

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

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



The STAR Talking Machine

is the one machine that has any real claim on the attention of the prospective purchaser—the only one that has an individuality—the only one which embodies really fresh conceptions.

SOMETHING JUST AS GOOD

The retailer who persuades a customer who wants a STAR to take something "equally as good" does a wrong both to the customer and to the manufacturer.

It is, of course, very weak in a purchaser to allow himself to be over-persuaded, but many men and more women are so constituted as to be easily influenced, and unscrupulous retailers are keen to take advantage of this fact.

The wrong done to the manufacturer is obvious. He spends time and money in developing his product by costly experiments and by almost endless money spent in patents, besides creating a demand for his wares. Substitution deprives him of his just reward.

The customer is also defrauded. An imitation lacks the essential points of merit which are protected by patents granted by this and foreign governments, *which can be used only on a machine made by the owner of these patents.* Besides, if another similar device is better or just as good, it should not have to obtain recognition by using another's success by which to climb to its own. "Just as good" is never true and is always costly.

Hawthorne & Sheble Manufacturing Co., Howard and Jefferson Streets,
 PHILADELPHIA, PA., U. S. A.

The Sound is On to Stay

The
Public
Wants
Them
35c Each



We
Guarantee
No
Breakage
35c Each

Convenient to Handle

- | | |
|--|---|
| <p>1. The Tone is Better — because</p> <p>2. The Volume is Greater — because</p> <p>3. The Reproduction is Truer — because</p> <p>4. Our New Reproducer increases the Musical Value of our Records — because</p> | <p>by our exclusive process our records are a perfect reproduction of the wax masters.</p> <p>the perfect firmness of our material throws all the vibration into the reproducer.</p> <p>there is no breaking down in the walls and ridges of the vibrations, which always happens with wax records.</p> <p>the spring tension causes the wedge-shaped sapphire point to cling and follow perfectly the sound waves on the record, imparting to the wooden diaphragm all the qualities of tone as well as the increased volume of sound.</p> |
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ESTABLISHED LIST OF JOBBERS:

<p>ABERDEEN, S. D., McArthur Piano Company.</p> <p>ALBANY, N. Y., Fincl. & Hahn, 92 State Street.</p> <p>BIRMINGHAM, ALA., Talking Machine Company, 2007 Second Avenue.</p> <p>BOSTON, MASS., Mass. Indestructible Record Co., 72 Bedford Street.</p> <p>BROOKLYN, N. Y., American Talking Machine Co., 586 Fulton Street.</p> <p>BUFFALO, N. Y., W. D. Andrews, Seneca Street, cor. Wells.</p> <p>BURLINGTON, VT., R. C. Smith & Co., 68 Church Street.</p> <p>CHATTAHOOGA, TENN., Standard Music Co., 9-11 East Eighth Street.</p> <p>CHICAGO, ILL., James I. Lyons, 265 Fifth Avenue.</p> <p>CINCINNATI, OHIO, Ball-Fintze Co., 198 East Third Street.</p> <p>CLEVELAND, OHIO, Eclipse Musical Co., 1870 East Ninth Street.</p> <p>COLUMBUS, OHIO, Perry B. Whitist, 209 South High Street.</p> <p>DES MOINES, IOWA, Hopkins Bros., 618-620 Locust Street.</p> <p>DETROIT, MICH., American Phon. Co., 106 Woodward Avenue.</p> <p>DUBUQUE, IOWA, Harger & B'ish, 910 Main Street.</p> <p>FORT DODGE, IOWA, Early Music House.</p>	<p>FORT SMITH, ARK., R. C. Bollinger, 704 Garrison Avenue.</p> <p>HELENA, MONT., Cuffin's Music House, 15 West Sixth Avenue.</p> <p>LINCOLN, NEB., H. E. Sidles Phon. Co.</p> <p>LOUISVILLE, KY., Montenegro-Riehm Music Co., 523 Third Avenue.</p> <p>MEMPHIS, TENN., F. M. Atwood, 123 Monroe Avenue.</p> <p>MINNEAPOLIS, MINN., Thos. C. Hough, 714 Hennepin Avenue.</p> <p>MOBILE, ALA., W. H. Reynolds, 167 Dauphin Street.</p> <p>NASHVILLE, TENN., Magruder & Co., 27 The Arcade.</p> <p>NEWARK, N. J., Edisona Co., 57 Halsey Street.</p> <p>NEWARK, OHIO, Ball-Fintze Co., 12 Canal Street.</p> <p>NEW HAVEN, CONN., A. B. Clifton Co., 33 Church Street.</p> <p>NEW ORLEANS, LA., Natl. Automatic Fire Alarm Co., 614-618 Gravier St.</p> <p>NEW YORK, CITY, F. Bullenknip, 922 Columbus Avenue. Benj. Swirky, 27 East Fourteenth Street.</p> <p>OMAHA, NEBR., Hano P'ayer Co., 8th and Douglas Streets.</p> <p>PALATKA, FLA., Cochrane's Book Store.</p>	<p>PHILADELPHIA, PENNA., Musical Echo Co., 1217 Chestnut Street.</p> <p>PITTSBURG, PENNA., Powers & Henry Co., 339 Second Avenue.</p> <p>SACRAMENTO, CALIF., A. J. Pommer Co., 829 J Street.</p> <p>SAVANNAH, GA., Knight Drug Co., 103 Broughton Street.</p> <p>SCHENECTADY, N. Y., Finch & Hahn, 504 State Street.</p> <p>ST. LOUIS, MO., Conroy Piano Co., 1100 Olive Street. J. K. Savage Supply Co., 921 Franklin Avenue.</p> <p>SIOUX CITY, IOWA, Early Music House.</p> <p>SIOUX FALLS, S. D., O. C. Cadwell & Co., 127 Phillips Avenue.</p> <p>SYRACUSE, N. Y., W. D. Andrews, 218 East Railroad Street.</p> <p>TERRE HAUTE, IND., Wabash Music Co., 823 Wabash Avenue.</p> <p>TOLEDO, OHIO, Whitney & Currier Co.</p> <p>TROY, N. Y., Finch & Hahn, 3 Third Street.</p>
CANADA		
<p>HALIFAX, N. S., J. A. McDonald Piano & Music Co., 41 Barrington St.</p> <p>MEDICINE HAT, ALBERTA, Assiniboia Music House.</p>		

Send to your Jobber for our Reproducer Booklet and ask for Terms to Dealers

The Indestructible Phonographic Record Co.
ALBANY, NEW YORK

The Talking Machine World

Vol. 4. No. 7.

New York, July 15, 1908.

Price Ten Cents

PHOTOGRAPHY WITHOUT CAMERA.

Prof. Lippmann Discovers Method of Direct Picture-Taking on the Film—Studied Eye of a Fly—Gets Perspective and Relief Without Stereoscopic Process—Film Contains Multitude of Facets.

Professor Lippmann, of the Sorbonne, according to dispatches from Paris, has just made a discovery which will revolutionize the art of photography. When his discovery has been perfected in a few of its details, cameras may be done away with, and the photograph will give the same effect of relief and perspective which can be secured now only by use of the stereoscope. For the sake of the uninitiated it may be mentioned that it was Professor Lippmann who first discovered color photography. His latest discovery is no less extraordinary.

"The constitution of a photographic apparatus," said the professor, discussing his discovery, "is analogous in many respects to that of the human eye. As a result, if we wish to obtain perspective and relief we are forced to use the stereoscope. I was long convinced, however, that if I could produce the image as it appears on the eye of a fly I should have my stereoscopic effect direct. The eye of this class of insect, as you know, is composed of a large number of minute facets. Each of these facets reproduces a corner of the object or landscape presented to it. The ensemble of the facets gives the complete picture. I therefore set to work to find some preparation which would give a similar result.

"After a good deal of research, I evolved a collodion film, upon which I placed a thin layer of sensitive gelatine finely honeycombed. This honeycombing process created a multitude of globules—to be exact, twenty-five to each square millimeter. In the layer of collodion each of these globules forms two hemispheres. That which is in front, toward the exterior, is of much smaller radius than that which is behind, and which offers a larger curve. The first hemisphere plays the role of the objective; the second retains the image. Each globule reproduces the totality of the picture, but permits the eye to distinguish only that point coming within the radius of vision. In virtue of its power of accommodating itself to circumstances, the eye groups all the visible points together, and the sum total makes the complete picture. Thus, the eye, while seeing a single image, sees it under all its aspects. Move the photograph to left or to right, and the relief and perspective change, because the eye encounters a different set of points."

"And what kind of a camera is necessary?" was asked.

"I was expecting that question," said the professor with a smile. "No camera is needed. We put the film, or sensitive plate, in an ordinary plate holder; and place it in front of the object or landscape which we wish to photograph. The slide is opened and shut and the operation is finished. My greatest regret is that we are unable to reproduce this new photography in printing. It is no good for photogravure. For pictures reproduced in the newspapers we shall still have to use the stereoscope."

ROOSEVELT HEARD CHEERING

Over Combination of Telephone and Phonograph in Convention Hall.

It is said that President Roosevelt himself was an actual listener to the demonstrations of enthusiasm which greeted his name in the convention of the Republican party held recently in Chicago and which selected Mr. Taft as its candidate for President.

Hanging ten feet above the heads of the dele-

gates and immediately in front of the platform were four black discs, looped by wires and joined by a small central cable leading from the hall. Many wondered at these discs, believing them to be a part of the system for electrical display.

They were a combination of telephone and phonograph, taking up the proceedings as they occurred and transmitting each speech and each burst of applause. According to the reports one of the wires was cut into the White House and the President in person, with the receiver to his ear, caught the words of Lodge as he electrified the vast assemblage and the echoing shouts which followed.

THEY'D USE A TALKING MACHINE.

How the Kansas City School Board Would Save Money for Drills.

(Special to The Talking Machine World.)
Kansas City, Mo., June 30, 1908.

Pianist or graphophone? That's one of the questions the school board debated at its last meeting, and it couldn't come to a decision.

The question was whether Miss Grace Slocomb, who plays the piano for the calisthenic drills at the Manual Training High School, should be continued on the payroll at a salary of \$300 a year.

"Why should we continue to pay a salary like this, when we can get a fine, large talking machine to do the work for \$75 down?" suggested Hale H. Cook, a member of the board. "It's extravagance, wasteful extravagance."

"I agree with Mr. Cook" said E. D. Phillips, principal of the Manual Training High School. "A graphophone would do just as well."

The board discussed the relative merits of pianist and graphophone and agreed to leave the final settlement of the troublesome question until the next meeting. Meanwhile, a motion was adopted to reconsider the appointment of Miss Slocomb, which was confirmed by the board a week ago.

A VISITOR FROM BRAZIL.

A Chat With Gustavo Figner, the Enterprising Talking Machine Man of Sao Paulo, Brazil—Business Active in That Country.

Coming into New York from Rio de Janeiro, Brazil, S. A., on the "Deutschland," June 18, Gustavo Figner, of Figner Irmaus, Sao Paulo, Brazil, sailed away again on the 25th following, making a very brief stay in this country. The real reason of Señor Figner's short call was that he had been recently married, was practically on a wedding trip and was anxious to rejoin his wife in Paris, France, who declined to come to the United States with her husband.

Señor Figner, when seen by The World, said he was delighted to get away from Brazil for a while, not that he disliked the country. On the contrary, it was a beautiful place to live in and one of the finest spots on the globe to make money. Among other things, he said: "I am the agent in Brazil for the Columbia Phonograph Co., general; also for the Fonotopia Co., of Italy, and the Gramophone Co., of London, England. Also sell the full lines of the Victor Talking Machine Co., of Camden, N. J., though not their agents. Besides I do what you here would call a general mail order business. I also publish a couple of newspapers. You see the cost of advertising in Brazil is so great one is almost compelled to go into the publishing business yourself, in order to get your goods properly before the public. The Brazilian newspapers have very small circulations, therefore no particular benefit is derived when they are used. I expend at least \$30,000 yearly in advertising.

"One great trouble in Brazil is the scarcity of

competent assistance. Help is plentiful enough, but not the right kind. This results in the proprietors of any business being forced to look after most of the details, and this is wearing. I have been in business now nine years, and am completely tired out, and therefore I am glad to get away for a while. This drawback no one can get away from. When I rejoin my wife in Europe we shall stay there for some time. I am from Bohemia, and this will be the first time I have been back in 15 years.

"The talking machine business in Brazil is growing rapidly. Records sell differently in different places. In Sao Paulo nine-tenths of the population are Italians, and therefore operatic selections are in demand. In Rio the Portuguese are the predominating people and their sales are for other records, generally instrumental and native and popular airs. The Columbia Co. are making a special line of records that will be shipped at once. Before I went into business for myself I bought goods outright and sold them throughout Brazil, then handling a great many Edison machines and records."

Señor Figner uses excellent English, speaking briskly and employing terse, expressive terms. He has all the appearance of an aggressive, successful man who still retains an interest in human nature and the enjoyments of life.

TIME TO ACT IS NOW.

Don't Postpone 'Till To-morrow What You Can do To-day Pays in Business.

The man on the fence is always unhappy. Get off quickly and form the habit of facing situations with prompt decisions. That's the only way to achieve things for life, and activity is given to us for a brief period in which much must be crowded and every minute counts.

If you vacillate, somebody else will make up your mind for you, and not always to your advantage. Neither will you invariably decide correctly, but with increasing experience you'll be right much oftener than wrong and the habit of leadership and command will stamp you an able man.

The importance of deciding promptly was taught in a small way to a young man selling goods to a dealer who hesitated between the best and next grade of a line submitted. Said the undecided dealer, "Which do you advise?" To which the conscientious young salesman responded, "You must know best; they are both good value and either will serve your requirement." "Well," said the dealer, "I'll wait and think it over a few days. Come in again next week." And when the salesman came next week, as appointed, behold a competitor's line was prominently displayed and his line shut out. The next time he was asked for an opinion on his line he had it ready, and never again lost an order for lack of a decision.

VENEZUELA'S TAX ON TALKING MACHINE.

The new Venezuelan tariff, which is based on the metrical system, provides that talking machines be assessed .241c. per kilogram, accessories and records for same also at that rate, which likewise applies to musical instruments and boxes not otherwise mentioned under the headings of pianos, player pianos, organs and music.

CHANNING WILLIAMS' SUCCESS.

Channing Williams, who opened a talking machine store in New Haven, Conn., last August, has already succeeded in building up a substantial trade, and by the time of his anniversary will have a most cheerful report to make. Mr. Williams handles Edison and Columbia machines and records, as well as framed pictures and post cards.

TALKER IN NATIONAL CAMPAIGN.

Three Reasons Why the Present Political Activity in Connection With the Presidential Campaign Should Not be Overlooked by the Progressive Dealer.

The guns in the Presidential battle are booming loudly, and from now until victory is won on November 3 next a great activity will be in effect which should be taken advantage of by the talking machine dealer.

There has been a great deal written in past issues of *The World* relative to the "talker" in politics, but the question is so important that it would seem permissible at this time to take up a phase which has not as yet, I believe, been touched upon to any extent, viz.—just how the present campaign can be of most assistance to the trade. I have made it a point to consult with several dealers upon the subject, and, as a result of my inquiries, the following suggestions are offered:

First—Special campaign supplements should be issued by all the companies now engaged in record-making as has already been done by the National Phonograph Co. These supplements should contain speeches of a patriotic character which cannot fail to arouse the ardor of the American citizen, especially when rendered by men now in the limelight. If this were done, when a customer comes into your store, Mr. Dealer, you could ask him a few questions relative to the political situation and obtain his views. This accomplished, it would be an easy matter to inveigle him into listening to an oration by his favorite candidate which would so prey upon his sense of patriotism as to force him to make at least one purchase before the attack subsided.

Second—You should display a collection of posters in your store depicting in attractive form what the "talker" will do for the politician. The illustration accompanying this article shows a scene at a national convention, in which the talking machine is playing a leading rôle. A delegate has the floor, and in an impassioned speech so brilliantly rendered as to bring the whole convention to its feet in a mighty burst of enthusiasm, has just placed his candidate in nomination. Then as a thrilling finale while the excitement is at white heat, he starts the talking machine, and the vast assemblage listens spellbound to a graceful address from the very lips of the man who has just been lauded by the eloquent delegate. The effect is simply beyond description. Hats are thrown aloft in a frenzy of devotion and the nomination is carried unanimously amid a whirlwind of cheers and applause.

If a poster similar to the illustration shown above were placed in your window, Mr. Dealer, and some attractive reading matter displayed in conjunction with the same, calling attention to the fact that you have political records in stock, and that they represent the best efforts of both Presidential candidates (records by one probable candidate being now at your service as this story goes to press) there would undoubtedly be an immediate call upon you to supply the hungry public with political records.

Third—The political organizations throughout the country should be supplied with literature of a character to explain concisely and well just how the "talker" can be made useful to them in conducting their part of the campaign.

In the little country villages far removed from the large cities there is no better way to reach the hearts of the people than through the "talker." Their Presidential candidate, once selected, is to their minds almost a god, and they worship him accordingly. Just afford them the opportunity of listening to his voice, and they will see that everyone in their community is saturated with the news, and woe to the poor skeptic who does not support the man who has gone to the trouble of having a speech canned for their special benefit.

In this connection the writer might state that he is a countryman himself, claiming as

his home a hamlet twenty miles from Philadelphia, and a few evenings ago he carried his machine and the list of new Bryan records down to the grocery store, where the local celebrities are wont to congregate to discuss the questions of the hour, which at the present time turn toward politics.

He found the usual crowd on the porch listening to Squire Rogers, who was holding forth on the wickedness of politicians in general, and Bryan in particular.

"That man ain't fit to be President!" emphatically declared the Squire, expectorating with great accuracy of aim into a potato barrel. "He ain't got no religion."

"What's that?" interrupted Deacon Spinner.



"Don't believe no sech thing, Squire; everybody's got some sort o' religion if you kin only git it out."

"No, siree! Bryan ain't. I seen it plain as day in the paper, an' it's true."

Fearing that the argument might prove lengthy and belligerent, and wishing to start the entertainment, the writer slipped Edison record No. 9,923, "Immortality," by William Jennings Bryan on the mandrel and pressed the starting lever. Silence reigned throughout the whole rendition of the "beautiful and effective description of supreme faith in a 'life beyond,'" and when it was over, old Squire Rogers sighed and inquired: "That ain't Bryan hisself a-talkin'?"

The writer nodded in the affirmative.

"I'll take it all back then. He's got religion all right or he couldn't make no sech beautiful remarks as them there on that phonygraft, an' what's more, you kin take it from me here an' now, that if he's nominated, I'll cast a vote fer 'im, by gum!"

As these rural localities are covered by political clubs, it behooves the "talker" man to get busy and follow up the distribution of trade literature with a business call from one of his salesmen, endeavoring to plant a machine or more in every club within range, and the sooner the better.

You should "make hay while the sun shines."
HOWARD TAYLOR MIDDLETON.

RESTRAINING ORDER GRANTED

In Favor of the Victor Talking Machine Co. Against Meyer Futernik, of Philadelphia, Whom It Is Alleged Sold Victor Records Below Licensed Price.

(Special to *The Talking Machine World*.)
Philadelphia, Pa., June 30, 1908.

On June 15, 1908, the Victor Co. filed a bill in equity, petition for restraining order and preliminary injunction papers in the United States Circuit Court for the Eastern District of Pennsylvania against Meyer Futernik, of Philadelphia, trading as the Eastern Phonograph Co., to restrain infringement of the Berliner Patent No. 534,543, in selling Victor records at a less price than the licensed price. In the early part of June the attention of the Victor Co. was called to the fact that Meyer Futernik, of the Eastern Phonograph Co., was selling and advertising for sale 60 cent Victor records at a greatly reduced price, and the above measures to restrain them were at once taken.

On June 15, 1908, Horace Pettit, counsel for the Victor Co., appeared before Judge McPherson and secured a restraining order at once, which was promptly served on defendant, restraining him from selling and advertising for sale the Victor records at less than the license price; on June 19th the motion for preliminary injunction was heard before Judge McPherson. James C. Sellers, of the Philadelphia bar, appearing for the defendant and filing an affidavit on behalf of the defendant. The matter was argued before Judge McPherson and a decree entered in favor of the Victor Co. on that date.

GILMORE BUYS NEWSPAPER.

William E. Gilmore, president of the National Phonograph Co., has purchased the Orange (N. J.) Chronicle, including the plant and building, the price being \$21,600. In the event of the sale being confirmed by the court, it is Mr. Gilmore's intention to organize a company and conduct the business under the management of Harry M. Friend, for many years connected with the Chronicle.

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



Every Victor Dealer owes it to the future of his business to push the sale of Red Seal Records.

Among the most successful Victor Dealers to-day are those who have constantly kept "grand opera" in front of their customers—by giving frequent concerts—by circularizing—and by providing attractive and appropriate exhibition rooms for the Victor.

These dealers have become enthusiastic on the subject of grand opera, and they have made enthusiasts of their customers.

A Red Seal customer is one of your best advertisements—he gets his friends interested in the Victor—creates a number of opportunities for you that are sure to bring new sales if you follow them up. Most Red Seal customers are liberal buyers; they come in regularly for new records; and their interest lasts.

You know the profits in Red Seal Records. And you know that other dealers have "come up" from a small beginning by hammering away at the Red Seal idea.

Why don't you make a feature of Red Seal Records, and put *your* business on a bigger paying basis?

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To preserve your Victor Records and get best results, use only Victor needles.

Full information can be obtained from the following Victor dealers:

- | | | |
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| Albany, N. Y. Finch & Hahn. | El Paso, Tex W. G. Walz Co. | Omaha, Neb. A. Hospe Co. |
| Altoona, Pa. W. H. & L. C. Wolfe. | Escanaba, Mich. Grinnell Bros. | Nebraska Cycle Co. |
| Atlanta, Ga. Elyea-Austell Co. | Galveston, Tex. Thos. Goggan & Bro. | Piano Player Co. |
| Phillips & Crew Co. | Grand Rapids, Mich. ... J. A. J. Friedrich. | Peoria, Ill. Chas. C. Adams & Co. |
| Baltimore, Md. Cohen & Hughes. | Honolulu, T. H. Bergström Music Co. | Philadelphia, Pa. J. E. Ditson & Co. |
| E. F. Droop & Sons Co. | Indianapolis, Ind. T. H. Towell Co. | C. J. Heppe & Son. |
| H. R. Eisenbrandt Sons. | C. Koehring & Bro. | Musical Echo Company. |
| Wm. McCallister. | Jacksonville, Fla. W. D. Alexander & Sons. | Penn Phonograph Co., Inc. |
| Bangor, Me. M. H. Andrews. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | Louis Buehn & Brother. |
| Birmingham, Ala. E. E. Forbes Piano Co. | Schmelzer Arms Co. | Western Talking Machine Co. |
| Boston, Mass. Oliver Ditson Co. | Lincoln, Neb Ross P. Curtice Co. | H. A. Weymann & Son. |
| Eastern Talking Machine Co. | Little Rock, Ark. O. K. Houck Piano Co. | Pittsburg, Pa. Pittsburgh Phonograph Co. |
| M. Steinert & Sons Co. | Los Angeles, Cal. Sherman, Clay & Co. | Powers & Henry Co. |
| Brooklyn, N. Y. American Talking Machine Co. | Memphis, Tenn. E. E. Forbes Piano Co. | C. C. Mellor Co., Ltd. |
| Buffalo, N. Y. W. D. Andrews. | O. K. Houck Piano Co. | Standard Talking Machine Co. |
| Neal, Clark & Neal Co. | Milwaukee, Wis. Lawrence McGreal. | Cressey & Allen. |
| Burlington, Vt. American Phonograph Co. | Minneapolis, Minn. Minnesota Phonograph Co. | Portland Talking Machine Co. |
| Butte, Mont. Orton Brothers. | Mobile, Ala. Wm. H. Reynolds. | Portland, Me. Sherman, Clay & Co. |
| Canton, O. The Klein & Heffelman Co. | Montreal, Canada. Berliner Gramophone Co., Ltd. | Portland, Ore. Sherman, Clay & Co. |
| Charlotte, N. C. Stone & Barringer Co. | Nashville, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Cable Co. |
| Chicago, Ill. Lyon & Healy. | Newark, N. J. Price Phono. Co. | W. D. Moses & Co. |
| The Rudolph Wurlitzer Co. | Newark, O. Ball-Fintze Co. | Rochester, N. Y. The Talking Machine Co. |
| The Talking Machine Co. | New Haven, Conn. Henry Horton. | Rock Island, Ill. Totten's Music House. |
| Cincinnati, O. The Rudolph Wurlitzer Co. | New Orleans, La. Nat'l Auto. Fire Alarm Co. | Salt Lake City, Utah. .. Carstensen & Anson Music Co. |
| Cleveland, O. W. H. Buescher & Sons. | Philip Werlein, Ltd. | San Antonio, Tex. Thos. Goggan & Bro. |
| Collister & Sayle. | New York, N. Y. Blackman Talking Machine Co. | San Francisco, Cal. Sherman, Clay & Co. |
| Eclipse Musical Co. | Sol Bloom, Inc. | Savannah, Ga. Phillips & Crew Co. |
| Columbus, O. The Perry B. Whitsit Co. | C. Bruno & Son, Inc. | Seattle, Wash. Sherman, Clay & Co. |
| Dallas, Tex. Thos. Goggan & Bro. | F. Davega, Jr., Inc. | Sioux Falls, S. D. Talking Machine Exchange. |
| Dayton, O. The Fetterly Piano Mfg. Co. | S. B. Davega Co. | Spokane, Wash. Eiler's Piano House. |
| Denver, Colo. Hext Music Co. | Chas. H. Ditson & Co. | Sherman, Clay & Co. |
| Knight-Campbell Music Co. | The Jacot Music Box Co. | St. Louis, Mo. Koerber-Brenner Music Co. |
| Des Moines, Iowa. Jones Piano Co. | Landay Brothers, Inc. | St. Louis Talking Machine Co. |
| Detroit, Mich. Grinnell Bros. | The Regina Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Dubuque, Iowa. Harger & Blish. | Stanley & Pearsall. | Koehler & Hinrichs, |
| Duluth, Minn. French & Bassett. | Benj. Switky. | Syracuse, N. Y. W. D. Andrews. |
| | Victor Distributing & Exp't Co. | Toledo, O. The Hayes Music Co. |
| | | Whitney & Currier Co. |
| | | Washington, D. C. John F. Ellis & Co. |
| | | E. F. Droop & Sons Co. |

SOUTHERN PACIFIC NOTES.

Dealers in Los Angeles More Optimistic—Hart Returns from Tahiti—Bryan Records Featured—Dolbeer a Visitor—Columbia Progress—Many New Dealers Start Throughout the State—Crown Co.'s Success—An Interesting Budget of News.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 29, 1908.

Trade is much better and most all the dealers are doing a very satisfactory business. Employee and employer are taking their annual vacations. F. J. Hart, president of the Southern California Music Co., has returned from a few weeks' trip to the island of Tahiti. He brought back with him many curios.

The Bryan records, recently issued by the National Phonograph Co., have had a great sale. The George J. Birkel Co. have featured them with success. The Southern California Music Co. are shipping out a surprising number of them. F. K. Dolbeer, manager of sales for the National Phonograph Co., visited this city lately in the interest of his concern. He seems much pleased with Los Angeles, and although here on business had a very pleasant visit.

The Columbia Phonograph Co.'s branch is doing a fine instalment business and Manager Stidam is very much pleased with the way contracts are kept up. They have recently received two new style machines for premium trade, one a cylinder type and the other a disk. They are both fitted with decorated flower horns and make a very neat appearance.

Business in the small towns about the southern part of the state is improving and from the number of new dealers being established it would seem to be surely better.

George P. McKay, of Oceanside, is about to move into his new store, where he will make his talking machine department a special feature of his already large business.

The Crown City Music Co., of Pasadena, a lately organized concern handling pianos and talking machines, are having great success with their talking machine department. Manager Wollmer says they are doing better than could be expected for a new house.

Leo. Weaver, of the Pasadena Music Co., is a regular visitor to the Victor and Edison jobbers, always bringing an order with him. Arthur Mason, of Long Beach, is another who always keeps the fact that he is a live Edison dealer before you by bringing his orders instead of mailing them.

Edward Borgum, traveling representative of

the Southern California Music Co., has returned from a trip through the southern part of the state with some new dealers on his book.

Theale & Co., of San Diego, are doing well with their Victor department. Clark Meyers, of the same city, is a new Zonophone dealer who has placed a splendid initial order.

The Southern California Music Co.'s San Diego branch is featuring the new Edison Bryan records with great success.

Farrow & Kennedy, of Chulu Vista, Cal., are among the new Edison dealers recently listed.

O. P. Swen, who has handled the Edison line for some time, has ordered a line of zonophones and records for his store at Escondido, Cal., which he expects to remodel considerably.

The Whittier Hardware Co., of Whittier, Cal., have just sold several nice zonophone outfits and expect to enlarge their talking machine room.

K. E. Watson, of Orange, is a new dealer in Edison goods and has given them a large space in his drug store.

Sherman, Clay & Co., have received a second shipment of Victor "Crown" Italian operatic records, which Manager Ruggles says are nearly out already. The new special list of hits, announced by the Victor Co., will doubtless have a great sale, as the orders placed for them are quite heavy. The first shipment is expected to arrive in time to go on sale with the July records. Mr. Ruggles finds the demand for all sized Victor machines very satisfactory and orders from out of town very numerous.

The Exton Music Co. are distinguishing their store with afternoon concerts in which the Auxetophone is a feature, and no one passes their store on Spring street without knowing they are talking machine dealers.

Bonner & Co., of the east side, are much in evidence in their section, doing a nice business in both disc and cylinder goods.

The Nishkian Cycloy, of Fresno, Cal., report a good trade with their lines, Victor, Edison and Zonophone. The latter was recently added by Mr. Nishkian, who visited Los Angeles for a few days.

G. S. Brown, of Santa Barbara, has created a great deal of interest with the Edison Bryan records and expects a great sale for them.

The Southern California Music Co.'s branch store has been ordering a number of Edison and Victor machines, which they seem to be selling very rapidly.

Charles E. Brown has journeyed south from San Francisco in the interests of Kohler & Chase, of that city.

William Tatsch, of the Tatsch Co., is very busy with his new permanent needle.

"MEN WHO SELL THINGS"

Is the Title of a Volume Written by Walter D. Moody That Should be in the Hands of Every Salesman Whether Inside the Counter, or on the Road—Is Stimulating, Educating and Gives the Ideas of a Practical Man.

The mainstay and basis of modern business has come to be the traveling salesman; in fact, his calling is recognized as one of the professions. Special interest, therefore, attaches to the publication by A. C. McClurg & Co., of Chicago, a short time ago of a very practical and suggestive book entitled "Men Who Sell Things," by Walter D. Moody, well known in Chicago as the business manager of the Chicago Association of Commerce. The author dedicates his book "To the Commercial Ambassador," and has written it primarily for the traveling man. It contains, however, much educational matter for all business men, young and old, and there is a vein of up-to-date practical business philosophy running through it that will appeal to any man or boy interested in self-development and



From a Copyrighted Photograph by Dana Hull

WALTER D. MOODY.

a successful business future. The book presents the experiences and theories of an observant man who has spent twenty years studying the problems that confront the average seller of goods, and is a book that every salesman worthy of the name will want and find indispensable. The book seems destined to attract the widespread notice of employers, sales managers and salesmen because of the serious purpose that actuates the author and the living truths to be found on every page. Mr. Moody makes his points in an entertaining manner, but his book is throughout thoroughly stimulating. We understand one sales manager in a large mercantile book house who had an opportunity to look the book over in the MS. said that it would have saved him years of experimenting if he could have had it at the beginning of his career as a salesman.

The talking machine men are alert to new ideas, and this book should interest everyone engaged in the money-getting side of this business. For example, it tells the salesman how to approach men, how to create and develop the compelling personality and the engaging presence essential to getting business; how to attract, convince and sell a prospective customer under adverse conditions; how unfriendliness may be turned into friendship, curiosity into desire, interest into sales and sales into permanent custom. The book is bound in royal blue cloth, of convenient size, 295 pages, and the price is \$1 at any book store; or, the publishers will send it postage paid for \$1.10.

It consumes time and energy to censure and find fault; the wise plan is to minimize the bad and magnify the good; to make the best of men as we find them; trust men and they will be trustworthy; call for truth and it will come from unexpected quarters.

ANDREWS TALKING MACHINE SUPPLY HOUSE

Credits itself with being the quickest and most prompt shipper of all orders on this line—making no distinction on size of order, as our stock is large and complete.

GENERAL DISTRIBUTERS FOR

EDISON and VICTOR MACHINES and RECORDS

COMPLETE STOCK OF

RECORD CABINETS, HORNS and Accessories

A Trial Order Will Convince

SYRACUSE, N. Y. **W. D. ANDREWS** BUFFALO, N. Y.



Get the complete list of New Victor Records for August

All vocal selections have accompaniments by the Victor Orchestra

8-inch 35 cents

- No. 5468 Medley of Reels, No. 2. Accordion Solo. John J. Kimmel
- 5403 The Peach that Tastes the Sweetest Hangs the Highest on the Tree.....Eddie Morton
- 5379 Keep on Smiling. Billy Murray and Haydn Quartet
- 5401 An Evening at Mrs. Clancey's Boarding House. Victor Vaudeville Company

10-inch 60 cents

- 5495 Captain Cupid March....Arthur Pryor's Band
- 5490 "Red Wing" Medley ("Much Obligated to You," "Red Wing," "Sweetheart Days" and "I'm Afraid to Come Home in the Dark.") Arthur Pryor's Band
- 5500 Estellita Waltz. Mandolin and Guitar Duet. Siegel and Butin
- 5480 Serenade (Moszkowski). Violin Solo. Howard Rattay
- 5497 Alice, Where Art Thou—Fantasia. 'Cello and Flute Duet.....Trein and Lyons
- 5498 The Vacant Chair—Paraphrase. Strings—Woodwind—Harp.....Victor Octette
- 5485 Berceuse (Lullaby) (from "Jocelyn"). Violoncello Solo.....Victor Sorlin
- 5482 Dear Heart.....Elise Stevenson
- 5486 March of the Cameron Man.....Harold Jarvis
- 5487 My Ain Countrec.....Harold Jarvis
- 5488 Just Some One (from "Lonesome Town"). Harry Macdonough
- 52555 Lucia—Regnava nel Silenzio (Silence O'er All)Guisseppina Huguet
- 5501 The Right Church but the Wrong Pew. Eddie Morton

- No. 5493 You Have Always Been the Same Old Pal. Henry Burr
- 5489 I Want to Be Loved Like a Leading Lady (from "The Girl Behind the Counter"). Ada Jones
- 5494 Finnegan's Flat. Descriptive Specialty. Steve Porter
- 5481 Come Where My Love Lies Dreaming. Peerless Quartet
- 5496 He Will Hold Me Fast.....Haydn Quartet
- 5499 By the Old Oaken Bucket, Louise. Stanley and Macdonough
- 5503 Jesus Is Calling.....Stanley and Macdonough
- 52006 "Can It Comfort" (Kan det Troste). A. Wallgren and Orpheus Chorus of Upsala, Sweden
- 5483 Cohan's Rag Babe.....Arthur Collins
- 5491 Oh, That We Two Were Maying. Miss Stevenson and Mr. Macdonough
- 5484 Down in Jungle Town.....Collins and Harlan
- 5502 The A. B. C's of the U. S. A. (from the "Yankee Prince")....Miss Jones and Mr. Murray
- 52516 Profeta (Prophete)—Re del Cielo (Triumphal Hymn, "King of Heaven")....Luigi Colazza

12-inch \$1

- 31704 "The World is Mine" Waltzes...Victor Dance Orchestra (Walter B. Rogers, Conductor)

New Victor Red Seal Records

- Emma Eames—Louise Homer**
- 89020 Lakme (Delibes) Dome epais le jasmin ('Neath the Shady Dome). 12-inch, with Orchestra, \$4. In French.

- No. 89021 Lohengrin (Wagner) Du Aermste (Thou Unhappy One). 12-inch, with Orchestra, \$4. In German.

Emma Calve, Soprano

- 88130 Herodiade (Massenet) Il est doux, il est bon (He is Kind, He is Good). 12-inch, with Orchestra, \$3. In French.

Bessie Abott, Soprano

- 88129 Mireille (Gounod) Valse. 12-inch, with Orchestra, \$3. In French.

Gina C. Viafora, Soprano

- 64085 Boheme (Puccini) Musetta Waltz. 10-inch, with Orchestra, \$1. In Italian.

Pol Plancon, Bass

- 85125 Robert le Diable (Meyerbeer) Invocation "Nonnes qui reposed" (Ye Slumbering Nuns). 12-inch, with Orchestra, \$3. In French.

George Hamlin, Tenor

- 74111 Die Walkure (Wagner) Siegmund's Liebeslied (Siegmund's Love Song). 12-inch, with Orchestra, \$1.50. In German.

Emilio de Gogorza, Baritone

- 74110 Rigoletto (Verdi) Monologo—Pari siamo (We are Equal). 12-inch, with Orchestra, \$1.50. In Italian.

Evan Williams, Tenor

- 64086 Queen of Sheba (Gounod) Recitative (Lend Me Your Aid—First Part). 10-inch, with Orchestra, \$1. In English.

Violin Solo by Mischa Elman

- 61180 (a) Moment Musical (Schubert). (b) Perpetuo Mobile (Bohm). 10-inch, \$1.

You ought to have every one of these records. We are advertising the complete list in the leading magazines for August as well as calling attention to them during the latter part of July in the principal daily newspapers throughout America. We are telling millions of readers that these new records can be had at all dealers on July 28.

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

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

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

Berliner Gramophone Co., of Montreal, Canadian Distributors

To preserve your Victor Records and get best results, use only Victor Needles

TO MAKE A STUDY OF MONKEYS.

Prof. M. E. Haggerty, the Harvard Exponent of Animal Psychology, to Spend the Summer Among the Simians at Bronx Zoo—Will Live in Their Quarters and Take Phonograph Records—Has no Hope of Discovering Speech.

In order that those young gentlemen at Harvard who are gleaning bright shoots from the fields of biology, zoology, psychology, sociology and morality may learn in how far they have developed beyond our common Simian ancestor, Prof. Melvin E. Haggerty has installed himself in the Bronx for the purpose of a summer's observation of Dr. Hornaday's four-handed guests in the monkey house.

The east room in the Simian pavilion has been fitted up with elaborate appointments to assist Professor Haggerty in his observations. There he will spend many hours each day getting a line on the monkey stream of consciousness, the basic concepts of the baboon with the bobbed scut and the aestho-physiology of the ring-tailed roarer of the African jungles.

Monkeys have been observed before in the interests of science. Dr. Garner once went among them and returned to the civilized world with an alleged conversation chart that set many beards a-wagging and brought down upon the scientist one of the earliest charges of nature faking. Professor Haggerty, however, does not extend any hope of learning monkey talk. He will take phonographic records of their jibber, but not with the idea of reducing to a vocabulary. He is more interested in the relativity of relations and the functions of the Simian nervous systems.

Day by day the savant will take copious notes on the monkey's loves and hates, his pains and pleasures, the acute tactile apperceptiveness of the baboon periphery, etc., so that when he returns to the elm-shaded corridors of learning at Cambridge he may be able to tell the boys whether or not there is much of the monkey psychology left in their varied make-up.

Director William T. Hornaday was very indignant at the report that Professor Haggerty would start light housekeeping in the Simian shed with a view to getting down to a sociological level with the big and little monks, thereby winning their confidence and overcoming their instinctive modesty. Some scientists have urged that the monkey represses his real self in the presence of his tail-less brother, and if we could only get down to their plan and make them perfectly at home with us we would find them possessed with an intellectuality we never dreamed of.

But this theory is not held by Professor Haggerty. He does not believe that the psychic development of the monkey is very high, though there are many close lines of resemblance between their instincts and eccentricities and man's. Their dispositions and temperaments, he expects to find, are still very close to the fundamental organism that prevailed in the Age of Ab.

They have developed from the protozoon as we have developed that vague missing link that Darwin shed the first light on. It was a far cry from the first rigadon of a protozoon to the monkey; in fact, a much further cry than from monkey to man. But there are puzzling gaps that science desires to fill in.

In the east room of the monkey house, where Mr. Haggerty will make his headquarters, many scientific instruments are being installed. There will be tables for the educated chimpanzees and flying rings for the common baboons. The Harvard savant desires to get the monkeys' legs at every possible angle of action and repose. He will study them for hours when they seem in a state of profound reflection and test the development of their attention, the infinitesimal length of their sustained thought; dope out what excites their rage and impels their expressions of joy; try their passion for music with fiddle and bass drum, with cymbal and brass. Can a monkey appreciate Wagner? Will he lay down and die or leap joyfully to the melody of the Merry Widow waltz? These problems will be settled.

Also the monkeys will be given picture books in color and black and white. Mirrors will be set about the room to determine if they are vain or modest. Professor Haggerty will devote ninety days to these observations, and expects to advance the science of synthetic psychology many notches.

SUPPLIED MUSIC FOR THE OUTING.

(Special to The Talking Machine World.)
Louisville, Ky., June 29, 1908.

At St. John's picnic at Churchill Downs last week the fact that there were no bands or orchestras did not in any way lessen the enjoyment of this occasion, for through the kindness of Mr. Silverstein, local manager for the Columbia Phonograph Co., music of the highest order was dispensed throughout the entire day. The Columbia B. C. Twentieth Century graphophone was the chief entertainer and did valiant service for "the county store." Mr. Silverstein sent out one of his largest and loudest machines and the concerts were one of the hits of the day.

A TALKING MACHINE IN ARCADIA.

Any one in search of an Arcadian dell right in the heart of New York can find one in the Waldorf-Astoria. Not to be outdone by the innovations at the Plaza and the Knickerbocker, the Waldorf management has turned the rooms of the first floor on the Fifth avenue side into an enormous garden. Palms are in abundance and there are statues from Mr. Boldt's private collection and in the center is a huge pyramid of ice, fruits and flowers. Around the sides are window seats and concealed among the palms is a Victor talking machine. The reproductions of voices of the world's greatest operatic singers are accompanied by an orchestra.

It has been proposed by a member of the Council of Aberdeen, Wash., to prevent the playing of talking machines on Sundays, following a recent ordinance of the Council to close saloons.

FIRST COME, FIRST SERVED!

ORDER NOW

(Patented)

**B
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RUSH**



And You

Will Not Be Caught

Napping

THE ONLY ONE PIECE FOLDING HORN FOR

EDISON, VICTOR, ZONOPHONE AND COLUMBIA MACHINES

IN SOLID COLORS, GOLD, RED AND BLACK, HAND DECORATED OR PLAIN, RETAIL \$5.00 and \$6.00

This horn is to the owner of a machine what the folding go-cart is to a mother—CONVENIENT AND HANDY—can be folded up and packed in the lid of a trunk. Does not take up space in the parlor like the ordinary horn. JOBBERS write for catalogues and prices. IT'S to your own interest.

FOLDING PHONOGRAPHIC HORN CO., 650-52 Ninth Ave., New York City

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NEW YORK, JULY 15, 1908.

IT must have been apparent to all who were present at the Talking Machine Jobbers' convention at Atlantic City that the principal object of this organization is truly for trade good and not for selfish or personal motives. The papers which were read before the convention showed a splendid line of argumentative thought, and proved conclusively that there is no desire on the part of the members in this organization to assume a dictatorial attitude toward anyone inside or outside of the organization. Serious-minded men have recognized that there are certain accomplishments which can only be won through organized effort, and they are willing to spend their time and their money toward the advancement of objects which are of obvious interest to the entire trade. They show at once that they are willing to make sacrifices for the good of the entire industry. It should be understood in this connection that the good resulting from the organization work does not merely benefit those connected directly with the Talking Machine Jobbers' Association, but, broadly, all those interested in this particular industry to which The World directly appeals. The papers were full of sound views and are reproduced in another portion of this publication. They should be closely read, because they represent the views of practical men and not theorists. The subjects chosen all have direct bearing upon the industry, and therefore the utterances of the men whose interests lie in this particular trade will be of interest to those who were not present at the convention.

THE arguments which have been made in recent issues of The World for quality trade against quantity trade have created considerable interest. One well-known jobber recently addressed a communication to this paper, in which he stated the following: "I believe that you are doing good work in advocating quality trade, and I feel that I would rather

have a dozen dealers who are good ones than to have fifty representatives who treat the talking machine business in an indifferent manner." Of course, it is much better to have a few good representatives who work the territory carefully and thoroughly and who use progressive methods in the conduct of their business than to have a lot of pins-and-needles fellows who treat the talking machine business either as a joke or in an indifferent manner. Territory becomes wasted under such management, and these are not times to have wasted territory lying around. Every bit of it should be available and worked carefully and systematically.

TO our minds the most careful investigation should be made regarding the business ability, character and standing of talking machine dealers before they are placed on the regular list. Suppose, when an application is made for stock by a dealer, that in sending the name to the manufacturer, a request should also be included to investigate the business standing of the applicant. Suppose, for illustration, that he is found to be a man of no local standing and no tested ability, just a man who simply desires to get two or three talking machines in stock because Mr. So and So in his town has worked up a profitable business. Now, the good dealer should be encouraged in every possible way, and it is not encouraging to him to start in a lot of irresponsible men without character and without business backbone, to poach upon his territory. If a man is doing well and making the most of local conditions it is rather discouraging to see three or four men of small business caliber start in and act as feeders upon his trade. In the end no profit is made unless the sales in that particular locality have materially increased, so that the manufacturer can count upon a larger output in that vicinage. We believe that one of the slogans of the talking machine trade should be quality trade against quantity trade, and certainly no harm can come from the agitation of this subject and much good is possible, because it will set men to thinking as to business possibilities, and they will be apt to make the most out of their local conditions.

THERE was considerable nervousness evidenced in talking machine quarters over the result of the recent Supreme Court decision in the Bobbs-Merrill-Macy case upon copyright rights. To our minds there was not the slightest occasion for anxiety in this matter, because the court decision has made clear that a copyrighted article and a patented article are entirely different. The Macy establishment advertises that after seven years' litigation the court decided that they had a perfect right to sell copyrighted books as cheaply as they chose, but to sell articles which are covered by letters of patent like talking machines would be an entirely different proposition, and we are inclined to believe that anyone who attempts it would find that he would be face to face with wholly different conditions. And then it must be considered, too, that in fighting for a right to sell a copyrighted article it took seven years before the contest was finally settled in the courts. It certainly cost a lot of money and time to adjust this matter, and we do not believe that anyone would care to test the legal right of talking machine manufacturers to continue the sale of their products.

AMONG the members of the Talking Machine Jobbers' Association there was a unanimity of opinion regarding the chief executive of the organization for the new year. No other name save that of James F. Bowers was mentioned, and every member felt that Mr. Bowers' wise guidance had been of material benefit to the infant organization during the past twelve months, and his retention in office should be insisted upon. Mr. Bowers, who is a very busy man, having large drafts made upon his time by business and other organization demands, consented to yield to the wishes of his fellow-members, and the organization is to be congratulated upon its leadership for the new year.

WE have frequently urged upon salesmen the necessity of obtaining a closer acquaintance with talking machines. Success cannot be won in the field of salesmanship unless the one who offers the product for sale has himself a thorough knowledge concerning that which he desires to sell to customers. It is easy enough to learn prices and to distinguish the difference between a disc and cylinder machine, but the salesman should not stop there. There are many things further which may be acquired with advantage and profit. It should be seen that every machine is in perfect order before it is placed before a customer. There is nothing which will remove confidence from a customer's mind as to have a machine not in perfect condition, and everything running smoothly, when records are placed upon it for exhibition purposes. Then, too, salesmen should not have purely a superficial line of selling talk upon which to draw for argument, but they should have figured out in their own minds a complete line of tactical argument which will go a long ways toward convincing a customer. It isn't necessary to talk too much, because that is dangerous, but the more knowledge a salesman can display of sound reproduction and everything which pertains to machines he will find it to be a powerful factor in helping him to clinch sales, and after all it's results which count.

IT is surprising how well the talking machine trade has stood up under most adverse conditions. It is refreshing too to see how the business has withstood all kinds of shocks. Praise the Lord and the manufacturers that we have been free from the cut-throat business which has been rampant in nearly every trade since the hard times commenced. Through January and February the columns of the daily papers have fairly blazed with lurid announcements of special sales and of all kinds of cut prices. Where would the talking machine trade be if the sale of the instruments was not regulated judiciously? The business would naturally have gone to pieces during the past few months. It would have reached such a point that it would have taken a year or more to have built it up. Undoubtedly a lot of dealers under pressure would have slaughtered prices and once having started there is no telling what men would have done in order to have beaten their competitors on sales. We have seen therefore the wisdom of maintaining prices. The conditions imposed at the present time secure legitimate profits and save the trade from the slaughter conditions which exist in almost every other industry.

With the coming of the summer season

The Edison Phonograph

Becomes a more popular entertainer than ever

This is the time of year when people spend their evenings on the porch. They welcome some form of entertainment provided it can be had out of doors and without effort.

The Edison Phonograph fills the bill. We are busy collecting the new songs of the best singers and the new music of the best bands and orchestras for the summer evening diversion of your customers.

We are advertising Edison Phonographs and Records along these lines, backing up any efforts you may put forth in making the summer season a busy one.

You cannot satisfy this summer demand for entertainment with any machine. It is the Edison, with its long, smooth-running motor, new, big horn, indestructible reproducing point and clear, sweet-toned Records that is in demand. It is the Edison advertising that the people are seeing everywhere, and it is to your advantage to put Edison goods to the front and back up the impression we have made with your salesmanship.

If you do not carry Edison Phonographs and Records, order today. Any nearby Edison jobber can supply you.

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

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

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

R. S. WILLIAMS & SONS CO.'S OUTING.

Picnic Given by the Members of This Firm to Their Employes a Most Enjoyable Event—Games of All Kinds Indulged in Followed by a Good Dinner—An Unique Menu.

The annual picnic of the employes of the R. S. Williams & Sons' Co., Ltd., Toronto, Canada, which was held at Centre Island recently, was one of the most successful outings in the history of that institution, and numbered among the



BASEBALL TEAMS OF R. S. WILLIAMS & SONS CO.

guests, E. A. Hawthorne, president of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. The R. S. Williams & Sons' Co. are among the large talking machine houses in Canada, and it is said that 65 per cent. of the talking machines entering Canada last year were for this concern.

A series of races and contests participated in by the employes, their wives and sweethearts, followed by an exciting ball game, tended to make the afternoon a most enjoyable one, after

which an elaborate dinner was served at Island Park, the unique menu provided reading as follows:

- 7 p.m. Only One Call for Supper. Wade in for it's going to be fine.
- Chilly Races (Kold Meets)
- Full grown calf—scolded (Roast Beef)
- A waggin' necessity (Tongue)
- Prefix of Hammer (Ham)
- Katsup a la Tomato
- Perlez vou mustard
- Love-lorn cucumbers (Sweet pickles)
- Salads
- The Irishman's delight (Potato)
- Policeman's place of rest (Beet)
- What most of us need the dough for (Bread)
- Creamery Goat (Butter)
- Caque
- Produkshun (Fruit)
- Void of beauty (Plain)
- Fruit of the genus juglans (Walnut)
- What we will do before the ball game (Peel)
- Frozen or cogealed milk (I Scream) (Frozen)
- Cause of original sin (Apples)
- Depressed circumferences containing a vesicular pulp obtained from the Citrus (Oranges)
- Fruit of the genus must—a tropical treat, or Italian specialty (Bananas)
- A decoction or infusion of hyson in boiling water, It minus I (Tea)
- Sour help, or what we often get without the suffix (Lemon-ade)
- Eat to live, but do not Live to eat
- (All necessities, including ambulance, etc., in attendance)
- 8 p.m. Moonlight sail (moon permitting) to Scarborough Beach in private launch. Music to be furnished by the World's greatest operatic, comic and popular artists, including Robinson Caruso, Emma Screams, Madame Yelba, Paul Pantson, Eduard de Resteure and others.
- GOD SAVE THE KING.

Mr. Williams is a connoisseur of old musical instruments and has the most valuable collec-



R. S. WILLIAMS, MR. MURRAY, E. A. HAWTHORNE AND H. G. STANTON.

tion of old musical instruments in Canada, having many that are three and four hundred years old. He has an instrument in his possession, of which there is not a duplicate in North America,



LADIES WHO PARTICIPATED IN THE SPORTS.

and the only duplicate is in the Kensington Museum in Great Britain. Every year Mr. Williams visits Great Britain in search of old musical instruments. He is now in Germany on his yearly quest.

TRIBUTE TO THE "TALKER."

The World Says It Is Fast Becoming the Great Mechanical Friend of Man.

In an editorial the other day the New York World had this to say:

"The Chicago suggestion of sermons by phonograph should solve the vexed question of ministers' vacations and summer church-closing. Clergymen leaving the requisite number of sermon-charged cylinders behind on their departure may climb the Alps or explore the catacombs in the serene consciousness that their voices are continuing to ring from the pulpit under the direction of an efficient operator. Satan will not find even a constructive recess in church work of which to take advantage.

"The phonograph, as elaborated, is fast becoming the great mechanical friend of man and automatic home companion. It teaches him languages like a professor. It brings to his ear the voice of the prima donna or of the end man as he desires. He will probably soon be able to hear in the privacy of his home the ten orations of the Peerless Leader which Mr. Bryan recently talked into a phonograph. In course of time he may need only to open a cabinet drawer to get a wax cylinder of a Roosevelt special message or a Loeb denial."

Among the interesting relics of Oriental explorers and pioneers displayed at the "Orient in London" Exhibition, held in London last month, was a phonographic record, just received from Australia, of the voice of James Chalmers "Tamante," who was killed by savages on Goarbari Island seven years ago



It's So Easy

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

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

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

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

International Correspondence Schools

Box 918, SCRANTON, PA.



A Revolution in the Phonograph Horn!



No Supports No Crane
No Standard
No Special Attachment

A Revolution Indeed!



Since the advent of the Phonograph, back in the eighties, it may safely be affirmed that no real progress has been made in the Phonograph horn; its size has been gradually increased, thus merely accentuating the defects of the reproduction. At last, the "IDEAL" horn has come! A scientific device aiming at a pure, melodious reproduction of the sound, be it either a great soprano's song, the endearment of a string instrument solo, or the rendering of a Sousa's march. Besides, it eliminates all the bad points of the previous horns—NO SUPPORTS, NO CRANE, NO STANDARD, NO SPECIAL ATTACHMENT are needed with the "IDEAL;" all that is required is simply the turning of a small thumb screw to fasten securely the "IDEAL" horn to the neck of the reproducer of any cylinder machine, either Edison or Columbia, or to a Devineau Biophone.

The bell of the "IDEAL," made of pure aluminum, is nearly six feet in circumference, assuring the maximum of sound.

The elbow is made of the highest grade of ebonite, which in combination with aluminum, completely eliminates that tin sound so strongly objectionable. In the middle part of the elbow a swivel allows the sound to be thrown in any direction WHILE PLAYING A RECORD.

The "IDEAL" flower horn is handsomely finished and weighs but a few ounces. With the "IDEAL" horn you get "IDEAL" music.

Federal Manufacturing Company

2095 East 36th Street

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Cleveland, Ohio

TALKER SUPPLANTS CHOIR.

Is Put to Novel Use in the North Congregational Church of Lynn, Mass.

The members of the North Congregational Church, of Lynn, Mass., opened up a new field for the phonograph recently by conducting a divine service in which the machine played an important part. The machine was used in at least half the exercises of the service, taking the place of organ and choir.

Staid deacons, who it was feared might regard the introduction of the phonograph with disfavor, hailed it instead as a splendid idea, while the congregation at the conclusion of the exercises pronounced the service as the most satisfactory held in a long time.

So well did the machine do its part in carrying out the program that it was again used in the services conducted at the City Farm on Tower Hill, Lynn. Each Sunday the different churches in Lynn conduct in turn services at the City Farm, and unusual interest was manifested by the 100 or more inmates in the exercises because of the prominence of the talking machine.

Principal Francis Haseltine, of the Whiting Grammar School, Lynn, a prominent member of the North Congregational Church, is responsible for introducing the machine into the services of the church. For some time the church has been without a pastor, and while it has not been difficult to get a minister to conduct the Sunday morning services in the church, it has devolved upon the deacons and other prominent members to provide the evening program.

This task was not an easy one, but Mr. Haseltine solved the difficulty by bringing to church a big talking machine, as perfect as could be manufactured, playing records producing sacred music sung by the great singers of the world. The machine was placed in a side room and was operated so that it played a sacred song between the hymns sung by the congregation and the addresses made by various speakers.

The services were conducted in the following order: The congregation sang the hymn, "We Are But Strangers Here," after which the machine responded with "There Will Be Glory for Me." Then between responsive readings the phonograph played "He Was Despised" and "Comfort Me."

There then followed several three-minute sermons, in which the speakers discussed such subjects as would lead up to the selection to follow on the machine. In this way the machine rendered "Nearer, My God, to Thee," "Why Hast Thou Forsaken Me," "Lead, Kindly Light," "When the Roll Is Called," the church scene from The Old Homestead; "Almost Persuaded" and "How Firm a Foundation."

"I did not know but the idea of having a talking machine play in church would frighten some of the older members," said Mr. Haseltine, "but I found out that everybody was glad to have it, even though it was a decided novelty. It was the first time, so far as I know, that a machine was used in divine service in this section, but we were all more than pleased with the results.

"The congregation sitting and listening to the sacred songs coming from the machine in the next room were in an excellent attitude of devotion, and the beautiful sentiments expressed by these songs made the service very impressive."

VOCAL FIREWORKS THE LATEST.

Pyrotechnical Invention by a Frenchman Which Cries Out "Vive La Republique!"

An important communication read before the French Academy of Science in Paris last week treated of fireworks which not only please the eye, but are capable also of reproducing patriotic speeches or other announcements as occasion requires. The inventors of these vocal fireworks are Georges and Gustave Laudet, who have been working upon the system for three years. By an arrangement of different explosives they are now able to produce both vowels and consonants. A railroad cartridge of their design will be able

to cry "Stop!" and a set piece for the 14th of July will emit "Vive la Republique!"

It is too bad that this invention is not sufficiently perfected to be used in the forthcoming Presidential campaign. It would add still further to the excitement incident to this great event.

TRADE IN THE TWIN CITIES.

Business Close to Normal—New Firm Successful—Severin Co. Change Hands—New England Furniture Co. Enlarge Quarters—Other Interesting News.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 1, 1908.

Koehler & Hinrichs, of St. Paul, dealers in Victor and Edison machines and supplies, find business on the pick-up and almost normal for the month of June. Arrangements will soon be made to enlarge stock room and prepare for a busy fall business. Archie Mathers, manager for this department, has built the business from almost nothing to one of the largest in the Northwest.

W. J. Dyer & Bro. have had a very good trade during the spring months. George Mairs, manager of the talking machine department is constantly pounding away and getting his share of all the business that's going.

The Bird Cycle Co., new dealers in Edison machines and records, are building up a nice trade in connection with their bicycle business and expect to do well this fall.

Theo. Severin & Co., 236 Nicollet avenue, recently changed hands and are now being operated under the name of The Talking Machine Co. Their business has been very satisfactory during the spring and increasing each month. They carry a complete line of Victor and Edison machines and records, and have one of the neatest stores in the West, being equipped in mission style of fixtures, red burlap, palms, electric fans, etc.

The New England Furniture Co., large dealers in Victor and Edison machines and supplies, have recently enlarged their quarters and now have a very attractive show room. Manager A. McGoon is looking for a picking up of conditions for the late season.

The continued rains have made summer outings unthought of and kept the season late.

The Minneapolis Phonograph Co., a new outfit, have a good stock of machines and records and are building up a nice trade. They are located at 27 Seventh street, South, and bid fair to work up to a large business in time.

The Bunnell-Kelsey Co., 428 Central avenue, Northeast, have been dealing in Victor and Edison lines for the past two years, and while trade has been backward they report it is improving and conditions are on the upward move.

With good crops in the Northwest, which, by the way, look better in all districts (except where floods are), than they have for years, and presidential election settled, the great Northwest will push forward once more and take its place in demanding hundreds of machines and thousands of records. Jobbers will have many new dealers to supply with opening outfits of both Victor and Edison lines, and it will mean more push in new directions and more business.

AN INTERESTING SUIT.

The rights of a singer vs. record manufacturer was the basis of a recent interesting case in the Commercial Court of England when Mlle. Berthe Soyer, a celebrated contralto, sued a record manufacturer for breach of contract. Mlle. Soyer entered into a contract with the manufacturer, by which she was to receive £8 each for singing 50 pieces from her repertoire, so that her voice could be recorded. After she had rendered her twelfth selection the manufacturer wanted to cancel the contract on the ground that the singer's voice could not be recorded. In addition, he demanded the return of the £100 which he had already paid to Mlle. Soyer. The claim was opposed by Mlle. Soyer, who won the action, the court allowing her £120 damages.



You want the goods

And you want them right away. You haven't time to jack up a tardy distributor or listen to his excuses for not shipping your goods.

You want to devote your time and energy to building up business and taking care of customers. Your jobber ought to help you in this. He should take all shipping troubles right off your hands and keep you posted about new articles.

Does your distributor do this?

We never fail to ship goods the day your order is received. We always have what you want, and we have it right here in our own establishment ready for shipment.

Victors, Victor Records, record cabinets, horns, fibre cases, English needles and all other accessories—we have all of them all the time.

If you want to get your goods so promptly that you will never have to worry about them or disappoint a customer, let us get together. Write to-day for latest catalogue.

The Victor Distributing and Export Company

83 Chambers Street, New York





\$ ATTENTION \$

Talking Machine Men

¶ We have something which will interest you and something which from a dollar making viewpoint has demonstrated its worth.

¶ It will help summer trade, and trade at all seasons for that matter, because it is a business builder.

¶ We refer to THE REGINAPHONE which is a talking machine of the highest grade combined with the Regina Music Box.

¶ You know the standard fairly won by the REGINA in the music box field. It is the leader, and in the Reginaphone you have the splendid REGINA music box and a perfect talking machine combined in one. You can sell this creation at a price which brings it within reach of people of moderate income.

¶ We emphasize the REGINAPHONE because it is meeting with a specially large demand even in ordinarily dull times. Then we have a complete line of REGINA specialties which you can handle harmoniously in connection with the talking machine line.

¶ Let us take this subject up with you. We feel that we can do business along lines which will inure to your pleasure and your profit as well.

THE **REGINA** CO.

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

Main Office and Factory, RAHWAY, N. J.

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

MILWAUKEE'S BUDGET OF NEWS.

Wholesale Trade Shows Up Much Better Than Anticipated—L. McGreal Furnishes Stock for New Gimbel Department—Schuster Department Store Also to Handle Talkers—Hoeffler Mfg. Co. Doing Well With Edison Line—Talking Machine Men on Merchants' Tour—Recent Trade Visitors.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 8, 1908.

The wholesale trade in the Milwaukee talking machine field is being maintained far better than was anticipated earlier in the season and several dealers are reporting that sales are larger in total than at the same period last year. This condition of affairs, considering the depression that has been experienced in so many lines, is considered to be remarkable. Indications about the state all point that this excellent wholesale trade will not only be retained, but is to be increased during the summer months. Retail trade in Milwaukee is temporarily a little quiet with a few dealers, but the leaders in the field are finding conditions to be of the best. The summer resort season is opening with the result that sales have been increased and repair work has been given a great impetus. Fall trade, which is expected to exceed all previous records, is expected by all of the Milwaukee dealers, who are laying their plans accordingly.

Collections are much better than they have been since the financial depression and cash sales are more in evidence than for some time. Cases of repossession of machines have ceased to be met with, say the dealers.

July records are selling well and dealers say that the usual summer demand for the lighter class of records is being experienced. The Edison Bryan records have made a decided hit in Milwaukee and records containing talks by the Democratic leader are much sought for. Records of the great composers are selling well as usual.

Lawrence McGreal, with Miss Gannon, attended the convention at Atlantic City of the National Association of Talking Machine Jobbers. Mr. McGreal was scheduled for the reading of papers before the convention.

An extended line of Edison and Victor talking machines and records will soon be opened at the Gimbel department store in this city. The complete stock will be secured from Lawrence McGreal. A foreign line of machines has always been handled by this big department store, which has found that Milwaukee requires the American styles. A new manager will soon be secured for the talking machine department of the establishment. The Schuster department store, one of the newest and finest in this city, has also made arrangements to carry the Edison and Victor. Mr. McGreal is being complimented for his success in educating the Milwaukee department stores to the fact that the talking machine field can be made one of the most profitable branches of the business. The three other leading department stores of the city, Boston store, Espenhain's and Barrett's, also maintain a good trade in the talker line.

The Edison business phonograph is steadily becoming more popular in Milwaukee and the Hoeffler Mfg. Co., the Milwaukee and Wisconsin agents for the machine, are experiencing success in this new line, which is in charge of J. H. Becker, Jr.

"We have just sold four of the machines in the new Caswell building here in the city," said Mr. Becker, "and we have orders placed for two more. These machines were sold to lawyers, who are finding the business talker to be far in the lead of stenographers. I expect to sell twenty of the machines in this one building alone. The sale of Victor Victrolas is going on unabated and we have sold two this week."

A. D. Herriman, manager of the Columbia Phonograph Co., reports having some extra fine sales in Twentieth Century machines, which are much sought for by summer resorters.

Sales Manager Marx, of the Regina Co., was a recent Milwaukee visitor. The Regina music boxes are much in demand, say the talking machine dealers who handle the line.

Lawrence McGreal, one of Milwaukee's leaders in the talking machine field, made a marvelous hit on the recent annual excursion of the Milwaukee Merchants and Manufacturers' Association, which included a tour of South and North Dakota and southern Minnesota. Mr. McGreal was accompanied by William P. Hope, northwestern representative of the National Phonograph Co., as well as Victor Victrola and an Idealia Edison. The party of eighty-four representative Milwaukee business men was highly entertained en route. At each station visited by the party Mr. McGreal and Mr. Hope gave concerts and furnished the music for the entertaining programmes that were presented by the visitors. Mr. McGreal believes that the plan was an excellent advertising scheme for the Edison and Victor.

H. C. Smith, Edison talking machine dealer at Whitewater, Wis., for some years, recently visited Milwaukee wholesalers and placed a \$500 order in the Edison line. F. C. Jackson, of the Jackson Co., Muskego, Wis., also secured a stock of leading machines for his establishment. H. Lappley, of Mazomania, Wis., D. Harding, of Ludington, Mich., and H. Hathaway, of Graff & Co., Spring Lake, and his wife were also callers on the jobbing trade.

William P. Hope, northwestern representative of the National Phonograph Co., is spending his vacation with his parents at Spirit Lake, Ia.

Simon Goerke, with two establishments in the city, has discontinued his branch at 611 Grand avenue and removed the stock to the store at 405 Chestnut street. Mr. Goerke, who is one of the pioneer Milwaukee talking machine dealers, is of the opinion that better results will be met with by combining the two establishments.

William A. Schmidt, with Lawrence McGreal, has organized within the last month 17 agencies about Wisconsin for the handling of the Edison and Victor machines.

The Huseby Co., dealers in talking machine supplies at 454-456 Grove street, this city, recently had a narrow escape from a disastrous fire which was caused by fireworks. Damage re-

sulting to the building was fully covered by insurance.

Voices of the great composers brought back in all of their richness recently entertained an enthusiastic audience at the club rooms of the Hotel Pfister, Milwaukee, at a private concert given by Lawrence McGreal and H. M. Neberlein, Victor representative.

TALKERS ON THE FLEET.

Tars Well Supplied With These Music Makers.

(Special to The Talking Machine World.)

San Francisco, Cal., June 29, 1908.

The "Boys in Blue" on board our ships of war are more familiar with the talking machine than are many so-called "land lubbers." This was particularly noticeable when the Atlantic fleet touched the different points of the Pacific coast by visitors to the ships.

The first sound that greeted your ears as you neared the great battleships would be the strains of the "Merry Widow Waltz" coming from a nearby porthole. In looking over the ship you would run across them from fore-castle to fire-room. At least every ship had not less than five, some owned by the officers and others by the boys, who find great pleasure in them while lying about the decks in the sun or huddling up together under an eight-inch turret in the rain. Each ship maintains a talking machine fund with which to purchase new records, and each member of the crew donates something to the secretary each month for this cause. The records in some cases are kept by a librarian, who has a systematic arrangement for keeping them. In the officers' quarters we often find Victrola's, and in one case an Auxetophone.

A brand new begging stunt was recently exposed in Berlin, when a vagrant was arrested for visiting private houses with a talking machine which, when started, poured out a heartrending tale of the owner's misfortunes. He never failed to capture money.

VICTOR DISC
TALKING
MACHINES
AND RECORDS

Herbert P. French
Dealer in Talking Machines
SUPPLIES AND PARTS

EDISON
PHONOGRAPHS
and
GOLD MOULDED
RECORDS

Potsdam, N. Y., May 11th, 1908.

The Zed Company, New York.

Dear Sirs:—The records were rec'd O.K. and I wish to say that in volume and clearness they are far beyond my expectations; if the general run of them are as good as these, "and I do not doubt but what they are," it will be Zon-o-phone records that I shall handle hereafter instead of At the time your records came in there was a musician in my store and when he heard the instrumental selections he said they came the nearest to the real thing he had ever heard; every one that has heard them say they are fine. Thanking you for your prompt shipment and assuring you that you will receive more orders from me, I am Yours Respectfully,
Herbert P. French.

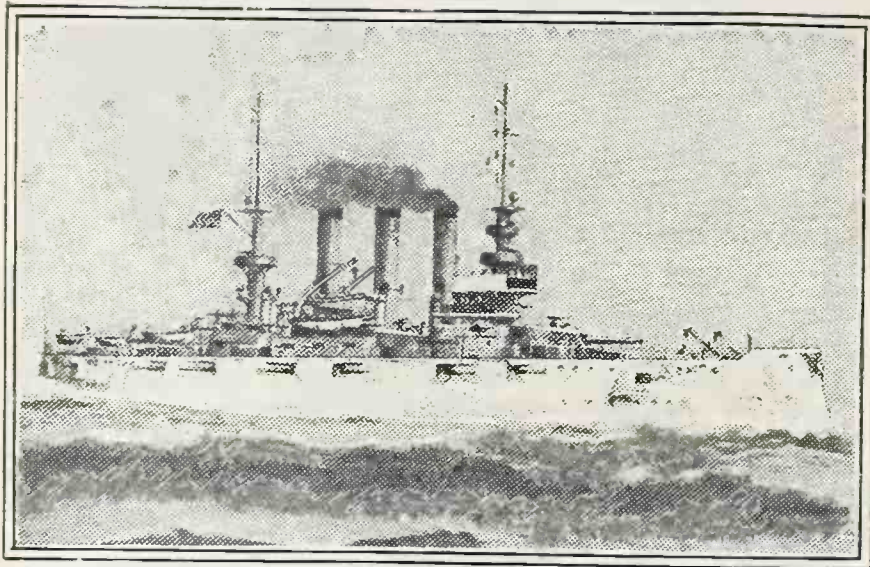
Mr. Herbert P. French is one of a great number of dealers that have made a "hit" with our "Hits." Have you heard this month's great hit, "The Daddi Records," Mr. Dealer? Come and hear them or write us.

THE ZED CO., 77 Chambers St., New York

GRAPHOPHONES ON NEW CRUISER.

"North Carolina" Recently Placed in Commission Equipped With Two Columbia Machines and Liberal Supply of Records—Popular Entertainers in the Navy.

One of the latest United States cruisers, the "North Carolina," recently placed in commission, has just added two BD graphophones and a sup-



U. S. S. "NORTH CAROLINA."

ply of Columbia records to its equipment. This cruiser has a displacement of 14,500 tons and a speed of 22 knots. It represents perhaps the highest development of the armored cruiser. Her crew consists of 600 men, and she is armed with four 10-inch guns, sixteen 6-inch guns, twenty-two 3-inch, twelve 3-pounders, fourteen small guns and four 21-inch torpedo tubes. Her armor protection is especially heavy for a boat of this type: belt, 5 inches; turrets, 9 inches to 5 inches; barbettes, 7 inches to 4 inches; deck, 4 inches to 1½ inches.

The "North Carolina" sailed from Annapolis June 9 for a long practice cruise in Cuban waters, loaded down with midshipmen just graduated

from the naval academy. The midshipmen have this opportunity to study the manoeuvring of a big warship under actual seafaring conditions, and this training will put a finish to the book learning the youthful naval officers have already acquired in the course at the Academy. The day before she sailed, a committee from the "North Carolina" visited the Baltimore store of the Columbia Phonograph Co. and purchased two BD graphophones and a large supply of records.

In a chat with a member of the Columbia Co. the other day, he said: "If there is any place where the merit of the Columbia graphophone is known and appreciated, it is in the United States Navy. Almost every large ship has one or more graphophones and a large stock of records. It is safe to say that there is over a score or more of Columbia graphophones on our fleet now in the Pacific."

NEW INDESTRUCTIBLE JOBBERS

In Widely Separated Sections, Canada and Tennessee, Carry on Progressive Campaign.

We have just received information from Albany, N. Y., that the Indestructible Phonographic Record Co. have taken on two new jobbers during the past month. One is the Assiniboa Music Co., of Medicine Hat, Alberta, Canada. This shows the far-reaching business methods of the Indestructible Co., and we have no doubt but that the Indestructible records will meet with a hearty welcome in this more or less remote locality. As is probably known, the winters in

Alberta are very severe, whereas the summer is short and inclined to be hot. This is a very rigid test, climatically, for the Indestructible records, but they are peculiarly adapted to use in localities of this nature, since they are "climatic proof." The Assiniboa Music Co. do a large music business in their locality and are thoroughly progressive and have several traveling men on the road.

The other jobber is F. M. Atwood, 123 Monroe avenue, Memphis, Tenn. This is a case where extremes come together. These two firms are certainly remotely distant from one another and show the wide distribution and popularity which Indestructible records are gaining every day. F. M. Atwood is very well known to the Southern talking machine trade and he has many novel ideas for pushing the sale of Indestructible records in his territory. The plan is to carry on a thoroughly progressive campaign. As everyone knows, business is every year picking up more and more in the South and many business men throughout the country will profit by the example of their Southern brothers. Mr. Atwood has the oldest talking machine house in Memphis and is one of the "lives" jobbers to be found anywhere in this country.

THE PITTSBURG CAMERAPHONE CO.

The Greater Pittsburg Cameraphone Co., Pittsburg, Pa., have been incorporated under the laws of Arizona, with headquarters given as Phoenix, for the purpose of exhibiting the talking pictures produced by that certain combination of machines known as the "Cameraphone" and of leasing, erecting or otherwise procuring desirable quarters and all appurtenances necessary for the carrying on of the business of exhibiting the talking pictures. Capital stock, \$10,000. Incorporators: E. G. Thomas, W. J. Davis, and W. P. Dunham.

A. E. Day, of Lincoln, Neb., has bought the talking machine, piano and organ stock of Gourney Bros., in that city, and will conduct the business at the same address.

The Cady Sectional Cylinder Record Cabinet

(PATENT PENDING)

Constructed on the plan of the Sectional Bookcase, but more practical, as owners of phonographs are adding to their collection of Records oftener than book collectors do to their libraries.



No. 100A. BASE

The Base includes two drawers attached, each containing 42 pegs for Records. Size, 21 in. x 21 in., 14 in. high, capacity 84 Records.



No. 100B. TOP

The Top includes one drawer containing 42 pegs for Records. Size, 21 in. x 21 in., 6 in. high.



No. 100C. DRAWER SECTION

A Single Drawer Section contains 42 pegs for Records. Size, 19 in. x 19 in., 5¼ in. high. The illustration shows the three metal pegs which are inserted into metal sockets on the next Section to hold the Sections in place. Each Section also has three hooks for locking so that the sides and back are as solid as if they were made from one board.



TOP AND BASE ATTACHED

Here we show the Base A and Top B attached, making a complete cabinet 20 in. high, having a capacity of 126 Records. The Sections are connected with three hooks, so that the cabinet may be carried from one room to another without separating—a feature not contained in the sectional bookcase.

These Cabinets are equipped with Pasteboard Pegs.

All Drawers have veneered bottoms. No tools are necessary in connecting sections.

We also Manufacture a Complete Line of Disc and Cylinder Cabinets Write for exclusive agency as we will only sell to one dealer in each city. Territory rapidly being assigned.

WRITE FOR CATALOG AND PRICE LIST OF OUR COMPLETE LINE OF RECORD CABINETS

THE CADY CABINET COMPANY

(INCORPORATED)

LANSING, MICHIGAN, U. S. A.



SIX-DRAWER CABINET

Here we show a Sectional Cabinet containing one Base A, one Top B, and three Drawer Sections C, giving a capacity of 252 Records. As many more C Sections can be added as the height of the room will permit.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E, E. P. VAN HARLINGEN, MANAGER.

Not Much Change in Trade Conditions—Jobbers in Better Mood—Manufacturing Situation Improving—Good Crops Seem to Indicate Brisk Fall Business—Dealers Should Prepare to Take Full Advantage of Trade Revival—E. A. Parsons Appointed Local Manager for Columbia Co.—J. F. Bowers Busy With Association Work—Among Recent Visitors—E. C. Plume Celebrates Crystal Wedding—What the Travelers Report—E. O. Zerkle a Benedict—Popularity of Bryan Records—Western Talking Machine & Supply Co. Specialities Successful—Chicago Stand Co. to Put Out New Collar for Edison Horn—Wurlitzer's Fourth of July Publicity.

(Special to The Talking Machine World)

Chicago, Ill., July 8, 1908.

Trade conditions in the western talking machine field are much the same as at last report. Generally speaking, dealers are ordering in a very hand-to-mouth manner, one or two machines at a time, and stocks of machines at least are evidently at the lowest point that they have been for years. Occasionally, however, an order is received which has a stocking-up flavor, and in every instance such orders are from dealers who are known as "live wires," and this simply indicates what other merchants might do if they were "wise" to their opportunities, placed themselves mentally above hot weather and "quiet times" influences, and plugged perseveringly and energetically for trade. Too many dealers, it is to be feared, take it for granted that nothing much can be done out in the country when farmers are more or less actively engaged in the field and that the town trade necessarily goes to sleep during the dull-months. The writer has interviewed some of the trade locally on the

possibilities of stimulating business at this time, and it is believed that some of the items presented in this letter will be found really valuable pointers.

Go right down the line among the jobbers locally and you will find a better feeling than for some months. At no time have they thought for a moment that the temporary lull in the talker trade meant any lack of interest in the proposition by the public or that the causes were other than those governing the relaxation in other and even the most staple lines. Now, however, they are all confident of a marked revival in the fall, and any number of reasons can be given substantiating their belief. For one thing, advices from Washington indicate that there will be no lack of money for use in moving the crops, and that there will be no necessity even to take advantage of the emergency measures provided by the Aldrich bill.

The manufacturing situation is steadily improving, and in many lines closely related to the necessities of life, labor is now fully employed, and as a result of partial idleness during the past few months, the probabilities are that the plants will run steadily through the summer, as stocks in the hands of the manufacturers are practically nil, and there must be widespread replenishment to meet the demand of even an approximately normal fall trade. This means, of course, that people who have gotten behind because of enforced idleness will be fairly caught up and in possession of nearly their ordinary purchasing ability by fall. Especially is this true of those who have been benefited by the gradual resumption of manufacturing activity which has been in progress since February and March.

Regarding the crop situation, The World representative believes that he can speak with some

degree of authority. He has taken occasion the past few days to interview several sales managers, all of large concerns who are dependent directly and entirely upon farmers, and whose facilities for getting direct and authentic crop reports and sounding the attitude of the agriculturists are infinitely greater than any concern in this line of trade. These men universally report that never at this time of year were conditions and prospects for great and good crops better than at present.

Of peculiar interest was the statement of a manager of a concern which has its agents in every hamlet of the agricultural section of the country. He said that in spite of the talk of the possible slackness in the corn crop because of late planting, owing to heavy rains, that it was a fact, confirmable by detailed reports in his possession, that the area thus affected is very small compared with the prevailing idea regarding it, and that from 75 to 85 per cent. of the crop had been planted under infinitely more favorable conditions and a large percentage of it earlier than last year, and that the stand generally is good. Even the late planted corn has been doing well under the generally good growing weather of the past ten days or two weeks. All crops are excellent except isolated sections of low lands and river bottoms, and flood damage has been greatly exaggerated. Winter wheat was never in better shape. A bumper crop has already been harvested in Texas, where last year it was almost a total loss, because of the ravages of the green bug. A most magnificent crop of spring wheat and other small grains seems inevitable, while the hay, and especially the clover crop, is immense.

While dealers should by no means neglect opportunities for stimulating present trade,

From the moment your order reaches Chicago, it never delays one unnecessary moment if it is addressed to

Lyons & Healy

would it not be a good plan to begin right now to make plans for fall business? There may be changes in store arrangement that can be made at comparatively small cost and yet aid materially in increasing the attractiveness of the store to prospective customers. Nothing helps to keep the cogs of business running smoother than a good system of handling prospects, insuring the careful and prompt and constant following up of even the slightest expression of interest in the talker proposition. Dealers who have been lax in this respect in the past may well consider the installation of card index and filing systems. This can be done at small expense. Even home-made systems may be devised that will answer the purpose very well. The talking machine store should be headquarters for meritorious auxiliaries and appliances for machines of every kind, and the dealer who does not realize this misses opportunity for profit and also for reviving the interest of machine owners who may have allowed their talkers to fall into a condition of innocuous desuetude. It is needless to say that the advertising columns of *The World* furnish multitudinous suggestions along this line. Furthermore, western ingenuity in the inventive line is rapidly growing, and Chicago, besides being a great jobbing center for talking machines, is giving to the world a constantly increasing number of excellent devices for increasing the efficiency of both types of machines. Finally, although the list has by no means been exhausted, the adding of good side lines which will serve the double purpose of increasing the dealer's profit, and by judicious advertising and window display will draw customers into the store, may be carefully considered. This, however, is another story which, by the way, is told in an effective manner from month to month in the side line department of *The World*.

E. A. Parsons has been appointed retail sales manager of the Chicago branch of the Columbia Phonograph Co., and is taking hold with the vigor and ability to be expected of a man whose experience in the distributive end of the trade runs back to days when the first crude instruments appeared. Of late years Mr. Parsons has been affiliated with his brother, W. W. Parsons, in the commercial graphophone department of the Chicago house, but he has kept in close touch with the entertainment machine business, in which he was formerly a strong factor. It occurred to me to ask Mr. Parsons if he could give the readers of *The World* any pointers regarding the stimulation of retail sales during the traditionally dull summer months.

"Possibly I can," remarked Mr. Parsons. "The talking machine has of late years become a very strong outdoor, as well as indoor, proposition. Its use on porches and on lawns, in a private way, at lawn fetes, outdoor entertainment of all kinds, at summer resort cottages, on yachts, etc., is steadily growing. The army of canvassers which worked the local field last year piled up an imposing volume of sales by going from lawn to lawn in the residence district during the summer, provided with a machine and a choice selec-

tion of records. No more resultful demonstration can be imagined than to start a machine going on one lawn, as a large proportion of the residents of the block will gather around you. You can soon locate those in the crowd who are especially interested and have no machines of their own, and these people you can follow to their homes and give them a special concert. Some of the salesmen who worked so effectively last summer told me that not only did they build up a fine line of prospects every night they went out, but that not infrequently they closed deals on the spot. After the coming issue of *The World* appears there will be at least six weeks during which this kind of campaign can be effectively carried on, and I believe that any dealer in city or town who adopts the plan will find it instrumental in securing an excellent volume of business in spite of hot weather and 'business depression.' Furthermore, I am inclined to good-naturedly criticize some dealers who drop their newspaper advertising during the summer months or reduce it nearly to the vanishing point. While I admit that it may be wise to do your heaviest advertising at other seasons, still a fair amount of judicious publicity will go far to maintain the interest of the public and sales by the dealer during the torrid months."

President E. R. Johnson, of the Victor Talking Machine Co., was in Chicago for an hour or two on Tuesday of this week and left for the East.

J. F. Bowers, secretary of Lyon & Healy and president of National Talking Machine Jobbers' Association, left Wednesday night for Asbury Park, N. J., where he will locate his family for the summer before getting into the whirl of the convention at Atlantic City this week. It is only due Mr. Bowers to say that whatever is accomplished at the convention will be due in large measure to the energetic propaganda for membership and the impetus he has given to the formation of plans of action since the organization of the association a year ago. He has not only inspired his associates in the active work of the association with the chronic desire for new members, but by personal solicitation and vigorous letter writing has himself landed many of the most important concerns in the country, some of whom were not members of either the western or eastern bodies which existed prior to their consolidation into the national association. Mr. Bowers has made frequent trips during the past year at his own expense in order to spend Sunday with Secretary Perry B. Whitsit in conference regarding association matters. The result of these conferences in the furtherance of the work could not have been obtained through correspondence. Mr. Bowers, by the way, has frequently expressed his appreciation of Mr. Whitsit in building up the organization.

E. H. Uhl, manager of the western business of the Rudolph Wurlitzer Co., of Cincinnati, and the most valued member of the executive committee of the national association, who is now East, will make a trip of the Great Lakes before returning to Chicago.

F. K. Dolbeer, of the National Phonograph Co.,

Edison Jobber Zonophone Distributor



Carrying
Cases

Wire
Record
Racks

INDESTRUCTIBLE RECORDS
RECORD CABINETS

SPRINGS for all makes and sizes

QUILL NEEDLES

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

JAMES I. LYONS

265 Fifth Avenue

CHICAGO

spent a few hours in Chicago on Monday of this week on his return from an extended trip to the Coast. Your correspondent did not have the pleasure of meeting Mr. Dolbeer this time, but he is quoted as saying that he found business in the talking machine line very fair throughout the far west, while in Spokane it was exceptionally good, and that the trade there did not know, as far as business was concerned, that there had ever been anything in their section that even made a noise like a panic. Mr. Dolbeer attended the convention of National Credit Men's Association in Denver as a delegate, expressed himself as highly pleased with their deliberations, and also praised the convention hall, which in size, appointments and acoustic properties, should make Denver one of the great convention cities of the country.

A. V. Chandler, the famous baked potato philosopher, who looks after local trade for the Edison, has been making a series of short trips within a radius of 100 miles of Chicago. He was impressed with the abundance of the cherry crop. "The cherries are there, and all you have to do is to pick them," remarked he in a tone of voice that signified that the epigram could be applied in a trade sense.

Burnett's Music House, Edison and Victor dealers, have moved from 1043 to 1034 Lincoln avenue.

John Otto, manager of the retail talking ma-

TWO IMPORTANT ITEMS FOR EVERY JOBBER

STANDARD NEEDLES

Are the best on the market. A trial will convince you of the truth of this statement.

SIX SIZES

EXTRA LOUD TONE	LOUD TONE
MEDIUM LOUD TONE	MEDIUM TONE
SOFT TONE	PEERLESS OR MUSICAL TONE

DISC RECORD ENVELOPES

We carry an immense stock, at all times, of an Extra Strong Manila Envelope in following sizes:

8 $\frac{1}{4}$ x 8 $\frac{1}{4}$ FOR 8 INCH RECORDS

10 $\frac{1}{4}$ x 10 $\frac{1}{4}$ " 10 " "

12 $\frac{1}{4}$ x 12 $\frac{1}{4}$ " 12 " "

Hole in center and without flap

SPECIAL ENVELOPES MADE TO ORDER

OUR PRICES ON BOTH ARE VERY INTERESTING AND WILL SURELY SAVE YOU MONEY. WRITE TODAY

WESTERN TALKING MACHINE AND SUPPLY CO.

FRANK DILLBAHNER, Prop.

No. 6 MADISON STREET, CHICAGO

SEND US YOUR HORN WANTS. NEW DESIGNS AND DECORATIONS, LOWEST PRICES

chine department of the Rudolph Wurlitzer house, recently sold a Victor 111 to parties who are using it and experimenting with wireless telephony.

Joseph Clegg, formerly of Chicago, and who is now traveling for Koerber-Brenner Co., talking machine jobbers, of St. Louis, is spending his vacation in this city visiting friends and relatives.

L. C. Wiswell, the popular and efficient manager of the talking machine department of Lyon & Healy's, has returned from a fortnight's vacation spent at Ottawa Beach, near Holland, Mich., where he has a cottage, and to which he resorts annually.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., and his good wife celebrated their crystal wedding on Wednesday of this week. A little group of friends who assisted in the jubilation, saw the "Stubborn Cinderella" at the New Princess Theater as the guests of Mr. and Mrs. Plume. Mr. Plume, by the way, has been so impressed with the melodiousness of some of the "Stubborn Cinderella" numbers that through his influence the company has had several of them recorded. Two of the hits, "Love Me Just Because" and "I Have Lost My Heart, But I Don't Care," will be issued via the Columbia record route on the 15th of this month.

W. H. Locke, Jr., of Searchlight horn fame, was in the city the other day en route to the Coast. He will visit the principal jobbing centers on his way and will take a short rest at Redlands, Cal., where his people reside.

W. C. Fuhri, district manager for the Columbia Phonograph Co., recently returned from a trip to Denver and Salt Lake City. He reports that business in that section is rather more active at present than in the Central States. At Denver he found the Columbia branch making an excellent showing under W. F. Standke, who took charge a year ago.

E. O. Zerkle, who travels in Wisconsin, Northern Illinois and Iowa for the Chicago branch of the Columbia Phonograph Co., was married on June 22 to Miss Alice Ring, at the home of the bride's parents at Neillsville, Wis. Some months ago Mr. Zerkle was introduced to the young woman on the train, and as fate would have it,

met her under similar circumstances on subsequent trips in that part of the State. It was not long before Mr. Zerkle received a psychological hunch that there was business awaiting him at Neillsville which he had previously ignored on his trips. Acting on the mysterious suggestion he visited the town, established a Columbia dealer, and to his astonishment found that he had time to call at the Ring home before his train left. Mr. Zerkle is usually not partial in his trade ministrations, but it is a matter of record that few dealers had the constant nursing and attention as the Neillsville agent. Mr. and Mrs. Zerkle are now on their wedding trip, and in the meantime the happy benedict's territory is being covered by W. A. Eberle, of the order department of the Chicago office.

C. E. Goodwin, of Lyon & Healy, was not able to attend the National Talking Machine Jobbers' convention at Atlantic City, much to his disappointment and that of his many friends in the trade. The extra work incident to the prospective removal of the talking machine department from the fourth to the fifth floor of the big building, where it will occupy the entire space, entailing much architectural and construction work, makes it impossible for him to be absent even for a short period at this time. Furthermore, Mr. Goodwin has been seriously indisposed the last two days, but probably will be able to resume his duties at the store Monday.

J. L. Burr, manager of the Columbia branch at Omaha, Neb., was a visitor this week.

Arthur D. Geissler, general manager of the Talking Machine Co., leaves Tuesday for St. Louis, from whence he will go to Philadelphia, Camden and New York. Roy Keith, the company's sales manager, is visiting Atlantic City, where he will represent the Talking Machine Co. at the jobbers' convention. Afterward he will join Mr. Geissler at the factory, and they will journey home together, stopping at Niagara Falls on the way.

At one of the penny parlors the other day ten people were noted standing in line awaiting a chance to get at an ear-tube slot phonograph which was merrily grinding out one of the William Jennings Bryan speeches. This fact, when mentioned to a man in the trade, inspired him to say that the issuance of the Bryan records made it peculiarly advisable at this time for talking machine dealers to do something that he had long thought would be a profitable proceeding for them. That is for them to buy slot-machine talkers and operate them themselves, placing them out in cafes, restaurants, confectionery and ice cream parlors, etc., etc. Another good way suggested for exploiting Bryan records would be to make arrangements with various Democratic clubs in their vicinity to allow the dealer to appear with his machine at the meetings of the club and run off the entire series of records. There is no question that the Bryan records, which are already deluging the jobbers with orders, will reap a regular whirlwind of benefit after the Democratic national convention at Denver, which it is almost a foregone conclusion will result in the nomination of the "Peerless."

Lyon & Healy report that their wholesale business has shown quite a picking up the past week, not only in record business, but in machines as well.

The Western Talking Machine & Supply Co., Frank Dillbahrer, proprietor, are having excellent success with their Standard needle for disc talking machines. They are putting out a very high-grade needle under this name at a low price. They are also preparing to bring out some new styles at new prices. They also make a specialty of an extra strong manila envelope for disc records in separate sizes for 8, 10 and 12-inch records. They are also in a position to take orders for a special envelope following the customer's desire as to stock, size, etc.

The Chicago Stand Co., manufacturers of the phon-arm attachment for cylinder machines, are getting out an aluminum collar to fit the new style Edison horn. It changes the taper so that it fits the elbow snugly. This excellent taper



*San Francisco
Seattle
Los Angeles
Denver*

are some miles from the

*Great
Central
Market*

The biggest Dealers in these cities are willing to pay extra transportation charges to buy goods from us.

Why?

Is it because we

*Wholesale
Exclusively?*

Is it because we carry the LARGEST, CLEANEST, and MOST COMPLETE stock in the United States?

You

Mr. Dealer, who live nearer Chicago, try us and find out.

*There Must Be a
Reason*

The Talking Machine Co.
72-74 Wabash Ave., Chicago, Ill.

TWO MISSING LINKS



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



IT'S ALL IN THE BALL!

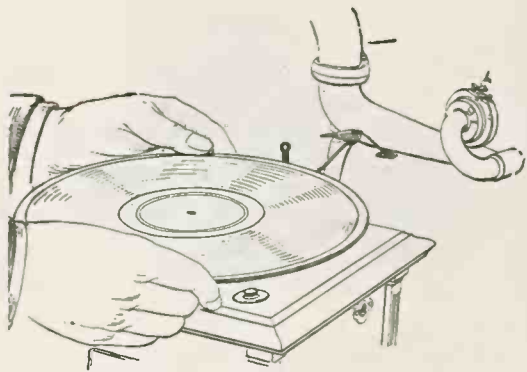
"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn. "There's **MORE** than a reason."

Mr. Dealer—If your jobber does not handle this connection yet send us 30c. in stamps for sample. Address

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

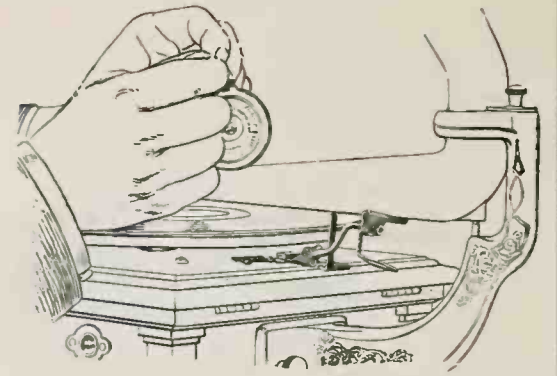


Shows position of brake applied while changing record.

The BURSON New Automatic Brake

(Patent Pending)

ABSOLUTELY RELIABLE



Shows position while changing needle, brake released, and turntable gaining correct rotation during this operation.

After two years of thorough demonstration we guarantee a faultless device. **POSITIVELY** the only brake on the market that adjusts itself absolutely automatically at the **BEGINNING** and **COMPLETION** of the record. *Requires No Handling Whatever.*

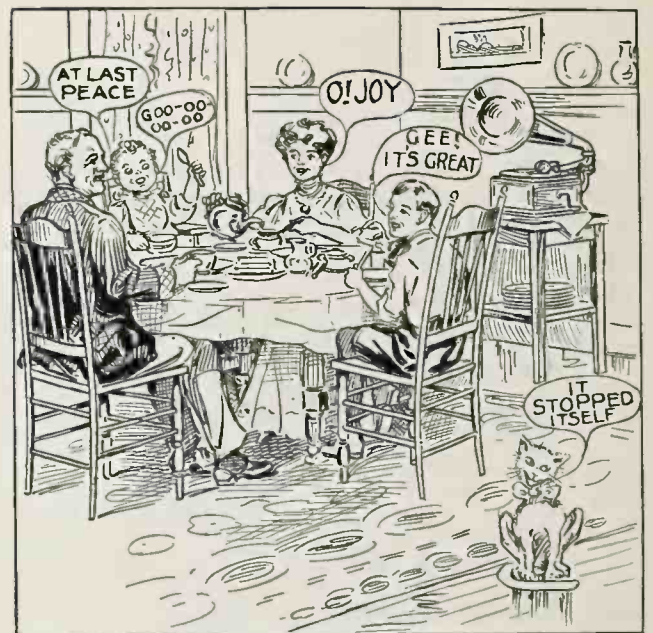


THE OLD WAY

No talking needed to sell this brake.

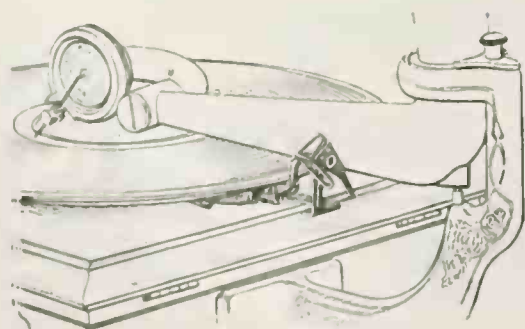
Simply use it on your own demonstrating machines.

The "BURSON" will do the rest.



THE NEW WAY

The motor starts immediately upon the needle being placed at the beginning of the record, and **AUTOMATICALLY** stops at the completion. This does away **ABSOLUTELY** with the old thumb brake operation heretofore necessary in starting and stopping the machine. The annoyance of jumping up and rushing to stop the machine at the end of each record seriously detracts from the pleasure the talking machine affords. This is **ENTIRELY** overcome by the Burson Automatic Brake. Price, nickel plated, \$1.50. Regular discounts to the trade.

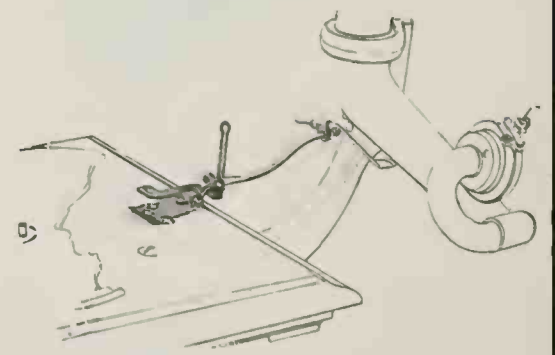


Position at completion of record, the needle stopping at edge of seal, to prevent scratching of the waine, the brake automatically applied.

Dealers are requested to order from their jobber. If he cannot fill your order write us, and we will refer you to one who will.

BURSON & CO.

52 Dearborn Street, Chicago



The brake, illustrating the simple method of attaching it to any disc machine.

arm for cylinder machines has many merits. It obviates the necessity of a horn stand or crane. There is no weight on the reproducer or feed nut. The horn can be turned out of the way when changing records, and there is no flimsy rubber tube to reproducer, nor a horn dangling loose in front of the machine.

Dan Creed, credit man for the Talking Machine Co., has the sympathy of the trade in the loss of his father, who died last week.

Kreiling & Co., Chicago, are having a continued excellent demand on their Tiz-It, all-metal ball-joint horn connection for cylinder machines.

H. Ellis, formerly of the Victor factory, and who knows the Victor catalog from one end to the other, asleep or awake, has been made head salesman at B. Feinberg's new store on Michigan avenue.

James I. Lyons, the pioneer jobber, is now in good working order in his new building, 265 Fifth avenue.

A very vigorous campaign has been waged in Chicago the past fortnight in favor of a gunless, toy pistolless and cannon crackerless Independence Day. This has been made the subject of a very timely, simple and effective advertisement in the dailies by the Chicago branch of the Rudolph Wurlitzer Co. It is worth clipping out and saving a year. The text is as follows: "A safe and sane Fourth will be attained and enjoyed if you will spend your money for a talking machine (Victor or Edison), and apply the time to a grand concert, minstrel show, operatic performance, patriotic speeches, etc. This wise course will afford you a day of genuine pleasure and a happy heart for doing good to others. Come in and talk it over with us. Cash or easy payments. Catalogs free. Wurlitzer's, 266 Wabash avenue."

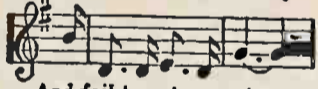
The McKinley Music Co., of this city, have adopted a unique method of gently punching up delinquents. When the monthly statements are made out those that indicate that the customers forgettery is in good order have a slip attached bearing the following melodious legend:

CREDITOR'S QUERY

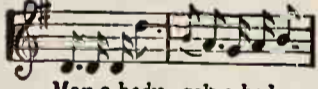
Slowly with great feeling



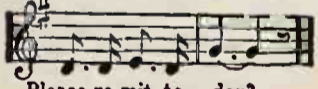
If a body trust a body



And fail to get prompt pay;



May a body ask a body



Please re-mit to - day?

Winning over the slow payer to the gentle accompaniment of music is a new idea, and one that might very appropriately be adopted by talking machine dealers. The McKinley Co. say that the plan is working very nicely with the dealers handling their extensive line of music.

Roy Keith, sales manager for the Talking Machine Co., recently returned from a brief trip to Wisconsin points. One dealer was not in when he called, and on inquiry Mr. Keith discovered that he was out in the country in his automobile with two or three high-grade machines and collections of records which he intended to leave over night at farm houses. This is dull season energizing of a most commendable nature.

THE AUXETOPHONE IN RECITAL.

B. Feinberg, of Victor Talking Machine Shop Exploits Victor Machine and Red Seal Records Before Illinois Athletic Club—The Program.

(Special to The Talking Machine World.)

Chicago, Ill., July 6, 1908.

B. Feinberg, proprietor of the Victor Talking Machine Shop, 169 Michigan avenue, is proving himself an expert in the exploitation of high-grade machines and Red Seal records. He actually induced the Illinois Athletic Club to allow him to give an Auxetophone grand opera concert in the club's roof garden on Wednesday evening, July 1. Invitations were sent to the 4,000 members of the club, and over 500 people responded, an excellent attendance, averaging the usual audience at the club functions and considering the time of year, as a large percentage of the members are away. Of course, the readers of The World are familiar with the records, but the selection was such an excellent one for demonstration purposes, and the alternation of vocal and instrumental numbers so judiciously arranged, that dealers who may wish to give similar recitals will be glad to see the list just as it was given. Here it is:

PROGRAM.

PART I.

1. Selection—Huguenots (Benediction of the Poignards) Meyerbeer
Sousa's Band.
2. L'Africana—(O Paradise) Meyerbeer
Enrico Caruso.
3. Traviata—Ah For's e Lui (Is This the One?) Verdi
Lusia Tetrzzini.
4. Overture—Semiramide Rossini
Police Band of Mexico.
5. Rigoletto—Quartet Verdi
Caruso, Abott, Homer and Scotti.
6. Bolero—La Gitana (The Gypsy) Arditi
Schumann-Heink.
7. Trovatore—Ai nostri monti (Home to Our Mountains) Verdi
Homer and Caruso.
8. Selection—Madame Butterfly Puccini
Pryor's Band.
9. Lohengrin—Koenig's Gebet Wagner
Marcel Journet.
10. Tanuhauser—Pilgrim's Chorus Wagner
Pryor's Band.

PART II.

11. Dolce Amor—Merry Widow Waltz (Italian) Lehar
Marcella Sembrich.
12. Magic Flute—La dove prende (Smile and Tears) Mozart
Emma Eames and Emilio de Gogorza.
13. March—Meistersinger Wagner
Sousa's Band.
14. La Forza del Destino—Solenne in quest'ora (Swear in This Hour) Verdi
Caruso and Scotti.
15. Lucia—Mad Scene Donizetti
Nellie Melba.
16. Rhapsodie Hongroise Liszt
Sousa's Band.
17. Ave Maria Bach-Gounod
Johanna Gadschl.
18. Dinorah—Ombra Leggera (Shadow Song) Meyerbeer
Lusia Tetrzzini.
19. Lucia—Sextette—Chi mi frena (What Restrains Me?) Donizetti
Sembrich, Severina, Caruso, Scotti, Journet and Daddi.
20. Finale—National Air Sousa's Band.

Popular Selections will be played on request.

The programs were very artistic affairs, printed on cream-colored linen paper. Mr. Feinberg had his full force on tap and his chocolate-colored porter, resplendent in uniform, put up the numbers of the selections. The audience was very enthusiastic, was liberal in applause, and went literally wild over the Lucia Sextet. There were many requests for additional selections, which were promptly given. Mr. Feinberg secured the names of many excellent prospects from interested inquirers at the close of the concert.

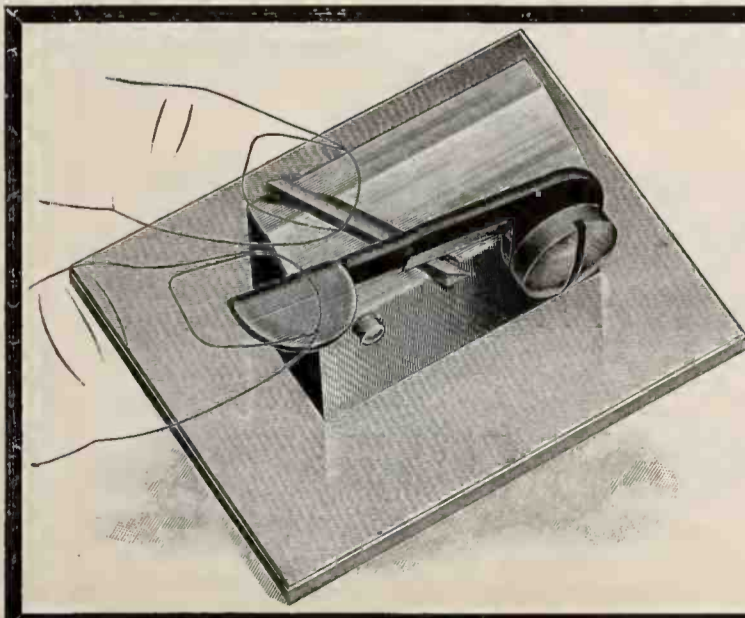
NEW AUTOMATIC BRAKE

For Disc Machines Now on Market—Invention of Burson and Buelna—Description of the Device—Other Specialties of Burson & Co.

(Special to The Talking Machine World.)

Chicago, Ill., July 6, 1908.

A new automatic brake for disc machines, the Burson, has just made its appearance. The inventors and manufacturers claim that it is the only brake on the market that will adjust itself automatically at the beginning and completion of each record. The turn-table starts immediately when the needle is placed at the beginning of the record, and stops automatically upon the completion of the selection. This obviates the necessity of operating the thumb brake either at the start or completion of the record. The value of this device is obvious. The Burson brake is a very simple affair, and its adaptability to all makes of machines is shown by the fact that it is instantly adjustable to any height of turntable. The Burson brake is a silent salesman. If the dealer will use it on his own demonstrating machines and instruct the salesman to stay away from the machine occasionally, so that the brake has a chance to demonstrate itself in a dramatic manner, the device can be depended upon to sell itself to owners or prospective owners of machines. The Burson brake is the joint invention of A. E. Burson and G. Buelna, the members of the firm of Burson & Co. They are both California boys, but Mr. Burson has come to Chicago to superintend the manufacturing and marketing of their product here, while Mr. Buelna will remain for the present at least at his home town in California, where he has a well-equipped shop for experimental purposes for perfecting a number of other devices, the product of the combined efforts of both men. They have already applied for comprehensive patents on several new devices in the talking machine line. One is a repeating attachment which can be placed on any disc talking machine by the owner in a few seconds. It will repeat the record as long as the motor holds out or the number of repetitions desired can be secured by setting the indicator on the dial. Of course it also automatically discharges the old needle and places a new one in the needle arm for every playing of the record. They have also patented a hand-operated needle exchanging device which can be attached to all disc machines. By raising the sound-box and pressing it slightly over a small magazine, the old needle is discharged and a new one supplied. This is especially handy on straight tone



NEW FIBRE NEEDLE CUTTER

The Fibre Needles, for Disc Records

are now so thoroughly established in the homes of thousands of customers that we have decided to reduce the cost, to users, by introducing a cutter wherewith the needles may be repointed and used many times. This new cutter is made of properly tempered tool-steel, nickel plated base. The blade is adjusted to the block, so that by simply laying the needle in the slot a new clean cut point can be instantly made by pressing the knife. (See illustration.)

SELLS ON SIGHT TO LOVERS OF THE FIBRE NEEDLE

For further particulars apply to

"B. & H." FIBRE MFG. CO.

208 E. KINZIE STREET

CHICAGO, ILL.

arm machines where the operator cannot see the needle hole. Still another device for which patents are pending are two invisible automatic brakes, which, however, furnish food for the talking machine manufacturer rather than the owner at present. The general offices of Burson & Co. are at 52 Dearborn street, Chicago.

SUCCESS OF THE FIBRE NEEDLE.

Greatly Increases Life of Record by Actual Experiment—Reproductions Free from Scratching After Records Have Been Played Many Times.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1908.

The writer had the pleasure recently of spending the evening at the home of F. D. Hall, president of the "B. & H." Fibre Mfg. Co. (and the inventor of the fiber needle. Mr. Hall has one of the finest lines of disc records in the city, and the majority of them have been played exclusively with the fiber needle. The tonal results secured under these circumstances are simply remarkable. Not only is the volume of sound all that could possibly be desired in a home, but the manner in which delicate shadings, too often obscured, are brought out is delightful indeed to the critical listener. Furthermore, Mr. Hall has compiled statistics as the result of actual enumeration of the times records have been played, which demonstrate the ability of the fiber needle in preserving the life of the record. For instance, The World listened to Victor 60-cent records, "When You and I Were Young, Maggie" and "Rocked in the Cradle of the Deep." The reproduction was absolutely perfect, not a semblance of a scratch or the slightest break, and yet the slips filed with these records showed that they had been played over 3,000 times with the fiber needle. A number of Caruso and other Red Seal records which had been played all the way from 1,500 to 2,500 times were heard, and from all indications they are simply in their infancy so far as their use-

fulness is concerned. Mr. Hall claims that no limitation can be placed on the life of a record played by the fiber needle, and that the longer it is played the better it becomes.

MACHINE FOR SEEING SOUND.

Invented by G. Bowron, of London—Seeing Tetrizzini's Voice—Effect of Vibrations on Flame Magnified and Thrown on Screen.

The latest marvel in London is the invention of G. Bowron, who has put forth an ingenious machine by means of which sound can be visualized. It constitutes an interesting accessory to the gramophone or phonograph. As is well known, all sounds come from air vibrations, which radiate from the center of a circle. The

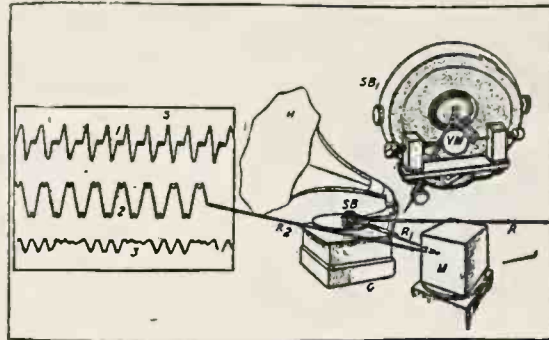
from a suitably placed projecting lantern is allowed to fall upon the little mirror, it is reflected back along another path; in this path a rotating box mirror of the four-sided type is interposed. Once again the beam is diverted, this time on a white canvas or screen. The prime result of all this transfer of rays is the appearance on the screen of an enlarged luminous curve or oscillograph, which reproduces the changing instrumental sounds. A singer will thus be able to see how his voice is working—whether it has the right pitch and timbre. It is difficult for a person to hear whether his own voice is sounding correct notes, but by means of Mr. Bowron's machine this can be done most satisfactorily.

"BLIND TOM" AND THE PHONOGRAPH.

Commenting upon the death of "Blind Tom," the peripatetic pianist, which occurred recently in New York, the Detroit Free Press said: "Few people in the last twenty years have heard Blind Tom play the piano, but those whose recollections go back to the time when he was one of the great attractions of the day will pay the tribute of a kindly thought to the strange being who puzzled and entertained his audiences. Tom was at his best before Edison invented the phonograph, but he might have served for its suggestion. He had all its capacity for recording certain sounds, and little more initiative. Almost an infant in mental ability, he could reproduce the most intricate musical compositions with a faithfulness which was marvelous.

"What was the personality behind this imbecile brain which enabled him to rival the master musician while unable to care for his own slightest want? A recent magazine writer has compared the human brain to a typewriter on which the individual spirit fingers the keyboard.

"What was the spirit that made the phonographic records in Tom's brain? Did the universal mind find in his faulty brain cells a vent through which to let its harmonies flow out to reach mankind?"



G—Gramophone. M—Four-sided revolving mirror. S—Screen upon which records are received. H—Horn of gramophone. SB—Soundboard. R—Ray from projecting lantern focused on to vibrating mirror. R1—Same ray reflected on to revolving mirror. R2—Same ray reflected on to screen and giving the record. SB1—Detailed view of soundboard and recording attachment. VM—Vibrating mirror on to which the ray is received. 1—A shake by Tetrizzini in "Polonaise," by Mignon. 2—Record of part of "Spirito Gentil," by Caruso. 3—Melba's voice in Tosti's "Good-bye."

air waves, however, are invisible, and though they can be measured, they cannot be seen.

It is well known that a flame will be raised and lowered, according to the pitch of the sound by which it is affected. With the aid of a vibrating mirror attached to a gramophone, sound waves can be visualized. When a beam of light

The Phon-Arm Attachment

(PATENT PENDING)

For EDISON STANDARD, HOME and TRIUMPH,
COLUMBIA, B. K., B. E., and B. F.

PHONOGRAPHS



When ordering be sure to state for what machine wanted, especially if for new Edison horn



No Unsightly Horn Stand or Crane.

No Weight on Reproducer or Feed Nut.

Horn can be turned out of way when changing Records.

No flimsy rubber tube connection to Reproducer, or Horn dangling loose in front of machine.

GOOD PROFIT FOR JOBBER AND DEALER

CHICAGO STAND COMPANY

86 E. LAKE ST.

RUFUS T. BRADY, Manager

CHICAGO, U. S. A.

THE TALKING MACHINE JOBBERS' CONVENTION

A Great Meeting at City by the Sea—Many Jobbers Present at the Various Association Meetings—Big Increase in Membership—The Association Puts a Number of Matters Squarely up to the Manufacturers—Favor Manufacturers Selling Only Through Jobbers—Also That the Eligibility of All Dealers Must be Passed Upon by Manufacturers—A Record Clearing House—Cut Out Records to be Exchanged at Par—Splendid Papers Read—Complete Resume of the Business Sessions—Matters Discussed at the Open Meeting—Representatives of the Victor and Edison Companies Present and Views Expressed—Some Pleasing Exhibits Made—Summing Up of the Association Work.

The Jobbers Convention was the biggest gathering of talking machine men ever held in the world.

For some time past there has been much interest manifested in talking machine circles in the second annual convention of the Talking Machine Jobbers National Association, which was held at Atlantic City on July 6 and 7. It was a success from every point of view, and one thing is sure, the organization has come to stay and there is sufficient interest manifested in it for many jobbers to journey from remote points to attend the annual gatherings.

It was the plan of the arrangement committee in selecting Atlantic City that an outing by the sea could be enjoyed while in attendance upon convention duties, and quite a number figured to pass the nation's holiday at Atlantic City. The members in many cases were accompanied by their wives and families. Hotel Chalfonte was selected as headquarters for the convention gathering, and for a few days talking machine men and their friends were greatly in evidence in the lobby and on the spacious verandas of that hostelry.

OPENING SESSION.

The first business session was called for Monday, the 6th inst., and at 10 o'clock when President Bowers brought his gavel down and called the meeting to order there were sixty members present. After the meeting had been called to order the president made the following address:

President Bowers' Report.

At the first or formative meeting of our association, which was held in Buffalo in September last, it was decided that the meetings of the association should be held annually. It has since seemed best to many that in the growing or developing years of the organization meetings should be held more frequently, and with that end in view your executive committee saw fit to set the meeting of this year a couple of months ahead, and this brings us together today.

In its wisdom the committee has chosen as the meeting place this beautiful, and interesting, and historical city by the sea, than which no more beautiful spot could be chosen for men to deliberate over the affairs and conditions of their business. The almost-year since we met last has been fraught with some pleasant and some unpleasant experiences.

At the time of our September meeting our business was booming and prosperous. Shortly after set in the panic and our fall, winter and spring trade received an awful body blow, and one from which it has by no means recovered. I believe, however, we have seen the worst of it, and that conditions will improve from now on. At bottom our country and our people are sound, and if our business men can enjoy for a time what James J. Hill says the country needs most at the hands of the government, the rest cure, all will be well, not only with our own business but with all others.

Our organization has grown reasonably fast, numbering 111 of the best jobbing houses in the trade, and covering the country from Boston to San Francisco. There are some good concerns which have not taken up with us, but we will get them yet.

Every jobber of talking machines should be a member of this body. The tremendous growth of the business has, of necessity, been attended with some evils and drawbacks, and to the correction and elimination of these the efforts of the best minds in the business should be directed. Much is to be gained by the men of a trade

getting together for a discussion of the conditions affecting their business, and the best ways and means to improve them.

Your executive committee has held two meetings since September, one in Buffalo and one in Pittsburg. By their very nature these meetings were executive in the fullest sense of the term, and their results could not be made known to you until now. Matters of far-reaching importance were taken up with the manufacturers, and these will be brought before you for discussion and action at the proper time.

I have heard, and doubtless you have heard, criticism passed upon the association and its executive committee, as to what was being done, or was not being done, but to these you need pay no heed.

You have as good a body of men on your executive committee as I have ever met. You have, as a whole, an excellent corps of officers, and are particularly fortunate in your secretary, Perry B. Whitsit, one of the ablest, most careful and painstaking men I have ever known in a similar capacity, in any organization of men I have ever been identified with.

Four times in the last eight months I have journeyed to Mr. Whitsit's home in Columbus, O., and once he has come to Chicago, all of these visits being on Sunday and entailing an all-night's ride both ways, at our own expense, and necessitating nearly 4,000 miles of travel, to enable us to shape up and put in order the affairs of the organization as they came in the purview of your secretary and president, and to prepare data for the meetings of your executive committee previously alluded to. These facts ought to make you easy in your minds as to what your officers and committee are doing.

Your executive committee at its last gathering in Buffalo appointed an excellent committee of arrangements, under the chairmanship of J. Newcomb Blackman, of New York, ably assisted by Messrs. Henkel and Buehn, the last-named gentleman being your efficient and capable treasurer. Of the good work done by these gentlemen your pleasures and comforts while here will bear the best witness.

The trade papers of importance have accorded us kindness and courtesy, and in particular we are indebted to The Talking Machine World and its able and scholarly editor, Edward Lyman Bill. The Music Trade Review, controlled by the same gentleman, also comes in for our thanks and gratitude. On the whole we have reason to be thankful for our association and its good work, and to the continuance of that good work should our best efforts be directed.

The important makers of machines and records are friendly to us, and that friendship and respect we must maintain at all hazards. These men must be made to feel and realize that our association makes for safe, sane and conservative methods and practices, and that their interests and ours are absolutely mutual and interdependent.

Where differences of opinion arise, as they must in such a business as ours and theirs, they must feel that matters of controversy, so far as we are concerned, are in the hands of safe and reasonable men, and that nothing bordering on the radical or explosive will be urged upon them. Let our ways be ways of gentleness and all our paths be peace. Matters of much moment to our business will be presented to you, and for these I bespeak your kindly and thoughtful consideration. Let our deliberations be conducted in a spirit of fairness and impartiality, that the greatest good may result to the greatest number.

Some alterations or amendments to our by-laws may be found necessary, and these should be carefully thought out before adopted. You will do well to exercise care in the choice of your officers and committees, as on these men will depend the success of your organization.

The reports of your secretary and treasurer will give you the work of the association in detail, and on these I will not infringe. I thank you heartily on behalf of myself and my fellow-officers for your loyal sympathy and support, and earnestly bespeak the same for our successors.

Other reports, including the treasurer's and secretary's, were submitted to the assembly and approved.

Secretary's Report.

Perry B. Whitsit, the secretary, presented his report, showing a splendid increase in the membership of the organization during the past twelve months. The total membership being 115. Mr. Whitsit's report was received with great applause. This was followed by the treasurer's report.

Treasurer's Report.

Louis Buehn, who represents the association in this capacity, made a showing which was gratifying to the members and gave evidence of the healthy state of the finances of the new organization.

Election of Officers.

The annual election of officers then took place. Some complimentary speeches were made by the members of the association, praising the splendid work of the association officers during the past year. All felt that these men had made many personal sacrifices for the benefit of the organization, and it was the unanimous wish of all present that the same officers be re-elected.

The motion was made and the following members were elected to fill the official positions during the new year: Jas. F. Bowers, Chicago, president; W. D. Andrews, Buffalo, vice-president; Perry B. Whitsit, Columbus, secretary; Louis Buehn, Philadelphia, treasurer. The executive committee consists of the following gentlemen: Lawrence McGreal, Milwaukee; W. E. Henry, Pittsburg; Edward H. Uhl, Chicago; E. Percy Ashton, Detroit; and J. Newcomb Blackman, New York. The executive committee remains the same as last year, with the following exceptions: New York is represented in the person of J. Newcomb Blackman, who succeeds C. V. Henkel. Mr. Henkel, who has done splendid work for the association, declined to serve for the new year. Detroit is represented by E. Percy Ashton, who succeeds C. H. Hickok, of Toledo.

AFTERNOON SESSION.

About three o'clock on Monday the association reconvened and serious matters were taken up for discussion. At this time it was decided to hold the banquet at the Royal Palace Hotel. The feature of this session was the reading of a number of interesting papers treating upon matters which related directly to the talking machine trade. Close attention was given while these papers were being read. The following is the order in which the papers were presented:

The Proper Equipment and Education for a Dealer

BY LAWRENCE M'GREAL.

Gentlemen:—I was requested by Mr. Blackman, chairman of our resolution committee, to prepare and submit to this body a paper on

"The Proper Equipment and Education for a Dealer." There are to my mind three important factors necessary to the successful and profitable selling of talking machines and records: First, the stock; second, proper display and advertising; third, the salesman, which, though I give last, is by no means the least in importance.

In treating on the stock jobbers all realize that a full line is one of the very first conditions necessary to the profitable handling of the line, but as most of the new dealers, and many old ones, shy at the investment necessary in carrying a complete stock, we will talk of the dealer with a fair assortment of records and one of each type popular-priced machines. Machines must be kept in perfect order at all times, so that when a customer drops in to buy or price the salesman will not be forced to apologize on account of either machine being out of order or repair. To be forced to do so brings suspicion to the mind of the prospective customer, and he will naturally think that if the man who sells them can't make them run properly, what is he to do, who knows nothing about a phonograph or other machinery?

Records, whether the dealer carries 150 or 5,000, should be arranged numerically. To bunch records, either alphabetically or class them into bands, orchestras, solos, duets, quartets, is an extremely poor method, annoying to the customer and expensive for the dealer, as it requires unnecessary time to locate any certain selection. If a dealer is carrying only a limited stock, say 200 or 300 records, he can improvise a numerical catalog, or mark such selections as he has in the regular record catalog and hand this to the customer, explaining at the time that only those listed or marked are in stock. The tray system for the cylinder record stock and the horizontal or perpendicular bin with heavy pasteboard partitions, opening an inch wide, for disc records, are the best methods of carrying retail stocks. Record stocks should, if possible, occupy a conspicuous section of the store, so that all who enter will be able to see the display. Only a few dealers can spare the room for special booths, but where possible it is the only system.

Good newspaper copy or catchy, convincing circulars in large towns, will get business if backed up with good assortment of records. Free concerts in lodges and churches, at socials and parties, in smaller towns have, to my knowledge, brought excellent returns to the dealer.

To sell talking machines or records one must possess the characteristics of a salesman or saleslady, the same as would be necessary with other kinds of merchandise, for although many will say "the machine talks for itself" it requires just as much tact, just as pleasant a smile and as much enthusiasm to sell a good talking machine as it does to sell any other class of merchandise. The salesman must know the business. He must know the machine from turntable or feed nut to the rubber head tacks. He must, in order to even class as a talking machine salesman, familiarize himself with as many records as possible, and when selling a machine or record be able to say something about every record before he plays it, such as the opera, it is from, the composer's name or other history of the composition which can be gathered usually from manufacturers' advance lists, and interest his customer in each selection before playing it. It will be understood and appreciated better. The salesman should never walk away from the machine while playing records or indicate in any manner that he is indifferent, though he may have heard the same record a thousand times. The customer watches the salesman and will enthuse or become indifferent with the salesman, as the case may be. One of the best salesmen I ever had would laugh more heartily than the customer whenever a comic song or recitation was playing, and I have seen tears in his eyes hundreds of times when demonstrating records like "Just Plain Folks," "For Sale a Baby" or "Lasca" or other sentimental selections.

In conclusion will say that I believe a good jobber can make a good dealer, and on the other hand a poor jobber spoils the trade and makes it



LAWRENCE M'GREAL, EXECUTIVE COMMITTEE.

harder work for those who try to do things right. The practice of sending machines and records on consignment or approval takes the responsibility from the dealer and makes him indifferent with the line. The practice of some jobbers in offering from four to six months' time on initial or \$500 orders has, I believe, made talking machine dwarfs of many who might otherwise be giants in the trade.

"How to Insure the Future of Restricted Prices"

BY J. NEWCOMB BLACKMAN.

The system of restricted prices is recognized as the foundation on which the great talking machine industry was built and now rests. That the future of restricted prices must be insured is therefore apparent. The protection provided by this system was never as well illustrated as during the business depression of 1907 and 1908. Restricted prices were introduced and continued in force during the wave of prosperity, extending over a period of several years and reaching its height in the spring of 1907. During this time the manufacturer, jobber and dealer was prosperous almost without exception. It was natural that with such prosperity very little attempt was made to test the strength of the restricted price system and the defense in such cases was so weak that a quick defeat for the offender resulted.

We can congratulate the manufacturer who first introduced this system, as well as those who have followed, but we must not allow ourselves to be misled by the past success into thinking that the system cannot be improved. Conditions have changed in this business since restricted prices were first introduced and business in general is not as prosperous as it has been. During prosperity the jobber and dealer has less cause to look for defects and while the field seems large enough for all, a business depression provides a test that all perfect systems must stand. We are having this test and I feel confident that the business will be better for it. I think it is safe for me to say that manufacturers, jobbers and dealers are a little uncertain as to what their future policy should be.

A perfect organization should consist of only those who have become members after it was decided they would be loyal and add strength. The talking machine business in its infancy was not protected by the present system of restricted prices and the organization which resulted was made up of those in the business at that time. It has therefore been necessary, and is still important, to drop from the organization any who would not be loyal and help insure the future of the restricted price system. Before giving my

recommendations as to how the future can best be insured I will define what I think is a necessary organization to insure success. Loyal co-operation should be the key-note. This means that the manufacturer should first adopt the most liberal policy in order that a "square deal" for all may result. He should then be very careful who he selects as jobbers and dealers in order that whatever opposition there may be to the system of restricted prices will come as near as possible from those outside the ranks. We must have confidence in each other. The manufacturer must be able to feel that the jobber and the dealer will be loyal to his cause in as broad a sense as possible.

The jobber and the dealer should feel that, while they must work under restricted prices, they are sharing in the benefits, and that they will receive encouragement to expand their business by a reasonable amount of protection against unlimited competition. It must not be forgotten that when the jobber or the dealer binds himself to the restrictions covered by agreements he is advertising a product that can be obtained from but one source and he must have ample protection to make this profitable. The loyalty which I want in evidence to insure the future of restricted prices will cause a willing observance of the conditions with very little use of the "big stick." We will all work together to prevent the goods reaching the hands of those who are not a part of such an organization, for it is from them that the attacks will probably come.

Most jobbers and dealers have shown the loyal co-operation I advocate and the manufacturer has encouraged it, but I think he has been so prosperous, until the last six or seven months, that he overlooked certain improvements which he will now give his careful attention. I will present some ways in which I think the present system can be improved and the necessary encouragement be given that will keep the loyal jobbers and dealers as members of the organization. When I refer to these subjects I want it understood that I think the manufacturer has intended to be fair and in most cases the jobber and dealer have been in the same position. This paper is, therefore, to be considered as one giving free expression of views without any attempt at criticism, except in a broad and friendly way. This applies to the manufacturer, the jobber and the dealer.

I have not mentioned the public, but I think it is safe for me to say that the public will not oppose restricted prices on talking machines, if the manufacturers will continue their policy to always give the public a full measure of value and therefore satisfaction. The public will regulate this, for the talking machine is an article of luxury, and, as such, proper value must be given to insure the necessary demand. We will sell our product on merit and the public always approve that policy.

I think the most successful manufacturers have been those who have depended upon the jobber and dealer to distribute and sell their product. It is this kind of manufacturer I approve, and while there may be some who think the manufacturer should do some jobbing and retailing, I do not think there is any question about this causing friction and inviting opposition among the members of the organization. I therefore recommend that the manufacturer adopt one policy and not two or three in opposition to each other. The present system regulating restricted prices requires a form of agreements, the original copy of which is sent to the manufacturer. This makes it necessary for the jobber to give the manufacturer the name and address of the dealers he establishes.

A loyal co-operation requires that the jobber have confidence that the manufacturer will not use these names, except for the purpose of maintaining prices and that they will not attempt to sell the dealer direct. Most jobbers have had this confidence in the manufacturer, but I question whether he encourages it if he allows himself to compete with the jobber, either directly or otherwise. It is not the actual competition a few cases of this kind might give the jobber,

but the possible further encroachment upon his rights which he thinks this may indicate and the resulting opposition which would affect the organization. If the jobber cannot represent the manufacturer satisfactorily then some other policy should be adopted. The history of the talking machine business, however, would not prove that the jobber could not be depended upon.

I will first consider in what way the system of selecting representative jobbers and dealers can be improved and will start with the jobber. The jobber is generally recognized commercially as one who distributes the product of the manufacturer and sells to the dealer. He may sell at retail but his real mission is to secure representative people to act as dealers, who in turn sell the goods at retail. I think the manufacturer should not extend jobbing discounts to those who will not carry a suitable stock and invest sufficient capital to insure satisfactory service to the dealer and such credit as his responsibility and reputation will warrant. If the manufacturer gives an extra discount for jobbing purposes he should not permit the jobber to use it in a way that will cause him to be known as a dealer, working on a better basis.

There are many of this kind of jobbers in the business at the present time. They are mostly department stores, mail order houses and dealers who have managed to qualify as jobbers, but who had no idea of doing other than a retail business. The department stores in most cases absolutely refuse to supply dealers and use the extra discount to compete with them. They maintain a talking machine department on such scale as their retail sales will warrant and can afford to discontinue the line when some other department might appear more profitable. The mail order house occupies a very similar position. The dealer who has managed to qualify as a jobber in most cases is unable to do enough business at retail to measure up to the requirements calling for the purchase of a certain quantity of goods per year, and he is therefore, by necessity, led into the temptation of selling enough goods at wholesale to increase his purchases from the factory, or lose his jobbing discount. The dealers in his territory will not patronize him, because he is their biggest competitor at retail and he is therefore forced to overcome their objections by offering inducements that are a violation of his contract.

Does this condition of affairs encourage the loyalty and willing co-operation by legitimate jobbers that I referred to? It does not, for on the contrary it takes business away from the legitimate jobber that should come from these so-called jobbers, who are really nothing but large dealers. It discourages the investment by the real jobber of thousands of dollars that a proper jobbing stock requires and many thousands of dollars additional which he must supply to the dealer in credit. I could cite cases where the legitimate jobber has invested from \$25,000 to \$100,000 in talking machine goods, divided in stock on hand and outstanding accounts, and yet the above class of jobber is given the same discount and is placed on the same level.

Does the manufacturer consider the fact that the jobber who sells talking machines exclusively, or who has a large investment in stock and outstanding accounts, has planted seed that is multiplying and compounding in the growth of the industry. He has contributed so much capital and hard work that he cannot retire so easy, but even if he did he has on his books from 100 to 1,000 dealers, who, under proper conditions, would be a monument to the good he has done the manufacturer. Compare this situation with the department store and mail order house and the dealer who just manages to exist as a jobber. Most jobbers have been loyal in spite of these conditions, but business depression at the present time will cause them to consider whether they must continue or start to retire through lack of encouragement by the manufacturer.

I think this situation could be regulated as follows: The manufacturer would only appoint as jobbers those who will do a legitimate jobbing business, and they should not make this optional,

but obligatory. The value of the jobber to the manufacturer is not entirely in the quantity of goods he sells but through the immense stock he carries and the backing he gives thousands of dealers. Weed out the objectionable jobbers by insisting on their doing a real jobbing business and introduce such requirements as will make this possible. Appoint only as many jobbers as will give them ample opportunity to expand and build up a profitable business, but require in return that the jobber give an increased measure of returns for the additional protection and encouragement he receives. Fair minded jobbers all realize that the benefits must not all be one-sided. If the manufacturer will give the protection and encouragement which I have outlined I think he is justified in expecting more loyalty in return. If he is to depend on the jobber to supply the dealer he should be able to feel sure that inquiries referred to him and that help given by the manufacturer will be used in a loyal manner.

I question whether the jobber under these con-



J. NEWCOMB BLACKMAN, EXECUTIVE COMMITTEE.

ditions should handle the product of a competing manufacturer of the same class of goods, as long as the manufacturer of the product he represents will meet such competition as is necessary to protect this position by the jobber. In this respect I must consider the disc line as one class and the cylinder line as another, for most dealers handle both classes of talking machine goods, and, at least for the present, a radical change regarding the handling of one class only might be disastrous. I do not consider it loyalty to the manufacturer, however, for a jobber to handle every kind of talking machines and records that he is offered. If the manufacturer must trust the jobber, the jobber in turn must have faith in him and give him reasonable opportunity to meet competition. It would be better for him to present the problems to the manufacturer in order that they might work together with this idea in view.

In leaving the relation of the jobber to the manufacturer I will finally recommend that great care be used not to cause a number of leading jobbers to give up the sale of talking machine goods through a lack of proper protection. Those who have confidence in the manufacturer, and I think most of the legitimate jobbers have, do not want sudden opposition from those who are not satisfied with the conditions and who might effect the present system by an attempt to discontinue business in an injurious way. It is sometimes difficult to regulate a riot, and when it is finally checked the damage is often hard to repair. Let the jobber and the manufacturer therefore work together, for we both have much at stake, and, regardless of the result, a riot among us would bring a certain amount of damage to the industry.

Now, we will consider the dealer and in what way the manufacturer and the jobber can co-

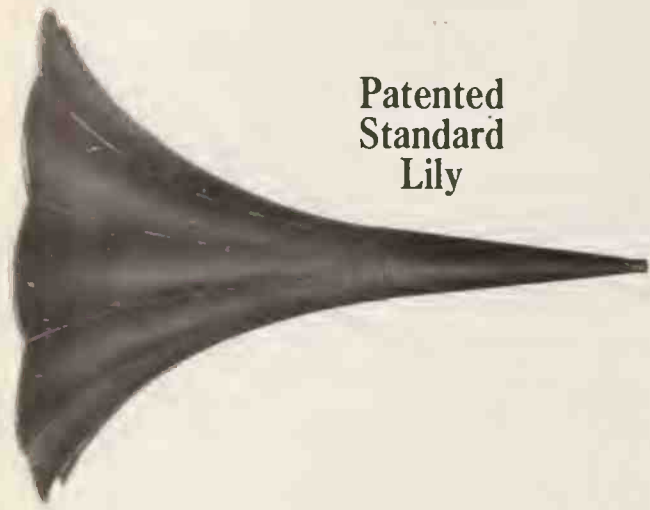
operate with him so that the same loyalty and co-operation I want will be evident among dealers. Where we have a few hundred jobbers there are thousands of dealers. In number there should be strength, but without the proper organization and co-operation there is an alarming degree of weakness and opposition. We will consider the present methods of establishing dealers. The usual plan is that any one who will purchase 3 machines and 100 or 150 records, according to the class of goods, and will sign his name, agreeing to be bound by the conditions governing the sale of the goods, is eligible as a dealer, providing he also has a suitable store or place of business. Thousands of dealers have been established on this basis, regardless of the number already in their locality and without consideration as to whether they would be a credit or a detriment to the business. They have invested in many cases less than \$100 and never carried a representative stock or conducted business in a way that would insure satisfactory service to the retail buyer.

Many a dealer started only because he wanted an outfit for himself or had a chance to sell one to someone else, and by qualifying as a dealer he could get one free or practically start in business with nothing. The jobbers are responsible partly for this condition, and yet how could they help it, for their competitor would start the new dealer if they refused to do so. Some jobbers would either insist on patronage or threaten to provide competition otherwise. If the dealer preferred to split his business among several jobbers to prevent such competition he was probably led into the evil of taking advantage of more credit than was good for him and thus made trouble for the jobber and himself. We cannot expect the dealer to be loyal or to feel justified in investing more capital and working harder to get business in his territory, if it is possible for his next door neighbor to give him that petty competition that is annoying to say the least.

Those who spring up as competitors may not do much business, but by having very little at stake they do not hesitate to take chances, and among this class of dealers you will find the usual price cutter. He is eventually put out of business by the manufacturer suspending him, but he leaves his mark in the business, as an injury, and is usually a bad debt for the jobber. I think it is possible to improve this situation for the future and at the same time weed out the objectionable class of dealers who are now a thorn in the side of every one who is loyal to the industry. I feel sure that it can be accomplished by the manufacturer regulating who shall be appointed as dealers. Introduce an application blank, whereby the jobber can simply receive an application for dealer's privileges, which must be in turn submitted to the manufacturer.

The manufacturer has on file information showing what dealers represent their goods in that particular locality. By the use of their salesmen, who, by the way, will find more chances for good work in this direction, they will be able to determine whether the dealers already on the ground are properly representing the goods and should be given further competition. Provide a system whereby the dealer may know within a reasonable degree of certainty when he can look for competition and until that time can consider he has protection. In return the dealer should be required to carry such stock of machines and records and other necessary material as the manufacturer thinks a proper representation in his territory demands. In reward for his doing so he is protected by knowing that no further applications for dealer's privileges will be accepted.

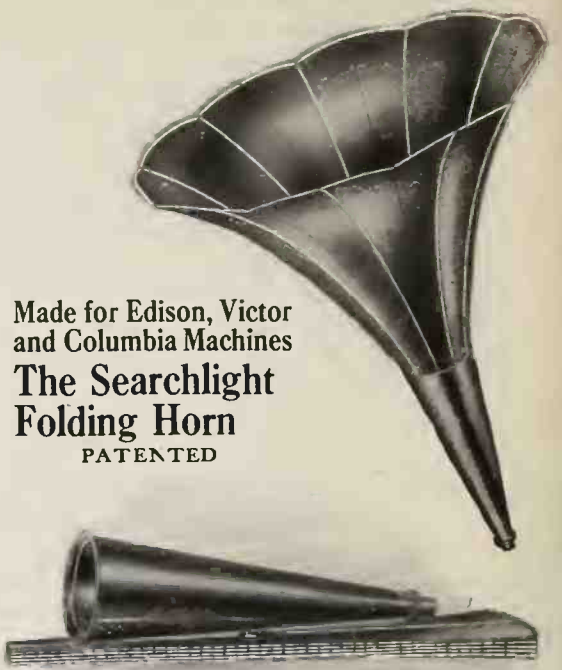
In the event he fails to give proper representation he knows that as a penalty he is likely to have additional competition. It may be that some towns may be properly represented by one dealer, others will require more. It remains for the manufacturer to decide this point and it should not be left in the hands of the jobber, who only knows what he is doing in any one territory. Under this system it is possible to solve



Patented Standard Lily

THE HORN SITUATION

Everyone knows that the conditions in the talking machine trade have not been altogether favorable to the output of horns during the past year, but still there IS horn business to be secured and wise talking machine men are ever watchful of opportunities to make sales. Their horn stock if not extraordinarily large is varied to meet the variety of tastes.



Made for Edison, Victor and Columbia Machines
The Searchlight Folding Horn
PATENTED

Keep Up Your Horn Stock

Quite naturally these men turn to the best equipped horn manufacturing establishment in the world. They know that the STANDARD has facilities approached by no other for the manufacture of talking machine horns. The STANDARD LINE is varied—it includes the horns of standard and special design. One of the specialties is the Searchlight Folding Horn which can be used on all kinds of machines and can be folded into a space so that it will admit of being easily carried in the pocket. This is an advantage which will be appreciated by talking machine men.

The Searchlight Folding Horn is a Wonder



Standard Edison

The STANDARD Lily Horn is a horn which has many admirable features which talking machine men will be quick to see.



Standard Lily

Then there is the STANDARD Edison and Marvelous Searchlight. In other words no matter what you desire in the horn line we stand ready to supply you. We have made a close study of the trade situation and we believe that talking machine men who give heed to the horn trade and keep a sufficient supply in stock to meet the requirements of their customers will find that the situation is steadily improving. It must improve if it is watched and encouraged properly.

We can help you to build your horn trade. Our products are right. Our prices are right too, and when you think talking machine horns, think STANDARD. You will make no mistake.

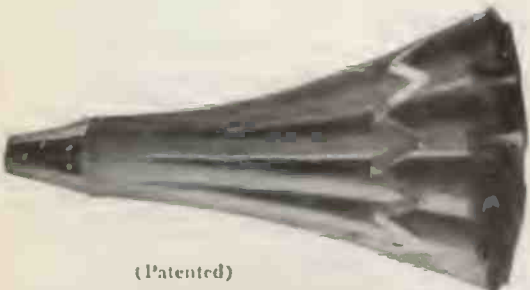
We Make All Styles

Keep Your Eye on the Standard

STANDARD METAL MFG. CO.

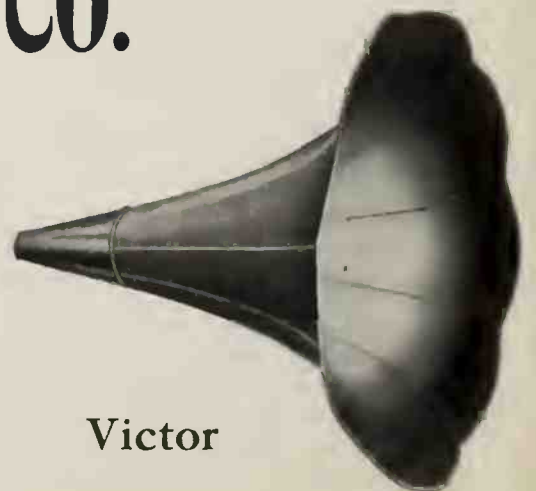
Chestnut, Jefferson, and Malvern Streets

Newark, New Jersey, U. S. A.



(Patented)

Munson Folding Horn



Victor

another serious problem. This problem is how can the dealer discontinue the sale of talking machines and retire from the business without violating his contract and thus injuring the business of those dealers who remain in the business and must live up to the conditions which require that prices be maintained. When a dealer is established it might be possible to have him agree that in the event of his discontinuing business he will dispose of his goods only to someone who will buy under contract to in turn sell the goods under price restrictions. This enables one dealer to go out of business and provides another one an opportunity to succeed him and feel he has a protection from further competition, as long as he gives proper representation.

At the present time why should one dealer buy the business of another? He could start in business by simply buying a few machines and a small stock of records, or such stock of machines and records as he feels he needs. Reduce the number of dealers; give them protection; require them to invest capital that will insure a proper stock and a better class of merchants will be found handling the goods. You will not find a man signing his name to an agreement without considering what it means. You will not be leaving the future of restricted prices at the mercy of dealers who lack ability, responsibility and most everything that would make a good merchant. It will improve the standard of the business. This will remove the dealer with the dusty stock of machines and records; the man who knows less about the goods than the private owner and user of a talking machine outfit. It will insure an investment by the dealer whereby he will have something at stake and he will think twice before he monkeys with the "buzz saw" of the price agreements.

Let us have men of ability and responsibility, for we are placing goods of standard quality and a business of world-wide reputation in the hands of undesirable dealers. If the manufacturer will regulate the establishment of dealers, as well as their removal, business will be more profitable to the jobber. The organization may be smaller in number, but we will have quality as against quantity, and the business will be elevated.

The life of the talking machine business is the continued sale of new records. Records cannot be handed over the counter like a cake of soap. The smallest user in the smallest town wants to hear his record before he buys it. He wants to make his selection from a representative stock. This means that the field cannot be covered by mail order houses and department stores. It means that there should be enough dealers to fill the demand in every small town. The manufacturer must therefore recognize the importance of being represented by the small dealer and in giving him the proper protection and profit in accordance. I think he recognizes that during a business depression the stock that the jobber carries and the thousands of dollars that he provides in capital to carry the small dealer is a wonderful help to the manufacturer. There are other conditions that I think could be improved and provisions made for certain features of the business that make it difficult to maintain prices.

It is impossible to sell a machine of old type at the full list price, for in most cases it cannot be remodeled or refinished to sell as new. I therefore advocate the privilege of selling old types of machines at reduced prices by the use of a special license, for at the present time these machines are tempting dealers and jobbers to find a market for them in a way that interferes with the proper observance of restricted prices. This will also make it possible to sell an up-to-date talking machine and make a liberal allowance for an old type.

I think such manufacturers as sell their product under restricted prices should not manufacture machines for premium or stencil purposes, for in doing this they are helping the very kind of competition that the entire one-price system is supposed to prevent. The disposal of surplus record stocks and records that have been cut from the catalog has great bearing on the future of restricted prices. This is a subject of itself,

so I will simply say that I think the protection which restricted prices gives is not shared by the manufacturer alone, but by the jobber and dealer. It costs the manufacturer a large sum of money every year to maintain this system, and it is only fair that the dealer and the jobber should contribute, within reason, in turn for the benefits they receive.

If the manufacturer permitted the records, cut from the catalog or surplus stock, to be sold at reduced prices the jobber and dealer would receive less profit and this would represent a concession he would have to make for the disposal of such goods. It, therefore, seems reasonable that if the manufacturer should establish a permanent plan for the disposal of such records by return to the factory the trade should contribute to the loss that this would make necessary.

In conclusion, I will sum up by saying that I think the manufacturer should do everything he can to make it possible and profitable for the dealer and jobber to give the loyal co-operation that is necessary to insure the future of restricted prices, and that the jobber and the dealer should locally co-operate to detect and bring to the attention of the manufacturer any cases that represent a violation, in order that prompt action may be taken to insure observance. Let us, therefore, work together with this end in view and particularly the members of the National Association of Talking Machine Jobbers, in order that the object of this organization may be accomplished.

The Cash and Instalment Problem

BY C. E. GOODWIN.

The subject assigned to me is well named—a problem. The talking machine instalment business is handled in so many ways and by so many people with different points of view, that it has already been shown a difficult thing to devise an acceptable plan that would meet with the approval of everybody.

When this subject was discussed at our last convention, the writer took the position that if our one-price system was to be maintained consistently, it was up to the manufacturers to fix the instalment price, as well as the cash price. Where competition has forced the dealer to sell on instalments without asking the usual advance for carrying such paper, it makes it almost impossible to do any cash business, and it seems to me the manufacturers should recognize that the custom of requiring at least the equivalent of interest where such a slight increase in price is so universal, it is also necessary in this kind of instalment business. To not do so, really amounts to cutting the price anyway. It was probably a great mistake for some of us to take up this subject with the manufacturers on a plan that not only broke their one-price system, but cut into the profits of all jobbers and dealers. As I remember, a plan was suggested to allow a discount for cash, but whoever proposed the scheme did not realize that the prices established by the manufacturers are sacred to them, or that such an arrangement would really cut into the discounts of both jobber and dealer. I believe that we should try once again by urging the manufacturers to adopt universal conditions of sale where instalment sales are made.

Some of us might protest at being "regulated" as to the amount of payments and the length of time we could allow for the payment of an outfit, but it would certainly be better to come to some universal arrangement that might be decided upon, than to be forced to sacrifice the customary perquisites of an instalment business. I think a clause in the contract gotten up to cover instalment business would be as generally observed and lived up to by dealers and jobbers as any rule that is now made, for it would be quite easy to catch a violator of such a clause. What would help greatly to make a rule of this kind a practical thing is found in the fact that nearly all jobbers and dealers would like something of the kind placed in the contract. They have had

enough of trying to make a sensible answer to the man who comes in and says: "But, well, how much do I save if I pay cash?" The dealer's answer makes him foolish, it makes the talking machine business a little foolish, and it makes a fool of the buyer if he pays out his good money when he can take his time to pay, and perhaps have a little fun dodging the collector or maybe after a long time decide to return the outfit.

If this convention will recommend some definite plan of action in regard to allowing certain jobbers to break up the cash talking machine business, the manufacturers may be made to see that the present loophole in this regard is really equivalent to cutting the price. I should think the manufacturers could see that it is very "bad business" to allow certain jobbers to force upon the country an instalment scheme that may force



C. E. GOODWIN, OF LYON & HEALY.

a great many talking machine people into bankruptcy trying to compete with it.

The talking machine manufacturers have taught us that it is best to maintain their price, and we like it so well that when a condition confronts us that seems to break down this principle, most of us are in a frame of mind to shout a warning against anything that has the appearance of price-cutting. Let us try once more to do something to restore to the instalment business all of the protection it should have in order that it may continue profitable.

Best Way to Insure the Permanence of the Talking Machine Business.

BY W. D. ANDREWS.

Mr. President and Gentlemen—Our committee on arrangements has assigned to me a subject that covers the whole field of the talking machine business from manufacturer to user—"The Best Way to Insure the Permanence of the Talking Machine Business," and can be answered in four words—"Keep the public buying."

We have passed through the period of amazement, curiosity and novelty, and henceforth the goods must possess merit and genuine musical and entertainment qualities that appeal to all classes. The manufacturers must devote their time and talents to improving their output, of both machines and records, until the reproductions not only equal the originals, but in many cases improve them. They must constantly be on the alert for something new and revolutionary.

The cylinder talking machine business was about dying a natural death when the molded record was brought out, and we have passed

through an undreamed of period of prosperity since its invention. We are loath to believe that the present depression in the talking machine business is permanent, and reports so far as obtainable show that our business has suffered no more than most other lines; but we are not content to have it show any decline, and are confident, with the return of prosperity, the talking machine business will resume its past proportions. It may be that now is the time for the manufacturers to make radical changes in order to revive the people's interest in their output. If so, we trust they are equal to the occasion and will give us improved products that will stimulate business, as did the change from wax to molded records.

Without one negative vote we declare the publicity departments of the talking machine companies to be "the best on earth," and their advertisements are most striking and attractive. The companies are to be congratulated for obtaining such able men to conduct their advertising. I have no suggestions or recommendations to make that could improve that department.

Methods now employed by the manufacturers for marketing their products are in the main satisfactory. Their contracts are wisely drawn, and if rigidly enforced will keep their business on a permanent basis. We jobbers should cooperate with them in enforcing the contracts, and I would suggest for your consideration the appointment of a committee of three to whom complaints against jobbers can be referred, if the companies refuse to act. The committee to have power to employ a detective to secretly investigate the charges and present them to the companies in such convincing form that they cannot avoid suspension and still claim that their agreements mean anything.

We all agree that the price maintenance is necessary for the permanence of the business. Also, we all agree that directly or indirectly some jobbers are violating the agreements in order to obtain business. We hear of a jobber who is consigning goods, another one offering to take back goods, another one offering to send a certain number of monthly records with privilege of returning at the end of thirty days, another offering cabinets or other accessories at cost, providing he gets the regular business, another offering to allow transportation charges, another offering a valuable present when a certain quantity of goods is purchased, another offering an extra cash discount providing he obtains all of the retailer's business; other inducements are made, and it is our duty to cooperate with the companies in stamping out these violations. The retailers are watching each other and the companies make suspensions upon positive proof of violations, but they do not suspend jobbers.

As an association we can do much to insure the permanence of the business. Let us not be idle until we have secured an application from every bona fide jobber. Let us make all jobbers feel that they are of equal importance, and that suggestions from each will receive the same consideration.

A judge of the Supreme Court was driving one day in the suburbs of Washington and his harness broke. He was trying to make a temporary repair to last until he could return to the stables. Several people gathered around to watch him. Finally one little colored boy stepped up and by a single twist and turn put the harness together. The judge said, "Why didn't I think of that?" The colored boy said, "I don't know, boss, unless it's 'cause some folks knows more en others." Let us always keep in mind the saying of the colored boy, for we may receive valuable suggestions from the least expected sources.

Avoid overstocking. It is discouraging to have your valuable space filled with unsalable goods. If we agree to buy only such goods as receive the indorsement of the association, our money would not be tied up in worthless stock and start attachments, tone arms and regulators, and many types of horns possessing no individual merit.



W. D. ANDREWS, VICE-PRESIDENT.

Do not overstock your retailers. They lose interest in the business by having goods on the shelves that never sell.

There must be some basis of exchange or credit established by the manufacturers to prevent the stocks of records becoming so large that we have not the space or capital to handle them.

These questions and many others will be treated by other speakers or in open discussion. I trust that every member present will be heard and that none will feel any restraint. Speak your mind, call a spade a spade.

Our meetings heretofore have been love feasts, for we were doing all the business we could handle and were satisfied and contented. Times have changed—let us hope only temporarily. If you have suggestions to make, now is the time. Don't go home and say, "I wish I had told them a thing or two."

The Advantages to Jobbers of Local Co-Operation

BY LOUIS BUEHN.

The question of co-operation, it seems to me, is a most vital one in the talking machine business. The whole history of the business shows the value of co-operation. Since the first introduction of the contract system by the National Phonograph Co. down to the present time, when this system is universally used and respected, it has been one long series of co-operation as between the manufacturer and jobber and between the jobber and dealer. In taking up the question of local co-operation, I can do no better than refer to conditions existing in Philadelphia. We



LOUIS BUEHN, TREASURER.

have at the present time seven firms on the jobber's basis both in Victor and Edison goods, five of whom sell goods actively to the trade. There can be no doubt of the ill effect on the business as a whole from five firms traveling a limited territory if we were all after business with blood in our eye, and with the determination to get it at any cost. What a condition could be brought about! Every dealer would soon become aware of existing conditions, and undoubtedly would take advantage of same, playing one jobber against the other, and working him for any little favors that he could, and taking advantage of him in the matter of credits. Happily, however, for the peace of mind of every one interested, this possibility has long since been eliminated by the cordial co-operation of every one concerned. While we are rivals, and put forth every effort to obtain business along legitimate lines, the utmost good-fellowship prevails. Good-fellowship, by the way, is one of the fruits of our co-operation. Not so many years ago it was the unusual thing to see one jobber visiting the other in their places of business. To-day it is quite the reverse.

Another feature brought about by this feeling of good-fellowship was the possibility of exchange one with the other. It has frequently occurred that we have been able to relieve one another of surplus stock, particularly in records, and more often we have been enabled to help one another by making temporary loans of merchandise. This, perhaps, would not be considered of much advantage by some jobbers, but I can assure you after having tried this out for several years it is a most excellent thing.

The greatest advantage, however, to be derived from local co-operation, and I might say the most vital point in the conduct of the talking machine business, is the question of credit. No one will assume to deny the great good that has been done, first by the Eastern Talking Machine Jobbers' Association and the Central States Association and, since the amalgamation of the two, by the National Association, but I can assure you that the greatest good that we have derived in Philadelphia has been through our getting together from time to time and having heart to heart talks on the question of credits. We have been enabled during the past few years to almost eliminate in our entire territory the various dealers who would have to be considered as deathbeats or at least doubtful in the matter of extending credit. We have adjusted case after case and have been able to bring about a condition where I feel justified in saying we are probably less troubled at the present time in the matter of credits than any other set of jobbers throughout the United States.

It seems to me that the question of co-operation cannot be urged too strongly, and where there is but one jobber in a town, for him to get in touch with his nearest jobbers and, if possible, to form small local associations, to gather from time to time and talk over questions that interest them, and them only. I feel that this plan can be followed by jobbers throughout the United States, and I trust that by the time our next meeting rolls around that we will have not only all active jobbers as members of our National Association, but also the report of smaller local associations doing good work along their own lines in their own territory.

Duplication Destructive to Maximum Profits from a Minimum Investment

BY BENJ. SWITKY.

In choosing as my topic "Maximum Profits from Minimum Investment" I realize that I have touched upon a subject that is both broad and deep. From these few words can be drawn material for many a good sermon on business economies, the duties of corporations to the public, certain mooted social problems, etc. However, I have no desire to launch into an academic discussion of the philosophy of the phrase, nor of its theories and principles. I merely intend to apply it to one or two phases

of this talking machine business of ours—this business which is the reason for our existence as a National Talking Machine Jobbers' Association, and which brings us together at this time and place.

It goes without saying that all of us are interested in making all the money we can. That's what we are in business for. While the present condition of the talking machine business is not very favorable for money-making, yet money *has* been made in the past, and I do not hesitate to say that money *will* be made in the future.

But I am not at present raising the question of money-making. What I want to know is, "Are we getting a maximum profit from our investment?" Mind, I am not asking whether we are making a *satisfactory* profit on our investment, for that would depend on the individual point of view. One man may be satisfied with 6 per cent. per annum, another needs 10 per cent., another wants 25 per cent. What I want to know is, is every dollar we are using in our business judiciously invested? Is it all active, profit-yielding capital? Is every hundred dollars invested in stock absolutely indispensable in order to earn the percentage of profit we are getting; or, is some of our capital tied up in dead, surplus, superfluous stock? If so, then we are not getting proper returns from our investment. Or, to be more exact, we have money tied up in our business which could be utilized elsewhere to better advantage.

To cite a concrete instance, let us take up the Victor Record Catalog. Is there anyone here who really believes that all the records contained in this catalog are essential to profitable business? If so, I can readily show him that he has never given the subject serious consideration. We don't need the "Jewel Song from Faust" and "Ave Maria" by every artiste who sings it on the operatic stage. We don't need six records of the "Blue Danube Waltz," four records of "Eri Tu" from the "Masked Ball" (a poor seller), five records of "Dio Possete" from "Faust," four records of "Hiawatha," eight records of "The Holy City," eight of "Home, Sweet Home," ranging in price from 60 cents up to \$5. I'm sure business would be just as good and no sales missed if we had "La Sorella," by either Sousa's Band or the Victor Orchestra, instead of by both. Is it really necessary to let the customer have his choice of six different records of "Love Me and the World Is Mine," even admitting that it is a nice record and was a hot seller? The record of "My Old Kentucky Home" sells always, we must admit, but slowly—one or two at a time. Now, there are seven different records of this selection to be carried in stock. Suppose we cut our stock of this selection down to three of each number—this makes 21 records in all. Just think of it! You have invested permanently in 21 records of a slow-selling title! If I wanted to take up your time I could mention the bunch of "Prologues from Pagliacci," three of them at \$3, although the record of any one artist would answer as well as that of another, so far as the sale is concerned. I could mention "Batti Batti from Don Giovanni," which never was much of a seller, yet it comes out again and again, until now we have it by Sembrich, Patti, Tetrzzini and Farrar. I call this a merciless waste of the jobbers' capital!

The manufacturer is wrong when he tells you that all this duplication is done to please a fastidious public. I say without hesitation that it is the Victor laboratory, and not the buying public, that is so epicurean.

What the trade wants and needs is a sensible catalog—of reasonable proportions, free from the dead trash that encumbers and weighs it down. Cut out the superfluous duplications! You will then find Victor business more profitable than ever before. Prospective dealers will no longer gaze at the Victor catalog in bewilderment, hesitating and refusing to put in the complete Victor line because it requires an excessive investment. Dealers who are carrying limited stocks will feel encouraged to carry complete stocks and give the grand opera line more decent representation.

By burdening a dealer or jobber with superfluous stock the manufacturer gains something—temporarily. But by helping the dealer to keep his stock clean and up to date the manufacturer gains a thousand times more—and permanently, too!

I feel that the question of duplication is of importance to all of us, and while we cannot expect the manufacturers to pitch right in and correct the abuse forthwith, yet if we, as an association, bring this matter to their attention, pointing out to them that which is harmful or burdensome, we will surely secure their co-operation, to the extent that future unnecessary duplication will be avoided, past abuses eliminated gradually and the entire catalog revised and brought up to date, so that it shall contain a minimum percentage of obsolete and slow-selling numbers.

The Necessity and Importance of a Jobbers' National Association

BY J. F. BOWERS.

The worthy chairman of the committee on arrangements for this year's meeting of our association, Mr. Blackman, has assigned to me a most difficult task, that of proving the obvious



PRESIDENT J. F. BOWERS.

or self-evident, in the subject he has given to me, namely, "The Necessity and Importance of a Jobbers' National Association."

The very existence of our business and the fact that jobbing machines and records is a most important adjunct of that business. demonstrates at once the necessity and importance of such an organization as ours.

All associations of men, no matter of what line or calling, make for all that is best both in the men themselves and in their vocation, whether that line or calling be commercial, artistic, professional, political, fraternal or what not.

Organization is the order of the day, and nothing can be accomplished without it. Men of a calling should and must get together and stick together. Great political parties are organizations, great fraternal bodies are organizations, the government itself is an organization, our great church and charitable bodies are organizations, and so on down the line in every walk of life. With organization you can accomplish much. Without organization you can accomplish nothing.

This brings me down to organizations or associations in our own and kindred lines of industry, and what they are for and what they do. I have in mind at the present moment, several splendid bodies of men about whom it is proper

to speak, and about whom and their work I know something—the National Association of Piano Manufacturers, the National Association of Piano Dealers of America, and the Music Publishers' Association of the United States.

No greater uplift to any trade or business exists than has been the work of these great bodies in their respective lines. They have brought together many men of many minds from every part of our Union, and welded them into one compact harmonious whole so far as the betterment and improvement of the various branches of our industry are concerned. They have brought low the mountains of doubt and distrust and exalted the valleys of friendship, good fellowship and esteem. They have made the crooked places straight and the rough places plain.

Concerning our own immediate line we will do well to consider these associations, how they grow. They toil and likewise do they spin—spin profits, spin economy, spin order, spin care for and toleration of each other's ideas, of shortcomings where any such exist, and in every way do that which ennobles and dignifies the most worthy calling in which men can engage, the beautifying and glorifying of the home and the development of the finer side of human nature.

The talking machine of to-day, with its wonderful development along artistic and commercial lines, makes a fit running mate for the industries I have named, and it should be our proud boast and endeavor to place it upon a par with these, and nothing will conduce more to that end than the very organization meeting here to-day, and to whom I take keen pleasure in making these suggestions and recommendations.

Gentlemen of the association, we have our work cut out for us. It is a holy and wholesome thing to have brethren dwell together in unity. As an association we can do much for each other. As scattered units of the business we can do very little. As an association we can obtain redress for any grievances which may exist. As an association we can make our wants known and obtain concessions when they are fair, and consideration where it is reasonable.

As individuals we can do little, if anything, along these lines. As an association we should be and can be strong—strong where we know we are right, and strong in insisting on that right. We must never use our strength in an unfair or unjust cause. We must conserve and uphold the best traditions of our trade.

In these ways and along these lines we will be amply able to demonstrate and prove to all the world the necessity and importance of a National Association of Talking Machine Jobbers, and place our industry on the high plane which it is entitled to occupy in the industrial world of to-day.

How Can the Jobber Hold and Increase His Trade?

BY EDWARD H. UHL.

This is a very broad subject and one that can be discussed in many ways. In order for the jobber to hold his trade, it is absolutely necessary for him at all times to see that his customers get the best possible service. The first thing they should do on receipt of an order is to acknowledge receipt of same and, at the same time, notify him of shipment. If, for any reason, his order cannot be filled and shipped on the same date it is received, he should be notified at once, giving the reason why and when same will be shipped, and to be sure, at all times, to see that your word is made good.

I find it a very good rule "to do by your dealer as you would like to be done by," or, in other words, place yourself in the dealer's shoes and ask yourself the question: "How would I like to be treated?" and I am sure that, at all times, should you treat the dealer as you would like to be treated you would not have any trouble of holding your trade.

It is not always the question of good services, but a question of the goods that are sent to your dealer.

First, the quality should be the best that can be sold at the price.

Second, that they should be packed carefully and neatly so they will reach your dealer at the lowest possible cost.

Keeping the promises the salesman has made. Gentlemanly courtesy to all visiting dealers. Promptness in answering all correspondence of dealers and adjusting satisfactorily all difficulties and differences that may arise between house and dealer.

Harmonious relations of credit man and salesman, and proper treatment of dealer by credit man.

Special attention to correspondence between house and dealer. Always cordial and warm.

Interesting circularising of dealers. Keeping him informed of all material changes in policy of jobber or manufacturer, and putting before him for his consideration price list of special accessories and specials that may interest him.

Keeping the stock room in such condition that



E. H. UHL, EXECUTIVE COMMITTEE.

should prospective dealer visit the house he is impressed by the neatness and orderly arrangement of stock.

INCREASING YOUR BUSINESS.

Having the right goods in stock in the right condition in charge of capable men.

Employing of city and traveling salesmen of ability, integrity and energy, who realize that they are, nine times out of ten, the only members of the house the dealer ever sees, and that the character of the house is often judged by the character of the salesman. He is the man on the "firing line," and it is up to him, not only to introduce the house and get orders, but, being the man on the ground, to act as adjuster of little misunderstandings, a general mediator in time of trouble, a reserve of optimism and a storehouse of useful knowledge, which he must at all times have on "tap" for the benefit of the dealer in helping him to dispose of the goods the salesman has sold him.

Poor salesmen will do more harm, ruin more good territory and cause more trouble that will take months for the efficient salesman to adjust and bring back to a profitable basis.

Correct and pulling advertising that says something, and means what it says. Original advertising and making the dealer feel that you are doing business for his benefit as well as yours.

That the house is not looking for all the profit and success, and that he is entitled to his share. Having him feel at home with the house and, if there are any special favors to be asked, to feel

perfectly free in doing so, making the relations between you as cordial as possible. Make him feel that you are interested in his success, and give him ideas as to the disposition of his goods.

Remembering, above all things, that a house gains its name in the business world by its character—by the individual character of its units, its employes, from office boy to manager, and by their harmonious action, loyalty, courteousness and personal endeavors, is the success of the house assured.

TUESDAY'S SESSIONS.

Promptly at 10 o'clock the jobbers again assembled in the convention room and were called to order by President Bowers. A number of matters were taken up which have important bearing upon the interests of the talking machine trade. Trade relations between manufacturers and jobbers were discussed and the sentiments voiced in these discussions showed conclusively that the jobbers believe that there should be harmony prevailing between the creating and distributing forces, and the association proposes no radical measures which will in the slightest disturb existing relations between the manufacturers and jobbers. The morning session lasted until noon, and an adjournment was taken until 2 o'clock. Further discussion followed, many members participating.

Exchange on "Cut Outs" and Defective Records

Among the topics taken up for discussion was the exchange of records, and the sentiment of the convention was expressed as strongly favoring a plan whereby "cut outs" and defective records should be exchanged on an even basis. The arguments were made along the lines that "cut outs" were only dead stock and were discontinued by the manufacturers simply because there was no demand for them, and the jobbers argued that inasmuch as the manufacturers created this condition they should assist the jobbers to the extent of an even exchange, this to apply to "cut outs" and records proved defective in the process of manufacture.

More Capital Should be Invested.

Another important matter discussed was that the dealers should invest more capital in stock and that jobbers themselves should limit the number of dealers in a certain locality. It was considered that it was far better to have a number of reliable dealers who were making good money out of their business than to have a large number of small men who were practically clearing expenses.

The Question of Discounts.

The question of discounts was also taken up and it was considered, in the opinion of the jobbers present, that a \$500 purchase was too small for a dealer to qualify and secure his 40 and 10 per cent. discount. The jobbers felt that the amount of the initial purchase should be materially increased. They argued that a dealer might only put in a few machines while he could give notes for \$500, running over a considerable period of time, and in this way not actually purchase \$500 at one time, and yet by giving notes he might secure the extra 10 per cent. discount to which the jobbers argued he was not justly entitled.

The sentiment of the convention was fairly voiced in expressing the disapproval of manufacturers who sold to the retail trade and conducted retail establishments, the members advocating that the manufacturers should depend wholly upon the jobbers as their mediums of outlet.

The Milk of the Coconut.

Summarizing briefly the convention work, it must be conceded that the jobbers went directly at matters which affected the interests of the entire talking machine trade. The longest discussions during the several sessions occurred over the exchange of records, and it was the sentiment of the members that the manufacturers should be requested to exchange all cut-out records and those damaged in process of manufacture at par.

Records in Sealed Packages.

Quite a number of matters were referred to the executive committee, who will take them up



PERRY B. WHITSIT, SECRETARY.

with the manufacturers and report back to the association. One of these is the question of sending out all records in sealed packages, the association favoring this plan.

Put It Up to the Manufacturer.

The association has gone squarely on record as urging manufacturers to sell only through jobbers. They also favor the plan whereby each member of the association will refer any application from a dealer in his territory to the manufacturer, so that the manufacturers themselves will pass upon the eligibility of every dealer.

Record Clearing House.

Suggestions were made to establish a sort of a record clearing house, and that a list of overstock records on the shelves of distributors be supplied to the secretary of the association, and that this list be open for the use of members, who could consult this list and exchange records with members if desired on an even basis.

It will be seen from these proceedings that the jobbers got together at Atlantic City for the purpose of taking up and acting upon matters which are of obvious interest to the entire trade.

Thanks to Everyone.

Before the final executive sessions closed, resolutions were passed thanking the officers of the organization for their splendid work during the past year. Also resolutions were passed thanking the hotel management for their courtesy.

The members of the association did not hesitate to express their satisfaction at the result of the business sessions at Atlantic City, and it is clear from the report which appears in this issue of *The Talking Machine World* that it was in truth a meeting of business men who met for business purposes.

Mr. Lyle Defines Columbia Position.

General Manager George W. Lyle, of the Columbia Phonograph Co., sent the following communication to Chairman Blackman, which was referred to the executive committee:

My Dear Mr. Blackman—I regret to advise that owing to the very serious illness of my father, it will be impossible for me to attend the convention now in session. This is a great disappointment, as I had made all my plans to be present, and had several matters of interest I desired to take up personally with the members of the association. In the first place, I want to thank you personally for your very cordial invitation, and will be pleased if you will express to the association my regret because of my inability to attend. As I cannot be present, I am going to take the liberty of referring to a few matters which I believe are important and should be of interest to the association, and will ask you to either read my letter to the association or present in such manner as you see fit the matters referred to.

At the last meeting of the association held in Buffalo, at which I had the pleasure of being present, there were several matters referred to by the members, and as you will undoubtedly recall, at the banquet, when I was called upon for a few remarks, I stated that we as manufacturers were much interested in the association and its work; that we desired to co-operate with them in every way, and that upon my return to New York I would take up with our people for consideration the different subjects discussed, and see what if anything we could do to help make

substantial amount of business with us whereby we extend to them an additional 10 per cent. on our product; in other words, the jobber is entitled to 50 and 10 per cent., this recently having been made to cover both cylinder and disc machines and records. In the meantime the dealer is entitled to but 40 per cent. discount, excepting on the initial purchase of \$500 worth of product, in which case he is entitled to an additional 10 per cent., or 40 and 10 per cent.

Second—Complaint was made of the immense accumulation of stock in the hands of the jobber,

(a) The doing away very largely with the necessity of constant purchase of new records.

(b) A plan whereby the retail customer is brought into the dealer's store at frequent intervals instead of educating the buying public to wait until the end of each month, and then to come to the store with the sole object in view of purchasing only the new records shown on the latest supplement.

I am sending you under separate cover a few copies of our "Announcement to the Trade" regarding this move, with the recommendation that



Members of the National Association of Talking Machine Jobbers at Hotel Chalfonte, During Convention Held at Atlantic City, July 6 and 7.

First row (reading from right to left): E. H. Uhl, C. V. Henkel, W. E. Henry, Perry B. Whitsit, W. D. Andrews, J. F. Bowers, Louis E. Buehn, Lawrence McGreal, C. B. Bayly. Second row (from right to left): C. N. Andrews, John Sykes, John Kaiser, J. N. Blackman, A. H. Jacot, I. Davega, Jr., W. G. Walz, C. E. Gore, Adolph Weiss, H. W. Weymann, Morris J. Peters, H. G. Towne, A. J. Deninger. Third row (from left to right): A. L. Petit, W. F. Carroll, J. Fischer, W. J. Smith, E. F. Taft, Victor H. Rapke, Emil Berliner, Louis Gerson. Fourth row (from right to left): H. H. Blish, P. Q. Shrake, Max Strasberg, M. Finch, H. S. Gaines, Alfred Weiss, C. A. Droop, A. W. Toennies, Max Landay, Clement Beecroft, G. T. Williams. Fifth row (from left to right): F. C. Smith, Benjamin Switky, R. H. Morris, M. Wagner, Lawrence Lucker, V. D. Griffin, Sol Bloom, E. S. Leng, C. B. Haynes, Percy Ashton.

the business more profitable for all parties interested: namely, the manufacturers, the jobbers and the dealers. These were not intended as idle words, and I take the liberty in this letter of calling your attention to the following subjects which were considered at the last meeting, and the action our company has taken in connection with them:

First—Complaint that there was not a sufficient margin of profit for the jobber in handling talking machine merchandise purchased at 50 per cent. and sold to the trade at 40 per cent. discount. After studying this matter carefully and being fully convinced of the justice of this claim, we renewed our proposition to jobbers doing a

and dealer, which meant the tying up of a large amount of capital, this being especially true in connection with records caused undoubtedly:

First—By the plan adopted by most manufacturers of issuing a monthly list of records.

Second—By the very large catalog or list of records offered.

After consultation we met the situation—

First—By the very radical step of doing away with the monthly supplement, issuing in its place a quarterly supplement, and issuing from time to time and putting immediately on sale any real hits for which there was an actual demand. By this plan we covered at least two essential points:

any member of your association, who may not have seen the announcement, read it carefully, covering as it does not only our plan and the results we hope will be brought about by this move, which in our opinion is vital to the interests of the talking machine business.

Second—We have also made arrangements to reduce our catalog of records to some one thousand active moving selections.

Third—Complaint was made that the sale of talking machines on instalments at list prices, and on small initial payments, was detrimental and actually driving the small dealer out of business.

We have covered this proposition by an arrangement whereby all of our stores and our dealers (as far as we have been able to control them, without concerted action on the part of the manufacturers) now offer "Columbia" product with 10 per cent. added to the list price and with no payment of less than from \$3 to \$5 down, the initial payment averaging about 20 per cent. of the purchase price, and the terms of the sale calling for final payment in approximately four months from date of purchase. Attached hereto is a copy of circular we have furnished the trade, of which hundreds of thousands have been called for and circulated. From the circular you will note that 10 per cent. has been added to the list price of the outfit and that no initial payments are mentioned, so that the dealer is enabled to make the best terms obtainable.

Fourth—Another cause of complaint was in connection with the sale of cylinder machines with complete horn equipment as against the policy heretofore in force of allowing the dealer and the customer to select such horn as they saw fit for each machine. This change in policy having the effect of leaving many dealers with a large stock of horns on hand which promised to develop into nothing more than junk at a considerable loss to the owner.

We met this situation by continuing on the



THE LADIES AT THE TALKING MACHINE JOBBERS CONVENTION.

market two popular-priced cylinder machines, namely, \$20 and \$30, which were sold without horns with the privilege to the dealer to furnish such horns as he cared to, thus disposing of his surplus stock; in the meantime for such dealers as preferred a complete machine, that is, a machine with horn equipment, we announced to the trade two new types of tapering arm cylinder machines which have proven without question the most desirable types of cylinder machines offered the public, doing away entirely with horn cranes, stands, etc., and combining all the features which have proven so desirable in connection with disc machines.

In the package sent you via mail I have enclosed half a dozen circulars illustrating these new types, which may prove interesting to some of your members.

The above matters are referred to simply to call the attention of your members to our efforts to meet their suggestions as far as they are reasonable, and we take this opportunity of extending our best wishes in connection with the present session, and we trust the result of your mature deliberation may mean the adoption of policies which will be beneficial to the entire trade.

If your secretary will advise us of any matters which are discussed and in connection with which action is required on the part of the manufacturers, we renew our assurance of last year that the matters referred to us will have our careful consideration, and as far as consistent with proper manufacture, it will be our desire to meet your wishes.

OPEN SESSION—TUESDAY AFTERNOON

An invitation was extended to the manufacturers and their representatives and members of the talking machine and accessory trade to meet with the jobbers and participate in an open meeting Tuesday afternoon, at the close of the executive session. The convention room was well filled when President Bowers, who presided at all the meetings, extended to the guests a hearty welcome. He said that he felt confident that all of the jobbers present would greatly appreciate an open expression of views from the manufacturers and their representatives, expressing the wish that the views would be optimistic and that too serious shop talk would be eliminated. He said that he hoped the speeches which would follow would have the direct effect of instilling into the minds of those present the right kind of optimistic spirit. As there was no immediate desire to speak on the part of those present, Mr. Bowers then called upon the following gentlemen to express their views upon trade subjects:

C. H. Wilson in Optimistic Vein.

C. H. Wilson, of the National Phonograph Co., gave an optimistic talk on the future of the talking machine trade, and said that the present conditions while not of course satisfactory, were quite as good as existed in other industries. He said that the National Co. at the present time did not believe in making a too previous announcement of certain plans, but he felt that there would be some important business trans-



C. H. WILSON, NATIONAL PHONOGRAPH CO.

actions which would interest the Edison men in the near future. He earnestly asked the co-operation of the jobbers in instilling into the dealers confidence in the talking machine business.

Victor Co. to Redouble Efforts.

Mr. Brown, of the publicity department of the Victor Talking Machine Co., followed, and his remarks on conditions in the trade and the importance of intelligent advertising were interesting. Mr. Brown said that he was convinced that nine-tenths of the past depression was imaginary, and that all the trade has to do is to throw off their lethargy and put their shoulder to the wheel. Mr. Brown said that far from cutting down expenses this company intended to redouble their efforts to create trade, thus aiding Victor representatives in every part of the country.

Beecroft on the Horn Situation.

Clement Beecroft, representing the Tea Tray Co., of Newark, N. J., made a few remarks on the horn situation and said that he believed conditions were growing steadily better.

Hawthorne on Trade Development.

E. A. Hawthorne, of the Hawthorne & Sheble Mfg. Co., talked interestingly along lines showing the growth and development of the trade. Mr. Hawthorne spoke of his experience as one of the first Edison jobbers in the country and how he had surely built his business, first manufacturing horns and cranes, then records, and finally making the line complete by manufacturing machines.

Carpell Advocates Standard Cabinet Prices.

M. A. Carpell, representing the Herzog Art Furniture Co., spoke of the importance of cabi-

nets among talking machine accessories. He referred to the desirability of a standard price on cabinets as well as on machines, and stated that while manufacturers could not compel restricted prices on account of not having patented products, he asked for the co-operation of the jobbers so that fixed prices at retail would become a feature in the cabinet trade.

Frank L. Dyer's Remarks.

Frank L. Dyer, chairman of the executive committee of the National Phonograph Co., stated that he was glad of an opportunity to meet so large a proportion of talking machine jobbers at this meeting, and he stated that in his official position he could state that the policy of William E. Gilmore, president of the National Phonograph Co., would be adhered to undeviatingly by the officials of that company.

J. B. Furber's Suggestions.

J. B. Furber, of the Manufacturers Outlet Co., suggested in the course of his remarks that the association should foster the exhibit idea, so that at the annual convention a regular exhibition of talking machines, accessories and side lines might be held. This, Mr. Furber felt, would be an added attraction of the convention.

Philpot on Trade Opportunities.

Brian F. Philpot, of the Indestructible Phonographic Record Co., stated that he had been con-



"JACK" M'GREAL, THE MASCOT OF THE ASSOCIATION, AND HIS AUNT, MISS GERTRUDE GANNON.

nected with the talking machine industry for a number of years and that he felt that the field was ample for another large record producing house and, actuated with that belief, the Indestructible Record Co. was started, and he said that he felt that another good machine would find ready sale as well.

Other speakers were Sol Bloom, Walter Eckhardt, Mr. Phillips of the National Phonograph Co., W. A. Lawrence, and W. E. Henry.

The Mascot of the Association.

Just at the close of the discussion, before the meeting was finally adjourned, Victor H. Rapke suggested the appointment of Master Jack McGreal as "mascot" of the association. The handsome little lad was brought in and shouldered his new honors gracefully. He was placed upon the president's table, where he received congratulations from the members, who predicted a successful talking machine career for the youngest association member.

Secretary Whitsit Thanked.

Before the close, Mr. Bowers complimented Perry B. Whitsit, the secretary, upon the excellent work which he had put forth in behalf of the association.



SOME MEMBERS OF THE ASSOCIATION WITH THE LADIES READY FOR A MEETING WITH FATHER NEPTUNE.

THE JOBBERS BIG BANQUET AT THE ROYAL PALACE

One Hundred and Twenty-five Present—The Presence of the Ladies Added Materially to the Enjoyment of the Occasion—The Speeches Included "Shop Talk"—Berliner's Pleasing Address—Important Announcement Made by Wilson—Geissler in Optimistic Vein Speaks of Victor Plans—Dyer's Historic References—Brown's Witty Speech—Carpell Makes a Hit—Cheers for Edison and Gilmore—Blackman Complimented.

The banquet of the association was held at the Royal Palace on Tuesday night, and about 125 ladies and gentlemen were present. The hall was spacious and well ventilated, and the presence of the ladies gave an added charm to

had had an intimate connection with the talking machine trade from its inception and had played an important part in stimulating its growth and development. He said that the first speaker of the evening would be a man who had given all

Emil Berliner's Talk.

Mr. Berliner said in his opening talk that he was not a good speaker, but he was caught in a trap, and that while he appreciated the honor of being called upon he felt that he could not do his reputation justice after the toastmaster's eulogistic introduction. He said that there were two things necessary to achieve success. First, to make a machine and second, to exploit it. He then spoke of the difficulties to be met by inventors.

He said that he came of fighting stock, and that he never had been quite out of the fighting line



Flashlight of the National Association of Talking Machine Jobbers Banquet Held at the Royal Palace Hotel in Atlantic City on July 7.

(The card on which the words, "Our Mascot" appear is placed side of the young son of Lawrence McGreal, who was elected mascot of the Association.)

the festive occasion. The banquet hall was beautifully decorated with flowers and the tables tastefully arranged.

MENU.

- Canape de Caviar
- Little Neck Clams
- Cream of Chicken a la Reine
- Boiled Sea Bass, Hollandaise Sauce
- Pommes Nouville
- Cucumbers Olives Radishes
- Filet de Bouef, Mushrooms Green Peas
- Champagne Frappe
- Philadelphia Squah au Tresson
- Lettuce and Tomato Salad en Mayonnaise
- Ice Cream
- Eclairs Macaroons Kisses
- Crackers Cheese
- Cafe Noir
- Dubonet White Seal Champagne
- Apollinaris
- Cigars Cigarettes

Toastmaster Bowers' Remarks.

After cigars and coffee had been passed, President Bowers arose and in his introductory remarks paid a graceful tribute to the ladies, welcoming them to the banquet board. Mr. Bowers then complimented his fellow-associates upon the splendid work which had been accomplished during the past twelve months, and he said that the talking machine organization had come to stay and would be a continually expanding power in the talking machine trade—a power for good. The toastmaster then said that he was fortunate in having on the list of speakers some men who

the strength of his great inventive mind to the reproduction of sound, and that the talking machine trade owed him a debt of gratitude. At the conclusion of his remarks he introduced Emil Berliner.



EMIL BERLINER.

so far as the courts were concerned, and he was still continuing a lively fight along legal lines. Mr. Berliner's remarks were heartily applauded. He read a communication which he had addressed to the association, thanking that organization for the honor conferred upon him. Mr. Henry then suggested that Mr. Berliner make a record of this letter and present one to each member present, who would prize it very much as a souvenir. Mr. Berliner said that he took a greater pride in being an honorary member of the Jobbers Association than in his descent from Mayflower ancestry.

Frank L. Dyer's Remarks.

Mr. Bowers then said that he regretted the absence of William E. Gilmore, who was unable to be present on account of his European trip. He then introduced the chairman of the executive committee of the National Phonograph Co., Frank L. Dyer. Mr. Dyer made a pleasing address, and said, in the course of his remarks, that he had been twenty years associated with the phonograph business. He spoke of the wonderful work of that grand old man of the industry, Thomas Edison, and read a communication from him as a personal message to the Jobbers' Association. Mr. Edison wrote:

"Give to the jobbers my friendliest greetings. Tell them that I appreciate the efforts they have made in the development of the talking machine business. They have passed, and are now passing, through a period of depression. They are fighting a good fight and will certainly succeed. In everything they do that tends to the



FRANK L. DYER, NATIONAL PHONOGRAPH CO.

advancement and uplift of their interests, they can always count on my friendly and hearty cooperation and approval."

Mr. Dyer then paid Mr. Gilmore a splendid compliment and stated that his policy would be staunchly maintained in the direction of the affairs of the National Phonograph Co.

Mr. Geissler in Optimistic Vein.

Mr. Bowers said, in introducing the next speaker, Louis F. Geissler, general manager of the Victor Talking Machine Co.: "There came a young Lochinvar out of the West."

In his opening remarks Mr. Geissler said that he was delighted to see the ladies present, and it was the first convention banquet that he had ever attended when their presence graced the banquet hall, and he said that to the man who was responsible for bringing them there he would like to present a Louis XV. Victrola.

Mr. Bowers led Mr. Blackman forward and introduced him as the man who was responsible.

Mr. Geissler spoke in the most optimistic vein, and his speech was closely listened to throughout. He referred at length to the enterprise of the Victor Co. in securing the great singers, and he said that notwithstanding the general depression of the times the company which he represented were moving steadily ahead and planning larger advertising appropriations than ever before. He stated that he would announce a plan later which would mean a vastly increased expenditure for publicity work. He said that within the very near future a large additional corps of traveling men would be placed in the field. Mr. Geissler stated that he did not believe that anyone not on the inside could appreciate the difficulties which manufacturers sought to overcome in order to build up the talking machine trade and assist the jobber in every particular.

Mr. Brown's Address to the Ladies.

The toastmaster then called upon H. C. Brown, of the publicity department of the Victor Talking Machine Co., who gave a witty talk to the ladies. Mr. Brown's remarks were heartily applauded and when he closed he was presented with a huge bouquet and warmly cheered.

Mr. Bill on the Growth of the Industry.

The toastmaster then introduced Edward Lyman Bill, editor of The Talking Machine World. Mr. Bill, in the course of his remarks, emphasized the marvelous development of the industry from a humble beginning of years ago to its present magnificent state. He stated that the banquet was a remarkable one, in that probably the greatest percentage of the selling forces of an industry were gathered at Atlantic City than were ever seated together in the history of banquets. He referred then to the connection of Thomas Edison and Emil Berliner with the trade, and emphasized their wonderful accomplishments in the realm of sound reproduction.

C. W. Wilson on Price Control.

C. W. Wilson was next introduced. He said that while Thomas Edison first conceived the idea of recording the voice, Mr. Gilmore was the first man to make that recording a financial success. Mr. Wilson spoke of the difficulties which confronted the talking machine manufacturer, and stated that the policy of price control had been the bulwark of the trade and the secret of the success of the Edison and Victor enterprises and their representatives all along the line. Mr. Wilson then announced a new business policy, whereby the National Co. would take back all the "cut-outs" and injured records. This announcement was received with great applause.

Mr. Wilson's remarks throughout were closely listened to, and when he closed with the statement: "All you want is a fair deal, and that is what we have given you, and what we intend to give you," he was warmly cheered.

Louis F. Geissler's Approval.

At this time, in response to frequent calls for him, Mr. Geissler arose and said that he agreed with Mr. Wilson in practically everything that he had said, and added: "I thoroughly indorse the sentiment that the factories are trying to look out for your interests. We are looking out for you all the time, and you must know full well that if business is not good with the dealer and



E. PERCY ASHTON, EXECUTIVE COMMITTEE.

the jobber, it is not good with us. We have concentrated enormous power with a comparatively small body of men—the jobbers. We are spending \$1,000,000 a year to advance your interests."

Mr. Geissler then stated that he noticed the biggest orders came from distributors who advertise the most liberally. He spoke of the liberality in the advertising policy of the Victor Co., and said that money which might go to the stockholders was placed in additional advertising. Continuing, Mr. Geissler said:

"I do not believe that one out of ten of you jobbers appreciate our work in this direction. Much of the business that you do comes to your doors as a result of our work. I am afraid that you expect sales too easy. You have been educated to have trade come to you and you to wait for it."

Mr. Geissler then told of his experiences on the Pacific Coast in the piano business and gave a graphic description of the manner in which the piano salesmen reach out for business, watching the growth of a child from infancy to seven and eight years of age or to an age when it was thought that that child or the family should have a piano, and told the talking machine men how the piano men went after this prospect, which at most meant but three or four hundred dollars. How they work for years sometimes to make a

sale. He then asked the question, "How many of you jobbers are working like that to sell our high-grade machines? I believe that hard work in the talking machine business is just as justifiable as in the piano business, the sewing machine business or the adding machine business. If you expect big business to come to you you must begin to appreciate the fact that you have got to go after it."

M. A. Carpell on Accessory Lines.

The toastmaster then presented M. A. Carpell, of the Herzog Art Furniture Co. Mr. Carpell in his remarks emphasized the importance of the accessory business and the part which the concern he represented was playing in the development of the trade. Mr. Carpell said that the cabinet had taken the talking machine out of the kitchen and placed it in the parlor.

"When I first went with the Herzog Art Furniture Co.," said Mr. Carpell, "it was a concern largely engaged in producing furniture. Most of our stockholders are farmers. When I suggested the talking machine cabinet possibilities, they laughed at me. Yet

to-day 90 per cent. of our output is talking machine cabinets, and 10 per cent. furniture. We believe in the future of the talking machine business stronger to-day than we have ever believed in it in the past. As a proof of this we are investing \$300,000 in a new enterprise to broaden our scope, and to enable us to better attend to the wants of the jobbers. The cabinets we make are the underpinning of the talking machine business. Properly used, they increase the sale of records tremendously, add to the profits of the jobber and make the talking machine an indispensable part of the music room."

Mr. Carpell was also presented with a bunch of flowers, and the diners touchingly sang, "For He Is a Jolly Good Fellow."

J. N. Blackman Reads Communications.

J. Newcomb Blackman, chairman of the arrangement committee, was then called upon. Mr. Blackman read a communication which he addressed to Thomas Edison, in which he invited him to be present at the convention, and also read Mr. Edison's reply, in which he expressed keen regret at his inability to be present, and desired to convey to the talking machine men his hope that much would be accomplished by the meeting of so many men interested in the talking machine trade. He also read a communication from William E. Gilmore, in which he stated that as he was sailing for Europe on the 7th for a much needed rest, he regretted



M. A. CARPELL.



W. E. HENRY, EXECUTIVE COMMITTEE.

that he was not able to attend the convention at Atlantic City.

Mr. Blackman's communication to Mr. Edison was as follows:

My Dear Mr. Edison—I know that you have always taken a great interest in your jobbers, and I can assure you that they in turn have taken a great interest in you as the father of the industry. The reports of your recent operation were watched very carefully by the entire trade and your complete recovery is shared by the jobbers as an occasion for which they can feel thankful. The above association will hold their annual convention at Atlantic City on July 6 and 7, and will consider it a great honor if you could be present during same.

If you could attend the informal banquet, which will be given on the evening of July 7, I know every jobber would consider it a personal compliment, and it would do much to stimulate confidence in the future of the industry. We would like to have you as the guest of honor of our association on this occasion, and I will take the responsibility of respecting your usual desire that a speech from you will not be insisted upon. Thanking you for your very careful consideration of this invitation, and trusting we may have the honor of your acceptance, I remain.

Mr. Edison's Regrets.

Mr. J. Newcomb Blackman, Chairman Committee of Arrangements:

Dear Sir—Your letter of the 19th inst. has been received, inviting me to attend the conference of the National Association of Talking Machine Jobbers to be held at Atlantic City on July 6 and 7. I should like to attend your meetings, because many of the jobbers I have met personally, and it is therefore a matter of regret that my engagements will not permit me to accept your invitation. Kindly convey to your associates the sense of my disappointment in not being able to be present.

The phonograph has been always a subject of great interest to me, and I sincerely hope that much good will be accomplished by the friendly meeting of so many of the men who have been so largely instrumental in developing the talking machine business. At all times both you and your associates can count on my earnest and hearty co-operation. Believe me, yours very truly.

(Signed) THOMAS A. EDISON.

V. H. Rapke Entertains Banquetters.

Victor H. Rapke then entertained the banquetters with some characteristic remarks on his early experiences in the talking machine trade. At the conclusion of his talk, young Jack McGreal, the "mascot" of the association was lifted up and placed on the table, where he stood with the American flag, making a most striking and beautiful picture.

The toastmaster then announced that the banquet hall would be cleared of tables and that dancing would be in order for all those who desired to participate, thus closing the greatest association gathering ever held in the talking machine trade.

Those Present.

Among those who joined the talking machine throng at Atlantic City were:

Mr. and Mrs. E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; J. Charles Groshut, Edwin A. Denham Co., New York; Mr. and Mrs. W. A. Lawrence and family, Standard Metal Mfg. Co., Newark, N. J.; Mr. and Mrs. Clement Beecroft, Tea Tray Co., Newark, N. J.; Mr. and Mrs. A. O. Pettit, The Edison Co., Newark, N. J.; Mr. and Mrs. H. G. Towne, The Zed Co., New York; Mr. and Mrs. Fred. C. Smith, W. H. Ross & Son, Portland, Me.; Adolph Weiss, Western Talking Machine Co., Philadelphia, Pa.; Perry B. Whitsit, Columbus, Ohio; E. J. Heffelman, and P. Q. Shrake of Klein & Heffelman, Canton, O.; H. H. Blish, Harger & Blish, Davenport, Iowa; Olin Neill, Neal, Clark & Neal, Buffalo, N. Y.; H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; E. P. Ashton, American Phonograph Co., Delmar, Mich.; K. Brenner, Koerber-Brenner Music Co., St. Louis, Mo.; C. E. Goodwin, Lyon & Healy Co., Chicago, Ill.; Mr. and Mrs. J. Newcomb Blackman, Blackman Talking Machine Co., New York; T. C. Murray, Wooden Phonograph Horn Co., Syracuse, N. Y.; Mr. and Mrs. W. E. Henry, E. A. Shirley and Rio Tyler, Powers & Henry Co., Pittsburg, Pa.; C. B. Bayly, J. F. Ellis & Co., Washington, D. C.; W. D. Andrews, Mrs. E. C. Babcock, Syracuse, N. Y.; Mr. and Mrs. C. N. Andrews, W. D. Andrews, Buffalo, N. Y.; C. B. Haynes, Richmond, Va.; Louis and Edward Buehn, L. Buehn & Bro., Philadelphia, Pa.; E. H. Uhl, Rudolph Wurlitzer Co., Chicago, Ill.; J. F. Bowers, Lyon & Healy, Chicago, Ill.; A. H. Jacot, Jacot Music Co., New York; Alfred Weiss, New York; R. J. Keith, Talking Machine Co., Chicago, Ill.; Mr. and Mrs. W. F. Carroll, Utica Cycle Co., Utica, N. Y.; M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; Mr. and Mrs. I. Davega, Jr., New York; Mr. and Mrs. E. A. Hawthorne,



C. V. HENKEL, COMMITTEE OF ARRANGEMENTS.

Thomas Kreamer, and Mr. and Mrs. Theo. F. Bentel, Hawthorne & Sheble Co., Philadelphia, Pa.; Mr. and Mrs. Asa Vandergrift, Sheip & Vandergrift, Philadelphia, Pa.; Mr. and Mrs. C. V. Henkel, and Mr. and Mrs. John Kaiser, Douglas Phono. Co., New York; Mr. and Mrs. H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; Carl H. Droop, and C. E. Gore, E. T. Droop & Sons, Washington, D. C.; H. W. Topham, Jas. S. Topham Co., Washington, D. C.; L. Kaiser, S. B. Davega, New York; Victor H. Rapke and daughter, Harry C. Tietgen, New York; Frank L. Dyer, and C. H. Wilson, National Phonograph Co., Orange, N. J.; Wm. C. Finch, Finch & Hahn, Albany, N. Y.; Mr. and Mrs. J. B. Furber and Mr. and Mrs. Walter Eckhardt, Manufacturers' Outlet Co., New York; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; E. H. Levy, J. S. Levy & Son Co., New York; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; W. G. Walz, El Paso, Tex.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; J. S. W. Wales, Victor Talking Machine Co., Camden, N. J.; Brian F. Philpot and H. S. Gaines, Indestructible Phonographic Record Co., Albany, N. Y.; Mr. and Mrs. J. Fischer, C. C. Mellor Co., Pittsburg, Pa.; Morris J. Peters, G. C. Aschbach, Allentown, Pa.; A. T. Senniger, Rochester, N. Y.; G. T. Williams, Victor Distributing & Export Co., New York; Mr. and Mrs. Max Strasburg and daughter, Grinnell Bros., Detroit, Mich.; John Sykes, Trenton, N. J.; Max Landay, Landay Bros., Inc., New York; Oliver Jones, Victor Talking Machine Co., Camden, N. J.; H. Wonderlich, J. Samuels Bros., Providence, R. I.; C. H. Eisenbrandt, H. R. Eisenbrandt Sons, Baltimore, Md.; A. J. O'Neill, A. J. O'Neill James Co., Chicago, Ill.; H. N. McMenimen, Philadelphia, Pa.; L. H. Lucker, Minneapolis Phonograph Co., Minneapolis, Minn.; Mr. and Mrs. Louis J. Gerson, Musical Echo Co., Philadelphia, Pa.; F. H. Thompson, Talking Machine World, New York; Mr. and Mrs. Louis Silverman, Regina Co., New York; T. B. Warner, Kirtland Bros. & Co., New York; L. McGreal and son, and Miss Gertrude Gannon, Milwaukee, Wis.; Louis F. Geissler, C. M. Brown and G. D. Ornstein, T. S. Rumpel, Cadillac Cabinet Co., Detroit, Mich.; J. Frank Smith, Edison Business Phonograph Co., Philadelphia, Pa.; Mr. and Mrs. Thomas Hardesty and C. Allen Hayden, Vitak Co., New York.

CONVENTION BRIEFLETS.

Among those who came down in automobiles were Mr. and Mrs. E. A. Hawthorne and party, including Mr. and Mrs. Theo. F. Bentel and Thos. Kraemer; Mr. and Mrs. W. A. Lawrence, with whom came Mr. and Mrs. J. Newcomb Blackman; Mr. and Mrs. J. B. Furber, and Mr. and Mrs. Walter L. Eckhardt. All enjoyed the trip on account of the excellent weather, and put the cars to good use while at the seaside city.

Among the other pleasures to be enjoyed at this city that of bathing and rolling up the boardwalk in chairs seemed to find most favor with the visiting delegates and their friends. In the mornings a party of them could always be found out on the sands cultivating a healthy burn, while in the afternoons the orange-colored association badges could be seen flitting here and there from one end of the boardwalk to the other.

Fifty-one different jobbing houses were represented, and very close to a hundred members of the association were present, while counting all the manufacturers and guests, the number was almost half again as large. At the banquet were seated just 123.

Among those outside the trade who were guests of the jobbers at the banquet were Mrs. H. P. Wilson and daughter, of New York, the ladies being accompanied by Max Landay, of the well-known firm of Landay Bros. Much regret

was expressed at the absence of his brother, James B., who is now spending the summer abroad.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, had a very comprehensive exhibition of their Star talking machines at the Chalfonte. The exhibit was in the personal charge of Theodore Bentel, secretary of the H. & S. Co.

Sheip & Vandegrift, of Philadelphia, were present with their line of Music Master wood horns. These were without doubt the finest ever shown in this trade, and can be aptly termed the aristocrats of the business. The H. & S. Co. will equip their high-priced machines with this line.

The Phono-Trip Co., of Canton, O., were ably represented by Louis A. Wolin and Nathan Toronski, of that city, their attachments, as they justly deserved, receiving much commendation.

The Manufacturers Outlet Co., together with the Vitak Co., had their products on display on the first floor of the Chalfonte; also a new model of an automatic talking machine which will play eighteen records with a single winding and will change them automatically. Their lines, if one was to judge from appearances, are more than living up to what had been claimed in their previous announcements in The World. Those present connected with this combination were Mr. and Mrs. J. B. Furber, Mr. and Mrs. W. L. Eckhardt, Mr. and Mrs. T. Hardesty, and C. Allen Hayden.

Victor H. Rapke proposed sending a message to William E. Gilmore and therefore prepared the following: "Bon voyage to our friend, William E. Gilmore. A prescription to prevent seasickness specially prepared by Victor H. Rapke and indorsed by the undersigned talking machine men of America at the convention held at Atlantic City." To this was attached the signatures of nearly all of the jobbers who were present, and Mr. Rapke forwarded it to the steamer on which Mr. Gilmore sailed for Europe on the 7th inst.

Brian F. Philpot, general manager of the Indestructible Phonographic Record Co., and Haydon F. Gaines, were in attendance and enjoyed the meeting of the jobbers hugely. Mr. Philpot has had a long acquaintance with the record trade, and has made tremendous success of the Indestructible. He gave a rattling good business talk at the open session which was applauded.

T. S. Rumpel, the genial advertising manager of the Cadillac Cabinet Co., Detroit, Mich., was present. He was not fatigued in the slightest at the close, and left Atlantic City for Saratoga, where he had other convention duties awaiting him.

W. E. Henry was unanimously voted a medal for his witticisms.

Little Jack McGreal captured the convention, and was elected mascot of the association.

The 1010 Special

150-Peg Cylinder

Record Cabinet

IS A TRADE WINNER

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

H. A. WEYMANN & SON, Inc.

Edison Phonograph Jobbers, Victor Distributors, Cabinets and Supplies, Manufacturers of the KEYSTONE STATE Musical Instruments, Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

Always Something On the

The New "BQ" Tone-Arm Cylinder Graphophone



Any man with \$30.00 to invest in a talking machine—

—And who prefers the cylinder type—

—Will pick out a tone-arm Columbia Cylinder Graphophone without a minute's hesitation whether he is "posted" on the other types or not.

He can see the convenience of an instrument without a horn crane almost as far as you can.

You can prove to him in two minutes without any argument that the added tone value of the aluminum tone arm is no mere claim; and as soon as you show him the compactness of the machine, and the beauty of the cabinet, and the perfection of the motor, you can begin to help him select the records to go with it—for the sale is made.

The Columbia aluminum tone-arm is the one greatest recent development in talking-machine construction. Keep an eye on it.

Vocal Solos
 "A Waltz Dream" (Oscar Straus) arranged by Henri Ernst...
 "The Merry Widow" (Maxims) One of the big song hits from the...
 "The Body of Christ" (Stephen C. Foster) By Steve Porter...
 "The Grand Special" (Anton Rubinstein) Here is another beautiful...
 "Long as the World" (The Old Folks, Jennie Rose and Bushy) Here is another beautiful...
 "The Little Flower Dear Old Dixie" (Three Maids) one of the greatest Southern...
 "So What" (The Maids) one of the greatest Southern...

Records
 Columbia 10-inch Disc Record (50c) No. 33221
 Columbia 10-inch Disc Record (50c) No. 33224
 Columbia 10-inch Disc Record (50c) No. 33228
 Columbia 10-inch Disc Record (50c) No. 33236
 Columbia 10-inch Disc Record (50c) No. 33235
 Columbia 10-inch Disc Record (50c) No. 33237
 Columbia 10-inch Disc Record (50c) No. 33238

New and Better Way

Columbia Records Make a Business PAY

Here's what we said to the trade a year ago this month about Columbia records and it's good enough to say again:

"We are making wide public proclamation that Columbia disc and cylinder records will fit any machine and double its value to its owner—and it's a fact.

"We are making it as plain as we know how that if the owner of a talking machine will put that claim to the test just once, we will have his business after that—and we will.

"The dealer who misses the business that is coming in under the Columbia trade-marks, is missing a liberal and growing share of a mighty good thing."



Vocal Quartettes
One of the best songs of the Western...
 Columbia 10-inch Disc Record (60c) No. 3769

Vocal Solos
Long as the World Rolls On (Ernest Ball)
 Here is another beautiful song by a famous ballad writer...
 Columbia 10-inch Disc Record (60c) No. 3781

What's The Use?
 A splendid record...
 Columbia 10-inch Disc Record (60c) No. 3771

Three Reasons
 One of the big hits from the greatest musical sense...
 Columbia 10-inch Disc Record (60c) No. 3774

Keep on Keeping on
 One of the big hits from the greatest musical sense...
 Columbia 10-inch Disc Record (60c) No. 3770

Keep on Keeping on
 One of the big hits from the greatest musical sense...
 Columbia 10-inch Disc Record (60c) No. 3770

Keep on Keeping on
 One of the big hits from the greatest musical sense...
 Columbia 10-inch Disc Record (60c) No. 3770

NYOIL

FOR

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

It Absolutely Prevents Rust.

NYOIL

Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
NEW BEDFORD, MASS.



THE REFLECTOSCOPE.

One of the biggest sellers of the year in mechanical contrivances is the Reflectoscope. This remarkable machine projects souvenir post cards, photographs, etc., in all the original colors on a sheet or wall in similar manner to the stereopticon. with the great advantage that one has an inexhaustible supply of subjects at hand and is not restricted to the stilted cut and dried glass slides. No one who has not seen one of these machines can begin to appreciate the immense amount of pleasure to be derived from their use. In nearly every home will be found a more or less complete collection of post cards and magazines profusely illustrated, which offer numberless other attractive pictures. These, even in their natural size, are beautiful, but when thrown on the screen and greatly enlarged by the machine, with all the details brought out by the powerful light, they (even the commonest) become wonderful scintillating works of art. No dealer who handles post cards can afford to be without a good stock on hand, for not only will he find a ready sale for them, but everyone sold will act as a most energetic salesman, as it will arouse enthusiasm among his customers, who will be much larger purchasers of cards from that time on.

PIANO SALES AND TALKERS.

Piano sales are not as frequent just at present as they have been in times past. This is influencing many piano stores to look around for a paying side-line with the result that the following piano and music firms have just stocked up with Edison phonographs and records: J. L. Williams, Bevier, Mo.; Yale Music Co., Yale, Mich.; L'Hommedieu Music Co., Columbia, N. J. (branch); Malcolm E. Hummel, Slatington, Pa., and F. C. Jackson & Son, Muskegon, Wis.

The Edwin A. Denham Co., New York, was represented at the convention at Atlantic City by J. Charles Groshut, secretary and sales manager. He reports having received a great deal of encouragement from many of the jobbers.

D. G. Dennis, a well-known piano dealer at Spickard, Mo., who also handles sheet music, is now about to open an Edison phonograph department.

The Udell Works, of Indianapolis, Ind., have resumed operations after a short overhauling of their plant, and have put on a full force of 250 men.

CLEVER COLUMBIA PUBLICITY.

The Way the Columbia People Help the Dealers to Utilize Their Store Window.

The Columbia Phonograph Co. are constantly preaching to their dealers the value that can be obtained from a dealer's own store window when properly utilized. And they are going further than that. They are sending out each

know is that it means something. This display is printed in three colors and when pasted on the outside of the store window could be seen almost half a mile down the street.

LOCKWOOD'S PISCATORIAL TRIP.

On the "glorious fourth" F. E. Lockwood, of F. E. Lockwood & Co., Norwalk, Conn., started on a two weeks' fishing trip to Nova Scotia,

Everything you can hear at the show once you can hear as often as you like at home with

Columbia Records

Disc-60c. Cylinder, 25c.

Home, Clubhouse, Yacht, Camp—there's no one thing that will give so much pleasure, to so many people, for so long a time, at so little cost, as a

Columbia Graphophone

Disc or cylinder—All prices Come in and talk terms!

If you've never heard a good "Uncle Josh" story on the

Columbia Graphophone

you've missed a heap of fun.

month to their dealers window cards and window strip displays that will back up the dealer's own efforts in this direction. The greatest evidence that this co-operation is appreciated by the dealers is the fact that window cards and window strip displays are being shown wherever Columbia graphophones and records are sold.

The window cards and window strip displays that the Columbia people are sending out, as can be seen from the illustrations, are very unusual. They are printed in bright colors, which, of course, do not show up very well in the black and white illustration. The text is particularly strong and the cards make a very good appearance in a window. The window strip shown here attracted a lot of attention wherever it was used. The six flags constitute the words "Come In" ac-

going via the outside route. Of Mr. Lockwood's prowess as a disciple of Izaak Walton readers of The World have already heard, as he frequently sends choice messes of fine fish to his jobbing

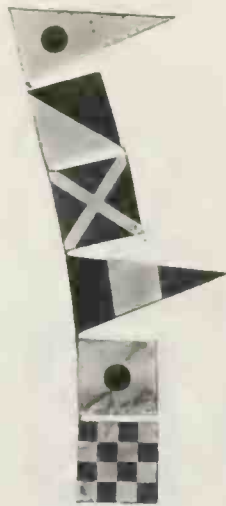
At the show, 3 hours, \$2
Same thing at home, free on a

Columbia Graphophone

friends in New York. Lockwood & Co. also deal extensively in automobiles.

William Harrison, a dealer in talking machines and bicycles, at 50-52 Columbia street, Utica, N. Y., suffered the loss of his entire stock by fire last week.

The Film Service Association, composed of those who rent and exhibit moving picture films, held their fourth annual convention at the Hotel St. George, New York, July 12.



Read the Signal!

Hear the latest Columbia Records

ording to the international code of maritime signal flags. Although not many people can read the code, everybody has seen the code flags flying on yachts and warships and all they have to

MR. DEALER:

IF YOU WANT THE EXCLUSIVE SALE OF



IN YOUR TOWN, WRITE AT ONCE
MUSICAL ECHO CO.

DISTRIBUTORS FOR EASTERN TERRITORY
BIG STOCK QUICK SERVICE
1217 Chestnut Street, Philadelphia



SPECIAL-FABRIK

CARL SCHROETER

BERLIN S. 42 PRINZESSINNENSTR. 21



GENERAL MANAGERS OF REGINA CO.

Messrs. Gibson, Blumberg and Luther Took Charge on July 1st, 1908.

The duties of general manager of the Regina Co. will be divided between three of the directors, viz.: Joseph Blumberg, L. T. Gibson, and J. D. Luther, and these gentlemen will manage the business of the company hereafter.

Mr. Blumberg has been associated with the Regina Co. for seventeen years, and for the past six years has had the management of the company's western office in Chicago. He will probably take up his residence in Rahway during the summer. Mr. Gibson, the secretary of the company, came into the business seven years ago and served the Regina Co. for three years in New York before taking up his present duties at the main office in Rahway. Mr. Luther has held the office of treasurer of the company during the past four years.

All of these gentlemen have been active in promoting the growth of the Regina Co. They know the business thoroughly and are well equipped to carry it forward with continued success. No radical changes are contemplated in the general policies of the company. The business outlook is excellent in every way.

GOOD NEWSPAPER PUBLICITY.

A very clever scheme was carried out last week in connection with the Democratic convention at Denver by Business Manager Frisbee, of the Minneapolis Journal. Mr. Frisbee announced that "Brief but characteristic speeches by Mr. Bryan delivered in his own voice would be heard by the crowds who came to watch the Journal's bulletin convention service." As a result of this publicity there was in attendance immense crowds at all times. They were intensely interested throughout, and loudly applauded the speeches as delivered by the Edison phonograph.

E. D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, changed his plans about passing the summer in Pennsylvania, and sailed for Europe on July 7 aboard the Kronprinzessin Cecilie, of the North German Lloyd Line. He was accompanied by his wife and son, and will be away until August 1. On his return Mr. Easton will resume his active duties with the company. As mentioned elsewhere in *The World*, W. E. Gilmore, president of the National Phonograph Co., Orange, N. J., went abroad on the same steamer.

HOW ARTISTS ARE POPULARIZED.

The best evidence of what the talking machine can do to popularize an artist is the case of Mme. Michailowa, the celebrated Russian soprano, so popular in St. Petersburg that she is never permitted to leave her native land. In speaking of this artiste, the Victor Co. say: "We brought out her records several years ago, and to-day her name among the music-loving people of America, and especially Victor owners, is as well known as that of any of the world's renowned artists, although she has never visited America."

BUSINESS FOR SALE

Talking machine and sheet music business—two stores adjoining, can be sold as a whole, or each department separate. Location one of the most progressive cities in the Central South. Choice location for young man that wants a good foothold for the future. Only reason for selling, ill-health. Address "Talk-O-Music," care of *The Talking Machine World*, 1 Madison avenue, New York.

INTERESTING "TALKER" SUIT.

A rather interesting case, resembling the White-Smith vs. Apollo Co. suit, has recently been decided in Austria in favor of the talking machine manufacturers. A Vienna publisher, acting for the International Talking Machine Co., of Berlin, brought suit against the Deutsche Gramophone Co. for making and selling records of "The Merry Widow." The lower court decided that the publisher's rights had been violated, but the court of appeals took the opposite view. The highest court in Austria was then resorted to, and decided in favor of the Court of Appeals decision.

CONGRATULATIONS.

H. T. Leeming, traffic manager of the National Phonograph Co., Orange, N. J., was married on June 30 to Miss Esther Shanelay, of Jersey City, N. J., at the Bergen Reformed Church. Mr. Leeming was the recipient of a very handsome cellarette with cut glass service from his employers.

PIANO FIRM ADDS THE EDISON.

S. J. Clement, the well-known piano dealer of Bar Harbor, Maine, has decided to add Edison phonographs as a side line. Mr. Clement is a recent convert to the idea that phonographs will increase piano sales by furnishing him an introduction to families where pianos can be sold later on. He looks for a good demand for the phonograph among the vacationists and pleasure seekers who patronize the popular Maine summer resort.

FLOWER HORN FOR VICTOR I.

The Victor Talking Machine Co. have issued an announcement that the price of Victor I talking machine with new flower horn equipment, will be \$25 hereafter. This horn is made to fit the elbow of Victor I, thereby dispensing with the adjuster heretofore necessary in attaching the flower horn to these instruments. The new horn adds considerably to the appearance of the instruments.

MRS. MORRIS CONVALESCENT.

The World is pleased to hear that the wife of R. H. Morris, general manager of the American Talking Machine Co., the largest Victor distributors in Brooklyn, N. Y., has recovered from a serious attack of typhoid fever of seven weeks' duration. Mr. Morris had arranged to take Mrs. Morris with him to Atlantic City on the 6th and 7th inst. and remain for the week, but her unfortunate illness interfered with the program, much to his regret. As the American Talking Machine Co. also carry a line of kodaks and general photographic supplies, and Mr. Morris being something of an expert with the camera, he secured a number of striking views while at Atlantic City, including picturesque groups of talking machine men, which are now displayed in the ample show window of his establishment, 586 Fulton street.

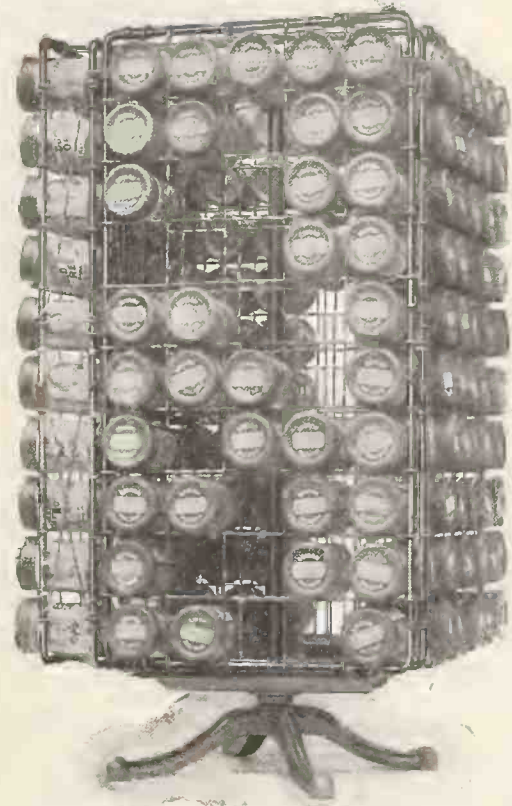
LANDAY STORE IN SUMMER GARB.

The New York store of Landay Bros., 400 Fifth avenue, has been put in summer garb, the handsome show window being fitted up with cool shades and the remainder of the elegant interior being arranged in harmony under the tasteful and skilful judgment of Max Landay. Their store at Newport, R. I., has been reopened for the fashionable season, and establishments in other bon-ton resorts will also be put in running order this year. The firm have been running a series of clever "ads." in the New York daily papers for June and which will be continued this and next month. They have the right idea.

Samuel Bouche, thirty-three years old, said to be the inventor of a moving picture device in general use, died in Bellevue Hospital recently.

**UNQUESTIONABLY
A BIG WINNER**

Everybody who sees, buys,
and every dealer who buys,
sells

THE MONARCH MIDGET

This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

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

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

Write your Jobber or to Us.

Syracuse Wire Works

University Ave.

SYRACUSE, N. Y.

PEASE CO.'S UNIQUE LINE

Of Novelties for Talking Machine Men—Something That Should Appeal to the Trade.

Live talking machine men will certainly find many things to interest them in the unique announcement made in this issue by the E. S. Pease Co., not by any means least of which is their



new Crown Talking Machine. This machine is certainly a revelation in its class, showing how by the application of modern brains the system of eliminate can be used to cheapen the cost of manufacture without the loss of those essentials in the way of tone. For there is no question about the results obtained from this little phonograph nor the fact that here one has a cheap machine without it being in any sense a toy. This company are also showing some good

values in other lines that would go well with the talking machine or would make the catchiest kind of premiums. The Gold Plated Clock, a cut of which appears in this article, is a sample. This, if shown to the ordinary person, would look like a remarkable bargain at five dollars, and yet can be sold by a dealer for two and a half dollars, giving him a profit of one-fifty, and when bought in large quantities for premium purposes can be had even a little cheaper. And so it goes all through their line. They believe in giving the dealer or jobber all the profit that is possible, and only insist that bills be paid promptly.

TALKING MACHINE SUPPLY CO. NEEDLES.

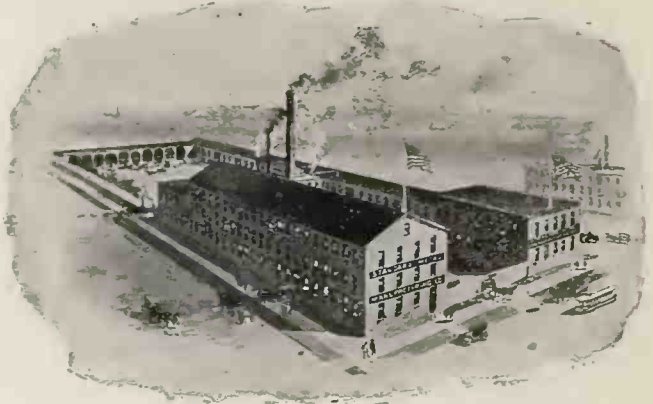
The line of needles marketed by the Talking Machine Supply Co., 400 Fifth avenue, New York, are commanding a wide sale. The goods come in various styles, including the "Auxetone," "Dauer," "Climax," "Lightone," "Opera," "Exhibition" and "Star," and on these the company have built a large business. These needles are put up in handsome packages, a few of which are shown in the company's special announcement on another page of this issue of The World.

TO HANDLE PHONOGRAPHS.

R. H. Peck & Co., Seaforth, Ont., have put in an extensive stock of Edison phonographs and records, and will no doubt do much to increase the popularity of the Edison in their section of the Dominion.

A GREAT HORN PLANT.

The illustration herewith will give a fair view of the plant of the Standard Metal Mfg. Co., Newark, N. J. This company have unsurpassed facilities for the manufacture of horns, and by consulting an announcement made in another portion of this paper it will be seen that the Standard product comprises a wonderful variety of



THE STANDARD METAL MFG. CO.'S PLANT.

horns, including decorated, folding and the Standard, Edison and Victor lines. The Searchlight folding horn is the latest Standard acquisition.

VICTOR "STRAWS" TELL THE STORY.

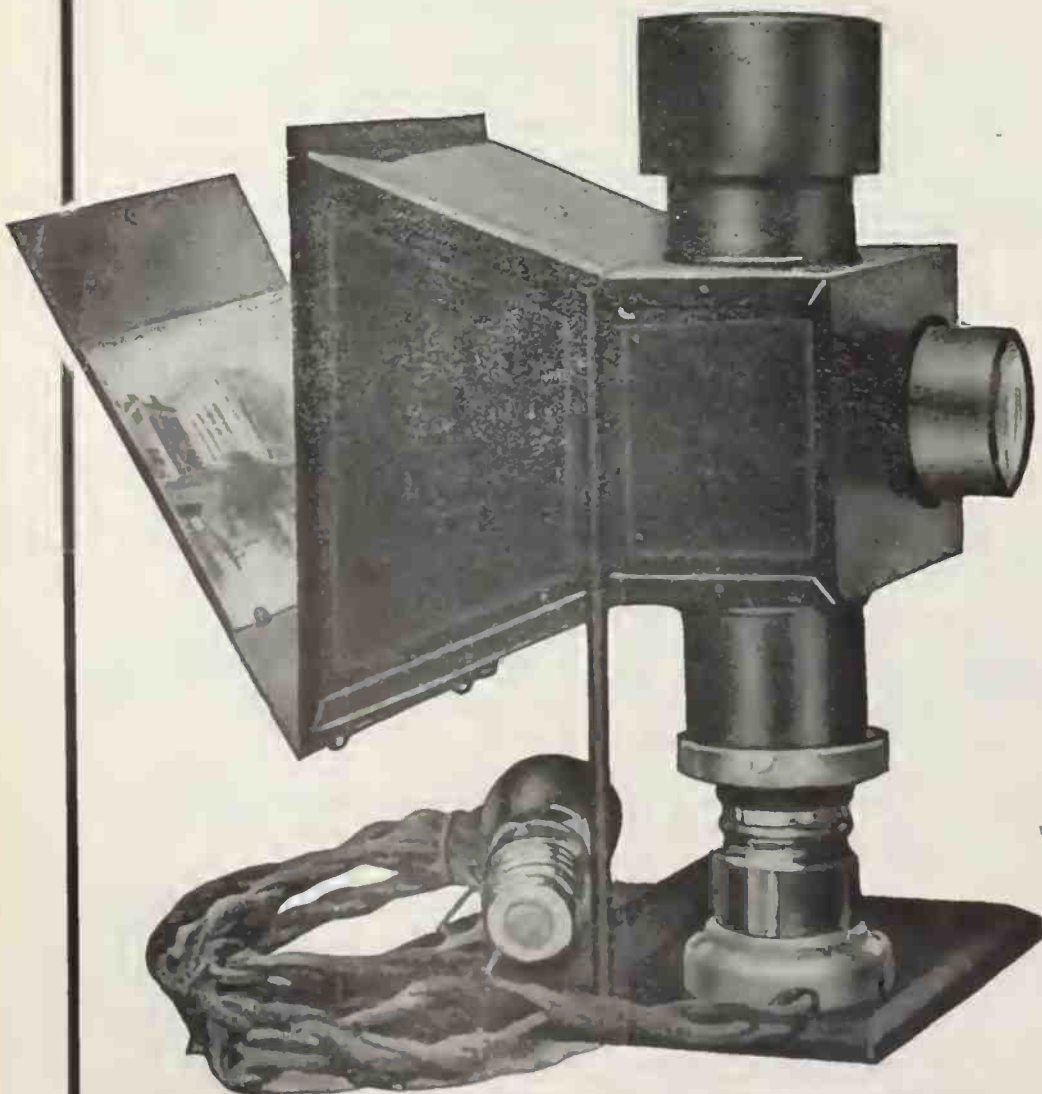
Straw No. 1—A comparison of the financial reports of the United States Steel Co. and those of the Victor Talking Machine Co. for the first quarter of 1908 (a panic period), shows much in favor of the Victor Co., on a percentage basis.

Straw No. 2—We are extending our plant and are building one of the largest smokestacks ever located in the State of New Jersey.

J. C. LANDAY'S HONEYMOON TRIP.

James C. Landay, of Landay Bros. and Zed Co., New York, who is now in Europe on his wedding tour, has been in Paris, France, for the past two weeks. Previously he had toured Scotland, Ireland and England, tarrying for a brief while in London, where he visited the Anglo-Franco International Exposition, which he pronounces excellent from every point of view. Asked about the display of talking machine paraphernalia, the answer was that Jim was solely on pleasure bent with his bride, and he was paying no attention whatever to business affairs.

NOVELTY and MERIT COMBINED



What the Talking Machine is to the old six-tune Music Box the Reflectoscope is to the Magic Lantern.

The Reflectoscope never grows old. Every day's mail brings new post cards to the home, every magazine and newspaper contains a mine of interesting views or beautiful pictures to be shown, every vacation trip furnishes photographs of pleasant scenes and of friends.

Any of these can be brilliantly reproduced upon a screen in a 6 to 10 foot enlargement perfect in every detail even to the exact coloring. This is why

The Reflectoscope

The Post Card Magic Lantern

is making a big hit with the Talking Machine dealers. Those who have already sent for samples report that it commands an immediate interest wherever displayed.

Because everyone likes to look at pictures the immense sales of magic lanterns have continued with all their limited ability to amuse. Because the Reflectoscope opens a new field of instruction and amusement the demand for it is instant.

Talking Machine dealers especially are in splendid position to make a profitable side line of the Reflectoscope. Their advertising and soliciting on the Phonograph has given them practically a selected list of the people interested in this sort of amusement. Thus the machine gives them the opportunity to make an extra profit out of a by-product of their business without extra cost.

Retail price for gas, electricity or denatured alcohol, mounted ready for use and beautifully japanned in black and red, \$5. complete. Write for details.

Alco-Gas Appliances Dept.

159-161 West 24th St.

NEW YORK

FAMOUS VOICES IN CORNERSTONE OF OPERA HOUSE.

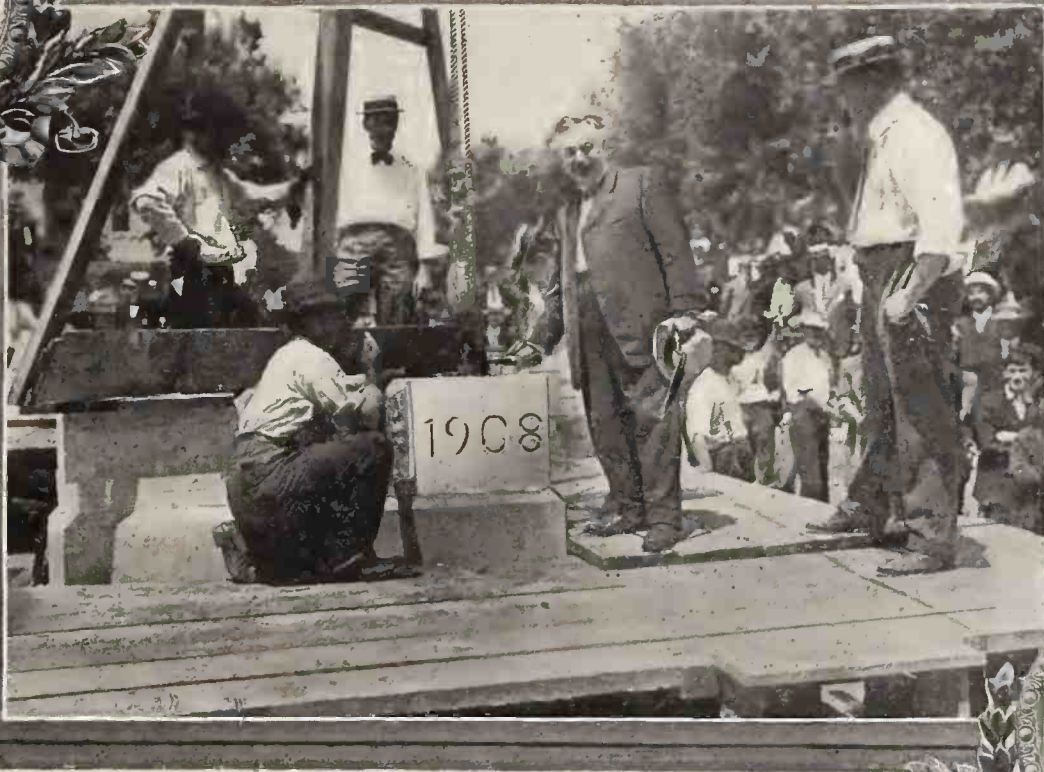
Records of the Voices of Mme. Melba, Tetrzzini and Garden and Other Noted Artists Placed in Cornerstone of Hammerstein's Philadelphia Opera House.



The cornerstone of Hammerstein's new opera house in Philadelphia was laid with suitable ceremonies on June 25. The building is located at the corner of Broad and Poplar streets, and will be one of the best equipped buildings for the production of opera in this or any other country.

A unique feature of the ceremony was the placing in the cornerstone of a number of talking machine records by famous artists. By preserving their voices in this manner the great impresario paid a graceful tribute to his star singers.

The records include the Mad Scene from "Lucia di Lammermoor," sung by both Melba and Tetrzzini; the Habanera from "Carmen," by Calve; the Flower Song from "Carmen," by Dalmores; Massenet's "Noel Paien," by Renaud;



The document, records and photographs were placed in an airtight copper box. At a signal the marble cornerstone—which was hollowed out underneath to receive the box—was lowered, and Oscar Hammerstein, using a gold trowel and hammer, tapped the stone into place and put the finishing touches to the cement around the edges, thereby insuring the preservation of the priceless voice records for an indefinite period.



There was a great number of Mr. Hammerstein's New York friends present at the ceremonies who wished him the largest measure of success.

TALKING MACHINES IN CHINA.

An Interesting Report Made by Our Vice Consul in Tsingtau Regarding Musical Instruments.

Vice-Consul Ernest Vollmer, of Tsingtau, recently made the following interesting report concerning the increasing use of musical instruments, especially talking machines, in China, and suggesting means whereby American manufacturers can hold and increase their trade therein. Mr. Vollmer says:

"With the steady increase in the European population of the Far East, a growing demand for all sorts of musical goods is developing, while gramophones and talking machines are finding an ever-extending market among the Chinese. American trade, on the whole, seems to be doing better in the latter line, owing mainly

to the excellency of the machines sold and good representation.

"One firm in Shanghai which has a general agency for a leading American gramophone is selling large quantities of machines and discs. They establish agencies in all ports, sell directly to the natives, and supply them with Chinese and other musical records, all of which are made in the United States.

"Aside from the articles already mentioned this firm sells American banjos, organs and sheet music in large numbers and quantities. The firm manufacture 15 pianos monthly, for which raw material is all imported, and it distributes large quantities of German harmonicas, the latter being so cheap as to defy competition. Furthermore, American pianolas are being dealt in to a large extent, but this trade will soon suffer, as the firm has just started to reproduce

them. The first specimen has just been finished at the Shanghai factory and has proved a success. American exporters will have to watch the market closely to keep a trade in their hands in which a satisfactory start has been made.

"Germany seems to be the main other nation contending for the market in gramophones. They manufacture cheaper goods and get some orders, a firm in Tsingtau doing a good business in these machines."

MULTIPLE CO. INCORPORATED.

The Multiple Phonograph Co., of Portland, was incorporated in Maine recently for the purpose of making and handling musical instruments. Capital, \$3,000,000. President, C. E. Eaton; treasurer, T. L. Croteau; clerk, J. E. Manter, all of Portland.

Two New Ones

From the HUMPHREY Line of Record Cabinets

The illustration shows No. 107 Disc Record Cabinet, made of Solid Oak, Golden Finished. The interior of this is finished the Humphrey way—smooth, neat and attractive. Exterior rubbed and polished. Each division in rack holds five Records; the entire Cabinet holds 125 12-inch Records.

Height, 32½ inches.
Width, 17 inches.
Depth, 15¾ inches.
Weight, 55 lbs., crated.

Quarter Sawed Oak front, plain sides and top, paneled back.

Price, \$10.00 List

No. 137, Cylinder Record Cabinet, holds 125 cylinder Records—same finish, same dimensions. Interior fitted with five trays, which can be pulled out and suspended at any angle, making all Records easily accessible.

Price, \$11.00 List

Our Catalog illustrates many styles for Cylinder and Disc Records—the best made, the best designed, and best finished Cabinets in the world—at popular prices. Send your order to the nearest Jobber, or write at once for new Catalog.



No. 107.



No. 137.

HUMPHREY SALES CO. - DETROIT, MICH.

TIMELY TALKS ON TIMELY TOPICS

In addition to his scientific attainments, wonderful adaptability to commercial conditions, not to mention his marvelous inventive genius, Thomas A. Edison is also largely interested in sociological problems. A man of few words, unless with his intimates and every-day business associates, Mr. Edison has seldom expressed himself openly and freely on such topics, but those who know him well and have heard him talk on the subject say he is a consistent and ardent advocate of socialism—in its best sense, of course. The world knows he is an ardent admirer of Tolstoi, and his plan of devising cheap and cleanly homes—concrete construction—for the less fortunate of mankind, so far as material success is measured, is also familiar to many. Mr. Edison has been a strenuous opponent of high-price phonographs, possibly on this account, as the fixed policy, doubtless formulated by himself, respecting the line of goods made

famous by his name is, a product "for the masses and not for the classes."

Mention of Mr. Edison's name can scarcely be made without something else cropping up reminiscently. In fact, it reminds the writer what he related to a group of newspaper men regarding the early days of the phonograph, when a fortune was hardly deemed within the range of commercial possibilities. This is how Mr. Edison told the story: "We had a committee at the factory who passed on all records. About twenty-five was our entire list, and we classified them as good, fine, bad, rotten, punkarhino. In most every case when I pronounced a record 'rotten' these selections turned out to be the best sellers, so you may know what a good judge I am. For a long while I never thought there was anything in the phonograph until one day my little boy, who had probably a half-dozen records

for himself, accidentally broke one, and he cried as if his heart would break.

"This set me to thinking, and then it occurred to me there might be something in the phonograph after all as a commercial proposition. I argued to myself, if a child so prizes an article of this kind, which at that time could not be replaced if damaged or destroyed, there must be a host of others in the world of the same mind; in fact, I thought there might be a demand for such goods. We went to work on this supposition; but I advised our folk to go slow, even when sales were increasing at a rapid rate, as it might prove only a passing fancy. Now, I cannot say anything. I am literally surprised at the stupendous expansion of the business." At the conclusion of this interesting bit of talking machine history the "old man wonderful" smiled retrospectively, and his listeners were in like mood.

Lou C. Wilber, manager of the Regina Co.'s business in the territory of Greater New York, with headquarters at Broadway and 17th street, though but 28 years of age, has had a uniformly successful career since he started in the music

A GOOD SIDE LINE

"Simplex" Automatic Electric Light

NO WIRES. Can be hung anywhere. A splendid device for lighting dark or dimly lighted rooms, closets, telephone booths, etc. Equipped with "Triumph" refill export battery. Four feet of silk covered wire attached to globe.

\$1.20 Each



IT PAYS JOBBERS

to co-operate with us and to designate the dealers with whom they wish us to work.

WRITE TO-DAY FOR EXCLUSIVE, JOBBER'S TERRITORIAL PRIVILEGE.

OUR SYSTEM increases sales of records at least 100 per cent., and increases sales of expensive phonographs proportionately within a short time.

Booklet covering our new proposition sent upon request, to all jobbers and dealers. It costs but a two cent stamp to ascertain the full particulars.

THE EDWIN A. DENHAM COMPANY
Business Developers

498-500 Broadway,

New York

AND BERLIN, GERMANY



LOU C. WILBER.

trade at Detroit, Mich., as a boy. He has been promoted from one responsible position to another, his record as a road salesman being particularly brilliant. Mr. Wilber assumed charge of the present New York store when it was opened, and here he displayed his managerial talents to such great advantage that the company renewed his contract again, dating from July 15. The Regina Co., besides their own distinctive line of automatic instruments, are large Edison jobbers and Victor distributors.

Perhaps it may be a difficult task to convince the average dealer that when business is slow is the time to increase their advertising, and such space as may be used in the local newspapers should be occupied by a forceful and telling presentation of their goods. The accepted rule is that when trade quiets down the advertising appropriation should be reduced. No greater mistake is made. Experts in advertising, who study the game from a cold, scientific standpoint—that is, for producing results—are a unit on this proposition. With the professional advertising man such ways and means are the best to adopt that have "pulling" power. They, therefore, advise no curtailment of the publicity campaign when business is slow. Then is the time to make still further efforts. Where this plan has been followed success has always crowned the endeavors of the advertiser. A few talking machine dealers are wise enough to pursue this course, and they are reaping their reward. Would there were more. These observations also apply with equal force and cogency to the jobber selling to the trade.

NEWS FROM THE PACIFIC COAST.

Records More in Demand Than Machines—
Business Better Than a Year Ago—Columbia
Co.'s Report—Miller Makes Change—Edison
Records Score Hit—Victor Records for Leper
Hospital—Big Sale of Victors to Mexican—
Sailors Good Buyers—Pleased at Geissler's
Success in Chicago and St. Louis.

(Special to The Talking Machine World.)

San Francisco, Cal., July 6, 1908.

As had been anticipated, the month of June has made a much less satisfactory showing in the talking machine trade than May. The stimulation caused by the presence of the fleet has been lacking, and this alone would account for some falling off. During the latter part of the month, moreover, a great many people have been making their yearly visits to the country, and are not anxious to buy talking machines until they return. There is some advertising of talking machines as camp entertainers, and quite a lot of records are sold to people going on vacations, but the campers this year are not buying as many machines as usual. City trade is quiet, and dealers are finding that very few sales are made without a strenuous effort. The country trade in some sections is better, as considerable advertising is being done by dealers in the smaller towns with very fair results. With this trade to fall back on, the wholesalers are not complaining. One pleasing feature of the trade in general is the demand for records, which keeps up steadily. Some special lines of records are especially popular, and are continual profit-makers. Some of the finer grades of machines are also keeping up well.

In comparison with a year ago, it is safe to say that more business is done now. There are more dealers after the large business, and consequently several of them individually are not doing as much, but some growing concerns on the other hand show a great increase. The Columbia Phonograph Co., for instance, reports four times as much business as last month. The local agency is sending out large numbers of circulars, aiming to reach dealers in territory where the company has not yet placed agencies. This, together with some strong advertising by the country agents, is mainly responsible for the increase. The local store is making a good display with the Symphony Grand Graphophone, which, for a high-priced machine, is selling very nicely. Coast Manager W. S. Gray is now in Southern California, on an automobile trip among the dealers. He will be back in about ten days. Mr. Saunders, the Vallejo agent, was in San Francisco last week. He says that business has been quiet in his town since the middle of last month.

W. J. Miller, who for several months has been manager of the retail talking machine department of Kohler & Chase, has resigned his position, and is now in Portland, Ore. It is said that he will take a place with the Eilers Piano House. The local department of Kohler & Chase is temporarily in charge of Mr. Neil, but C. Edwards, formerly of the wholesale department, will soon take over the management.

The Eilers Music Co. is having great success with the Reginalphone, which they are introducing on the Coast. They are very enthusiastic over this machine, and have succeeded in arousing a general interest in it.

Peter Bacigalupi & Sons now have the July Edison records on sale, and as usual when the monthly issue comes out they are having a large business at the retail store. The number of orders coming into the wholesale department, however, is still more satisfactory. They say that there has been a decline of late in the amount of business on Fillmore street, where their retail store is located, and it takes a special occasion to cause any interest. They have the Edison commercial machine well started, but operations along this line are still limited by lack of stock. This trouble will be remedied very shortly.

An appeal has been made by the physician in charge of the leper hospital in San Francisco for Victor records for the use of inmates, whose

greatest amusement is a talking machine. The appeal met with a ready response.

The largest assortment of records ever sold with a single machine was recently placed by Benjamin Curtaz & Son with a visitor from Mexico, who became interested in the Victrola, and liked it so well that he wanted a copy of all the high class records made by that company.

Sherman, Clay & Co. have made arrangements with the Victor manufacturers by which they can place each new issue of records in the hands of the retailer on the first of the month. This feature is found to cause quite an increase in the popularity of the Victor machine with the country trade. Mr. McCarthy says that the last monthly issue has taken extremely well, and orders are coming in as well as ever. He states that this month's business is fully up to that of May, in spite of the quietness reported elsewhere. The warships, he says, are all laying in large stocks of records, as everyone of them has at least one Victor machine on board, and they will

leave immediately after July 4, after which they will be unable to get new records for a long time. Sherman, Clay & Co. have just received the special Victor record of George Cohan's new song, "Yankee Doodle's Come to Town," and all who have heard it so far have been enthusiastic over it.

The many friends here of "Art" Geissler, now general manager of the Talking Machine Co., Chicago, are constantly receiving splendid reports from mutual acquaintances in the Windy City of the progress being made by the erstwhile San Franciscan. It seems that he has been blessed by both God and man. Not only have two fine little sons made their advent in his home since he located in Chicago, but the great wholesale talking machine house of which he is the head is said to be advancing by leaps and bounds under his management. It is rumored that his success in the conduct of the Chicago company has resulted in his being given the general management of the St. Louis Talking Machine Co. in addition.

"Blackman" Back From Atlantic City

and says Good Results From the Work of the Convention
Will Be Felt in the Trade



THE CONVENTION WAS THE BIGGEST EVER HELD

¶ We had a larger attendance than at any previous convention. What does it mean? It means that the Jobbers and Manufacturers have banded together to insure a "QUICK REVIVAL" OF "PROSPERITY," and the "DEALER" should give his support. Let us all work together.

IT WILL PAY YOU TO MAKE GOOD AND GET YOUR REWARD

¶ I feel that the manufacturer will give more protection to the Jobber and Dealer who has helped sustain our business during the depression, and you can't afford to quit the game now "Mr. Dealer."

BLACKMAN WILL HELP YOU MAKE GOOD

¶ Don't lose your trade by failing to have a proper stock of machines, the latest records and those in the general catalog. It will pay every dealer to keep in the front ranks, for business is improving and with the return of cool weather the Talking Machine business will have a new boom.

IF YOU DON'T WANT TO TAKE CHANCES, BUY FROM BLACKMAN

¶ He is a Jobber of both EDISON and VICTOR and "If Blackman gets the order you get the goods."

¶ You can send ONE order to BLACKMAN for any EDISON and VICTOR goods, get one shipment and thus save time and expense. If the service is not the best, "Blackman loses," but he is not worrying about that.

BE AN OPTIMIST AND BUY FROM ONE

¶ If you believe in patronizing a Jobber who has faith in the future of our business and will work hard at all times to improve conditions and elevate the business, then let BLACKMAN be your Jobber.



YOURS FOR SERVICE



Blackman Talking Machine Co.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 Chambers Street NEW YORK

"EVERYTHING FOR EDISON AND VICTOR"

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, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Just a word with you, Mr. Talking Machine Dealer!

Naturally trade is somewhat dull—that is to be expected in midsummer, but indications point to a business activity in the early fall which will be pleasing.

Is your stock ready to meet with ordinary demands which may come upon you? Then right here let us take up the subject of stock with you. Will you not?

We are the largest exclusive talking machine jobbers in the world. We have at all times a most complete stock of

Edison Phonographs and Records

Our business is so systematized that we can have orders filled and on their way to their destination shortly after they have been received. Promptness has been one of the cornerstones upon which this business has been built.

We have a number of specialties which will work in splendidly in any talking machine stock.

We have a complete line of originally designed record cabinets.

The ordinary Peg Cabinet for Cylinder Records and the ordinary Slat Cabinet for Disc Records.

Both the Eureka Carton Cabinet for Cylinder Records and the Eureka Library Cabinet for Disc Records are extraordinarily good cabinets in that they protect the record from dirt and scratch and make it possible to find a desired record without loss of time or trouble.

Let us explain their superiority and merits.

Our Eureka Alphabet Index is supplied with our cabinets. It will quickly enable one to immediately locate any record. We have the True-tone diaphragm for Model C (Edison) reproducer. This you can sell to any customer. It increases the volume of tone, and only costs a half dollar, and money back if desired. We have a number of other specialties, and we are a general supply depot for everything in the talking machine line. Don't forget, we can assist you to build trade—our word for it.

Goods Shipped Promptly. 100 per cent. of Orders Guaranteed

VACATION MONTH IN BOSTON.

Members of the Trade Are on Their Annual Outing—Eastern Talking Machine Co. New Window Publicity—Some Recent Visitors.

(Special to The Talking Machine World.)

Boston, Mass., July 10, 1908.

This is vacation month in the talking machine trade here. Managers, clerks and customers are remaining away from the stores for a time, enjoying a rest.

The month of June was notable only for the number of traveling men who visited this town.

B. F. Philpot, general manager of the Indestructible Phonographic Record Co., was here from Albany, N. Y., also Joseph McCoy, of the National Phonograph Co. H. N. McMenimen struck town full of ambition about his horns.

Business is reported as "so so" at the Eastern Talking Machine Co., as a direct result of the new policy of window dressing at this store, two fine cash sales of Victrolas were made. One of these instruments is to go to Sicily.

W. J. Fitzgerald, of the Eastern Talking Machine Co. staff, leaves for a fishing trip to Maine July 15. He declares that he is going to catch a red herring and send it to Mr. Gately, formerly with the Eastern Co.

R. F. Pease, of the Massachusetts Indestructible Co., went to Philadelphia this week to get a rest.

William Howes, manager of Houghton & Dutton's talking machine department, reports a seasonable business, with a good call for high-priced goods.

PICTURES OF BEAVERS AT WORK.

Prof. C. R. Kellogg Snaps Wild Animals and Birds in the Maine Woods—Made Records of Their Voices.

(Special to The Talking Machine World.)

Portland, Me., July 1, 1908.

With priceless moving picture films and data procured in the wilds of Maine of the habits, haunts and activities of the busy beaver family, caught for the first time in the history of nature studies, sets of films depicting bird, animal and insect life and information on the effect of music upon the denizens of the wild, Prof. C. R. Kellogg, a New York naturalist, reached here from the Dead River regions around the Kennebec chain of lakes to-day, after a month's work far from the haunts of mankind.

The Dead River region is the habitat of numerous large colonies of the interesting beaver family, whose activities in dam building and its consequent flowage of timber lands, under legal protection, has raised a protest by timber land owners and a demand that the open time on beaver be made law again. Now, beaver can only be killed under the direct supervision of the Maine Fish and Game Commission, and it is estimated that the damage caused to growing timber by flowage from beaver dams mounts into the thousands annually.

It was in the midst of these beaver colonies that Professor Kellogg spent his days. He found that in some parts where small trout streams originally were, there are now sizable ponds teeming with trout, created from dams built by the beaver engineers, dams so well built that dynamite must of necessity be used to remove them. He found trees felled of the thickness of more than twelve inches by beavers and used in dam construction.

With his special apparatus carried far into the woods where neither roads nor trails penetrate, Professor Kellogg set up his establishment, made friends with food given the colonists, and was able to procure a most wonderfully interesting series of motion pictures of the beavers at work and at play in and around their spacious houses fringing the ponds they artificially create for their dooryards.

He caught them toting large and good-sized logs, rafting them down the streams with the skill of river drivers, adjusting them with intelli-

gence remarkable for dam construction, and photographed them at work on tree felling. Interesting experiments to get the effect of music on the fur-bearing animals seen—mink, otter, fisher, foxes, skunks, and even bears—were made. The flute, Professor Kellogg says, seemed to have the most attraction for these animals, who fled at the sound of a violin. At twilight, when the beaver families were about to retire, he had no difficulty in drawing them to their doorways with the softly played strains of the flute, and they would invariably retire when the violin was sounded.

One evening he was somewhat frightened to behold a large she bear, which he had seen some days before, standing close to him with three cubs, who were apparently agreeably affected by the music, and at these concerts he had many sorts of animals that came to be regular patrons. Deer were so tame that they would hang around his camp and wait for the food of civilization.

He obtained valuable pictures in motion of clouds of beautiful colored butterflies, with his phonograph he got wonderful animal sounds, and songs of birds, the like of which he says man scarcely ever hears near civilization; a record of the bull moose calling to his mate, the weird night cries of the Indian Devil, the almost human cries of wounded rabbits, and of the prowling loup cervier.

This material will be used by Professor Kellogg to illustrate lectures on nature study and is the first attempt in this unique direction. With real pictures and real sounds simulated he hopes to set at rest many claims of nature fakers and nature writers' theories.

GILMORE OFF TO EUROPE.

Remembered by the Talking Machine Jobbers in Conventicn at Atlantic City.

William E. Gilmore, president of the National Phonograph Co., Orange, N. J., sailed for Bremen, Germany, Tuesday morning, via the "Kronprinzessin Cecilie," of the North German Lloyd line, accompanied by his family. As the vessel was about taking her departure, Mr. Gilmore was the pleased recipient of a letter by special delivery, conveying the good wishes of the members of the National Association of Talking Machine Jobbers in convention assembled at Atlantic City, N. J., together with many visitors in attendance thereon. It was a unique communication from the fact that the signature of each person was attached, making three columns of names on a broad page of paper with a brief introductory.

This idea originated with Victor H. Rapke, of New York, who personally secured the names. About 15 of the company's officers and heads of departments were at the pier, including A. Westee, secretary and treasurer; F. K. Dolbeer, general sales manager; N. C. Durand, manager of the commercial system department; Peter Webber, superintendent of the works; Walter H. Miller, manager of the recording laboratory; A. C. Ireton, W. H. A. Cronkhite, F. E. Madison, L. C. McChesney, Walter Stevens, A. T. Moore, John E. Helm, J. F. McCoy, B. F. Barklow. Mr. Gilmore expects to be back home in September.

FINE LINE OF UDELL CABINETS.

The Udell Works, of Indianapolis, Ind., are showing an excellent line of cabinets for disc and cylinder records in the Grand Rapids market, Furniture Exhibition Building, 4th floor. As a well-known member of the trade said the other day: "The Udell people do not take off their hats to anyone on this class of cabinets, and the trade has long since come to a thorough realization of the fact that when they buy the Udell they get splendid values." The lines this year embrace both oak and mahogany cabinets and grade up well as to price. The patterns offered are the very best that skilled designers can work out and who in the trade does not know of the fine finish put on Udell cabinets. The Udell Works have already booked a great many orders, which testify to the worth of this handsome line.

HOME-MADE PHONOGRAPH.

The Bright Music Co., of Luling, Tex., have on exhibition at their store a complete talking machine that was made entirely by Sam Beversdorf, a young man in the employ of the Electric Light Co. This machine will play any disc record and is remarkably well made, when the material and tools that Beversdorf had at his disposal are considered.

DENVER MUSIC CO. SCORES.

The Denver Music Co., Denver, Col., made a great hit with the delegates to the Democratic National Convention by placing a large phonograph in the front entrance of their store, and keeping it going with the Bryan speeches in the Edison list. A large crowd was always in front of the store listening to the records, which were wonderfully clear and distinct even at a considerable distance. Several other piano and music houses made special displays during the convention.

After Business

Every up-to-date merchant is after business in these times and it pays him to leave no avenue unexplored which has possibilities.

Now, we make a close study of the business conditions in the talking machine trade. We cater exclusively to the dealer—we do no retail business, and all of our experience and our resources are at the command of our customers.

We carry the largest stock of talking machines and accessories to be found in New England, and we manufacture a number of specialties which of course we control exclusively.

If your stock needs brightening up—if you want some things to fill in to attract, recollect that we can get out your orders at the shortest possible notice. We are in the wholesale district of Boston and as soon as orders are received they are filled and on their way to the customer within the briefest possible time. Accuracy and dispatch have been made the key-notes of our success.

Boston Cycle and Sundry Co.
48 Hanover Street Boston, Mass.

Pease Products Please Purchasers— Pay Profits

If You Are a Wide-Awake Jobber or Dealer, Your Name is Worth \$\$ to us
We Have Propositions That Are Worth \$\$ to You

THE CROWN TALKING MACHINE

Not an imported toy—but a machine embodying all the important features of the high-priced phonographs—but so simplified that it can be sold with big profit at a price to suit the slimmest purse.



OPEN

The Crown is equipped with a 24-inch amplifying flower horn, noiseless spring motor, standard ratchet screw feed, concert size, detachable floating reproducer. Plays all standard cylinder records as loud and as clear as the large machines, the only machine at the price enclosed in a cabinet, handsomely finished throughout, artistic oak case. Each one packed separately.

Retails at \$8.00 Dealers' Price, \$4.80

SPECIAL DISCOUNT TO JOBBERS

Are You Hunting for New Business?

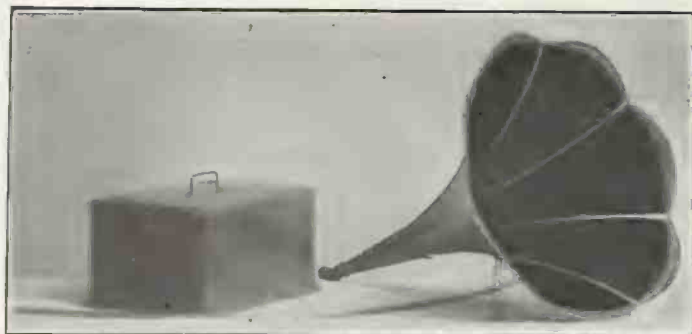
If so, don't fail to investigate our side lines for the
Talking Machine Trade

100 to 500 Per Cent. Profit

EVERY ONE A SELLER

Crown Wood and Metal Telephones, Roller Skates, Lamps, Clocks, Watches, Sad-Irons, etc., etc.

Each one is brim full of possibilities. Write us and we will gladly furnish all particulars.



CLOSED

Pease Premiums Please People—Produce Profits

Did it ever occur to you to stimulate trade with some good premium—do not confuse this with price cutting—on the contrary, it is a system by which a retailer rewards patrons for their steady customage and by which he can hold their trade without having to constantly undersell "the man across the street," thereby never knowing how much average profit is made on sales.

We are experts in this line, let us help you. On account of the close margin at which we sell, we only open account for 10 days, and then only with firms who are satisfactorily rated otherwise cash must accompany all orders.

E. S. Pease Co.,

Suite 1871 Hudson Terminal Building,
New York City, N. Y.

TRADE NEWS FROM SAINTLY CITY.

Manager Gressing Reports Trade as Picking Up —New System of Suction Fans in the Demonstrating Rooms of the St. Louis Talking Machine Co.—Silverstone Co. Displaying Bryan Records—Reginaphone Sales—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., July 2, 1908.

Trade reports show that business for the month of June was much better than for May.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., reports trade as picking up daily. He has just returned from a week's trip to Evansville, Ind., Louisville, Ky., and other points. O. O. Dice, traveler for the same concern, is home from a five weeks' trip through Southeast Missouri and Arkansas. He sent in some nice orders and established quite a number of new talking machine dealers. L. A. Cummins, also a traveler for the same concern, is in from a ten days' trip through Illinois. He reports an improving trade, except through the flooded district, where it is dull.

Miss Clara Goetz, the charming and popular saleslady at the St. Louis Talking Machine Co.'s retail store, is now on a two weeks' vacation, which is being spent at the Michigan resorts.

Manager Gressing has introduced a system of suction fans in all the demonstrating booths at the retail store of the St. Louis Talking Machine Co., which insures a constant current of cool air, which is much appreciated by their customers.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports trade as being better than last month, and especially so in the retail line. W. S. Byrd, traveler for this concern, is now on his vacation and will be away two weeks.

The Dictaphone Company of America, with George S. Murray as district manager, have established their local offices at 1012 and 1013 Pierce Building, and are rapidly organizing their forces.

The Silverstone Talking Machine Co. have a nice window display of the W. J. Bryan records mounted on a revolving Ferriss wheel. Mr. Silverstone states that they are selling well.

D. K. Myers, the Zonophone jobber, says that business is moving along fairly well with him and reports a good trade on records. Malcolm R. Henry, a well-known talking machine man, has connected himself with D. K. Myers, and will represent him through this territory.

The Conroy Piano Co. report that their trading in talking machines has been fair during June, and that it is improving.

S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., spent several days, including the Fourth of July, at his home in Terre Haute, Ind. He reports business as fair. He sold a \$160 Reginaphone to a customer in Los Angeles, Cal., recently.

Manager W. H. Hollingsworth, of the Evansville Talking Machine Co., of Evansville, Ind., reports trade picking up nicely. This firm recently moved into their new store on Main street, which is well located and a model store in every detail.

IMPORTANT BUSINESS MOVE.

Squires Bros. and E. F. King Become the Owners of Indiana Phonograph Co.—To Put Ginger in the Business—W. M. Bird in Charge of Dictaphone Branch—Moving Picture Shows in Large Theatres Injuring Nickelodean Trade.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 6, 1908.

A deal has just been closed whereby Squires Brothers and Edward F. King, of Jasonville, Ind., become the owners of the Indiana Phonograph Co., succeeding Charles F. Craig, who has owned the business for the last five years. The store of the Indiana Phonograph Co. is situated in Virginia avenue, and the company have done both a retail and jobbing business, but have devoted most of their efforts to the jobbing business. They handle Edison machines exclusively. Mr. Craig gave ill-health as his reason for quitting the business. He said his physician had advised him to take a complete rest. He will likely go to New York for a short time as soon as the work of invoicing has been completed.

Squires Brothers and Edward F. King have been in business at Jasonville and have been successful, it is said. They are coming to Indianapolis with the purpose of putting ginger into the business of the Indiana Phonograph Co. The first announcement is that they will put two men on the road to look after the jobbing business. Mr. Craig has had no regular road men. Mr. Craig was carrying a large number of records at the time of the sale. He said that business had been good. The month closed, he said, 15 or 20 per cent. ahead of the business for the previous month. "I believe," he said, "that the question of the election of a President is having something to do with retarding business. If Bryan should be nominated and elected I would expect to see business held up for a while at least."

Mr. Morrison, of the small goods department of the Carlin & Lennox store, says the talking machine business, while it is not rushing, has settled down to a substantial basis, and that the best people are buying machines, and that they are buying a good class of machines. Carlin & Lennox handle Victor machines.

The Dictaphone Co., of New York, have taken over the commercial talking machine business here for the Columbia Phonograph Co. Warren M. Bird is in charge of the business, and has his office in the store of the Columbia Co.

There is an excellent demand for the Columbia Symphony Grand Graphophone. This instrument is being used extensively in outdoor and indoor concerts and is proving to be very popular. The new tone arm machine of the Columbia Co. also is increasing in popularity.

A. Jay, of the Kipp-Link Co., who has been traveling over Indiana, says that prospects for business are good. Mr. Jay is meeting with great success in the sale of his new patent repeater attachment for talking machines. He has just received word that letters of patent have been granted to him by the Government of Germany. The repeaters are manufactured at Cincinnati.

The Family Theater is the latest addition to the city's places of amusement at popular prices. The place opened with a vaudeville bill. It is at the point of Washington street and Kentucky avenue and is owned by Harmon & Arganbright.

A phonograph at the police station was the novelty recently. Cleveland Brown, employed by the Indiana Phonograph Co., was arrested by a detective when he was trying to dispose of a talking machine in a Washington street pawn shop. It was charged that Brown returned to the store of the Indiana Co. after it was closed and got the machine. The policemen had plenty of music for a while. They like ragtime mostly.

Moving picture shows in the large Grand Opera House and English's Opera House are damaging the business of many of the smaller five-cent theaters. It is said that proprietors of most of the small places are complaining. One man, who was in a position to know, said that he knew of eight five-cent theaters that were for sale.



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Our Perfect Service has satisfied the most exacting and discriminating Dealers, and is bringing them over to our side daily.

WHAT you WANT WHEN you WANT it.

Hitch YOUR wagon to a live wire and WATCH THE WHEELS GO 'ROUND.

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Exclusively VICTOR Distributors

HAVE YOU NEW GOODS to EXPLOIT? If You Have You Know What Competition means in your field.

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Saginaw, W. S., Mich.

CLEVELAND'S TRADE BUDGET.

Business Steadily Improving—Why Briggs Doesn't Favor Talkers in Barber Shops—Many Sales of Victrolas—What Columbia Representatives Report—How a Mechanical Piano Got a Man Into Serious Trouble.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1908.

Almost similar conditions pervade talking machine circles as existed a month ago. Business continues about the same, and the fact that all the dealers are still in business, meeting their bills promptly, shows that trade is at least on a paying basis.

On the whole conditions, while not so alluring, are far from discouraging. Dealers feel confident of a fairly normal trade next fall, and continued improvement during the winter.

Edward Briggs, of Cleveland, is a connoisseur in all that pertains to talking machines. He is the possessor of a fine machine and many records, and believes it is pre-eminently a treasure for any home. Discussing the various uses to which it may be put, he claimed there was a limit. "I've nothing to say against music in theaters, or grill rooms, or thirst parlors, or even in restaurants, although I believe some of the music in eating places is largely responsible for the dyspepsia prevailing in the city. Still, as I say, I don't register any kick. But I do draw a line clear across my charts when it comes to music in barber shops, especially if it's a colored barber shop.

"Do you see that chin, and that macerated cheek? That's all due to this fad of trying to run in musical accompaniments to practically every variety of man's activity nowadays. There's a barber shop out my way that installed a big talking machine not long ago—one of those big, loud-mouthed ones, with revolving turrets, disappearing carriage and self-cocking devices.

"About the time the man got the lather smeared over my face that machine started up. It was one of those coon songs, with considerable swing to it, and the machine hadn't rattled off more than about six bars before the villain who stood over me with his razor, began to shift his feet uneasily, and also to make his strokes on my face in unison with the accelerated pianissimo effects of the 'talker.' Ever and anon he would chip a piece of hide off my face. He shaved the entire right side of my face with just two major chords. One more strain and my lip was shaved. So it went. You know how those colored gentlemen come down with both their pedal extremities at the close of a clog dance turn; well, that's the way all the barbers did in this place, and the one who was shaving me also brought his razor down with one final dexterous slash that marked the end of the shave, as well as the selection. He got about a thumb-nail section of my chin at that slash, and I was afraid he might want to try the number over again, so I said something about having to catch a train and jumped out of the chair after my collar and things. You don't catch me in any more barber shops with musical attachments, unless they furnish a printed list of records from which I can make my own selections. No more 'Honey, Won't You Please Come Down?' for me while I'm in a barber chair."

R. M. Summers, of Elyria, a suburban town, was in the city a few days ago. He is a dealer in pianos and sheet music, and carries a complete stock of Edison and Columbia machines, with a full line of records.

The Dictaphone Co. have opened offices in the Rose building, this city. J. Herbert Roach, former manager of the commercial department of the Columbia Phonograph Co. in this city, is in charge of the business throughout northern Ohio, having his headquarters in Cleveland.

Cleo S. Bourgeois, manager of the West Side branch of the Columbia Phonograph Co., says the sale of both disc and cylinder records continues good, and collections are coming in very well. Machine sales are increasing and business in general seems to be looking up.

W. H. Buescher & Son report that their sales of machines in June, including several of the

higher-priced ones, was good, while the demand for records continues very satisfactory and is increasing.

Miss B. Grabler, who presides over the talking machine department of the Caldwell Piano Co., stated that although business generally was dull, they were having a fairly good trade.

Collister & Sayles made sales of several Victrolas recently, some of these sales carrying with them sales of records to the amount of \$60 each. Sales of machines, it was stated, continues about the same, and demand for records fair.

Mr. Robbins, of Robbins & Emerson, in the Arcade, stated that business was now picking up some. He thinks the outlook for a good fall and winter trade is fine. He says there are more prospects in view at present than for some time past, and that sales of records are growing.

The Witt Music Co. report business fairly good in all lines, and especially in the automatic department. During June they sold and placed a large number of self-playing pianos and other automatic instruments.

Miss Edna Rankin, in charge of the talking machine department, socially very popular, and one of the most efficient in the talking machine business, stated that trade in both machines and records was very fair, and their trade had been daily improving since the opening, a couple of months ago. The company carry a complete line of Victor and Edison machines and records, and their demonstration rooms attract a stream of visitors and customers.

Mr. Probeck returned from a visit to the Columbia headquarters in New York a few days ago and says he found conditions generally improving and the factory is running at nearly its full capacity. He said he very much regretted losing the commercial end of the business.

W. J. Roberts, Jr., says he made several good sales of Victrolas and other of the higher-priced machines during the past month, while his daily sales of records, in the aggregate, is quite large.

Hugh Gully says the demand for July records is excellent, and that customers were well pleased with them.

The obstinacy of a mechanical piano resulted in getting a saloonkeeper into serious trouble. The seductive strains of music had gathered an admiring crowd, when a policeman appeared. The saloon man testified in police court that the officer had taken occasion to publicly insult him, while reading him the "rules and regulations," and he made protest. He was arrested and the policeman charged him with violating the music ordinance. The defendant, in the police court, said his mechanical piano had been easily started but he could not stop it. The judge freed him.

Moving pictures have secured a tight grip on Clevelanders. There is a moving picture theater in nearly every block down town—in some blocks two or three—and in every outlying business section. One theater, the Lyric, heretofore playing melodramas, is now a moving picture theater, and there is talk of another being metamorphosed. Parks and other outdoor resorts are taking them up. Their excellence, cheapness and continuous exhibition commend them to the masses.

DOLBEER'S GREAT TRIP.

Traveled Over Sixteen Thousand Miles and Visited Twenty-eight of the Principal Cities—Chats Interestingly of Conditions at Various Points Visited—Attended Convention of Credit Men—Unable to Attend Convention of Talking Machine Jobbers at Atlantic City.

The trip of F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., through the west, northwest and to the Pacific coast was one of more than usual importance. The journey was undertaken to study conditions, and the situation in each locality was given special attention with that end in view. In an informal chat with The Review Mr. Dolbeer spoke as follows:

"You know I had been through the south and southwest just previous to going west, and I will probably make a similar trip through the east, but not until September. On this last jaunt I traveled 16,000 miles and visited 28 of the principal cities in that section, and have been away since April 1. As to conditions, generally speaking, they are fair. In Spokane, Wash., and Portland, Ore., the talking machine trade is doing a splendid business and are taking as large, if not a larger, quantity of goods than a year ago, besides paying their accounts promptly.

"In California another state of affairs exists. Trade is rather quiet. By the earthquake and fire San Francisco lost 28,000 buildings. Since 6,000 have been erected, and while they are of a much more substantial character and of a higher grade of architecture, at the same time they afford as much accommodation or floor capacity as their predecessors, nearly five times in number. The entire State seems to be affected by the system of graft that prevailed so long unchecked in San Francisco. The people have not lost their nerve, however, but are knuckling right down, looking facts in the face and determined to redeem the fair fame of California. In



Grinnell Bros.

DETOIT, MICH.

Largest Michigan Jobbers of the complete

EDISON and VICTOR

Lines, including Records and Accessories

We have everything in SUNDRIES, including: AUTOMATIC STOPS, REPEATING ATTACHMENTS, HORN CONNECTIONS, CRANES, TONE MODIFIERS, BRUSHES, ETC.

No annoying delays if you order from us. All orders filled same day received.

We carry every Record listed by the Edison and Victor Co.'s. Not one of each, but dozens, yes, hundreds each of the more popular numbers.

An extensive line of RECORD CABINETS at prices that are RIGHT.

If you are a Victor or an Edison Dealer in our territory communicate with us and learn of something very much to your advantage and profit. Address:—

GRINNELL BROS., Grinnell Building
DETROIT, MICH.

The New \$200,000

Grinnell Building

Conceded to be the most beautiful and best equipped Music House in the U. S.

Denver, Salt Lake City, Ogden and other cities in that stretch of country business is not booming—only fair. I am inclined to think the west is in better spirits than the east, but I feel sure that here the revival of trade will come first.

"At the convention of the National Credit Men's Association, which I attended when in Denver, two-minute talks were in order one day. You are aware the credit men know pretty nearly what they are saying when the business situation is being discussed; they are closer to the real facts than anybody else. While the trend of these brief talks were all of an optimistic nature without exception, the opinion was that trade in the fall would be much better, but not heavy. That business would revive slowly and in no great spurts. The talking machine people whom I saw, and I called upon the representative houses wherever I stopped were satisfied the present setback is only temporary, and that the business will not only resume its former prosperous state, but would go beyond that, too. I am frank to say that after my experience—none could have been more practical or encountered under more favorable auspices—that is my opinion also.

"The trip did my health a wonderful amount of good, and I feel like a new man since returning. I should like to have gone to the jobbers' convention in Atlantic City, and had arranged to be there on the second day, but I could not get away, which I regret exceedingly. I wanted to give the meeting the benefit of my observations and conclusions."

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., July 8, 1908.

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

JUNE 17.

Bombay, 4 pkgs., \$325; Callao, 1 pkg., \$120; Cristobal, 36 pkgs., \$889; Colon, 4 pkgs., \$305; Liverpool, 2 pkgs., \$109; London, 103 pkgs., \$3,090; Melbourne, 249 pkgs., \$6,359; Para, 2 pkgs., \$129; Port of Spain, 8 pkgs., \$102; Rio de Janeiro, 48 pkgs., \$2,648; Singapore, 8 pkgs., \$287; Vera Cruz, 2 pkgs., \$102.

JUNE 24.

Buenaventura, 4 pkgs., \$174; Cape Town, 43 pkgs., \$358; Havana, 17 pkgs., \$1,288; Havre, 4 pkgs., \$148; London, 147 pkgs., \$5,074; 54 pkgs., \$2,379; Melbourne, 306 pkgs., \$9,342; Rio de Janeiro, 9 pkgs., \$819; Shanghai, 51 pkgs., \$2,483; Vera Cruz, 23 pkgs., \$670.

JULY 2.

Colon, 6 pkgs., \$195; 15 pkgs., \$605; Curacao, 3 pkgs., \$123; Havre, 4 pkgs., \$216; Limon, 2 pkgs., \$100; London, 5 pkgs., \$105; 3 pkgs., \$125; Mauna, 15 pkgs., \$958; Montevideo, 29 pkgs., \$2,819; Rio de Janeiro, 6 pkgs., \$1,017; 107 pkgs., \$3,168; Savanilla, 18 pkgs., \$1,159; Singapore, 4

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

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New Lang Building, 662 Sixth Avenue

NEW YORK CITY

pkgs., \$120; Sydney, 85 pkgs., \$3,250; Valparaiso, 4 pkgs., \$113; Vera Cruz, 36 pkgs., \$1,365.

JULY 8.

Algoa Bay, 13 pkgs., \$469; Bombay, 9 pkgs., \$240; Buenos Ayres, 13 pkgs., \$250; Coatzacoalcas, 26 pkgs., \$691; Colon, 12 pkgs., \$581; Guayaquil, 3 pkgs., \$109; Havana, 2 pkgs., \$210; London, 34 pkgs., \$1,133; 10 pkgs., \$270; Melbourne, 64 pkgs., \$3,700; Milan, 2 pkgs., \$200; Sydney, 522 pkgs., \$15,168.

NEWS FROM MONUMENTAL CITY.

Business Fair for Last Month With Improvement in Sight—Eisenbrandt Reports Revival in Sales of Machines—Outlook Most Encouraging—Starr Talking Machines Find Increasing Appreciation.

(Special to The Talking Machine World.)

Baltimore, Md., July 8, 1908.

While no very big sales have been recorded by the various talking machine dealers, business generally during the month has been fair. This is the trend of statements given out by those in trade circles here. Business, in fact, has been better in most cases than was anticipated for June. The first few days of the present month have also given indications that the trade will not be as dull as it usually is in July. In fact, one of the dealers has gone so far as to say that there has been a revival in the talking machine business in this locality during the last few weeks. With these conditions prevailing at this time, the completion of the work of the Republican National Convention and the fact that the Democratic Convention will have finished its work within a few days or so, the dealers feel confident that the trade will be in excellent shape when fall sets in and from that time on.

William A. Eisenbrandt, of H. R. Eisenbrandt Sons, who handle the Victor, says that there has been a big revival in the sales of these machines during the latter part of June and the first two or three days of the present month. The prospects, he declares, are particularly encouraging for the remainder of this month and during the fall. The sales of records have also shown up correspondingly as well for June.

While the warm weather has naturally had an

effect upon the talking machine business, according to Manager Ansell, of Cohen & Hughes, who also are representatives for the Victor machines, the sales have been fair both in the way of machines and records. Mr. Ansell says that there is every indication that business will resume its normal state by fall.

The statement was given out at the headquarters of the Columbia Phonograph Co., in this city, that June has been an excellent month. Machines and records have been in demand right along, and the prospects for the future are encouraging.

Manager Grottendick, of the E. F. Droop & Sons Co., reports that while business during June has not been unusually brisk, it has not been dull. Victor and Edison records have been going at a fair rate. The firm are preparing for a good fall trade.

The Star talking machines and records have shown a great improvement in the way of sales during June, according to the local representative, Fred Scheller. During May, the first month that the machine was on the local market, business was a bit quiet, but there has been a noticeable change for the better each week. Several good sales of machines have been made, sentimental and rag time records have been sought after by the owners of the machines. Mr. Scheller says the Star certainly looks like a winner and he anticipates a successful fall trade.

Sanders & Stayman have also had a fair month with the Victors and Columbias. While they do not expect to break any records in the way of sales during July and August they are looking for a vast improvement generally in the talking machine business when cooler weather prevails.

Promptness is the essence of all good business; the lack of it the cause of most failures.

Auto
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**WATCHUNG
MOUNTAINS**

Golf
Drives

45 Minutes from Broadway and 90 Minutes from Philadelphia.

**Truell Hall, PLAINFIELD,
N. J.**

(Formerly Hotel Netherwood.)

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



3 Minutes from Station.

TEN ACRES OF BEAUTIFUL SHADE, HIGH AND DRY
NOT TOO HOT, NOT TOO COLD, JUST RIGHT. AMIDST JERSEY'S
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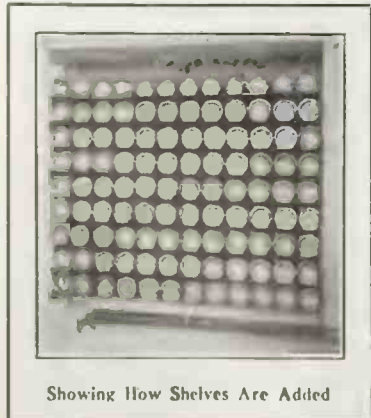
Healthful Climate. Excellent Views.

Also Truell Inn and Truell Court.

Send for Booklet and Rates.

MR. DEALER:

The Schubert Extensible Record Rack Shelves described in the June issue of The Talking Machine World (page 50) has made a sensation and you are losing business that belongs to you if you don't investigate. Made of metal, black enameled. Interchangeable so it can be made any size. Folds like a fan—a 25-shelf rack holding 300 records takes space of 5x6x32 inches. Sample 3-shelf Rack, all complete for hanging, sent to any dealer who will send his jobber's name, for 90c. **Don't Forget Jobber's Name.** Address



Showing How Shelves Are Added

G. H. SCHUBERT, Inventor and Patentee, Reno, Nev.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Review of Business Conditions—Favorite Record Grows in Popularity—Creditors of Russell-Hunting Co. Meet—Beautiful Designs of Klingsor Machines—Gramophone Concerts—A New Sound Box—Pathe Freres Financial Report—The Jumbo Disc Record—Death of Percy Dennis—"Talker" and Piano Sales—Edison Bell News—Publishers' Congress—Horace Sheble Receives Hearty Welcome—Visitors from Germany—Columbia Co. Close Cardiff Branch—New Policy Promulgated—News from Throughout the Provinces.

(Special to The Talking Machine World.)

London, E. C., July 4, 1908.

General business conditions in this city have considerably improved since my last report, and although talking machine sales are somewhat slow, as is usual at this time of the year, the good influence and effect of a low bank rate, settlement of labor disputes, the excellent harvest prospects, and other signs, is a good index of better things in store for dealers in—I was going to say, luxuries, though I'm not sure but that this industry should be regarded as a necessity; anyway, the talking machine as an entertainer certainly cannot be beaten. From the condition of things it is quite evident that the retailer has not fully grasped the fact that real good business can be done even in the summer. Let him read, or better still, go and see the thousands that are attracted to the gramophone concerts in the various parks, let him go up the river, and also in the course of his peregrinations observe and listen to the strains of music from the talking machine in many of the houses he passes. And then let him ask himself, is the talking machine as popular in my district? and if not, he may be sure there is business to be done by systematic and energetic working. Every dealer should recognize that there is nothing more suitable, for the garden or indoors, than a good machine and records, and if he does this and acts upon it his trade will be an all-the-year-round one.

Collections have shown a slight improvement of late, though to be sure the "receipt" clerk is never so busy as he should be. Between one firm and another a reasonable credit is good, but retailers should guard against giving indiscriminate and long credit elsewhere.

Holiday Spirit in the Air.

Holiday-making will shortly commence in earnest, and if business is not to be retarded, principals and managers of talking machine firms should see that an efficient deputy is left in charge to handle all matters of urgency. Last year, to my personal knowledge, business in certain quarters suffered much through neglect of this precaution. "Mr. So and So is away now

and we cannot do anything until his return," was a familiar greeting. This sort of thing, if not actually responsible for loss of trade, causes annoyance, and is very prejudicial to business interests, and it behooves all good business houses to remember this.

The New "Twins" Disc Record.

The new "Twins" double-sided needle-cut disc record at the price of 2s. 6d. will shortly make its appearance on this market. W. Manson, late of the Russell-Hunting Record Co., is the manager.

Grows in Popularity.

Each month the "Favorite" record gains in popularity, as is evidenced by the almost continuous chorus of approval in the form of testimonials from users which the Favorite Record Co. receive. "The Favorite is the people's favorite" is a very happy and appropriate catch phrase recently adopted, and it is more than borne out by the excellent quality of their latest issues. Dealers can receive lists on application to A. Vischer, 45 City Road, London.

Russell Hunting Creditors Meet.

A further meeting of creditors and shareholders of the Russell-Hunting Record Co., Ltd. (in liquidation), was held last Friday afternoon (June 26), at 15-17 City Road, for the purpose of reporting upon the present position of the affairs of the company. The most important item of interest was the fact that the figures given at the previous meeting—May 26—one of the liquidators made public certain figures (as reported) of the estimated assets and liabilities which, according to the latest statement, are quite erroneous. The liabilities have increased and the assets have shrunk to such an indefinite amount that for the moment nobody seems to know what the exact figures are. The meeting now under report broke up after a resolution had been proposed and carried that the committee of creditors previously appointed should confer with the liquidators and consider any offers that might be made by outside parties to take over the business as a going concern. On the application of a large shareholder the court has displaced Alexander Ogden from the receivership, and has appointed in his stead Sidney Cronk, whose address is 43-44 Lombard street, London, E. C.

The Famous "Klingsor" Machines.

The "Klingsor" cabinet machines as advertised in this issue merit the close attention of all enterprising firms who require to handle a unique and profitable line. As will be seen from the illustrations they are made in different designs and woods; there is no horn visible, they will play any make of disc record, while the soundboard, across which is stretched the best piano wires,

present features which make these machines the best line of the season. The motor is one of the finest on the market in point of strength, silent running and workmanship—in fact, it is the famous Excelsior make! H. Lange's Successors, Little Portland street, London, W., are experiencing a big demand for their products, and in the course of a recent interview I had with Mr. Maurice, facilities of inspection were offered to me, and the capabilities of the machines demonstrated. The idea of the piano wires stretching across the aperture from which the sound emanates more than proved the claim that the tone is thereby sweetened, besides having the effect of strengthening the reproduction musically. With the door shut the whole machine presents a most artistic appearance. Last year's models have been considerably improved upon, and the new features presented in the machines now under notice. The prices are most moderate.



We present an illustration of another novelty which Messrs. Langes issue. It is an ingenious arrangement adaptable to any disc machine; figures can be supplied in different styles, as a dancer or a conductor, who work by the action of the turntable which puts the mechanism in motion. Another line that is attracting a good deal of attention is their new strong tone needle, which is made of the finest English steel, and is claimed to bring all the best out of a record. Messrs. Langes' colored illustrated catalog containing particulars of all these lines will be sent free on request. Through the medium of The Talking Machine World Mr. Maurice issues an invitation to all American and Colonial visitors to call and inspect his goods. He will be pleased to see all his trade friends and promises them a real good time.

ONCE SAMPLED

ALWAYS WANTED

No need to hustle! Favorite records right there every time!

Triumph in the Art of Recording

LATEST LIST NOW OUT



Some more splendid selections from the Earl of Lonsdale's Private Military Band "FAVORITES" are the Public's "Favorites" WHY? "TRY THEM" and you will need no explanation. Obtainable from all up-to-date dealers

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

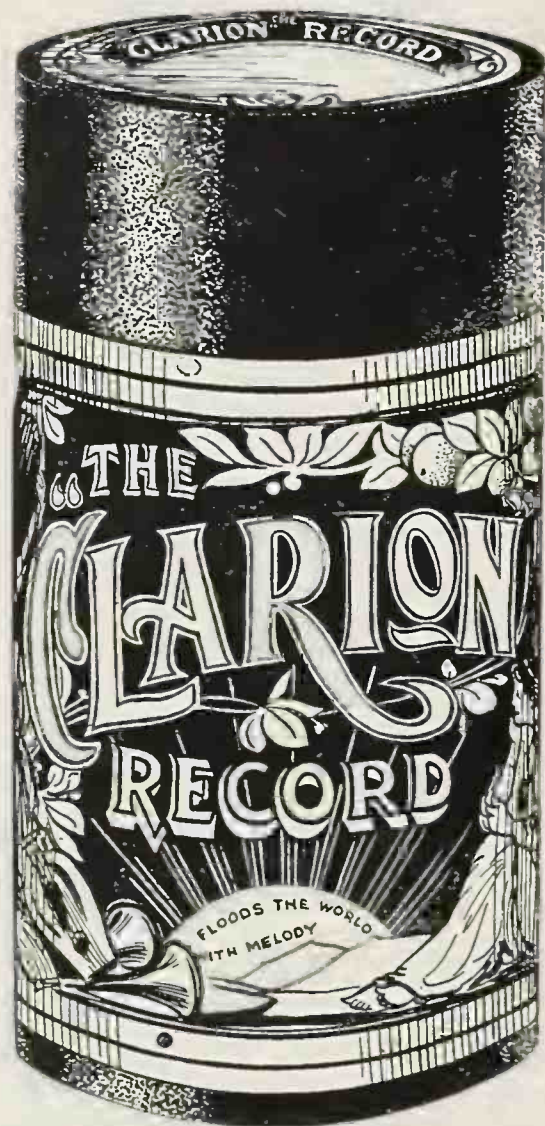
45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

The Tariff Question Solved

SPECIAL ARRANGEMENTS

Have been made, whereby any American Dealer or Jobber can handle CLARION RECORDS at a good profit, quite irrespective of duty, freight, or any other charges.



FULL
LENGTH

FULL
VALUE

The "CLARION"
Is a Gold-Moulded Cylinder Record

SEND FOR A SAMPLE SET AND DETAILS OF OUR PROPOSITION

THE PREMIER MANUFACTURING CO., Ltd.

81 City Road, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued.)

in a big way of business, who, after deducting breakages, carriage, etc., makes a profit of one penny per record. He pays a salesman 6d. per hour, and about three-pennyworth of the salesman's time is spent in getting each penny of profit. Music dealers have wondered, and are wondering, what has happened to the big goods trade. There is no need to wonder any longer. Let every piano man do his best to encourage the study of music without the aid—I should say use—of any mechanical devices whatever, and when a customer comes for a talking machine take the price of the machine as a deposit on a piano or an organ. It is far better to spend an hour in persuading a person off a machine and on to a piano than playing for an hour and selling two records with a profit of twopence. It would amply compensate us to put a deal of energy into educating the public to the fact that a noise is not music, and that mechanism and humanism are not synonymous terms."

This appears to be a great party question, and quite irrespective of the merits of the case—the best answer to which is the ever-increasing number of level-headed pianoforte retailers who stock largely the goods of this industry—it would be wiser of D'Orton Gibson were he to expend his superfluous energy and prejudice in another direction.

Edison Bell vs. Forse and Premier Mfg. Co.

I am given to understand that the above action, which was reported in our last issue, and which had reference to the internal boring of cylinder records, has now been amicably settled between all parties concerned without any further legal dispute. The patent in question was registered in the joint names of W. Forse, defendant, and J. E. Hough, manager of the plaintiff company. According to the findings of the court the patent has now been assigned to the Edison-Bell people. A conclusion which shows a sensible appreciation of time and money on both sides.

At the American Talking Machine Co.

"Business just now is rather quiet," said Mr. Nottingham in a recent interview with your correspondent, "but I can give you some startling figures which we have just gotten out respecting our trade during the last five months up to Christmas, '07. While elsewhere you may find that disc record sales are in the majority, it is not so with us, although we handle nearly every make of record on this market. In the time that I have mentioned, of our total sales, 70 per cent. were cylinders—almost 60 per cent. being Edisons, of which we sold about 1,000 a day. We did a very big trade also in Edison-Bell cylinder records, and in the matter of discs, I may say that the Zonophone sales were as

much as all the others put together. Although the disc is undoubtedly gaining much influence, I am of opinion that the cylinder trade will not materially suffer yet a while." Continuing, Mr. Nottingham, who was the first to factor talking machine goods exclusively, spoke his belief of good prospects for the coming season, and in order to be fully prepared for the expected trade increase, they are making great interior alterations of their premises, which will considerably facilitate the prompt dispatch and make-up of orders. "System and method," said Mr. Nottingham, "are the keynote of our success!"

Tetrazzini and Melba.

Up to her arrival in England a short time ago, Mme. Tetrazzini said that she had never heard Melba sing, except on the gramophone. Her wish has now been gratified, and the result only tends further to increase the popularity and appreciation of a first-class talking machine reproduction.

Edison Bell Double Sided Disc.

News comes from the Edison-Bell Co. that their 8½-in. double-sided disc is proceeding apace, and will be on the market in good time for the coming season. There is also a possibility of a 12-inch single-sided phonograph cut disc being issued by this concern. The Edison-Bell disc machine—of which we hope to publish full particulars shortly—is expected to be on the market some time in August. Improvements have been made in the motors of all their phonographs, which entirely eliminates the trouble attendant upon a broken spring—by the new construction it can be replaced easily by anyone in a few minutes; an introduction that both users and the trade will greatly appreciate. Further progress by the Edison-Bell people is indicated by the recent installation of over twenty up-to-date presses, forming quite a separate plant, to cope with the expected demand for their phonograph cut disc records. Big advances, and characteristic of a big man—J. E. Hough, who is the leading spirit of a big firm!

A French Statement of Affairs!

Hustle in Life and Death. The American grows quickly, works quickly, eats quickly, makes up his mind quickly, gets rich quickly, and dies quickly. He is even buried quickly.—*La Revue, Paris.*

Business Failures.

W. Harris Morris Wright, trading as the Record Exchange Co., of Norwich. Albert E. Speare, Earls street, Crewe. Hannah Marks (South London Phonograph & Music Co.), Catford. Charles Reed, King street, Bridgewater. William C. Bartlett, Westgate, Burnley.

Reduction in Price of Machine.

The Odeon Co.'s standard model disc machine,

we hear, will be listed in future at £4 10s., a reduction of £1 from the price hitherto. Some very fine records are included among the Odeon's latest lists, and they are of the usual high standard characteristic of their issues.

An Example to Follow!

A Columbia dealer tells of an experience which will be of interest to his fellows in the trade. He had an enquiry for a horn basket from a customer who explained that it was his intention to carry his graphophone to and fro between his city house and a cottage he had taken for the week-ends in the country. The horn was quickly shown, but the dealer didn't rest at that. He touched lightly on the inconvenience of transporting such bulky luggage backwards and forwards every week, added discriminating hints and arguments, and finally succeeded in selling an entirely new outfit so that his customer might enjoy the graphophone both in town and in the country without the trouble of moving it about. This little story illustrates two or three things worth noting. It is certainly a testimony to tactful salesmanship. Then it shows how the fascination of the versatile graphophone grows on one, so that to be once a user is to be always a user. It also indicates the many sales of talking machines which may be made for summer entertainment out of doors and in the country.

Abuse of the Talking Machine.

The gramophone was the cause of recent proceedings at the Cambridge police court. It appears that several of the colleges regarded the playing of gramophones on the river as a sufficient cause of complaint to the authorities, and in consequence a police patrol was instituted. This gave considerable offence to undergraduates, and a party of them in a punt on a recent evening retaliated by running their craft into the police boat much to the discomfiture of the occupants. On payment of damage and costs, the delinquents were left in the hands of the college people to deal with.

The Publishers' Congress at Madrid.

A report from Madrid states that the Publishers' Congress, which held its sitting there last month, adopted a resolution that the conference to be held next October in Holland to revise the Berne convention, should take into consideration the following desiderata: 1. The abolition of all formalities for the guarantee of literary, artistic and musical copyright. 2. The full and complete assimilation of the right of translation to the right of reproduction. 3. The unification of the duration of authors' rights, which is to be fixed at fifty years from the death of the author. 4. The full and complete protection of authors and composers against the reproduction of their works by means of mechanical instruments of all

JUMBO RECORDS

The New Double-sided 10-inch Discs

Complete English Repertoire of 500 Titles ready shortly

Jumbo Records

The Jumbo record already occupies a unique position on the Continent, and we believe that it will take a foremost place on the English-speaking market.

We are at present at work on an extensive English repertoire, and we hope to be able to send you our complete catalogue and to deliver goods in about four or five weeks from date. We have already retained the services of many leading concert and music-hall artistes, several of whom will make their first bow to the talking-machine public through the agency of the Jumbo record.

The Jumbo bands will be far and away the best that have ever been made. We are devoting special attention to this class of record, and we feel confident in stating that our band pieces will be considered an advance on any that have yet been produced in regard to clearness of tone, musical effect, and general quality.

Free Sample to Interested Traders
Sole Control Can Be Arranged

Sole Wholesale Agency—
32, 34, 36 Worship Street
London, England

FROM OUR LONDON HEADQUARTERS—(Continued).

kinds. The third of these desiderata was approved in spite of the opposition of the German delegates, who proposed a period of thirty instead of fifty years. It was also proposed to appoint an international commission to devise means to prevent musical piracy, especially in Canada and various South African republics.

Cheaper Postage to America.

A very welcome and important announcement was recently made by the Postmaster General that on October 1 of the present year the cost of postage from any part of the United Kingdom to anywhere in the United States will be lowered from the present figure of 2½ to one penny per ounce. For administrative reasons the change cannot be made before October 1. The present rate is 2½ for the first ounce, 1½ for each succeeding, or part of, one ounce. The new scale will be one penny per ounce throughout. A statement was also issued in effect that arrangements have been concluded with the United States for raising the limit of weight for all parcels transmitted by the official parcel post from 4 lb. 6 oz. to 11 lb. Under this service the rates will be as follows: Up to 3 lb., 1s. 6d.; not exceeding 7 lb., 2s. 6d.; 9 lb., 3s. 6d., and 11 lb., 4s. 6d. This new departure operates from July 1. By the extension of the official service to include parcels up to 11 lb., the limit of weight is made the same as that now in force for almost all other countries.

Penny Post to Morocco.

The postage on letters for places in Morocco where the British postoffice maintains an agency, is now reduced to 1d. per ounce. Concurrently the postage on letters for the United Kingdom and British colonies and protectorates, and for Egypt posted at these agencies, will be lowered to 10 centimes (1d.) per 20 grammes. The British post office agencies in Morocco are at Alcazar, Casablanca, Fez, Larache, Mazagan, Mequinez, Mogador, Rabat, Saffi, Tangier and Tetuan. Negotiations are now in progress which it is expected will lead to the establishment of penny postage between England and France.

Pathe Freres at Exhibition.

At the Franco-British Exhibition, where they have erected an elaborate building at a cost of something like £4,000, Messrs. Pathé Frères are exhibiting one of the largest advertising schemes which this industry has ever seen. The exhibition includes a comprehensive display of their many "Pathephone" models, and cinematograph machines and films. Perhaps the essence of this enterprise to talking machine men is the very generous program which has been arranged by Messrs. Pathé for the convenience of prospective buyers. It practically amounts to a gigantic free treat to their principal factors and dealers, which is nothing more or less than an invitation to the exhibition at Pathé's expense. First-class railway tickets, accommodation at the Russell Hotel; in fact the fortunate members of this little party will be entertained in a right royal manner altogether. Truly, an event not easily forgotten—and that is the essence of good advertising. That the business of the Pathé Co. in London has increased three times during the month of May as against even time last year is no matter for surprise.

Horace Sheble in London.

A visitor here is Horace Sheble, of the Hawthorne & Sheble Co., makers of the famous "Star" products. Models specially adapted to the English market ranging in price from £5 to £15 are now on view in the show room of Messrs. Willebald Tweer & Co., Tabernacle street, London, which firm, by the way, will act here in the interests of the Hawthorne & Sheble Co. "We are going to sell, however, only through the principal factors in London and the provinces," said Mr. Sheble, "and their names I can give you later on. In the meantime come and look at our machines. The £15 model, as you will see, has four springs in the motor, which we guarantee will run forty-five minutes with one winding. The next model has three springs, exactly on the same principle of construction, and so it goes on down to the £5 machine." A detailed description of the "Star" motor would take up more space than I have at my disposal, and I must content myself by saying that it is the most beautiful piece of workmanship, both in finish and scientific principles of construction, ever seen in a talking machine of its value. Throughout the whole machine there are quite a number of new features—and there's a reason for every one of them. A display of the "Star" machines and records will be exhibited to the more important English factors, and I have no doubt but what the response will be satisfactory. Asked as to his opinion of trade conditions on this side of the water, Mr. Sheble said: "I find talking machine business rather dull in England just at present, but it is my experience that sales slow up very appreciably at this time of the year, and as such no man is justified in taking a pessimistic view of the situation. I have spent some weeks on the Continent and in both Germany and Switzerland I found things in a considerably better condition than in London." Mr. Sheble is returning home on Saturday, July 11.

Becomes a Columbia Jobber.

"Tilley for Titles," as H. W. Tilley, of 9 Wood street, Cardiff, is alliteratively known, has joined the list of Columbia factors.

A Correction.

Price of the Clafion Disc Record not yet fixed. I am asked to correct the report which inadvertently appeared in our June issue that the price of the Premier Co.'s new disc was fixed at two shillings and sixpence. It is a matter not yet decided.

Preserver Drama.

One of the provisions for old age which will soon be made by every actor and actress is the record of his or her best work by means of the cinematograph and phonograph. Imagine the triumph with which an old actress would produce her film and her record, and let the young ones know what she was at her best!

To Exhibit at Toronto.

I am advised by Messrs. Pathé Frères that they

will be exhibiting certain models of their machines at the exhibition which is to be held next August at Toronto, Canada.

A Visitor from Germany.

Dr. Hethey, of the Excelsiorwerk, Cologne, Germany, was recently in London for business purposes. The excellence of the Excelsior motors is famous the world over, and the Doctor expresses himself as well satisfied with the English and foreign business, which is keeping the factory hard pushed to supply. While here he fixed up two large contracts exclusively for a continuous supply of motors of the best pattern. His latest invention is an aluminum tone arm, for which, it is claimed, that the sound is modulated and sweetened without loss of individuality. In regard to phonographs, the Doctor states that he finds their sales are going down in favor of the disc type, and that phonographs are now largely a matter of Christmas sales only. English talking machine prospects he regards as very favorable—especially so for next season.

Royal Expanding Disc Albums.

We have had the pleasure of inspecting the new Royal Expanding disc album brought out by the City Manufacturing Co., 56 City Rd., London. It is right up-to-date, and its advantages will be readily understood when we explain that being expanding it adapts itself to any number of records from 1 to 12, so that when empty it takes up little room—unlike any other album on the market. This will be very highly appreciated by the factors and dealers, to whom space is always valuable. It is being made in two qualities and several colors, and the prices are very moderate. Horace C. Lewis, the company's able representative, reports having secured several large orders, which at this time of the year shows that there is at least one man who doesn't waste his time complaining of summer slackness.

Columbia Co.'s New Policy.

The Columbia Phonograph Co. announce the closing of their Cardiff Branch the end of June. The reason for this course is found in the trade policy laid down by the general manager. "Wholesale business only" is to be the Columbia motto as soon as the necessary arrangements can be made. The future sales policy of the company is set forth as follows: "To overcome the current ignorance and prejudice, existing in the early days of the talking machine business, it was imperative that imposing displays of talking machine goods should be made as striking object lessons to all, and to this end the Columbia people followed the very practical course of opening commanding, well-stocked premises in prominent shopping thoroughfares in the great centers of population. There can be no manner of doubt that this course by its educational effect has contributed its full share to the advancement of the talking machine to its present position of popular favor, to the advantage of the entire trade. Now, however, that the business is coming more and more into its own and dealers are taking it up with enthusiasm, the Columbia Co. recognize that the necessity for their pioneer work has passed. Accordingly they intend to confine their energies to their ever-extending wholesale trade, as soon as it is possible to make such necessary arrangements as are illustrated in the closing of the Cardiff Branch, and the retail business will be left entirely to the dealers, who will be supplied through their factor."

If you expect your clerks to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

AN OPPORTUNITY for Foreign Manufacturers To Create Business In America

I am ready to close satisfactory deals with European manufacturers of Talking Machine specialties who desire representation in this country. There is a great field here for specialty manufacturers and the American dealers are ready to take on side lines which are attractive. I know the business, having had years of experience with the dealers, and realize the possibilities of enormous output here for the right kind of trade attractions. Address

TRADE SPECIALIST

Care of **The Talking Machine World**

1 Madison Avenue NEW YORK

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 EUROPEAN HEADQUARTERS—(Continued.)

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, July 3, 1908.

Just before the Whitsuntide holidays, business was exceptionally flat in this city, but since then most of the dealers say that trade is quite up to the average, as far as regular sales are concerned.

At Jake Graham's in Renshaw street business has been very satisfactory right through the season. He carries everything in stock connected with the talking machine industry. Handling, as he does, the highest class goods, such as Gramophone, Columbia, Edison's, the trade has been such as to warrant extensive additions to his show rooms. The new wooden horn that the Gramophone Co. are supplying is exceptionally nice, both in looks and tone, and there will certainly be a great future before it, for those who do not mind a little extra in price. The oldest trader in the district, Jake Graham concentrates on talking machine goods exclusively.

Messrs. Johnson's, Ltd., are putting on the market a new type of machine, the tone arm and horn being *in one piece*, and without any detrimental bends in it to retard the sound. The retail price will be 55s., subject, of course, to the usual discount. Another invention that Messrs. Johnson have in view, is a special tone arm fitting, to suit either the Pathe pattern or needle pattern sound box.

The new flower horns, which are vertical, instead of horizontal, and the tone arm sets for phonographs, have also been selling very freely, and business is not only reported well at this firm's establishment in Liverpool, but also very good in Birmingham, which is another branch of theirs. Altogether, Messrs. Johnson's appear to be in the front rank as regards novelties for the coming season.

We were glad to hear that Messrs. Van Gruisen & Son were very satisfied with their gramophone business. Devoting a special department to these goods, the Liverpool papers have commented most favorably upon the way in which their recitals are given, in a special and handsomely furnished salon, which has been reserved for that purpose.

Messrs. Archer & Sons report through their manager, Mr. Johnson, good sales right up to the present, and they expect tremendous things during the coming season.

Messrs. Thompson, Helsby & Co. report business as holding up well, with Pathe goods still predominant. The Melograph Disc Record Co. have recently taken up the factorship of Pathe Freres's goods.

The Pathe Co. are pushing extensively in the North their cabinet pattern machines, at £12, £20 and £39, respectively. They are termed "Pathephone Salon Cabinets," and this class of machine is becoming very popular. Messrs. Smith & Sons, of Lord street, Liverpool, have recently, we understand, taken up Pathe goods, and are pushing them. Irrespective of the above models, the Pathe Co. are now putting upon the market their A. 1. model, retailing at 27s. 6d. each.

Lewis Young has joined the Pathe Co. as recording expert, and is following the American footsteps in giving records in quite a new style, smart and crisp.

YORKSHIRE NOTES—LEEDS.

Leeds, July 4, 1908.

Reports all round say that although the cylinder business has had a long run, the disc trade will undoubtedly be the trade of the future here. The fine weather has caused a considerable setback in the retail sales, but generally speaking, business has been quite up to the average, if not rather more so.

Messrs. Scott & Co., Messrs. Hilton & Co., Messrs. Appleton's and Mr. Jenkins, who is the

largest Pathe agent, say that while retail trade is quiet the wholesale is steadily improving.

Messrs. Hilton & Co.'s popular manager, J. W. Ribbons, was for a time laid up, but we are glad to find, however, that it is nothing very serious, and hope that this gentleman will soon be in harness again.

Bradford, July 5, 1908.

A new limited company is now in course of formation in Bradford under the title of "The Longest Playing Phone Co.," for the exploitation of a phonograph capable of playing four standard size cylinders, or the equivalent of two 8-inch or one 16-inch, respectively. We have not, however, had the opportunity yet of inspecting this instrument, but hope to report fully upon it in our next issue.

We are informed that several firms have in contemplation the opening of depots for the supply of their goods, direct from the manufacturer to the consumer.

LANCASHIRE NOTES—WIGAN.

Wigan, July 6, 1908.

In Wigan there are a good many small dealers handling talking machine goods and records. We cannot, however, congratulate some of them upon the cleanliness and method of their window dressing, and we think it would take a lot of persuasion to make one believe that many of the machines, as shown in the small shops, are new, owing to their dust covered appearance. Both the machines and records have a second-hand look about them. However, the leading agents who endeavor to do the trade right here are as follows:

Messrs. W. Grime & Sons, of the Arcade, handle gramophones and zophonones as extensively as possible. Having a very old connection, and being large music and musical instrument dealers, they cater for the best class of trade in the town. The past season with them has been a particularly good one, and the sales have been most satisfactory. This firm are giving a series of recitals in one of the leading parks, during the summer months, and, as far as we can ascertain, they will use either a Gramophone or an Autexophone, and they look forward to this move as beginning the era of a successful season a little later.

In Darlington street we have Messrs. F. & A. Sheargold, at No. 33, and Frank Sheargold at No. 11. In both cases these are music and music instrument dealers, handling gramophones, etc., as a side line.

In the old arcade, J. Latham makes a bold display. Although we were too late to have a chat with Mr. Latham, when in the town, we noticed that he specializes upon Edison, Edison Bell, Clarion and Sterling in the cylinder goods, and Pathe, Melograph, Homophone, Zonophone and Columbia on the disc side. Mr. Latham is a house furnisher, etc., but has devoted one of his shops in the arcade to the talking machine business, and from the show that he makes should think he does a very nice trade.

PRESCOT.

In Prescott, Lancashire, Messrs. Howes are the pioneers in the talking machine industry. Very courteous and obliging, Mr. Howes expressed himself as satisfied with the past season's sales. Holding a large stock of Edison, Edison Bell, Clarion and Sterling in the cylinder goods, with Zonophone and Columbia discs and a good range of machines, he does all he can to increase the popularity of these goods. Anticipating a better season at the fall of this year, he is already making efforts to draw attention to the goods that he supplies. At the recent agricultural show held in Prescott a short time ago, Messrs. Howes made a very fine display of talking machine goods, in conjunction with cycles, etc. Those who heard the demonstration given on the various machines will in all probability be good customers later on. This move of Mr. Howes is worthy the consideration of dealers, living in towns where these agricultural shows are held so as to bring their goods to the front.

MANCHESTER.

Manchester, July 6, 1908.

In Manchester business has not been as rosy as one would have liked to have seen it. The Columbia Phonograph Co. report a brisk demand for records. They have lately brought out a number of "hits," which have sold well. Especially is this the case with regard to "The Last Pub," a humorous skit on the Licensing Bill.

Manager Crossman has just returned from a trip to the "Potteries" district, where he found the demand for Columbia goods strong and growing.

Money is coming in much more freely in some of the houses, and, generally speaking, there is not much to complain about.

At Messrs. Richardson's great preparations are now being made for the new season's supplies. Their intention is to do their level best for the enthusiastic talking machine dealer, and invite all those who intend to make a specialty of the business to come along. They not only want to try and eradicate the troubles and trials of the dealer, but at the same time to work together for mutual advantages. There is no pessimism about Messrs. Richardson, and they express the opinion that there are still good openings for business men in the trade. Where they find territory running to waste their intention is to interest the right man and do all they possibly can to insure success on both sides.

At Messrs. Duwe's they have little cause for complaint and are expecting great things from the new series of Zonophone records recorded by "L'incognita." Messrs. Duwe also keep well to the front with latest novelties and ideas, and various new models of machines are now arriving at their establishment.

The lazy salesman objects to an advertising campaign by his house for the same reason that a lazy soldier objects to a sixteen shot repeating rifle instead of a single shot. He has to carry more argument and has more booty to bring back.

The ROYAL

LATEST AND BEST
EXPANDING

¶ The only album constructed on scientific principles—adapts itself to the number of Records.—Full particulars.

THE CITY MANUFACTURING CO.
56 City Road, London, England

AN IMPORTANT ENGLISH SUIT.

Henry Cowen Brings Suit for Revocation of Patent Which He Sold the American Graphophone Co.—Petitions Dismissed by Justice Eve in a Very Interesting Decision.

A case of considerable interest to the talking machine trade was decided by Mr. Justice Eve in the High Court of Justice, Chancery Division, on the 2d of June.

Henry Cowen, of Berwick-upon-Tweed, alleged that in 1903 he discovered that a mixture of celluloid, shellac and crocus powder gave extremely good results when employed for the making of disc sound records. In 1905 he made a contract with the American Graphophone Co. whereby he sold to the latter all his rights in the discovery and agreed to disclose to it all improvements which he might make in it, and to execute such further documents as might be necessary to put the company in possession of such improvements or to secure patents thereon. On August 7, 1906, the company, by their agent, E. C. R. Marks, of London, applied for a patent in Great Britain, and such patent was granted, numbered 17,767, of 1906, as on a communication from the company.

Mr. Cowen alleged that such patent was obtained in fraud of his rights; that he was the first and true inventor, and petitioned for the revocation of the patent to Marks and for the grant of new letters patent in his own name.

In dismissing Mr. Cowen's petition, Mr. Justice Eve said:

I confess I have been some time wondering with what object this petition has been presented, and the conclusion which has forced itself upon my mind is that Mr. Cowen, feeling that he has been badly treated by the company in America, has launched this petition with a view of seeing whether he cannot bring them to some arrangement with him under which he will be able to earn and to receive those royalties to which, I have no doubt, in perfect good faith, he feels he is morally entitled; but I have really, here, nothing to do with any quarrel or difference between Mr. Cowen and the American company, and nothing that I am about to say must be treated in any way as an adjudication on my part or even as an expression of opinion on my part as to what Mr. Cowen's rights would be in properly constituted proceedings against the American company.

The short point which I have to determine in this case is whether, on the evidence which has been adduced before me, Mr. Cowen has made out a case for the revocation of a patent granted in 1906—the date of the application is the 7th of August, 1906—to Mr. Edward Charles Robert Marks on a communication from abroad.

Now the petition is presented under section 26 of the act of 1883, and the grounds upon which the petitioner alleges that he is entitled to the order for revocation are two. First of all he says that the patent was obtained in fraud of his rights, and secondly, that he is the first and true inventor of at least so much of the invention as is included in claims 1 and 2 of the specification. I will deal with those two matters separately. With regard to the fraud, Mr. Emery, I think, put it very frankly when he really invited me to draw an



50c.

DON'T OVERLOOK A GOOD THING, INVESTIGATE

A Place for Everything and a Needle Box in its Place is Just What Everyone Wants.
Attaches to any Tapering Arm Victor Machine.
No Drilling is Necessary. Simply Set in Place.
SALESMEN Will Save Time and Less Commotion With Needles When Demonstrating to a Prospective Buyer. TRY IT!
DEALERS Will increase Their Sales at Least 50 per cent. by Using the IDEAL COMBINATION NEEDLE BOX AND HOLDER. It is a Practical Necessity.
DEALERS are Requested to Order from their Jobbers. If they Cannot Supply You, Write US. Good Discount to the Trade.



50c.

R. R. BROWNE SPECIALTY COMPANY, Toledo, Ohio

inference of fraud from the atmospheric conditions surrounding the case. I say that because there is absolutely no direct evidence of fraud, but he says, looking at the correspondence, looking at the position in which this man was, and tacking on such evidence as he has given, the court ought to come to the conclusion that the obtaining of a patent by Emerson in 1905, followed by the obtaining through Marks of this patent of 1906, savors so much of fraud as to lead the court to the conclusion that the last of the two patents ought to be revoked on the ground that it has been obtained in fraud of the rights of the petitioner. I need not repeat it; it has been often said, and it is said in a very similar case to this by Mr. Justice Farwell in Jameson's patent, that when a man comes forward with a charge of fraud he is bound to prove it entirely, and the real fraud or the suggested fraud which underlies the case of the petitioner here is that the American company, having got possession of his specification, their liability to make him further payments depending upon the acceptance of that specification, deliberately abstained from taking the necessary steps to get the patent granted on that specification, but allowed Emerson, unknown to the petitioner, to put in a substantive application on his own account and get the patent of 1905, neglecting or refusing really to proceed with any intention of perfecting it with the petitioner's application. That is really the gravamen of the charge of fraud. That has not been proved. There has not been a particle of evidence tendered to me to show that. This does appear: First, that there has not been any patent granted in the United States on the specification of the petitioner; secondly, that difficulties were raised on the report that Mr. Emery himself has put in, in the Patent Office, which looked very much like destroying seventeen out of the eighteen claims put forward in the specification; and the third matter which has been shown is this: that although undoubtedly Emerson's patent of 1905 does include a composition of celluloid and shellac, or a composition in which celluloid and shellac are ingredients, the patent which is granted to him is a patent for the application of that composition by pressure and in sheets, which is the subject matter of the discovery which the petitioner says he made in the month of May, 1906. I think upon this issue it is sufficient for me to say that it would be quite impossible, and I might be doing the very gravest injustice were I to do so to conclude from, as I say, the atmospheric conditions which surround this case and the correspondence to which my attention has been drawn, that the American company were guilty of any fraud in connection with Emerson's patent; and if I dispose of that suggestion of fraud it seems to me extremely difficult to even see any case upon which it could be suggested that the subsequent proceedings which resulted in the granting of the English patent to Marks were in the least tinged with any fraud on the part of his principals, the American company. On that particular sub-section, therefore (sub-section C of section 26), I hold that the petitioner has made out no case whatever. Before departing from that I would point out this difficulty, which seems to me to be insuperable, in the way of the petitioner: He agreed with the American company to sell his patent, and he sold it to them and received a small portion of the consideration, the whole of which was to be paid over a period of time. He further agreed and covenanted with them that he would, if he made any improvements, not disclose those

improvements to any other person; affirmatively he covenanted that he would disclose those improvements to the American company and would give them all such information as to enable them to obtain patents for the method as so improved, in America and abroad—abroad, of course, being with reference to America. He has frankly admitted, and he gave his evidence with great frankness, that he quite recognized that that which he discovered in 1903-05 was sold to the American company; that that which he discovered in 1906 he had provisionally sold to the American company to this extent; that he could not sell it to anybody else, and that he had bound himself by covenant to give the American company the benefit of it. Further, he frankly recognized that it was his duty to put the American company in possession of such information as would enable them to patent it. Assuming that all those things had been done, assuming that this patent of Marks' is a patent based upon the petitioner's own and original invention, he merely carried out his contract, and the American company have been merely doing that which they were entitled to do under the agreement which the petitioner himself recognized they were entitled to do in applying for this patent.

When once that state of facts is comprehended, it is impossible to say that the petitioner can then turn round to the American company and say: Notwithstanding that this is the legal position, yet, inasmuch as you have in my opinion and from my point of view not discharged your agreement, I allege that you, acting on the agreement, have really defrauded me. It is a contradiction in terms to attach to conduct which is consonant with the agreement, an allegation that it is a fraud upon one of the parties equally bound by that agreement.

Now, the next point upon which the petitioner relies is this: he says he is the first and true inventor of at least the composition of that which is claimed in claims 1 and 2 in Marks' specification, and that on that ground he ought not to be hurt in his trade by reason of Marks obtaining this patent in this country. The answer to that, I think, is what Mr. Astbury has put. It may be that he was the man who first discovered it, but he has sold the whole benefit of that discovery to the American company; it is the property of the American company, and if, in fact, the American company having taken his property, have not paid him for it, he has his remedies, but remedies of a totally different nature from the one which he has chosen to adopt, and I cannot possibly allow this procedure—I should be doing very wrong if I did so—against a perfectly innocent patentee in this country, fulfilling, I agree, the position of trustee for a principal abroad, if I were to allow the petition against a person in that position to be used for the purpose of enforcing some contractual rights which the petitioner has against the patentee's principals in America.

The use, such as was made of these discs prior to the granting of this patent, was, in pursuance of Mr. Cowen's own contract, merely of an experimental character. The communication which was made from abroad to Mr. Marks constituted him the first and true inventor within the principle of the cases which have been decided, and as I have already said, the fact that Mr. Cowen has differences with Mr. Marks' principals cannot possibly be a justification for adopting such procedure as has been adopted in presenting this petition.

Under these circumstances I have no alternative but to dismiss the petition, and that being the result, I must dismiss the petition with costs.

PHOTOGRAPHING SPOKEN WORDS.

Development of This Idea—Telephone Messages of the Future Can be Recorded Automatically.

The photographing of spoken words has been accomplished for some time, but the signs obtained on the sensitive ribbon have not always proved perfectly clear, nor has it been possible to read the traced marks. M. Poincare read a paper on June 15 before the Academy of Science in Paris on the experiments made by a physician, M. Devaux-Charbonnel, who has succeeded in photographing words by means of signs so clear that they can be deciphered.

Vowels and diphthongs spoken in front of a microphone connected with an extremely sensitive Blondel oscillograph are depicted on a photographic plate by curves, each sound giving a different curve. "By means of this method," Dr. Devaux-Charbonnel says, "it will in time be possible to read a telephone message sent when the receiver is not present to take it."

The apparatus, placed in front of the telephone, will photograph the words, and the photographed signs will be read as shorthand is. The voices of criminals will be photographically stenographed, thus giving an additional means of identification, which with the impression of the fingertips and anthropometry should make identification absolutely certain.

NEEDLES

**We Have Them
ALL STYLES
for all
Disc Machines**

For Loud, Medium, Soft, Musical Tones.

"Gold" Needles, for use on Celluloid Discs.

"BELL TONE," for Concert use EXTRA LOUD.

MULTITONE. Three (3) Tones in one needle. Plays Loud, Soft and Medium without changing the needle. Plays 10 Records without hurt to the Record.

Needles for the Victrola Machine.

WE CARRY ALL IN STOCK. 100 to envelope. 300 in Tin Box.

Special orders—packed as required—own printing if desired.

Made of Best English Steel. Highest Quality, Lowest Prices, Prompt Deliveries.

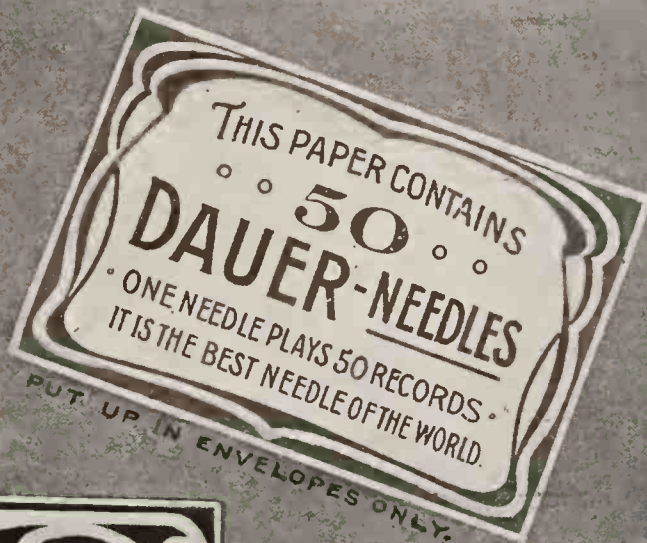
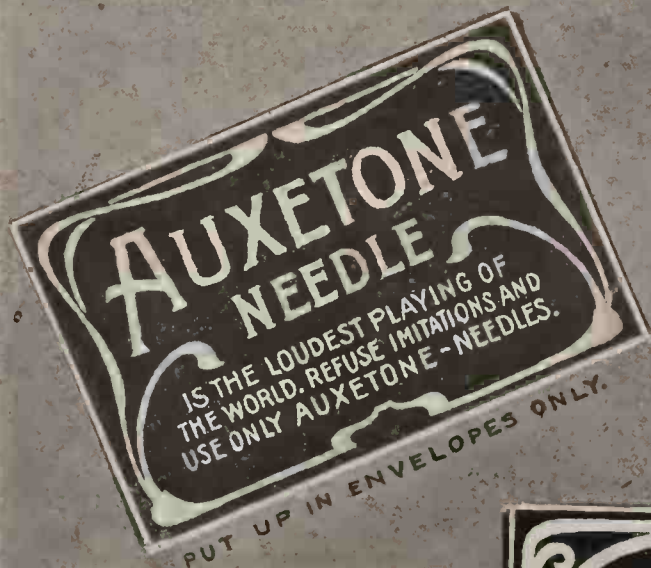
C. H. CROWLEY, Maker of Needles

274 CHURCH STREET, NEW YORK

211 JACKSON BOULEVARD, CHICAGO

“NEEDLES”

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. **GET IN LINE.**



NOTICE

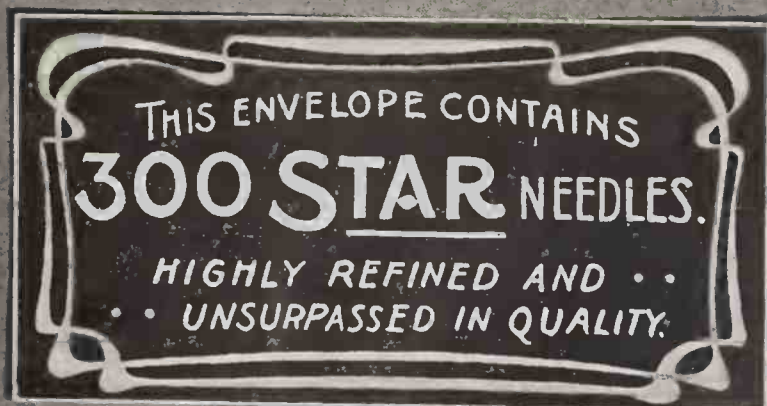
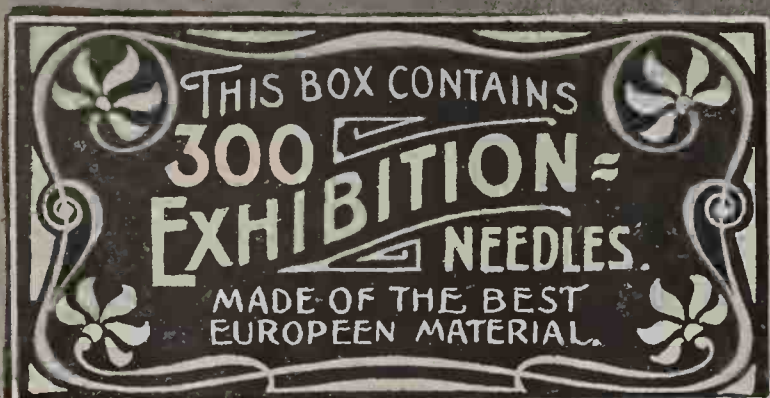
We have built a large business in selling the best needles.

WHY DON'T YOU DO THE SAME?

NOTICE

Get our prices on needles put up in your own Special Package with your own name on.

ADVERTISE YOURSELF



TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

CINCINNATI'S BUDGET OF NEWS

Conditions Improving in Retail Field—Organizer of First Talking Machine Association a Cincinnati—Big Demand for Red Seal Records at Wurlitzer's—Trying Out a New "Approval" Selling Plan—Other Wurlitzer News—Milner Music Co. Entertain Democratic Club With Bryan Records—Columbia Co. Report Good Trade—Successful Outing of Wurlitzer's Employees—Other Notes of General Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, O., July 8, 1908.

Talking machine dealers claim that conditions are improving, and that June made a good showing. The wholesale trade, however, was marked by a slump. The present month started off with a marked degree of energy, indicative of results. The dealers are clearly optimistic and say this month will give an activity to the trade that will continue.

This city was represented by several dealers at the convention in Atlantic City. In this connection it may be said that Cincinnati claims a citizen who was the first to head an organization of talking machine dealers, then known as the Central States organization. This was George Ilsen, who later presided over the first convention of the national association. He is now one of the two honorary members of the National Association of Talking Machine Jobbers.

The Rudolph Wurlitzer Co.'s talking machine department reports a splendid demand during June of the Red Seal records. The Victrolas were not as much in the running as during May. The instalment feature of the business showed a marked increase, and this was encouraging, because the instalment machine buyer proves to be a liberal cash buyer of records. The Wurlitzer Co. are trying a new plan of selling machines, called the approval plan. The firm offer to send a machine on free trial to homes in the city. Many applications were received, and only one out of the ten machines sent out is said to have been returned. Wurlitzer is advertising the advantages of the Victor as a summer entertainer for the home, houseboat or summer camp, and has filled a number of such places about the city.

T. Sigman, manager of the extensive retail department of Wurlitzer's, has charge of the houseboat or camp feature of the trade, and has made this branch of the talking machine business one of the most desirable the firm controls. Mr. Sigman modestly gives Wurlitzer's clean and cool salesrooms much credit for drawing many Victor owners forth to purchase records.

Manager Dittrich, of the Wurlitzer talking machine department, commenting on the

trade said: "The loyalty of Cincinnati dealers to the Wurlitzer Co. has always been a source of favorable comment by visiting jobbers. Cincinnati is perhaps the only city in the country in which the factory representative and the retail dealer co-operate and enjoy mutual good will. Dealers find us a live competitor, a liberal advertiser and a trade builder. They enjoy their share of the demand for Victor goods that this firm creates. All local dealers appreciate this and realize that the success of the jobber represents a corresponding success on their part. This company always refers foreign inquiries to the local dealer if advisable, but where no dealer exists then the inquiry is followed up through the mails."

Joseph Dittrich left for Atlantic City, July 3, to attend the convention. Pressing business engagements prevented Rudolph Wurlitzer, Jr., attending. Mr. Uhl, of the Wurlitzer Chicago house, was another of Wurlitzer representatives at the convention.

Archie Scheu, manager of Wurlitzer's piano department, left on the evening of July 3 for Atlantic City. A number of Wurlitzer's sales force residing in one of the suburbs arranged to give him an ovation as his train went through. Red fire, roman candles and noise-makers figured in the ovation. The rural villagers, taking it for granted that Taft or some other notable was on board, joined in and made a big success of the ovation. Scheu was deeply (and swiftly) moved, while the suburbanites are still wondering whether it was Taft, Bryan or Wu Ting Fang that they ovated.

The Milner Music Co. arranged with the Democratic Club, of this city, to entertain the club members with a number of the National Co.'s notable speeches of Bryan—a la talking machine. The entertainment came off Thursday night, July 2, and was important enough to be caricatured to a queen's taste by a local Republican paper. Under the caption, "Master's Voice Uncanned at the Meeting of the Cincinnati Democracy," the "canned eloquence" was shown at its best or worst use in a series of six cartoons, of which one was to scare burglars away, another to serve as a morning alarm and another to kill dogs.

The "crown of thorns" cross of gold speech so enthused one man that he had to shake hands with somebody, and since Bryan himself wasn't on hand he shook the hand of the man who operated the machine. From the Milner Music Co. point of view the entertainment proved a big advertisement.

"The Columbia Phonograph Co.," said Manager Nichols, "did a splendid June business. The trade was not confined to any particular feature. The general line received the call. An active record trade developed in June, and indications are that a turn for the better has come. I think we are justified in expecting business to be back to normal proportions in a very short time. More people are being employed, and in general the outlook tends upward. Medium-priced machines showed a decided increase in sales."

W. L. Sprague, representing the jobbing department of the Columbia Phonograph Co., was a visitor last week.

"An Harmonious Clash." This paradoxical caption appeared as the insignia of a handsome



DECORATED TRUCK AT WURLITZER CO.'S FIELD DAY.

invitation issued by the Rudolph Wurlitzer Co. for the annual field day given by them to their employes and families. These numbered about 300. The company supplied four large auto-piano trucks, handsomely decorated by E. G. McConnell, of the talking machine department. The trade-mark, "His Master's Voice," is very much in evidence, as the accompanying picture shows. The employes left the warerooms at 2 p. m. for Valley View Park, Dayton, Ky., and made an afternoon and evening of the picnic. The feature of the outing was a baseball game between Wurlitzer's married and single men, in which the married men came off victors, much to the chagrin of the single men, who vowed they would all get married since their defeat. The pitching of A. W. Scheu was cheered heartily. Fourteen men were struck out and only three hits allowed. One of the talking machine salesmen said: "The single men looked like 5144 before the game, but after the game they were 5027." The firm set out a splendid assortment of delectables, including lemonade, ice cream, cakes, peanuts, cigars and candy. The outing was declared a huge success and will become an annual affair in the way of an annual field day. The spirit of harmony and good will between employer and employe, as a result of such affairs, is gratifying to the store management. The employes are not wanting in words of commendation for the Wurlitzer brothers, who spared neither labor nor money to give all a good time.

TALKING MACHINES FOR INDIA.

(Special to The Talking Machine World.)

Washington, June 30, 1908.

A British-Indian firm that has been engaged in the importation and sale of American sewing-machines for the last forty years desires to establish a trade in American talking machines, bicycles and typewriters and has requested an American consul to procure for them catalogs and price lists from manufacturers of such goods. The address of the firm is on file at the Bureau of Manufactures and may be secured by referring to File No. 2315.

DO YOU MEET THE DEMAND

FOR

VERNIS MARTIN
IMT. ROOKWOOD
DECORATED AND
INLAID DESIGN

CABINETS ?

They help sell expensive machines

BUY THEM FROM

Cadillac Cabinet Co.
DETROIT, MICH.



One of the 41 Record Cabinets shown in our new CATALOG OF MUSIC ROOM FURNITURE.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., July 8, 1908.

SOUND-BOX FOR TALKING MACHINES. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 890,142.

This invention relates to sound-boxes for talking machines and has reference more particularly to the construction of the diaphragms for such sound-boxes. The object of the invention is to effect certain improvements in the construction of such diaphragms to the end that a greater volume of sound is obtained in reproducing a record and that a more faithful reproduction is obtained as a result of the elimination of false sound vibrations.

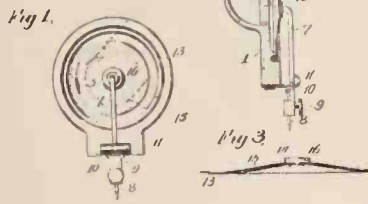
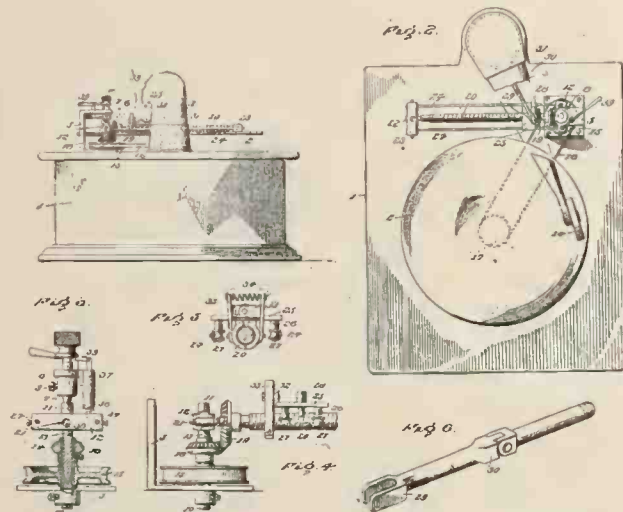


Figure 1 is a front view of a sound-box. Fig. 2 is a central section of the same and Fig. 3 is an enlarged sectional view of the diaphragm alone.

FEED MECHANISM FOR PHONOGRAPHS. Herman Schroder, New York. Patent No. 891,378.

This invention comprehends certain new and useful improvements in disc talking machines, and has for its object an improved construction of mechanism for imparting a horizontal move-



ment to the taper arm so as to positively feed the needle or stylus transversely in the spiral groove of the rotating record disc.

Figure 1 is a rear view of a phonograph equipped with the improvements of the invention; Fig. 2 is a top plan view thereof; Fig. 3 is a sectional view, the section being taken across the guide rods of the supporting frame for the feed shaft, parts of the actuating mechanism being shown in section; Fig. 4 is a detail longitudinal section of a portion of the actuating mechanism; Fig. 5 is a detail transverse section across the feed shaft, showing the feed carriage in elevation; and, Fig. 6 is a detail perspective view of the actuating arm.

PHONOGRAPH HORN. Herman Schroder, New York. Patent No. 890,534.

This invention relates particularly to an improved construction of phonograph horn or megaphone which will result in reproducing a mellow sound without any of that metallic characteristic or tone quality which is such an objectionable incident of the ordinary metallic horn.

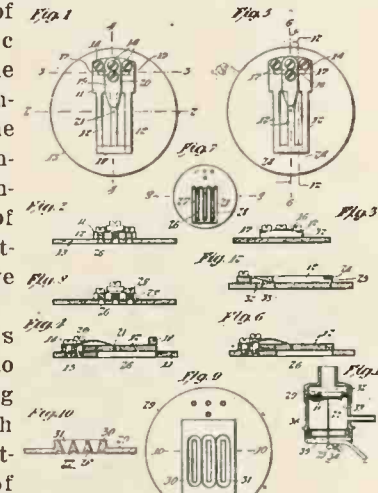
In the accompanying drawings is illustrated an improved construction of phonograph horn as embodied in that type of phonograph where

the sound amplifying means is mounted in a stationary manner within a casing or cabinet, upon which the disc or cylinder record is mounted. In the drawings: Figure 1 is a perspective view of a phonograph embodying the improvements of the invention. Fig. 2 is a longitudinal sectional view.

SOUND-REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 891,367.

This invention relates to sound reproducers of the general type disclosed and claimed in applications Serial No. 288,837, filed November 24, 1905, and Serial No. 307,324, filed March 22, 1906, and has for its object the provision of means whereby improved results will be secured. It consists of an improved form of valve for varying the rate of flow of elastic fluid through the ports which communicate with the resonating chamber, and an improved form of port for co-operating with the valve referred to.

Reference is hereby made to the accompanying drawing of which Figure 1 is a bottom plan view of a port plate to which one form of valve is applied; Figs. 2, 3 and 4 are sections upon lines 2-2, 3-3 and 4-4, respectively, of Fig. 1; Fig. 5 is a bottom plan view of a port plate provided with a modified form of valve; Fig. 6 is a section on line 6-6 of Fig. 5; Fig. 7 is a bottom plan on a smaller scale of a port plate adapted to be used with either of the valves illustrated or with any other valve which is adapted to be used with either of the valves illustrated or with any other valve which is adapted to vary the flow of elastic fluid through the ports in accordance with the vibrations of sound waves; Fig. 8 is an enlarged section on line 8-8 of Fig. 7 with a valve seated upon the ports thereof; Fig. 9 is a plan view of a modified form of port plate; Fig. 10 is a section on line 10-10 of Fig. 9; Fig. 11 is a vertical section of a phonographic sound re-



producer showing the relative locations of the ported plate, valve, resonating chamber, stylus, etc., and Fig. 12 is a section on line 12-12 of Fig. 5.

TURNTABLE FOR GRAMOPHONE MACHINES. Edwin H. Mobley, Hillside, Pa. Patent No. 891,356.

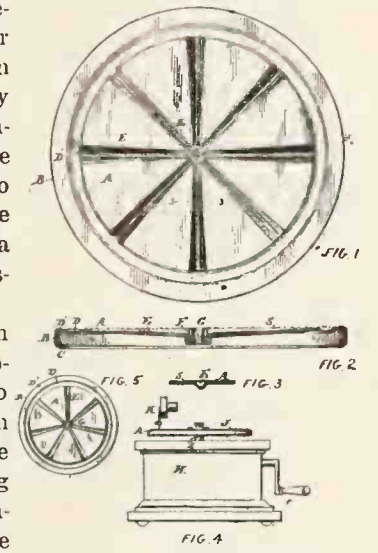
The object of this invention is to provide a construction of turntable for talking machines which shall embody accuracy of rotation, lightness, and cheapness of manufacture. Heretofore, the turntables of sound reproducing machines of the gramophone type have been made heavy and of cast iron. The castings frequently warp and give an irregular surface for the reception of the sound record tablet and cause a very uneven travel of the same. This is injurious, in that the stylus is made to seriously affect the form of the grooves because of the greater duty thus put upon it. The heavy weight of the turntable required more spring power to rotate it, and the turntable as a whole was needlessly costly.

This invention overcomes the objections inherent to the heavy cast-iron turntables above pointed out. Being light, this improved turntable gets up its speed of rotation more quickly at starting to produce the proper rate of vibration to secure the articulation of sound desired and yet, when the pressure of the sound box and connections are transmitted to it through the stylus and record tablet, the "drag," thus obtained, insures its speed remaining steady and always reliable.

This invention consists of the turntable of the motor part of a gramophone instrument when made of sheet metal shaped to maintain a flat condition upon its upper surface which acts as a support for the record disc.

More specifically, this invention comprehends the sheet metal turntable provided with a downwardly extending flange on its outer edge, an annular groove or downwardly extending rib near its outer edge and preferably a series of radial downwardly extending ribs, said ribs radiating from the neighborhood of the hub.

This invention also embodies details of construction which, together with the features above



MIRAPHONE

Combination Music Box and Talking Machine



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

Write for Catalogue, Terms and Prices

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

specified, will be better understood by reference to the drawings, in which:

Figure 1 is a plan view of improved turntable; Fig. 2 is a transverse section of the same; Fig. 3 is a cross section on line 3—3 of Fig. 1; Fig. 4 is an elevation of a portion of a gramophone instrument with improved turntable applied, and Fig. 5 is a plan view of a modification.

AUTOMATIC STOP FOR PHONOGRAPHS. Charles P. Cook, Plymouth, Conn. Patent No. 890,338.

This invention relates to talking machines, and has particular reference to devices whereby such machines may be automatically stopped at the desired time at the end of the travel of the reproducer. Among the special objects aimed at in the present invention are to provide a device of the character above described which is simple in construction, easy of application to the machine, and in which the parts are readily adjustable according to the various types of machines to which it

is applicable and to compensate for variations according to the various requirements.

Figure 1 is a general perspective view of a fragment of a common type of phonograph or talking machine, with the present invention shown as applied thereto, and

Fig. 2 is a plan view of the attachment.

PHONOGRAPHY. Isidor Kitsee, Philadelphia, Pa. Patent No. 877,845.

This invention relates to an improvement in phonography. Its object is to increase the efficiency of phonographic records by producing them in such manner as to impart thereto capacity for amplifying the sound in the reproduction of the sound waves, and thereby overcoming the necessity for employing mechanical devices to obtain such amplification. The underlying principle of the invention consists in the enlargement of the original record and also in the production of copies from said enlargement.

In the drawings, Figure 1 is a plan view conventionally illustrating an original transparent record. Fig. 2 is a similar view of a sound amplifying copy of the record disclosed in Fig. 1.

TALKING MACHINE DISC PROTECTOR. Jessie M. Highley, Niles, Cal. Patent No. 877,842.

This invention relates to a protective device for talking machine discs. It consists of soft felt or equivalent attachment placed upon the back of the disc, and in details of construction which will be more fully explained by reference to the accompanying drawings, in which:

Figure 1 is a plan view. Fig. 2 is a sectional elevation of the invention.

TOM MURRAY BEING HEARD FROM.

T. C. Murray, who takes the output of the Wooden Phonograph Horn Co., recently sold 400 of their horns to the Columbia Phonograph Co., general. Mr. Murray severed his connection with the latter concern, for whom he traveled in the spring. He also has another "Iron in the fire," namely, a moving picture machine, with synchronous records—discs or cylinders—for home use, at a very moderate price. Tom believes he has a

big thing in the latter line, which he will also control exclusively.

CANNOT RESTRAIN USE OF NAME.

Vice-Chancellor Rules "Penny Arcades" Have Right to Adopt Edison's Cognomen—Different from Other Cases.

Thomas A. Edison cannot restrain the use of his name by concerns conducting so-called "penny-arcades," where phonographs and kinetoscopes made by the National Phonograph Co. and the Edison Manufacturing Co. are used. This Vice-Chancellor Emery has just decided in an opinion handed down in Newark, N. J., recently, in which he sustains a demurrer entered by the "Mills-Edisonia," defendant in injunction proceedings brought by Mr. Edison individually, and the two Edison concerns named through McCarter & English.

The vice-chancellor takes occasion to say that the case at bar differs from the suit of the Edison Storage Battery Co. against Edison Automobile Co., in which the use of the name Edison was enjoined by former Vice-Chancellor Pitney, "because one of the objects for which the defendant was incorporated was the manufacture of storage batteries of complainant, and the circumstances showed that the purpose of using the name was to obtain in their business of selling automobiles and in competition with complainants, the benefit of the name of Edison, who had assigned his storage battery for automobiles to complainant.

"In Edison vs. Edison Polyform Co.," the vice-chancellor says: "Vice-Chancellor Stevens, on the application of the present complainant, enjoined the use of his name in the defendant's corporate name, because on all the facts of the case it appeared that this use of his name was part of a fraudulent contrivance of the company in connection with the use of certificates appearing to be signed by him (Edison) and of his pictures, to lead the public to believe that Edison was connected with the business."

The vice-chancellor gives excerpts from the bill, from which he deduces "that it is obvious that the improper use by the defendant of complainant Edison's name in unfair competition or infringement of trademarks is not relied on and that the claim for relief is not based on rights of this character."

"It is not claimed," the opinion reads on, "that defendant is engaged at all in the manufacture or sale of either phonographs or kinetoscopes, and it appears affirmatively that it is engaged

in a business which none of the complainants is engaged in, viz., the use of machines for exhibition, and I think it must also be taken as appearing that the instruments used for exhibition by defendant are those manufactured and sold by the corporate complainant."

The vice-chancellor cites also the case of Edison vs. Hawthorne, in which he says it was held that the words "Edison Phonograph Agency" in defendant's sign "did not indicate that defendants were agents of Edison, but that it was an agency for the sale of Edison's phonographs, and that complainant had no right to enjoin the combined use of the name even by persons who had formerly been his agents.

Edison's claim for relief, the vice-chancellor says, must therefore be based, not on the protection of any property right, but on his personal right to enjoin the use of his name, or any plain derivative of it, by any corporation with which he is not personally connected. No court has ever yet gone to this extent, and in decisions the question of the existence of such personal right, as distinct from a property right, has been reserved.

ANENT TRADEMARKS IN GERMANY.

The following information regarding the protection of trademarks in the German possessions, which should prove of interest to exporters in all lines, has been forwarded by Vice-Consul Ernest Vollmer, at Tsingtan: "According to paragraph 4 of the imperial orders of November 9, 1900, regarding laws in the German colonies, the law of the German Empire for the protection of trademarks of May 12, 1894, is in force in the German possessions. Registry of trademarks is made and the register kept by the Patent Bureau in Berlin. Notice of the establishment of a trademark must be made to that office in writing. With every such notice there must be a description of the business in which the proposed mark is to be used, a description of the goods which it is to mark or accompany, as well as a clear copy and description of the mark, as far as these may be deemed necessary. For every trademark a fee of 30 marks (mark—23.8 cents) is to be paid upon giving the notice.

As was forecasted in these columns, jobbers are reordering the William J. Bryan records on a large scale. One jobber who sent in three orders, wrote that unless he can get a large shipment at once he will not have enough to fill dealers' orders already in. The National Phonograph Co. are working overtime to get caught up on the Bryan orders.

NOTICE

TO MICHIGAN DEALERS:

We control the sale in Michigan of the popular "*Indestructible Records.*"

Here is a Record you can kick from "Dan to Beersheba" without injury. Naturally it is a quick seller. Strong in tone—very musical.

We have a large line, embracing all the selections put out, and can fill all orders "Johnny-on-the-spot." If you haven't the "*Indestructible Records*" in stock, you ought to have them sure.

We are having a nice demand on *Record Cabinets*. Have you had our latest quotations? If not, the fault is yours, not ours. Let us hear from you.

AMERICAN PHONOGRAPH CO.

EDISON JOBBERS FOR MICHIGAN

106 WOODWARD AVE., DETROIT, MICH.

RECORD BULLETINS FOR AUGUST, 1908

NEW VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.
 5495 Captain Cupid March.....Pryor 10
 5490 "Red Wing" Medley ("Much Obligated to You," "Red Wing," "Sweetheart Days," and "I'm Afraid to Come Home in the Dark")..... 10
 VICTOR DANCE ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
 31704 "The World Is Mine" Waltzes...Fahrbach 12
 MANDOLIN AND GUITAR DUET BY SIEGEL AND BUTIN.
 5500 Estellita Waltz.....Siegel 10
 VIOLIN SOLO BY HOWARD RATAY, ACCOMP. BY VICTOR ORCH.
 5480 Serenade.....Moszkowski 10
 VIOLINCELLO SOLO BY VICTOR SORLIN, ACCOMP. BY VICTOR ORCH.
 5485 Berceuse (Lullaby) from Jocelyn..Godard 10
 TWO RECORDS BY HAROLD JARVIS, WITH ORCH.
 5486 March of the Cameron Men...Campbell 10
 5487 My Ain Countree.....Lee 10
 CELLO AND FLUTE DUET BY TREIN AND LYONS, ACCOMP. BY STRINGS AND HARP.
 5497 Alice Where Art Thou—Fantasie..... 10
 VICTOR OCTET (STRINGS, WOODWIND, HARP).
 5498 The Vacant Chair—Paraphrase..... 10
 TENOR SOLO BY HENRY BURR, WITH ORCH.
 5489 I Want to be Loved Like a Leading Lady..... 10
 COMIC SONG BY ADA JONES, WITH ORCH.
 5494 Finnegan's Flat.....Porter 10
 SOPRANO SOLO BY ELSIE STEVENSON, WITH ORCH.
 5482 Dear Heart.....Mattell 10
 COON SONG BY EDDIE MORTON, WITH ORCH.
 5501 The Right Church but the Wrong Pew..... 10
 SOPRANO SOLO BY GIUSEPPINA HUGUET, WITH ORCH.
 52555 Lucia—Regnava nel silenzio (Silence O'er All).....Donizetti 10
 TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
 5488 Just Sone One (from "Lonesome Town")..... 10
 COON SONG BY ARTHUR COLLINS, WITH ORCH.
 5483 Cohan's Rag Babe.....Cohan 10
 COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
 5184 Down in Jungle Town.....Morse 10
 ORPHEUS CHORUS OF UFSALA, SWEDEN—SOLO BY A. WALLGREN, BARITONE.
 52006 "Can It Comfort" (Kan det tröste) Kjerulf 10
 DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.
 5491 Oh, That We Two Were Maying....Smith 10
 MALE QUARTET BY THE PEERLESS QUARTET.
 5481 Come Where My Love Lies Dreaming.... 10
 FOSTER
 GOSPEL HYMN BY THE HAYDN QUARTET, WITH ORCH.
 5496 He Will Hold Me Fast.....Harkness 10
 DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
 5499 By the Old Oaken Bucket, Louise..Davis 10
 5503 Jesus Is Calling.....Crosby-Stebbins 10
 DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
 5502 The A-B-C's of the U. S. A (from "The Yankee Prince").....Cohan 10
 LUIGI COLAZZA, TENOR.
 With Orchestra. In Italian.
 52516 Profeta (Prophète) Re del cielo.Meyerbeer 12

EIGHT-INCH RECORDS.

- ACCORDION SOLO BY JOHN J. KIMMEL.
 5468 Medley of Reels No. 2.....Kimmel 8
 COON SONG BY EDDIE MORTON, WITH ORCH.
 5403 The Peach that Tastes the Sweetest Hangs the Highest on the Tree.....Edwards 8
 BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
 5379 Keep on Smiling.....Kendis-Paley 8
 VICTOR VAUDEVILLE COMPANY.
 5401 An Evening at Mrs. Clancey's Boarding House..... 8

ADDENDA TO JULY NEW RECORDS.

- COMIC SONG BY BILLY MURRAY, WITH ORCH.
 5492 Mother Hasn't Spoke to Father Since.... 10
 JEROME SCHWARTZ
 PATRIOTIC SONG BY BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
 5504 Yankee Doodle's Come to Town (from "The Yankee Prince").....Cohan 10

NEW RED SEAL RECORDS.

- EMMA EAMES—LOUISE HOMER—WITH ORCH.
 89020 Lakmé—Dôme épais le jasmin ('Neath the Shady Dome) in French.....Delibes 12
 89021 Lohengrin—Du Aermste (Thou Unhappy One) in German.....Wagner 12
 EMMA CALVE, SOPRANO, WITH ORCH.
 88130 Hérodias—Il est doux, il est bon (He is Kind, He is Good) in French..Massenet 12
 EMILIO DE GOGORZA, BARITONE, WITH ORCH.
 74110 Rigoletto—Monologo, "Parl siamo" (We are Equal) in Italian.....Verdi 12
 EVAN WILLIAMS, TENOR, WITH ORCH.
 64086 Queen of Sheba—Recitative (Lend Me Your Aid—Part I) in English.....Gounod 10
 VIOLIN SOLO BY MISCHA ELMAN.
 61180 (a) Moment Musical, Schubert; (b) l'perpetuo Mobile.....Bohm 10
 GEORGE HAMLIN, TENOR, WITH ORCH.
 74111 Die Walküre—Siegmund's Liebeslied (Siegmund's Love Song) in German..Wagner 12
 POL PLANCON, BARITONE, WITH ORCH.
 85125 Robert le Diable—Invocation "Nonnes, qui reposez" ("Ye Slum'bing Nuns") in French.....Meyerbeer 12
 GINA C. VIAFORA, SOPRANO, WITH ORCH.
 64085 Bohème—Musetta Waltz. In Italian.Puccini 10
 BESSIE ABBOT, SOPRANO, WITH ORCH.
 88129 Mireille—Valse. In French.....Gounod 12

ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
 1126 Broken-hearted Sparrow—A Pathetic Appeal (From the Suite, "A Love Episode in Birdland")..... 10
 1127 Dancing in the Barn—Schottische..... 10
 1128 Man with Three Wives—Waltz..... 10
 1112 March Happy Days..... 10
 1129 Yankee Prince—Two-Step..... 10
 ZON-O-PHONE ORCHESTRA.
 1113 Affaire d'Amour—Waltz..... 10
 1114 Home, Sweet Home Medley "Good Night" Waltz..... 10
 1115 Selection of Children's Songs, No. 2..... 10
 1116 Popular Chorus Medley Two-Step, No. 2..... 10
 VOCAL SELECTIONS WITH ORCH. ACCOMP.
 1117 Everybody Joined in the Chorus in Our Family.....Ada Jones 10
 1125 Frisky Farmer and the Modest Manicure (Descriptive Selection).....Ada Jones and Len Spencer 10
 1118 If It's Good Enough for Washington, It's Good Enough for Me.....Frank C. Stanley 10
 1119 I'm Starving for One Sight of You.....Frank C. Stanley and Henry Burr 10
 1130 I've Taken Quite a Fancy to You.....Ada Jones and Billy Murray 10
 1131 I Was a Hero, Too.....Billy Murray 10
 1120 I Was Roaming Along.....Arthur Collins 10
 1121 Mother Hasn't Spoke to Father Since.....Arthur Collins and Byron G. Harlan 10
 1122 My Treasure.....Henry Burr 10
 1123 Needles and Pins.....Ed. M. Favor 10
 1124 Pride of the Prairie.....Peerless Quartette 10
 1132 Somebody that I Know and You Know, Too.....Al Campbell 10
 1133 Tale of the Turtle Dove.....Mendelssohn Mixed Quartet 10
 1134 True Heart.....Frank Howard 10

- 1135 When We Are M-A Double-R-I-E-D.....Ada Jones and Billy Murray
 1136 Yankee Doodle's Come to Town...Billy Murray

NEW EDISON GOLD MOULDED RECORDS.

- 9890 Sweet Sixteens' March (Mills).....Edison Military Band
 9891 Only an Old Fashioned Cottage (Solman)...Maueel Romahn
 9892 It Always Comes with the Summer (Solman)...Dorothy Kingsley
 9893 Lady Binnie and the Shores of Lake Erin (Original) (Violin)...William Craig
 9894 I Want to be Loved Like a Leading Lady (Wade)...Ada Jones
 9895 Yankee Doodle's Come to Town (Cohan)...Billy Murray
 9896 By the Old Oaken Bucket, Louise (Davis)...Frederic Rose
 9897 Forest Whispers (Losey).....Edison Symphony Orchestra
 9898 Mother Hasn't Spoke to Father Since (Jerome & Schwartz)...Arthur Collins
 9899 The Home Over There (O'Kane)...Edison Mixed Quartet
 9900 Let Me Hear the Songs My Mother Used to Sing (Gabriel)...Byron G. Harlan
 9901 Blue Violets (Ellenberg)...Edison Concert Band
 9902 When the Autumn Moon Is Creeping Thro' the Woodlands (Solman) (Counter-Tenor)...Will Oakland
 9903 A. B. C.'s of the U. S. A. (Cohan)...Ada Jones and Billy Murray
 9904 I'm Savin' Up My Money for a Rainy Day (Wenrich)...Edward Meeker
 9905 "Dialogue," Flute and Clarinet (Hamm)...Edison Symphony Orchestra
 9906 All for Love of You (Ball)...Harry Anthony
 9907 A High Old Time in Dixie (Schleiffarth)...Collins and Harlan
 9908 For the Red, White and Blue (Rosenfeld)...Jas. F. Harrison and Chorus
 9909 Kerry Mills' Barn Dance (Mills)...Edison Symphony Orchestra
 9910 I'm the Man (Camp)...Boh Roberts
 9911 Fun at the Music Counter (Original)...Ada Jones and Len Spencer
 9912 Finnegan's Flat (Original)...Steve Porter
 9913 "Smarty" Medley (Orig.)...Edison Military Band
 TWO SELECTIONS MADE OVER.
 7597 Over the Waves Waltz.....Joe Belmont
 8838 Jovial Joe.....Edison Military Band (Formerly by the Edison Concert Band.)

GRAPHOPHONE VERSUS BAND.

Twentieth Century Makes a Great Hit at the Elks' Rural Jubilee and Barn Dance Held in Washington.

At the Elks' Rural Jubilee and Barn Dance, held at the Bennings Race Track, Washington, last week, fully 5,000 people were surprised and delighted by the fact that a Twentieth Century Columbia graphophone was not only a substitute for a band, but really was more satisfactory.

One of the most popular shows of the entire Jubilee was the one ring circus. Three shows a day were given with an average of over 600 people at each performance for three days, which brings the total to 5,000 people who heard the Twentieth Century Graphophone in actual competition with a brass band. Not a German gutter band, playing for beers in front of a summer garden, but a fairly well trained organization of ten or twelve pieces. The band played for the grand entry of the entire troupe of actors and horses—and when the preliminary comedy work of the clown was going on, the Columbia graphophone played a march—and now there is an army of people in Washington who will testify to the fact that the volume, purity and tempo of the graphophone music in that tent put the living performances of the band several paces in the rear.

The alternation of the band and machine kept up for three days and there was not a single phase of the performance that would not have been better served if the band had been eliminated and the graphophone used for the entire performance.

ECHO OF TALK-O-PHONE CO. FAILURE.

(Special to The Talking Machine World.)

Toledo, O., June 29, 1908.

A. L. Irish, George G. Metzger and the Talk-O-Phone Co. had another lawsuit added to the already long list in Common Pleas Court a few days ago, when the Northern National Bank brought suit to secure judgment for \$3,500 on a promissory note. The note was given by the Talk-O-Phone Co., with A. L. Irish as president, and was endorsed by Messrs. Irish and Metzger. The paper was originally for \$5,000 and was given to the bank March 14, 1905. Two payments of \$750 each had been made and the interest taken care of until October 31, 1906. Since that time there have been no payments, and the signers have refused to pay anything more. The Northern National Bank asks judgment for \$3,500, the balance due.

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IN FINANCIAL TROUBLE.

Bankruptcy Petition Is Filed by Floyd B. Serles.

(Special to The Talking Machine World.)

Buffalo, N. Y., June 30, 1908.

Floyd B. Serles, a dealer in phonographs, sporting goods and supplies, recently filed a voluntary petition in bankruptcy with the clerk of the United States District Court, in which he gave a schedule of debts amounting to \$6,321.96, of which amount \$3,298.46 is unse-

cured. His assets are \$3,913.95, of which sum stock in trade to the value of \$2,444.12 is shown. Mr. Serles was in business in Lockport under the title of the Lockport Phonograph Co.

THE EDISON EXECUTIVE COMMITTEE.

The new Executive Committee, which is to manage the affairs of the National Phonograph Co. during the absence in Europe of President W. E. Gilmore, has settled down to work, and already has a good grasp of the situation.

Frank L. Dyer, who is chairman of the committee, has, by his long training as general counsel of the company, become well fitted for his new position. The other members of the committee have been with the company for years.

CHANGE THEIR NAME.

The Phonograph Co., of Chattanooga, asked to change its name to the Atlee-Terhune Co. The incorporators are: Frank H. Atlee, Westervelt Terhune, J. R. Atlee, Jr., Geo. N. Patton, and L. M. Thomas.

SIDE LINES FOR THE TALKING MACHINE TRADE

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

In every phase of life men will be found who stand for every degree in success or in failure. Each one had his chance to rise; some grasped it, but more were asleep at the post, and when they awoke wondered why others were forging ahead, getting business, acquiring wealth and reputation while they remained to struggle along in the old rut, cursing the unfairness of things in general and their own lot in particular—blaming everything and everybody but the right one for their failure. "Luck" in the strict sense of the word never will be the price of success, though a combination of circumstances may to some seem synonymous. It takes intelligence to turn them to advantage. In other words success is knowledge, and the latter is only obtained by consistent, unremitting labor. Not the stupid plugging of an ox that does faithfully what he is told, not understanding or caring the reason or causes for such labor. But work backed up and directed by a brain trained to see these things and act promptly and efficiently. It has been the seeming lack of the necessity of having and using brains to sell talking machines that has been the cause of such a howl of calamity in this trade at the first sign of the waning of the "talker craze." For hitherto all one had to do, figuratively speaking, was to hand the goods across the counter, and except the jobbers few knew the first principles of getting out and hustling for trade, and though the last six months have been hard for all trades they have done an immense amount of good, as they have awakened many to the fact that this world owes no one a living who is not willing to work for it. The talking machine has come to stay and never before have things been in so good a condition, because the "talker" has become a staple—a line where business can be accurately gauged and where it will be a case of the survival of the fittest—the shiftless giving place to the energetic to the betterment of the whole structure. Now is the time—since men in this trade know where they stand—for broadening out. This move should be studied carefully, however, before being acted upon. The class of trade one caters to, the locality and the size of one's store being duly considered. Too hasty a decision is just as bad as one put off too long. The main question being: Will this or that line have an assured steady sale and one that if properly handled grow? There is no doubt that observation is a good thing providing the observer does not follow too closely in the footsteps of those he would emulate. A policy that might work like a charm for the originator, when repeated by another, would fall flat, as there would be nothing novel in it to attract the public's attention or conditions under which it formerly thrived might be changed. Many a firm with a bright prospect is foundered on the rocks of imitation and it is always safer to steer one's own course and keep clear of the much traveled channels that at best lead to mediocrity. In other words our advice to men in this trade is to keep their eyes open, see what this one or that one did or is doing, and how they draw and keep the fickle public's patronage. Separate the wheat from the chaff. Digest it carefully, then lay out their own campaign, using perhaps some of the methods of each, but cover the whole with the cloak of "originality." Too much stress cannot be laid upon the necessity of "knowing" one's line, and though it may seem that in the regular routine of work one would become thoroughly conversant with everything he has to sell, it is not so. For instance, to properly undertake the sale of a rifle a man should be familiar not only with its working parts, but also with its capacity. He should understand the various grades of bullets and be able to explain their uses and at the same time have a knowl-

edge of the trajectory, velocity and killing range of the weapon. He should also understand the uses of different sights and be capable of talking "rifle" like an expert. To do all this he need only spend a little time in careful perusal of the several catalogues issued by the different rifle makers, and in conversation with the occasional rifle shooters who drop in to buy ammunition. He will pick up other ideas, all of which will enable him to talk on the subject intelligently and sell more goods. A careful study of one's trade papers is exceedingly important for the man who would be up-to-date and keep his stock complete. Only too many neglect this point, trusting to visiting salesmen to keep them in touch with new things, which is certainly poor judgment. Unless one is an expert in all the lines handled it is but natural that the salesman should paint his line in rosy colors and at the best give a prejudiced account, while by the former method a dealer gets a consensus of opinion which is safer to rely on. General news relating to one's line should be read, and if rifles, etc., is the line handled, a thorough knowledge of the best places for hunting should be known, what class of game there is to be found, in what localities, and what bore, caliber, etc., has been found most satisfactory. One of the most successful jobbers of sporting goods in the country not only insists that each man in their employ have a thorough knowledge of the department he is working in, but each and every one must be an enthusiastic devotee of the sport in his charge. In this way the men are able to meet customers more than half way, and win not only their trade, but their friendship. Their house is not only a stock or salesroom, but a club, and no amount of slashing of prices by competitors can take their trade away from them. This is the method we would recommend, whether your line may be automobiles or fountain pens. Know it; don't be a slot machine or automaton that simply gives what is asked and paid for. Make each customer feel that you have an interest in him outside of what he spends, and as the years go by you will find your trade growing. Honey catches more flies than vinegar, and a "square deal" always wins in the long run.

ILLUSTRATED POST CARDS.

The post card demand is at present greater than ever before and in our estimation has by no means reached its height. The amount of cards now being sold and used exceeds many times the quantity in circulation three years ago, and is even greater than that at this time last year. There is just as much money to be made in the post card field now as ever, but the one to make it is the wide-awake, energetic man who can meet competition fairly and will carry on a clean business. One of the most potent factors in augmenting the enthusiasm displayed by the collecting public is the ingenious little device called the post card projector, mystic reflector, etc. As the "World" predicted these little machines are enjoying a wonderful sale, so large in fact as to justify nearly twenty different manufacturers marketing their own product under various names. But if their sale is large now when people for the most part shun the house and devote their attention to outdoor recreations, what will they be in the fall and winter when the evenings are long and people huddle around the fire trying to kill time until bed hour? Dealers who contemplate adding post cards for a side line should not fail to put in an assortment of projectors—in fall and winter post cards. The view card will occupy its usual conspicuous position, but on account of Thanksgiving and Labor Day, Christmas and New Year's, the special card will be in large demand. A good assortment of albums should always be on hand, for the sale of one is always followed by an increased sale of cards of the better class for preserving. At this time of year dealers will find a ready sale for high class cards, passe partouts in such colors as green, red and black, with mats made to harmonize. These can be home-made at very little cost or trouble and the amount of profit derived from their sale doubled many times. We would caution the new dealer again about buying carelessly, as the whole success of the department hangs on the intelligence displayed in this branch of the business. In a trade where the manufacturers number into the hundreds there is bound to be an awful lot of shoddy ma-

The Continental Art Co. of Chicago

present the trade with the best money-making proposition in Post Cards ever offered; not only do they give the dealer the best value for the money, but they give a line of UP-TO-DATE POST CARDS that are the biggest sellers in the country and show 50 per cent. more profit than any other line of cards.

Dealers should not let this notice go by, because it represents money to them.

A post card will bring all the information, catalogue and price-list, and samples free of charge.

CONTINENTAL ART CO., CHICAGO
Continental Bldg., Monroe and Aberdeen Streets

“DO YOU SELL THE Gillette Safety Razor?”

No doubt you have been asked that question many times before, for there are thousands of men all over the country asking for and buying Gillette Razors almost as fast as we can make them.

The reason for this demand is because no other razor affords such a simple, quick, convenient and comfortable method of obtaining a satisfactory shave.

The “Gillette” saves its owner time, money, labor and endless inconvenience. That's why over two million men are to-day shaving the Gillette way.

No other razor offers you greater profit possibilities.

Gillette Razors not only mean rapid sales and large profits but every razor sold opens up an opportunity for further income from the sale of blades.

So when a customer comes into your store and asks the question, “Do you sell the Gillette Razor?” be in a position to say, “Sure”—and materially increase your profits instead of letting him go to some other dealer with his \$5 bill.

If you happen to be one of the few who do not carry the “Gillette” write to-day for full information and prices, and remember—when we come into your store with

our goods, we come in with every assistance possible to help you make sales.

Booklets, circulars, window cards, electros furnished free of charge upon request. Write to-day.

Gillette Sales Company

914 KIMBALL BUILDING
BOSTON

914 Times Building
NEW YORK CITY

914 Stock Exchange Building
CHICAGO



The Gillette Safety Razor Set consists of a triple silver plated holder and twelve double edged, thin, flexible wafer-like blades (24 keen edges) packed in a velvet lined leather case. Price \$5.00. Also made in Combination Sets in a variety of styles with toilet accessories retailing from \$6.50 to \$50.00 each.

The Nominations

HAVE BEEN MADE

People Are Buying Goods

PROSPERITY

THAT'S THE WAY IT HITS US.
DO YOU FEEL IT?

Dealers who have been wise
enough to boom their business with

THE MYSTIC REFLECTOR

assure us of their prosperity.

OUR REFLECTOR

is the only perfect machine of its
kind in the world.

INCREASE YOUR BUSINESS

You need no Glass Slides as
with the old Magic Lantern.

YOU DO NOT VIOLATE ANY CITY ORDINANCE by using dangerous films as with Moving Picture
Machines. With our machine you may reproduce any object or picture in all its natural colors, giving you a
picture magnificently enlarged. Superb in detail, marvelous in effect.

The machine is built entirely of steel, neatly finished. Fitted with either electric light or our latest improved
calcium carbide generator. Shipped to you complete, securely packed.

Sells at retail for \$5.00. To dealers only we allow a discount of 40%. ORDER TO-DAY.

CHURCH SUPPLY COMPANY

116 Nassau Street (A. M. SHIEBLER, Pres. and Mgr.) NEW YORK CITY
Suite 301



last week to Supreme Court Justice Bischoff by
counsel for William Fox and Sol Brill, who are
the proprietors of two such exhibitions at 1,498
Third avenue, Manhattan, and 893 Broadway,
Brooklyn, who asked for an injunction restrain-
ing Tenement House Commissioner Butler from
revoking his approval to alterations of both
premises, and also enjoining him from interfer-
ing with the plaintiffs in the conduct of their
business. They also ask that the Commissioner
be restrained from directing them to vacate the
premises on account of the nature of the business
carried on by them. Argument on the applica-
tion was set for Monday. The plaintiffs say
there are 300 moving picture shows similarly
situated, and that the Commissioner has attempt-
ed to exercise his authority in about 100 of them.

BAND ORGANS AND ORCHESTRIONS.

An Excellent Means of Building Up Trade in
These Instruments for "Talker" Dealers.

(Special to The Talking Machine World.)
Chicago, Ill., July 8, 1908.

"I do not think that talking machine dealers
as a whole realize the great field before them in
the sale of band organs and orchestrions," re-
marked W. H. Wade, who has charge of the auto-
matic department of Lyon & Healy. These in-
struments can be sold from catalog, and as they
run into money the sale of only a few in the
course of a year will yield a magnificent profit.
It ought to be possible for a dealer to put an
orchestration into every fine cafe or hotel in his
vicinity. Band organs are manufactured in vari-
ous styles varying from \$375 to \$15,000 each, and
especially adapted for roller skating rinks, amuse-
ment parks, etc., etc. The experience of a house
like this enables it to assist the dealer in deter-
mining the type of the instrument to be used to
best advantage, providing we know the character
of the enterprise and the dimensions of the room
in which it will be used. A new Lyon & Healy
band organ has just been brought out which is
of the pneumatic, paper-played type. This ma-
chine has the advantage of the old pin-cylinder
type in its ability to control tempo more accu-
rately, and in the generally better reproduction
of band music.

THE VIASCOPE SPECIAL

Is the Name of the Latest Creation of the
Viascope Co. Which Is Winning High Praise.

(Special to The Talking Machine World.)
Chicago, Ill., July 6, 1908.

Talking machine dealers are becoming more
and more interested in the professional moving
picture proposition. Not only have many of
them started theaters of their own, but the talk-
ing machine store seems to be the natural place
for a man contemplating going on an exhibition
tour or to start a five-cent theater to go to for
information. Several of the largest concerns in
the country have gone into the business of hand-
ling large moving pictures and supplies on an
extensive scale. The Viascope Manufacturing

terial lying around which many unprincipled
salesmen are only too glad to work off on the
green man. Quality should always be the first
consideration in buying. Then whether or not
the cards are suitable or would appeal to your
customers, experience alone will solve this for
you, though common sense will often lift you out
of many holes. Thirdly, the beginner is always
safe who feels his way. Buy rather too little
than too much, but see that what you have is
choice and complete. The list is very important,
as it's a great deal easier to buy more if one
needs more than it is to sell a bunch of cards
left over from a line stocked too heavily.

MOVING PICTURE MACHINES AND FILMS.

Among the many lines that are in the greatest
demand during the autumn and winter and which
are in especial demand around the holidays, none
will be more popular this year than the home
moving picture machines and films. The public
has heard a great deal about this new industry
and though anxious to test its product it has
been kept off, until now the dealers ought to have
but little difficulty in turning this curiosity to
their own advantage and with proper fostering
build up a large, lucrative trade. For some time
this paper was a little sceptical about the outlook
on account of the price of the films, fearing that
10 cents a foot would be beyond the purse of
any but the well-to-do. This problem, however,
has been studied over carefully by the manufac-
turers and a leasing plan has been inaugurated
which overcomes all obstacles. In this manner

the moving picture machine is made a far less
costly luxury than the talking machine, with the
advantage to the dealer of a far greater profit
at no risk to himself. In brief the plan is for
the retailer to sell the machines, supplies, etc.,
outright, while he rents the films at so much
per day. A deposit to cover the cost of the
film, or 10 cents per foot, being required, and
to be returned unless the film has been damaged,
in which case a suitable amount to cover same
will be deducted. This scheme has two decided
advantages. In the first place the dealer re-
ceives a good continued profit from the film,
whose life is more than long enough to make
its rental a good investment, and if through an
accident a customer destroys a subject, the re-
tailer gets the full price which would be charged
if he had sold the film outright. Second, the
public obtain an unending list of subjects to
choose from, using each until tired of it, all at
a nominal cost, with no money tied up in old
stuff to clutter up the house and act as an eye-
sore and a constant reminder of what this en-
tertainment has and is likely to cost. Dealers
who are looking for a real live line should at
least investigate this one at once, as the earlier
one gets into a line the more cream he is likely
to get in his locality.

PICTURE SHOWS FIGHT.

Seek to Enjoin Tenement Commissioner from
Closing Them.

An application affecting many of the moving
picture shows in New York County was made

If You Are Looking for Post Cards That Sell

THE FOLLOWING NEW NUMBERS WILL INTEREST YOU:

Floral and Landscape, Thanksgiving Series	36 subjects	\$6.00	per thousand
1908 Christmas "	6-12 "	5.00	" "
Floral Cards	72 "	Solid Gold Background, Heavily Em- bossed, Etc.	5.00	" "
" "	32 "	Suitable for Tinseling and Name....	4.00	" "
" "	32 "	Solid Gold Background, with or without Text.....	5.00	" "
" "	32 "	Green and Gold Bronze Background, with or without Text.....	5.00	" "
" "	16 "	Gold and Silver Background, with Cats and Landscape, also Blank Oval Space	5.00	" "
" "	32 "	With Gold Outline	5.00	" "
Birds and Flowers	74 "	One of Our Leaders	4.00	" "
Red and Purple Air Brush Cards, 12 Subjects, with or without Text.....		5.00	" "

AS A SPECIAL INDUCEMENT TO TALKING MACHINE DEALERS
We will get up a General Assortment of 1,000 of the above Cards for \$5.00

THE KEYSTONE SPECIALTY COMPANY 111 South Eighth Street
PHILADELPHIA, PA.





SHRP-SHAVR SAFETY RAZOR

25c.

THERE IS NO BETTER RAZOR SOLD AT ANY PRICE

We sell it at 25c. to create a quick and large market *for our blades* because we make the **BEST** blade. In fact, "it's all in **OUR BLADES.**" The profit to the retailer as well as to the manufacturer is in the continuous sale of blades.

The frame or blade-holder is beautifully *silver plated*, and the adjustment is absolutely correct. It fits the face. The blade can be adjusted or released instantly. But you don't shave with a razor frame whether it costs \$5 00 or 25c, the blade is the thing. Our proposition is a revelation and revolution in safety razor selling. The SHRP-SHAVR is the **ORIGINAL 25c. RAZOR.**

SOLD UNDER A POSITIVE GUARANTEE—YOUR MONEY BACK IF YOU WANT IT

PRICE: { Shrp-Shavr Razor with One Blade, per gross, - - - \$24.00 }
 { Shrp-Shavr Blades, 5 in a package, per gross packages, 25.20 } NET
 { Shrp-Shavr Stoppers, per gross, - - - 9.00 }



SHRP-SHAVR RAZOR CO., 108-110 Duane Street, NEW YORK

Co. of 112 E. Randolph street, this city, have now ready for the market a new machine, the Viascope Special, which promises to create something of a sensation in the moving picture world. The Viascope Co. have been making machines for several years past, but President Pink of the company justly regards the Special as the culmination of his long experience in the industry. The new machine, it is claimed, is absolutely without vibration, flickerless, and free from any of the troubles common to moving picture machines. The mechanism is enclosed in a dust proof case and the machine is nickel-plated throughout. A big feature of the mechanical part is the single cam movement made out of imported tool steel. All parts are interchangeable and all shafts and bearings can be oiled from outside of the frame by a series of oil tubes. The company is getting out a new catalogue describing this and other types of machines made by the company. The trade will be interested in knowing that R. S. Prybil, an old talking machine man, and formerly a Victor traveler, is a stockholder in the company and occupies the position of manager of sales.

MOVING PICTURES NOT ILLEGAL

If Shown on Sunday According to a Ruling of the Appellate Court—Important Decision Regarding Sunday Amusements Which Will Have a Far-Reaching Effect.

Justice Gaynor, of the Appellate Division in Brooklyn, in an opinion handed down July 1, 1908, reversed a Court of Special Sessions conviction of the proprietor of a Sunday moving picture show. Justices Woodward and Jenks agree with him. Justices Hooker and Rich dissent.

Henry Hemleb conducted a moving picture exhibition at No. 2640 Atlantic avenue. The Rev. Floyd Appleton, rector of St. Clement's Church, with others, visited the place Sunday, May 27, 1907, and charged Hemleb with violating the Penal Code. The Court of Special Sessions found him guilty of conducting an illegal public show on Sunday, and fined him \$100.

Justice Gaynor says:

"The only law that applies to the case is Section 265 of the Penal Code. It prohibits 'all shooting, hunting, fishing, playing, horse racing, gaming or other public exercises or shows, upon the first day of the week, and all noise disturbing the peace of the day.'

"These words have to be construed in the light of the society of words in which they are found, and all the more so in criminal cases, for obvious reasons; for criminal statutes cannot be left in doubt nor strained in construction to make out a crime. No crime exists which is not defined expressly or by necessary implication. The general words in question mean other like public sports, exercises or shows.

"It will not do to say that the legislative mind was so pregnant of the intention of stopping what is called the desecration of the Christian Sabbath that the courts cannot set the bounds to the statute which the words used, construed in the usual way, set, without thwarting the legislative intention.

"When it is considered that nowhere outside of the British Isles has the Old Testament notion of a still Sabbath ever existed in the Christian world, it is impossible to attribute to the aggregate Christian mind, as rather fairly represented in our Legislature, with such a varied national lineage in its membership, any such purpose.

"Christians of no nation, church or sect ever entertained the Old Testament notion of a still Sabbath, but favored and practiced innocent and healthy exercises and amusements after church on Sunday. John Knox visited John Calvin of a Sunday afternoon at Geneva and found him out back at a game of bowls on the green.

"The judgment should be reversed."

So famous have the A. J. Reach Co., of Philadelphia, become as the manufacturers of professional baseball outfits that many outsiders have gotten the impression that this is their only line, while in fact though our national game is an important factor in their business, it is but a part of the whole and their name stands out as prominent in the football and other fields. Their fall and winter line is most extensive and one no dealer should overlook.

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

That the whole trend of the public's demand is for higher grade post cards is amply demonstrated by a glance through the recent catalogs of the large publishers, and that of Raphael Tuck & Sons' Co., Ltd., is no exception; in fact, this concern from the start have devoted the major part of their time to promoting the better class article.



"THE CONNOISSEUR" SERIES.

One of their most popular series are those known as "The Connoisseur." These consist of 30 different subjects, 6 designs in each. All are of exceptional beauty, reproduced from original paintings by well-known artists on best quality card with gilt edges. The reproduction here shown is that of the famous Asti Heads, the originals being painted by that artist among artists, A. Asti. Dealers desiring to keep in touch with new things should place their name on the Tuck sampling list.

A line that is selling very well are Thermos bottles. Hot or cold liquids may be kept in these flasks at practically the same temperature for 24 hours and will remain almost as hot or cold for a much longer period. It is a bottle within a bottle and between the two there is a vacuum—a non-conductor of heat or cold. The field for this ingenious invention is almost unlimited and offers the dealer a good opportunity for profit.

Whether you walk for health, pleasure or business, on city streets, in the woods or on golf links, it is interesting to know exactly how much ground you have covered. The American Pedometer carried in the vest pocket regulates

The VIASCOPE SPECIAL

No Vibration! Dust Proof!

Flickerless!

Undoubtedly the finest moving picture machines on the market. Don't buy other makes until you see the new "Viascope"

VIASCOPE MFG. CO.

112 E. Randolph St., Room 10, Chicago, Ill.



to your step and registers infallibly the exact distance. It is but 1½ inches in diameter, handsomely nicked and so simple and sturdy as to be almost indestructible. Dealers will find a ready sale for them.

The National Indoor Baseball Game is one of the latest novelties. It is made entirely of metal, size 19 x 23 inches, stamped and formed by accurate machinery and dies, and beautifully enameled in bright colors to represent the harmony of nature as seen in the open air field. It is the product of two years of patient and careful use of inventive ability, in which time the inventor produced many models at great expense. The trade is offered a very liberal discount.

Something new in pistols is The Pencil Pistol Model 1908, so designated from the fact that it fits in the vest pocket like a pencil. It cannot be discharged accidentally, nothing about it to get out of order. It can easily be carried in the palm of the hand when necessary and concealed more readily than any other pistol on the market. So unique is it in design that when exposed for sale in the show window it attracts the crowd and keeps them guessing as to what that con-founded thing is, and how does it shoot. Inquiry as a rule, for curiosity must be appeased, either results in the sale of a pencil pistol or something else in the retailers' stock. The little gun is a 32 caliber center fire safety cock.

The Continental Art Co., Monroe and Aberdeen streets, Chicago, Ill., one of the largest manufacturers of strictly art post cards in the country, have recently issued a catalogue which should find its way to every talking machine store. It illustrates and describes no less than 43 series of high grade art post cards beautifully executed in colors from exclusive and copy-righted designs. The work of many noted artists has been enlisted in the preparation of these cards and a glance at the beautiful half-tone reproductions in the catalogue impresses one with the drawing power and profit-making ability of a good window display of the originals. A few of the subjects peculiarly suited to the present season are "Summertime," an attractive set of six cards, "Farm and Field," reproducing works of such masters as Landseer, Rosa Bonheur and others, "Flower Nymphs," a magnificent set of surf and marine views taken along the Atlantic coast, etc., etc. The company will be pleased to send a copy of this beautiful catalogue with samples, prices, etc., on application.

Novelties there are in abundance, but the novelty, magnum bonum for 1908 is the "Plate-marked Oilette" postcard. These cards are real gems of art in which the Oilette process is seen to the greatest perfection, forming a beautiful mounted miniature picture of delightful and ar-

tistic coloring. They are of a surety the aristocrats of cartophily and dealers should find a large demand for them.

The Perfection Post Card Racks, one of the newest and best post card displays on the market, seems destined to make a big hit. These Perfection post card displays are designed for making a uniform display of post cards in the backs or tops of show windows. They can be suspended from walls or wires, thus forming an endless chain. In this way a post card rack can be made as large or as small as desired. The displays are made in two styles, one for vertical and one for horizontal cards. In the case of the vertical displays the top is provided with a V-shaped wire, which prevents the cards from warping, and makes them retain their original shape. The Perfection post card displays are now used with great satisfaction by many of the leading stores throughout the country.

Excellent values are embodied in the "Shrp-Shavr Razor sold by the Shrp-Shavr Razor Co., 108-110 Duane street, New York City. The makers claim that "this razor will give as perfect a shave as any, irrespective of price"—the price being 25c., less than the cost of two shaves. The especial points claimed by the manufacturers are as follows: "First—A razor at 25c. that will do all that a razor is intended to do, and that is shave perfectly. Second—We spend as little as possible in the frame, and as much as we can afford in the blade, or the actual shaving part of the razor. Third—The razor is perfectly set, and at an angle of forty-five degrees, or exactly the same as that of an old-style concaved razor. Fourth—The frame being held flat on the face, it is impossible to cut one's self while shaving. Fifth—The blades are glass hard, but can be stropped and used an indefinite number of times. Extra blades are furnished at 5c. each, or in packages of five at 25c. Stoppers for stropping



Music Dealers, Attention!

Pay all your expenses and have a good margin left over by carrying **SIMPLICITY POST CARDS**—the kind that sell.

\$1.00 per 1000 and up

We are originators. We have published more "Hits" than any house in the business. Our motto is: "Cards that attract the public fancy." If you want a money-making sideline, write for our special proposition. We start you in the business.

THE SIMPLICITY CO., CHICAGO

the blades are furnished at a cost of 10c. each. This company have some good territory open and dealers and jobbers will find their proposition an interesting one.

Among the many novelties brought out by the Simplicity Co., of Chicago, this season, and which have created something like a furore, is their series of invitation post cards. There are sixteen subjects severally adapted for yachting parties, social gatherings, automobile parties, lawn fetes, picnics, birthday parties, balls, musicales, etc., etc. The design on each card is particularly appropriate for the special event referred to, and is beautifully lithographed in colors. Of course, blanks are left for the time, place and name of the host or hostess. The beauty of these cards is that there are no single sales, each customer being certain to buy from twelve to 100, according to the function. The company will send samples and prices on application.

DUTY ON RELIEFS OR SCRAP PICTURES.

General Appraiser Fischer, of the Board of United States General Appraisers, recently handed down a decision that reliefs, or scrap pictures, composed of paper of varying thicknesses lithographically printed are dutiable at the rate of 20 cents per pound under the provisions of paragraph 400.

The Raphael Tuck & Sons Co., of New York, the importers, alleged on the other hand, that the merchandise should be granted duty either at 5 cents per pound or else at the appropriate rate per pound according to size and thickness under the same paragraph. After a consideration of the evidence adduced on the trial, the board is of the opinion that the higher rate should prevail.

A decision was handed down in which it was held that small whistles suitable for the amusement of children are to be deemed "toys," with duty at the rate of 35 per cent. ad valorem. The action of the Collectors of Customs in levying a 45 per cent. duty as manufactures of metal is reversed. The firms figuring in the protest are George Borgfeldt & Co., New York and New Orleans, and Butler Brothers, New York, St. Louis and Chicago.

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 (Aprice)

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

POPULAR SIDE LINE FOR Talking Machine Dealers

OUR BIG 3 NOVELTY OFFER

Consisting of three absolutely new novelties that have never been shown before.
"IS JUST THE THING FOR YOU."

ONE HUNDRED PER CENT. PROFIT

Send for particulars. Costs you \$3.00 and sells for \$6.00.

We have in preparation the greatest campaign novelty ever offered. Ask about it.
DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

Everything in NEW and S. H. Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



*There's a pot of money
with every*

PEERLESS COIN-OPERATED PIANO

Adaptability unlimited —

The standard automatic piano of the world.

PEERLESS PIANO PLAYER CO.

F. Engelhardt & Sons,

proprietors.

Windsor Arcade - Fifth Avenue - New York

Factories — St. Johnsville — N. Y.

Sometimes Money Talks
 Sometimes Talking Machines Talk
Zon-o-phone Machines and Records
 Make Everybody Talk

Zon-o-phone Tapering Arm Machines
 Ranging in Price from \$20.00 to \$75.00

Our new complete line of instruments is considered the best that money and brains can furnish. If not perfectly satisfactory, you can return for full credit.

Zon-o-phone Records

12-inch Records, \$1.00 | 10-inch Records, 60 cents

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts.

Universal Talking Machine Mfg. Co.
 365 Mulberry Street, Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 167 Dauphin St.

ARIZONA

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

CALIFORNIA

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

San Francisco..Byron Mauzy, 1165-75 O'Farrell St.

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

ILLINOIS

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

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

MARYLAND

Annapolis....Globe House Furn. Co.

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

Baltimore.....Louis Mazor, 1493 E. Pratt St.

MASSACHUSETTS

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

MINNESOTA

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

MICHIGAN

Detroit.....J. F. S. Dept., 136 Chestnut Ave.

MISSOURI

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

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

Springfield...Morton Lines, 325 Boonville St.

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

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

NEW JERSEY

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

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

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

NEW YORK

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

Buffalo.....Neal, Clark & Neal, Co., 643 Main St.

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

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

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

NORTH DAKOTA

Fargo.....Stone's Music House, 614 First Ave., N

OHIO

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

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

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

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

OHIO

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

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

OREGON

Portland.....Graves & Co., Inc

PENNSYLVANIA

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

Philadelphia...Disk Talking Machine Co., 13 N. 7th St.

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

SOUTH DAKOTA

Aberdeen.....McArthur Piano Co.

TEXAS

Austin.....Petrecky Company, 411 Main St

Beaumont....K. B. Pierce, 608 Pearl St.

Dallas.....Dallas Talking Machine Co., 151 Prvay St.

Houston.....Southwestern Talking Machine Co., Box 170.

VIRGINIA

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

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 153 Yonge St.

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