Cheyenne		8
LEN SPENCER WITH IMITATIONS BY GILBERT GIRARD.			
5284	Roger and I (The Vagabonds)	Trowbridge	8
HYMN BY THE HAYDN QUARTET, WITH ORCH.			
5321	Happy Day	Rimbault	8
MARCELLA SIMERICH, SOPRANO.			
88102	Martha—Last Rose of Summer	Moore	12
88098	Mignon—Counais tu (Knowest Thou the Land)		12
88103	Nightingale's Song	Ababiess	12
88104	Norma—Casta diva (Queen of Heaven)		12
88105	Puritani—Qui la voce (In Sweetest Accents)	Bellini	12
88100	Maiden's Wish (Mädchen's Wunsch) (with piano accomp. by Mme. Sembrich)	Bellini	12
MATTIA BATTISTINI, BARITONE.			
92004	Zampa—Perché tremar (Why Dost Thou Tremble)	Herold	12
92005	Martha—Il mio Lionel (My Unhappy Lionel)		12
92006	Don Sebastiano—O Lisbona	Donizetti	12
MATTIA BATTISTINI—ARISTOTENEO SILLICH.			
92007	Ernani—La vedremo o veglio audace	Verdi	12
BATTISTINI, CORI AND CHORUS.			
92008	Ernani—Vieni meco sol di rose	Verdi	12
CARLO ALBANI, TENOR.			
74095	Forza del Destino—Oh tu che segno agli angeli (Thou Heavenly One)	Verdi	12
74096	Lolita—Spanish Serenade	Buzzi Peccia	12
74097	Pagliacci—Vesti la giubba (On with the Play)	Leonavallo	12
74098	Lucrezia Borgia—Di pesatore ignoble (In a Fisher's Lowly Cot)	Donizetti	12
EVAN WILLIAMS, TENOR.			
64080	Sweet Miss Mary	Neidlinger	10
74093	Stabat Mater—Cujus animam	Rosini	12
74094	Love Shall Be Lord	Corbett	12

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.			
926	Battalion Drill—Descriptive Selection		
927	Carissima Waltz		
928	Enquirer Club March		
929	Radium March		
930	Soko—A Moorish Intermezzo		
ZON-O-PHONE ORCHESTRA.			
931	Bunch of Keys—Schottische		
932	Celebrated Caledonian—Waltz		
933	Chestnuts—March and Two-Step		
934	Lentement, Lentement—Valse Lente		
WHISTLING SOLO BY JOE BELMONT, ORCH. ACCOMP.			
935	Snow Bird—Mazurka		
VOCAL SELECTIONS, ORCH. ACCOMP.			
936	Asleep in Jesus (Sacred Duet)		
FRANK C. STANLEY AND HENRY BURR			
937	Broncho Bob—A Western Sketch		
ADA JONES AND LEN SPENCER			
938	Brother Noah Gave Out Checks for Rain		
ARTHUR COLLINS			
939	Carry Me Back to Old Virginny		
PEERLESS QUARTET			
940	Eskimo Cradle Song		
HENRY BURR			
941	Gee Whiz! Ain't It Tough to Be Poor		
BILLY MURRAY			
942	I'll Be Waiting Dearie When You Come Back Home		
FRANK C. STANLEY			
943	It's Nice to Have a Sweetheart		
ADA JONES AND BILLY MURRAY			
944	June Moon		
FRANK C. STANLEY AND ALICE C. STEVENSON			

945	Little Black Lamb	Ada Jones
946	Love's Old Sweet Song	Alan Turner
947	My Yankee Doodle Indian Boy	Edward M. Favor
948	Oh, Oh, Miss Lucy Ella	Collins and Harlan
949	She's the Fairest Little Flower Near Old Dixie	Ever Grew
		Frank C. Stanley and Henry Burr
950	Softly Now the Light of Day	Mendelssohn Mixed Quartet

NEW EDISON GOLD MOLDED RECORDS.

9722	In the Clock Store	Edison Concert Band
9723	Down in the Old Cherry Orchard	Frederic Rose
9724	Smile, Smile, Smile	Ada Jones and Billy Murray
9725	She's Such a Love	Albert Benzler
9726	Dreaming	Irving Gillette
9727	Who Do You Love?	Collins and Harlan
9728	When It's Moonlight, Mary Darling, 'Neath the Old Grape Arbor Shade	Manuel Roman
9729	Don't Get Married Any More, Ma	Ada Jones
9730	Marintch	James Brockman
9731	O Monument that I Bless, Mr. and Mrs. Waterous	
9732	Every Ship Will Find a Harbor	Byron G. Harlan
9733	Lunch and Judy	Edison Military Band
9734	When the Hammer on the Anvil Rings	Ada Jones
9735	Some Blessed Day	Edison Mixed Quartet
9736	Just Because He Couldn't Sing "Love Me and the World Is Mine"	Arthur Collins
9737	The Rosary	Hans Kronold
9738	What Will Your Answer Be?	Reed Miller
9739	Wedding Bells	Ada Jones and Len Spencer
9740	Dat Friend of Mine	Bob Roberts
9741	Suwanee River, with Orchestra Variations	Edison Symphony Orchestra
9742	Dixie Dan	Billy Murray
9743	Rock Me to Sleep, Mother	Edison Male Quartet
9744	Tbim Were the Happy Days	Steve Porter
9745	In Monkey Land Medley	Edison Military Band

SON'S JOKE ON KING GEORGE.

"Everybody Works But Father" Played by Talking Machine to Care-Hating King of Greece Causes Much Amusement.

Try to imagine the King of Greece being greeted by his son, Prince George, with "Everybody Works But Father," excruciatingly played and bellowed by a gramophone, says the Paris correspondent of the World. However, the tune and the words were singularly appropriate, for King George bears the cares of state as if they were a feather and has the happy faculty of amusing himself, especially in Paris, while his ministers "work" over puzzling state problems.

Those here who best know the King are vastly amused by a story, one of many which Prince George, who married Princess Marie Bonaparte, the other day let loose.

When some American warships were cruising in the Mediterranean Greece's "Sailor Prince" visited the flagship. The officers set going a gramophone which, among other tunes, played "Everybody Works But Father." Prince George, who, like his father, speaks English and half

the other languages of Europe, perfectly, was highly delighted by the air and words and exclaimed: "By Jove! I must get that record and play it for my father. I know it will please him down to the ground."

The Prince had a long search for the record, but he never forgot his purpose. Recently in Athens the Prince gave a dinner to some of his closest friends, and invited his father, who arrived late. As the King entered the room the words and music of "Everybody Works But Father" assailed his ear, which is nicely critical musically. But he saw the joke instantly and nobody laughed more heartily.

TRADE BRISK IN FORT WAYNE, IND.

(Special to The Talking Machine World.)

Fort Wayne, Ind., Dec. 7, 1907.

Despite the poor business conditions reported in the various portions of the country, the talking machine trade in this city is in a very satisfactory condition, and in fact is on the increase.

The Fort Wayne Phonograph Co., for instance, have put in an extensive stock of Edison and Victor machines and records, and have expanded their business considerably.

The Columbia Phonograph Co. are carrying on an active advertising and sales campaign under the direction of Manager Bert Duseler. They find an excellent demand for their better grade of machines and are making a large percentage of cash sales.

Among the other dealers who have largely increased their stocks for the holiday season is Guy Conklin, who has just added a large stock of Victor goods.

Every house is on the hustle for business, and all report that they are getting it in satisfactory quantities.

VICTOR CHRISTMAS POSTER.

A large and handsomely colored poster for Christmas window display has been sent out by the Victor Talking Machine Co. to their dealers. The central figure of the poster is old Santa Claus, who is seen entering the top of a chimney bearing on one arm a fine Victor machine. Above is printed, "A Victor, the perfect gift" and below, "The joy of one is the pleasure of all." The coloring effects of the poster are excellent and it is sure to form an attractive addition to holiday store decorations.

William E. Henry, of the Powers & Henry Co., Pittsburg, Pa., dropped into New York last week on special business, giving The World a call.

The

Udell Works

of Indianapolis, Ind.



No. 426. DISC RECORD CABINET

Made in Golden Oak and Mahogany; holds 170
12-inch Disc Records.

Cabinets With a Reputation.

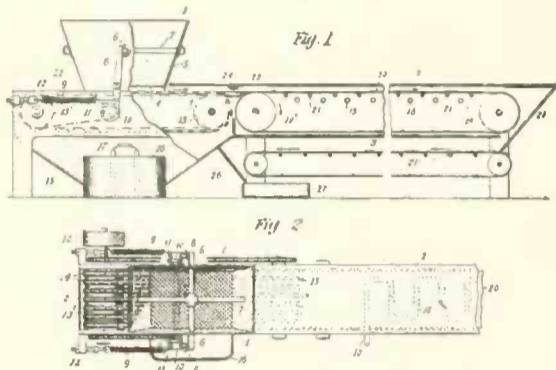
wishes the Talking Machine Trade a fine Holiday business and a prosperous New Year. We have now in construction a line of Cabinets for Disc and Cylinder Records that will prove to be "Record Breakers" from the standpoint of sales to the wise dealer who writes now for illustrations and prices.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Dec. 7, 1907.

APPARATUS FOR COATING DISCS AND SIMILAR ARTICLES. Thos. H. Macdougald and Frank L. Capps, Bridgeport, Conn., assignors to American Graphophone Co., same place. Patent No. 870,569.

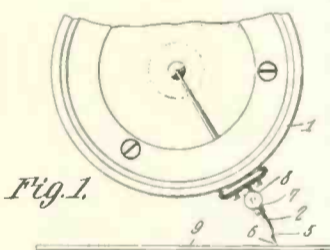
This apparatus is for use in the preparation of disc sound records, and comprises a hopper or sieve, a compound conveyer, a heating-box, a return conveyer, and suitable actuating mechanism. The object of the invention is to carry



forward the ideas suggested in the Hoyt & Gaven patents of January 2, 1906 (Nos. 808,842, 808,843, and 809,263), and as more particularly set forth in certain other pending applications. The particular purpose of this apparatus is to place upon suitable discs of paper or the like the proper quantity of "glaze" which is to constitute the surface of the disc sound records. In the drawings Fig. 1 is a side view partly broken away, and Fig. 2 a plan of a portion of the apparatus.

STYLUS FOR SOUND-REPRODUCING MACHINES. Samuel Levin, Highland Park, Ill. Patent No. 870,300.

This invention has reference to improvements in the reproducing point or stylus for sound-reproducing machines, and its object is to provide a stylus which will give a mellow and soft-toned reproduction, more particularly from flat or disc-shaped records wherein the sound record is represented by a sinuous groove of even depth. The



usual form of stylus used with sound-reproducing machines of the type wherein flat record tablets of hard, resistant composition are employed, is that of a steel needle having the point sufficiently sharp to follow the groove. Such needles not only wear away themselves but also wear away the walls of the sound-groove and in a comparatively short time the finer sound waves, representing the overtones, are either destroyed or distorted; and these delicate tones, which impart to the reproduced sound that characteristic known as "quality," having been destroyed, the reproduced tones become harsh and unnatural and disagreeable to the ear. Also, the improved stylus obliterates the harsh, disagreeable scratching or scraping noises which are found so obtrusive when the hard steel needles are employed for the reproduction of sound from the resisting tablets of hard material.

The invention consists essentially in making a stylus of semi-elastic, non-resonant, homogeneous material with a cylindrical or nearly cylindrical portion adapted to fit into the stylus socket provided at the end of the stylus lever actuated by the diaphragm of the sound-reproducing sound box, and the other or free end of this stylus is preferably widened and then narrowed to a point and suitably curved or bent to make this part of the stylus elastic yet strong and resisting, and more particularly resisting in the plane of

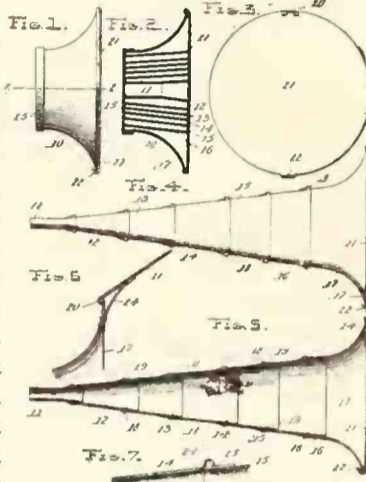
travel of the stylus when under the impelling action of the sound waves.

travel of the stylus when under the impelling action of the sound waves.

Fig. 1 is a side elevation, upon an enlarged scale, of a portion of a sound-reproducing sound box with the improved stylus in place therein; and Fig. 2 is a perspective view of the stylus upon a larger scale than is shown in Fig. 1.

FOLDABLE PHONOGRAPH HORN. Julius C. Stocker, Pittsburg, and Darrell A. Welsh, Mount Oliver, Pa. Patent No. 870,698.

This invention relates to horns and is particularly adaptable for talking machines and other musical instruments. An object of the invention is to provide a horn, capable of being collapsed, whereby the same may be carried in the pocket at the time of transporting the machine to which the horn is to be attached, or upon shipment or storage of such horn, where it will be seen that a large number



may occupy a small floor space. A further object of the invention is to provide a collapsible horn, made up of telescopic sections, said sections having means whereby they may be securely locked to each other when in use, and to provide means for holding said parts from displacement when the horn is not in use.

In the drawings: Fig. 1 is a side elevation of the horn collapsed. Fig. 2 is a section there-through on the line 2-2 in Fig. 1. Fig. 3 is an end view. Fig. 4 is a side elevation of the horn extended. Fig. 5 is a vertical longitudinal section therethrough. Fig. 6 is a detail section. Fig. 7 is a modified form.

TALKING MACHINE NEEDLE. Frederick D. Hall, Chicago, Ill. Patent No. 870,723.

This invention relates to improvements in talking machines, and has for its object the production of a device by means of which the quality of the tone produced is greatly improved. A further object is the production of a device for reproducing the sound from the record disc with-

out materially injuring the disc itself. A further object is the production of a practical and inexpensive device for reproducing the sound from the record disc.

Fig. 1 represents a perspective view of a talking machine showing the device in position.

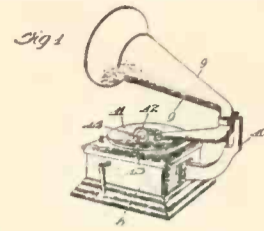


Fig. 2 represents an enlarged view of the reproducer showing the reproducing needle in place. Fig. 3 is a cross-section on line 3-3 of Fig. 2, looking in the direction indicated by the arrows. Fig. 4 is a bottom view of the improved needle. Fig. 5 is a side elevation of the improved needle. Fig. 6 is a cross-section on line 6-6 of Fig. 5, looking in the direction indicated by the arrows.

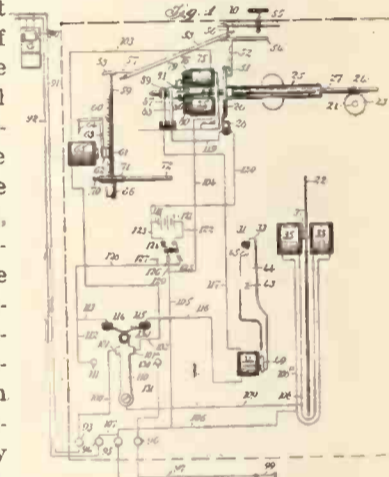
TELEGRAPHONE SYSTEM. George Morin, Havana, Cuba. Patent No. 871,726.

This invention relates to telegraphone systems, the more particular object being to so connect the telegraphone with line wires as to enable the instrument to be easily controlled from a distance. The invention further relates to provision for preventing undue waste of the available record space upon the movable member bearing the record.

This invention further relates to means whereby a person may leave a telegraphone in such condition that

during absence of the person the telegraphone will automatically receive a message intended for the person and will, under proper conditions, reproduce this message carefully. The invention further relates to certain details of construction whereby the general efficiency of the telegraphone and parts associated therewith are generally improved.

Fig. 1 is a diagram showing the wiring of the system, a delicate relay connected with this wiring and adapted to be actuated by the human



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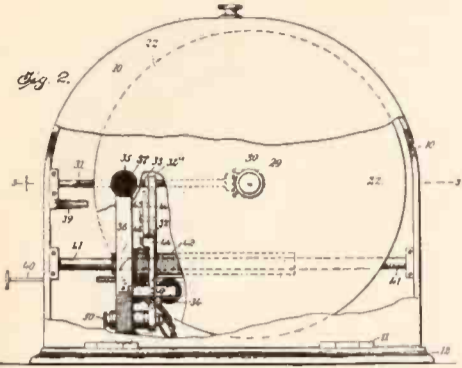
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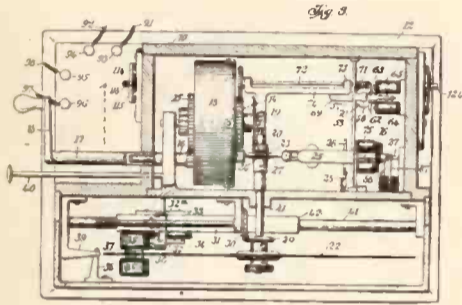
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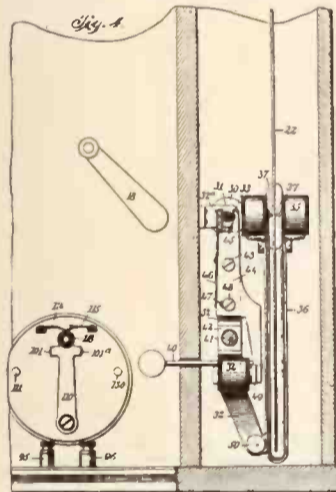
voice for the purpose of controlling certain movable parts and thereby preventing undue waste of the sound record of the telegraphone, this view also showing means operated electrically from a distance for starting the telegraphone



into action and for stopping its action upon the expiration of a predetermined time limit. Fig. 2 is a side elevation showing a part of the telegraphone mechanism and casing containing the same, certain parts being broken away. Fig. 3 is

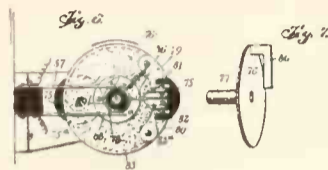
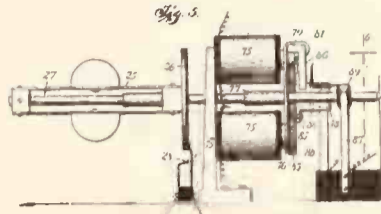


a horizontal section through the casing showing the telegraphone mechanism, including a revolvable disc sound record, means for controlling a traveling carriage, and traveling magnetic mechanism co-acting with this record; this view further shows the relay above mentioned, and also



a part of the means for starting and stopping the telegraphone; Fig. 4 is an enlarged fragmentary section upon the line 4-4 of Fig. 3, looking in the direction of the arrow and showing the record disc, the magnetic mechanism co-acting therewith for recording and reproducing sounds and mechanism controllable from a distance for stopping and starting the travel of this magnetic mechanism. Fig. 5 is a plan partly

in section, showing the relay controllable by the human voice for governing the motion of the magnets 35 relatively to the center of the disc 22. Fig. 6 is a vertical section upon the line 6-6 of Fig. 5, looking in the direction of the arrow and showing the contact forming a part of the relay 75, this contact being opened and



closed by sound-controlled agency from a distance; Fig. 7 is a perspective of the armature of the relay 75, this armature being controllable by so-called "magnetic drag." Fig. 8 is an enlarged fragmentary elevation of the mechanism operated electrically from a distance for stopping and starting the spring motor of the telegraphone, the casing 10 in this view being shown in section; and Fig. 9 is an enlarged fragmentary plan of the worm 71 and worm gear 70 used for turning the screw 59 (see Fig. 8), incidental to stopping and starting the spring motor of the telegraphone.

PRODUCTION OF SOUND RECORDS. Isidore Kitsie, Philadelphia, Pa. Patent No. 871,511.

This invention relates to the production of sound records. Most of the sound records are to-day produced by what is called the "cutting-stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by the depth of the cut and the others reproduce these sound-waves by removing an etching film on a solid plate. In all these cases a resistance is offered to the move-

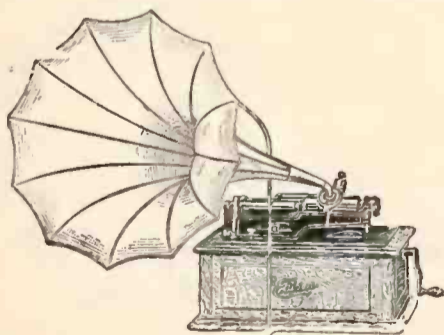
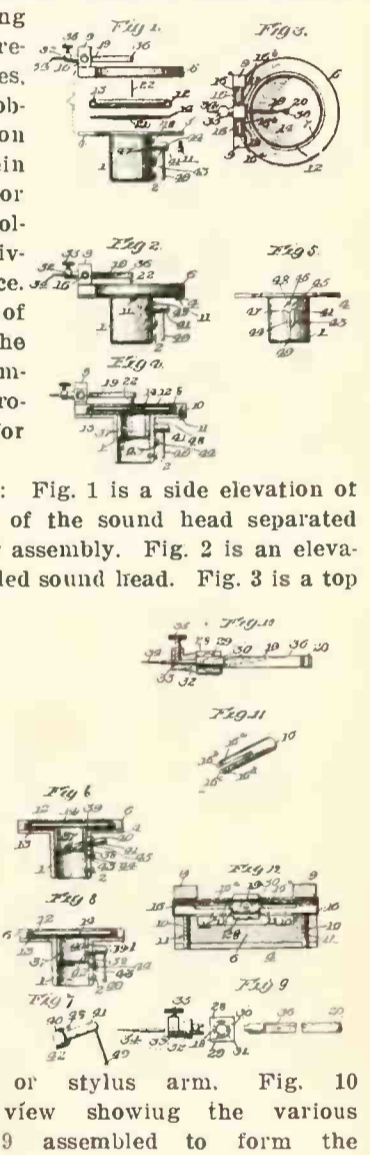
ments of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of the invention to obviate these difficulties.

In the drawing, Fig. 1 is a cross-section of a recording mechanism attached to the vibrating diaphragm. Fig. 2 is a plan view of part of a record. In Fig. 1, 1 is the mouthpiece, and 2 the vibrating diaphragm connected to the guide 3. This guide is yieldingly guided by the lever 4 supported at 5 by the projection 6; 10 is a reservoir containing the fluid 9; 8 a valve to open or close the orifice of said reservoir; 11 are the means to force the fluid out of said reservoir; 14 is a flexible connection connecting the orifice 7 with the reservoir 10; 12 is the material adapted to have deposited thereon the opaque line; and 13 are the recording lines.

SOUND-REPRODUCING HEAD. Curtis A. Smith, Elgin, Ill. Patent No. 871,000.

The present invention relates to improvements in sound reproducing heads for sound reproducing machines, and has for its object the production of a head wherein there are means for controlling the volume of sound delivered to the audience. A further object of the invention is the production of a simplified means for providing a fulcrum for said stylus arm.

In the drawings: Fig. 1 is a side elevation of the various parts of the sound head separated but in position for assembly. Fig. 2 is an elevation of the assembled sound head. Fig. 3 is a top plan view of the sound head. Fig. 4 is a sectional view of the assembled sound head, taken on line X X of Fig. 3. Figs. 5, 6, 7 and 8 are detail views showing the construction of the new muting device. Fig. 9 shows the various parts going into the construction of the new lever or stylus arm. Fig. 10 is a new sectional view showing the various parts in Fig. 9 assembled to form the



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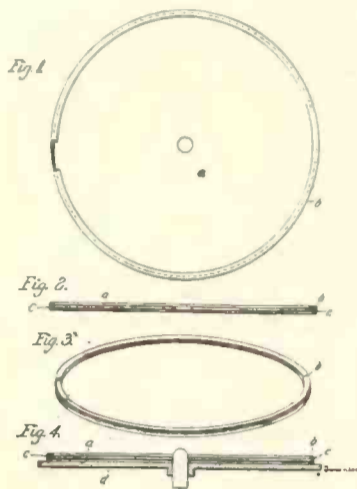
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stylus arm or lever. Fig. 11 is an enlarged perspective view of one of the members forming the bearing or fulcrum for the stylus arm or lever. Fig. 12 is a vertical sectional view through the stylus arm and its bearing assembled with the head.

SOUND-REPRODUCING RECORD-DISC. William I. Sherwood, New York, N. Y., assignor to Phonographic Music Co., Brooklyn, N. Y. Patent No. 871,370.

This invention relates to improvements in sound reproducing record discs of talking machines, whether separate from or combined with the turn table of the machine; and the objects of the invention are mainly to provide a serviceable, reliable, and characteristic record disc, and to improve the effects intended to be produced.

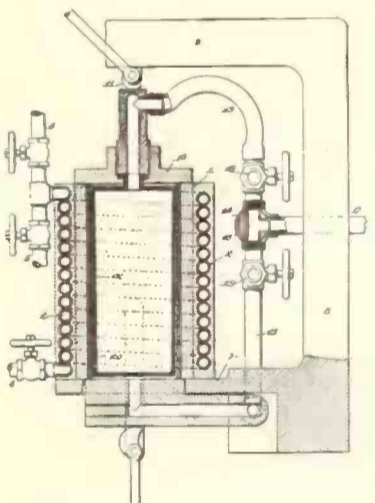


With these main ends in view, this invention consists of certain features of construction and combinations of parts, as shown in the accompanying drawings.

Fig. 1 is a plan view of the improved record disc, part broken away. Fig. 2 is a diametrical transverse section thereof. Fig. 3 is a perspective view of the peripheral ring of the disc detached. Fig. 4 is a transverse section of a turn table of a talking machine showing the improved disc resting thereon.

METHOD OF DUPLICATING SOUND-RECORDS. Jones W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 871,554.

This invention relates to an improved method for duplicating sound records from matrices or



molds by the expansion of a blank, and is adapted particularly for the making of records from relatively hard material, such as hard rubber, celluloid and similar compositions, although the invention may be used for making records from wax-like compositions, such as

those now employed in the art of making duplicate phonograph records by a molding operation.

In order that the invention may be better understood, attention is directed to the accompanying drawing, forming part of this specification, and in which is illustrated a sectional view of an apparatus suitable for carrying out the invention.

MULTIGRAM RECORD. August Hoffman, New York, N. Y. Patent No. 870,961.

This invention relates to records used for talking machines, the more particular object being to provide a record with a multiplicity of record tracks for the purpose of increasing the amplitude and volume of the sound vibrations. This invention further relates to means for separating the various record tracks from each other, so as to prevent a stylus from one of these record tracks moving into another.

This invention further relates to means for increasing the physical strength of the record and for protecting the record track against injury when the record is handled or shipped.

This invention further relates to providing the revoluble record member with improved means, whereby the operator is made aware of the proper portions of the revoluble member upon which to

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place the stylus needles in order to bring into registry the various record tracks.

Fig. 1 is a plan view of a disc-record embodying my improvements; and Fig. 2 is a central



cross-section through the same, showing the form and disposition of the annular beads used for strengthening the record and for protecting the record-tracks.

RECEIVER FOR TALK-O-PHONE CO.

Harry H. Ensign, Manager of the Plant, Appointed Receiver by the Courts—The Move Not Unexpected by the Trade.

(Special to The Talking Machine World.)

Toledo, O., Nov. 30, 1907.

After the reorganization as the Atlantic Co., Talk-O-Phone Co., of this city, and its successor, the Atlantic Phonograph Co., of New York, have gone into the hands of a receiver. Harry H. Ensign, the manager of the plant, was appointed to this office by Judge Morris, of the City Court, on Friday last, on the application of the Mica Mfg. Co., New York, and George A. Graydon. Graydon alleges that the Atlantic Phonograph Co. has paid nothing toward a judgment for \$101.47 which he secured against it in the city court; that the assets of the company consist principally of the plant on Central avenue, which, he says, has been locked up for a considerable time and is depreciating for want of care. The Talk-O-Phone Co., it is said, has no assets except a large block of stock in the Atlantic Co., which is in the hands of trustees, and, the plaintiffs say, should be administered by the court for the benefit of the creditors.

The Atlantic Phonograph Co. was incorporated early in the year, under the laws of New York, with a capital of \$2,000,000, and A. L. Irish was the president. He had also held the same office with the Talk-O-Phone Co. The former's office was first at 71 Nassau street, in the same building with their attorney, Louis Hicks, whose name stands high up on the roll in connection with talking machine litigation for the past ten years. Subsequently the Atlantic Co. removed to 1 Madison avenue, but they gave up their offices about six weeks ago, and since then their whereabouts have been unknown. It is learned that after the Atlantic Co. became successors to the Talk-O-Phone Co., which had been in a moribund condition for some time, they took over the latter's book accounts and indebtedness with the plant here, that has been spoken of as one of the best systematized equipments in the country. Later the Atlantic Co. negotiated an arrangement with the Columbia Phonograph Co., General, to operate the plant in supplying premium or stenciled machines. This agreement has evidently been abrogated, for after Mr. Ensign had qualified as receiver in the sum of \$10,000 for each company it was proposed that he make some effort to revive the contract which the concern has with the Columbia Phonograph Co. for the disposition of its output.

After a more or less tempestuous career the National L. Gorton, a wealthy merchant, largely interested in the fishing business at Gloucester, Mass., became interested; but Mr. Irish has, it is understood, been always connected with the concern, and was looked upon as their intimate authority on its affairs when "high finance" was involved.

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TRADE NOTES FROM TWIN CITIES.

Despite the Scarcity of Currency Business Has Kept Up Fairly Satisfactory—New England Furniture Co. to Enlarge Their Talking Machine Department—A Chat With T. C. Howe the Veteran Dealer.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Dec. 5, 1907.

Talking machine dealers in Minneapolis and St. Paul find little cause for complaint as yet, for they have not been seriously affected by the strain on the circulating medium.

The New England Furniture Co. will greatly

enlarge their talking machine department, more than doubling the floor space. The new room which will be as fine as any in the city will be devoted exclusively to the Victor machines, while the Edisons will have the old room all to themselves.

"Our sales are greater than ever," says T. C. Hough, the veteran dealer of the twin cities and distributor for the Edison phonographs. "We have no difficulty whatever in disposing of our goods and our traveling men are still on the road. Collections are not as good as they were, that is to say our customers are slower in making payments. At the same time we know that they are all right and are assuming that the financial clouds will blow away in a month or two."

Of the other score or more dealers in the twin cities it is believed that the majority are doing fairly well under the existing conditions.

CREDIT MEANS CONFIDENCE.

Points of importance to be considered when passing on credit risks are, first, character, capacity, honesty and prompt attention to business. This may seem strange to some, but the last to be considered is capital. A dishonest man can do more harm with capital than he can do without it. The most important thing of all is character, which cannot be too closely scrutinized. A man's habits are an important factor. Lack of regularity and thriftiness, coupled with the absence of industry, will, in time, wreck any business despite of capital. With a good character and capacity capital, if not possessed, can be readily acquired. A man with good standing and capacity, with but small means, is in a better position to cope with the perils of a mercantile business than a man with a bad character, good

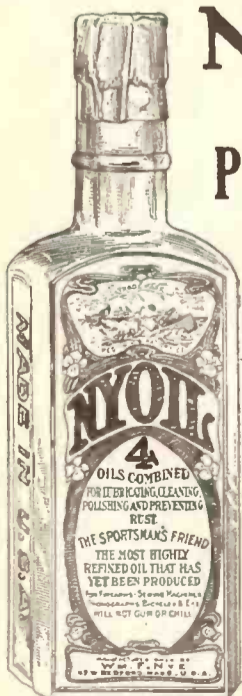
Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the January list.

ability and capital. A man with small means who pays his bills and meets his engagements promptly is a much more desirable customer than a man with large capital that is indifferent to meet his obligations and appointments. Never give nor accept an accommodation paper or put your name on it; it is a seducing fraud.

R. E. BELL.

BRADLEY WITH SONORA CO.

P. B. R. Bradley, more recently with the International Record Co., Auburn, N. Y., is now the sales manager of the Sonora Chime Co., New York, the latest to step into the limelight with a talking machine, for marketing which the Victor Talking Machine Co., Camden, N. J., has entered an infringement suit. Though called for a hearing in the United States Circuit Court, several adjournments have been taken. It is supposed to have been argued yesterday.



NYOIL
FOR
PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

Talk-O-Phone
PARTS

For Catalogue and Prices address

P. C. HAYES

357 W. Central Ave. TOLEDO, OHIO

OUR NOVELTY DEPARTMENT

PAYING SIDE LINES FOR THE TALKING MACHINE TRADE

Judging from the many communications which have reached the office of The Talking Machine World during the past three months there is an increasing demand among talking machine men for all kinds of novelties which may be handled as a side line in their business. They possess all the machinery—an attractive, well lighted store, a good display window, up-to-date advertising ideas and an alert selling staff, competent to cater to the requirements of all who may visit the store—provided of course they have the goods to supply the demand. Many of these dealers state that with the slacking up in the sales of talking machines there is a rare opportunity for manufacturers and jobbers of novelties to make new connections in a profitable field.

There can be no question but that the talking machine field to-day offers the best opportunity for live manufacturers and jobbers of all kinds of novelties, inasmuch as the men composing this industry are progressive in the fullest sense of the word. The line of business they are in is especially attractive; it draws the people to the store and gives them a chance of selling side lines to good advantage. Moreover it is practically a virgin field inasmuch as the majority of these people have not heretofore handled specialties outside of the "talker" line to any great extent. Side lines of all kinds fit in most effectively with talking machines. As a matter of fact the talking machine store is the rendezvous for people desiring new things and is usually conducted by men of new ideas. The business has been long enough established now to give its members a standing commercially and financially; therefore novelty manufacturers or jobbers are not dealing with an experimental or nondescript class, but merchants of the highest standing who have demonstrated their position in the community and have built up a great enterprise which is paying them well.

It is safe to say that there are twenty thousand talking machine dealers in the United States whom The Talking Machine World reaches directly or indirectly. There are thousands more in the South American continent and Canada, while there is still a large constituency of talking machine men in England, France and Germany, where The World has undoubtedly one of the largest followings of any American trade paper, all of whom are anxious to become acquainted with American novelties. As a matter of fact nothing sells as well in Europe as really meritorious American novelties, and in England, particularly more than here, the talking machine dealers are great believers in side lines; hence it is safe to say that publicity in the novelty department of The World must bring a larger

percentage of returns than any other medium extant, inasmuch as it is reaching a new field composed of men most anxious to get acquainted with quick selling and profitable novelties.

* * * *

Perhaps one of the best selling and most profitable side lines now before the trade is souvenir post cards. These are gotten out in all conceivable designs, some of them veritable works of art which are worthy of framing. Almost every conceivable subject is treated of, and they have, in many respects, proven a most educational and delightful pastime. Through their dissemination every part of the world has been brought closer together, and through the aid of recent inventions, such as the postal-graph and Mystic Reflector, we have mediums of entertainment somewhat like that of the moving picture machine. The extent of this business may be estimated when it is known that two million cards are mailed daily, which means an income to the Government in one cent stamps of twenty thousand dollars a day. Indeed, the income from this source is helping to wipe out the deficit in the post office department, inasmuch as the average cost of the Government to transport the mail is about eight cents a pound, while the Government receives \$1.20 for every pound weight of post cards mailed, thus the Government nets \$1.12 a pound, almost double the profit derived from first class mail matter.

* * * *

Unquestionably the souvenir post card "fad" is the most far-reaching and all pervading the world has ever known. It is wrong, however, to use the word "fad," for the post card has come to stay. When we consider the sales of post cards we may form an idea of the extent of this industry from the fact that hundreds of thousands of men are employed making the paper, doing the engraving, designing and printing for these specialties. Then there are innumerable devices for displaying and selling cards, one of the cleverest and most recent being the new vacuum post card vending machine put out by Caille Bros. Co. In fact, the number of clever display cabinets and other means of showing these specialties are entirely in keeping with the growth of the industry. American ingenuity is best revealed in this field for new ideas are ever foremost in anticipating trade needs.

Another line of novelties in which tremendous strides have been made is in the electrical field. The commercialization of electricity, and the greater diffusion of knowledge regarding it, is one of interest to millions of youngsters and grown-ups for that matter, and novelties have been produced which are amazing in their excellence as well as in the educational value back of them.

Musical instruments of all kinds, especially what are known as small goods—band instruments, violins, guitars, banjos, zithers, mandolins, harmonicas, accordeons, mouth organs, drums and other novelties in the musical line—are proving extremely profitable and never fail to attract and augment trade. Novelties in the stationery line are innumerable, and the latest productions are amazing in their extent and attractiveness. Some clever ideas where celluloid, metaloid and aluminum are employed have proven big sellers, and are destined to win some consideration from talking machine people. In smoking novelties and leather goods a wonderfully fine line is being produced. Indeed, one marvels at the clever specialties produced in this line. Of sporting goods novelties there is no end. They are all splendid sellers in season, and the line is a most extensive one. Popular priced jewelry and rustic wood novelties, stylographic pens, shaving outfits, rubber goods, are also proving to be quick sellers and worthy of consideration.

* * * *

The field of American novelties is a very large one and steadily growing, and it is one that appeals with especial emphasis to talking machine people for the reasons we have stated at the opening of this talk. They have all the facilities, the ability and the progressiveness to enable them to win out, and moreover it is a well-known fact that there is a splendid profit in novelties—a profit that is equal to, if it does not surpass that received from selling talking machines.

ORIGIN OF PICTURE POST CARDS.

Stated That the Idea Originated in France During the Franco-Prussian War—Later Taken up by Germany and Austria and Now Has Captured America.

Who originated the idea of picture post cards is a matter of dispute. But meager information can be obtained on the subject. It is said that M. Leon Besnardeaux, a bookseller and stationer, conceived the idea in 1870 during the Franco-Prussian War.

There were forty thousand soldiers in camp in his vicinity. The supply of envelopes was limited at the time, being difficult to obtain, and this wideawake stationer thought that the men would appreciate having some way of letting their friends know of their environment and life in the camp without the necessity of writing long letters and the consequent hustle for envelopes.

He tried the experiment of having cards engraved with cannon, tents and various things which might prove of interest to far away rela-

Burnt and Colored LEATHER POST CARDS

OVER 250

Designs of Comics, Views, Flowers,
College Colors and National Flags.

SPECIAL CASH PRICE

\$2.50 per 100 } POSTPAID
23.00 per 1000 }

Local Views on Leather a Specialty

Risley-Bird Mfg. Co.

94 FIFTH AVENUE, NEW YORK

Write for Catalogue of Leather Novelties

IT ALWAYS PAYS TO HAVE MORE THAN ONE IRON IN THE FIRE

This is especially true at the present time, and talking machine jobbers and dealers should not depend solely on their one line for holiday trade. Write us immediately and take advantage of our

GREAT LIQUIDATION SALE

OF

S. S. Stewart Banjos, Bauer Guitars
and Mandolins, Accordions, Violins,
Cases, Strings and Trimmings, also
Brass Instruments.

A great opportunity for the TALKING MACHINE MAN to get into a Big Paying Business on the ground floor. Address

THE BAUER CO.

730 GIRARD AVE.

PHILA., PA.

A SIDE LINE THAT TALKS FOR ITSELF "SILK-PO" Cards

You've Heard the Name
Get in the Game . . .

The only Fabric post card that SELLS
to the public for Pillow-tops and all
kinds of Needlework.

SPECIAL SAMPLE PRICE TO THE
TALKING MACHINE TRADE.

100 Designs and Colors \$3.50
PROFIT \$6.50.

THE FABRIC ART CO.

150 Fifth Avenue,

NEW YORK

6000 Postal Cards Sold Daily!!!!



OUR NEW VACUUM POST CARD VENDING MACHINE has done it!

And Why?

Because it is the most wonderful and yet the simplest device ever seen or heard of.

IT WILL ATTRACT PEOPLE to Your Establishment.

Send us a postal card to-day and let us tell you all about it and the most complete line of PENNY ARCADE MACHINES and OUTFIT.

Our New Catalogue for 1908 is now ready!

Caille Machines are recognized to be ALWAYS THE BEST and AHEAD OF THE REST!

See our new

SCOPEOPHONE!!!

Simply a wonder!

OUR FACTORY is the HOME of the Famous Callophone and the RENOWNED CAILOSCOPE, without which no Arcade is complete.

THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office
No. 32 UNION SQUARE
NEW YORK CITY

Western Office
REPUBLIC BUILDING
CORNER STATE AND ADAMS STREETS
CHICAGO, ILL.

tives and sweethearts. The soldiers promptly took them up. The first supply was soon exhausted, and he issued a second set. However, when the camp broke up the issue of cards was discontinued and forgotten at the time.

Some years later it was taken up by Germany and Austria, but attracted little attention at first. One story goes that a German was the first to print an object of interest on a card with a cordial greeting thereon and send it through the post, paying regular letter rates. Some say the industry developed from this simple beginning.

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 Novelty Department.]

The most potent factors in selling post cards to-day are variety and quality. Collectors have become more and more discriminating and the dealers who show a wide range of subjects well executed are increasing their sales and profits. Realizing this the Raphael Tuck & Sons Co., Ltd., are continually searching the field for new and striking designs, and to their already extensive line have just added several series which cannot fail to attract attention and be in great demand. They consist of the following subjects: "Cupid's Telephone," "U. S. Military," "Sea Side Tactics," "Life on the Plains," "Would You Like a Job Like This," "College Girls," "The Stork and Baby Series," "The Wild West," "Alligators," "Cuba," "Porto Rico" and "Manila." The latter subjects are all in the famous "Oilette" series, and will be a valuable addition to this department, as it is most extensive and takes in all the places of any importance in the world. Exquisitely reproduced in local coloring with descriptive paragraphs on the address side these cards are having an enormous sale, especially among discriminating buyers, and dealers cannot afford to be without them.

In nine cases out of ten the storekeeper who is constantly giving you a tale of bad times or poor business is the man who fails to add new life to his stock. One of the most recent contributions to the list of new things on the market is a most timely and up-to-date assortment of clean, humorous post cards being introduced by W. S. Heal, 34-36 Cooper Square, this city. They are published on a fine grade of cardboard stock and in highly lithographed colorings and are as follows: "The Fraternal Series," "Lemon Family," "Owls," "Little Hayseed," "The Cupid Series," "The Candy Kid," etc. This company have also a complete line of leather post cards and novelties. Their illuminated match scratcher sells on sight. Samples will be sent free to the trade on application.

From photographs or other suitable copy the Gatchel & Manning Co., of Philadelphia, make engraving plates from which dealers or jobbers can have printed on an ordinary type printing press souvenir post cards. These local views always sell well, and by making their own the talking machine man can not only have something exclusive but can thereby double his profits. The G. & M. Co. also make a specialty of designs for advertising: letterheads, follow-up cards, etc.

Don't fail to put your name on their mailing list. It will pay you.

Two of the greatest feats of science in the line of architecture were the construction of the new Singer and Metropolitan buildings (The World headquarters) in New York City, 41 and 48 stories high respectively. Post cards of these are in great demand and can be had from Arthur Livingston, 194 Broadway, New York.

The utility of "Silk Po" cards published by the Fabric Art Co. have caught the public fancy.



These cards instead of being lithographed or stamped on paper are, as the name implies, painted on silk or other cloth material. This is simply stuck on cardboard for mailing purposes and can easily be removed. They are a decidedly useful little novelty and can be made into very attractive pillows, pin cushions, patch quilts, etc. The range of subjects is very large and dealers will find them worthy of prompt attention.

A line of cards most artistic, of fine execution and beautifully colored, are the new glazed postals manufactured by Julius Bien & Co. They cover a wide range of subjects from the sublime to the ridiculous. It would be a crank indeed who could not find just what he wanted. Among others the following subjects are noteworthy: The Child's Journals or "Want Series," "Simple Life," "Affinity," "Country Life," "A Full Day," "Christy College Girl."

"Buy a post card of any scene you may desire; pay five cents for it and mail it to your nearest friend, sweetheart, wife or parents and at the same time receive a \$500 accident insurance policy good for 24 hours and payable to the one to whom the card is sent in the event of accident or death within the time specified," is the scheme boiled down of a southern post card manufacturer. The idea being, of course, to boom this business, at the same time increasing the dividends of a certain well-known insurance corporation. At the time of purchasing the card a number is stamped upon it, corresponding with the number of the policy, which is signed by the purchaser, who thereby becomes entitled to insurance to the amount of \$500 within 24 hours after the time canceled upon it at the post office. Further than this it is said that the post cards yield a profit of 100 per cent. to those selling them. Here is an idea that certainly has the element of novelty.

Not to be outdone by the times a post card manufacturer in this city has issued a very catchy line of "Affinity" cards. Each contains a reply card attached. He or she enters an opin-

ion of you on it and returns same. Retail price 10 cents, with a big margin of profit for dealers.

The ideal post card rack manufactured by Ed D. Denss, of Sheboygan, Wis., is something decidedly new in this field. It is collapsible and will fold up into one piece about the size of an umbrella. It displays the cards to great advantage, the rack not being visible when cards are seen. It holds 1,000 cards + 48 displayed.

One of the handsomest and most complete catalogs that it has been our pleasure to see in many a day is the new one, with special discount sheets, of the Manhattan Electrical Supply Co., who are headquarters for all sorts of novelties or, as this catalog terms it, "something electrical for everybody."

Chas. Wolf, of Loessig & Co., who sailed for Europe on the S.S. "Augusta Victoria" on Oct. 24, is expected back about Dec. 15. Mr. Wolf has been making a careful selection of new novelties and post cards for next season's business, and will undoubtedly bring back his usual amount of big sellers.

The European Commission Co. has just been incorporated under the laws of New York State. The members are J. B. Weinberg, Herman Strauss and James Sturgeon. They will act as foreign representatives in the United States, Canada and Mexico for a number of European manufacturers of post cards, booklets, calendars and novelties.

The Edwin A. Denham Co. have just issued their new talking machine and novelty catalog for 1908.

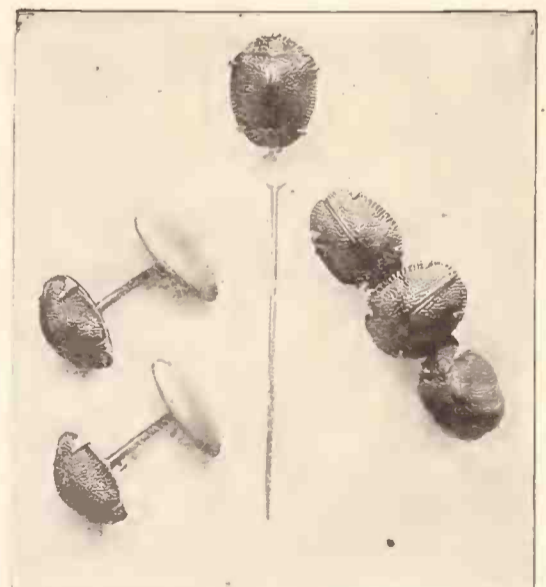
The new Bamford & Co.'s catalog is certainly

LATEST EXTRA
"Lucky Bug" JEWELRY

JUST OUT
Genuine Brazilian Beetles

OR
"Lucky Bugs"

Very latest craze in Jewelry
BRINGS "GOOD LUCK"
TO THE WEARER
Why not to you?



The Lucky Bug jewelry is made from genuine Brazilian Beetles, handsomely mounted on gold. They embrace gentlemen's scarf pins and cuff buttons, ladies' hat pins, breast pins, brooches, etc., in novel designs.

Very Handsome and Attractive
Quality High, Prices Low

Send \$1.00 for Samples, Prices and Information to
AHTRAM MFG. CO. 221 East 53rd Street NEW YORK, N. Y.

Be Your Own Manufacturer and DOUBLE YOUR PROFITS!

We are specialists in making from Photographs and other suitable copy necessary plates for printing Souvenir Post Cards in one or more colors. Also Engravings to illustrate your store, offices and warerooms, as well as articles you sell. :: :: ::

WE SOLICIT YOUR ORDER for designs for Advertisement Displays, Catalogue Covers, Business Cards, Advance Cards, Letterheads, etc. We make the necessary printing press plates for this work and guarantee satisfaction. ::

GATCHEL & MANNING, 27 to 41 So. 6th St., PHILADELPHIA, PA.
Designers and Engravers for Catalogue and all other Advertising Purposes.

a very interesting one, and dealers contemplating adding post cards to their line will find it valuable.

In accordance with a decision made by General Appraiser Fischer, post cards ornamented with feathers cannot be classed as lithographic prints or printed matter, therefore the duty on these goods is 50 per cent. Post card albums are dutiable at 85 per cent ad valorem.

The Automaphone Construction Co. have just been incorporated under the laws of New York State with a capital of \$10,000. Directors: John M. Leavitt, 366 West 50th street, New York; Len Spencer, 44 West 28th street, New York; Jacob Greenblatt, 346 Chester street, Brooklyn, N. Y. The "automaphone," as it is called, is a combination of the talking machine and animated figures or automatons, thereby making it possible to give minstrels or vaudeville in its entirety, and though wholly mechanical, strikingly realistic. The factory, which is located in 43d street, is now working overtime on outfits ordered months ago by various theatres and nickelodeons, and the demand is steadily growing.

One of the big sellers of the season is the Affinity post card published by the F. L. Harding



Novelty Co., 318 Broadway, New York. This card comes with pink, blue, red and yellow bows attached, each bow having appropriate reading for the color. The recipient, whether man or woman, is supposed to take off the bow representing his or her sentiments and attach it to the reply card opposite the line which expresses those sentiments. The purchasing public has taken hold unexpectedly well and sales are much larger than the publisher had any reason to anticipate. The cards, really two in one, retail for 10 cents each and go to the dealer at \$3.00 per 100. They are furnished assorted for men and women.

Of all the new post cards, "The Black Hand" series, drawn and published by Walter Wellman, stand alone for their unique originality. These cards are excruciatingly funny and are bound to be big sellers wherever shown. Mr. Wellman is one of our best known cartoonists, and his ad-

JOBBER'S

Show Wellman's "BLACK HAND" postals to your trade, and watch 'em fall for them.

CATALOGUE FREE
WALTER WELLMAN
 The Cartoonist-Publisher
 World Building, NEW YORK

mirable work has won him a host of friends and followers. Write for his catalog, which shows his complete line.

The William Mann Co., of Philadelphia and New York, have secured the Philadelphia agency for the Roneo Copier. This is the dry copying machine which has made such a hit in England and is just being introduced in this country.

The A. & E. Post Card & Novelty Co. have just added a beautiful and highly artistic line of floral and birthday cards to their already extensive stock.

Martin Lowenberg, of the firm of E. J. Samson & Co., has just returned from Europe, where he obtained a number of new and catchy novelties for 1908.

The Globe Novelty Post Card Mfg. Co., of New York City, capitalized at \$10,000, has been incorporated. Julius Grabenstein, of Brooklyn, is named as a director.

The Artistic Post Card Novelty Co. has been incorporated in New York; capital stock \$1,000.

The Curt Teich & Co., Inc., manufacturers and wholesalers of post cards, albums and supplies, have just brought out their new dust and burglar proof post card display cabinet. This is made with a glass front, which prevents theft or handling, but shows every card clearly. A very neat case made from weathered oak, in either mahogany, golden oak, mission or gun metal; holds 1,800 cards, displays 68, and gives a substantial tone to a store.

SIDE LINE SUGGESTIONS.

On account of the prevalence of the collecting mania, dealers who are or intend laying in a supply of post cards should not neglect having a complete assortment of albums on hand. They are good sellers and at the same time something standard that does not go out of date, thereby leaving the retailer with a lot of dead stock on his shelves.

A great deal of the success of a post card dealer depends on how he displays and handles his stock. A clean-cut, neat store is a powerful if silent salesman. Dealers therefore should take especial pains in selecting cases, stands and other office fixtures and not get anything shoddy or cheap.

A good assortment of stationery, fountain and stylographic pens, pencils, crayons, rulers, etc., are always a good thing for dealers to have on hand, as they are all necessities and sell well.

HARD TIMES GOING FAST

We mean the
Hard Times Post Card

Sells for 5c. each and costs you \$2 per 100.
 Send \$1 for 50 assorted new ones.

F. L. HARDING NOVELTY COMPANY
 318 BROADWAY, NEW YORK

PUBLISHERS OF THE NOTORIOUS "AFFINITY" CARDS

TALKING MACHINE DEALERS

SHOULD BE FAMILIAR WITH THE BEST

DRUMS

MADE—WRITE TO-DAY FOR CATALOG

EXCELSIOR DRUM WORKS

A. G. SOISTMANN, Manager

1109-1111 Locust Street Philadelphia, Pa.

However, in this as in other lines, there are good, bad and indifferent articles, and on the selection depend whether or not they will prove a satisfactory side line. Playing cards and other games can easily be added and will oftentimes help materially toward meeting the landlord's bill.

Jobbers and dealers cannot lay too much stress on attractive window displays, one of the most important features of which is that of striking window cards or signs. Of these, those of the decalcomania type stand unexcelled for beauty, cheapness and adaptability. They keep the public in constant touch with your goods night and day, and are great trade instigators. If you are a manufacturer you owe it to your trade to investigate their virtues.

In connection with your album line leather specialties can be carried, such as pocket books, cigar and cigarette cases, match boxes, etc. Pyrographic outfits and other kindred novelties will make it a strong trade puller.

"Opposites attract" was never better demonstrated than in this trade. We have reference to the hundreds of dealers who are doing a thriving business combining jewelry and talking machines. Anyone looking for a side line that offers a chance for the small as well as the largest investor would do well to investigate the jewelry field. Big inducements are offered and there are many novelties in connection with the regular stock to offer—catches, rings, pins, medals, etc., are always in demand. Why not put yourself in a position to cater to it?

Postal cards bearing particles of glass, metal, mica, sand, tinsel or other similar substances, are unmailable, except when enclosed in envelopes with proper postage attached, or when treated in such manner as will prevent the objectionable substances from being rubbed off or injuring persons handling the mails. This ruling should be considered by both manufacturers, jobbers and dealers.

IMPORTANT POST OFFICE RULINGS.

According to a new ruling of the post office post cards enclosed in a transparent envelope having a hole in the corner showing one cent stamp will not go through the mail at that rate. A two cent stamp must be affixed.

According to another recent ruling of the department, the attaching of sheets of paper, bearing either writing or printing to a post card is no longer forbidden. Illustrations, writing or advertisement may appear on the back of the card, and on the left third of the face.

EMPIRE POST CARD & NOVELTY CO.

The Empire Post Card and Novelty Co. of New York was incorporated last week with a capital of \$6,000. Directors: Morris Levin, 403 Pennsylvania avenue; Morris Blumenfeld, 132 Floyd street, Brooklyn; Samuel Goldberg, New York.

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"
 "Where The Jessamine Is Blooming, Far Away"
 Instrumental—Paula Valse Caprice
 It will pay you to keep in touch with us.
 Write to-day!

THIEBES-STIERLIN MUSIC CO.
 ST. LOUIS, MO.

STEWART

You can handle
 banjos easily
 and add to your
 income. Talk-
 ing machine men will find them big sellers.



THE BAUER CO., 726-730 Girard Avenue
 Philadelphia, Pa.

MOVING PICTURE AND AUTOMATIC MACHINES

SITUATION LOOKS BRIGHT

For Dealers in Automatic and Moving Picture Specialties Notwithstanding the Much Discussed Flurry in the Financial World—The Past Year Has Seen Great Strides in a Popular Moving Picture Machine—Some Comments in This Connection.

Notwithstanding the recent financial slump, things look exceedingly bright for dealers handling moving picture machines and films; in fact, this business has suffered but very little, and unless something unforeseen happens there will be a rich Christmas harvest for these enterprising retailers. Much of this steadiness has been due to the increased exertions on the part of the manufacturers. These men did not "rest by the wayside," but the minute they felt a relaxation on the part of the buying public, they began to double their advertising space, push work on new models, and in every way possible keep things stirred up.

The passing year witnessed the first serious effort to market a moving picture machine for the home in this country. In this short space of time the progress has been phenomenal. To-day there are at least four large manufacturers of these devices, and nearly a quarter of a million machines distributed about in the United States and Canada. One of the best proofs of the demand for these remarkable entertainers is found in the enormous amount of advertising space devoted to them by the mail order houses. You ask why is it that more of the manufacturers do not bring their product to your attention? The answer is simply that they have nothing to sell you, their factories being kept working overtime to supply these somewhat despised mail order concerns. And again, but few dealers, and, in fact, some large jobbing houses, know but little about marketing a new product; they are too conservative to inaugurate a successful pioneer campaign. They often will be induced, through the glibness of the manufacturer's agent, into placing an initial order, but there they stop, and instead of spreading the news broadcast, when the new line arrives, shove it into an out-of-the-way corner where it will not—so they term it—interfere with their regular business. In taking stock at the end of six months, low and behold! the manager finds himself loaded down with that line he took on—just the same stock, only a little rusty, shop-worn, etc. Does he mend his ways? If a man of brains, he does, and the poor abused merchandise does not follow the usual course of being consigned to the bargain counter or else promptly checked up to profit and loss, and sold for old junk.

Nineteen hundred and eight will witness many startling changes in this field. This industry, now, as it were, taking its first steps, will have developed strength and its already rapid progress be greatly accelerated. Competition will grow keener, and therefore in accordance with the laws of commerce, the product improved. Our readers will remember that we predicted some three months ago that it was only a matter of a short while before the moving picture camera would be ready for home use. This longed-for device has at last been perfected and will shortly be ready for the market at a price not prohibitive. This will open up a new and rich field for exploitation, and one that will throw the regular kodak in the shade. But while, of course, the sale of this new camera is bound to

be large, it is impossible to estimate the incentive value it will have for the home moving picture industry at large. The moving picture camera can be operated by anyone who can operate an ordinary kodak, with but little practice. It will be especially suitable for taking animated photographs of surf, a fast-moving train, etc., the only difficulty being that of properly focusing and running the film through at the right speed. Consider the proposition a moment in its entirety. Here you have the moving picture machine, constructed along the most approved lines and at a price sufficiently low to suit the common purse, and at the same time high enough to afford you a handsome profit. Next in line are the films, an endless list from which can be chosen subjects to suit all classes and in the way of supplies—lamps, stands, rewinders, generators, illustrated song slides for use with the talking machine, etc.

The animated camera is the last link in a chain that certainly is long enough and strong enough to hold your trade and gather in any stragglers in the crowd. Think it over, weigh it before deciding, and if you find it to your liking, go into it feet first, but keep your eyes open and don't let a single opportunity escape you in letting the public know that you are in the business first, last and for all time.

SUCCESS IN ARCADE BUSINESS

Can Only be Achieved by Knowing the Public and Providing the Machines That Satisfy.

One of the most successful men in the arcade business in chatting with *The World* recently emphasized the necessity of knowledge in order to achieve success. He said:

"In the first place experience in catering to the public's taste is a most necessary factor to success in this business. You must study their humor and know all the machines on the market, be able to tell each one's shortcomings, where and when to feature each and how. In the second place, the large cities are nearly all well supplied with these places of amusement, but they are cosmopolitan to a great extent and anything that is new will draw a crowd. Towns and villages are narrow and set in their views and reflect the characteristics of their citizens; introduce a jarring element in your enterprise and failure stares you in the face. To harmonize perfectly with your surroundings is your only hope of success, and to do this is difficult, to say the least, for an outsider. If anyone desires to invest money in slot machines, I should most decidedly advise "operating," by that I mean the purchase of a number of good money makers such as automatic pianos, talking machines, mutoscopes, vending devices, etc. Get locations for them, these are innumerable, and is easily done by either paying so much for the location, or, better yet, on a percentage of the earning basis. This forces or rather instigates the owner of the place to push your machine into popularity for his own advantage. This is done by a system of slugs given to the proprietor who will start the ball rolling when a crowd is around, by their insertion. You have the key to the cash box and are therefore assured of a square deal."

WHAT YOU CAN DO WITH ONE CENT.

The Age of Automatics Has Made the One-Cent Piece More Valuable and Brought Many Joys to Those of Limited Means—Some Enlightening Facts in This Connection That Are Worth Reading.

Have you noted the growing importance of the one-cent piece?

A thousand schemes have been devised to lure it from your pocket. They ask for only one cent. No larger fortune is needed to make the purchase complete. You may be fed, you may be entertained, amused or instructed, you may be assisted in repairing your clothing.

But the real interest in these purchases for a penny is in the future—the near future—for the number and variety of them increase daily. Soon for a cent, or at most for a nickel, almost everything that is necessary to life, with a host of things that contribute to its enjoyment, will be offered and placed convenient to the purchaser.

In London, an enterprising dairy company has placed penny-in-slot machines outside its depots. A penny is put in and on turning a handle a half pint of milk comes out. An extension of this system is planned, so that bread and groceries can be obtained at all hours from slot machines on the streets.

In nearly all the railroad stations in and about New York now there are penny-in-the-slot machines that furnish soda water in glasses that are automatically cleaned.

If you look far enough in New York including the seashore resorts you will find an astonishing list of articles served from these slot machines. You will even see that the milk slot machine is not confined to London, but for a cent a small glass is served from a mechanical cow.

There are ladies who sustain their strength in shopping tours downtown long past the noon lunch hour—even being able to join in the conflicts of the bargain counters—with chocolate from one-cent slot machines.

There are machines that yield, in return for a penny in the slot, ice-cream sandwiches, salted peanuts, a cigarette, a drink of cider, an electric shock for your nerves or your rheumatism, your fortune told on a card, a box of matches, scent for your handkerchief or the original slot-machine product—chewing gum.

Then, of course, there is the penny arcade, with its long aisles of slot machines that produce music of an endless variety in phonographic reproduction and moving pictures of everything under the sun, from a prize fight to the Papal procession in St. Peter's or the battle of the Yalu River.

So the uses of the slot machine grow and multiply. The lone penny and the single nickel represent possible purchases in vast variety. At ten thousand street corners and store entrances and railway platforms are penny-in-the-slot weighing machines. There are almost as many outdoor penny-in-the-slot chocolate and chewing-gum servers. A small piece of chocolate sustained the Japanese soldier on a long march on which he was forced to travel swiftly and lightly. The slot machines are teaching New Yorkers the economical value of the same rich and concentrated food.

It is easy to foresee that tabloids of other



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in America. If you doubt this statement, try our new quality service and be convinced. As a money-getter it is unequalled. Everything for the moving picture show carried in stock at Main Exchange and Branches ready for prompt shipment.

WE GUARANTEE TO NEVER REPEAT

Special prices on opera chairs. Pathe's Life of Christ, 3,114 feet, hand-colored.
Try it. Be surprised.

O. T. CRAWFORD FILM EXCHANGE CO., Gayety Theatre Bldg., ST. LOUIS, MO.

foods will be found in the one-cent automatic service—tabloids of groceries, of bread, of cheese, of compressed meat, of collar buttons, of self-adjusting "bachelor" buttons, of safety pins and shoe laces, ancient sheet music and unbound fiction.

From a combination of three or four penny-in-the-slot machines soon it will be possible to get a luncheon. In the penny arcades there is evidence of progression to that point. Tabloids of medicine, especially tonics, are already offered.

From the nickel-in-the-slot machines you may now extract a handkerchief or a photograph of yourself on a postal card among the great variety of their offerings.

But the willingness with which the great moving public in the city parts with its one-cent pieces makes the interest of the dealers center in the evolution of the penny purchases. Their scope will be vastly extended.

EDUCATIONAL FEATURES

Of the Moving Pictures Are Not Always Recognized by the Critics of the Public Shows Where These Devices Are Used—They Also Afford Amusement and the Keenest Possible Pleasure to People of Limited Means.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 5, 1907.

The five-cent shows that exhibit moving pictures seem to have got into the limelight through the rumpus kicked over the noise made by the orchestras and talking machine horns in Philadelphia, yet the Quaker City has bigger nuisances than melodies of this sort and bears them without a grumble.

It has not been charged against any of the moving picture shows that the views shown are immoral or improper. There is a great deal of nonsense, but this is an age of funmaking and the comedies on the screen are often very much superior to some of the stuff that passes in high class theatres as vaudeville and lacks the vulgarity often found in large entertainment houses.

There is, however, a distinct educational feature to the moving pictures that their critics fail to recognize or admit. Many of the views are of scenery in this and other countries and the audience is taken through some of the most striking sections of mountains and along lakes of marvelous beauty. The moving pictures have made us acquainted with a large section of the globe and they portray life in many aspects, solemn, ludicrous, as well as many features of activities.

There is relaxation in the nonsense of the scenes depicted in some of the films and many a weary man and tired woman have been led to forget their ills for the time by the merriment of these shows.

Again, the moving picture shows afford a very reasonable amusement offer at a low figure. Before the discovery of the process for depicting life upon the canvas, stereopticon lectures were often high-priced forms of entertainment, but many of these pictures now projected upon the screen are as good as those for which ten times the admission fee was asked in the old lecture days.

If there are objectionable features, it will be an easy matter to suppress such adjuncts, but the popularity of the moving pictures is attested by the crowds that attend the performances every day in every town in which they are exhibited.

ANENT MOVING PICTURE FILMS.

May be Sent Into Canada for Exhibition Purposes and Returned Free of Duty.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 7, 1907.

Replying to a direct inquiry, the Treasury Department on Nov. 30, ruled that moving picture films may be sent into Canada for exhibition purposes and returned free of duty. The text of the Secretary's letter follows:

"Moving picture films sent into Canada for use for a time and afterward returned to the United States, whether of domestic or foreign origin, may be exported and returned under the provisions of Department circular 64 of Oct. 29, 1907."

The Board of General Appraisers, on Nov. 21, decided that flimsily constructed cinematographs were dutiable as toys under paragraph 416 of the tariff act.

On the same date the Treasury Department informed the collectors of customs throughout the country: "Commercial samples of drummers, whether of domestic or foreign origin, may be sent into Canada and returned to the United States in the manner provided in paragraphs 7 and 8 of Department circular 64, of Oct. 22, 1907."

REGARDING SUNDAY CLOSING.

The radical decision of Judge O'Gorman, handed down the past week, whereby all places of amusement, including the theatres and opera houses, will be closed hereafter in New York on Sundays, necessarily affects those popular abiding places of the poorer people, the nickelodeons and other places where moving pictures are displayed. It is now expected, however, that this antiquated law will be repealed, and that New Yorkers will be given a chance to spend their Sunday afternoons in some other place besides the saloon, which is always open for business. New York is too cosmopolitan a city to be gov-

erned these days by laws that were passed when people held less liberal ideas about the observance of the Sabbath.

COLORADO MOVING PICTURES.

Mr. and Mrs. Edward H. Kemp, who are now visiting New York, are probably the best advertisers the state of Arizona has, and they do it by showing that wonderful country in their series of colored views and motion pictures.

Mr. Kemp is famous in the West as a student of the Hopi Indians. He has made many trips into their country, and in some cases has been successful in obtaining the motion pictures of the sacred dances of the tribes.

Last summer Mr. and Mrs. Kemp were most fortunate in securing moving pictures of this weird ceremony, in which the priests carry in their mouths rattlesnakes and reptiles of various descriptions. This is a prayer for rain, and the Hopi Indians believe that the snakes, going back into the graves of the dead, communicate with the spirits.

COIN OPERATING MACHINES

Greatly Effected in Countries Which Voted "Dry."

The wave of reform which is sweeping this country has had a decided effect on reducing the demand for coin operating machines in the districts which have voted to go "dry." A. W. Miller, of Kansas City, Mo., recently advertised his stock of coin operating machines for sale in the Music Trade Review.

He says "On account of the fanatic order of the Governor of this State ordering all music and musical instruments stopped in cafes where intoxicants are sold I cannot very well move these instruments into some one else's territory and as half of this State and the State of Kansas is totally temperance I want to get away from here by January 1st."

MACHINES MUST BE USED INSIDE

(Special to The Talking Machine World.)

Independence, Kan., Dec. 4, 1907.

The three 5-cent theatres in this city will have to draw in their horns. The city council last night instructed the city marshal to order the proprietors to keep the talking machines, used for advertising purposes, inside the buildings. It is the intention of the council to keep most of the noise inside, too. If enough of it gets out to annoy the marshal he is given permission to go inside and confiscate the machines on the ground that they are a nuisance.

RECENTLY INCORPORATED.

Blum & Rosenthal, of New York, was incorporated recently for the purpose of handling automatic pianos, with a capital of \$1,000. Directors: Nathan B. Blum, Rockaway Park, L. I., and Albert Parks, of Boston, Mass.

The Buffalo Film Exchange, Buffalo, N. Y., have incorporated to manufacture moving picture films, talking machines and records, with a capital of \$20,000. Directors: J. A. Schuchert, F. A. Schuchert and E. W. McIntyre, all of Buffalo.



TYPE E

THE MUTOSCOPE

For Amusement Parlors, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

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Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

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SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

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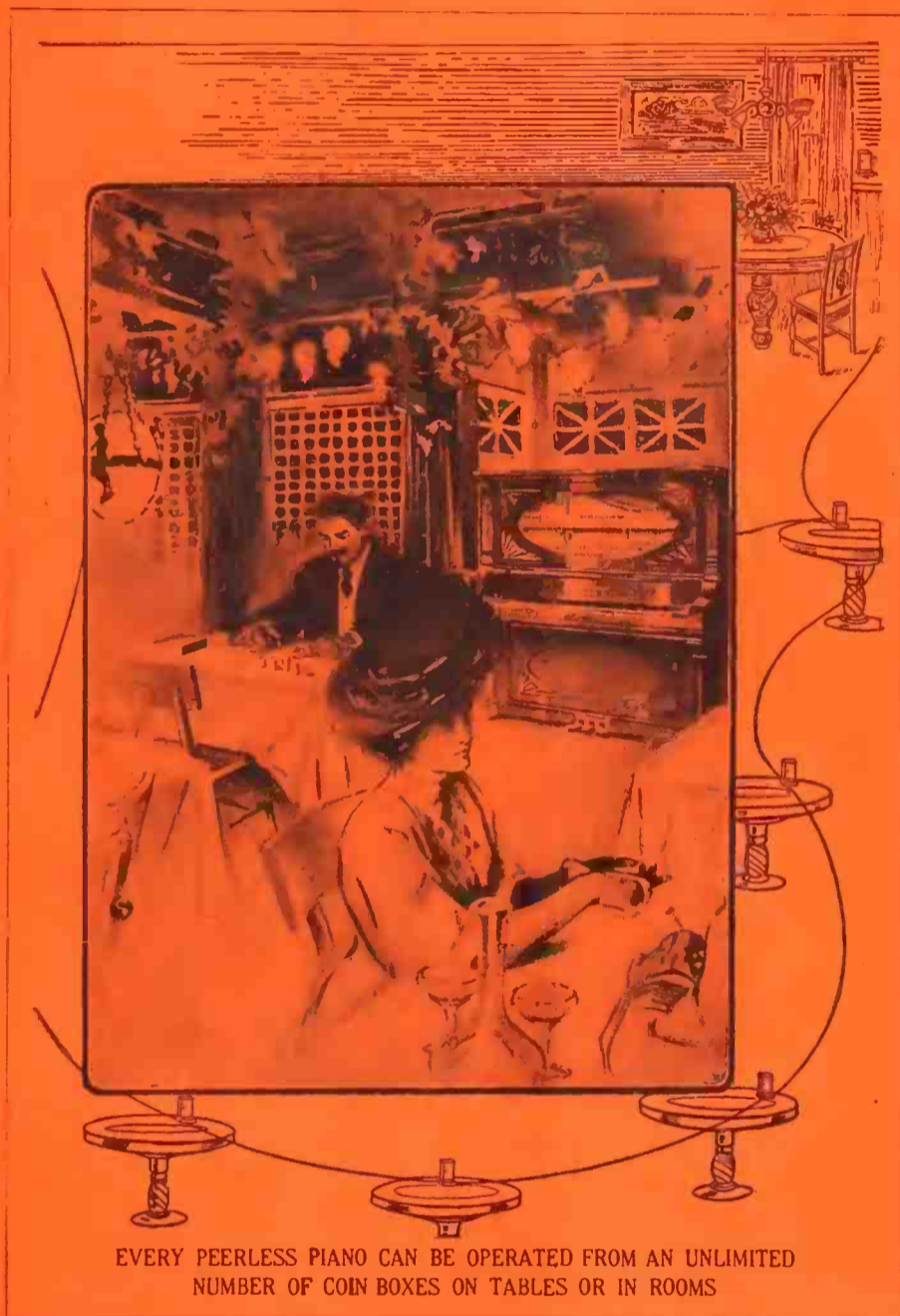
WITH PEERLESS COIN OPERATED PIANOS



"DON'T"

Don't stop to think what you have lost by not handling PEERLESS before. There is still some open territory if you hurry. One dealer reports a net profit of \$5,000 per month from his Peerless Department alone. There is business to be had in your locality, business to satisfied customers with large payments, because the Peerless will pay for itself in from seven to ten months.

Peerless quality always brings a high rate of profit, and there is no medium on earth to compare with these instruments as real money-getters for all those who handle or own them.



EVERY PEERLESS PIANO CAN BE OPERATED FROM AN UNLIMITED NUMBER OF COIN BOXES ON TABLES OR IN ROOMS



THINK OF THE MONEY YOU WILL MAKE

Extracts from Easy Money Catalog— Suggestions for Salesmen

One Peerless Piano took in \$350 in 27 days. Whatever your business may be things will move faster if you have music. Our Peerless has been tried in cafes, billiard parlors, drug stores, hotels, candy stores, etc., and in every case has it proven a success. It does not matter what your business may be so long as it means dealing with the general public. You will find it profitable to have a Coin Operated Piano. It will attract customers, amuse them, and your satisfaction will come from the coin box, which will earn money for you that you would not otherwise get, as well as an increase in patronage.

Once more the PEERLESS coin operated PIANOS are classed by the nation's experts as the LEADERS.

They were awarded the Gold Medal and Highest Award at the Jamestown Exposition, 1907.



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OTHER AWARDS:

Pan-American Exposition, Buffalo, 1901
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We announced the BQ as a
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And it was.

Just as we expected, only more so.

And getting still more so every
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The combination in a cylinder
machine of all the points of conveni-
ence and tone quality that have
made so great a success of the Col-
umbia Disc Graphophone was bound
to create excitement, and it's bound
to keep it up.

We are rushing work on the BQ
model and intend to keep as close to
our orders as possible, but the machines
are being sold about as fast as they
are being shipped, and that means
just one thing: *Get your orders in!*

The compactness of the machine
alone would sell it.

The aluminum tone-arm *alone*
would sell it.

This BQ Columbia is one talking
machine model that you *can't* lose on

—Unless you lose sales by not or-
dering soon enough.



Columbia Disc and Cylinder Rec-
ords fit any talking machine and
make it sound almost as good as the
Columbia Graphophone—and the
whole country is finding it out!

It's a message to you.



COLUMBIA PHONOGRAPH CO.

TRIBUNE BUILDING, NEW YORK

The Columbia "BQ"



the success of the year

**A \$30 Tone-Arm Cylinder
Graphophone with Swivelling
Flower Horn. No rubber tube,
no horn crane, no horn stand.**