STAR

Talking Machines and Records

Lead the World

in

QUALITY, APPEARANCE, WORKMANSHIP

In order to prove this fact to every live dealer in the United States, we have a plan whereby you can get one $40.00 Star Machine and Twelve 10-inch Star Records absolutely free.

FILL OUT AND MAIL THE ATTACHED COUPON to us before May 1st 1908, and we will advise you regarding our plan.

Hawthorne & Sheble Mfg. Co.
PHILADELPHIA, PA.
Originality—Merit—Superiority
ARE COMBINED IN OUR LINE

Mr. Dealer | A few predictions which time will confirm.

Within a reasonable period the trade will have universally adopted

CARTON CABINET
For CYLINDER RECORDS

Truetone AMPLIFYING HORN
For ALL TYPES OF CYLINDER AND DISC MACHINES

LIBRARY CABINET
For DISC RECORDS

You know what happened to the Early Bird. The Progressive Dealer who carries our line Will Catch the Customers.

A prominent Jobber recently stated to us that all our goods were Practical, Useful and Salable—but, “if I show them to my customers, what will I do with the goods I have on hand now?”

A word to the wise is sufficient, Mr. Dealer.

If your Jobber does not carry our line, let us send you the name of a Jobber who does

The volume and quality of tone and the detail of reproduction of cylinder records greatly increased. Wood, when subjected to the impact of sound waves, is the most resilient of any known substance. Its successful use for violin boxes, piano sounding boards, etc., confirms this fact.

The Truetone Wood Diaphragm is scientifically constructed of two layers of selected Spruce Veneer (the manufacturing wood used for musical instruments) covering two layers of cotton stalk tissue, the grain of each layer running in opposite directions to obtain uniform vibrations. These four plies of material are cemented and compressed together under great pressure to the thickness of about seven one-thousandths of an inch.

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The Truetone Wood Diaphragm is furnished complete with Link and Aluminum Crosshead, which is mechanically clamped to the Diaphragm, no cement being used.

It is an admitted fact that the art of recording sound is far in advance of its mechanical reproduction.

Every detail of sound vibration and tone fineness must be capable of being recorded, is remembered by the Truetone Wood Diaphragm.

Complete directions for properly mounting the Diaphragm in the Speaker are furnished with each Truetone Wood Diaphragm.

Price, $0.01 each, complete

General Phonograph Supply Co.
52 WARREN STREET, NEW YORK CITY

DESCRIPTION LITERATURE AND PRICES SENT ON APPLICATION
The Talking Machine World

Vol. 4, No. 4
New York, April 15, 1908.

Price Ten Cents

THE "TALKER" AS CAMPAIGN ORATOR

Time for Manufacturers and Jobbers to Get in Touch With the National Committees of the Republican and Democratic Parties to the End That Talking Machines May Promulgate Their Wares

How English Politicians Utilize the Talker—Will Prove a Vote Getter.

In last month’s World we made reference to the value of the talking machine as a campaign orator, and suggested to dealers and manufacturers that this is the time to look up the leaders of political parties in their respective localities and presenting the claims of the talking machine as a means of stimulating interest in their policies. It is needless to say that records made by eminent speakers will reach parts of the country where campaign speakers are never heard. They carry the ideas and policies of eminent political leaders into the home, and a permanent educational campaign is thus inaugurated which must be prolific of results.

There is no reason on earth why the national conventions of both the Republican and Democratic parties should not utilize the talking machine in the same as the great parties in England are doing. Over there in the last national campaign, the machine was used successfully throughout the country. An effort made to do the same thing here, the talking machine is very effectively employed to promulgate the ideas of great political leaders.

Recently we received from T. Edens Osborne, the progressive talking machine jobber of Belen, New Mexico, a large number of lengthy articles on the latest novelties shown at a fair in Ishak City, Ireland, several newspapers containing some of these articles. There were many instances where people have traveled immense distances to hear a speech delivered by an orator, who, in order to be in touch with the conventions of the United States is a positive proof of the efficiency of the talking machine by noted stenographers and the typist, being a new one, failed to correct them as her predecessor had done when dictating the text. The commercial machine virtually makes a photograph of the voice, and it is not right to blame the machine for the faults of the dictator.

This makes excellent reading, but as a matter of fact printers who use "copy" from the commercial talking machine experience far fewer mistakes than those encountered from bad copy in illegible handwriting. The machine virtually makes a photograph of the voice, and will always get a faithful response.

The plan unfolded to the members of the various confidence men in the country, was convicted in General Sessions last week of grand larceny. Judge Crimm sentenced him to serve not less than three years and three months and not more than four years and six months in State prison.

The complaint against him was filed by Jacobson, of Great Barrington, Mass. It was shown in the trial that Strong was the originator of a de-

MUSICAL CULTURE EXTENDED

Through the Use of the Talking Machine and Self-Playing Musical Instruments Says Chas. H. Ditson & Co.

Chas. H. Ditson, head of the famous house of C. H. Ditson & Co., is a firm believer in the influence of the automatic musical instruments, in-

RELATIONS OF BUYER AND SELLER

The man with something to sell has always the optimistic view surrounding his wares, and every sensible buyer knows and appreciates this. When both have it, there’s a sale; when it isn’t catch-

PATHE AND GAUMONT HONORED.

Nominated for the Cross of the Legion of Honor by the French Government.

The talking machine has helped the small goods business and has also helped singing. The natural temperament, the fair deal make buying less diffi-

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Trade Improves—A Visit from J. D. Beckman
Who Secures Many Orders for the Zonophone Line—Southern California Music Co. Items—Preparing for the Arrival of the Fleet—Quite a Demand for the Harry Lauder Records—Other Items.

Los Angeles, Cal., April 5, 1908.

Trade is growing and improving more and more, and the weather has been of the kind Southern California is famous for, which means most perfect. John D. Beckman has paid this section a visit and has schooled all sound phonograph dealers and left many new and beneficial ideas behind him. The good he has done for the Zono line is very noticeable, as he has on his route along the line in Los Angeles and Orange counties, and has impressed much surprise at the great development of the trade here.

The George J. Hickel Co. have just received a special order of new Victor Tetrazzini records which they are advertising extensively. In their show window is arranged a neat display of these new records.

The Southern California Music Co. have received one of the new Victor Victrola XX, which was sold the same day as it was displayed. They predict a considerable demand for this type of machine and will order a distinct type of designs. Their Edison wholesale department is very busy. It has had a great run on the new Harry Lauder records.

The picture herewith has been adapted by the Southern California Music Co. for their talking machine trade mark and relates to a lonely cow boy on the Mojave desert with a talking machine out on the rocks near his cabin where he is kneeing before it with greatest interest. It is entitled "My Partner," and was painted by Wm. H. Richardson, of the firm’s talking machine department.

The Angelus Talking Machine Co. (formerly The Edisonia Co.) are doing a nice Edison business selling a great many machines on their installment system. The Pat爽nder Squadron of the Battleship Fleet has been at anchor in several nearby ports. Great excitement prevails and preparations are being made for the entertainment of the officers and men of the fleet. Several dealers are making splendid window displays for the occasion. The samples of the new Victor records for April are very attractive, especially the Red Seal records, and the "Merry Widow" selections.

At Santa Barbara the Southern California Music Co.'s Branch is almost ready to move in to their new store, which is the most complete and modern store in the city; the main part of the new building is to be occupied by the talking machine department, which was specially built sound proof rooms for demonstrating and selling records. A concert hall for weekly recitals is among the advantages found in the new location.

Owing to the great increase in business their old store, which was just recently refitted and enlarged, was too small. The prospects in the new location seem very promising and an extensive advertising campaign is in full sway. Several very successful concerts have been given in the surrounding towns with the zonophone. Arizona and New Mexico are sending out nice wholesale orders to the jobbers in this city. Many dealers who have been sending their orders from East are patronizing the West as much as possible. It is expected that many dealers from outlying sections will visit the city during the fleet's day here. This will greatly benefit wholesale trade.

POPPENBERG RESTRAINED


Los Angeles, Cal., April 5, 1908.

On March 25 the Victor Talking Machine Co. secured a permanent injunction against G. H. Poppenberg, Albert Poppenberg, or any of the several corporations alleged to be operated by them, restraining them from selling Victor talking machines, records and attachments for less than regular prices, raising a form of protest from the other dealers in the city.

G. H. Poppenberg claimed that his brother bought the goods while he (G. H.) was ill, and, as the referee in bankruptcy gave absolute title, the purchasers had the privilege of disposing of the goods at any price they saw fit.

The injunction was returnable on March 24, but before that date Mr. H. Poppenberg, a local talking machine dealer, purchased the goods from Poppenberg, and it was stated that he intended to dispose of them at regular rates, hence the trouble was ended.

TO SEEK UNKNOWN TRIBE

Harvard Ethnologist to Study Eskimo Indians on Coronation Gulf.

After having spent thirteen months among the Eskimos on the north coast of Alaska in 1906 and 1907, V. Stefansson, ethnologist, of the staff of the Peabody Museum of Harvard University, will start again on April 15 for the Arctic, and winter on the coast of Coronation Gulf, Prince Albert Land, among the tribe of Eskimos of whom nothing is known.

On this expedition, as on that in 1906, Mr. Stefansson will travel with a dog team and an expert guide. He will depend entirely on his gun and fishing net to supply him with food on the journey. Staple goods, like flour, sugar, tea, coffee, and salt, can be purchased from the trading posts of the Hudson Bay Co. at various points until Fort Macpherson, the most northerly point in Canada, is reached. He will carry as part of his equipment a talking machine and plenty of records, which, by the way, now form a regular part of the make-up of every explorer.

On his last journey Mr. Stefansson went as the ethnologist of the Anglo-American Polar Expedition, and this time he will go under the auspices of the American Museum of Natural History, with the object of studying the different tribes of Eskimos, and more especially those living in Victoria Land, along the shores of Coronation Gulf.

Mr. Stefansson is about 30 years old, over six feet tall, and of fair frame. He had planned to do the trip quite alone, but now it is possible that a naturalist from the American Museum of Natural History will accompany him, as that institution is paying an equal share of the expenses with himself.

TALKER EXCITES ELOQUENCE.

Professor Blake gave a fine gramophone concert at the home of Mr. and Mrs. J. W. Clapp at 8 o'clock last night. The program was the same as that of the previous concert, consisting of about 250 choice records, and the fine brass band pieces from Pryor and Sousa, and the sacred songs make the professor dance around in such aesthetic joy that sometimes, 'tis said, he played till the golden sun of morn teared the silvery veil of frost from the jeweled brow of night, kissing the frosty frost sparkles trembling upon every fence and tree, while the unpurpled east blushes to behold old Sol dancing on his orient hills of glory. Mount Morris (ill.) Index.

THE CENTURY TALKING MACHINE CO.

The Century Talking Machine Co., of Dover, has been incorporated with the Secretary of State of Delaware, with a capital of $250,000. Incorporators: Samuel Cohen, 439 Manhattan avenue, William Kersting and Simon J. Shlenker, 39 Broad street, all of New York.

Nature has enabled some animals to see objects behind them as well as in front—i. e., the horse, the hare, the giraffe. Among human beings there are some business men who, if they had additional eyes in the back of their head, under each ear and on top of their head, they could not see the advantage of good advertising.
Are you making the most of the great opportunity that Victor Red Seal Records offer you? We secure the world’s foremost operatic stars and other celebrated artists at enormous expense to make records exclusively for the Victor, and we spend thousands of dollars every month advertising these famous names in connection with the Victor.

Play a Red Seal Record to a prospective customer—and it seldom fails to make an instant impression. Few hearers can resist a fine operatic selection sung by Caruso, Calve, Eames, Farrar, Gadsky, Homer, Melba, Plancon, Schumann-Heink, Scotti, Sembrich or Tetrazzini. Such a record shows the Victor in its true light, as a genuine and high-class musical instrument. It converts the veriest skeptic, and often clinches a good sale on the spot.

The “Red Seal” habit is a good one to encourage. A steady buyer of Red Seal Records is a highly profitable customer. An established Red Seal business not only means continuous profits from the sale of records, but it helps you to sell the higher-priced Victors—puts your entire Victor business on the most prosperous basis.

The demand for Victor Red Seal Records is increasing rapidly. Thousands of dealers are getting the benefit of this profitable trade.

Are you getting your share?

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

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results use only Victor needles on Victor records.

Full information can be obtained from the following Victor dealers:

Albany, N. Y. ......... Finch & Hahn.
Baltimore, Md. ......... Cohen & Hughes.
Boston, Mass. ........ Wm. McCollister.
Brooklyn, N. Y. ......... M. H. Andrews.
Chicago, Ill. .......... American Phonograph Co.
Des Moines, Iowa ......... Jones Piano Co.
Denver, Colo. .......... The Perry B. Whitin Co.
Galveston, Tex. ......... M. H. & L. C. Wolfe.
Hartford, Conn. ........ E. S. Broderick & Sons.
Harrisburg, Pa. ......... S. A. Floyd.
Minneapolis, Minn. ......... The Rudolph Wurlitzer Co.
Metropolitan Talking Machine Co.
Milwaukee, Wis. ......... E. E. Forges Piano Co.
New Orleans, La. ......... The Regina Co.
Omaha, Neb. .......... A. Hope Co.
Pittsburgh, Pa. ......... I. Davega, Jr., Inc.
Portland, Me. ......... A. J. Rummel Arms Co.
Richmond, Va. ......... The Cable Co.
San Francisco, Cal. ......... Eiler's Piano House.
Salt Lake City, Utah ......... Chicago Piano Co.
St. Louis, Mo. .......... The Hayes Music Co.
St. Paul, Minn. ......... The Talking Machine Co.
St. Louis, Mo. .......... S. B. Davega Co.
Toledo, O. .......... The Karhen-Brenner Music Co.
Wichita, Kans. ......... M. H. Andrews. 
Winston-Salem, N. C. ......... The Karhen-Brenner Music Co.

Galveston, Tex. ......... M. H. & L. C. Wolfe.
Harrisburg, Pa. ......... S. A. Floyd.
Indianapolis, Ind. ......... C. Kochling & Bro.
Memphis, Tenn. ......... O. K. Hock Piano Co.
Milwaukee, Wis. ......... E. E. Forges Piano Co.
Omaha, Neb. .......... A. Hope Co.
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Wichita, Kans. ......... M. H. Andrews. 
Winston-Salem, N. C. ......... The Karhen-Brenner Music Co.
Almost as notable has been made by the stenographers, and more recently another advance in shorthand writing. The experts laboriously transcribed the record in shorthand and then at their leisure transcribed from the machine the cylinders of which are at once taken by typewriters and a transcript made. It is claimed that the talking machine method is the most economical of time, and it also offers superior advantages against error. If a typewriter has reason to believe that he has made an error in transcribing from this machine he has only to turn back the cylinder and again listen to the remarks regarding which he is in doubt, but if there is a suspicion of error in stenographic notes, there is, of course, no way for the typewriter to determine the matter without consulting the official reporter who gave the dictation. While on the subject of economy of time in this work it may be noted that the highest attainment in this line is possible where men can read one another's shorthand notes, but this is a rare accomplishment. However, some of the Murphys — a family conspicuously identified in the history of congressional reporters — have had this gift, and it was at one time possible for one member of the family to remain practically continuously on duty in the Senate, merely turning over his notes to his brother, who acted as his assistant.

There are six official reporters in the service of the Senate and an equal number engaged in the House of Representatív'es, at a salary of approximately $5,000 each per year, and in but few of the largest business houses in the country can there be found a more complete and up-to-date mechanical equipment than is now installed at the Capitol. An interesting feature of the array of "tools of the trade" to be found at the headquarters of the congressional reporters is the "talker," or the talking machine. The function of this apparatus is to rejuvenate the records so that they can be used again and again. After a record has served its purpose and the machine is cleaned, it is put aside, and the cylinder is shaved down until it is ready to record again.

That the congressional reporters must keep up their whirlwind writing is attested by the fact that at one recent sitting of the House of Representatives there were spoken and recorded in the legislative chamber an aggregate of 67,000 words. Of course, no one reporter keeps tab on the proceedings for any prolonged interval. When his note book is filled he is relieved by another reporter and repairs to the workroom of the corps at the Capitol, where he reads his notes to a receptacle or a listening device. This done, he can, if need be, go back and in turn relieve his alternate. Meanwhile his dictated notes are being transcribed on the typewriter; and later in the day he must correct the manuscript — a duty of a very exacting character. Just to illustrate the skill of the official reporters it might be cited that one of them in a recent demonstration before the students of a shorthand school wrote on an ordinary blackboard with common chalk at the record-breaking speed of 260 words per minute, making characters that were legible in all parts of the large school-room. The principal of the school was so dumfounded that he had the blackboard photographed and had a number of the persons present make affidavit to the time occupied by the test.

DYER & BRO.'S "PAGLIACCI" CONCERTS.
(Special to The Talking Machine World.)
St. Paul, Minn., April 7, 1908.
J. W. Dyer & Bro. successfully gave the entire opera of "II Pagliacci" with the Victor Victrola before an audience in which local society was well represented. Arrangements for the production were made with Leoncavallo, the composer of the opera, and sixteen Victor records, made famous Italian singers, were used. In connexion with the opera interpretations and readings of the score were given by Miss Eleanor Miller and the whole affair proved a most unique success, for which J. W. Dyer & Bro. received the congratulations of all who were privileged to enjoy the performance.

HAVE BUILT SPECIAL ROOMS.
S. Inch & Son, Placentia, Cal., will in future devote much attention to the sale of talking machines and records, having had built a special saloon for that purpose.

WASHINGTON, D. C., April 5, 1908.
This is an unusually busy year with those allways busy men — the official reporters of the Congress of the United States who chronicle the proceedings of the National Legislature. For this is a Presidential year and the opportunity is seized by many legislators — as similar occasions have been at intervals of four years in the past — to make political hay while the sun shines. Therefore, the country has a surfeit of debate liberally flavored with politics, while the Congressional Record is burdened with innumerable speeches flavored with politics, while the Congressional Record is burdened with innumerable speeches by the introduction of the most up-to-date mechanical equipment, not the least important of which is the talking machine into which most of the reporters work in relays.

There is one fact of congressional history which can be repeated with assurance — that the experts dictate to the "talker," the cylinders of which are at once taken by typewriters and a transcript made.
May List of New Victor Records

Get the complete list. Be in position to give every customer what he wants when he wants it. Don't make it necessary for a single customer to go to your competitor's for a record that you ought to have.

A splendid list! And every record with that remarkable musical tone-quality that distinguishes Victor Records from all others, and makes them the easiest sellers and the best money-makers.

We help along the demand for these new records by advertising a complete descriptive list in the daily newspapers throughout the country around the end of April.

Stock up and get the full benefit.

Berliner Gramophone Co., Montreal, Canadian Distributors
New York recently, for the National Phonograph Company's $100,000 plant has been made, and its arrangements through because of the failure to make financial arrangements. Preparations are being made to finally wind up the affairs of the local company, and in order to avoid a judgment for damages for infringement of patents the officials have agreed to having the injunctions made perpetual, they to pay the costs of the proceedings personally.

A deal was recently on for the Talk-o-phone Co., to assume a contract for the manufacture of phonographs for another company, but it fell through because of the failure to make financial arrangements. An appraisement of the company's $100,000 plant has been made, and its effects will be sold, very probably, in due course.

**HARRY LAUDER’S RECORDS**

Are Greatly in Vogue Throughout the Country—The Clever Scotsman’s Quaint Humor and Songs Effectively “Photographed.”

The records made by Harry Lauder, the Scotch comedian, who scored such a great success in New York recently, for the National Phonograph Co., are proving to be among the greatest successes ever issued by this enterprising company. They are “live” in the truest sense of the word, because in hearing them one feels that he is listening to Lauder himself, so accurately “photographed” on the record are all the quaint and winsome ways of this delightful artist. In his special line Lauder probably has no equal. He may in a measure be compared with Chevalier, the singer of Coster songs, because both endow their numbers with an individual character that cannot be duplicated, although it is often tried.

Lauder’s career is a most remarkable one. Fifteen years ago he was a miner in the coal pits of West Scotland, glad to earn a shilling at times by singing at local entertainments. His fame, however, spread, and today he is one of the most popular and best-known comedians in Great Britain. His success in all the songs he scored with in the old country was not only duplicated, but augmented during his limited engagement in New York. The fact that he is to make another visit to this country in the near future will certainly stimulate additional interest in the Lauder records, not merely among his countrymen, but among all who love clean humor and the broad, delightful “brogue” of the canny Scot.

**UTICA CYCLE CO.’S NEW QUARTERS**

Secure Site at 11 and 13 Columbia Street, on Which Handsome Building Will Be Erected—Will Be Ready October 1st.

The Utica Cycle Co., who are distributors for Edison phonographs and records in Utica, N. Y., have purchased the property at 11 and 13 Columbia street, and will erect a modern four-story building 55 x 112 feet. The site will be completely cleared and the work of erecting the new block will be started about May 1, with the expectation that it will be finished about October 1. The front and side walls of the building will be of Indiana limestone, which will give it a most attractive appearance. On the ground floor there will be two stores having a frontage of about 26 feet, with an entrance to the upper floors in the center. The Cycle Co. will use the store No. 13 as an office and showrooms, the second and third floors as stock rooms and the fourth floor as a shop and repair department. The Utica Cycle Co. began business in 1895. The firm consists of M. J. and W. F. Carroll.

The Broad Street Music House, Grass Valley, Cal., have installed a complete line of talking machines and records.

**A SOUND ARGUMENT IS NOT ONE COMPOSED LARGELY OF NOISE**

**SPAULDING LINEN FIBRE HORNS**

SPEAK FOR THEMSELVES.

THEY REPRODUCE RECORDS WITH A CLEAR AND NATURAL EFFECT. FAR ABOVE THAT CLASS WITH NOISE. THEIR PERFECT APPEARANCE AND DURABILITY APPEAL TO ALL WHO SEE THEM.

We publish hereewith a partial list of Victor Distributors who approve and recommend the Spaulding Linen Fibre Horns. They will be pleased to furnish you with our goods.

**BERLINER GRAMOPHONE CO., MONTREAL**

Canadian Distributors

<table>
<thead>
<tr>
<th>City</th>
<th>Address/Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto, Ont</td>
<td>M. J. &amp; W. F. Carroll</td>
</tr>
<tr>
<td>Montreal, Que</td>
<td>J. Spaulding &amp; Sons Co.</td>
</tr>
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<td>Ottawa, Ont</td>
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<td>Chicago, Ill</td>
<td>J. Spaulding &amp; Sons Co.</td>
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<td>J. Spaulding &amp; Sons Co.</td>
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<td>St. Louis, Mo</td>
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<td>Los Angeles, Cal.</td>
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**SPAULDING LINEN FIBRE HORNS**

Pattern Only

21 in. Bell, 24 in. Long

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<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>21 in. Bell</td>
<td>$8.00</td>
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J. SPAULDING & SONS CO., Talking Machine Horn Dept., ROCHESTER, N. H.
TRADE NOTES FROM ST. LOUIS.


(Special to The Talking Machine World)

St. Louis, Mo., April 7, 1908.

Trade reports from the jobbers show that business for the month of March has been about fair, with signs of improvement right along. The retail dealers are complimenting, and, with few exceptions, report the month has been quiet.

Manager Gressing, of the St. Louis Talking Machine Co., has had a fair trade for the month of March, and reports business improving right along. They moved into their new store, at 1012 Olive street, on Monday, March 30. It is probably one of the finest and most complete talking machine stores in every detail in the country.

Five sound parions of Colonial architecture, all in white, furnished in mahogany, glass and white enamel, are arranged in a very artistic manner. All the furnishings will be equally elaborate, including handsome rugs for the floors.

A. L. Owen, traveler for the St. Louis Talking Machine Co., is on a four weeks’ trip through southern Illinois, Kentucky and southeast Missouri. L. A. Cummins, traveler for the same company, is in from a two weeks’ trip through northern Missouri and Illinois. Manager Gress- sing, of this company, was presented recently with a very valuable Scotch collie dog by a friend in Milwaukee.

Manager Walthall, of the Columbia Phonograph Co., reports business fair for the month of March, and that it is improving. This concern will probably announce their new location soon. They are distributing monthly a very handsome cata- log of their new grand opera records, and which are named the Fonotipia Series.

Local Jobbers and Dealers.

The St. Louis Talking Machine Co. are having in their store a splendid exhibition of the latest musical attractions. The St. Louis Talking Machine Co. have added a line of Victor talking machines and established a talking machine department.

Fred E. Miles, manager of the sheet music and talking machine departments of the O. K. Houck Piano Co., Memphis and its branches, is missing. Mr. Miles disappeared Friday, February 28, and since that time nothing has been heard from him, and a diligent search by his relatives and employers has failed to reveal his whereabouts. Mr. Miles had been acting peculiarly for some time prior to his disappearance, and his friends are apprehensive lest some accident or possibly foul play has befallen him. Mr. Miles came to Memphis from Nashville about fifteen years ago and has been employed continuously by the O. K. Houck Piano Co. since that time.

Clement Beecroft, of the Tea Tray Co., was a visitor here during the month.

John Winkler, a dealer of Mascoutah, Ill., was a recent visitor here.

The St. Louis Talking Machine Co. are having all the perpendiccular disc record racks removed and are replacing them with horizontal racks in order to insure their stock being kept in first class condition. It has been found by experience, claims O. A. Gressing, the manager, that no matter how much care is used the disc records are almost sure to warp when placed on edge for any length of time, and as the company’s racks are in such a position that the sun strikes them for part of the day, the heat causes the records to buckle very rapidly. In future all disc records carried by the house will be stacked perfectly flat.

VICTOR PUBLICITY IN MILWAUKEE.

The Work of the Victor Co. Splendidly Aided by Local Jobbers and Dealers.

In the regular monthly budget of advertising matter sent out to their dealers, and together with the announcement of the material to be supplied for the simultaneous opening day March 28 in the various newspapers all over the country, the Victor Talking Machine Co. took the opportunity to distribute a reproduction of a page from the Milwaukee Journal of February 28, showing the manner in which nine Victor dealers in that city took advantage of the opportunity to place their announcements on one page with the two column advertisement of the Victor Co.

It was strictly a Victor page, for the one column not occupied by advertisements was given over to an excellent story on talking machines and how they tend to elevate the musical taste of the public. In speaking of the growing popularity of the talking machine the article stated as follows: "The famous Victor, made by the Victor Talking Machine Co., is made under the Berliner patents, the vibrations being recorded on the sides of the grooves of the record, which is traced in spiral form on a flat disk of hardened material. The Victor has been given world-wide fame through its clever advertising picture, His Master’s Voice. This picture is known in every quarter of the world, and last year the sales of Victors reached the enormous figure of over $25,000,000. Some of the greatest artists of the world sing exclusively for the Victor Co. in the making of records, among them Caruso, Eames, Scotti, Melba, Pianos, Sempleich, Campanari, Schumann-Heink and the great Patti herself."

Write-ups were also given to Lawrence McGreal and the Hoeffer Mfg. Co., prisoners of Mr. McGreal, J. H. Beckett, Jr., manager of the Hoeffer Co., being requested for the later.

TALKING MACHINE DEALER FAILS.

Alpha Gross, a talking machine dealer of Springfield, 0. failed recently with liabilities of $2,800 and assets of $2,000.

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The only exclusive Victor distributors in Missouri

7th & St. Charles Streets

St. Louis, Mo.

The only exclusive Victor distributors in Missouri

7th & St. Charles Streets

St. Louis, Mo.
People No Longer Want Merely a Machine that will Reproduce Sounds

The novelty of a sound reproducing device has worn off. It used to be like the dog that could stand on his head; he interested people not because he did it well, but because he was able to do it at all.

The wonderful thing about the Edison Phonograph is not that it reproduces sounds but that the reproduction is as perfect as the voice or instrument it reproduces.

It is the tone qualities of the Edison that appeal. The wax cylinder Records, the sensitive reproducer, the smooth, long-running motor, the mechanical excellence of all the parts and the large, specially made horn, give the Edison Phonograph a sweetness and clearness of tone and a faithfulness of reproduction that attracts trade and makes quick, easy sales.

The Edison Phonograph has the reputation, the popularity and the advertising to make it the one instrument calculated to yield you the biggest returns with the least effort.

Order a stock from the nearest jobber, or if you carry the line, keep it complete.

NATIONAL PHONOGRAPH COMPANY, 15 Lakeside Avenue ORANGE, N. J.
EDWARD LYMAN BILL - Editor and Proprietor J. B. SPILLANE, Managing Editor.


Boston Office: EMERY W. SMITH, 120 Boylston St.

TELEPHONES: Central 431, Antoinette, 8643.


St. Louis Office: Sec. Francisco Office: CHAL. R. SIMPSON, S. H. Gem, 94 Soico St.

Cleveland Office: G. F. Prescott.


Berlin, Germany: Chas. Robotson, Rechstrasse 8.

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

SUBSCRIPTION (including postage). United States, Mexico, and Canadat per year; all other countries, $1.50. England and her colonies, 5/- shillings.

ADVERTISEMENTS. $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount. Address Advertising Pages, $60.00, special position, $70.00.

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

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


NEW YORK, APRIL 15, 1905.

COMPETITION is always regarded as the life of trade, and is it not so in the trusest sense? It is your competitor who keeps you wide awake. You are watching to see what he does in the way of improvement and innovation in business methods—new styles, new products—and no one watches competitive advertising more closely than the man who has to meet it. Then let us be thankful for competition, for it is competition which brings out the best that is in any man, because we have found that the trade of this country has been pushed forward in such a marvelous manner, and the men of the talking machine trade, whether manufacturers, jobbers or dealers have a keen interest in all kinds of competition. Everyone studies carefully the new announcements of innovations made from time to time. Every wide awake man studies advertising of his competitors, whether local or world-wide; it matters not. The idea is to watch the same as it is played by the others who are striving for trade in the same field, as yourself. There are many things to consider in business building, and there are a good many things worth the watching, which interest the talking machine trade.

THERE are some jobbers who have figured that because they have had a number of failures that they are doing a big business, but they are wrong. It doesn't always mean that quantity pays the best, but it is the quality which counts in the end. A dozen good representatives who appreciate the possibilities of the talking machine business, and who are located in good territory which has trade possibilities, are worth infinitely more to jobbers than a hundred careless, indifferent men who buy an almost microscopic amount of stock and call themselves talking machine dealers. They are not dealers in the truest sense, and it is such men who devote neither time, energy nor perseverance to the conduct of their business who have grown disheartened and have in a degree injured other better intentioned and more deserving men. The object of every jobber should be to build character trade rather than quantity trade.

SALESMEN who are out drumming for wholesale orders should size up each individual dealer. Simply because the salesman may be successful in interesting a number of dealers to the extent of securing orders it does not necessarily follow that he is doing a paying business for his employer. The best kind of salesmen are those who show a keen, well-balanced judgment in the selection of representatives. Salesmen who can start the right kind of men in business are worth a good deal more to their employers than the salesman who figures that one good dealer is worth a dozen indifferent pins and needle fellows is the man who will be a business builder for his chief. Good salesmen, among other essentials, should understand advertising. Talking machine manufacturers have done much for this industry through their publicity campaign, and every traveling salesman who would be up-to-date should make the most out of the publicity which his products have received in the periodicals of great circulation.

ADVERTISING helps to sell goods, and the greater the publicity any special product has had the easier it is for the salesman to dispose of it. Now the talking machine salesman who travels among the smaller dealers knows how there are many men are influenced by what they read, and it should be the duty of these traveling salesmen to impress upon the dealer the advantage which he has received by the widespread general advertising carried on by some of the great talking machine corporations. Any kind of ineffective talk is put forth along these lines the small dealer may be influenced to such an extent that he is ready to make an investment in local advertising, and all advertising is helpful. It will assist the successful dealer in getting more business, and the traveling salesman as well as impress upon the small dealer the importance of sending out good advertising matter direct to the individual prospective customer. Circularizing customers direct and employing follow-up systems such as the mail order houses do, only on a much smaller scale, can be carried on by every talking machine dealer in this country.

THEN again, the salesman should impress upon the members of the retail trade the necessity of keeping stock in condition. Warehouse stock should be displayed in a most up-to-date, attractive manner. Talking machine business will not pay if treated indifferently. Brains and intelligence are necessary for its development. Again, the road men can impress upon the dealers the importance of having some member of their warehouse staff call upon the people at regular intervals who have purchased machines. These calls can be made with a double object in view. That of ascertaining the real condition of the talking machines sold, whether they are in good repair, and whether they are giving perfect satisfaction in every way; also with the idea of showing off some new records. These records can be taken from slow selling stock, and there may be plenty of beautiful musical selections which for some cause or other have remained in the racks until they have become dead stock. That is a form of advertising, if carried on intelligently, will result in bringing new trade to the talking machine establishments and create among the users of talking machines a greater respect and a higher sentiment for them. In other words, it will cement friendship, and that is a good thing in a business way, and still better when it creates added business for the talking machine merchant.

THE salesman can impress upon the dealers the fact that publicity which will draw people into the store and sell their house is that which should be considered most carefully by them. Business getting plans which have succeeded elsewhere, and which bear the earmarks of success, should be looked into by all up-to-date merchants. There is always information which the wise salesman can gather from every possible source and impart to his clients. A talking machine dealer will think more of the jobber who, through his representative, supplies him with new ideas which result in getting business for him than he will of the men who simply sell him goods and do not help him to move stock. Every jobber should be thoroughly alive to the importance of helping the retailer. There are many things which can be done, for it should be understood that all talking machine dealers are not trained merchants. Some, perhaps, have only been in the business a short time. They have not an adequate conception of business rules and methods. Such men should be given models of letters and circulars which they can use to good advantage. Arguments should be given them which they can profitably employ in getting business. Co-operation between the jobber and retailer should be the aim of the salesman to develop. The closer one gets to the distributing trade the better it is, and the link between the jobber and retailer is the travelling salesman. He is the man who studies for the wholesaler the actual conditions at his own hands; can supply his house with much that is valuable.

THE small dealer often gets his plans all confused, and at such times the jobber should try to co-operate with him. The dealer should be straightened out—set right. Instances have been known where dealers, through ignorance, have followed wrong plans and have gotten out completely wrong. Many of these will be for all. There are plenty of forces of their publicity has been practically nullified. The salesman should endeavor to direct the local dealer's campaign, but to do this it is absolutely essential that he has an intelligent grasp of the advertising and business policy of his firm, and possesses as well a practical knowledge of publicity in general. The travelling man is on the spot and his house is often hundreds of miles away, and through the retailer can often get suggestions which may be of advantage to the home office. There should be a helpful co-operation between all the forces—manufacturing, distributing and retailing. When this is worked out intelligently and carefully it can only result in benefit to the entire trade. If there is that desire to work together existing between the forces it must mean better things for everyone. We should never get out of touch with each other, and the closer the harmony existing between all branches of the trade the better it is. There are plenty of problems, yes, but these problems can all be solved easily if intelligent and harmonious thought is applied toward their solution.
MILWAUKEE A BUSY TRADE MART.


(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 8, 1908.

Trade with the talking machine people of this city is still very good, and improvement that has evidently come to stay is reported by all the dealers. There is plenty of activity in both the wholesale and the retail lines, with enquiries coming in week by week and orders growing larger. Sales in the larger and high-priced machines are steadily advancing, some of the dealers reporting that they can sell more of the Victor Victrola machines than they can secure. As the amount of money in the city increases fewer machines are sold on the installment plan, and collections are gradually improving. The sale of Red Seal records is especially good, and the appearance of grand opera stars seems to have increased the demand for records by the manufacturers. It seems that the question will be definitely decided at the next meeting of the association in July.

"As the situation now stands," said Mr. Me. Greal, "the manufacturer issues books in which a great number of records are catalogued. The jobber finds it necessary to supply himself with all of the records listed, and the result is that there are great numbers that are never sold and losses accruing to the jobber. The resolutions passed at the recent meeting suggest that the matter be taken up with the manufacturers, and that they be asked to limit the output of records so that the jobber will be assured of better returns on his investment."

"All the eastern cities seem to have been affected far more severely by the recent financial flurry than has Milwaukee. The talking machine business seems to be much better here in the West just at present than it is in the East. It may be that the general effect has not yet reached Milwaukee, but I am of the opinion that Milwaukee will escape the conditions existing in the East, and that business will continue to improve as it has in the past few months. It is certain that nothing better could be asked for in the way of conditions in the talking machine field here in Milwaukee."

The latest Victor Victrola, "Louis the Fifteenth," first makes its appearance at the Hoefler store, in Milwaukee, and has been attracting considerable attention. The machine is sold at $300 and is proving to be one of the best machines that have been put upon the market by the Victor people. The records of Mme. Luisa Tetrazzini, the latest prima donna from Italy to win international fame, are being sold by Lawrence McGreal and are proving to be in great demand. "Business is certainly on the gain," said A. D. Herriman, manager of the Columbia Phonograph Co.'s store, "and it is much better than we expected it would be six months ago."

"The sale of Victor Victrolas goes on unabated," said J. H. Becker, Jr., the bustling manager of the talking machine department at the Hoefler store, in Milwaukee, and has been at least as one of the most progressive talking machine men on the West Water street, and J. Eilhardt, with the firm, evidently come to stay is reported by all the city is still very good, and improvement that has come in week by week and orders growing larger. Sales in the larger and high-priced machines are steadily advancing, some of the dealers reporting that they can sell more of the Victor Victrola machines than they can secure. As the amount of money in the city increases fewer machines are sold on the installment plan, and collections are gradually improving. The sale of Red Seal records is especially good, and the appearance of grand opera stars seems to have increased the demand for records by the manufacturers. It seems that the question will be definitely decided at the next meeting of the association in July.

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GOODWIN OPENS NEW STORE.

Francis Hare-Goodwin, who recently sold out his talking machine business in The Mission, San Francisco, Cal., to Benj. Curtas, has opened a new store at the corner of Van Ness and Wil-}

et al., have now installed a complete stock of talking machines and records.
EXpressing Goods To Mexico.
Consul-General Gottschalk Explains Why Goods Are Not Often Received by the Consignees.

Consul-General A. L. M. Gottschalk, of Mexico City, invites attention to the fact that his office is frequently in receipt of complaints from persons in the United States who, having entrusted to some American express company goods for forwarding to Mexican points, discover that after many weeks the goods have not been received by the consignee. He therefore explains the difficulties involved and how they may be overcome, and his remarks should prove of value to many manufacturers and dealers in the talking machine and allied trades.

Although the goods may have been sent "express prepaid" from the United States, writes Mr. Gottschalk, the consignees in Mexico justly refuse to pay the local charges at the Mexican post office. This, he says, is contrary to American practice, and the matter would seem to be a particularly important one, as a great number of firms in the United States who desire trade with Mexico make it a practice to ship samples by express to firms or persons in the country who naturally have no desire to pay charges for the privilege of examining American goods.

THE OUTLOOK IN TEXAS.

(Special to The Talking Machine World.)

Houston, Tex., April 5, 1908.

The talking machine business in Texas has been picking up rapidly of late. There have been some changes in the Texas Piano & Phonograph Co. Mr. Holleman, the founder, has disposed of part of his stock, leaving Mr. Burchfield in active charge. Mr. Conkling, the former secretary, has sold his stock in the company and accepted employment with the local house of Goggan & Bro.

C. N. Fisher is doing a nice business in Victor and Edison goods, besides catering to the public amusement proposition with automatic pianos, moving photographs, etc.

E. T. Wilton, jeweler, with talking machines as a side line, is pushing the Star machine.

Taylor Bros., jewelers, have a separate establishment for their talking machine business and are dealers in Edison and Victor goods, besides being jobbers for the Zonophone product.

Mr. Hudson, dealer in furniture, has the Victor as a side line, and is doing a considerable business in instalments.

The Unique Talking Machine Co. have divided their large store and devoted one side to talking machines, handling the Victor and Columbia goods. They report the demand for Columbia cylinder records growing fast. The other portion of the store is devoted to typewriters and automobiles.

A flying trip to Galveston shows Mr. Swanson doing a splendid business in Edisons and Victors. The Unique Talking Machine Co., under the able management of Messrs. Herrite and Brick, doing, as they say, "fine and dandy" with Victors and Columbias, besides being strictly in the swim with their moving picture show. Goggan & Bro., still pushing the Victor, both as distributors and dealers, report trade holding up well both in and out of town.

Take it all in all, the conservative dealer who has no debts to pay, and was careful of his instalment sales, has weathered the storm with but little trouble, except the discomfort of seeing daily sales fall behind the prosperity of last year. Mexican superstition: If a bride while dressing for her wedding pricks her finger so that it bleeds, great misfortune will follow. If a bridegroom should accidentally sit on a tack you understand Spanish?
Indestructible Records

Will not wear rough or scratchy—
Moulded wax records wear quickly, break easily.

Disc records wear the reproducing point—
We guarantee our records will not wear a sapphire point

Dealers can get full information from us
or from the nearest jobber

Established Jobbers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>American Talking Machine Co.</td>
<td>586 Fulton St., Brooklyn, N. Y.</td>
</tr>
<tr>
<td>Andrews, W. D.</td>
<td>Seneca St., cor. Wells, Buffalo, N. Y.</td>
</tr>
<tr>
<td>Andrews, W. D.</td>
<td>218 Railroad St., East Syracuse, N. Y.</td>
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<tr>
<td>Ball-Fintze Co.</td>
<td>12 Canal St., Newark, Ohio</td>
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<tr>
<td>Ball-Fintze Co.</td>
<td>168 West Third St., Cincinnati, Ohio</td>
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<tr>
<td>Bollinger, R. C.</td>
<td>701 Garrison Ave., Ft. Smith, Ark</td>
</tr>
<tr>
<td>Buehn, Louis &amp; Bro.</td>
<td>46 No. Ninth St., Philadelphia, Pa</td>
</tr>
<tr>
<td>Bullenkamp, F.</td>
<td>921 Columbus Ave., New York City</td>
</tr>
<tr>
<td>Cable Company, The</td>
<td>Cable Building, Charleston, S. C.</td>
</tr>
<tr>
<td>Cadwell, O. C. &amp; Co.</td>
<td>127 Phillips Ave., South, Sioux Falls, S. D.</td>
</tr>
<tr>
<td>A. B. Clinton &amp; Co.</td>
<td>33 Church St., New Haven, Conn.</td>
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<tr>
<td>Conroy Piano Co.</td>
<td>S.W. Cor. 11th and Olive Sts., St. Louis, Mo.</td>
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<tr>
<td>Curtain Music House</td>
<td>15-17 West Sixth Ave., Helena, Mont.</td>
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<tr>
<td>Edisonia Co., The</td>
<td>57 Halsey St., Newark, N. J.</td>
</tr>
<tr>
<td>Fetterly Piano Mfg. Co., The</td>
<td>14 East Fifth St., Dayton, Ohio</td>
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<tr>
<td>Finch &amp; Hahn</td>
<td>504 State St., Schenectady, N. Y.</td>
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<tr>
<td>Finch &amp; Hahn</td>
<td>3 Third St., Troy, N. Y.</td>
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<tr>
<td>Harger &amp; Blish</td>
<td>910 Main St., Dubuque, Iowa.</td>
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<tr>
<td>Hough, Thos. C.</td>
<td>704 Hennepin Ave., Minneapolis, Minn.</td>
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<tr>
<td>Kelly, P.</td>
<td>374 St. Catherine St., West Montreal, Canada</td>
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<tr>
<td>Killea, W. J.</td>
<td>72-74 So. Pearl St., Albany, N. Y.</td>
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<tr>
<td>Knight Drug Company</td>
<td>108 Broughton St., Savannah, Ga.</td>
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<tr>
<td>Magruder &amp; Co.</td>
<td>27 The Arcade, Nashville, Tenn.</td>
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<tr>
<td>Massachusetts Indestructible Record Co.</td>
<td>72 Bedford St., Boston, Mass.</td>
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<tr>
<td>Montenegro-Riehm Music Co.</td>
<td>523 Third Ave., Louisville, Ky.</td>
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<tr>
<td>Musical Echo Co.</td>
<td>1217 Chestnut St., Philadelphia, Pa</td>
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<tr>
<td>McArthur Piano Co.</td>
<td>Aberdeen, S. D.</td>
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<td>Piano Player Co.</td>
<td>16th and Douglas Sts., Omaha, Neb.</td>
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<tr>
<td>Portland Talking Machine Co.</td>
<td>418 Congress St., Portland, Maine</td>
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<td>Reynolds, W. H.</td>
<td>167 Dauphin St., Mobile, Ala.</td>
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<tr>
<td>Savage, J. K., Supply Co.</td>
<td>921 Franklin Ave., St. Louis, Mo.</td>
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<tr>
<td>Smith, R. C. &amp; Co.</td>
<td>88 Church St., Burlington, Vt.</td>
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<tr>
<td>Standard Music Co.</td>
<td>9-11 East 50th St., Chattanooga, Tenn.</td>
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<td>Swiftky, Benj.</td>
<td>27 East 14th St., New York City</td>
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<tr>
<td>Talking Machine Co.</td>
<td>2007 Second Ave., Birmingham, Ala.</td>
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<tr>
<td>Wabash Music Co.</td>
<td>823 Wabash Ave., Terre Haute, Ind.</td>
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<tr>
<td>Whitney &amp; Currier Co.</td>
<td>Toledo, Ohio</td>
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<tr>
<td>Whitst, Perry B.</td>
<td>309-313 S. High St., Columbus, Ohio</td>
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</table>

Retail at 35 Cents The Record

The Indestructible Phonographic Record Co.
Albany, N. Y., U. S. A.
THE RECORD CABINET AS A BUSINESS DEVELOPER

Important Facts Presented by M. A. Carpel in a Logical Way Which Must Appeal to the Dealer and the Salesman in Connection With the Record Proposition.

Isn't it a fact that every retail dealer in phonographs or talking machines or graphophones realizes that he doesn't sell a cabinet for holding records, either cylinder or disc, to every customer that is in his store? For instance, the customer doesn't go with but every fortieth machine that sells, either cylinder or disc, to every customer. The idea that after he finds out how much money the actual selling to the consumer seems to have been is a terrific shock. It is shown that out of forty you succeed, but the other thirty-nine cease to buy records, and that the customer would ever come back to the same store; if he doesn't get disgusted with the proposition before then to throw it overboard; if his old enthusiasm isn't lost by that time the continual reasoning of his wife and her request to sell the outfit, so he won't go near the store. It is true that when he does get into the store you can sell him a cabinet. At least in one case out of forty you succeed, but the other thirty-nine chances to sell a cabinet, which perhaps to some salesmen would not be a great loss. But it is a loss when one considers that these thirty-nine chances to buy records, and that the dealer makes his money on a great extent on the sale of the records. He can sell one family one machine, but he can make a good account out of each one of them if they continue buying records, and they would if they had a cabinet.

Now, we will reverse the proposition, and see how this thing works when the cabinet is sold at the time the machine is sold. Once more Mr. Husband buys the outfit for his wife for Christmas. The A salesman realizes the situation thoroughly—has found out that the man has $75 to spend. He sells him a $40 machine, a $20 cabinet and $15 worth of records. All are sent up to the house, put in the parlor, cabinet is put on top of the cabinet and the records placed inside and in the proper places according to the index that comes with the cabinet. "Oh! what a beautiful outfit this is," the recipient exclaims. "Everything such a perfect match; everything has its place. I am so delighted with it, for it is so easy to find those records. But we have got to buy more records yet, for the cabinet is pretty nearly empty!" Mr. Husband in due course is sent back to the store, or goes there himself, and in a feverish haste buys all the records he can possibly carry in order to fill his cabinet. All the friends coming to the house are shown the cabinet. It is placed for them, and with a great pride their attention is drawn to the great amount of records that they have got, and still there is not enough to fill the cabinet, but they will keep on buying all the new hits that come out once a month until the cabinet is filled—and just think, when the cabinet is full, they have a chance to buy more records! They have an index that comes with the cabinet, which is so arranged that when the cabinet is filled with about 200 records there is room for some among them that are not played very often. Then the old ones are put away and some of the new ones that are being secured from time to time are indexed in their place. Thus the newest things...

INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

A Record Tray With Record Label for Less Than One Cent

The Blackman Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. TRAYS are shipped SEPARATELY, altogether in a FEATHERLIGHT box. The BLACKMAN Folding Trays are now being printed on strong, hard paper. They are sent FLAT, and can be FOLDED IN SECONDS. The BLACKMAN Folding Trays for Cylinder Records can be FREED from the WASTE of reluctant customers, because they will never take more than a few minutes to make up a Record order. The Blackman Folding Trays are sent FLAT, and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. TRAYS are shipped SEPARATELY, altogether in a FEATHERLIGHT box. The BLACKMAN Folding Trays are now being printed on strong, hard paper. They are sent FLAT, and can be FOLDED IN SECONDS. The BLACKMAN Folding Trays for Cylinder Records can be FREED from the WASTE of reluctant customers, because they will never take more than a few minutes to make up a Record order.

Increase Your

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NET PRICES TRAYS ONLY

<table>
<thead>
<tr>
<th>Number of Trays</th>
<th>NET PRICES</th>
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<tbody>
<tr>
<td>1 Tray</td>
<td>$3.00</td>
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<tr>
<td>2 Trays</td>
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<tr>
<td>3 Trays</td>
<td>$8.50</td>
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<tr>
<td>4 Trays</td>
<td>$11.50</td>
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<tr>
<td>5 Trays</td>
<td>$14.50</td>
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</tbody>
</table>

FREE SAMPLE

of Tray with Label to

who writes on business interested.

JOBS

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

97 CHAMBERS STREET, NEW YORK
BUSINESS IMPROVES IN SAVANNAH.

Dealers Are Benefiting from Publicity—Rhodes & Haverty Have Columbia Agency—Phillips & Crew Buy the Youmans & Leete Business.

(Special to The Talking Machine World.)

Savannah, Ga., April 6, 1908.

The talking machine business in this city is steadily improving and conditions at present are practically normal and quite satisfactory in the general run. The various dealers are advertising liberally and giving free concerts. Rhodes & Haverty, for instance, have made the last a daily feature, the concert being given between 4 and 6 o’clock every week day and also from 8 to 11 o’clock Saturday evening, and being liberally advertised. Many sales are said to have resulted from among members of the audiences. Rhodes & Haverty are furniture dealers, but have the agency for the Columbia line and push it with a will and are very successful.

The Ludden & Bates Southern Music House are also advertising liberally, making a specialty of their installment plan of selling.

The Phillips & Crew Co. have purchased the wholesale and retail Victor talking machine department formerly conducted by Youmans & Leete, and will hereafter operate one of the largest Victor departments in the South. The system for handling a complete stock of records, red seal, foreign and domestic, is now being installed, and when finished will be complete in every detail. By this transfer the Phillips & Crew Co. become one of the largest and strongest distributors of Victor goods in the Southern states.

NEW ORLEANS TALKING MACHINE CO.

Articles of incorporation for the New Orleans Talking Machine Co. were filed in the office of the Recorder of Mortgages last week. The concern is authorized to deal in merchandise of all descriptions, but will devote itself particularly to talking machines and talking machine supplies. The authorized capitalization is $10,000. James I. Lyons is president, John Dymond, Jr., is vice-president and John M. Lind is secretary.

AN UNIQUE RECORD.

The World recently received a rather unique record from T. Edens Osborne, a subscriber in Belfast, Ireland, namely, that of a baby girl only five weeks old, in the act of sobbing bitterly. It is certainly a unique contribution to The World archives. As Mr. Osborne says: “The reproduction is so painfully natural that when heard especially by ladies the ‘stop lever’ has to be used, by request, ere half of the record is rendered, on account of the intense feelings of sympathy and pity which the infant’s ‘tale of woe’ engenders.”

Mediocritiy is almost worse than failure, says The World philosopher.
INDIANAPOLIS NEWS BUDGET.

Increase in Trade During Last Month—Columbia Fonotipia Records in Demand—"Mme. Butterfly" Window—Albert Morley Convalescent—Unique Phonograph Co. Increase Trade 20 Per Cent.—The Commercial Amusement Co. Incorporated—Nickelodeon Business Improving—Other News.

(Special to The Talking Machine World.)—Indianapolis, Ind., April 6, 1908.

Indianapolis talking machine dealers report a slight increase in the trade on machines during the last month with about the same class and volume of trade on records. There have been new conditions materially to affect the talking machine business, though the dealers expect better business within a short time, as the summer campaign to sell machines will begin to open. This always causes an increase both in the sale of records and machines. The Columbia Phonograph Co. have just received their first large shipment of the Fonotipia gramophone records. There has been an unusual demand for these records before the shipment arrived and since they have been received there has been an exceptionally good sale. Recovery has been usual and rapid in this line and the business has been up to a high standard. This company are universally well equipped to take care of the jobbing trade and it is stated that the jobbing trade is keeping up to a high standard.

The appearance of the Savage Co. here with Madam Butterfly a week ago gave Thomas De Sutherland, one of the enthusiastic talking machine patrons of the city, many pleasant moments reading in the next room, "That Will Be Glory for Me." The machine bids fair to become a part of the equipment of this and other churches in Lynn. The unique idea originated with Francis Hazeltine, principal of the Whiting grammar school. The services opened with congregational singing, and then the talking machine was heard singing in the next room, "That Will Be Glory for Me." The machine also gave the church scene from the "Old Homestead," where the father, Uncle Josh Whittcomb, searches for the wandering Reuben, his boy, and finally meets him in front of the Grace Church, New York. After this the machine rendered, "Where Is My Wandering Boy Tonight?"

"SHOW YOUR GOODS." A business philosopher would reverse an old adage. Don't say why you don't have what you want, ask for it," he advises, but "Show a man what he wants and he will ask for it." Lead the customer up to such things as he thinks he may need; to see a thing coveted or needed is one of the surest ways of causing its purchase. The street boy who throws a brick through the jeweler's window and steals a watch advanced his plea of justification in these words: "It made me sick to look at it there every time I went by. You ought to have kept it out of sight." The best advice that can be given to a merchant is, "Show your goods!"

IRISH FILES BANKRUPTCY PETITION.

(Special to The Talking Machine World.)—Toledo, O., April 9, 1908.

A. L. Irish, prominent broker and real estate dealer and vice-president of the Atlantic Phonograph Co., filed a voluntary petition in bankruptcy in the United States Court to-day, placing his liabilities at $154,796, and assets at $76,000. The failure is the result of losses and indebted notes, executed principally for the Atlantic Co. and the Talk-Phone Co., in which Irish was interested.

TONG FOR THAT "TIRED FEELING." Here's a tonic needed to a greater or less extent by all of us, and a few doses will go far to tone up the business of the downtown dealer: DR. P. ROSPERITY, 500 W. 42nd Street, New York City. Office hours: 10:00 a.m. to 5:00 p.m. Phone 2932, Hotel A. I.

WEYMANN AT FURNISHING SHOW.

H. A. Weymann & Son, Philadelphia, Pa., had extensive display space at the House Furnishing Show held in that city last week, at Horticultural Hall, and featured especially the Victor Victrola and Edison Ideala phonograph. Their exhibit attracted much attention, their space being continuously crowded with interested listeners when demonstrations were being made.

---

 Elastic Rack FOR Disc Cabinets

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

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

PATENT FOR SALE

For information apply to X. CUKIER
2025 Broadway, N.Y.
A Graphtophone Courtship.


A courtship of a year, carried on by means of graphophones, culminated recently in the wedding of S. C. Woodward, a salesman with the St. Louis, Mo, store of the Columbia Phonograph Co., and Miss Florence Conreux, a saleswoman connected with the same store for the past three years. Mr. Woodward went to St. Louis about a year ago and was immediately smitten with the charms of Miss Conreux. Being somewhat bashful by nature, however, Mr. Woodward looked about for some unobtrusive means of displaying his emotions. The Graphtophone solved the problem, and according to report the courtship progressed somewhat as follows:

Mr. Woodward began with "I Could Learn to Love You When You Smile, Smile, Smile." Miss Conreux smiled and he was repaid. For a while Mr. Woodward contented himself with "Dreaming." Then he switched to "When You Know You're Not Forgotten by the Girl You Can't Forget." He looked at Miss Conreux so expressively that it began to dawn on her that something was ailing him. To ease his mind of a terrible dread he asked her by machinery one day: "Who Do You Love?" He watched her for the answer. It may have been a coincidence, but it tickled him nearly to death when another machine began to coo "You - u - u - u." Woodward reached for "Love Me and the World Is Mine," and as its triumphant notes pealed through the store he walked up and down like he really did own the universe. "Won't You Be My Honey?" was the next step, and "Honey Boy" came back from the other end of the store. "I'd Like to See a Little More of You" came next. He was getting bold. "Won't You Come Over to My House?" was the very answer.

He went, and the result was that the happy couple faced the minister not long afterward and were married in the United States.

Mr. Woodward will manage the new Columbia store recently opened there. It is safe to assume that the curtain lectures of the future will be delivered by a more direct means than the graphophone.

NEVER TALK ABOUT A COMPETITOR.

It is a mighty good rule to never talk about a competitor. There is a little bit of logic which says: A wise man talks about the virtues of that which he has to sell, a vain man talks about himself, and a fool talks about his competitor. There is never a cent made by telling your customers what a competitor is doing. If they insist on telling you what he is doing, it is a good policy to listen to it all, and then when it comes time for you to express an opinion, merely pass the matter over as of little consequence and proceed to interest them in what you are selling. So long as you have the ear of the customer you have the advantage over all competition, and it is your duty to proceed to fill that ear with the kind of information which will convince its owner that he must buy the identical thing you have to sell, not only because it will exactly fill his needs, but because he wants to buy it of you, so you can get the benefit from his trading. That is the feeling everyone who sells goods should strive to create. It makes no difference what your competitor says when you once create that feeling, and you can only succeed in accomplishing this object by concentrating your entire attention on the matter in hand, forgetting all about your competitor, and letting him take entire care of himself, while you land the order.

CONSTANTINO BROUGHT SUIT.

Claiming that records made by him have been advertised as being made by Caruso, Constantino, a tenor with the San Carlos Opera Co., appealed to the St. Louis Circuit Court to have R. Wagner enjoined from continuing the practice, as alleged. The specific charge was that Wagner had placed records from the operas "Martha" and "Aida" and an aria on machines, and placarded them as being Caruso numbers. When Constantin undertook to listen to Caruso's voice he claims he heard his own instead, and therefore feels that a great injustice has been done him in accrediting a rival with his work.

FOREIGN VICTOR RECORD CATALOG.

The Victor Talking Machine Co., have sent out to their dealers a new and up-to-date addition of their foreign record catalog, wherein are listed all records in foreign languages. In connection with the catalog, the Victor Co. sent a strong letter to the dealers urging them to push the records especially in those sections of the country where there is a large foreign population. Continuing, the letter says: "While it is a fact that the great majority of foreigners in America speak English, at the same time nothing appeals to them quite so forcibly as some old recollection of their native land as, for instance, some song with which they are familiar, sung in their mother tongue. The foreigners in the United States are a great music-loving class, yet they are practically neglected by Victor dealers; by neglected, we do not mean to say dealers are not selling to some foreigners, but there is not that concerted action or solicitation there should be. A systematic and direct effort applied to this great branch of the buying public will show splendid results, and there is no way you can do this better than by familiarizing yourself with the records listed in this catalog and approaching each nationality with a specific Victor argument, pointing out the reminiscences of home and fatherland that can be obtained so perfectly through the Victor and Victor records."

WHAT INSURES BUSINESS SUCCESS.

Spasmodic attempts to get business rarely succeed permanently. It is the deliberate moving, cautiously, gradually and intelligently, that makes the final success.

LOCAL TO THE TALKING MACHINE WORLD.

Chicago, Ill., April 8, 1908.

Although the past month's business in the talking machine line has not been equal to that of last year, when a rather unusual volume of business was transacted, yet the relative improvement noticed during February has been maintained. It is evident that western talking machine dealers, as well as those in other lines, have been going through the cleaning-up process, and it is safe to say that stocks were never in better condition than at present.

Local retail trade has been of rather erratic nature, as is usual to be expected at this period of the year, yet the condition than at present. Spring has made her debut in Mexico, and Mr. Lewis describes the weather as ideal. He rises at 6 a.m., dresses with doors and windows wide open and sits at the window overlooking the street in his shirt sleeves and in perfect comfort. The acquisition of the fruit habit is a simple matter, with oranges at a penny apiece and bananas at 5 cents a dozen. The aesthetically inclined can simply revel in flowers, as you can buy a fresh bouquet of American beauty roses, fifty in a cluster, for 25 cents gold. With these advantages, added to the fact that Mr. Lewis is an accomplished linguist and speaks Spanish like a native, his sojourn in the land of the Aztec will prove a pleasant one indeed.

Considering the fact that talking machines are generally classed as a luxury rather than a staple, the few failures among the dealers during the last few months of stress and strain is gratifying indeed. One dealer, however, in Elgin did find it necessary to take advantage of the bankruptcy law a few weeks ago and the stock was closed out at auction by the trustee in bankruptcy. His stock included nearly 3,000 Edison records, and the method adopted by the National Phonograph Co. through his Chicago representative, A. D. Chandler, to protect their interests is worthy of note. Chandler was early in the field and readily induced G. S. Adams, another Edison dealer in Elgin, to make a bid for the entire Edison.

FROM OUR CHICAGO HEADQUARTERS

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

TO DEALERS!

Give us your business and we will keep you posted monthly with a plan that has built up a talking machine business worth while. Follow us in your town and you will reap the harvest too. It pays to be on our list. Try it.

SPECIAL! HAVE YOU TRIED THE VICTROLA YET?

Do you know that it is selling better (in dollars) than anything else on the market? We can fill your order to-day and give you the limit of time to pay for it. Also let us supply your Victors all ready for the fiber needle.

COMPLETE STOCK—VICTOR and EDISON—COMPLETE STOCK

Send for our new cut catalogue and supplement.
evidently going to experience a boom. Both C. F. C. Baer, manager of the Columbia Phonograph Co., has gone to St. Louis to take charge of the outside city trade for the retail department of the St. Louis Talking Machine Co. He will be succeeded by Samuel L. Hriba, a young man of long traveling experience in another line. General Manager Geissler says that he has had peculiar success in training in bright, energetic men from outside the trade, but they are always given a rigorous training in the store before introducing them to a wider field. Ray Keith, the sales manager of the company, George Davidson, Mr. Geissler's secretary, and Cecil Davidson are all illustrations of this policy.

W. C. Fubri, district manager of the Columbia Phonograph Co., returned a couple of weeks ago from a visit to headquarters in New York. He reported that the officers of the company felt greatly encouraged at the outlook, and that he was surprised at the shipments that were being made to all sections of the country.

C. F. Baer, manager of the Chicago branch of the Columbia Phonograph Co., is one of the younger men in the talking machine trade of Chicago who has won a responsible position in a comparatively short space of time by virtue of his grit and faithful attention to duty. He went with the company nine years ago, starting in a rigorous training in the store before introduction to a wider field. Mr. Baer is an enthusiastic wholesale man and points with pride to the record of 50 new Columbia dealers started by him in three months in the States of Illinois, Wisconsin, Iowa and Indiana, the territory directly tributary to the Chicago office.

E. A. Hawthorne, president, and Theo. O. Bentel, secretary and treasurer of the L. H. Pearson & Sheble Mfg. Co., spent several days in Chicago this week, leaving for the East to-day. Mr. Bentel, who is accompanied by his wife, were on their return from a six weeks' trip to the coast. They visited Portland, San Francisco and Los Angeles, spending some time in the latter city. "It was not primarily a business trip, but I called on our distributors in the cities I visited," said Mr. Bentel. "The trade situation in the Far West is showing gratifying improvement, although business cannot be said to be fully back to normal volume as yet. The progress toward complete recovery, however, has been such as to make the jobbers and dealers very optimistic, and the excellent crops furnish further reason for believing that the future is very bright. California is now gathering the biggest citrus crop in the history of the state. Rains at the proper time enable the planting of grafts under the best possible conditions. New sections are being developed wonderfully, and the fruit and canals industries in the Imperial valley in Southern California are growing in a manner that is simply marvelous. Talking machine distributors on the coast always carry large stocks but, under the conditions of the last few months, there has been little buying and they have done little more than to order the new monthly records. Stocks are being depleted rapidly and were probably never lower than at present. On our way out we were accompanied by Mr. O'Neil, of O'Neil & James, and his wife, and we had a delightful and interesting journey. We spent several days in the mining district of Arizona, and the ladies of the party were naturally interested in seeing for themselves the actual processes of winning the treasures from the earth. Mr. Hawthorne spoke encouragingly of conditions the country over as reflected by their business. "It was exceedingly gratifying to me," he said, "to find that last month our sales were 35% per cent, ahead of February."
E. C. Barnes, western manager of the Edison Business Photograph Co., is back from a trip to Cincinnati and Louisville. On the train he made a delightful acquaintance in Senator Bailey of Texas. Oil was not the topic of conversation, however.

The W. G. Waltz Co., of El Paso, Texas, have evidently worked the talking machine in their territory very thoroughly. They say that they have a dealer for either the Victor or Edison line, or both, in every town of 300 people or more within a radius of 500 miles of El Paso.

E. C. Plume, western wholesale manager for the Columbia Phonograph Co., returned on Friday of last week from a trip through Wisconsin and will go after the trade energetically.

A good dealer in the vicinity who will handle a good dealer in the vicinity who will handle the B. & H. Fibre Mfg. Co., received an order this month for 1,000,000 fiber needles from one European concern, and several others were from 250,000 to 500,000. These orders were placed after tests covering periods of from four to five months. Actual shipments the past month have shown conclusively that the fiber needle has passed the introductory stage and has come into its own in a large way. The Chicago branch of the Rudolph Wurlitzer Co. have a solid window devoted to the B. & H. The quantities of bamboo poles used in the display, and the various stages of manufacture are illustrated. Various Japanese decorations and curios distributed through the window give to the display an oriental aspect and attract once the attention of the passerby.

The Columbia Phonograph Co. have discontinued their Lincoln avenue store, having secured a larger store in the B. & H. Fibre Mfg. Co., 72-74 Wabash Ave., Chicago.

The proportion of sales of high priced goods at this time, when small sales are admittedly below high water mark, is a matter of surprise in the trade. C. E. Goodwin, of Lyon & Healy, says that he never saw the Victor-Victrola business better than at present. One of Lyon & Healy's traveling salesmen has averaged a "V" a day for several weeks. Dealers have evidently learned their little lesson and are going after the better class of trade vigorously. In a local retail way, too, the Victrola looms up large. The photograph of Alice Nielsen listening to the Victrola, which was sent to about everybody in the Blue Book, brought more traceable results than were thought possible. This is simply an illustration of what an original and artistic piece of advertising can accomplish.

B. H. Hall, president of the Columbia Phonograph Co., has returned from a trip to headquarters in New York. Mr. Plume was very much pleased to find that President Easton is rapidly recovering from the effects of his recent accident.

The new ivory needle for disc machines promises to become an important factor in the trade. Large local dealers who are handling it report that it is giving satisfaction to their customers. The makers, The Baldwin Mfg. Co., 152 Monroe street, have perfected attachments for both Columbia and Victor machines, which are instantly attachable and removable and hold the ivory needle firmly in place.

Charles G. Myers, who was recently made manager of the Aurora store of James I. Lyons, has increased the business materially since he took hold.

C. F. Crane, well known to the piano trade of the West, and formerly representing the Krell Auto-grand and later the Playola Co., has been made sales manager of the United States Music Co., manufacturers of perforated music. The company have met with great success in cutting music for electric pianos. "The electric piano proposition presents greater difficulties to the music roll cutter than one not acquainted with the fact would imagine," remarked Mr. Freisted, of the company. "We have found it necessary to make special music for each of the well-known electric pianos, the various instruments requiring not only different widths, but also paper of different textures. It has required a great deal of experimenting, but we have the satisfaction of knowing that we can furnish music exactly adapted to the peculiarities of any electric player." Now that the company have moved to their new factory at Milwaukee and Western avenues, they are preparing to greatly increase their output and the scope of their operations.

E. Nielson listening to the Victrola, which brought more traceable results than were thought possible. 

The Hawthorne & Sheble Manufacturing Co. have moved to 72-74 Wabash Ave., having secured the premises of the Peerless Co. They have made arrangements for the handling of the Peerless electric coin-operated piano, and a shipment of the well-known music roll cutter than one not acquainted with the fact would imagine." remarked Mr. Freisted, of the company. "We have found it necessary to make special music for each of the well-known electric pianos, the various instruments requiring not only different widths, but also paper of different textures. It has required a great deal of experimenting, but we have the satisfaction of knowing that we can furnish music exactly adapted to the peculiarities of any electric player." Now that the company have moved to their new factory at Milwaukee and Western avenues, they are preparing to greatly increase their output and the scope of their operations.

E. Nielson listening to the Victrola, which brought more traceable results than were thought possible.
tions have sprung up that rely solely upon this commodity. The great popularity which the talking machine has attained is due largely to the perfection to which the instrument has been brought and to the fact that the talking machine satisfies an inborn longing for good music.

"The industry has developed certain marked characteristics. One of the most obvious of these is the largely increased demand among people of refinement and means. But by far the most important characteristic is the rapidly growing popularity of the records of a better class of music.

"It is an interesting study for the merchant to selling records to note the stages of development through which the talking machine owner passes. The first records are bought to amuse only. The mere novelty of song and speech suffices. After a few months the desire for better music becomes apparent. The purchaser now shows an interest in operatic music and selections from the masters. In every case the change is always in an upward direction, which is perfectly natural, for all faculties are developed through exercise, the sense of musical appreciation is at first stimulated and then becomes discriminating, leaning toward the higher order as the sense is developed. While there have been musicians of note who in the past may have rebelled against the mechanical reproduction of music, there is at present no doubt of the important part the talking machine is playing in elevating the musical sense of the world's inhabitants. This development of the musical taste, through the medium of the talking machine, is especially noticeable in children, and in no other way can the child's musical education be so cheaply and thoroughly obtained. Dealers are placing these machines in homes on an easy payment plan.

"That the popularity of the talking machine is not confined to the poor is best shown by the fact that many of the crowned heads of Europe delight in listening to the sound reproductions of these marvelous entertainers. King Edward of England has a machine aboard the royal yacht. The king and queen of Spain each have their instruments and spend many happy hours in the romantic halls of the palace in Madrid listening to the melodious strains of the masters of music.

"The shah of Persia is quite an enthusiast. He possesses many of the largest and smallest talking machines extant. The sultan of Turkey also-wholes away many a happy hour listening to the sweet strains of music. When talking machines were first introduced in Turkey they created quite a serious discussion. Many claimed that it was a sacrilege for a good Musselman to listen to this device of the evil one, but all superstitious opposition is now swept away and quite a healthy trade in the machines is carried on with the Ottoman empire."

**Cady Sectional Cabinets**

*Are Destined to Prove Most Popular With the Trade—Something of Their Individual Features Set Forth.*

The Cady Cabinet Co., Lansing, Mich., have put on the market an entirely new and original style of cylinder record cabinet, namely, the Sectional Cabinet, illustrated herewith, which makes it possible for the talking machine owner to make use of one or two sections, sufficient for a limited supply of records and as his stock increases more sections may be added as needed. Only the best quarter-sawed oak is used in the construction of these cabinets. All parts are hand rubbed and polished, the drawer bottoms are three-ply veneered and are equipped with strong paste-board pegs. The idea of the folding shelf, which can be attached at any time, however, is only to be used when the cabinet becomes too high for placing the machine on top. The cabinet has proved an immediate success wherever shown and strong has the demand for them become that the large stock prepared wherever shown, and strong has the demand for them become that the large stock prepared wherever shown, and strong has the demand for them, and the cabinet on top.

Cheap goods at low prices win sales; good goods at fair prices, customers. The quality is remembered after the price has been forgotten. The above is from an advertisement in the Chicago daily papers, by one of the largest dealers in the country.

**This Tells the Story!**

Write for samples and full information

No Scratching

No Raspining

No Blasting


208 East Kinzie Street, Chicago

**Fibre Needles**

**PATENT ISSUED NOVEMBER 12, 1907**

**The Fibre Needle has secured for us nearly 1,000 new customers and a sale approximating 15,000 every day.**

If you have a stock purchased at high cost and wish to realize on it—advertise.
TRADE HAPPENINGS IN PHILADELPHIA


(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1908.

The talking machine business in this city and surrounding territory showed quite a favorable increase during the early part of March, but, as was the case in the same period last year, it has fallen off toward the last of the month, and while April has been fair, jobbers and dealers are not looking for much until after Easter. This is very far from discouraging, however, as the general conditions have greatly improved, with collections very fair. The reverse has been true of the debutantes and Spring's present popular songs, which have fallen off. April has been fair, jobbers and dealers are to be congratulated, and one in particular which under the present conditions should be changed by the factories, and one in particular which under the present conditions is doing both jobbers and dealers a great deal of harm.

In speaking of this one jobber said: "There are a number of things that I believe should be changed by the factories, and one in particular which under the present conditions is doing both jobbers and dealers a great deal of harm. I speak of the putting out by the factories of the same record year after year. This is the reason for the large call and demand for a larger variety of records than in the summer or even late spring, when the public devotes its attention more to outdoor recreation. For the same reason there are always more popular songs to choose from in the former period. Therefore, in marketing the same number of records the year round, what is bound to and is happening? In the winter it is often the case that the selections are too few, while in the spring and summer the reverse is always true. The consequence is that jobbers and dealers, but most emphatically the former, seeing a stock of dead, non-salable stuff steadily increasing, he knows when ordering what is bound to happen, but because it's listed he's got to have it. Now, it strikes me that if the men higher up would just split things up a little, come on us a little heavier when it is light, they would be working more not only for the betterment of the trade in general, but themselves, too, which, after all, amounts to something else. Another suggestion, which seems just and practical, was that when a manufacturer contemplates bringing out any new style machines, jobbers should be notified considerably in advance of the other dealers. The reason for this is obvious. Only too many of the latter order from hand to mouth, and the reason for the first thing he does is to inform his customers, prospective and otherwise, of the change. What is the consequence? They naturally want the latest. You couldn't sell them the order style. The dealer doesn't mind this; he has none to work off. It's the jobber, however, who is up against it.

One of the features at the House Furnishing Show which was held in this city during the week of April 6, at Horticultural Hall, was the handsome exhibit of H. A. Weymann & Sons, the well known talking machine jobbers. It consisted of demonstrations of the Victor Victrola and Edison Ideal phonograph, the other lines exhibited by them being their own line of "Weymann Keystone State" violins, mandolins, guitars, and banjos, Weymann pianos, and sheet music. This company occupied space 47, which, though one of the best, did not prove half large enough to handle the large crowds that were drawn by their display and attractive musical program.

Louis Buehn & Bro., of this city, reported trade as very satisfactory. This company have taken on the exclusive agency for the National Phonograph Co.'s commercial machine, and are doing a regular land office business. Trust them to know a good thing when they see it, and the ability and push to drive it through on the jump.

The Penn Phonograph Co. are enjoying an especially lively demand for high-class goods. The call for Red Seal records keeps them busy filling the orders. In this line the new waltz from "Lucia" is taking the palm. Though retailing at $7, and beyond the same purchasing limit of the ordinary buyer, so wonderful is the tone quality of this record that few indeed who can raise the price can tear themselves away without carrying it along with them.

Both Edison and Victor lines made a good showing at the House of C. J. Happe & Son last month. "As with others, the demand today," said Mr. Erwin, in a chat with The World, "seems to veer toward better machines and better music, which I believe is due to the fact that the American public is fast being educated by the 'talker.' Primarily not a musical race, the taste for high class music is rapidly spreading, the cheap rags giving place to light or grand opera, which, of course, is a step forward not only from the educational standpoint, but what is more, to the point with us, from that of profit. For there is no question that the better the grade of goods, the more profitable are the sales."

The Columbia Phonograph Co. had a very satisfactory report to make regarding March business, a new and interesting feature of which was the large demand for their line of Phonotipia records. This company are making a special hit with those numbers made by Hammerstein's "song birds," the reason being that since the opera king has decided to build a large theater here, anything connected with his "stars" aroused intense interest.

Writing from Frankfurt-on-the-Main, Germany, under date of March 16, A. P. Petit, general manager of the Zed Co., New York, says to The World: "Talking machine business good. Novelties agency. Competition the life of trade. Discs are the biggest sellers; this I have found in every city." Later A. P. was heard from at Berlin and Nuremberg, where he was taking the "waters."
JUST A LITTLE REGINAPHONE TALK WITH YOU
Of Course You Know The REGINAPHONE.

It is one of the popular members of the large and popular Regina family.

It is a family, too, which is known all over the world and there has never been any race suicide theories applied to the Regina family.

It is being steadily augmented each year by the advent of some new and captivating Regina youngster.

The REGINAPHONE takes high rank and at once sprang into trade popularity.

It is a talking machine and music box combined.

It has all the attraction, force and reliability of the Regina music boxes together with the best talking machine mechanism and the best motor that can be found in any talking machine no matter how much money you pay for it.

These are plain facts and we stand ready to prove the truth of every assertion which we make. Take our word for it, it will pay you to send an invitation to have the REGINAPHONE pay you a visit. You will be in need of frequent visits after that for every visit will pay you dollars.

We will be glad to supply you with any further Reginaphone information that you desire.

Write, and write now, because delays are sometimes dangerous and in this case you are delaying money making.

THE REGINA


Main Office and Factory, Rahway, N. J.

Broadway and 17th Street, New York 250 Wabash Avenue, Chicago
and in the storerooms
ing these musical devices, which have become so
little frame Grinnell building of 1882.
comfortably settled
nificent new building on March 28, and are now
special display of the celebrated Welte-Mignon
30,000
this department are 560,000 copies of sheet music
the concern, the miscellaneous display of musical
popular in the last few years.
One of the Most Completely Equipped in the
chines) far entire month.
whole month of February.
"Dealers 'Get Busy'-Don't live from hand to hand a
few weeks after the study had been installed
appropriated a large sum to be invested in the
many traveling men," said a business expert,
be thankful for," and then added this cheery
Prosperity," and said:"March was a month to
date, sent out a most gratifying document to the
from them."
and it was generally filled with air."
dress of optimism.
how he was getting along with the work.
"The president of
Great house employing
cal Increase for March as Compared With
Spring is in the air, and it is the time for the
The Victor Talking Machine Co under recent
"What may be called opening of the Wa-wan
of the Calumet or Wa-wan ceremony is the most
results, for it is a twelve measure song, beginning
characters to make, but it is one amply
justified, that all melodic and harmonic resources to
be found in our music, especially the most
modern and advanced, are also to be found in
this primitive music among a people who have
musical notation, no musical theories, no
systematized scientific knowledge of it
harmonic limits, this tone becoming the stan-
length and tension, this tone becoming the stan-
duced, as by the vibrations of a chord of given
its length and tension, and is therefore the stan-
dard by which all others can be regulated.
The Indians have no such mechanism for determining
whether to pitch or time the words, which are
struck or spoken by the operator."
"We with our written music have a mechanical
device by which a tone may be uniformly pro-
duced, as by the vibrations of a chord of given
its length and tension, and is therefore the stan-
dard by which all others can be regulated.
"Every tribe has hundreds of original songs
which are its heritage. Many of them have been
obtained from different singers, are repeated
without any material variation. Men with good
voices take pride in accuracy of singing, and
often have in their memories several hundred
songs, including many from tribes with the new,
best of which they have exchanged visits.
"The Indians did not object to having the
music of some of their solemn ceremonial rites
reproduced by the phonograph, but on the con-
trary were kind enough to accede to my requests
for the obtaining of good records. Perhaps that
of the Calumet or Wa-wan ceremony is the most
notable of these specimens of what may be called
Indianized music.
"The music is dignified and impressive
throughout, in some parts strikingly beautiful,
An extensive line of RECORD CABINETS at
prices that are RIGHT.
If you are a Victor or an Edison Dealer in our territory com-
unicate with us and learn of something very much to your advan-
tage and profit. Address—
GRINNELL BROS., Grinnell Building
DETOUR, MICH.
although the phonograph has not been as successful here as in instances in which a single singer has made the record. An accurate transcript has, however, been made from the machine of this wonderful melodic expression of "Peace on earth, good will toward men."

It is interesting to hear Miss Fletcher tell how she came to acquire an interest in Indian music. "The first occasion," she says, "on which I attended one of their ceremonies, I was certainly not favorably impressed with the music. Indeed, I was nearly frightened to death by the harmony between the song and the ceremony. "Happy movement. "Sunshine, birds and verdure and has a phase of life that does not find in a manner of the Omaha tribe. As I was thus shut in from all the world, the Indians coming and going about me, I was stricken with a severe illness and lay for months ministered to largely by my companions.

But some songs which I had heard before this did not support this conclusion. "While I was living among my Indian friends I was struck with a severe illness and lay for months ministered to largely by my companions of the Omaha tribe. As I was thus shut in from all the world, the Indians coming and going about me in their affectionate solicitude, I would ask them to sing to me. Because I was weak, I suppose, they sang softly. There was none of the distracting drum, and, devoid of the barbarous noise which had displeased me, I realized the sweetness, the beauty and the meaning of those wonderful songs. "Color and dramatic action are marked qualities of Indian music. Every religious, tribal and social ceremony, as well as personal experience, is expressed in the melodies and there is hardly a phase of life that does not find in a manner of its representation in sound. "Strange to say, the funeral song is expressive of joy and hope. That of the Omahas, of which I have a record and which is the only one possessed by that tribe, suggests in its major strains sunshine, birds and verdure and has a sweet, happy movement. Nevertheless there is a latent harmony between the song and the ceremony. "Music, in the Indian's belief, has power to reach the unseen world. They think the spirit of the dead man can hear the song as it leaves the body, and the glad cadences are to cheer him as he goes from those to whom he was attached on earth, the mourners showing their grief by mutilating their bodies. "From a purely scientific standpoint these phonographic records are very valuable. The songs of the Indian give us an interpretation of his character. We can discern from these melodic records his religious nature, his attitude toward the unseen powers that control him. "In a way, too, they are a revelation of his social and tribal relations. In no song is there mention of the father or the wife. The grandfather is not alluded to as personal kindred, but as one whom age has made wise and fit to be trusted. The mother is only indirectly referred to, but the sister is the representative of the family, and personates the women of the tribe in many songs. "The explanation for all this is found in the peculiar structure of the tribe and in the non-development of the family idea as we understand it. In fact the only recognized relationship is the clan, or gens, a political subdivision of the tribe. "Among Indians, with few exceptions, the woman carries the clan, and kinship is traced only through her, the children being counted in her clan and not in that of the father. As a man can never marry in his own clan, he must be as a stranger to his wife and to his own children; and when he dies, his brother and sisters, who constitute his family, are his heirs. "So when an Indian sings of his home, his sister, with whom he has a recognized relationship, represents that home, rather than the wife and children, who can never belong to him. The Indian's love song is practically a song without words, consisting of meaningless syllables. "Friendship is a common theme in Indian songs. There are no songs of labor. The mystery song has a peculiar origin, as it is supposed to come to the composer in a vision, after days and nights of fasting and supplication. The revelation often comes in the form of some animal, typifying the supernatural agency friendly to the supplicator, and in praise of which the song is composed. "Sometimes the revelation is the same to different persons, and in this case the one song becomes common property, creating a bond of fellowship and sympathy. In some of these songs there is an element of the weird that is truly impressive. Indeed, in this Indian music I am sure that the accomplished composer of to-day can find a vast world of new motifs."

GODWIN BECOMES JOURNALIST.

Earl H. Godwin, an assistant in the Columbia Phonograph Co.'s advertising department and for several years connected with the firm's leading New York store, has resigned to accept a position on the Washington, D. C. staff of the Baltimore Sun. Mr. Godwin, who is also a son-in-law of Edward D. Easton, president of the company, severed his connection on March 7. The good wishes of many trade friends follow Mr. Godwin into the journalistic field, where he will doubtless make his mark, as he is a writer of versatility and resourcefulness, with a "nose for news."

MORE TALK-O-PHONE SUITS.

(Special to The Talking Machine World.)

Toledo, O., March 30, 1908.

Suits for $20,067.33 as balance due on two notes have been filed in common pleas court by the Bank of California against the Talk-O-Phone Co. and Albert L. Irish. The notes were for $40,000 and $12,000, given respectively Sept. 20, 1906, and April 16, 1908.

John Buckhardt, treasurer of the General Phonograph Supply Co., New York, who has been severely ill with hemorrhage of the stomach for over a fortnight, is slowly mending. Mr. Buckhardt is also paying teller of the Germania Bank, and is well known among prominent bankers and financiers of the metropolis.

Manufactured by

The Orchestraphone Co.

No. 815 Harrison Street

Kansas City, Mo.

The "Orchestraphone" in Position for Playing

The Wonderful Orchestraphone

(Patent Applied For)

Makes the Talking Machine Perfect

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

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

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

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

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

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

The "ORCHESTRAPHONE" Retail at 20.00

Usual Discounts to the Trade

When ordering state make and style of machine it is wanted for.
Machines within the past six weeks, with a const-
atically growing demand for records.

The May Co. report trade good, with bright
prospects ahead. They carry a complete stock
of Red Seal Victor and Columbia records. D. E.
Lower, formerly manager of the Barberton
branch of the Geo. S. Davis Co., Akron, O., has
taken charge of this department. He is an ener-
gric, experienced talking machine man, and is
a valuable acquisition.

Phil Dorm, in charge of the talking machine
department of Colllister & Sayke, says sales of
machines, including an occasional Victrola,
were fair, and that the April records were selling
rapidly.

Hugh Golly, No. 924 Prospect avenue, reports
he is doing a very good business, and that his
March sales showed an increase over February.
B. L. Robbins, of Robbins & Emerson, 145
The Arcade, said they had made a number of
sales of the higher priced machines, as well as
some of the cheaper grades, during the past
month. He stated business was noticeably im-
proving.

"Business during the past month was a con-
siderable improvement over the previous one,
said W. H. Buescher, of Buescher & Son. "This
improvement in our trade I account for by rea-
son of the resumption of business in the mills
and factories again furnishing wages to the me-
chanics. I look for a good steady business all
summer."

The Bailey Co. have been appointed exclusive
distributers of the Zonophone for Northern Ohio,
and are pushing sales of that popular machine.

The manager of the department stated business
all along the line was very fair, and that they
had made sales of a number of Victor and Edi-
son machines during the past month.

By resolution of the city council the chief of
police was instructed to suppress at a local mov-
ing picture show pictures of the recent Collin-
wood schoolhouse fire, wherein 170 children were
burned to death. The resolution alleged that
"there are too many aching hearts over that dis-
hast horrid, without comment from the city authori-
ties.

Mr. Leeds expects to be away

The entire window display was got-

March 4 Loring Leeds, general sales manager
of the Leed's and Catin Co. left New York on a
special business errand to Chicago. He recently
booked an order there for $250,000 in records
from one concern. Mr. Leeds expects to be away
about ten days. On his return he will go South
to call on the leading jobbers and catalog houses.

AUTOMOBILE RACE WINDOW.

Special Display Made by the Columbia Co. in
Denver in Connection With the New York to
Paris Race Which Has Been Highly
Praised.

(Special to The Talking Machine World.)
Denver, Col., April 6, 1908.

The Columbia Phonograph Co. made good use
of the opportunity offered by the New York to
Paris automobile race to have in their window
a very unique automobile display while the cars
were racing through Nebraska, Wyoming, Utah,
and to the Coast.

This race attracted special attention in Den-
ver, as E. Linn Matthewson, a local automobile
enthusiast and president of the Matthewson
Automobile Co., drove the Thomas car from
Cheyenne, Wyo., across the Rocky Mountains
and Great Continental Divide to Ogden, Utah. These
facts, together with the attractiveness and ap-
propriateness of the window display, induced
practically every person passing to stop and take
note.

The automobile used in the display was built
entirely out of a B D graphophone, disc records,
small horns and supply parts, and its general
make-up, originality and the signs or cards used
in the display caused quite a little comment.

Since Mr. Matthewson had purchased a
graphophone from the Columbia store some few
months ago, it was in order to use this in the
display.

The two cards in the window read as follows:

(1) COLUMBIA GRAPHOPHONES
New York—Paris and Everywhere.

(2) E. Linn Matthewson is owner of
A Columbia Graphophone.

Some of his favorite records are:
"Thomas C—l.—", No. 522; "Little Chauf-
feur," No. 3431; "Out in an Automo-
ibile," No. 3320; "In My Merry
Oldsmobile," No. 3564.

Aside from the card and the display in-
cluded maps, etc., giving in detail the progress
of the race. The entire window display was got-
ted up by C. L. Woodward, with the local Colum-
bia store, and was only one of the attractive
displays he arranges from time to time, and
which always attract great attention.

All the road men of the Universal Talking Ma-
chine Mfg. Co., Newark, N. J., are on their terri-
tory, and business is coming in at a very nice
rate.

"JOBBERS ATTENTION"

Our Advertisement in last month's World, regarding our
complete line of
TALKING MACHINE SUPPLIES

has brought us Orders from almost every Jobber in
the United States. If you have not sent us an order, do so at
once and you will save 100% clean profit. Besides repair
parts, we sell Needles. Write for our Net Prices and Samples
at once.
A new line of disc machines and records is soon to appear upon the market. The goods in question have been under consideration for some time, being held back by reason of litigation into which the concern interested was led unwittingly. The firm have already gone ahead on what they claim to be original appliances, neither purposely designed to evade existing patents, but what they term "something entirely new." Doubtless the so-called "mechanical" fad will figure in the construction of the reproducing device, while the up-and-down or vertical cut of sound wave will be used on the records, in connection with the sapphire point or needle. The vertical cut on a disc record is practically unknown in the American market, though a prominent French manufacturer has been producing records of this kind for a long time, and in connection with which the results have been very satisfactory—the tone quality being free from scratch, smooth, even and resonant.

The annual meeting of the National Association of Talking Machine Jobbers at Atlantic City, July 6 and 7, promises to be one of the most important gatherings of this active and progressive organization. As it stands the assemblage, less than a year old, has assembled under its banner nearly a half of the representative jobbers of the country. So far, the Pacific Coast, Southwestern and Southern trade are not adequately represented in the ranks, but it now seems they will no longer hold aloof, which may be ascribed more to geographical conditions than to any unwillingness on their part to become members. The July convention, which will supersede the constitutional date this year, for obvious reasons, should be attended not only by the regularly enrolled, but by other jobbers who may merely come as "onlookers in Venice." The latter will meet the very best men in their line—men whom it is a pleasure to know socially and profitably in a business way.

New dealers are apt to make a mistake, in placing their initial order with the jobber, by an insufficient selection of record stock. That is to say, dealers who aim to be sagacious merchants and not takers on the trade, will find that knowledge and wisdom would suggest avoiding the assistance and advice of the more experienced jobbers under these circumstances, but the sooner the more enthusiastic jobber is understood the better. Of course, conditions are to be considered also.

Another honor showered on the Victor Talking Machine Company, Camden, N. J., is that of makers of the sapphire point or needle. This honor is not appreciated as highly by the American trade as is the case in Great Britain and of her vast colonial possessions the world over. Nevertheless it is a distinction highly valued and of no insignificant commercial value to its possessors. Dealers here who have a clientele likely to be impressed with this endorsement are not slow in using the royal warrant in connection with their printed matter. The matter west one goes, however, the less the "appointment" glorified in any relation whatever.

TheLinened Horn

**Retail Price, $2.00**

A Good Margin for Dealers and Jobbers

WRITE US FOR DISCOUNTS

**The Pardee-Ellenberger Co.**

NEW HAVEN, CONN.

**This Horn is made of pure linen, moulded in one piece without seam or joint, insuring the best results for record making. Size, 25x6, the correct proportion for this purpose. Handsomely finished in black enamel and gold striped.**

**Dealers can increase their customers interest by pushing the record-making possibilities of the machine and further the sale of such articles as these horns, blank records, etc., by doing so.**


The controversy has reached an acute stage once more as between the music composers and the record manufacturers, the particulars of which are given at length on another page of The World. Yeoman service has been rendered by Messrs. Cromelin and Cameron, for the Columbia Phonograph Co., General; Horace L. Pettit, for the Victor Talking Machine Co., and Frank L. Dyer, for the National Phonograph Co. They have made a marked impression upon Senate and House committees in charge of the bill, and their opposition to the establishment of a royalty on copyright music reproduced on records has been consistent and strongly maintained. Rather than see the bill fall of passage they will yield to a compromise, but not of the kind so far proposed. They have their own ideas of what is right and proper under the circumstances. These gentlemen are to be congratulated upon the sturdy fight they are waging, as much from principle as of commercial advantage.

The Mexican trade is evidently very desirable. During the past month representatives from three of the large record manufacturing companies have been in the capital of the sister republic, either looking after business and placing it on a more satisfactory basis, or securing material and selections for additions to their list of records. The gentlemen are experts in their respective fields of activity, and it is hoped that they have met each other ere this, felicitated each other on returning to God's country, and then had a stein of pulque or something else more palatable and less perilous, as evidence of good-fellowship.

**WANT RECEIVER REMOVED.**

Stockholder and Creditor Says Receiver of Talkophone Co. Represents Conflicting Interests and Therefore Should Retire.

(Special to The Talking Machine World.)

Toledo, O., April 8, 1908.

Application has been made to the common pleas court, by a creditor of the Atlantic Phonograph Co., to have Harry H. Ensign removed as receiver of that concern, alleging that as a stockholder and a creditor of the Atlantic and Talk-O-Phone Co., and that sufficient be collected on the unpaid stock subscriptions to satisfy the demands of the creditors.

The creditor also asks that the court ascertain the solvent stockholders of the Atlantic Co., out of the $2,000,000 stock, of which one-half was issued to purchase the property and rights of the Talk-O-Phone Co., and that sufficient be collected on the unpaid stock subscriptions to satisfy the demands of the creditors.

The application states that when the Talk-O-Phone Co. was bought out it was wholly insolvent, and that its assets were exceeded by its liabilities, so that the Atlantic Co. received nothing of value for its $1,000,000 worth of stock. The creditors of both companies are claiming payment out of the assets of the Atlantic Co., and that sufficient be collected on the unpaid stock subscriptions to satisfy the demands of the creditors.

Here's something entirely new

**Mr. Talking Machine man**

### THE ECHO-TONE

The Echo-Tone is an Entirely New Talking Machine Horn. The sound waves pass through an inner-conductor, are projected against the sound reflector in the rear of the horn, and rebound to the ear of the listener, giving a wonderful reproduction of true tones of superior richness and melody and of great range and volume. The principle involved is the principle of the echo. The mellowing effect of an echo on sound is known to all.

The principles of construction of The Echo-Tone give this horn an immense advantage over all others.

**Its tones are absolutely non-metallic.**

The objection to metal horns is thus overcome.

Its tones are brilliant and mellow in quality.

It produces great volume without agitating the ear-drum, and yet interprets clearly the faintest passages.

**Needle scratching is practically overcome,**

for as these sounds rise, they are dispersed by the louder sounds from the horn.

It is but 10 inches in length, *does not project,* need not be disturbed when changing records, and in no way interferes with the operator.

The Echo-Tone can be applied to cylinder as well as disc machines.

**As a demonstrator The Echo-Tone is unrivalled.** Its pleasing tone effects and reproductive qualities show off any machine to its utmost advantage, and it brings out every bit of music in the records played. The horn is graceful in design and beautifully made. It is a triumph of the metal-worker's art. We have a brass and copper horn, a brass horn and an oxidized horn. The first is particularly attractive in appearance, with its alternating plates of the two metals, and is specially adapted to demonstration purposes. As a show-window feature it is invaluable, for its distinctive beauty and novelty unfailingy excites interest.

We want to interest YOU first in The Echo-Tone. We know for certain that when you have a line of samples to show customers their orders will follow as a matter of course. You will find that no matter how many other horns a man already has, when he has seen and heard it, he will want an Echo-Tone. That this is not an idle boast you can soon learn by ordering a sample.

**The J. E. Frey Manufacturing Company**

118-120 Park Avenue

BROOKLYN, N. Y.

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**THE TALKING MACHINE WORLD.**

29
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. April 6, 1908.

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

MARCH 10.

Berlin, 13 pkgs., $878; Bombay, 8 pkgs., $381; Buenos Ayres, 19 pkgs., $522; Callao, 2 pkgs., $456; Corinto, 6 pkgs., $186; Havre, 28 pkgs., $184; Havana, 5 pkgs., $338; London, 9 pkgs., $675; 70 pkgs., $730; 29 pkgs., $780; 8 pkgs., $411; Manchester, 10 pkgs., $792; Melbourne, 51 pkgs., $2,161; Naples, 1 pkg., $777; Porto Plata, 6 pkgs., $395; St. Thomas, 5 pkgs., $309; Shanghai, 5 pkgs., $318; Sourabaya, 6 pkgs., $151; Vera Cruz, 9 pkgs., $754; 16 pkgs., $300; Yokohama, 45 pkgs., $2,462.

MARCH 17.

Auckland, 6 pkgs., $153; Berlin, 8 pkgs., $478; Dublin, 2 pkgs., $201; Glasgow, 4 pkgs., $261; Hamburg, 4 pkgs., $460; Havre, 13 pkgs., $1,136; Havana, 5 pkgs., $344; Kingston, 19 pkgs., $231; London, 14 pkgs., $631; 80 pkgs., $5,128; 23 pkgs., $1,538; Manila, 17 pkgs., $417; 2 pkgs., $587; Melbourne, 409 pkgs., $10,549; Singapore, 4 pkgs., $187; St. Petersburg, 2 pkgs., $102; Trinidad, 8 pkgs., $132; Vera Cruz, 48 pkgs., $1,749; Vienna, 11 pkgs., $369.

MARCH 24.

Berlin, 6 pkgs., $115; Corinto, 7 pkgs., $237; Colon, 2 pkgs., $323; Dalny, 8 pkgs., $1,219; Guayaquil, 2 pkgs., $228; Hamburg, 8 pkgs., $198; London, 27 pkgs., $1,892; 5 pkgs., $156; 5 pkgs., $174; 13 pkgs., $775; Milan, 28 pkgs., $515; Natal, 6 pkgs., $150; Rio de Janeiro, 35 pkgs., $992; St. Johns, 7 pkgs., $194; Vienna, 2 pkgs., $76; 4 pkgs., $184; Vera Cruz, 12 pkgs., $1,009.

MARCH 31.

Berlin, 3 pkgs., $196; Bombay, 17 pkgs., $1,073; Callao, 4 pkgs., $309; Colon, 5 pkgs., $129; Glasgow, 6 pkgs., $370; Havana, 2 pkgs., $5,991; 2 pkgs., $211; 3 pkgs., $214; Havre, 44 pkgs., $1,202; London, 61 pkgs., $7,033; 9 pkgs., $474; 15 pkgs., $890; Progresso, 23 pkgs., $876.

APRIL 7.

Callao, 2 pkgs., $554; 8 pkgs., $182; Cooktown, 7 pkgs., $100; Cristobal, 35 pkgs., $1,138; Hamburg, 2 pkgs., $130; Havana, 13 pkgs., $1,015; Havre, 2 pkgs., $151; Liverpool, 3 pkgs., $240; London, 113 pkgs., $6,612; Panama, 3 pkgs., $143; Progresso, 10 pkgs., $594; Rio de Janeiro, 1 pkg., $205; St. Petersburg, 35 pkgs., $2,102; Vienna, 27 pkgs., $967; Warsaw, 3 pkgs., $162; Yokohama, 14 pkgs., $2,733.
THE TALKING MACHINE WORLD.

LATEST DEVELOPMENTS IN COPYRIGHT SITUATION

Recent Hearings on Copyright Bill End with Tentative Agreement for Compromise on Part of Certain Interests—Royalty Provisions Not Approved by Talking Machine Men—Two Separate Copyright Bills Suggested by O'Connell—Is Royalty Conscriptory?—Compromise Details May Be Worked Out by Congress—Law Not Likely This Session.

WASHINGTON, D. C., April 9, 1908.

The copyright situation is more tardy in the close of this week than ever before. The hearings before the Joint Patents Committee of the Senate and House, which closed April 28, with the talking machine, mechanical instrument, and perforated music roll manufacturers, together with the music companies and publishers, presenting their varying views on that date, finished up that part of the proceedings. The representation of the manufacturers for the talking machine trade were: Frank L. Dyer, counsel for the National Phonographe Co., Orange, N. J.; Paul H. Cromelin, president of the American Cylinder League; and E. M. McVeigh, for the Columbia Phonograph Co., General, New York; Horace L. Pettit, counsel for the Victor Talking Machine Co., Camden, N. J.; John J. O'Connell, counsel for the Leeds & Catlin Co., New York, Boston and other cities. The views discussed at those hearings were held by certain theatrical managers that moving pictures with talking machine attachment, reproducing plays and the accompanying dialogue, were ruining their business. There was evidence that moving pictures with talking machine attachment were: Frank L. Dyer, counsel for the National Phonographe Co., Orange, N. J.; Paul H. Cromelin, president of the American Cylinder League; and E. M. McVeigh, for the Columbia Phonograph Co., General, New York; Horace L. Pettit, counsel for the Victor Talking Machine Co., Camden, N. J.; John J. O'Connell, counsel for the Leeds & Catlin Co., New York, Boston and other cities. The views discussed at those hearings were that moving pictures with talking machine attachment, reproducing plays and the accompanying dialogue, were ruining their business. There was evidence that moving pictures with talking machine attachment were.

The agreement having been reached the question now is, Can the bill or the two-bill proposition pass before Congress adjourns about May 15? Senator Smoot and Chairman Currier believe that the passage of the two-bill proposition has been reached, to form a basis for legislation. The text of the measure cannot yet be published. The fact that this bill has been laid before the two chairmen does not necessarily indicate that it will be embodied into law either partly or in toto. The committees are in no way bound to observe the features of the proposed "Mechanical Musical Copyright Bill," and are not even bound to introduce it in Congress for referral to their committees. The proposal is certain neither Senator Smoot nor Chairman Currier approve all of its provisions. In fact both of them would incorporate changes of a material character into the O'Connell suggestions.

The intent of the mechanical musical bill while the text of the bill cannot yet be printed is understood that the O'Connell idea proposes that the rights that would be secured by the proposed "Mechanical Musical Copyright Bill" should constitute an estate entirely distinct and separable from that which might be derived or acquired by virtue of any other copyright statute. The O'Connell idea also contemplates that the mechanical musical copyright to be thus secured should be the exclusive right of an author or composer of music to receive the compensation of 2 cents a roll, record or other device used in the reproduction of their copyrighted compositions automatically to the ear. It goes into such detail, in fact, that members of the Patents Committees would insist upon careful inspection of the measure before making it into law. Unless the various interests come together the Congressional committees will probably de-

Humphrey Record Cabinets

All Styles
All Sizes
All Finishes
At the Right Prices
Ready for Immediate Delivery

Send in your orders

HUMPHREY BOOK CASE CO.
DETROIT, MICH.
A Complete Stock of

EDISON

Phonographs and Records
permits us to fill and ship orders the day received
NEW FRESH GOODS—NO SUBSTITUTES

LAST CALL—ONLY A FEW LEFT

Capacity 120

CYLINDER RECORDS

4 Shelves of 30 each

GENUINE QUARTERED OAK

Finished and Polished all Sides

32 Inches High 18 Inches Wide
20 Inches Deep

STYLE No. 100

Every Record Owner should have a Cabinet.

A permanent place for the Phonograph.

Records easily found when wanted.

Eureka Alphabetical Index furnished with these cabinets.

PRICE $11.50 LIST

TRUETONE WOOD DIAPHRAGM for "MODEL C" (Edison) REPRODUCER

PRICE 50 CENTS EACH—Complete with Crosshead and Link

MR. DEALER: You can sell one to every customer. Just the thing to stimulate your business and renew customers' interest in their Phonographs.

Increased Volume Tone and Detail. Easily mounted—complete directions with each Diaphragm.

Money back if not perfectly satisfied.
To go ahead on their own volition and frame a measure in accord with their ideas of the justice of the situation; without further delay, to make the attempt to bring the various interests together. As understood here the attitude of the talking machine and piano players is not altogether against the proposed royalty provisions. They are understood to be of the opinion that there should be no royalty paid on the ground that they believe the Constitution contemplated the invention of reproducing devices without the scope of exclusive copyright domain, but it is believed by members of both committees that the piano player and talking machine player have made efforts to induce the Congress to view this matter as a matter of right. This view, declared, would be supported by the committee, but if they were disposed to believe all interests at stake would be subserved by a statutory royalty fee or charge, then the talking machine trade would submit gracefully, at the same time submitting what they consider would be an equitable arrangement. The Patent Committees are expected to report out a bill within the next week or ten days.

TIME TO FALL IN LINE.

Talking Machine Jobbers Should Attend the Meeting of the National Association, to be Held at Atlantic City, July 6th.

Perry B. Whitsit, secretary of the National Association of Talking Machine Jobbers, has sent the following communication, dated Columbus, O., March 27, 1908, to members of the trade who are not now affiliated with the association: "We have written you several times in regard to your membership in the National Association of Talking Machine Jobbers who will be held at Atlantic City, N. J., on July 6, 1908, and we would be very much pleased to have you attend, as we believe that you will profit by attending this meeting. Many times for the expense and time you will be put to.

"We have written you several times in regard to joining the association, and we trust that we have interested you. If you have not yet decided, it is because you have not perceived the importance and interest involved. If you are making, we feel, rapid progress, as our association is doing, the sooner you join will be of the utmost benefit to your interests.

"If that should be the course adopted the chief concern of those interests would be the amount of the royalty to be paid. If the talking machine and piano player concerns have already indicated informally to the committees their belief that a royalty of two cents a roll, as contem- plated by the "compromise" of last week, would be confiscatory. Another question interesting Congressional members is whether the imposition of a royalty would ultimately fall as a tax upon the people. If the payment of the proposed royalty stamps would be added to the retail price of the music rolls, perforated rolls, or talking machine records, there might be a body of people who would be antagonistic to the trade to a great extent, and which would be very influential with members of Congress from suburban districts who are nearly always solicitous about the com- pliances of the people with the trade. Again certain perforated roll representatives have intimated that it would be easier for the talking machine manufacturers to add the two-cent royalty cost to the price of their records than to add to the retail price of the perforated rolls, for the reason that the latter are generally sold in multiples of 25 cents. They say that when the public accustomed to paying music roll prices and at the same time, of which is considerably more than one-half of the membership of our association, and of which he is president, that the concern of those interests would be the amount of the royalty to be paid. If the talking machine and piano player interests have already indicated informally to the committees their belief that a royalty of two cents a roll, as contemplated by the "compromise" of last week, would be confiscatory.

CONGRESS TO WORK OUT COMPROMISE DETAILS.

These are some of the phases of the royalty proposition which will attract attention before the committees and on the floor of Congress if it is pressed, but Congress can be safely trusted to work out these details. The members of both committees want to act with justice, but it has been difficult to reconcile all of the conflicting interests. This cannot be done without compromise. In this respect the copyright bill very closely resembles tariff legislation. Schedules cannot satisfy everyone. Here, too, there must be a compromise in all legislation of this character, and Congress will insist upon drawing the line of compromise itself, after hearing the arguments of the parties. This week a form letter, emanating or inspired by the Authors' and Composers' League of America, has been coming in batches to Senator Smoot and Chairman Currier. The tone of these letters is the same and almost identical as to the subject-matter. They violently oppose a statutory royalty proposition as illegal, unconstitutional, un-American, unfair, and a grave injustice on music writers and composers. The officers of the league are: John Philip Sousa, president; Reginald De Koven, secretary, and Victor Herbert, treasurer.

Our latest novelty is the Diaphragm is King.

When subjected to the impact of sound, wood is the most resilient of all known substances. This is proven by its successful use in violin bodies and sounding boards for pianos. No other material can take its place. By a new and novel process we have succeeded in making a four-ply composite diaphragm, two of very thin wood and two of separate, taut tissue, all of which is compressed within the diaphragm. The reproduction by this diaphragm is truly marvelous. Every detail of sound and tone fineness that is capable of being recorded is brought out by this invention.

PRICE, including Cross Head and Link, $1.00.

Humanatone Introducing Novelty Wood Diaphragm.

For Model C and Columbia Reproducers

The reproduction by this diaphragm is truly marvelous. Every detail of sound and tone fineness that is capable of being recorded is brought out by this invention.
TRADE NOTES FROM PACIFIC COAST.


(Special to The Talking Machine World)

San Francisco, Cal., April 4, 1908.

Ben Curtiz has bought out Francis Have-Goodman's store on Mission street, and Mr. Goodman has opened a new place on Van Ness avenue, at the corner of Willow. He opens a specialty of the Victor and Zonophone lines, but carries a full stock of miscellaneous talking machine goods. The new store is well arranged and neatly fitted up, with a number of individual demonstration rooms, and a tasteful display is carried in the windows. Mr. Goodman is very well satisfied with his new place, as the opening has already been marked by great success.

Sherman, Clay & Co. are expecting a large shipment of Tetrarzini records for the Victor machine, and report many liberal orders for the same from the local trade.

A good many of the Coast talking machine dealers still complain of dullness, but there are many favorable reports. Altogether, the trade seems to show some improvement, as there is more inquiry at nearly all the stores, and some lines of talking machine goods, particularly high-class records, are having a good sale.

TRADE NOTES FROM PACIFIC COAST.

on records from "The Merry Widow," particularly good sales have been made in the East, and they have departed from this custom, and have really "featured" them.

The Sultan of Turkey has ordered "The Merry Widow" score to be phonographically recorded for his entertainment and delectation.

W. S. WILLIAMS & SONS CO., Toronto and Winnipeg

SYRACUSE WIRE WORKS, SYRACUSE, N. Y.

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

Sell Wire Racks to the Record Buyer

The “Heise System” 100 and 150 Space Racks—Immensely Popular

REVIVAL IN TRADE—Rudolph Wurzilrzer Co. a Busy Trade Mart—Smith & Nixon New—Symphony Grand Admired—Margraf's Trip

(Special to The Talking Machine World)

San Francisco, Cal., April 10, 1908.

The revival in the talking machine trade of this city continues steadily, and dealers report a strong demand for medium-priced machines and the many up-to-date accessories now on the market. The jobbing trade state that orders are plentiful for all the various styles of machines, and that the popularity of that form of music making is steadily on the increase.

One of the busiest concerns in the city are the Rudolph Wurlitzer Co., who have been exploiting the Victorola in an energetic manner, with the result that the demand for those instruments has kept the stock at a low point for some time past. Many of those constituting the elite of the city have heard the Victorola, and having heard have ordered one sent to their homes. The above company have also had great success with their tone regulators for all styles of machines, which combine simplicity with practicability, and can be used for both cylinder and disc machines. The manufacturers will be pleased to give fullest details to inquirers.

JOHN E. HELM'S "FIND!"

When John E. Helm, treasurer of the Douglass Phonograph Co., New York, was in Europe, he ran across a plaster group of the old couple that figure in Massenet's picture of the Edison phonograph. He thought it so interesting that he bought it and brought it home. The group was on exhibition in Europe at the time, and the people who took the whole thing for the most absurd piece of nonsense in the world.

Something entirely new in the line of horns is the Echo-Tone, which is referred to very fully elsewhere in this issue. The principle represented is purely new, and is essentially different from any of the old-fashioned horns now in use. It consists of a closed horn, the sound waves pass through an inner conductor, are projected against the sound reflector in the rear of the horn and rebound to the ear of the listener, giving an excellent reproduction of the essential quality of the voice or instruments represented in the record. Experts who have examined the Echo-Tone are especially enthusiastic over its ability to bring out all the details of the music in the records played. The horn does not project and can be used for both cylinder and disc machines. The manufacturers will be pleased to give fullest details to inquirers.

INDUCTION AGAINST SCHAEFFER.

The National Phonograph Co., Orange, N. J., obtained a permanent injunction against Fred G. Schaeffer, a dealer of Philadelphia, Pa., for selling Edison records at less than the prescribed price. Schaeffer obtained his goods through a licensed dealer, and thus imagined he was exempt from the company's restrictions. The Circuit Court of the United States, eastern district of Pennsylvania, in issuing the enjoining order recently, said: "The patentee has an exclusive monopoly of the art of reproducing musical sounds upon discs by any means, and can be used for both cylinder and disc machines. The manufacturers will be pleased to give fullest details to inquirers.

HAGEN RETURNS FROM MEXICO.

Henry J. Hagen, manager of the Universal Talking Machine Mfg. Co.'s reproducing labora-
tory in New York, who has been in Mexico since early in March, sailed from Vera Cruz for New York April 16. Mr. Hagen has secured a number of excellent instrumental and vocal originals, which will soon appear on the Zonophone list of Mexican records.
March 30, the salient points of which we can only
the copyright hearings:

Dear Sir:—During the hearings before the joint com-
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On Copyright Matters Sent by S. T. Cameron
to Representative Leake.

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The 4 Biggest Columbia

The "BQ" Cylinder Graphophone

No question about it—this "BQ" tone-arm cylinder machine has certainly made the hit of the season. We have advertised it pretty extensively as the "king of all cylinder machines" and it's matching up with that claim. We said some time ago that no man who intended to buy a cylinder machine would hesitate very long between this "BQ" and the old types, and evidently the dealers of the country agree with us. Compact, convenient, shapely and simple, no rubber tube, no horn crane, no horn stand—it has talking points enough for half a dozen machines!

It's good money. Is any of it getting by you?

The Symphony Grand Graphophone

The Symphony Grand Graphophone is about the biggest sign of the times in sight of the talking machine trade this minute. Every man who owns a piano-player, every man who ever intends to own a piano-player, every man who likes to have the new things ahead of his neighbors, every man who loves music and likes to entertain—there's your immediate field.

One sale of a Symphony Graphophone makes a heap of difference in your ledger. And don't forget that the man who puts $200 into a Symphony Grand Graphophone isn't going to be a small buyer of Columbia Records, either.

There's no one thing that will broaden the influence of a talking machine store in the community like this incomparable musical instrument.

Columbia Phon TRIBUNE BUIL
Money-Makers Right Now

The New Grand Opera Records

In addition to the thirty-three magnificent signed records described in our Advance List of Columbia Grand Opera Records (Fonotipia series) we have just issued a supplement containing thirty-three more.

This new list includes records by five artists never before listed—Pinkert, Magini-Coletti, Luppi, Paresi-Pettinella and Vignas; likewise additional records by Bonci, Didur, Stracciari, Barrientos, Sammarco, Pacini, Russ and Kubelik, together with soprano-and-baritone duets by Eugenia Burzio and Antonio Magini-Coletti. The singers here represented are beyond question the greatest living exponents of the lyric art.

The “Hits” and “Specials”

It's hard to argue against a success.

Columbia dealers have been getting their “hits” and turning them into money good and early. They are not tying up their best-selling opportunity to an “opening day,” subject to the weather—and meantime they are getting their people into the store between-times. It is pretty well proved that almost every man who used to buy Columbia Records by the old system is buying more Columbia Records now. Columbia dealers are getting a square deal, and that enables them to turn a square deal over to their customers—and it seems to be mighty popular all round.

Columbia

Adv/ce Linn No. 1

Fono/tpia Series

Columbia Grand Opera Records

Hits while they are hits and sold as soon as they are made.

graph Co., Gen’l

ING, NEW YORK
TRADE MORE ENCOURAGING.

Jobbers So Report the Outlook—Mail Order Houses Now Optimistic.

Reports from jobbers of talking machines are on the whole of a very encouraging nature. Business is not quite up to last year's standard at this season but it is steadily improving. An important thing to note is that the big mail order houses that were generous with their orders, have not, in the main, been hard hit, some of them, during the holiday trade, in their talking machine, as well as many other departments, say that the past few weeks has shown a marked resumption of activity in talkers and that for the season of the year business is not bad at all. Whatever view the readers of this paper may take as to the mail order houses, there remains a fact that the big concerns located in Chicago and which do a retail business spread over a wide expanse and territory are criterions in a large measure as to the pulse of trade in the small cities and agricultural districts; consequently the reports from th s source are full of encouraging significance.

BRIEF AND TO THE POINT.

The Indestructible Phonographic Record Co., Albany, N. Y., are preparing to erect a new building in Brooklyn, N. Y., for a recording laboratory and mold-making plant. Their present quarters are said to be much too small.

After a strenuous week in Washington, D. C., following the hearings before the Senate and House Patent Committee on the copyright bill, Mr. Lip. Kaiser of the Columbia Phonograph Co. General office, returned to New York last Friday. Mr. Cromwell has been working like a beaver on the copyright controversy, not only recently, but for over a year.

Substantial gold-lettered signs, of impressive size and appearance, with S. B. Davega Co., the importer, will be under the direction of this very successful jobber and dealer on East 14th street, New York. Lip. Kaiser's smile is now a permanent feature.

J. Charles Groshut, secretary of the Edwin A. Denham Co., New York, who had been in Europe for six weeks, reached home March 17, in time to join the convention. Mr. Groshut said he found talking machine business in Germany exceedingly slow.

On March 19 Geo. J. Warner and Frederick Burt, assistants of Walter H. Miller, manager of the National Phonograph Co.'s New York store, resigned to form the corporation. The front of this very successful jobber and dealer on East 14th street, New York. Lip. Kaiser's smile is now a permanent feature.

In this connection Mr. Denham said:

"Shure it is, yer honor! Didn't the chief himself, himself, tell me to arrest any one running a speakeasy, a at all, at all.—Ernest Wernick.

HAWTHORNE & SHEBLE MFG. CO. OFFER.

The Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., make an exceptional offer to dealers in phonographs, the department being in size and appearance, with S. B. Davega Co., the importer, will be under the direction of this very successful jobber and dealer on East 14th street, New York. Lip. Kaiser's smile is now a permanent feature.

Excuses are the enemies of advancement.

- Ernie Wernick.

FIRE IN PITTSBURG, PA.

The Pittsburg Phonograph & Supply Co., Pittsburg, Pa., Suffered a loss, estimated at over $20,000, in a fire which destroyed the building at 363-365 Liberty avenue, in which they were located, on April 10.

New Hand (in store): “Please, sir!”

Matured Salesman: “Well!”

New Hand: “Please, sir, there's an English record here among the Chinese records.”

Matured Salesman: “Oh, that's to keep 'em in order.”—Ernest Wernick.

The Porter-Wrigley Co., 70 North Broad street, Philadelphia, Pa., make an exceptional offer to dealers in phonographs, the department being in size and appearance, with S. B. Davega Co., the importer, will be under the direction of this very successful jobber and dealer on East 14th street, New York. Lip. Kaiser's smile is now a permanent feature.

For the City of Chicago and which do a retail business spread over a wide expanse and territory are criterions in a large measure as to the pulse of trade in the small cities and agricultural districts; consequently the reports from th s source are full of encouraging significance.

The first meeting of the committee of arrangements, appointed by President Bowers, at the recent convention of the National Association of Talking Machine Jobbers in Buffalo, N. Y., to make preparations for the convention at Atlantic City, N. J., July 6 and 7, was held at the office of the Blackman Talking Machine Co., 97 Chambers street, New York, on March 31. The entire committee was present, namely, J. Newcomb Blackman, chairman; Louis Buehn, of Buehn & Bro., Philadelphia, Pa., and C. V. Henkel of the Douglas Phonograph Co., New York City.

General plans were discussed at length, and many suggestions were offered looking to the several arrangements that will make the meeting a memorable occasion. Application for special railroad rates will be filed in time for the Eastern Committee of the Trunk Line Association to convene in New York April 24, to take action upon. Mr. Buehn was appointed a committee of one to visit Atlantic City and get in touch with the hotels, principal boarding houses, etc., with a view of arranging rates and accommodations for the members of the association and their families or friends who may accompany them to the meeting. The committee will hold its next session in Atlantic City on April 29th, in order to have in the main the reports of the sub-committeemen be heard and definitely acted upon.

The convention will take two days to dispose of the business before them, which consists of a complete revision of the by-laws, the election of officers and various other important matters now in the hands of the executive committee. It is therefore urged upon the members to come prepared to stay for July 6 and 7, and as the opportunity for visiting this famous and delightful resort under such pleasant auspices does not occur often, the committee urges the members to suggest the wives or family should be brought along for a week's recreation and enjoyment. It will do them all good. The association now numbers 101 on the roster, and fully 30 or 40 new members are expected to be added before the July convention, which will supersede the regular annual meeting in September.

The Edwin A. Denham Co., of New York, have been recently working a scheme which they affirm have proved to be quite a stimulant to business. Their plan has been to select the leader among the jobbers and dealers of the country. In this connection Mr. Denham said: "One jobber with whom we recently worked the Phonograph Co., of 69 Clambers street, New York, machines behind-hand on his orders for large machines sold in connection with this proposition. Another large jobber in the East stated that he has increased his sales $1,500 in one month to one single dealer who had been working the scheme." The Denham Co. are now preparing to elaborate on the proposition, and will cover every section of the country.

General Manager MacNab of the Universal Talking Machine Mfg. Co., Newport, N. J., had a special trip to Cleveland in March, pointing out March 23 and coming back the 29th following, when he placed the Zonophone line with the Bailey Co. In the larger department store, handling phonos music, etc. Also, it was a splendid deal, and "Mac" has been warmly congratulated by the company officials for the superb manner in which they were conducted. The initial order was "fat and juicy."

Five escapes are being erected on the Reade street side of the building occupied by the Douglass Phonograph Co., 89 Clambers street, New York. John Kaiser now expresses himself as being safe from the fiery demon.
Listen To

THE CYLO-PHONE

A PERFECT TONE

Hear it at Your Jobber’s

No. 740.
Concealed Horn Cylinder Record Cabinet
140 Records.

No. 740.
Golden Oak or Mahogany
“A Wonderful Seller.”

Herzog Art Furniture Company

SAGINAW, WEST SIDE, MICHIGAN

Our Complete Lines of Cylinder and Disc Cabinets in Stock by all Jobbers

No. 742
Concealed Horn Cylinder Record Cabinet
190 Records.

No. 742
Golden Oak or Mahogany
“A Beauty.”

“Everybody’s Favorite.”
TRADE HAPPENINGS IN ENGLAND.


(London, E. C., April 5, 1908.)

This country is passing through very unsettled times just now, and in consequence general business is suffering to a considerable extent, more particularly so we come to such luxuries as the talker, of which sales are anything but pleasing. One must recognize the fact, but nevertheless that's no brief for pessimism, as it's the reverse that pulls men out, to win in the long run. Business is a sensitive plant, and long faces of a certainty will not stimulate growth. You can indulge in greater luxuries than the talking machine, for dismal growls and gloomy faces of a certainty will not stimulate growth.

It is easier to suffer to a considerable extent, and in consequence general business is suffering to a considerable extent, more particularly so we come to such luxuries as the talker, of which sales are anything but pleasing. One must recognize the fact, but nevertheless that's no brief for pessimism, as it's the reverse that pulls men out, to win in the long run. Business is a sensitive plant, and long faces of a certainty will not stimulate growth. You can indulge in greater luxuries than the talking machine, for dismal growls and gloomy faces of a certainty will not stimulate growth.

The result only increases the number of distributors, who far outweigh the average buying capacity of the public, and the result is disaster. To make a business you must advertise, and there is precious little in this trade. It's not a bit of going, leaving progress in the hands of dealers, quite a large percentage of whom know too more of the possibilities of a talking machine than they do of keeping proper trading books, except if it's any qualification to figure up in a penny exercise book, and that's where we are today in the home market. But what of export trade? There is no question but what the British export trade in talking machines is very much on the increase. It is a matter for hearty congratulation, but not sufficient reason why any one firm should ease up on mail matter or advertisement publicity. Colonial dealers are showing in the present time a great desire to handle English-made records and machines, and while there are so few of the latter on the market—this is to be deplored—I think that in the matter of both disk and cylinder record sales manufacturers would greatly benefit, now that the colonial season is here, were they to devote closer attention to the requirements of our friends across the seas.

In any correspondence with English houses regarding orders, or inquiries for new goods, foreign dealers should always give the fullest particulars of their requirements.


I believe the new patent law is having a highly beneficial effect in this country, but certain talking machine patentees manufactured abroad will lose right of protection after August, this year, unless they are wholly manufactured here. The matter is already under discussion with certain German firms.

Some Important Litigation.

In the case of the Gramophone & Typewriter Co., Ltd., against Josiah Walter Stanley, surveyor of taxes, the court was asked to determine whether an English company which had acquired the business of a German company was assessable for income tax on the profits made in Germany. The matter came up by way of appeal by the Crown from a decision of Justice Walton in a case stated to him by the Commissioners of Inland Revenue. The respondent company was registered under the Companies Acts, 1862 and 1899, to acquire the business of the Gramophone Co., Ltd., as a going concern. The capital was £500,000, divided into 100,000 preference shares of £1 each, and 500,000 ordinary shares of £1 each. In January, 1900, a German company was incorporated and registered in Germany, one of the promoters being the Gramophone Co., Ltd.

The respondent company was registered in December, 1906, and acquired the Gramophone Co.'s business, together with the large interest which it had in the German company. It now hold all the shares of the German company; members of the Board of Management of the German company and the directors of the respondent company were the same, and the members of the Board of Supervisors of the German company were the nominees of the respondent company.

In the year in question the total profits of the German company amounted to £273,348, of which £15,000 was transferred to the depreciation fund, relating to the German company's patent rights. The question now to be decided was whether the respondent company was chargeable for income tax in respect to the £15,000. Justice Walton held as against the Crown, that the fact that the English company carried on business in this country and held all the shares of the German company did not make the business of the German company the business of the English company, so as to render the latter assessable upon the full amount of profits made by the German company; hence the appeal. The Master of the Rolls, giving judgment, held that the Crown could only succeed by making out that the German company was merely the agent of the English company, as principals in a business, and, as they had failed to do so, the appeal must be dismissed with costs.

A REVELATION IN THE ART OF RECORDING.

NEW SUPPLEMENTARY LIST FOR APRIL JUST OUT!

Extra-Super-Fine !!!

No Scratch; Sweet, Clear and Mellow

Try these latest numbers, and like Oliver Twist of Dickens fame, you will want more. Obtainable from all up-to-date Dealers. Through Factors only, lists free.

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER.
suggestions a spirit of optimism hard to beat.

cern handling both talking machines and other catchers!

profits and everybody else's by cutting prices, to give every possible encouragement to retailers, orders at cut prices, and we may therefore regard the dealer has no occasion for jobbing old rec-up -to date records.

dealers to retain out-of-date or obsolete records, must result.

dealers will be very liberally dealt with.

ous designs have gone to make up the beautiful sample sets -will be mailed on the usual terms.

stock a record that will bring repeat orders, and

very excellent quality, why dealers abroad should special attention of Colonial dealers to the mer-

race would soon be entirely exterminated.

poor things!

yet, but he is ready for them when they do-

musical merchandise.

admits light every time it receives a wave, the

something especially good, and we have every

trade branch of this business, it will need to be

I would add, certainty or time of its appearance

photographic plate, which, when developed gives

margin

each signal received gives a feeble light in the

Here’s an Optimistic Mortal.

In these efforts the Edison Bell Co. have our hearty wishes for success.

Opportunities for Colonial Trade.

In their advertisement this month the Premier Mfg. Co., of Clarion record fame, draw the special attention of Colonial dealers to the merits and capability of their product for export. I would say here that the price alone of Clarion records is a temptation, quite apart from their very excellent quality, why dealers abroad should introduce them to their customers. A generous discount is allowed to the trade, by which a good margin is apportioned upon duty charges, where such is in force. The company are willing to enter into any terms that ensure a record that will bring repeat orders, and sample sets will be mailed on the usual terms.

Mr. Force, who guides the destiny of this house, in the course of a recent chat I had with him, which was to the effect that we may probably see an exact account of the message.

Microphonograph Specialties.

The Microphonograph Co., whose specialties, by the way, are now controlled exclusively by Mr. Seymour, have just issued a new thing in needles. The "Seymour" Iridised Disc needle, as it is called, has many good points (although a needle is generally supposed to have only one point). In this case it is different because the many-axe-creating points include quite a few, among which may be mentioned: wears longer than others, minimizes scratch, gives solid tone, and is cheap. They are creating quite a demand, and dealers would therefore find this a profitable line to handle.

The "Tailor" in Politics.

The Conservative gramophone advertising campaign has attained a well deserved success. By its means the voices of our great statesmen carried influence at no less than 2,147 meetings, and it is estimated that close upon a million people were addressed by the talking machines. Quite apart from its party significance, the campaign should have done not a little good to still further popularize the products of this industry. Owing to the very unsettled conditions, however, which are permeating even the average spender, we fear that the benefits are not so great as they might otherwise have been. There is not on the other hand, any reason to doubt that by this campaign indirect influence in favor of the tailor has been brought about and has laid the foundation for future sales.

A National Co. Announcement.

The following appears in the Edison Phonograph Monthly this month: "We have as yet been unable to obtain a satisfactory alternating current motor to run on other frequencies than the regular, as given in our catalogue, and until we can secure such a motor we will be unable to fill orders for Alva phonographs and Acme coin-

Want Lower Freights on "Tailors."

Owing to the very exorbitant freight charges of the various railway companies for the transit of talking machine goods, several leading trade members, at the instigation of Paul Mellerio (Pathe Freres) and G. H. Hallett (Premier Mfg. Co.) have banded together to discuss ways and means of accomplishing the reduction. It is strongly asserted that the rate of demand there is little profit in either han-

How to Obtain Redress.

By its means the voices of our great statesmen have been heard at the old price of ls. without any allowance to them. We fear that the benefits are not so great as they might otherwise have been. There is not on the other hand, any reason to doubt that by this campaign indirect influence in favor of the tailor has been brought about and has laid the foundation for future sales.

A New Turntable Attachment.

A new thing to be introduced on this market is an ingenious turntable attachment particularly adapted for use when playing warped rec-

Good News from National Co.

Quite recently announced by the National Phonograph Co., whose city depot, by the way, has now been entirely transferred to their new factory at Willesden, excepting the

"There’s Money in Them"

"STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers: “These are the greatest value in cylinder records in the world.” You can say this because the "STERLING" "SPECIAL" is

"THE RECORD THAT'S HALF AN INCH LONGER"

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price 1s. 25 Cents

Liberal Discount for Export

The Russell Hunting Record Co., Ltd.
13, 15 and 17 City Road, London, E. C., England
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.
I had a prominent Dictaphone stand. The Prince's Dictaphone, the Columbia Phonograph Co.'s invention, came also under the patronage of the Prince of Wales, and was of interest for some of the leading men of the day, for it was an appliance which meant a saving of time, labor and money, and never was it more manifested than in this gathering of business men from all parts of the country, anxious to avail themselves of any appliance which meant a saving of time, labor and money. The exhibition was the center of attention at Olympia, and proved to be a gigantic success. All the leading names of Dictaphone users we understand that the Right Honorable A. J. Halford has now to be added.

The International Linguaphone Co. were also represented by a well arranged stand displaying a series of records of many languages, which excited quite a deal of interest among the visitors, some of whom, on the occasion of my visit, I saw with textbook in hand deeply engrossed in the intricacies of foreign pronunciation as told by the useful Linguaphone record. Sales were brisk, and at the end of the week results were far in advance of the best expectations.

Artistic Combined Disc Cabinet.

One of the most artistic combined disc machine cabinets I have seen in a long time is recently designed by Barnett & Son. Although it is not quite ready for introduction to the trade, Mr. Balcombe was good enough to explain its principal points. It is to be sold under the name of Western, and it was designed for the benefit of dealers who wish to handle what I should style an easy selling and profitable line. At the retail price of 25 guineas a very substantial profit is allowed to the trade. The case is beautifully made and finished throughout in solid mahogany, inlaid and with cabriole legs, the whole outside measurement being about 2 ft. 6 in. square, by 5 ft. in height, which, as well be seen, is quite ample for a living room furniture for the drawing room. The motor in one winding will run for twenty-five minutes, and I understand is of a very superior make. One great novelty in connection with this machine is the invisible horn, made entirely of the same Swiss pine wood as is used for pianoforte soundboards; further, it is shaped on the model of a human mouth, and I may say there is no metal whatever used on this horn. Although it has been said that a metal horn is the only proper conductor of sound, it is obvious that there can be no standard, as in this case the whole horn seems rather to improve the tone of records, and is certainly not in any way inferior in volume to the metal products. Messrs. Barnett Samuels intend to construct this machine also in oak, as more suitable for dining rooms.

Known as the Boudoir Dulciphone, this cabinet was one of the most admired in the exhibition, with its now rapidly growing lists. The March issues of this popular record contain quite a galaxy of good things. We have several splendid orchestral and various instrumental pieces, while the song selections cover many of the ever welcome old ballads. The quality generally is excellent, with the exception of that beautiful song, "Mary," which leaves room for improvement.

Building Up Clarion Lists.

Evidently a determined attempt is being made by the Clarion people to build up still further their now rapidly growing lists. The March issue of this popular record contains quite a galaxy of good things. We have several splendid orchestral and various instrumental pieces, while the song selections cover many of the ever welcome old ballads. The quality generally is excellent, with the exception of that beautiful song, "Mary," which leaves room for improvement.

The “World’s” Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request.


Every Wholesaler Jobber should be provided with French Phonograph Repairs, Recorders, Blank Cylinders, etc., List Free.

If you want to open here to sell you are invited to handle and profit. Highest Returns. Correspondence invited—French or English.

TALKING MACHINES

Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.

31 Tabard St., London, England

For Profitable and SOUND Business handle the IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

THE CITY MFG. CO.

56 Clay Road, London, E.C.

We are the ONLY MANUFACTURERS IN ENGLAND who are able to supply genuine British Made article, superior quality, to stand foreign competition.

R. B. ALTHAUS, Proprietors

Exhibition Wire Racks are our principal lines, and we claim to be the Cheapest on the Market Wholesale only. List on Application.
The PREMIER MANUFACTURING CO. LTD.
81 CITY ROAD, LONDON, ENGLAND
OFFER

The "CLARION" NEW PROCESS CYLINDER RECORD

To Progressive Colonial Dealers

THE MOST PROFITABLE LINE to handle is a record that will sell quickly. You don't want to tie up your money in stock that you can't sell — THAT YOU'LL AGREE. SEEK where you will, for GOOD QUALITY and QUICK-SELLING the "CLARION" RECORD STANDS PRE-EMINENT It's the line you should handle, for it's quality and price that tells — brings repeat orders — and Clarions are there all the time. RECKON UP the advantages and ask yourself if it's not worth while getting into touch with us?

"CLARION" RECORDS

Points to Remember

A GENEROUS PROFIT IS ALLOWED

THERE IS NO DELAY WITH YOUR ORDER WE SUPPLY PROMPTLY

The "CLARION" RECORD is a money-making record, not because we call it the quick-selling record, but simply that the price and quality Tempt Buyers to Come Again

SHOW BIG PROFITS

All Go Ahead Jobbers are Handling These in Australia and New Zealand. Are You?

THE "CLARION" IS A GOLD-MOULDED CYLINDER RECORD recorded under a new process which reproduces both instrumental and vocal music with lifelike fidelity. We don't want to say too much, but are prepared to stand by your opinion. Why not SEND FOR A SAMPLE SET and test them for yourself.

"CLARION" RECORDS

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The "CLARION" RECORD is a money-making record, not because we call it the quick-selling record, but simply that the price and quality Tempt Buyers to Come Again

SHOW BIG PROFITS

All Go Ahead Jobbers are Handling These in Australia and New Zealand. Are You?
Winding up of the General Phonograph Co., 1 Worship street, London, E. C.

Growth of Foreign Trade.

As some indication of the advance in exports, and also of the value of publicity in The Talking Machine World, the figures for September are in a remarkable manner quite different from the usual way of fitting up. By this arrangement it holds permanently the sapphire point for phonograph cut discs without in any way affecting the needle holder. Thus the combination is both clever and useful and will surely provide dealers with a quick selling line.

Four New Discs.

Apart from the new Elephone double-sided record at 3s., placed on the market recently by the Universal Talking Machine Co., we are to see the advent of discs from three more record companies in the near future. No. 3 will emanate from the Edison Bell Co., a double-sided needle-cut disc, selling at the extraordinary price of 2s. 6d. Later a phonograph cut disc, double-sided, is to be issued at 1s. 6d. No. 2, from the Premier Mfg. Co., will be a phonograph cut record, double-sided, and the price is yet to be fixed. No. 1, of which no particulars are to hand, is by the E. I. Mfg. Co., makers of the indestructible cylinder record. There are already about a dozen disc records on the English market, and competition is very keen, yet supply is greater than demand, good though that may be. Four more discs added to this will considerably upset matters for somebody—there is no room for all—and because the majority of disc records are about on a par with each other in point of quality, in the great survival from the competitive price cutting which inevitably follows only those firms that have given due regard to the financial side of their undertaking will be in evidence.

To Wind Up General Phonograph Co.

A petition was presented last month for the winding up of the General Phonograph Co., 1 Worship street, London, E. C.

The state of affairs of the now defunct British Phonograph Co., who, it will be remembered, went into voluntary liquidation last year, do not seem to warrant the hope of any inflated dividends being announced either to shareholders or creditors.

The British Sonogram Co.

The Lancashire Traders' Association write to The Graduating Flex Diaphragm.

The Graduating Flex Diaphragm.

W. A. Clarke, 5 Longford Place, Longsight, Manchester, has given me the opportunity of testing his Graduating Flex Diaphragm, and I must say it is all that he claims for it. The diaphragm is simple in operation and quite as faithful to nature as it is possible to obtain at a present day. I would strongly recommend talking machine dealers to handle this line. Built up of a single piece of parchment, fibrous paper, and celluloid stiffened radially in the form of a double star, or wheel, the Graduated Flex Diaphragm thus obtains intense vibration over a maximum effective area, and, moreover, is unbreakable and impervious to climatic changes, which obviously makes it very adaptable for sale in the tropics. Mr. Clarke claims that his diaphragm, being very light, moderates both wear and metallic scratch of the record. It can be fitted to any sound box or reproducer. Dealers everywhere should write Daws Clarke at address:

Edison-Bell vs. National Co. Decision.

In the matter of the now famous circular which the National Phonograph Co. issued in September, 1908, to the effect that no one but the National Co. had a right to sell its records, and from which statement emanated the Edison-Bell Co.'s action for libel, judgment was delivered in March, 1907, in favor of the plaintiffs, the National Co. as to the second point arising from the circular. Defendants all along claimed that plaintiffs' trade had declined not through the issue of their circular, but to competition. In his summing up at the time, Justice Neville said that it is quite clear that plaintiffs had suffered damage, as the issue of the libelous circular was immediately followed by a notable fall in the sales of their trading. As to the general loss of business had been proved. This judgment was confirmed by the Court of Appeals on November 28, 1907. The finality was reached by the High Court of Justice last month (March) when the official referee gave his decision as to damages, as follows: I have come to the conclusion that the evidence figures produced by the plaintiffs, and put in by them, have proved damages for the period, and also the pecuniary and particularity which is reasonable, having regard to the circumstances, and to the acts themselves by which the damage was done. As to the diminution of business of the circular, I have carefully considered the points urged by the learned counsel for the defendants as to the report of the directors referring to the loss to increased competition, and the absence from the minutes of any reference to the circular, and also Mr. Fox's evidence, and I come to the conclusion that, notwithstanding that, I am satisfied that the loss was due to the circular and other causes. It is clear from the letter of Sept. 4, 1905, from Mr. White to Mr. Marx, referred to by the Lord Justice, and from other evidence, that the defendants intended to convey, and did convey to the factors and dealers, and the public, that the plaintiffs had no right to the name of Edison, and that their records were not good, and that the factors and dealers must not buy the plaintiffs' goods, but that they, the defendants, did not object to their buying the Edison-Bell Co.'s records, after selling at 1s., the same price as the plaintiffs'. There was clearly a demand for the 1s. records, as shown by the plaintiffs' sales. The circular
said in effect that the plaintiffs had no right to sell them; if you buy them we will boycott you; so the buyers went to the Russell Hunting Co., and in that way the circular increased the sales of the discs as they were now being sold at a cheaper price. After considering the whole of the evidence, oral and documentary, before me, and the arguments of the learned counsel, I find that substantial damage was caused to the plaintiffs by the circular, and that it increased the competition of the Russell Hunting Co., and was the cause of the plaintiffs reducing their price and making rebates to their customers. The plaintiffs made an amount for that damage to allow to the plaintiffs, I must take a broad view of the whole case, and I do not propose to go into specific figures. It is not within the power of the plaintiffs to sell at less, on the other hand the reduction in price led to an increased number being sold, and the profit from this must be set off against the amount of the loss; that some part of the falling off of the records being sold in 1905 at the original price led to an increased number being sold at the new price, and to some being bankrupt, and that some of the falling off must be allowed for the competition of the records of the Russell Hunting Co.

The recent action of the government with regard to the licensing question may have some effect upon the sales in the future; the disc machine being in the North practically a necessity in nearly every licensed house. Hitherto the licensing laws have allowed the publican to have a machine in his premises, which they state they have already placed upon the market by the manufacturers.

The plaintiffs have said, reviewing the whole evidence, that the plaintiffs had no right to allow to the plain-

card ticket and the holder was invited to fill Limerick was printed on the back of the admis-

Every available seat was occupied, and standing

bers of the Columbia Co.'s London factory staff.

An Enjoyable Recital.

At the Assembly Rooms, Wandsworth, a very successful graphophone recital was recently given. The concert was organized by the Columbia Social Club, an association of the mem-

bers of the Columbia Co.'s London factory staff. Every available seat was occupied, and standing room was in demand as well, and the crowded house showed the great appreciation of the excellent graphophone fare provided. In addition to the varied selections by the Procter mechanical artist, enjoyable items were contributed by several members of the orchestra. A Limerick competition held in connection with the entertain-

ment evoked much local interest. The Limerick was printed on the back of the admis-

sion ticket and the holder was invited to fill in the last line in competition for a prize consist-

ing of a graphophone and records. The popular editor of the Wandsworth Borough News under-

took the adjudication. After the affair passed off much happily.

LIVERPOOL NOTES.

(Special to The Talking Machine World.)

Liverpool, Eng., April 3, 1908.

Since our last report nothing very startling has occurred in the Liverpool district. The sales generally have been well maintained, especially in gramophone goods. At Messrs. Cramer's, sever-

eral good sales have recently been effected for the Far East. At Thomson, Helaby & Co.'s the boom in Pathe goods has also been well main-

tained. They speak very highly of the latest numbers, especially those made by the great manufacturers, and the competition of the Russel-

Hunting Co., and was the cause of the plaintiffs reducing their price and making rebates to their cur-

rents. If the plaintiffs were selling records on a large scale, the figures shown by their sales before the

season's trading. A very fine sale season as regards Pathe goods, the most popular line in the firm's ma-

porting altogether a very satisfactory season. Their trade, as set out in the statement of the claim.

Universal Talking Machine Co. Publicity.

The Universal Talking Machine Co. have issued their first list of instrumental records, and also machine catalog, which is worthy con-

sideration.

AN OPPORTUNITY for

Foreign Manufacturers

To Create Business

in America.

I am ready to close satisfactory deals with European manufacturers of Talking Machine specialists, who desire representation in this country. There is a great field here for specialty manufacturers and the American dealers are ready to take on side lines which are attractive. I know the business, having had years of experience with the dealers, and realize the possibilities of enormous output here for the right kind of trade attractions. Address

TRADE SPECIALIST

Care of The Talking Machine World

1 Madison Avenue

NEW YORK
THE TALKING MACHINE WORLD.

VISIT TO LEIPZIG'S GREAT FAIR.


(Special to The Talking Machine World.)

Berlin, Ger., April 3, 1908.

Fate having decreed that this paper should be published on the 15th of the month, the first opportunity I have been able to secure to present to your readers a report of that popular fair held twice a year at Leipzig, where the leading manufacturers of European talking machines trade for gather in search of novelties, and, let it be whispered softly, that they may enjoy things and wax merry to their heart's delight. There appears to have been nothing very stirring in the way of new productions. Peterstrasse, as usual, was the chief center of the talking machine industry, so there was little difficulty in obtaining a fair sight of the various exhibits. Some of your readers are no doubt pretty familiar with the general arrangements adopted on these occasions, but to those not so acquainted I may say that the usual manner of exhibiting all appertaining to talking machines is just in ordinary shops and offices in the locality. You have a fair idea of things when I tell you that in viewing talking machines you must at the same time see books and such-like goods which more often than not are in juxtaposition. The principal exhibitors, however, next door on the same street which contains keen rivalry is not unknown to exist among the manufacturers in securing the best positions, which the landlords usually take advantage of by charging them a small but substantial price. The fair this year was particularly notable for the display of taper-arm machines, practically no difference to the gramophone, in which company, I understand, is being fought by two well-known manufacturers for cancellation of this patent. The usual large number of disc records were also produced in the various sizes and appears to me to have been more than average competition could stand. Two new issues were to be noticed: that of the "Jumbo" and the "Decapola." Both are double-needle machines, and so is the Decapola record label goes, it would be impossible to obtain a closer imitation of the Zonophones than that. Various of needles, sound tubes, and sound boxes are also of interest in forming a very fair feature of the fair. And although nothing really new was to be seen, the fact of the fair still being drawn, if anything, a larger number of visitors than ever, was a convincing demonstration of the advance and progress of this industry.

Among the more prominent exhibitors was Louis Bauer, Leipzig, who manufactures the Henrichs talking machine and automatic device of various kinds, and who displayed a double tone-arm automaton Henricha machine, equipped with two reproducers, tone arms and horns, but only playing one record. The reproducer may be used either singly or together, the latter method being especially desirable for halls and other public places. The machine is made for both private use and for commercial work. Mermod Freres, Ste. Croix, Switzerland, exhibited a new Sturmes talking machine, a machine using neither electricity nor compressed air. They also attracted considerable attention with their new line of hornless machines equipped with richly decorated stands for drawing rooms.

The Deutsche Novophon Werke, displayed their hornless barrel; had an attractive exhibit of the Stuttgart machine, somewhat like the Axetophone, and some very handsome horns; the Vereinigte Deutsche Sprechmaschinen Industrie, G. m. b. H. featured their new low-priced record, which, it is claimed, may be played 500 times without noticeable deterioration in quality of tone. Other exhibitors were the Zoophon Ltd., the Schweizerhalle Nadelfabrik (needles); Klingsor Dopplenton Nadel (Klingsor double-tineded needle), the Vereinigte Schallplatten Werke, the Deutsche Bardeon Gesellschaft, m. b. H.; the Jumbo Record Fabrik, G. m. b. H., and Herr T. Opel (talking machines.)

F. Ad. Richter & Cie, Rudolstadt, exhibited a new hornless machine made especially for export to tropical countries. They also displayed a sound box into which a needle could be inserted without disturbing the tone arm.

During the fair two trade meetings of importance were held by the Deutsche Sprechmaschinen Werk and Automaten Handler, of Berlin-Leipzig, convening in the Krystall Palast on March 3 and the des Bundes Sprechmaschinen-handler, of Germany, on March 4.

Among the members of the trade from England who visited the fair were George Murdock and R. Fulton (Murdock & Co.), A. Balcombe (Barnett-Samuels), W. Samuel, and John and Francis Nottingham (American Talking Machine Co.), Mr. Johnson, of Liverpool; Mr. Gilbert, of Sheffield; O. Ruhl (Beka Record Co.), F. Rauth, Bernard Andrews, M. Woll, Mr. Bowman, F. Whitworth (Colmore Cycle Depot), C. Hertzog (New Polyphone Supply Co.), W. T. Forse (Premier Mfg. Co.), Mr. Maurice (H. Lange's Succes), and A. F. Fischer, of the Favorite Co.

TRADE NEWS FROM GERMANY.


(Special to The Talking Machine World.)

Berlin, Germany, March 17, 1908.

The talking machine trade in this country, while not over active, still keeps up to a very satisfactory standard, and the various manufacturers are endeavoring to stimulate the business by introducing new and improved features in both machines and accessories. Leinert & Co., Krefeld-Königsfeld, for instance, have published the rights to a giant horn, formerly made by Feucht & Pahl, and are conducting extensive experiments in an effort to perfect its reproducing qualities. There is considerable doubt expressed by many factors and dealers as to the advisability of increasing the size of horns, many already being of unwieldy dimensions. It is argued that as the larger part of the talking machines are purchased by the general public, who in many instances residing in none too large dwellings, large horns frequently take up space that could be used to advantage for other purposes and therefore tend toward making the whole outfit unpopular. No action has been taken in the matter, however.

A tax has recently been imposed on talking machines in that town, where they are used in public places. Automatic shooting ranges and cinematograph shows are also to be assessed. The rate is as follows: On talking machines, m. 150 per year, automatic shooting ranges, m. 60, and on cinematograph exhibitions given in a hall accommodating 200 or more people, m. 10 daily, or more according to the size of the audience.

A new disc recording factory has been opened in Budapest by the Erste Ungarische Schallplatten-fabrik, Aktien-Gesellschaft (First Hungarian Disc Record Factory), and will be under the management of Herr Max Winter, well known in the talking machine trade in Germany.

A very interesting little note is sent out to dealers each month by the Grammaphon Gesellschaft and the Deutsche Sprechmaschinen Co., m. b. H., in conjunction. The journal is called the "Offizielle Grammaphon Nachrichten," and is devoted exclusively to information regarding new styles and novelties produced by those two firms.

The Deutsche Sprechmaschinen Werke, G. m. b. H., have met with considerable success with their "Jumbo" talking machines, which, are very clear, every word being readily distinguishable, a point to be appreciated when some of the other makes of foreign records have been once heard.

The Beka-Gesellschaft have succeeded in getting a number of excellent records of the Rhelands Carnival, comprising tunes of South Germany and the local dialect.

The Deutsche Cronophon-Gesellschaft, m. b. H., have increased their capital from 160,000 marks to 200,000 marks, and will expand the business. Talking machines are far from being especially favored in the Austrian tariff lists. On the machines themselves the tax is 24 kronen per 100 kilos, while the records, both cylinder and disc, are classified as scientific instruments and assessed 150 kronen per 100 kilos. A society has been formed in an effort to have the latter tax reduced to fair proportions.

Herr Ernst Lowes, director of the Beka Rec-ord Co., G. m. b. H., died suddenly of heart failure on March 14. He was a prominent figure in the German talking machine trade, with which he became connected in 1901, when he joined the Adler-Phonograph Co. He was later identified with other firms, and upon the establishment of the Beka Co. he became business manager of that concern.

FLURSTEDT bei Apollo I. th. Germany

E. SÄVERLANDT

CHEMISCHE FABRIK

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

Manufacturer of Materials for Gramophone Cabinets

B. SIMON

Manufacturer of Hardware

BERLIN, W.

RITTERSTRASSE 76

Sauerlandt's Material for Hard Molded Records

Sole Manufacturer of Sauerlandt's Material for any Special Material

ATTENTION PAID TO THE MANUFACTURE OF ANY SPECIAL MATERIAL

ALL MATERIALS PROTECTED BY PATENTS.
ST. LOUIS' GREAT TRADE MART.

Post-Card Instruction.

German Educators Introducing Them Into Public Schools.

Consul Frank S. Hannah, in the following report from Magdeburg, tells of the new educational use of pictorial post cards in Germany: "At the recent meeting of the German Geographical Society the idea was advanced for the first time to employ picture postal cards as means of instruction in the schools. The postcard industry has made enormous progress in the last few years, and in the last few months cards have been brought into the market illustrative of natural history, political history, and for use in instruction in the German language, which have met with the hearty approval of professors and teachers of reputation.

"The school museum at Breslau has undertaken to form a collection of these cards, and for this purpose has requested the various publishers to forward them samples of their output, that it may be determined to what extent they may be used for purposes of instruction. Further, two teachers in Leipzig have established a central bureau for meritorious post cards of all sorts intended for purposes of instruction, collection and travel. They have also developed and offered for sale two practical systems for the display and filing of the cards. These gentlemen select and arrange the cards most carefully according to pedagogical principles. Such prominent educators as Harnis, Tischendorf, Rudolf Schmidt and others have endorsed the plans of using illustrated cards as an aid in instruction, and even official bodies, such as the Provincial Schulkollegium in Potsdam, anticipate favorable results from them."

Important New Zonophone Jobbers.

Byron Mauzy, San Francisco, Cal., has become a zonophone jobber. He placed an initial order of $5,000 with the Universal Talking Machine Mfg. Co., Newark, N. J. The Killers Piano Co., Portland Ore., have also created jobbers of the zonophone line by J. D. Beckman, the company's manager of salesmen, when in that city last month. It is likely the goods will go into the entire chain of Killers stores on the coast.

A Few World Brieflets.

Quitting thinking about what this or that competitor of yours can seemingly do so much better than you.

Stop fearing the retail mail order houses, and this or that store so much "bigger" than yours. Work your own field. Use all your own tools. No matter how little you are you can win. Keep changing an all or one or two things that many people will want hard enough to come to your store for it.

Lyons Again in Line.

James I. Lyons, Chicago, is again a zonophone jobber, the rehabilitation occurring last month. His order for machines and records was of good size.
AUGMENTS INTENSITY OF SOUND.

W. L. Gentile, an English subscriber, who has experimented considerably with both cylinder and disc machines, says he has found that considerable and valuable alterations in the tone and infections of the record may be obtained by means of the stylus, and adds: "Eight years ago, when talking machines were not so numerous and more expensive, I made one myself. It was very effective, but eventually I sold it and bought a machine. I was then led to experimenting in reproducers, one of which I made of wood with a mica diaphragm, another with a diaphragm of ferrotype, the latter giving a mellow tone, while a third, consisting of a watch case with mica diaphragm, though rather metallic, proved to give more volume than the other two. My main motive in this letter is to show that the stylus receives increased attention. I contend that it is a most important factor in the question of reproducing power; most of them are too large—especially those of the button type—to reproduce sound fairly satisfactorily, as they do not fit the grooves properly, and thus some part is lost. The sphère I maintain enjoys a popularity which is not entirely deserved, for as its hardness it causes in a short time scratches and dirtiness which is not entirely deserved, as through its air-tightness.

H. Sparing, a manufacturer of phonographs, writes as follows: "A Western distributor says there is no excuse for an accumulation of old records or an overstocking of records in the trade, old records should be interested in the manner of this apparatus consists in transmitting the sound vibrations concerned to one from a convenient flame. After the first experiment is made in this connection, utilizing the human voice, had given satisfactory results, the voice assuming a remarkable intensity, the experimenters continued their investigations, employing sources of sounds of mechanically determined intensity, with continued success. The instrument consists of an equilibrated distributor to regulate the amount of the burning gas mixture, and a burner wherewith the gases are consumed in an ignition chamber. The apparatus submitted to the French academy was arranged for registering the reinforcement of sounds of voice, had given satisfactory results, the voice and even, and the result will be correct traveling of an egg.

There are over productions of records. Dealers who suffer from an accumulation of old records should be interested in the manner in which a Victor dealer has solved the problem, and which is described in a letter sent out to all old records or an overstocking of records in the trade. There is considerable danger, and many lives have been lost in consequence of the sudden forcing up of the soft wax into the shafts by the enormous pressure to which it is subjected. It is used largely for manufacturing cerasin, which is employed, together with beeswax, for making wax candles, as well as in the manufacture of phonograph cylinders for many other purposes.

SHELVING FROM RECORD BOXES.

In a communication to The World, F. M. Atwood, the well-known talking machine jobber of Memphis, Tenn., writes: "I have lately increased the capacity of my establishment from 12,000 to 22,700. The new part I consider to be both novel and original. It is what I call sectional shelving and can be run to any height or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or any length and is made entirely of lumber taken from the Edison 300 record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf. Leaving the cleats or
The Mello-Tone

Attachment is the most widely used Modifier in the world for
Talking Machines or Phonographs

$1.00 Each

Discounts and samples to dealers on application.

MELLO-TONE CO.


SIMULATES HAND ORGAN.


(Exclusive to The Talking Machine World.)

St. Louis, Mo., April 9, 1908.

O. A. Gressing, manager of the St. Louis Talking Machine Co., recently received the accompanying photograph from C. Schiettinger, a Vic-

tor dealer at Highland, Ill. In the picture will be found two young ladies about fourteen years of age each dressed as peripatetic Italians for a character party given recently for charity. The girl who is grinding the organ is a daughter of Mr. Schiettinger, and her friend and neighbor is making the collection.

The point of the story is that this organ is nothing more or less than a Victor III, in a small box with a paper horn to make it weigh light.

Boston Cycle and Sundry Co.

48 Hanover Street - Boston, Mass.
while the whole is covered up to give it the semblance of the family type of small organ used by the sons of sunny Italy. It is hardly necessary to say that this clever idea gotten up by these girls made quite a hit and they collected quite a sum of money for their charity for the orphans.

TRADE NEWS FROM BALTIMORE.


(Special to The Talking Machine World.)

Baltimore, Md., April 9, 1908.

With the approach of the grand opera season in this city during Holy Week, the talking machine dealers are looking forward to good sales of operatic records. Baltimoreans, as a whole, are great lovers of opera, and if history repeats itself the home of the rich, middle classes and the poor will resound over and over again with the strains of the familiar selections from "Tannhäuser," "Faust," "Wagners," etc. This was the case last year after the operas had been played here, and that the same condition will prevail is almost an assured fact, for the reason that already orders have been received by the dealers for these particular records. While the operatic records for the next week or two will hold the center of the stage, there has not been any decrease in the sales of the popular records. There have been a number of new musical companies in the city the past month, and the latest als have consequently been greatly in demand. So much for the record end of the trade. The sales of the various makers of talking machines have also been gratifying to the dealers the past thirty days. The demand for this simple form of musical amusement seems greatly in demand. So much for the record end of the trade.

Messrs. Sanders & Stayman, who handle both the Victor and the Columbia machines, declare that business has continued in excellent style and that the prospects for the spring trade are very encouraging. The sale of high grade records has been particularly brisk. Manager Joseph A. Grottendick, of the local stores of the E. F. Droop & Sons Co., reports that the sales of Edison and Victor machines by the firm have been satisfactory during the month of March. Records are also going along nicely.

The most popular records heard during the last two weeks have been the selections sung by Mme. Tetrazzini.

Messrs. I. E. Eisenbrandt & Sons have also had a good month both in the way of sales of the Victor machines and the records of popular music.

EDISON'S GREAT MASTERY.

Of All Things and His Capacity for Taking Pains Well Illustrated.

Thomas A. Edison, so unusual in personal appearance and manner, so extraordinary in habits of life and methods of work, so defiant of what most men regard as the laws of health, that he is as different from other men in the things of the every-day world as he has proven himself to be above them in his mastery of the subtle fluid that is as efficient in driving a railroad train as it is in lighting a house. And yet Edison does not think; it comes from genius. He recently told a friend that it was about 2 per cent. genius and 98 per cent. hard work that made him successful, says a writer of some eminence. A hundred instances of his unfailing capacity for taking pains might be mentioned. One is in the case of his phonograph records. The ones he first made were not quite satisfactory. He sent his agents to the remotest corners of the world to look for a suitable substance. Wax after wax was tried, hardening process after hardening process was experimented with. At last, one, after the long years of obscure research, suggested soap. Finally he found a soap, too hard to wash, but a soap all the same, and this he uses for his records.

The form of Edison's phonograph was evolved by him in his telegraphic work at Indianapolis. He was working on a "plug" circuit, with another boy, the regular operator having been a frequent substitute for that characteristic. They would each take a turn, thus being able to step up to the operator at the other end of the line. Then Edison found two old Morse registers and one would start to copy the lines from the other end at the rate of forty words a minute, making the dots and dashes on the paper. The other would take it off the tape made at the rate of speed desired by the operator. This was for a long time the setting up of these boys turned out was the admiration and despair of other telegraphers and the delight of the newspaper offices. Finally came a presidential speech, with the operator occupied with the rate of forty words a minute that their twenty-five word space put them an hour and a half behind in short order. There was a howl from the newspaper offices. Edison advised him to return home as quickly as possible. He had been making an unusually good trip, creating a number of new Zonophone writers. While the whole is covered up to give it the semblance of the family type of small organ used by the sons of sunny Italy, it is hardly necessary to say that this clever idea gotten up by these girls made quite a hit and they collected quite a sum of money for their charity. Build Up Spring Trade

Our experience of many years is at your service in trade building.

We job talking machines all over Michigan and adjoining territory and the steady growth of our jobbing business shows that dealers appreciate quick and prompt service and accuracy in filling orders.

We know the needs of talking machine dealers and it has been our aim to attend to those needs down to the minutest detail.

There is no house in Western Michigan which can compare with us in age and in reputation for reliability and prompt service.

That surely should be worth something to you, Mr. Talking Machine Dealer and if you are anywhere in or near our territory write to us. You can save time and you can save money and you can build trade through a business alliance with us.

RECORDING OF SOUND WAVES.

Practical and interesting Remarks on This Al- ways Interesting Subject by Henry Seymour in the Phono-Trader—Why the Ribbon Film Gives a Continuous Line of Straight Track Instead of a Continuous Curved Track as in the Disc Record.

Numerous patents have been taken out during the last few years in connection with the recording of sound waves by means of rays of light. It has long been known that a very close analogy exists in the pulsatary movements connected with the propagation of acoustic waves and light rays. The only important difference arising in their different periodicity, on account of a greater vibratory impulse originating one series of movements than the other. It is not surprising, therefore, that since the advent of the phonograph, experimentalists have devoted some attention to the production of sound records by photography, and perhaps Cervenka may be named as the first worker in this field to bring the subject within the sphere of practical application.

Cervenka's experiments appear to have been confined to the disc form of record, and, if I remember aright, he demonstrated the possibilities of his method to the students of a German university nearly five years ago, but little has been heard of it since, and no attempt has apparently been made to put the discovery or system to commercial use. I could find no really satisfactory method of reproducing records made in this manner, and there I left it. Later experimenters by others in the reproduction of sound by the agency of light, in which the well-known action of selenium cells is called into requisition, have done a great deal toward the final solution of the problem, and I have every reason to think that in the near future the methods of sound recording now in use will be entirely superseded, and by methods very much like those at present employed in the manipulation of the cinematograph.

The obvious advantages in recording sound by means of the camera and the sensitive blank film consist in the circumstance that no resistance at all is interposed between the vibrating disc and the blank, which enables the disc to be absolutely free in its vibratory activity, and it is claimed that the usual surface noise incident to the engagement of the reproducing apparatus with records as at present made will be entirely eliminated. I am not quite sure if this claim is well founded, and I have some reason to suspect otherwise, yet I am disposed to think that any extraneous sound as referred to is likely to be reduced very sensibly. The amplitude of the waves is too restricted, I fear, to enable any separating process in reproduction to be available, so as to preserve the multifarious and diverse sonorities in the track which are responsible for the creation of the sounds which made them, and yet for the track itself to be quite neutralized. Even in sound photography, the idea of a track is not to be dispensed with, and the mere agitation of the instrument, by means of which sound prints are acoustically manifested, would be sufficient to produce a foreign vibration equivalent to the present surface noise, even though the line of track in its neutral parts were perfectly straight or neutral portion of the track might be adjusted to fit the disc form in a great measure for the purposes of photography, and I am apparently not alone in this opinion, as I learn that the ribbon form of record has presented fewer difficulties up to the present. The great advantage in the ribbon film, worked on spools over the disc, is that the record is practically a continuous line of straight track, instead of, as in the disc, a continuous curved track.

I conceive that a method might be employed to enlarge the sonorities of the track (which is transparent) in the same manner as in the means of a layer less interposed between the film and the cell, and by means of a very nice adjustment, the straight or neutral portion of the track might be erected and the tremulous portion actuated, which would be impossible in a disc with close spiral track. This is perfectly feasible, and would decidedly remove all foreign noise in the nature of "surface" or "track" vibration per se, as the straight line of track (which, of course, contains no portion of a record) would be excluded from operating upon the cell, and therefore would not produce sound. Every increase in the magnification of the record track, however, would of necessity have to be accompanied by a corresponding increase in the rate of speed of the record in the reproduction which, curiously enough, would not raise the pitch of the tones, as in the case when operating talking machines on present lines.

The duplication of such records may be conveniently accomplished by the ordinary method of rapid photographic printing, or in the manner employed in the reproduction of films. The great difficulty associated with the ribbon type of record, however, is the great length of material required for the making of a single record. Such a record would present itself as a long sinuous transparent line, on an opaque ground, on pliable material, equal in length to the length of such line. Some idea of the length of material required may be gathered from the actual measurement of the line of track on any record now in use. Take for example a small Edison gold molded cylinder record, which plays for about two minutes, or an average. Such a record is say 2¼ inches in diameter, which is therefore almost 7 inches in circumference. The record, measured lengthwise, is say 3½ inches. The pitch of the track, similarly ascertained lengthwise, is 100 to the inch. From this data the length of the whole track, is therefore, about 68 yards! Henry Seymour.

BLACKMAN INCORPORATES.


If you do not wish some one else to profit at your expense in your own field—advertise.
“SNAP SHOTS” AT VICTOR FACTORY.

Distinguished Visitors at Great Plant in Camden—Delighted With Recording Room and Interested in the Process by Which Records Are Made and Preserved—Excellent Portraits of Mme. Gadski and Miss Farrar.

Among the many distinguished visitors at the Victor factory in Camden, N. J., recently were Mme. Johanna Gadski, Miss Geraldine Farrar, Sig. Scotti and Frank La Forge, all of whom expressed themselves as amazed at the extent of the Victor plant. To quote from the “Voice of the Victor” in this connection:

The singers were especially delighted with the new recording room in the laboratory, pronouncing it acoustically perfect and declaring it a pleasure to sing in such a room. In fact, Mme. Gadski, Miss Farrar and Signor Scotti, who were scheduled to sing at the Victor’s New York laboratory, readily consented to come to Camden to make these records in the new recording room.

As the visitors naturally desired to know something of the process by which the great voices of the age are preserved for future generations, they were shown through the various departments of the laboratory, and were greatly interested. Mme. Gadski, in particular, never having seen anything of the mechanical part of recording, marveled at the perfection of detail and the delicate adjustments necessary in the production of the original matrix. Her impression had been that the process was a comparatively simple one (as indeed the production of an ordinary disc record is), but it was explained to her that much of the high quality of Victor records is due to the extreme care taken in every step of the work.

Miss Farrar, who before signing an exclusive agreement with the Victor, had previously made records in the laboratories of the principal European companies, was greatly impressed at the magnificent equipment of the Victor plant, and at the care and attention which marked every part of the process of record taking. Signor Scotti, who has always been much interested in the technical part of recording and is familiar with the European recording rooms, declared that no laboratory in the world could be compared to the Victor plant.

Particularly interesting and impressive to the visitors were the massive fire and burglar proof vaults, in which are stored in absolute safety more than 16,000 priceless original matrices. This is the greatest collection of voice impressions in the world, and the knowledge that it is stored here in such perfect security is most satisfying, as many of these records, including several by singers now dead, could never be replaced.

Mme. Gadski and Miss Farrar kindly consented to pose for photographs while listening to their new records, with which they were much pleased. Miss Farrar’s highly amused expression in the photograph shown, however, is inspired by a record of Clarice Vance’s “I’m Afraid to Come Home in the Dark,” and her enjoyment of it is quite evident. Mme. Gadski is shown intently listening to the great record of the Meistersinger Quartet, which delighted her beyond measure.

The enthusiasm of the visitors is apparent from the entries in the visitor’s book. Mme. Gadski wrote: “It is simply wonderful,” while Mr. La Forge’s opinion of the Victor is expressed as follows: “A source of the greatest enjoyment, instruction and a wonderful teacher.”

EDWARD D. EASTON’S HEALTH.

The health of Edward D. Easton, president of the Columbia Phonograph Co., General, who miraculously escaped death by being thrown off a rapidly moving railroad train about a month ago, is slowly improving. The shock to his system was greater than at first diagnosed by the physicians. He is out riding for a few hours every day, and it is likely he will go to Europe—an annual trip—before returning to business.

W. D. MOSES & CO. CREATE QUITE A STIR.

(Special to The Talking Machine World.)

Richmond, Va., April 5, 1908.

Walter D. Moses & Co., the well-known talking machine jobbers of 163 East Broad street, this city, created quite a stir in musical circles in this city upon receipt of the famous Tetrazzini records made by the Victor Co., by sending out a number of dainty invitations to their daily Victor concerts. Special attention was called to the nine records by the great soprano; the entire opera of “Pagliacci,” by Caruso and the La Scala chorus; the Merry Widow Waltz by Sembrich, and Caruso’s Don Sebastian, all the foregoing numbers being rendered at the daily concerts which took place from 4 to 6 p.m. The concerts given by Moses & Co. have done much to maintain the interest in Victor records in Richmond and vicinity.

The Zed Co., exclusive jobbers of the Zon-o-phone line for Greater New York, have issued their first circular to the trade. Their place is now in running order.

The law of gravitation is a peculiar thing. Just as a man feels that he is getting to the top, the bottom drops out of things.

Mrs. John O’Reilly will shortly open a talking machine store in La Porte City, Ind.

LAWRENCE McGREAL

Milwaukee
172-73 Third St.
Edison and Victor Jobber

Cincinnati
29 East Fifth St.
Edison Jobber

SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further his business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your spring campaign.

Yours for business.

LAWRENCE McGREAL
DOLBEER RETURNS FROM BERMUDA

Much Improved in Health—Chats of Business Conditions as They Look to Him at Various Points of the Country.

On March 26th, F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., returned from his three weeks' vacation, with Mrs. Dolbeer, at Hamilton, Bermuda Islands, W. I. Mr. Dolbeer had been badly run down by pressure of business care to such an extent that he was a victim of chronic insomnia. His rest in the balmy air of the semi-tropical Bermudas supplied the needed restorative, and when he returned home at the sumptuous New York Edison quarters, 10 Fifth avenue, Monday, he looked like a different man, and as he expressed it, "I am feeling fine, and the trip has been greatly beneficial."

Mr. Dolbeer found the talking machine business a negligible quantity in the Bermudas. "Not a single exclusive dealer is in Hamilton," he remarked, "and such goods as are carried are handled as a side line, and cylinders only. I was out walking one day and right ahead of me was a darky carrying a Standard, much to my surprise, and had it not been for an engagement I was then on my way to meet, I should have followed the man to the delivery of the machine, simply from amused curiosity.

"On my return to New York," continued Mr. Dolbeer, "I found conditions very much better than I expected. There has been a decided improvement in the business situation, and there is no doubt in my mind whatever that a normal contentment.

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VALUE OF ELECTRIC LIGHT SIGNS.

The sparkling brilliance that compels attention are bound to increase with the approach of warmer weather, which is about due.

A very striking photograph of Mr. and Mrs. Dolbeer in a donkey cart is one of the souvenirs of their very pleasant and enjoyable journey. Glad in white duck, wearing an immense Panama hat, and driving under the great bending palms, the genial sales manager of the National Co. and his wife make a perfect picture of repose and contentment.

Figuring on the lasting quality of the signs and their insistent demand an attention, it would seem a first-rate proposition in every way. By its extra supply of light it adds to public comfort and safety; it particularly emphasizes your share in the world's work, and so, being all around pleasant and unobjectionable, leaves a good impression—which is a prominent result of clever advertising.

The flash signs are preferable, meaning those arranged by mechanism to turn on and off automatically in quick succession. They change from darkness to light and back again, compels attention even from the least observing.

ORIGINAL PUBLICITY SAYS.

A certain merchant once said he did not care to advertise because others were advertising. He was converted by one question being asked him if he was going to stop selling merchandise because his competitor was doing the same thing? Now, his direct competitor advertises, and so does he, but because both advertise it cannot be said the one is following the other, unless they make advertisements identical. Differences in advertising methods give individuality in the same manner as differences in window displays make them exclusive and individual. You may have the same class of goods, but not presented in the advertisement upon the plan of your neighbor. Give your advertisements originality and they will be read.

The Indestructible Phonographic Record Co., of Albany, N. Y., are doing a tremendous business and receiving most flattering communications from jobbers and dealers regarding the excellence of their product.

The salesman who allows his own feelings to prevent him from being courteous and patient with customers has much to learn. To be successful with others, any man must put self into the background.
MOTION FOR RE-ARGUMENT

By National Phonograph Co. in the New York Phonograph Co.'s Suit Has Been Denied.

On a motion for a reargument by the National Phonograph Co., the decision rendered by Judge Hazel, February 5, relative to the manufacture of records under Edison patent No. 713,269, the court decided adversely. The cause is the celebrated "bargains of the map." The New York Phonograph Co. against the National Phonograph Co., et al., the opinion being handed down on March 26 by Judge Hazel, United States Circuit Court, Southern District of New York, sitting at Buffalo, N. Y., where argument was submitted earlier in the month. The full text of the decision follows:

"It is insisted by the defendant upon this motion that it has not used or employed the so-called expansion process specifically described in the Edison patent No. 713,269, since the issuance of the injunction herein; in fact, that its cylindrical records are manufactured under what is known as the casting process, covered by棘字 patent No. 603,015, dated Oct. 1, 1899, in Michigan, by Mr. Edison himself, and that his claim is based upon his management of the store for two years he was placed in charge at Detroit, Mich., and under his management that store was a success in his field of usefulness.

"AHERYS

the company in Philadelphia, Pa., from where he was promoted to be assistant manager at Baltimore, Md. After serving there more than two years he was placed in charge at Detroit, Mich., and under his management that store came to be regarded as a model. From Detroit he went to Boston, Mass., and later became district manager for the New England chain of stores. Mr. Yerkes combines with a good business head an extremely pleasing personality and a very attractive manner. He is tactful, energetic and industrious, and will doubtless score a success in his field of usefulness.

If your purchases were made advantageously and you wish to develop new inquiries—advertise.

We Know

That we can supply the dealers of Northern Ohio and Indiana and all the manufacturing districts in the State with the very best and the most attractive phonograph equipment.

That there is going to be a good steady demand for Edison phonographs, Gold Moulded Records, Horns, Cranes, Repeating Attachments, and all sundries.

That we have put in and will keep up full lines every day in the year and thus be prepared to fill all orders, promptly.

That we can, and do, ship orders the same day we receive them—no room nor time for delay or disappointment here.

That you can wire or phone orders to us and be assured we have the goods in stock when you want them.

That we are giving the dealers a liberal return for all orders, from $1 up.

"OBSERVATION COMMAND OF THE "TALKER."

The manager of the talking machine department of George T. Fisher, Tucson, Ariz., sends the following to The World, which emphasizes the force of the talking machine: "Recently at our store three gentlemen called and asked about the talking machines; taking them back to one of our demonstrating rooms, the gentlemen were asked to be seated, but they replied that they preferred to stand and listen. Asking them a second and third time and after playing a musical number, one of the Christy minstrel records was put on the machine, but before starting the machine again asked them to be seated, but required the same reply, that they would stand and hear the record. Just the moment the record started with the opening overture and upon saying the words, "Are you still chore boy?" as if by force,down went the record.

"ARE YOU STILL CHORE BOY?"

Away back, when you first started, you simply had to be all things to all men. Then yours was a one-man business. As your business grew, have you grown with it? Probably you have nodded your head in agreement many a time to the statement that the problem is how to avoid waste. But is there any more costly form of waste than to use the time and energy of yourself for what could be done by a learned or employed devise? Do you not feel that your time would be better spent if you could help others as well, and that you would be more useful elsewhere? Why not ask the question—Am I paying more than I should for this particular class of work, either directly or because I do not provide lower priced help that would relieve other help for more valuable use elsewhere? Why not ask the question—Are you still chore boy?"
on his instrument some point he desires to make clear, or enforce with greater emphasis, but neither one, nor both, afford the concrete example to be had by listening to a well-made record wakened into life by the mechanism of the phonograph.

"Points to be illustrated, as to tempo, technical, balance of tone, tune and many other incidents in fineness of performance can be brought out and impressed upon learners by many repetitions and suitable comment thereon, arousing the imitative faculty and spurring much of the labor that students, without a model to work by, must otherwise perform. The foregoing remarks are equally applicable to all other forms of musical studies, vocal, instrumental, individual or collective. Hence, the utility of mechanical musical contrivances will be apparent as well in practical education as in the broader field, and upon the higher plane of universal cultivation of our people to appreciate music as an art and superior to the present general conception of it as an ephemeral amusement."

**LATEST VICTOR LITERATURE**

A Budget of Interesting Reading Matter for the Trade.

With the usual hangers, monthly bulletins, copies of magazine advertisements, etc., sent the trade this week by the Victor Talking Machine Co., Camden, N. J., is the front page cartoon from a recent issue of Judge, the illustrated comic newspaper. It represents a United States battlefield, with a horse-shaped cannon rigged up in the bow, pointing toward Japan, where a frightened dachshund bears "His Master's Voice." The famous fox terrier has been cartooned times out of mind, and always apropos to the point in hand, but this is one of the cleverest take-offs yet. The picture is in its original colors and full size, making a capital attraction in any store. An interesting sketch, with beautiful cuts of Tetrazzini, is given in a separate booklet, with a list of records and accompanying descriptive letter press; also the words of the operative selections. Publicity Manager Brown is right on his job.

**GOOD NEWS FROM THOS. A. EDISON.**

Word has been received by the officials of the National Phonograph Co. that Thomas A. Edison, who went South recently, had arrived safely at his Florida home, Fort Meyers. He is in prime condition, according to the letter, and is enjoying himself, with the delights of that beautiful country, on the Gulf side, below Tampa, and situated on a small river affording splendid bathing and fishing. Mr. Edison was accompanied on his journey by one of the surgeons assisting at the operation for mastoiditis in the Manhattan Eye and Ear Hospital, New York, and who will remain with his distinguished patient until his return North, along about the middle of April.

**THE DEADLY PARALLEL COLUMN**


Been a lot said lately about "canned music," an expression given to words and airs sufficiently attractive to merit reproduction.

The word "attractive" is used advisedly as distinguished from "meritorious." Whether a musical effort is meritorious or not will remain as much a mystery as whether or not Raphael outclasses Michael Angelo in marble or on canvas. It all depends on who is doing the arguing. But back to our mutton, or our music rather. Whenever music or words have been produced sufficiently attractive to be whistled on the streets keen agents of phonograph companies assimilating the same, breathed or howled them into coarsely devised machines and thence they were (reproduced) on phonographs and sent widespread.

It became a big business, so big that the song writers or composers of music think they ought to share in the profits of the phonograph concerns, and a delegation has petitioned Congress for legislation to that effect.

George Ade, not unknown to fame and Indiana politics, who has been assailing those trying to secure protection for the brainwork of himself and others, is described as "down in Washington trying to get Congress to pass a law which will put a tax on every man, woman and child in the United States who buys a phonograph record for the benefit of the composer of the music."

Our guess is that when it gets to a vote the farmer and his phonograph will win out and that out in the farm-houses of Dakota and the mining camps of Nevada, leagues distant from any spot which an orchestra will ever visit, the phonograph will continue to be utilized and enjoyed, and those not so fortunate as their city cousins will continue to utilize and enjoy, the same as they are doing to-day. The Phonograph Company for the other fellows.

Know nothing of the merits of the case, and hold no brief for either side, but it looks like a good fight to merit attention.

And after that last Burns-Roche episode a good fight is not to be sneezed at.—New York Evening Telegram.

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**NORTHWESTERN DEALERS**

**WE ARE**

**JOBBERS AND DISTRIBUTERS EXCLUSIVELY OF**

**EDISON PHONOGRAPH AND TALKING MACHINES AND SUPPLIES**

**MINNESOTA PHONOGRAPH CO.**

LAURENCE H. LUCKER

505-7-9-11 Washington Avenue, So. MINNEAPOLIS :: MINN.
The Horn of the Hour

The Wood Veneer Horn has the advantage over other makes because of its purity and mellowness of tone.

- 33-inch Horn, 17-inch Brass Bell, $7.50
- 42-inch Horn, 20-inch Brass Bell, $10.00
- 24-inch Morning Glory Style, 22-inch Bell, for Disk Machine $10.00
- 32-inch Morning Glory Style, for Cylinder Machines, 22-inch Bell $10.00

**40% Discount to the Trade**

Jobbers should handle only these horns, as we believe that no jobber can handle horns on 10% basis. Prices quoted the Jobber on application.

**W. D. ANDREWS**

**Sole Distributor**

**SYRACUSE, N. Y.**

**BUFFALO, N. Y.**
obstruct and prevent the vibration of the central portion of the diaphragm, and, also, by the attachment of the stylus arm to the surface of the diaphragm from the central point to the periphery thereof, that not only are the vibrations of the diaphragm broken and interfered with, but the secondary or reduced vibrations owing to this flexibility or sensitiveness, produce false tones and harmonics, and the real over tones which are necessary to give characteristic to the fundamental tones reaching the diaphragm are lost or are disposed in opposition to each other, so as to be usually changed in character or nullified. Therefore, it has been further found by leaving the diaphragm entirely unobstructed from this central point, which, as above indicated, is of practically no appreciable area to its periphery, a very much thicker and more rigid diaphragm can be employed, and that the over tones can be reproduced and the vibrations accurately and truthfully covered to the record so as to be subsequently reproduced.

In addition to the foregoing it has been found necessary to support the diaphragm under the center of the diaphragm, and, thus avoid the formation of secondary or false vibrations due to obstacles in the way of a true and accurate and free vibration of the diaphragm, and, thus avoid the formation of such a record as in reproduction will result in secondary or false vibrations.

To accomplish this it has been found necessary in the first place to support the diaphragm so that its surfaces are entirely unobstructed and are free to vibrate and to receive the true wave beats of sound without interference, and to construct and arrange the parts so that the center of the diaphragm is as far as any other portion thereof to receive the impulses of the sound waves, the stylus receiving its motion from the accurate center of the diaphragm on a point which is substantially, if not theoretically, what is known as a geometrical point of no appreciable area. Moreover, it has been found that with the extremely thin and sensitive diaphragm ordinarily employed in machines of this type and made necessary by the fact that the attachment of the stylus is accomplished by wings or discs which obstruct and prevent the vibration of the central portion of the diaphragm, and, also, by the attachment of the stylus arm to the surface of the diaphragm from the central point to the periphery thereof, that not only are the vibrations of the diaphragm broken and interfered with, but the secondary or reduced vibrations owing to this flexibility or sensitiveness, produce false tones and harmonics, and the real over tones which are necessary to give characteristic to the fundamental tones reaching the diaphragm are lost or are disposed in opposition to each other, so as to be usually changed in character or nullified. Therefore, it has been further found by leaving the diaphragm entirely unobstructed from this central point, which, as above indicated, is of practically no appreciable area to its periphery, a very much thicker and more rigid diaphragm can be employed, and that the over tones can be reproduced and the vibrations accurately and truthfully covered to the record so as to be subsequently reproduced.

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THE TALKING MACHINE WORLD.

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The improvements of this inventor have for their general purposes or objects to cause the instrument to produce a clearer, louder and more natural and pleasing tone, by means operating to confine the vibrations which reach the reproducing diaphragm to those only which are caused by the original sound waves recorded on the record; also to wholly prevent the direct vibratory contact of needle with diaphragm and the consequent transmission of vibrations caused by scraping of the needle on the record, due to such direct connection as such parts are usually constructed, this object being effected by the provision of an intermediate flexible and preferably elastic connection between the head of the needle and diaphragm with means to effect such connection; also the provision of simple means to create a tension thereon for regulating the volume or intensity of the sound.

To these ends this invention comprises the means to accomplish these several objects. In the accompanying drawings illustrating the invention, Fig. 1 is a sectional view of the diaphragm and its supporting frame, the record needle and its flexible connection with the diaphragm being shown in elevation, the dotted lines indicating its movement. Fig. 2 is a like sectional view of Fig. 1, showing also the split nut for the shifting screw, taken along line x in Fig. 1. Fig. 3 is a cross section of the diaphragm and its housing, the regulator spindle and shifting screw, taken just in front of the bearing block 34 in Fig. 1, showing also the split nut for the shifting screw, etc. Fig. 4 is the elevation of the gear 27 in Fig. 1. Fig. 5 is a vertical section through the modified form of the means for actuating the beam of light, and its housing, etc. Fig. 7 is a section of another modification of the light vibrating means and its housing, a diagram illustrating another arrangement of reflectors for vibrating the beam of light.


In patent No. 782,378, of February 14, 1905, is described an improved composition for making phonograph records, in which a hard wax such as carnauba is added to the usual stearates of soad and aluminia for the purpose of making a hard composition having the desirable properties pointed out for use in this particular art, a non-hygroscopic ingredient, such as ceresin, being also preferably added and a black pigment being employed to give to the resultant composition a dark color. The supply of carnauba wax is relatively limited, and the demand created for the same in this art has been so great as to make the price objectionably high. In the search for a suitable ingredient that could be used in these compositons to replace the carnauba wax there has been discovered a material which is suitable for this purpose.

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.
Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

CHAS. H. DITSON & CO.
Have the most completely appointed and best equipped VICTOR TALKING MACHINE Department IN NEW YORK CITY
to-day and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.

N. S. 8-10-12 East 34th St., NEW YORK CITY

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

KNIGHT MERCANTILE CO.
211 N. Twelfth St., ST. LOUIS.

ZON-O-PHONE JOBBERS
Fresh stock, filled complete, same day. Special values in needles, cabinets, wall racks, horns, cabinets, and carrying cases.

HARGER & BLISH
Western Distributors for both the VICTOR & EDISON
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.

DUBUQUE, IOWA.

Babson Bros.
19th St. and Marshall Boulevard
CHICAGO, ILL.

F. A. SPITZER & CO.
Can Guarantee Quickest Delivery From Largest Stock in New Jersey.

N. S. 8-10-12 East 34th St., NEW YORK CITY

Eclipse Phonograph Co.
HOBOKEN, N. J.
Edison and Zon-o-phone Jobbers

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

F. M. Atwood
160 N. MAIN STREET
MEMPHIS, TENN.
EDISON JOBBER

JOBBERS Edison, Zonophone

F. E. Droop & Sons Co.
925 Pa. Avenue
WASHINGTON, D. C.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for Topham's Carrying Cases; Herzog's Record Cabinets; Recordlight, H. & E. The Tray and Standard Metal Co.'s Horns and Supplies.

WEYMANN & Son
WHOLESALE DISTRIBUTORS
EDISON TALKING MACHINES VICTOR
Records & Supplies

Place your name on our mailing list. We can interest you.

1010 Chestnut St., Philadelphia, Pa.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

Klein & Heffelman Co.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

KOHLER & CHASE
Oakland, Cal.

PACIFIC COAST
DISTRIBUTORS OF
Victor Talking Machines
STEINWAY PIANOS—Lyon & Healy
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co.

WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

If you're in Western Michigan it will be money in your pocket to order Victor Machines and Records of Julius A. J. Friedrich
30-32 Canal Street, Grand Rapids, Michigan

Every jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May list.
Leading Jobbers of Talking Machines in America

EXCLUSIVELY JOBBER of FRESH STOCK ZONO-O-PHONES PROMPT DELIVERY
BYRON MAUZY
SAN FRANCISCO CALIFORNIA

Paste This Where You Can Always See It!

Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

TALKING MACHINE JOBBERS MEET.


(Special to The Talking Machine World.)

Buffalo, N. Y., March 21, 1908.

The executive committee of the National Association of Talking Machine Jobbers met here Sunday, at the salesrooms of W. D. Andrews. All were present excepting Mr. Huehn, of Philadelphia. The committee were in session the entire day, and matters of more than usual importance were disposed of in the most amicable manner, but not without vigorous discussion, carried on, however, in the best of spirit. Of course, being a secret session, nothing was divulged excepting in the most general way.

On adjournment C. V. Henkel, chairman of the Press Committee, said to The World: “We had a very satisfactory meeting, indeed. Matters of interest to the association, and which the committee has had in hand for some time, were acted upon. The committee ordered a special general meeting of the association for July 6 at Atlantic City, N. J. The Committee of Arrangements appointed by President Bowers consists of J. Newcomb Blackman, chairman, of the Blackman Talking Machine Co., New York; L. Huehn, of Huehn & Bro., Philadelphia, Pa.; C. V. Henkel, of the Douglas Phonograph Co., New York. The time and place were chosen expressly for the purpose of attracting a large attendance, and, furthermore, as the date follows closely on the heels of the national holiday, so that members who desire to have their families accompany them can start Saturday and enjoy a pleasant outing or holiday for a few days or a week. Everyone who knows the delightful attractions of Atlantic City at practically the height of the summer season will take advantage of this unusual opportunity to visit this leading capital on the eastern seaboard.

“If I do say so myself, the personnel of the committee is such that the members may rest assured that neither time nor trouble will be spared to make their presence, not only profitable in a strictly business sense, but the social features will be of a nature to be warmly endorsed as a success. The time between now and July 6 is ample for the committee to make proper arrangements, such as they never had before. No doubt special rates may be obtained from the railroads, and also accommodations of the same kind with the hotels and boarding houses, so that members may feel assured that the comfort of their families and themselves will be guaranteed.

“The meeting, which is really the annual gathering of the association, is specifically called to amend the constitution. To be sure this cannot be done excepting at the regular yearly meeting in September, unless the president calls a special convention, which he has done in this instance. Other matters of vital interest to the trade will also be discussed, of course, and due action will follow. The Executive Committee, in the mean-

Mr. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May list.

BOMBERGER HAS BEEN ARRESTED.

Franklin E. Bomberger went to York City, Pa., a short time ago and, representing himself as an agent of the National Phonograph Co., secured a lease of a prominent store for the purpose of handling a line of talking machines and records. His actions, however, aroused suspicion, and the officers of the National Phonograph Co. at Orange, N. J., were communicated with. They informed those interested that Mr. Bomberger was an impostor and asked that he be arrested. Bomberger, however, fled the city. A few days ago, however, he was captured in Lancaster and is now in the county jail in York awaiting a hearing. He is charged with improperly securing a signature to a lease for a room and with falsely representing himself as an agent for the National Phonograph Co. in making a lease for a Bell telephone.

If you wish to profit where the other man leaves your special field-advertise.
It has been the aim of The World since opening this department to put dealers in touch with manufacturers in well known lines that could be handled with profit by the talking machine trade. That we have succeeded to a large extent in this effort is known to many of our subscribers and advertisers. There is certain work, however, that is not found among the manufacturers of most dealers that are interested, and that is to follow up prospects. As in the past The World, as well as its correspondents in leading centers, will continue to keep in touch with dealers looking for profitable side lines, and if any of our readers find themselves in such a position, we shall be glad to do it, provided we are furnished with particulars. If there is anything the dealer wants, and does not know where to obtain it, we will endeavor to set him on the right track, for, being the official organ of this trade, we feel it our duty to help our subscribers in every way within our power, whether it be in the line of talking machines, or general supplies.

We have made it a point as far as possible in our recommendations to confine ourselves to standard, well known and advertised lines, and have avoided the "fly-by-night," new, or untried standard, well known and advertised lines, and our recommendations to obtain it, we will endeavor to set him on the thing the dealer wants, and does not know where are furnished with particulars.

But what we have to concern ourselves about is, the necessity of co-operation on the part of the trade. By that we mean, if a jobber or dealer comes across an article that has proven a particularly good side line, or can make any suggestions toward improvements of any kind we earnestly request them to write us, and we will keep the ball rolling by passing the helpful information along. There can be no question as to the need in this trade of other substantial lines to help out the dealer; we therefore hope that we will receive all the assistance possible in order to further a cause that is so beneficial to the members of the industry as a whole.

The Post Card Situation.

The outlook for 1908 in the post card business, as far as one can judge from the business done in the last three months, is decidedly encouraging. Instead of this field being narrowed by any financial stringency, as views. This is most important, because in the case of post cards, as in all non-necessities, the supply frequently creates the demand. As a consequence the use of post cards has increased and not diminished. Last year's post office reports showed a growth of 40 per cent. over all past records, and even if 1908 should not surpass 1907 we must remember that the present consumption of post cards is enormous and quite large enough to keep busy all of the reliable firms now engaged in their manufacture and distribution.

But what we have to concern ourselves about chiefly is the supply. This is most important, because in the case of post cards, as in all non-necessities, the supply frequently creates the demand. Thus the trade and the public act and react on each other, and it is practically impossible to say where one influence leaves off and the other begins.

Speaking generally the stuff for the coming season must be good, for the public has been handicapped by the weather conditions. January and February have been followed by a more than ordinarily pleasant March, which caused a brisk demand for goods that are usually not requested until weeks later, and

Read What a Prominent Talking Machine Jobber Says About

INGERSOLL WATCHES AS A SIDE LINE

Robert H. Ingersoll & Bro.,
500 Jewelers Court, New York.

Gentlemen:

We do not think any jobber is as well served as your firm, and we are anxious to know what your views are regarding the Ingersoll product, and how successfully they are meeting.


S. B. Davega Co.

Robert H. Ingersoll & Bro.,
500 Jewelers Court, New York.

Gentlemen:

We do not think any jobber is as well served as your firm, and we are anxious to know what your views are regarding the Ingersoll product, and how successfully they are meeting.


S. B. Davega Co.

Robert H. Ingersoll & Bro.,
500 Jewelers Court, New York.

Gentlemen:

We do not think any jobber is as well served as your firm, and we are anxious to know what your views are regarding the Ingersoll product, and how successfully they are meeting.


S. B. Davega Co.
Just a Word to You and All

Progressive Dealers

The Gillette Safety Razor has been accepted by over two million men in the last three years as the easiest, quickest and most convenient method of obtaining a comfortable and satisfactory shave.

During this year thousands of men will be added to the ranks of self-shavers as a result of our extensive advertising in the leading publications of this country which is constantly pointing out the superior features of the "Gillette" and its advantages as a time, money and labor saver.

And it is you—the dealer—who must supply the demand. This because our advertising is planned to create sales in your store.

Perhaps the tremendous money making possibilities of the Gillette Safety Razor have never occurred to you.

The two million men now shaving the "Gillette" way must be supplied with new blades. Your profit is not limited to the sale of the razor alone. Between the razor and the blades you have one of the greatest propositions for a steady and liberal profit on the market to-day.

Write for full information and prices, and remember—when we come into your store with our goods, we come in with every possible assistance in the way of making sales.

Booklets, circulars, window cards, electros furnished free of charge upon request. Write to-day.

Gillette Sales Company

914 KIMBALL BUILDING
BOSTON

914 Times Building
NEW YORK CITY

914 Stock Exchange Building
CHICAGO

The Gillette Safety Razor Set consists of a triple silver plated holder and twelve double edged, thin, flexible wafer-like blades (24 keen edges) packed in a velvet lined leather case. Price $5.00. Also made in Combination Sets in a variety of styles with toilet accessories retailing from $6.50 to $50.00 each.
April is making a splendid showing so far. There has been some awakening. Everybody had worried of cold weather, and with the first opportunity were abroad and ripe for sport. Such conditions do not repeat themselves very often. The dealer, who was foreclosed in stocking with spring goods had no reason to regret his move.

Talking machine men who are contemplating adding sporting and athletic goods as a side line should not put off ordering a day longer than necessary, because once the season has fairly opened, manufacturers and jobbers of these lines will be on the move, and the rush of business that it will be impossible to give anything like prompt attention to newcomers. At best it means delayed shipments, and the talking machine dealer or jobber left to his own devices to results out of this line cannot afford to let the public overlook his new addition.

As we stated last month, we firmly believe that if one would make a great success out of sporting goods he should emphasize quality rather than price. It is not a question of how cheap but how good. For, while there will always be a class of trade that will look for bargains, they are, after all, working under a delusion, for no matter how little is paid for a worthless article, it is dear at half the price, while by paying a reasonable price for something is secured that is high-class and worth what you paid, you can justly feel that you have obtained a bargain in the true sense of the word. But there are other reasons why the "quality dollar" is more sensible, economical, and profitable. Those customers who are real "dyed in the wool" sportsmen want only the best the market can afford, and if you cannot furnish them they will go elsewhere. Why, even those who are buying the "hand-me-downs" at long and laborious past "league ball," the kind that sell for $1.50, even if through circumstances he is compelled to use the cheaper grades when he can't get one of the "quality dollar" will, in his heart, long for a long fouf from the bat of one of the "profs." Playing inside.

Of the others by waiting outside the fence for a long foul from the bat of one of the "profs." Playing inside.

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Of the others by waiting outside the fence for a long fou
THINK OF IT, Mr. Talking Machine Dealer! Think of what it means for YOU to be able to supply this want right in the homes of your patrons. Think of what it means for YOUR patrons to have in their own homes the pictures of mirth and magic, the pictures of historic interest, scenes and incidents from all over the world that are nightly crowding the greatest theatres of our large cities.

Not common, crude, lifeless magic lantern or stereopticon views, but actual moving pictures of life and action, real photographic reproductions of actual scenes, places and people.

THE IKONOGRAPH

Home Moving Picture Machine

does this, and does it just as well, barring size, as any professional machine made. Five pounds of mechanical perfection and artistic appearance. Any convenient light, acetylene, electricity; a white sheet, a window shade or wall to throw the pictures on; any one to turn the handle. The results will astonish you.

The moving picture tide is sweeping the land, and with every day it grows and fastens on young and old, rich and poor, as no other form of amusement or recreation has ever been able to do.

Get Busy Now, Before it is Too Late

Mr. Talking Machine Dealer, Here's the Business that Means Dollars for You. All you need is some space for demonstrating some gray matter, and the returns will equal if not exceed the palmy old days of the talking machine business. Don't write soon, but NOW.

SOLE SALES AGENCY

The JOHN NEWTON PORTER CO.

253 BROADWAY, NEW YORK
MARCUS WARD & CO. FAIL.

Marcus Ward & Co., the well-known manufacturing stationers, with offices at 299 Broadway, made an assignment recently to F. S. Keller, after which a petition in bankruptcy was filed against the company. Henry Melville has been appointed receiver, and authorized to continue the business which a petition in bankruptcy was filed against in New York City as the birthplace of our present round ball, or rounders, and Philadelphians, with many years, called "rounders," but which is played for the most part aware, an American game expressed in papers for nearly forty years. It can be shown by the files of all the New York papers that began writing up the game about 1853 that its origin was with the old Knickerbocker Club, of this city. Bostonians, with their round ball, or rounders, and Philadelphians, with town ball, were among the first to acknowledge New York City as the birthplace of our present game of baseball. The former did so in 1858 and the latter in 1869. Messrs. Charles A. Ferrerly and Henry Chadwick, both Englishmen, claimed that baseball sprang from the English game of rounders, although the latter did in 1861 say: "The game of baseball is, as our readers are for the most part aware, an American game exclusive. We know of no game similar to the English for many years, called "rounders," but which is played more after the style of the Massachusetts game. New York, however, justly lays claim to being the originator of what is termed the "American game." Mr. Pererelly in his book on American sports, published in 1860, did give credit to Alex. T. Carrington, of Philadelphia, as the organizer of a club for playing the game, which many veteran claim he was the originator of. So you can see that "their report" does not "settle an old controversy," nor will it settle until something more substantial is given than has been produced by this "commission."'

DEATH OF GEORGE A. CLARK.

George A. Clark, head of the Clark-Horrock Co., Utica, N. Y., died at his home, No. 2 Steuben Park, in that city on March 15. He was born in Saugisott, N. Y., on July 31, 1826, and started in the sporting goods business in 1854, when he bought out his father's store, which was devoted to the sale of fishing tackle, house furnishing goods, toys and a general line of sporting goods, and later built up a big business in talking machines. He did business first at No. 40, then at No. 50, and later at No. 54 Genesee street, which store he finally bought. He was in business on his own account until 1851 when he admitted as partners Hugh J. Horrock and James H. England. The firm became George A. Clark & Co. and remained till it was incorporated as the Clark-Horrock Co.

If You Are Looking for Post Cards That Sell

THE FOLLOWING NUMBERS WILL INTEREST YOU:

Floral Cards, 31 subjects, suitable for Tinseling and Name, $4.00 per thousand
Solid Gold Background, with or without text
Green and Gold Bronze Background, with or without text
Gold and Silver Background, with cats and landscape, also blank
With Gold Outline
Birds and Flowers, 12 subjects, one of our leaders
Red and Purple Air Background

AS A SPECIAL INCITEMENT TO TALKING MACHINE DEALERS

General Assortment of 1,000 of the above Cards for $5.00

THE KEYSTONE SPECIALTY COMPANY

111 South Eighth Street
PHILADELPHIA, PA.
A cable from London says the New Patents Act, for which Lloyd George is responsible, is causing a large number of foreign firms to start factories in Great Britain. The act is really a protectionist measure, indicating as it does that the condition of the world in foreign investment in Great Britain shall be contingent on their being worked in the United Kingdom. The newest comer is the Gilders Safety Cabinet Co., of the United States, which, after deciding to establish English works, they have now acquired the Girdin Works, at North Elvington, Leicester, on a seven years' lease, with the option to purchase. The company will at the outset employ about two hundred and fifty working people, with every prospect of the number reaching four hundred or five hundred in a few years' time.

THE SLOT MACHINE MAN.

His Work on the Subway Platforms Arouses Interest Among the Passengers.

There is one operation that never fails to draw a crowd, and that is the work of the man who sells the chewing gum on the subway platforms. When he takes down the fronts of the slot machines the crowd begins to gather.

The man takes the weights off the tops of the columns of pieces of candy or gum, and then dives down into his bag for the boxes he carries around.

The man takes the weights off the tops of the columns of pieces of candy or gum, and then dives down into his bag, for the boxes he carries around. Very Jefly he slides part of a column into place and eventually gets them all filled up. Then he puts back the weights and replaces the theatre works. Now they have acquired the Gordin Works, at North Elvington, Leicester, on a seven years' lease, with the option to purchase. The company will at the outset employ about two hundred and fifty working people, with every prospect of the number reaching four hundred or five hundred in a few years' time.

To Start His Work on the Subway Platforms Arouses Interest Among the Passengers.

M. E. Kerr, a local photographer, to-day announced that he had got patents on a process to make colored photographs through which the art graphs of flowers are complete even to the most delicate tints. It was found that no matter how closely the efforts already taken by other city officials to set fire to the film.

Investigation of the fire at the moving picture show in this city revealed the fact that the machines were operated by men who were entirely unconscious of the risk they were running. It was then determined to supplement the efforts already taken by other city officials to make the moving picture shows less dangerous by investigating the conditions under which these machines were operated and to put in effect such restrictions as were necessary.

As a preliminary to the above, an act was recently passed which the proprietors of arcades and cafes, who usually make up the audiences at these cheap shows were constantly in danger. The component parts of a plate were always present, and it only needed a false move on the part of the careless operator to bring the parts together successfully.

The act is really a protec-

THE TALKING MACHINE WORLD.

To withhold licenses from per-

RECENT INCORPORATIONS.

BERGEN AMUSEMENT CO., Jersey City, Capital, $25,000. Incorporators—Frank A. Robbins, Frank T. Roberts, Jr., and Charles A. Dialab. The company is to conduct amusement places.

PEN AMUSEMENT CO., Camden, Capital, $125,000. Incorporators—N. A. Henry, H. Bier and M. E. Kerr. The company is to engage in theatrical business.

MILLS NOVELTY CO.'S NEW QUARTERS.

The Mills Novelty Co., Chicago, Ill., the well-known manufacturers of coin operated machines of all kinds, for arcades, parks and cafes, have leased an eight story building, 118x195 ft., at the corner of Jackson boulevard and Green street, that city. It is said to be one of the best manu-

GILLETTE RAZOR CO. IN LONDON

MILLS NOVELTY CO.'S NEW QUARTERS.

BROWER, vice-president; S. Morawitz, secretary, and R. McCrum, treasurer.

The dues are fixed at $40 per year, payable semi-annually, being the firm opinion of the organizers that the mem-

Who want a fine side line that will bring to their store the better class of customers will find that

LAWN TENNIS GOODS

will do it. The Wright & Ditson line is the best known, and the STANDARD of the United States. Everyone knows their merits and they sell on sight. All the dealers do is to keep a stock on hand.

The Ward & Wright Racket, $8.00. The Columbia Racket - $3.00.

The Pim Racket - 8.00. The Park Racket - 2.50.

The Davis Racket - 8.00. The Country Club Racket - 2.50.

The Sutton Racket - 5.00. The Bubble Racket - 2.00.

The Commons Racket - 4.50. The Tennis Racket - 1.50.

The Campbell Racket - 5.00. The Championship Tennis.

The Champion Racket - 4.00. The Club Tennis, $5.00.

The Golden Gate Racket - 4.00. The Beuca Tennis Balls, 3.50.

NETS, TAPES, POST, RACKET CASES. Rackets Restocking

AT SHORT NOTICE AND BY EXPERTS

CATALOGUES WITH DEALER'S NAME ON COVER SUPPLIED FREE. SEND FOR TRADE LISTS TO ANY OF OUR STORES.

WRIGHT & DITSON

18 West 30th Street, NEW YORK

76 Weybosset St., PROVIDENCE, R. I.

MOVING PICTURE SHOWS SAFER.

Steps to Protect Patrons from Fire and Panic— Operators Must Prove Their Fitness to Run the Machines—Many of Them Have Been Incompetent in the Past—Other Precautions to be Taken if Needed.

A municipal examining board to pass upon the qualifications of operators of moving picture machines, is the result partly of the recent catastrophes at moving picture shows in various parts of the country.

When the authorities got to studying the causes of the moving picture machine fires, they found that no matter how closely ordin-

Occupied with the day to day and in their ignorance, they were running.

But the authorities got to studying the causes of the moving picture machine fires, they found that no matter how closely ordinary precautions might be taken, it is impossible to make the moving picture shows less dangerous by investigating the conditions under which these machines were operated and to put in effect such restrictions as were necessary.

As a preliminary to the above, an act was recently passed which the proprietors of arcades and cafes, who usually make up the audiences at these cheap shows were constantly in danger. The component parts of a plate were always present, and it only needed a false move on the part of the careless operator to bring the parts together successfully.

The act is really a protec-

The department has also undertaken to register and discourage piracy, etc., which should have been in the hands of none but competent electricians. This was apparently due to the fact that the proprietors were determined to hire assistants as cheaply as possible. It was decided to withhold licenses from persons who could not carry on an intelligent conversation with the inspectors of the various departments, as well as from those who, after a few days, could not read the instructions closely.

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the names and addresses of all persons operating moving picture machines, giving them a number and making a record of their years of service and their ability to run the apparatus.

The examination into the fitness of the operator for the work he has to do is a feature of the department's work. The operators are taken to the department's laboratory, where a machine has been fitted up. The operator is then told to go ahead and discover all the faults he can. These usually include paper and films littered about the operator's booth where they might be set on fire by the arc lamp, places where smoke and flame could find an exit from the booth, imperfect shutters which might cause a fire, exposed connections, changes in the rheostats. If the operator fails to detect these dangers and apply the proper remedies, or ask for assistance, the license is withheld.

The department has solicited the aid of the manufacturers of these machines in devising safeguards, and has secured their cooperation to such an extent that when the machines are delivered they are as safe as they can be made. Each machine has a number corresponding to that on the certificate issued for its operation. If any one is found operating an inferior machine or violating any of the regulations laid down his license is to be revoked.

It is expected that these safeguards will prove entirely sufficient, but if in the future a new danger arises the department will rearrange entirely the conditions governing the location of such machines. It may be necessary for the department to refuse to issue permits for moving picture shows in the center of long blocks, and to confine them to corner stores where there are side exits and ample space for front exits.

The rearrangement may mean that the machines themselves will be constructed within a metal-lined cabinet. The entire front of the building may have to be constructed so that it can be thrown into a single wide doorway if necessary.

HERE'S A MONEY MAKER.

The Peerless Coin Electric Piano Takes in Over Eight Dollars a Day.

F. Engelhardt & Sons, proprietors of the Peerless Piano Player Co., of New York City and St. Johnsville, N. Y., have received the following eloquent tribute to the money-making powers of their Peerless coin electric piano from S. J. Morris, Clifton, Ariz., through Mears, Jenkins & Paddock, their agents in El Paso, Tex.:

"My Dear Sirs—It is just seventeen days since you placed the Peerless Coin Electric Piano in my place, and it pleases me to state it has taken in $137 in nickels, up to date, an average of $8.60 a day. From a musical standpoint it is far exceeds any instrument of the kind I have ever seen. Works like a charm, never giving the slightest trouble. If properly cared for, I see no reason why it should not wear a lifetime. Wishing you the success you deserve for selling so perfect an instrument as the Peerless Electric Piano, I beg to remain, yours most respectfully, S. J. Morris."

The rearrangement may mean that the machines themselves will be constructed within a metal-lined cabinet. The entire front of the building may have to be constructed so that it can be thrown into a single wide doorway if necessary.

ARE YOU LOOKING FOR SOMETHING NEW?

WE HAVE IT IN OUR

NOVELTY LOCAL VIEW CARD

A view beautifully executed on a highly colored embossed floral card. An idea up to the minute, one which has created a sensation in the Post Card trade. No expense for Postage—Priced at 10 cents, reprinted. 16 DESIGNS TO THE 1000. THE ONLY COMPANY TO GUARANTEE DELIVERY OF LOCAL VIEW CARDS IN 10 DAYS—AND WE CAN PROVE IT.

Our catalogue has some mighty interesting features. A copy and sample of our view card with prices—FREE UPON APPLICATION. WE ARE STILL "HUNGRY FOR BUSINESS."

F. & H. Levy Manufacturing Co., 113 East 14th Street

New York
ITH the extensive advertising being done in the magazines at present to familiarize the public with the merits of the Zonophone machines and records, dealers should not miss this opportunity of placing themselves in a position to be benefited by this campaign. The present advertised features are the splendid Zonophone records from the popular

**THE MERRY WIDOW**

**THE WALTZ DREAM**

and the rage of the season, which has proven so remunerative to dealers, namely the records by the most famous soprano,

**MME. LUISA TETRAZZINI**

All Zonophone records and a complete line of Zonophone machines will hereafter be carried in stock in New York, and orders will be filled the day received. If our salesman has not as yet called upon you, write us and one of our representatives will be sent to you at once.

**Side Lines for the Talking Machine Trade**

We carry in stock the best side lines, goods on which there is the biggest profit. Write us for our complete circulars of our Moving Picture Machine, Mystic Reflector, Simplicity Sewing Machine, Rex and Dandy Talking Machines, Wonder Gas Lamp, etc.

**THE EWING COMPANY,**

FORMERLY THE NEW YORK & LIMA TRADING COMPANY

**JOSEPH EWING,**

President

203-205-207 WEST BROADWAY

NEW YORK
THE TALKING MACHINE WORLD.

The difficulties they have had in supplying the demand for this in city. However, now that they are in a position to fill all orders within reason they are pushing things along at a lively pace, and those who are looking for something really high-class had better get their bids in early as the territory is fast filling up. The Lyons Co. have certainly got the right idea in that they allow their dealers exclusive territory, the only stipulation made being that if a man does not make good inside of one year he is likely to lose his agency, as they want only live firms to represent them.

A series of post cards that are certainly bringing things up around this section of the country are those showing the interior workings of the famous McAdoo tunnel which runs from Manhattan Island under the North or Hudson river over to Hoboken on the Jersey side. These pictures are wonderfully clear in detail and give a very comprehensive idea of this masterpiece of engineering; and though, of course, they are what might be termed a New York local card, they would prove just as big sellers elsewhere on account of the national interest in this great undertaking.

Though the demand for bromide post cards has always been more or less active, the sale has been retarded because the number of subjects has been limited. To meet this difficulty a prominent firm of this city has just published a large edition of over one hundred subjects which include comics, illustrated songs, landscapes, children, animals and many other interesting subjects.

A large and attractive line of Decoration Day cards is now to be had by dealers. These are handsomely embossed in colors symbolic of the event, such as the Grand Army hat, guns, badges, etc., and should sell well to patriotic Americans.

SHEET MUSIC

This should interest all Talking Machine Dealers as a side line. Write us, we have one of the best propositions to offer as a money-maker and free advertiser.

H. A. WEYMANN & SON
Publishers and Jobbers
1010 Chestnut Street, Philadelphia, Pa

THE Mutoscope

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

WRITE FOR PARTICULARS

AMERICAN MUTOSCOPE & BIOGRAPH CO.
11 East 11th Street
NEW YORK CITY
PACIFIC COAST BRANCH,
316 North Broadway, LOS ANGELES, CAL.

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.

THE TALKING MACHINE WORLD.

The silk embossed State Girls post card is one of the prettiest and best made in the line of state cards on sale at this time. These cards are in assorted designs, deep rich colors, the name of the state appears in clear-cut gold letters. Each card has the state seal, the national flag and a lady neatly gowned, the dress, coat or waist in silk.

A good line of patriotic cards always prove satisfactory. These are now to be obtained in countless varieties such as the United States army and navy, our presidents, presidential possibilities in the coming campaign, state capitols, Panama Canal, Philippine Islands, Cuba, Porto Rico, etc.

One of the most active sports (perhaps the most active) with our young people at the present time is roller skating. The craze seems to have caught on in nearly all parts of the United States. It is therefore meet that we should have a series of post cards illustrating the typical attitudes so well known to the beginner as well as the expert roller skater. This new line consists of twelve subjects, and will sell wherever the pastime is indulged in.

It is now almost time for the dealer to turn his attention to buying a good assortment of summer cards. These consist of scenes from sea, side and mountain, summer girls, etc—all of themselves and up to date. This season's stuff is especially showy and high class.

Without question the new line of floral cards just brought out by the Keystone Specialty Co. are not only one of the most beautiful series ever seen in this country, but are by far the most comprehensive. Even now their factories are pushed to the limit of their capacity, and if the talking machine trade take hold of these cards as they did this company's older ones, they bid fair to be swamped. Their special offer to this trade, which appears in their advertisement in this department is a liberal one and worth consideration.

The A. J. Reach Co., the well-known manufacturers of basball and other athletic lines, are now working overtime to an extent to keep abreast of their big orders. In a chat with The World they said: "Notwithstanding the rather desultory conditions in other trades, the base- ball manufacturers are facing what will prove the biggest year since the starting of the indus- try. This, of course, means that dealers han- dling these goods will experience an exception- ally lively season and one which will do much toward making up the deficit caused by the slack during the past few months." All of which will be good news for those looking for or handling the line.

A very profitable line for talking machine men is sheet music, in that it fits in so well with the regular trade. Weymann & Son, the well-known publishers and talking machine jobbers of Phila- delphia, have a very attractive proposition to offer. Don't fail to write them.

Talking machine dealers who are contemplating adding post cards as a side line would do well to write the American News Co. of this city and get their complete spring card catalog for 1907. This list- ing alone that is good and new on the market, gives many helpful hints that will be of immense aid to the unsophisticated. This company is one of the largest in the world, and besides their reg- ular business of distributing to the four corners of the earth everything in the line of papers, magazines, books, etc, do an enormous business in stationery of all kinds, athletic goods and nov- elties galore.

THE MEN WHO SELL THE GOODS.

Who keep the wheels of the factories going? Who empty the warehouses and deplete the shelves of the jobbers?

The men who go out to sell the goods. The Captains of Commerce, who hoist their sails on all the railroads of the country, in all the days of the year, and go up and down the coast, seek- ing whom they can stock up with a new lot of goods. The salesmen—the men who know how to present their wares in such a manner that the party of the second part will snap them up. As an expert observer says: "The world lifts its hat to the man who can procure sales."

"The trained salesman," says another business philosopher, "can always get a position when every other line is closed, and can command a high salary when other men are looking for posi- tions. This is proven by the large proportion of these 'wanted' ads in the daily papers, and by the many employees who are constantly ask- ing for trained salesmen—men who know how, and can make good without fail.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Songs Hits $1.00 per copy, or $10.00 per hundred:

"Every One Is In Slumber But You and Me"
"Twilighting Time"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
"Instrumental—Pawl Vailey Caprice"

It will pay you to keep in touch with us. Write to-day!

THIEBES-BISTERLING MUSIC CO.
ST. LOUIS, MO.

Every thing in NEW and S. H. Motion Picture Machines
Films, Stereopticons, Song Booklets, Baseball Cards Wanted. Catalogues free.


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Scientific American.
A handsome, illustrated weekly. Latest dis- cussions of the most modern inventions. Four dollars, 51. Sold by all dealers. 200 East 42d Street, N.Y. 512 First Street, Washington, D. C.
An Owner of a Peerless Automatic Piano Writes

Gentlemen:

It is just seventeen days since you placed the Peerless Coin Operated Piano in my place and it pleases me to state that it has taken in $137.00 in nickels (an average of $8.37 a day).

From a musical standpoint it far excels any piano of its kind I have ever seen.

It has never given the slightest trouble and if properly cared for I see no reason why it should not last a lifetime.

Wishing you the success you deserve for making so perfect an instrument,

I beg to remain, Yours very truly.

Signed.

Are You Surprised Then That a Dealer Writes as Follows

Gentlemen:

In looking over the number of pianos we sold last year and the profits made from them we find we made more money from our Peerless sales than any line we handled.

Owing to your inability to furnish us with pianos fast enough we were compelled to buy a few Automatic pianos elsewhere, but found it was hard to sell anything but Peerless.

Our experience has been that the Peerless has given us less trouble than any Automatic piano we ever sold and to-day we would not give it up for any line we know of.

With best wishes for the success of the Peerless Piano Player Co., we beg to remain. Sincerely yours.

Signed.

Don't you think this is a proposition worth looking into?

Some Desirable Territory Still Open

Peerless Piano Player Co.

F. Engelhardt & Sons, Props.

Offices
Windsor Arcade, Fifth Avenue, New York City

Factories
St. Johnsville, N. Y.
It pays because the fame of this artist now encircles the globe. It pays because her records yield the dealer greatly increased profits. It pays in the satisfaction afforded your customers through their receiving an exact duplication of this great soprano's voice. It pays, as the popular price of 75 cents and $1.25 each, guarantees many sales to people who either will not or cannot pay more.

As a Merchant who is on the lookout for GOODS THAT PAY we hope to be favored with your request for particulars concerning the Zon-o-phone line, as an experiment will prove that everything we manufacture pays big, quickly and all the year round.

CAMP AND MULBERRY STREETS
NEWARK, N. J.

Factory Distributors of Zon-o-phone Goods:

**MASSACHUSETTS**
Boston............Phelps Talking Machine Co., 41 Washington St.
Boston............Rud & Read Co., 12 Essex St.

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

**MICHIGAN**
Detroit............J. E. Schmidt, 302 Gratiot Ave.

**MISSOURI**
Kansas City........Mrs. J. Dixon, 604 Grand Ave.
Kansas City........Wkle-Frieschlag Mfg. Co., 16th and Delaware Sts.
Springfield..........Morton Lines, 205 Booneville St.
St. Louis............Knight Mercier Co., 511 W. 12th St.
St. Louis............D. K. Myers, 3339 Finney Ave.

**NEW JERSEY**
Newark............Eclipse Phonograph Co., 105 Washington St.
Pawtuck............J. E. O'Gara, 113 Elm St.

**NEW YORK**
Boston............Phelps Talking Machine Co., 41 Washington St.

**NORTH DAKOTA**
Fargo............Stone's Music House, 614 First Ave., N.

**OHIO**
Akron............Geo. S. Pyle Co., 125 S. Main St.
Cleveland............Ford's Music Co., 121 E. 4th St.
Cincinnati............Robins Piano Co., 511 E. 4th St.
Cleveland............Irving & Smith, 141 Ontario St.
Cleveland............The Bailey Company, Ontario St. and Prospect Ave.

**PENNSYLVANIA**
Pittsburgh............C. C. Ahlert Co., Ltd., 319 Fifth Ave.

**SOUTH DAKOTA**
Aberdeen............McArthur Piano Co.

**TENNESSEE**
Memphis............The Harmony Furniture Co., 710 Court St.

**TEXAS**
Austin............The Harmony Furniture Co., 710 Court St.
Beaumont............K. E. Pierce, 237 Regan St.
Houston............Dallas Talking Machine Co., 118 Commercial St.

**VIRGINIA**
Richmond............The Harmony Furniture Co., 70 West Broad St.

**CANADA**
Toronto............Whalen, Wayne & Co., Ltd., 148 Yonge St.
Winnipeg............W. W. Boursier & Co., Ltd.