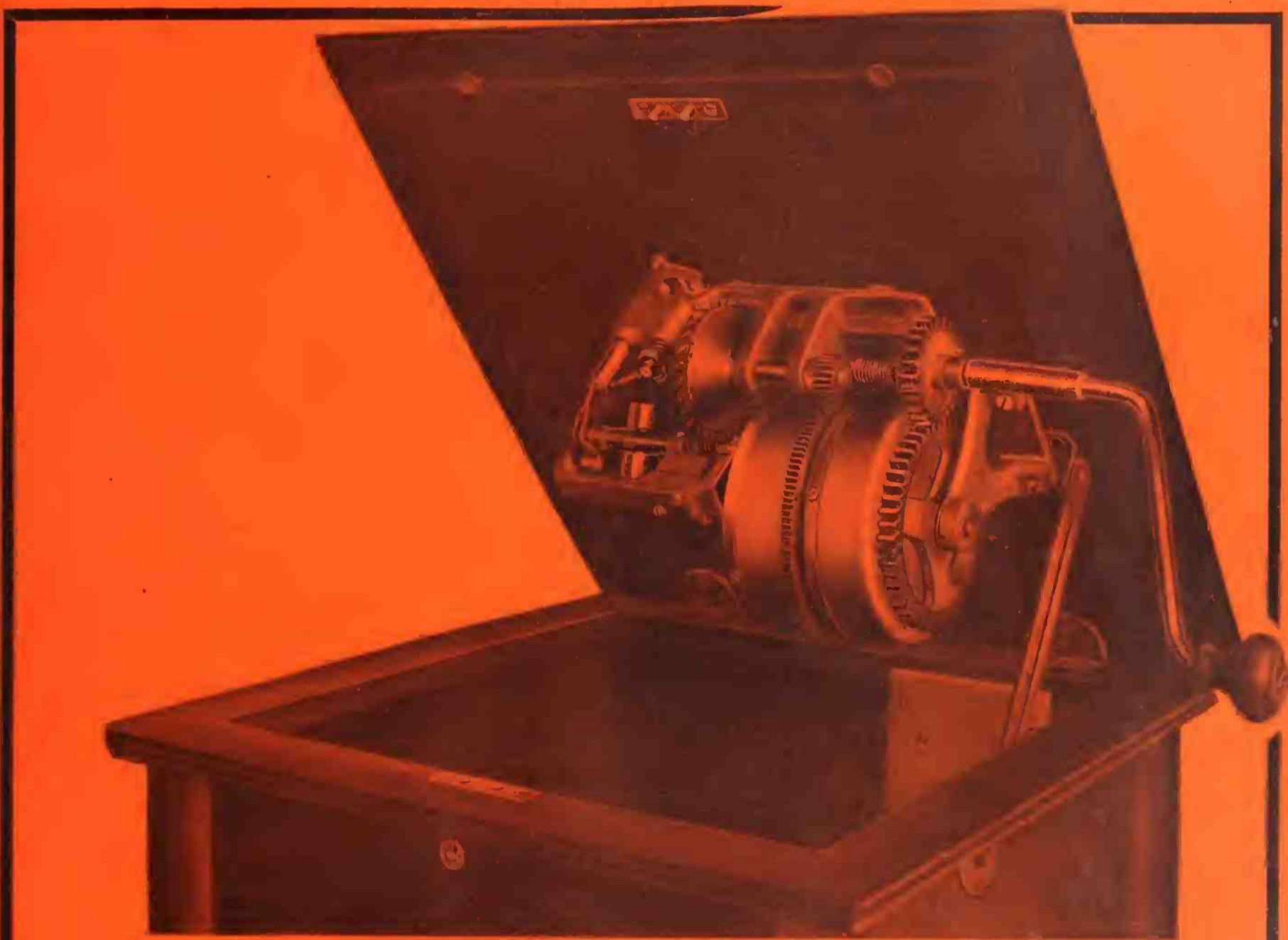


*The* **TALKING**  
**MACHINE**  
**WORLD**

AND  
 NOVELTY  
 NEWS

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



### The Star Talking Machine

has the only absolutely noiseless spring motor, running or winding, now on the market.

Precise workmanship eliminates rattling and friction. A spring clutch does away with the clicking ratchet and pawl.

Two types—one spring barrel and two spring barrels.

This motor is one of the features that make the STAR the coming talking machine.

Keep your eye on it.

**HAWTHORNE @ SHEBLE MANUFACTURING CO.**  
**PHILADELPHIA**

100,000 RECORDS ALWAYS IN STOCK

JOBBERS

**EDISON**

PHONOGRAPHS  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES

**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**

TALKING MACHINES  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
DISC MACHINES

## Record Cabinet Bargains



Nos 100 201-210

If you know what the value of a Cabinet is, you will place your order for these offerings at once. To those dealers who don't know we guarantee that they can make no mistake in taking advantage of this opportunity.

**No. 100** } Golden Quarter Sawed Oak Only.  
**Cylinder** } Finished and polished on all sides.  
**\$11.50** } Capacity 120 Records—4 shelves, 30 pegs each.  
} Height 32 in., width 18 in., depth 20 in.

**No. 201** } Genuine Mahogany Only.  
**Disc** } Finished and polished on all sides.  
**\$11.50** } Capacity 150 Records, 75-10 in. and 75-12 in. Records.  
} Height 32 in., width 18 in., depth 16 in.

**No. 210** } Golden Quarter Sawed Oak Only.  
**Disc** } Finished and polished on all sides.  
**\$13.50** } Capacity 150 Records. 2 Rows 10 or 12 inch.  
} Height 34 in., width 18 in., depth 16 in.

**No. 221** } Genuine Mahogany Only.  
**Disc** } Finished and polished on all sides.  
**\$16.50** } Capacity 225 Records, 150-10 in. and 75-12 in.  
} Height 39 in., width 17 in., depth 16 in.

**No. 260** } Mission Quartered Oak Only.  
**Disc** } Finished and polished on all sides.  
**\$25.00** } Capacity 225 Records, 150-10 in. and 75-12 in.  
} Height 46 in., extra height for motor.

This is a Combination Cabinet. The Machine and Record Cabinet in one Design, Mission Style. A desirable cabinet for a Den, Living or other room finished or furnished in Mission Style.

The above Cabinets are all New Regular Stock Goods. We are enabled to offer these extremely low prices due to our having large quantities made during the Summer when our manufacturer wanted work.

These low prices are merely temporary, as we shall advance them when the Fall Season opens.

Regular Discounts From Above Prices to Dealers Only

We have other Cabinet Bargains.

Send for our Illustrated Price Sheet



Nos. 221 and 260

# The Talking Machine World

Vol. 3. No. 10.

New York, October 15, 1907.

Price Ten Cents

## HOW TO STIMULATE BUSINESS

During the Winter Months—Talking Machines Should be Used in the Schools Either in Recitals or Else to Illustrate Lectures—Will Pay to Get After the School Boards—Some Serious Attention Should be Given to the Public Concerts in the Warerooms—No Better Way of Working Up Prospects Than This—An Enlivening Talk for Observant Readers.

In many cities and towns throughout the country, during the past summer, the talking machine has been heard in the public parks with the greatest success. Indeed, the talking machine has aroused tremendous enthusiasm when used in a public way, and by this means vast audiences have become acquainted with the great vocal and operatic artists as well as the great bands of the world. A tremendous impetus has been given to the talking machine business in this way, and it is something which should be encouraged.

There can be no question but many of the bands heard in public places in several of our cities are anything but satisfactory. Their repertoire is a limited one, and the players are not always competent. On the other hand, the talking machine is never found wanting, either in ability or repertoire, and this brings to mind the fact that local dealers should make it a point to keep in close touch with the municipal authorities of their city and endeavor to get them to give a series of talking machine concerts in the school buildings during the winter months.

In the free lecture course outlined by the Board of Education of New York City the coming winter among the subjects to be discussed at the two thousand lectures scheduled to be given, are many on music and musical reproduction. One of the lecturers will talk on "How to Listen to Music," and will illustrate his subject by means of one of the self-playing pianos.

There is no reason why the talking machine should not be employed in some such capacity, say in a lecture on vocal development, or the songs of different countries, thus instead of employing a singer to illustrate the lecture they could utilize a talking machine. There are great possibilities in this field, if the local talking machine men are up and doing, and emphasize the fact that the talking machine is no longer a toy, but a musical instrument of merit, and, more than that, an educational factor that must be considered. In many of the public lectures nowadays the moving picture machine is employed to give "life" and interest to the speakers' remarks, and the talking machine can be utilized in a like capacity.

Apart from the use of the talking machine in public places there can be no question but one of the most effective means of advertising and selling records is for dealers to give public concerts in their warerooms. This was done last season with very excellent success by many of the leading dealers, and should be repeated now that the fall season has opened up. The affair should be handled in a thoroughly up-to-date manner; well printed invitations should be sent out to a selected list of people, and the fact made clear that they will not be solicited to buy. The program might be included with the invitation, and it would not be a bad plan for the dealer at the end of the concert to make some remarks upon the progress of the talking machine and the remarkable development made in perfecting records.

There is no better way of working up "prospects" than this—no better way of bringing to the attention of the public the marvelous advance made in the perfection of the talking machine. Now is the time to start the ball rolling. We are virtually at the opening of the fall and winter season, a time when the business

should boom, and it needs on the part of all a strong pull, and a pull together in order to win out.

## HUTCHESON LIKES THE "TALKER."

The Great Pianist Tells How He Enjoyed Himself in His Summer Camp.

A musical visitor at the summer home at Cape Cod, Mass., of Ernest Hutcheson, the great concert pianist, on the staff of the celebrated Steinway artists, speaks kindly of the beautiful entertainment afforded the guests all through the season by the talking machine, in the following appreciative strain: "It is quite possible to live one's life beautifully and artistically among the primitive surroundings of a summer camp as under the more artificial conditions of city life. The pianist's camp is one of a group of six, of which the households are friends, bound together by the freemasonry of art and all intent on living the 'simple life' in its strictest sense. Mr. Hutcheson's piano is in a building by itself far off in the woods. During his hours of practice he has the piano to himself, but at other times it is the rendezvous of the colony, and many are the impromptu concerts, Mr. Hutcheson presiding at the piano with his shirt sleeves rolled back and smoking incessantly, his audience grouped about him, mostly sitting on cushions on the floor. Melba, Caruso and the other great operatic stars also assist frequently at the impromptu concerts, through the medium of a Victor talking machine, and the effect of their voices in the open woods is quite bewitching."

## A WONDERFUL MACHINE

Is the New Automatic Typewriter Which It Is Claimed Will do Almost Everything But Flirt With the Good-Looking Office Staff.

A most interesting piece of mechanism is promised to be exhibited at the National Business Shows to be held in Chicago and New York, which, if it performs all that is claimed for it, will make the dainty, or often sour-visaged, feminine typist an unnecessary factor in the business office. The new machine is said to be able to write letters at the rate of 1,000 words a minute, continuously, and still do the work correctly, and may be operated in two ways. If it is desired to make a number of copies of the same letter with different names and addresses, it will perform this work, producing in each case an original letter in one, two or three colors, fill in the name and address, and add the signature.

Not the least wonderful part of the invention is that a business man desiring to dictate, may use this automatic typewriter by talking his letters into a talking machine, transfer the record to the machine, turn on the electric current and go home. The next morning the letters will all be done, and the machine will automatically stop when all the letters are written.

It will also address envelopes or wrappers and count them as well. It will write forwards or backwards, and if desired the lines may be justified like type, which at the present time is impossible on ordinary typewriters. With the general introduction of this machine, wives of business men will breathe easier, for the machine is warranted not to flirt.

## TALKER ENTERTAINS FAMOUS MEN.

At the dinner given by E. L. Doheny, the great magnate of Los Angeles, Cal., to Ambassador Enrique C. Creel, of Mexico, a talking machine was employed during the dinner in addition to the music of two orchestras. The machine was con-

cealed under one of the tables, and the voices of some of the famous singers were heard between the numbers given by the orchestras. The effect was most novel, and came in for no small degree of admiration from the large assemblage of noted people who were in attendance.

## THREE OBJECTS IN ADVERTISING

Which Are Worthy of the Especial Attention of Talking Machine Jobbers and Dealers.

Three objects involved in advertising are worthy of close attention: First, to familiarize the people with the name of the individual or firm; second, to acquaint them with the class, quality, and style of goods; and third, to bring customers. The firm wants to impress upon the people its individuality. The advertisement is an introduction; it brings the people and the firm together; this unfolds the personality of the firm to them, and soon they associate the name of the firm's personality. The association of name and personality is a strong factor in commanding trade. The name ought, therefore, to appear uniformly in the same style of type. The name is the distinctive mark of individuality, and hence, for effectiveness, kaleidoscope changes should be avoided. Sameness in form becomes indelibly stamped upon the mind, and gradually coalesces with the personality of the firm. It is not presumed that personality changes, and hence the name associated with it should appear in the same form and dress in the advertisements. The body of the advertisement contemplates the second object, and demands careful study in its details in order to make it attractive and effective. Kind and quality of goods, style and prices, are to be displayed in a manner to appeal to the eye, and gain the attention of the readers. The important facts want to be emphasized, not always by underscoring words or printing them in larger type, but by arranging the sentences so as to bring the attention to the prominent fact in a natural manner. The marking of many words to make them prominent often blurs the appearance of the body of the advertisement, and weakens the economy of attention. The merchant may have many kinds of goods that he would like displayed in the body of his advertisement, and the method to be employed will depend greatly upon the amount of space at his disposal. The third object of advertising needs but little comment. It should, however, not be forgotten that the general neatness of a store is a silent advertisement, and customers are never slow to notice those things. Neatness and a strong personality bring customers and hold them.

A man who never advertises is much like the man without a home. No one knows where to find him. He is an advertiseless man, selfish and lonely; the homeless man, morose and melancholy; one longs for the angel spirit of business to enliven the dreary abode of his shelf-walled tomb; the other follows his shadow from morn till night in search of peaceful rest; both are playing hopefully with time and waiting for something to turn up to enliven their drooping spirits. The advertiseless man has his just reward; the homeless man deserves the pity of the benevolent; the condition of the first is his own making; that of the second came upon him through circumstances beyond his control.

To be equal to and ready for any responsibility, to be self-poised and confident yet reverent, mindful of established ordinances, obedient to the right, earnest to resist evil; to be diligent in business, patient under its exactions, generous but not wasteful; to be quick to acknowledge error, prompt to repay obligations, chaste in thought and upright in deed, ever courteous; in a word, to be alike noble in soul and in bearing—this is to be God's gentleman.

## HOW TO APPROACH THE ENGLISH MARKET.

Some Valuable Pointers for Manufacturers and Exporters and How to Secure Business in England and Hold It—The Best Market in the World if Properly Approached—The Kind of Salesmen Who Sell—Importance of Carefully Packing and Shipping on Time—Some Important Hints Given by a Friend Which Are Worth Considering.

The manufacturers of talking machine supplies in this country are building up an excellent trade with Great Britain and her colonies, and it is a business worth developing. Without indulging in "preaching" we may say that it will be well to avoid the pitfalls into which so many American manufacturers have fallen through not shipping goods on desired dates and not packing properly. Some remarks of B. Olney Hough, editor of the American Exporter, on the British market, and from the British viewpoint, are worth quoting in this connection. He says:

"I have already referred to the fact that this country is far and away the best customer that the United States has on her books. That she takes one-third of everything we sell outside of our own country, and yet the surface of trade here has barely been scratched by American effort. The volume of business possible here is staggering, were an adequate, intelligent and honest effort made to get it. Let us take it for granted that every American manufacturer who seeks an outlet for his goods here is prepared to give the business once obtained honest and serious attention, is prepared to keep his promises, to deliver equal to sample and generally to study the requirements of the market and adapt himself to them. What then?

"This—he must understand that this is not a cross-roads town in Oklahoma that he is drumming for trade. The New York manufacturer puts a branch office in Chicago. Does he realize that one goes from London to Edinburgh in eight hours and that within these limits is a population and a 'buying capacity' ten times greater than in a similar radius out of Chicago? This is the biggest market in all the world. How will he approach it, how handle it?

"Now an Englishman is not an American. Let that be well understood. His habits of thought, his attitude toward things, his procedure is radically different from ours in many respects. If you are going to do business here, you will do it with Englishmen, not with Americans, and if you seek success in it you will have to adapt your ways of doing business to meet the English idea.

"The trouble to-day with a great deal of American commerce in these islands lies in the lack of system, method, organization which has attended and still attends American enterprise here. So many of our manufacturers seem contented and happy if they can only secure a couple or half a dozen orders a year from scattered merchants here and there, up and down this great market. Advertising is most assuredly a necessary adjunct to any successful business of to-day. But the object of our manufacturers should be to get all the possible business. To this end a more personal effort and campaign is essential. The advertising should be supplemented and backed up by aggressive measures, aimed to bring into line all those possible customers who have only incidentally been impressed by the advertisement as it has month by month come under their notice. And the English market justifies aggressiveness, a proper organization for its cultivation, if the manufacturer has good grounds for believing that his goods can be sold here.

"It cannot be gainsaid that emphatically the best way to work British markets is to send your own salesman here, just as you would to New York, to Chicago, or to Kansas City. But with this difference. To make a success of British trade it is necessary first that the salesman be of quality and characteristics adapted to the market and the people among whom he must work, and secondly, that he must be a fixture here. He should be located here permanently, not only because the market is big enough to warrant it, but because the permanent presence here at a known address of the right sort of a direct factory representative contributes immensely to inspire confidence.

"If beyond the means of a manufacturer to support such an agent of his own, then the next best thing is the agent with a combination of lines. Or, perhaps, affiliation with some of the established agencies now existing in London, who may be found worthy of confidence after investigation. But in any case it must be well understood that both by law and by custom here and in Europe generally an agent is not only a salesman. The courts assume that the agent who is empowered to book an order is similarly responsible as the representative of his principal in all other matters which may affect that principal as between buyer and seller. It thus becomes necessary to exercise due caution in selecting a man of general ability, conservative, careful and honest. And, equally if not more important, if an American is sent over here he must be chosen for the market. The best American salesman on your staff will make an utter failure here if he is a "blow-hard" or a "bluffer." My experience is that half the American salesmen sent over here are failures. In the course of my present visit here I have heard the usual American "drummer" commented upon in most caustic language three times in the course of a single day. The man to make a success here must be one who is quiet and gentlemanly in his bearing, who will inspire customers here as "solid" and reliable, who will not seem to exaggerate. I may illustrate one peculiarity of the British merchant in this respect by a story told me the other day by the man who controls the English advertising for a certain big American company whose breakfast food preparations are as well known here as they are at home. It seems that when this company first endeavored to introduce its cereal into this market one of the salesmen sent over was of the "bluffer" type. In the course of business he met two very large and important jobbers who could be neither persuaded nor cajoled into buying the goods. 'Very well, we'll see,' cried the Yankee drummer. 'We'll make you stock these goods, yes make you.' These two jobbers haven't forgotten it yet. To this day neither one of them will carry a box of this cereal in their stocks, though so universal is now the demand that they probably lose money by their attitude. But—no Yankee drummer can 'make' them do anything.

"Another instance. A certain New York commission house was represented here for a time by a young man who recently was called home owing to some changes in the business and who left behind him a most enviable reputation. The English merchants like him, he could always get past the barriers of the little "enquiry" window that makes access to most English offices a difficult operation. His quiet affability, his gentlemanly manners, commended him everywhere and I have heard several merchants express regret at his departure. His successor is of another type. He has begun his career here by 'blowing' himself. Spends money extravagantly and at once started in to tell the Londoners that their busses and their trains were 'rotten,' and in the course of three months has earned general dislike for himself. His end in this market is easily guessed—unless he experiences a sudden change of heart, but even then it will take him years to live down the reputation he has earned in so brief a time.

"The manufacturer must not only select the right sort of an agent in the first instance, but he must be prepared to entrust him with the collection of his invoices and with such a consignment of stock goods as may be desirable. The trade of the manufacturer who wishes only to sell for cash with order or cash against documents will be seriously handicapped in this country—and needlessly handicapped, for credits are as a rule better here than they are at home. With ordinary care there is no excuse for making bad debts here, providing a competent man is on the ground to oversee the business. Not only are credits good, but payments are reasonably prompt. In the hardware business, for example, the rule here is 30 days less 2½ per cent. The factory representative can make reasonably prompt collections and, more than that, can get the trade of that large class of merchants who will not buy subject to draft, and can adjust himself to the idiosyncrasies of those others who pay only on the last day of each month. A small or a suitable stock of goods here, if carefully selected is one of the surest roads to success. Comparatively few British merchants in any line like to give large orders or anticipate their requirements to the extent and by the time necessary for ordinary import orders. Usual orders placed with their home manufacturers are small individually. To appeal to them, then, for big orders to be imported at some distant date is a distinct handicap to business with us. Again, the agent with a stock of goods here is in position to adjust his prices to the market, to make delivered prices (always the surest in-

(Continued on page 6.)

## ATTENTION! NEW ENGLAND DEALERS

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

**EDISON PHONOGRAPHS  
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

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

**THE EASTERN TALKING MACHINE CO.**

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



# You don't need to lose a sale

You know how easy it is to sell the *Victor*, but still there are times when you miss a sale. There is "a *Victor* for every purse," but people don't always have the ready money. They often ask the price of a *Victor* and then walk out of your store without buying—and you have lost a sale.

But you don't need to lose it. There is a way to get this trade—sell on easy terms.

People who look upon \$22 or \$30 as a good bit to pay in cash for a *Victor*, don't mind it at all if they can pay at the rate of \$1 or \$2 a week. And many customers who do pay cash would be glad to buy on easy terms, and would buy a higher-priced *Victor* if they didn't need to pay all the money in one lump.

By selling the *Victor* on the easy-payment plan you can sell from five to ten times as many *Victors* as you do on a cash basis. More than that you can increase your record business to even greater proportions. Every week when a customer comes to make a payment, you have an opportunity to sell some new records—and all this record business is cash.

There is a lot to the instalment business, and the best and quickest way to get familiar with the subject is to read our book "How to sell Victors on instalments." Send for it to-day—it contains facts that you ought to know.

## The Victor Talking Machine Company

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

Berliner Gramophone Company of Montreal, Canadian Distributors.

Full information can be obtained from the following Victor dealers:

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

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

**CUT ALONG THIS LINE**  
 Victor Talking Machine Company, Camden, N. J.  
 Please send book, "How to Sell Victors on Instalments."  
 Name.....  
 Street.....  
 City.....  
 State.....  
 F

(Continued from page 4.)

centive to trade) and to include in such prices, in English currency, such allowance for cash discount, petties and extras as the exigencies of the situation may require. The manufacturer who quotes his goods by letter from America feels bound to name his rock-bottom price because he has little idea of what his competitors may be doing. And if he is doing business with a jobbing house here the extent of the jobber's interest in his line depends too frequently on how much more cheaply he can buy the goods than he can any other.

"Another characteristic of the British trader must be remembered. He is slow and cautious about making a change. He wants to be sure of a thing. His first orders are quite certain to be small. He must thoroughly satisfy himself that equally as good a grade of stuff is being used as in his old line, that the goods will wear well, that the results obtained will justify his continuance with the line. British trade is slow of development, but when once started and when he is handled right, the British customer is the best in the world. But let the manufacturer beware who attempts to defend himself against justified claims. He is finished once and for all with the customer on whom he attempts to impose. There is but one thing to do with customers here when a shipment of goods arrives 'wrong.' Acknowledge the fact gracefully, with regrets, and pocket the loss and the lesson. An American agent whom I know here had trouble with his factory over a certain shipment of preserved fruit. The customer complained. The agent tasted the stuff and promptly agreed it was spoiled. The agent has fastened that customer to himself for just so long as he cares to supply him. But it took the agent two months of letter writing to 'square' himself with the factory whose interest he was serving no less than his own—for there's a new profit of \$1,000 a year in the trade of this one customer. In brief, treat the Englishman fairly and justly and you gain a permanent and a profitable customer. Be ignorant or short-sighted enough to try to impose upon him and he promptly cries to the four winds of heaven that Americans are frauds.

"I have given so much space in this letter to finding fault with American ways of conducting business over here that I feel that I must qualify the impression produced by presenting also the reverse of the picture. Off hand I can name a score or two of prominent American manufacturers who are working this market right, handling their English customers right and profiting accordingly. We Americans may be immensely proud of our conquest of the British markets for a number of our lines. The pity is that more of our manufacturers are content to have the field practically untilled and are treating their scattered, occasional customers in a way that bodes ill for their future here."

Gomer Griffiths and Carl Glover have opened the "Talking Machine Store" at 103 South Howard street, Akron, O., and claim it to be the only exclusive talking machine store in the city. They handle the Edison and Victor lines.

## SKETCH OF INTERIOR OF LANDAY BROS. ELEGANT QUARTERS



The accompanying photograph pictures the interior of Landay Bros.' very elegant establishment at 400 Fifth avenue, New York. The view is that of the series of demonstrating booths, to the right on entering the store, which has ample room for exhibiting a splendid line of Victor goods. Expensive rugs and a brilliant-hued car-

pet cover the floor, while works of art and rare pictures and photographs of the world's prominent singers adorn the walls. The recital hall, a circular apartment, richly furnished, is in the rear, together with the business offices of this very successful firm, who have spared no expense in fitting up one of the city's show places.

### IS THE ARCADE DETRIMENTAL?

A Talking Machine Dealer Does Not Regard the Growth of the Penny Arcades With Pleasure—Explains How They Hurt His Business—How to Check the Tendency.

There is a talking machine dealer in this city who regards the growth of the penny arcades that have sprung up throughout the country as detrimental to the retail trade, and in a talk with *The World* said: "I have found that there is a certain class of people who formerly purchased a considerable number of records now patronize these resorts, listening to the latest selections and finding a lot of amusement in going from one machine to another. After they have heard a selection four or five times they grow tired of it, and take up with something else. Instead of making them patrons of the dealers in records, they figure that they can hear all they want for a few cents, and have the fun of mingling with the crowd besides. The various other forms of amusement also found in these resorts serve as an attraction, but when the matter is carefully considered it is an extremely selfish manner of catering to one's love of phonographic music. When the owner of a machine purchases a record and takes it home there are others beside themselves to enjoy it,

while in the other case the patron of the arcade spends the money only on themselves. Of course there is no way to check the tendency, except for the dealers to do a little missionary work among those who have strayed from the fold."

### PHONOGRAPH ON GOSPEL WAGON.

Mission Superintendent Sends Sacred Songs from a Morning Glory Horn.

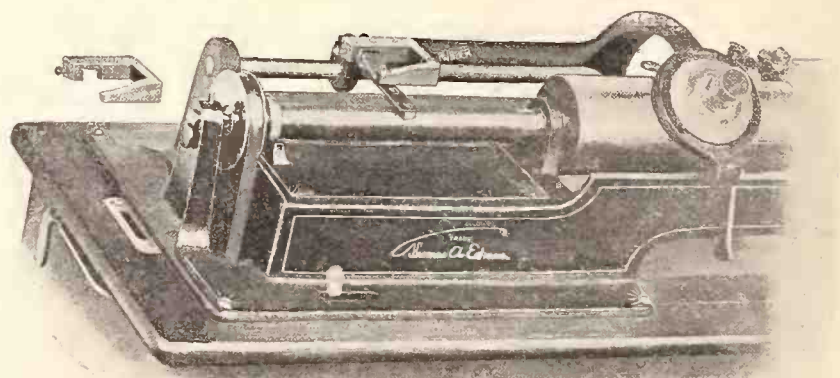
(Special to *The Talking Machine World*.)  
Morristown, N. J., Oct. 3, 1907.

To help out the Sunday service of the Gospel wagon attachment of the Market Street Mission, which tours the town every Sunday, Mission Superintendent Thomas B. Ironsides hit upon the use of a phonograph, and to-day sacred songs pealed from a large morning glory horn. It worked well. Local soloists, who usually do all the necessary singing, simply looked on while the audience drew close to the wagon to catch every word. The superintendent says that hereafter the Gospel wagon will carry the phonograph along on all the mission meetings.

The Italian-American Phonograph Co., of New York, was incorporated last week with the Secretary of the State of New York with a capital of \$1,000. The directors are: J. G. Eggo, Wm. Zopff, A. W. Barkelew, of New York.

## THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents.



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



# Get the complete list of new Victor Records for November

All vocal selections have accompaniments by the Victor Orchestra.

**8-inch 35 cents**

- Arthur Pryor's Band**  
5217 Telescope March.....Seltzer  
**Accordion Solo by John J. Kimmel**  
5238 Medley of Irish Jigs.....  
**Whistling Solo by Ed. Ables**  
5267 Love Me and the World Is Mine...Ball  
**Soprano Solo by Miss Ada Jones**  
5266 Mammy's Little Curly Head.....Jones  
**Tenor Solo by Harry Tally**  
5160 A Friend of Mine Told a Friend of Mine .....Paley  
**Duet by Harlan and Stanley**  
5265 Yankee Doodle .....  
**Male Quartet by the Haydn Quartet**  
5168 In the Wildwood Where the Blue Bells Grew .....Taylor  
**Descriptive Specialty by Collins and Harlan**  
1728 Closing Time in a Country Grocery..  
**Talking Record by Len Spencer, with Violin**  
1101 Arkansaw Traveler .....

**10-inch 60 cents; 12-inch \$1.00**

- Police Band of Mexico, Velino M. Presa, Director**  
5268 Hidalguense Two Step—10-inch..Martinez  
5269 Twenty-third of July March, 10-inch..Presa  
31674 Pagliacci Fantasia—12-inch...Leoncavallo  
31675 Felix Diaz March—12-inch.....Presa  
31676 Semiramide Overture—12-inch....Rossini  
**Arthur Pryor's Band**  
5271 Slavery Days March—10-inch.....Zeta  
31670 My Maryland—Fantasia ("Tannenbaum")—12-inch .....  
31671 After Sunset—Melody—12-inch....Pryor  
31673 Echoes from Metropolitan Opera House—12-inch .....Tobani  
**German Cavalry Band**  
5255 Parade Post (with Kaiser Friedrich March)—10-inch .....  
5256 Harmonic Retreat—10-inch.....  
**Victor Dance Orchestra**  
31677 La Blanche Waltzes—12-inch....Sheridan

**Victor Drum, Fife and Bugle Corps**

- 5234 War Songs March—10-inch.....Rogers  
**Xylophone Solo by Chris. Chapman**  
5272 Dell' Oro Mazurka—10-inch....Dell' Oro  
**Accordion Solo by John J. Kimmel**  
5254 Medley of Straight Jigs—10-inch....  
**Comic Song by Miss Clarice Vance**  
5253 I'm Wise—10-inch.....Williams  
**Comic Songs by Miss Vesta Victoria**  
5249 I've Told His Missus All About Him—10-inch .....Tate  
5251 It Ain't All Honey and It Ain't All Jam—10-inch .....Everard  
**Three Songs by Harry Lauder (The Great Scotch Comedian)**  
52001 I've Something in the Bottle for the Morning—10 inch .....  
52002 I Love a Lassie (My Scotch Bluebell)—10-inch .....  
52003 Stop Your Tickling, Joek!—10-inch..  
**Duet by Collins and Harlan**  
5270 In Monkey Land—10-inch.....Morse  
**Tenor Solo by James McCool**  
5059 The Girl I Left Behind Me—10-inch..Lover  
**Tenor Solo by Billy Murray**  
5247 Golden Rod—10-inch .....McKinley  
**Tenor Solo by Byron G. Harlan**  
5246 Captain Baby Bunting—10-inch....Helf  
**Yodel Song by George P. Watson**  
5262 Medley of Yodel Songs—10-inch....  
**Soprano Solo by Miss Helene Noldi**  
5264 The Last Rose of Summer—10-inch..  
**Contralto Solo by Miss Corinne Morgan**  
5263 Homeward—10-inch .....Lane  
**Tenor Solo by Harry Macdonough**  
31672 Messiah—Every Valley Shall Be Exalted—12-inch .....Handel  
**Descriptive Specialty by Miss Jones and Mr. Spencer.**  
5252 Meet Me Down at the Corner—10-inch  
**Yankee Talk by Cal. Stewart**  
5248 Uncle Josh Joins the Grangers—10-inch .....

**Tenor Solos by Harry Tally**

- 5258 Bye-Bye, Dearie—10-inch .....Von Tilzer  
5260 Sacramento—10-inch .....Von Tilzer

**Hebrew Choir Records by Cantor, Meisels and Choir of Congregations "Ohab Zedek," New York City**

- 5239 Shma Israel—10-inch.....  
5240 Eiz chaim—10-inch .....  
5241 Ishtabach—10-inch .....  
5242 Kdushu—10-inch .....  
5243 Zur Israel—10-inch .....  
5244 Der Kidysh—10-inch .....  
5245 Birchah Kohanim—10-inch. ....  
31667 Ov horachmim—12-inch .....  
31668 Mimkomcho—12-inch .....  
31669 Yismechu—12-inch .....

**New Red Seal Records**

**Alice Nielson, Soprano**

- 12-inch size, with Orchestra, \$1.50—In Italian.  
74087 Don Pasquale—Quel guardo (Glances So Soft) .....Donizetti

**Charles Dalmore, Tenor**

- 12-inch size, with Orchestra, \$3.00—In Italian.  
85123 Trovatore—Ah si ben mio (The Vows We Fondly Pledged).....Verdi

**Florencio Constantino, Tenor**

- 12-inch size, with Orchestra, \$1.50 each—In Italian.  
74083 Traviata—Dei miei bollente spiriti (Wild My Dream of Youth).....Verdi  
74084 Mefistofele—Epilogo—"Guinto sol passo" (Nearing the End of Life).....  
74085 L'Africaine—O Paradiso (Oh, Paradise) .....Meyerbeer

**Marcel Journet, Bass**

- 10-inch size, with Orchestra, \$1.00—In Italian.  
64077 Ernani—Infelice e tu credevi (Unhappy One) .....Verdi

**Herbert Witherspoon, Bass**

- 12-in. size, with Orchestra, \$1.50 each—In English.  
74081 Elijah—Lord God of Abraham.....Mendelssohn  
74082 Elijah—It is Enough.....Mendelssohn

**Emilio de Gogorza, Baritone**

- 12-inch size, with Orchestra, \$1.50—In English.  
74086 Semele—Where'er You Walk.....Handel

You ought to have every one of these records. We are advertising them in the principal daily newspapers throughout America on October 28, and telling millions of readers that they can be had at all dealers.

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

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

**Victor Talking Machine Company**

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

Berliner Gramophone Company, of Montreal, Canadian Distributors.

## BELLAMY WAS A PROPHET

Not a Dreamer, When He Wrote "Looking Backward"—His Prediction About Music for Year 2000 Realized in 1907.

When Edward Bellamy wrote his famous book, "Looking Backward," people laughed at the improbability of the pictures portrayed therein ever coming true. While he referred to events in the year 2000, yet in this year of grace 1907, the advance made in the perfection of the talking machine, as well as that of electrical music, such as the telharmonic system invented by Dr. Cahill, almost startlingly verifies Bellamy's predictions. Here is an extract from his book written nearly a quarter of a century ago:

"Please look at to-day's music," she said, handing me a card, "and tell me what you prefer." The card bore the date of September 12, 2000, and contained the longest program of music I had ever seen. It was as various as it was long, including a most extraordinary range of vocal and instrumental duets, quartets and various orchestral combinations.

"I remained bewildered at that prodigious list until Edith's pink finger tip indicated a particular section of it, where several selections were bracketed, with the words '5 p. m.' against them, then I observed that this prodigious program was an all-day one, divided into twenty-four sections answering to the hours.

"I indicated an organ piece as my selection. She, crossing the room, merely touched one or two little screws and at once the room was filled with the music of a grand organ anthem; filled, not flooded, for by some means the volume of melody had been graduated to the size of the apartment.

"Such music, perfectly rendered, I had never expected to hear. As she spoke the sound of violins filled the room with the witchery of a summer night. When this had ceased, she said: 'There are a number of music rooms in the city, perfectly adapted acoustically to the different sorts of music. These halls are connected by

telephone with all the homes in the city whose people care to pay the small fee, and there is none, you may be sure, that do not. The corps of musicians attached to each hall is so large that, although no individual performer, or group of performers, has more than a brief part, each day's program lasts through the twenty-four hours.

"There are on that card for to-day distinct programs of four of these concerts, each of a different order of music from the others, and any one of the four pieces now going on that you prefer you can hear by pressing the button which will connect your house wire with the hall where it is being rendered. All of our hedchambers have a telephone attachment at the head of the bed by which a person who may be sleepless can command music at pleasure of the sort suited to the mood. Father will show you about the adjustment before you go to bed to-night, and with the receiver at your ear I am quite sure that you will be able to snap your fingers at all sorts of uncanny feelings if they trouble you again."

As referred to before in these columns, the Telharmonic Co. of New York are arranging to provide people with music at their homes by wire direct from a central station. This is synthetic music, "built up," so to speak, to reproduce all the various instruments of an orchestra with most marvelous color possibilities. With De Forest sending music from the talking machine by wireless and the transmission of music from the same instrument by 'phone to various points, one can get an idea of the tremendous progress of the age we are living in. Whether Bellamy was endowed with prophetic powers, or merely a dreamer, at all events there is much in his fanciful volume that is now within the bounds of practicability. Thus the world moves.

### FOSDICK'S TALKING MACHINE LINE.

The Toronto Gram-o-phone Co., formerly a branch of the Berliner Gram-o-phone Co., and recently purchased by W. R. Fosdick, for some time

a representative of that concern in Ontario, have been appointed jobbers of Victor and Berliner goods, and in future will handle those lines exclusively.
















### REGARDING PRICE CUTTING.

Dealers Must Co-operate With the Victor Company in Maintaining the Prices on Victor Machines and Records.

Under date of July 29 the trade were notified of the summary action taken by the Victor Co. in suspending a number of dealers in New York City. A report that certain dealers were violating the selling conditions on Victor talking machines reached the company, who after investigating the situation, placed the names of these dealers on the suspended list, at the same time notifying the trade that they were not to be supplied with Victor products, except at list price, or upon written consent of the Victor Talking Machine Co.

The matter of price cutting will be closely investigated whenever it is brought to the company's attention, and any dealer will be summarily dealt with whenever the company receives conclusive evidence of breach of sales conditions. This is not intended, nor should it be construed, as a threat. The Victor Co. have demonstrated that the success of all dealers is dependent on the maintenance of contract prices. Dealers should co-operate heartily with the company in furthering this policy. The Victor Co.'s position in this matter is beyond question, the Federal courts having sustained them in their action, and Victor dealers will either maintain the prices fixed by the company, or suffer consequences. In no other way can the business of thousands of Victor dealers be protected, nor the dignity of the Victor Co. be maintained.—The Voice of the Victor.

The C. C. Harvey Co., the well-known Boston piano house, have installed the Edison commercial phonograph system in their various departments.

				
<h2>To You, Mr. Jobber</h2>				
 	<p>We are now ready complete line of Standard quality, standard and held, but improve so that our product is the market. Our rep-horns is well known, to that by creating the located anywhere.</p> <p>You will make no mistake by making a Standard alliance. Place your order now and you can be sure of prompt shipment. We make a specialty of filling orders. Be on the Standard side and you'll be all right.</p>	<p>TRADE</p>  <p>MARK</p>	 	<p>for Fall trade with a ard Horns. The same finish are not only up-ments have been made second to none on utation for reliable and we propose to add finest horns that can be</p>
<h2>Standard Metal Mfg. Co.</h2>				
<p><b>FACTORY</b> Jefferson and Chestnut Streets, NEWARK, N. J.</p>			<p><b>OFFICE AND SALESROOMS</b> 10 Warren Street, NEW YORK, N. Y.</p>	
				



### BROAD-GAUGE STORE METHODS

Are the Only Kind That Win Favor in the Talking Machine or Any Other Business That Desires to Succeed—A Somewhat Personal Talk With World Readers.

The broadest-gauge store methods are the only kind now that win the public favor. The time was when proprietors felt they could stand at the shop door and cross-examine every customer who did not purchase.

The evolution of things has brought forth better conditions, but some hard-shell old-timers still keep a grip on this relic of an effete age. They are practically scuttling the ship, though. Now, Mr. Dealer, if you are one of this misguided class, "break away." There is danger every time you force your attention on a customer with a view to finding out whether he or she has bought or not.

Of course, there is the proper kind of concern which a dealer may feel in his customers, but it requires skilful diplomacy to practice it. Not a suggestion of anxiety must be apparent, but the inquiry may be in the nature of a cordial character, more as a greeting rather than a desire to know whether a purchase has been made or not.

There is another disagreeable feature which occasionally crops up, and one which calls for rapid change. We mean the habit of showing your temper before customers. We know you do not like to do it, and each time you "fall down" you resolve not to do it again, but sure as fate, next day a clerk makes some blunder, off you go just like a firecracker.

What is the matter with your equilibrium any way? Surely you who can take hold of apparently serious problems, and never let go until you've made them come your way, can throttle this desire to splutter just when it is likely to do most harm.

Customers do not like to witness contests where the proprietor appears in the light of an overbearing, domineering character, and the clerk as a poor wretch who dare not say a word for fear of consequences. That is just the way these spasmodic dressings down appear on the surface. The proprietor is put in a false light every time.

When you feel tempted to do some loud talking because a mistake has been made, ask yourself: "Who's going to get the worst of it?" You will probably decide to wait and have it out with the offending clerk at the proper time and place.

### THE JOKE WAS ON THE LAWYER.

A joke was recently put up on a number of leading lawyers of Pottsville, Pa., who will not know until they see this in print, why they have been vainly looking for a prospective client, says a writer in the New Phonogram. The lawyers one by one were called up by telephone and informed that the person who was talking at the other end of the line was a German who had trouble

with his wife and he wished to bring divorce proceedings and would place his case with the attorney. The lawyers in every case procured pencil and paper and prepared to take down notes. The jokers at the other end of the line then placed a phonograph near the receiver with a record on it which recited some of the trials of Joseph Jefferson in the play "Rip Van Winkle," when he was telling the audience how badly his wife treated him. The phonograph spun the matter right off and pretty soon the lawyer at the other end shouted that the speaker was going too fast. The phonograph was then shut off for a few seconds and then turned on again. The jokers played with each lawyer for several minutes and had no end of fun out of their eagerness to grab a fee.

### YANKEE "PUSH" IN THE SOUTH SEAS.

Naval Officer Makes Interesting Discovery on a Pacific Coast Trip—The Phonograph Employed as a Promoter.

Another of many uses to which the talking machine is applied has just materialized. It appears that while one of the naval vessels of the United States was patrolling that part of the Pacific Ocean known as the South Seas, some time last spring, it chanced upon a sailing vessel, which an officer from the war ship at once boarded. The stranger proved to be a craft commanded by a New Englander who for some years had been engaged in recruiting Kanakas for the plantations of Queensland, Australia. The naval officer noticed that there was on board an instrument that is not usually considered essential for purposes of navigation—a phonograph—and asked why the talking machine should have been included in the ship's outfit.

He was told that before the vessel left Queensland the captain had visited some of the sugar plantations where South Sea Islanders were employed, taking with him a camera and phonograph. Here he went into the business of photographing groups of islanders on the plantations, also taking individual pictures of well-known men from the New Hebrides and the Solomon Group. Edison's invention was then brought into service, the best-known among the islanders being asked to speak into the phonograph anything they would like to tell their friends at home. In this way large numbers were induced to give an account of the sort of life the Kanakas were having on the plantations, and to tell any other news likely to interest the old folks at home in Malicolo, Ambrym, San Christoval, Malaita, and other islands. When he had secured a good supply of these messages, the ingenious master sailed for the islands, and at last advice was making good use of his material. Many of the photographs had been transferred to glass for use with the limelight, and with the pictures and the phonograph he was able to give exhibitions of life on a plantation that changed the doubts of the natives into an enthusiastic desire to emigrate.

At the limelight show the captain would produce a full-size picture of an absent friend, a native well known on the island, and to the amazement of his dusky audience would make him speak words of greeting from his plantation home in Bundaberg, a thousand miles away. Whatever misgivings had been felt before the phonograph was produced were at once dispelled when the limelight picture of their friend addressed them in their own tongue and in the voice they had known so well when he dwelt among them. The Yankee captain certainly displayed the National traits of enterprise in this transaction.

### \$20,000 WORTH OF TALKERS FOR DYER & BRO.

(Special to The Talking Machine World.)  
St. Paul, Minn., Sept. 30, 1907.

W. J. Dyer & Bro., of this city, have several consignments of talking machines on the road, aggregating in value \$20,000. Practically the entire lot will go out at once on orders which have been accumulating since the Fair week.



☞ Do you like this issue of the World?

☞ Is it not worth something to you in your business?

☞ Do you receive it regularly?

☞ If not, why not?

☞ The fault is your own, for we've done our part in supplying you with a sample copy.

☞ Subscribe for it.

☞ That's the only way to get it.

☞ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

☞ Be progressive and read the World. Your competitor takes it and he knows its value.

☞ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

☞ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and cash, at your risk.

THE  
Talking Machine World  
SUBSCRIPTION DEPARTMENT  
1 Madison Avenue, New York

### Phonograph Record Cabinets

Patent  
Hornholder



Folds out of sight  
into cabinet when  
not in use.

Compact  
Useful  
Valuable

For particulars  
inquire of

Quartered Oak. Holds 305 Records.

SYRACUSE CABINET CO., Syracuse, N.Y.



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

REMITTANCES should be made payable to Edward Lyman Bill. Currency received at sender's risk.

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

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

NEW YORK, OCTOBER 15, 1907.

ACCORDING to the horoscope cast by the business prophets the outlook for business for the remainder of the year is far brighter than last season, and a personal survey of the trade situation in the great cities of the middle West causes us to believe that the talking machine trade in that section will reach enormous proportions during the present year. The crops after all were but little damaged by the frost, and while reduced somewhat in bulk will bring the farmers high prices, and as a result there will be larger demands for those pleasing accessories of home life. In this the talking machine must be considered a strong factor, and we predict the largest trade in the agricultural region that the talking machine industry has ever known. The farmers have money—a good deal of it, and they could stand a shortage or even loss of crop one year and still have a good purchasing power left.

THE truth of the above statement is borne out by the savings bank reports. The farmers are interested more than ever before in talking machines. They have read the advertisements in the magazines of great circulation, and during the long winter evenings the talking machine will form for them a wonderful entertainer. They will buy high-priced machines, and it seems to us as if the trade situation was particularly pleasing at the present time. Manufacturers are carrying on vigorous advertising campaigns; perhaps the most strenuous they have ever conducted, and the result of this will be an added interest in talking machines. The increased advertising appropriation in some cases has brought about added publicity, and as long as manufacturers maintain such an aggressive and forceful policy it will result in keeping the talking machine well to the forefront in the minds of the public.

THE wonderful development in the Southern States along agricultural lines has led to

much attention being directed toward Southern conditions from an advertising standpoint. It is doubtful whether any other section of the country will more richly repay aggressive advertisers, at this time. Advertisers interested in the exploitation of their goods in the South, should recognize the fact that this section differs in a number of points from any other, making it necessary to study closely Southern conditions in order to secure the largest returns. To reach the agricultural South the religious publications are the best mediums. Of course the daily papers cover the cities in good form, but there will be a good many talking machines sold in the agricultural regions, and the best way to reach the people is through the religious publications. These papers go everywhere where there is a church, and reach every post-office in the South. Talking machine men will, we believe, find these mediums to be among the most profitable to reach the retail purchasers of talking machines in the South.

THE exploitation of new records in the daily papers throughout the land, and in beautifully prepared brochures, is unquestionably stimulating an accentuated demand for the records which are thus advertised. The plan of issuing bulletins containing announcements of new records each month, which is a fixed principle in the policy of the large producing houses, has a tendency to concentrate a big record trade in the period immediately following the announcement of the new lists, and the record business is a very important part of the talking machine trade. In fact the sales of records mount up into colossal figures. As the new records appear every jobber and every dealer in turn orders some from every list. A man is not up-to-date unless he does this, because if a customer comes into his store and asks for something appearing on a new record list, and he does not happen to have it on hand, he is immediately viewed as being a non-progressive merchant.

BUT has not the effect of sending forth these huge monthly bulletins a tendency to get the salesmen out of the habit of pushing the old records? Is it not the trend of the times with most of the talking machine stores throughout the land to place a decided emphasis on the new records, forgetting that there are vast stocks of old records which are not being moved as rapidly as they should? Manufacturers are spending great sums of money monthly in producing and advertising splendid lists of the latest musical compositions—compositions which are popular in the music halls and with the people, but does not the trade require a special waking up to the fact that added emphasis should be placed on the regular stock? And that gives rise to the question, are the bulletins issued too frequently? Would the plan of issuing quarterly bulletins—and of course some few specialties during the interim in order to present the popular pieces—be a wise one to adopt? Now these are questions which interest the entire trade, and it might be worth while to discuss the record situation broadly in the columns of The World.

READERS of The World are familiar with the results of the Buffalo Convention as a comprehensive report covering all the details of the meeting at Buffalo appeared in our last issue. Since that time the future of the National organization has been a topic of live discussion

among talking machine men. The World has had an opportunity to discuss the future association plans with the officers in the several cities of the Union since the formation of the National organization at Buffalo. It should be understood that no time is being lost by the men who compose the official staff of the new association. These men are rapidly getting things in shape and they propose inaugurating a campaign that shall have for its ultimate object the bringing in upon the membership roll the name of every jobber in the country.

THE leading officers have remarked to The World that they propose to spare no pains in pushing the work of the association steadily on. By the consolidation of the Eastern Talking Machine Jobbers' Association and the Central States Talking Machine Jobbers' Association the National association will commence business with a membership closely approximating one hundred, so it will be seen that it starts in with good numerical strength. The officers feel enthusiastic and they propose to carry on an active campaign of education showing the jobbers that it will be to their interests to become members of the association, so that it will be strengthened in every possible way.

PRESIDENT BOWERS said to The World recently: "It is needless to say that every question that comes before us will be considered fully in its bearing both on the different branches of the trade and the public. We have reason to be proud of our industry, the remarkable advancement it has made not only from a scientific but from a commercial standpoint—the clean high-grade lines on which it is conducted. We shall undoubtedly be able to do much towards the further education of the public as regarding the intrinsic merit and artistic value of the talking machine, and its potency as an educational factor. I want to emphasize the fact that this association will at no time play favorites. The smallest member of the trade is just as welcome as the largest and will receive equal attention and consideration."

ACTING in accordance with the authority conferred at Buffalo, steps have been taken for the incorporation of the association. After investigation it was found that the laws of Illinois are particularly favorable for an organization of this nature and it will be incorporated in that State. There is in preparation, and will be added to the by-laws, a section devoted to the work of a credit bureau to be established by the association. It would seem that from the interest manifested in the new organization it would move on speedily to a position of tremendous power in the talking machine industry.

THE association idea is gaining ground steadily in all lines, and in this industry many jobbers who have hitherto remained outside the association breastworks will undoubtedly swing into line under the National banner. The interests of all talking machine men are practically the same no matter in what section of the country business may be carried on, and therefore with a National organization it will be much easier to accomplish trade betterments and hold the talking machine industry up to a high and dignified plane than by several local establishments. The trade has now an opportunity to get together for mutual advancement.

# THE SEARCHLIGHT FOLDING HORN



Patent No. 771441  
Oct. 4, 1904

Patent No. 12442  
Jan. 30, 1906

THE ONLY PRACTICAL,  
COLLAPSIBLE HORN IN THE WORLD

Style—Red (Baked Japan)—Gold Striped.

For all Edison and Victor Machines except Victor I.—For all Columbia Machines

Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

**THE ENTERPRISING DEALER WANTS  
TO KEEP HIS CUSTOMERS INTE-  
RESTED.**

The most interesting and novel  
product in the talking machine line  
to-day is the

## **SEARCHLIGHT FOLDING HORN**

**A MECHANICAL WONDER—PERFECT IN  
CONSTRUCTION**

It is a Horn that attracts attention  
and will sell on sight. So simple a  
child can put it together in less than  
a minute's time.

It opens like an accordeon.

Does not require crating and can  
be folded so that a horn can be car-  
ried in a side pocket.

**SAMPLES IN YOUR WINDOW WILL ADVERTISE YOUR  
BUSINESS.**

**SEND TO YOUR JOBBER. IF YOUR NEAREST JOBBER  
DOES NOT HAVE OUR FULL LINE, WRITE OR TELE-  
GRAPH TO US.**

**SEARCHLIGHT HORN CO., 755 Lexington Ave., Brooklyn, N.Y.**

**THE LINOPHONE HAS ARRIVED.**

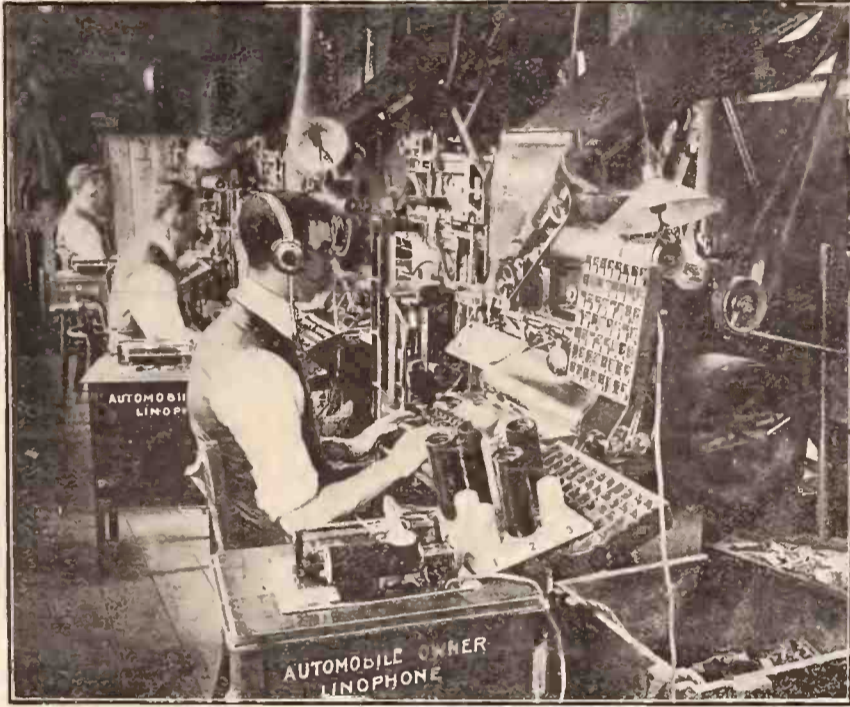
The Remarkable Combination of the Commercial Graphophone and the Linotype—Being Used in England With Great Success—The Process of Co-operation Described.

In a recent issue of *The World* our London correspondent made reference to the Linophone, a combination of the commercial graphophone and the linotype. This device is being used in the mechanical department of the Automobile Owner, of England, and commenting upon its value the owner said:

"A great part of the editorial portion of this paper has been produced without a word having been put on paper. To the best of our knowledge

chine, and we approached the Columbia Phonograph Co. to co-operate with us in carrying out the undertaking. There was some slight difficulty at first in accustoming the operators to the sound of the voice, but it soon passed, and during the last month we have had Columbia graphophones connected directly to three of the linotype machines at the works of our printers, Messrs. Polsue, Ltd. These notes and certain other portions of the paper are the results.

"For the sake of those of our readers who are not acquainted with the system, we may explain that the graphophones are driven off the ordinary electric-lighting circuit. The words are spoken through a short speaking tube into the recorder of the machine, the recorder having a cutting sapphire blade which produces the vibration



no printed matter has ever been set, certainly not in this country, that has not first been written. Our innovation has been brought about by the use of graphophones. For some time past we have been using these machines in connection with the typewriter, the matter being dictated directly into the wax cylinders at odd moments and then handed on to the typist to transcribe. In this way it is found we can keep our typists continually employed and save the time occupied in dictation. This saving is approximately about two hours in three.

"This success suggested to us the possibility of applying the graphophone to the linotype ma-

upon specially long wax cylinders. Each cylinder will take about one thousand words on the surface, and can be shaved approximately eighty times. The cost of the cylinder is eighteenpence—not very expensive for its capacity of eighty thousand words! In fact, it is considerably cheaper than paper if the latter is to be used for fairly bold writing. The machines have a pneumatic device attached, by means of which the cylinder only travels while the operator is actually speaking, so that there is no waste." We publish an illustration of the new device through the courtesy of the editor of *Graphonotes*.

**HEARD HIMSELF AS OTHERS HEAR THEM.**

According to a story now going the rounds of the trade, on one occasion Caruso, the tenor, had been singing for some hours into a talking machine.

"The talking machine," he said, "is a wonderful thing. It almost realizes the wish of the Scottish poet, the wish that we might see ourselves as others see us. We can now, at least, hear ourselves, a thing impossible before.

"The talking machine teaches us many valuable lessons. When I was in the army, before I realized the capabilities of my voice, I played a flute. A talking machine salesman brought a talking machine to my quarters, and tried to sell it to me on the instalment plan. I was undecided.

"Finally the man took out a blank cylinder. 'See,' he said, rather reluctantly, 'here is a blank cylinder. You may make a record on it, then we will run it off, and you shall hear yourself. It is a costly favor I am doing you, but it will show you what a fine instrument this is.'

"I was delighted. 'I'll get my flute,' I said. 'I'll play a flute solo.' Well, I played my best into the machine. It seemed to me that I had never combined before such feeling with such accuracy. I was more than pleased with myself.

"Then the man put in the cylinder, and the music began to issue forth. I frowned. 'Is that me?' I said.

"Yes, sir," said the man.

"Really me, just as I played?"

"Precisely, sir, precisely. And now," said he, "do you want to buy the talking machine?"

"No," said I, "I want to sell the flute."

**REGINA CO.'S EXPANSIVE PLANS.**

Sales of Regina instruments during September were more than 100 per cent. in excess of the sales during September, 1906.

During October, November and December, Regina advertising will reach 5,000,000 readers. Full pages have been engaged in the following magazines: *Ladies' Home Journal*, *Woman's Home Companion*, *Delineator*, *Saturday Evening Post*, *McClure's*, *Everybody's*, *Review of Reviews*, *World's Work*, *American*, *Country Life*, and others. This widespread publicity cannot fail to be of great benefit to all dealers handling Regina instruments.

Talking machine dealers are rapidly learning the merits of the Reginaphone and the sales of this popular instrument are increasing by leaps and bounds. The Regina Company are offering to send a sample on ten days' approval to any responsible dealer who has not examined it.

A dispatch has just been received from the London office of the Columbia Phonograph Co. stating that Winston Churchill, member of Parliament, and under Secretary of the Colonies, has ordered a commercial graphophone outfit.



**What it means to have a good jobber.**

More customers, more sales, more good-will, more money.

No worry, no trouble, no disappointments, no drawbacks.

It certainly is worth while to have the right kind of a jobber; one who works hand in hand with you and always looks after your interests; who has what you want when you want it, and sends it to you the same day the order is received.

That description fits us to a T, and we have the kind of a stock that goes with it. Everything that's newest and best in specialties, besides a complete line of Victor talking machines and records, record cabinets, trumpet horns, fiber cases, English needles and all other accessories.

Your business is bound to run along more smoothly when you get such service as we give. It enables you to take the best care of your customers, and gains many new customers for you.

Send us your order and you can be sure there will be no delays of any kind in making shipment. No disappointments for you, or for your customers.

Write to-day for our latest catalogue and get familiar with our line of goods.

**The Victor Distributing and Export Company**

77 Chambers Street New York



# Two Tunes

A man whose musical education had been neglected, said he knew but two tunes. One was "The Star Spangled Banner" and the other wasn't.

People—musical and otherwise—know but two kinds of talking machines.

One is the Edison Phonograph and the other isn't.

## The Edison Phonograph

makes itself known. Its perfect reproducing powers, its sweet, musical tones, its long-running motor, its indestructible sapphire point, and its eminent record makers put it far in advance of all other instruments.

Don't tie up your capital, take up your space or spend your energy on a line that "isn't." The call is for Edisons; the money is in Edisons. Stock up and get busy. This is the season.

If you do not carry Edison Phonographs and Records, write us for full information and the name of a nearby jobber who can supply you.

**NATIONAL PHONOGRAPH COMPANY**

59 Lakeside Avenue

**ORANGE, N. J.**



## SOME EXHIBITORS AT NATIONAL MUSIC SHOW.

Handsome Displays of Talking Machines, Music Boxes and Regina and Hohner Specialties Which Were Much Admired by Visitors to Madison Square Garden.

Among the exhibitors of talking machines at the National Music Show, recently held in this city, were the Jacot Music Box Co., and the Regina Co. The former concern had a fine show-

etc., and the efforts were in every way successful. The show afforded the talking machine exhibitors an exceptional opportunity for bringing their machines and records to the attention of

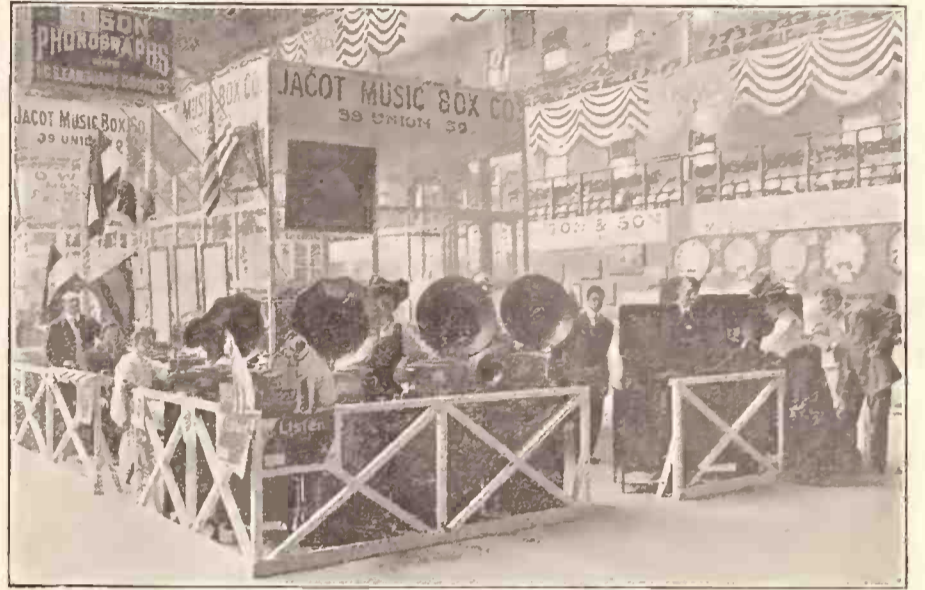
ing to reports results at the last show were very satisfactory. It is believed that several more talking machine people will be represented at the next show.

### SIGNOR MARCONI ARRIVES.

Signor Marconi, of wireless telegraph fame, and who is connected with the Columbia Phono-



REGINA CO.'S FINE DISPLAY OF TALKING MACHINES.



JACOT MUSIC BOX CO.'S EXHIBIT OF VICTOR AND EDISON MACHINES.

ing of Victor talking machines, Edison phonographs, and the I. C. S. system of language in-

the public, while they were interested in and inspecting what was best in music, and accord-

graph Co., as consulting physicist, arrived at St. John, N. B., from London two weeks ago. He went through to Sydney, C. B.

In an interview this week Marconi stated that he expected to have wireless communication with Europe within three weeks. He stated that messages would be sent from Glace, being received on the other side of the Atlantic at Clifden, Ireland, where one of the most powerful plants in the world has been established. Connecting with the wireless station Mr. Marconi stated that the Government lines in Great Britain would handle the messages for land transmission, agreeable with the contract which his company have with the British Government. On this side he hoped to make connections with the Canadian Pacific and Western Union Co. for the use of their wires for land transmission.



M. HOHNER'S HANDSOME BOOTH.

struction, for which they are the New York representatives, and the Miraphone, their own combination of the Mira music box and the talking machine. At a well-attended concert given by the Jacot Music Box Co., one evening during the show, the famous Caruso, Caruso and Scotti and Melba red seal records were played, the auxetophone being used, and called forth great admiration and applause.

At the Regina Co.'s booth were exhibited the complete Victor and Edison lines and the Regina- phone, a combination talking machine and music box. The exhibit in connection with the player pianos and various musical novelties made by that firm was very attractive in every way. One feature of the exhibit was a very unique working sign advertising the Victor machines and records. At various times the well-known dog would appear surrounded by an unintelligible jumble of letters, which would gradually arrange themselves to spell the names of Caruso, Plancon, and other grand opera stars who make Victor records. This sign was always surrounded by a mystified crowd.

The exhibit of harmonicas and accordeons made by M. Hohner proved of interest to the talking machine trade from the fact that many dealers find it a profitable side line to handle. Occupying very little room the harmonica line has proven a great money maker. At the Hohner exhibit every effort was made to illustrate the value of those instruments in a musical sense, through the medium of concerts, recitals,

C. M. Child, of the Victor Talking Machine Co., was one of the passengers on the great turbiner Lusitania, on that ship's wonderful maiden trip. Mr. Child was abroad for some time making arrangements with prominent opera singers to sing for his company, and he has been very successful.

## Why Sign Contracts

And agree to do things that are not in keeping with your good judgment, and carry more stock than you need

If you handle **ZONOPHONES**. We carry the stock and can supply you.

We ship all goods on 48 hours' approval. You cannot make a mistake.

### Send us a Trial Order

If they are not satisfactory, you are at liberty to return them at our expense.

Zonophone Prices Are Maintained Without a Contract

## DISK TALKING MACHINE CO.

Sales Agents for the ZONOPHONE

13 North 9th St., Philadelphia, Pa.

H. N. McMENIMEN, Gen. Mgr.

### NEW SALES CONTRACT

Of the National Phonograph Co. Went Into Effect October 1st—Some Important Changes Made—The Quantity of Goods a Jobber Must Order to be Listed Has Been Raised—Interesting Chat With General Sales Manager Dolbeer Regarding This New Agreement.

As noted the new conditions of sale contract and price list to Edison jobbers and dealers went into effect October 1. A number of changes have been made by the National Phonograph Co., chiefly to prevent practices in selling both undesirable and violative, if not in letter at least in spirit, of the agreement which this supersedes. The quantity of goods a jobber must order to be rated has also been raised, and on this question F. K. Dolbeer, general sales manager of the company, said:

"I have been misquoted in some particulars regarding the minimum quantity of goods an Edison jobber must handle in the course of a year, and it is arranged according to the importance of his locality or the population of the city in which he does business. The quantity ranges from the lowest, that of \$12,000, to \$25,000 annually, the latter amount applying to New York City. As to the classification of the other cities or places I would rather not be quoted.

"The dealer's minimum remains unchanged. In

the dealer's agreement we have made one important change which must be observed by jobbers and dealers. At the foot of the dealers' agreement will be found two statements which jobbers must complete. (a) In the case of a new dealer, the jobber must state when the initial order was shipped complete and the quantity of goods purchased. (b) In the case of an old dealer the jobber must state one jobber through whom the dealer signed, the date of the previous agreement, the address from which the dealer previously signed, and the date of first order. This information should be taken from the agreement exhibited by the old dealer. (c) All dealers' agreements must be countersigned by the jobber."—The Music Trade Review.

### THAT SACK OF WORRIES.

A certain talking machine dealer carried a sack under which he groaned and complained unceasingly. From none could he take help or comfort. And as he slowly journeyed on, toiling under his heavy burden, the Angel of Knowledge came to him and spoke kindly, saying: "What carriest thou?"

And the man made answer surlily: "My worries."

Then the angel smiled pityingly upon him and said: "Let us look into thy bundle and examine thy worries." And they looked in; but, lo! the sack was empty.

"Surely," cried the man, "there were two great worries, too heavy for man to bear. But—ah, yes, I had forgot—one was a worry of yesterday, and so it is gone."

"And the other?"

"That—that was a worry of to-morrow, and it is not yet here."

Then the angel smiled upon the man with infinite pity, saying: "Listen! He who bows himself down under the worries of yesterday and to-morrow wears himself out for naught. But he who carries only the worries of to-day hath no need of a sack for his sorrows. If thou wilt cast this black thing aside, and give all thy strength and cheer and courage to the things of to-day, real misfortune never can overcome thee."

Whereupon the talking machine dealer did as the Angel of Knowledge suggested and is living happily with the world, enjoying good health, and increasing his bank account.

### AN ART VICTOR AT DITSONS.

Chas. H. Ditson & Co., 8-12 East Thirty-fourth street, New York, are displaying a gold-plated Victor talking machine, of which the cabinet is finished wholly in gold, in one of their roomy show windows. The solid mahogany record cabinet is also a beauty. This is the first machine of the kind brought out in their trade, and it attracts marked attention.

# THE PHONOMETER

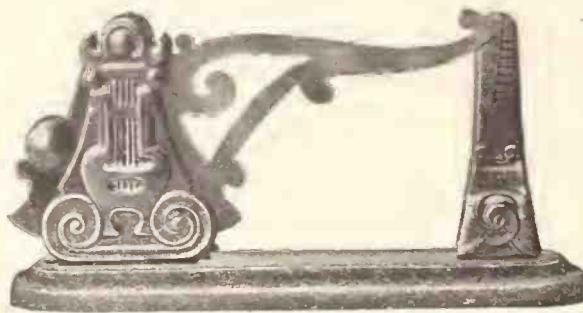
(PATENT APPLIED FOR)

## The Only Talking Machine Speed Meter

Instantaneous in Action. Permanently Effective. Absolutely Accurate.  
FOR USE ON ALL DISC MACHINES

## REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

- I. BECAUSE it is **absolutely accurate.**
- II. BECAUSE it indicates the speed of all disc machines **instantly.**
- III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

- IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**
- V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.
- VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO.,  
97 Chambers St., New York.  
DOUGLAS PHONOGRAPH CO.,  
89 Chambers St., New York.  
S. B. DAVEGA, 32 East 14th St., New York.  
I. DAVEGA, JR., 125 West 125th St., New York.  
JACOT MUSIC BOX CO.,  
39 Union Square, New York.  
LANDAY BROS., 400 Fifth Ave., New York.  
VICTOR H. RAPKE,  
1661 Second Ave., New York.  
BERGSTROM MUSIC CO., Honolulu, T. H.

REGINA CO., 41 Union Square, New York.  
STANLEY & PEARSALL,  
541 Fifth Ave., New York.  
ALFRED WEISS, 1525 First Ave., New York.  
C. KOEHRING & BRO.,  
878 Virginia Ave., Indianapolis, Ind.  
POWERS & HENRY,  
Sixth St. and Duquesne Way, Pittsburg, Pa.  
METROPOLITAN TALKING MACHINE CO.,  
Jacksonville, Fla.  
SOUTHERN CALIFORNIA MUSIC CO.,  
Los Angeles, Cal.  
JOHN F. ELLIS & CO., Washington, D. C.

VICTOR DISTRIBUTING AND EXPORT CO.,  
77 Chambers St., New York.  
LYON & HEALY, Chicago, Ill.  
FRIEDRICH'S MUSIC HOUSE,  
30-32 Canal St., Grand Rapids, Mich.  
STONE & BARRINGER CO., Charlotte, N. C.  
CRESSEY & ALLEN, Portland, Me.  
SOL BLOOM, 3 East 42d St., New York.  
MARITIME PHONOGRAPH CO.,  
32 Dock St., St. John, N. B.  
LOUIS BUEHN & BRO.,  
43 North 9th St., Philadelphia, Pa.  
A. S. LASCELLES & CO., 8 Bridge St., New York

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street

= =

Brooklyn, N. Y.



# VALUE OF SHOW WINDOW ADVERTISING

Some Important Suggestions on This Topic from the Pen of Ellis Hansen, a Trade Expert, Who Gives the Benefit of His Knowledge to the Subscribers of The Talking Machine World—Pointers That Cannot Fail to Stimulate and Benefit Everyone Engaged in the Talking Machine Business—How Windows May be Made to Pay a Good Profit.

It has been established beyond a doubt that the store show window is the best advertising medium that the retail dealer can employ.

The actual goods themselves can be displayed in the show window with the advantages of effective lighting, harmonized colors, artistic arrangement, attractive show cards and all the auxiliary devices which have been created the past few years to aid the window trimmer.

The big department stores were the first to recognize the commercial value of well dressed windows, and to-day nearly all the large establishments have skilled specialists in charge of their windows.

While newspaper advertising is very valuable many small dealers, particularly those in the larger cities, are prevented from using it on account of its cost. Window space involves no extra expense, as the rent of the windows is included in that of the store and must be paid for whether utilized or not.

By the exercise of a little ingenuity really effective trims can be made with a very moderate outlay of money, and window fixtures can, of course, be used over and over again.

The primary function of a window display is to sufficiently interest the casual passer-by, to make him pause and give the goods shown a closer inspection. But you cannot expect to attract the busy man or woman to your windows

and attractive display at the hands of the resourceful window trimmer, more readily than

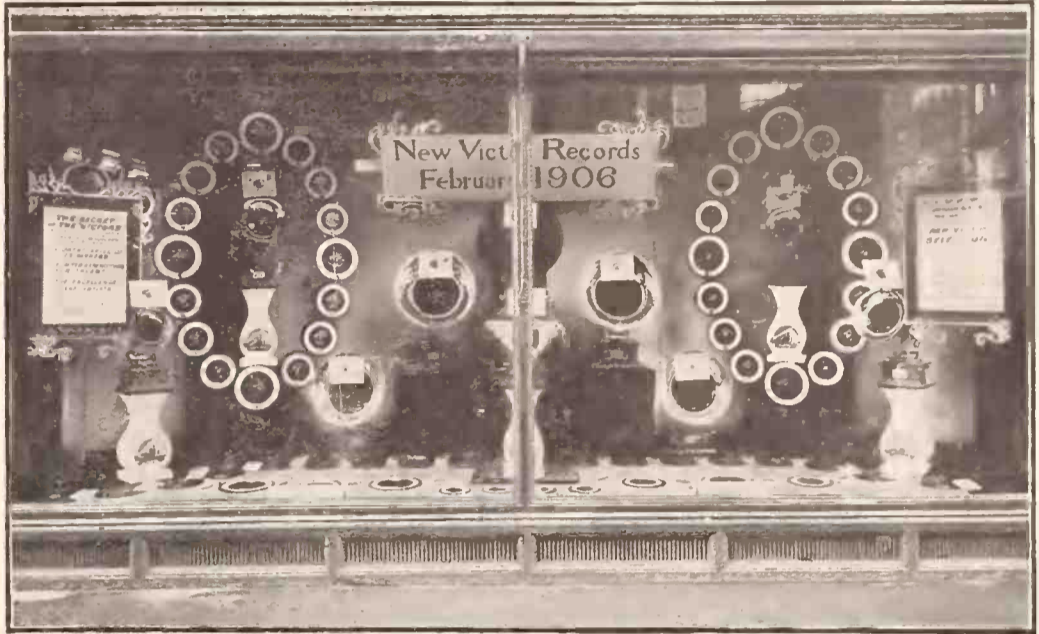


FIG. 1. ILLUSTRATING THE MONTHLY SUPPLEMENT.

one who has not had experience in this line might imagine.

As a matter of fact, in the course of a long window trimming experience with various classes

tive in exploiting the talking machine can best be indicated through the medium of the cuts of windows and the detail illustrations accompanying this article. It is difficult perhaps to deduce simple rules for the guidance of beginners which would apply at all times and at all places, but a few general principles may be developed.

Don't fill up your window with a large variety

of miscellaneous articles. If you cannot give up an entire window to talking machines devote a section of the window entirely to them. For the best results, however, a "solid" window of talking machines and records is indispensable.

Again, many dealers who are anxious to make the most attractive displays possible fail to get the best results because they ignore half, and as my Irish friends would say, "the larger half," of the problem, namely, the records. In the long run it is from the sale of records that the dealer makes the greater proportion of his profits. It is the record that makes the talker interesting and valuable. The fact that the outer appearance of records does not indicate the important part that they play in the game is only one more reason for the trimmer to apply his wits and make the display of them as interesting and dramatic as possible. The fact that the printed title is too small to be easily read from the outside of the window led me to devise the circular label or paper ring which, it will be seen, I have used in most of the windows illustrated, and detail

cuts of which are also presented. These labels furnish ample space for the card writer to print the title of the record and the name of the artist. These labels, as will be elsewhere explained more

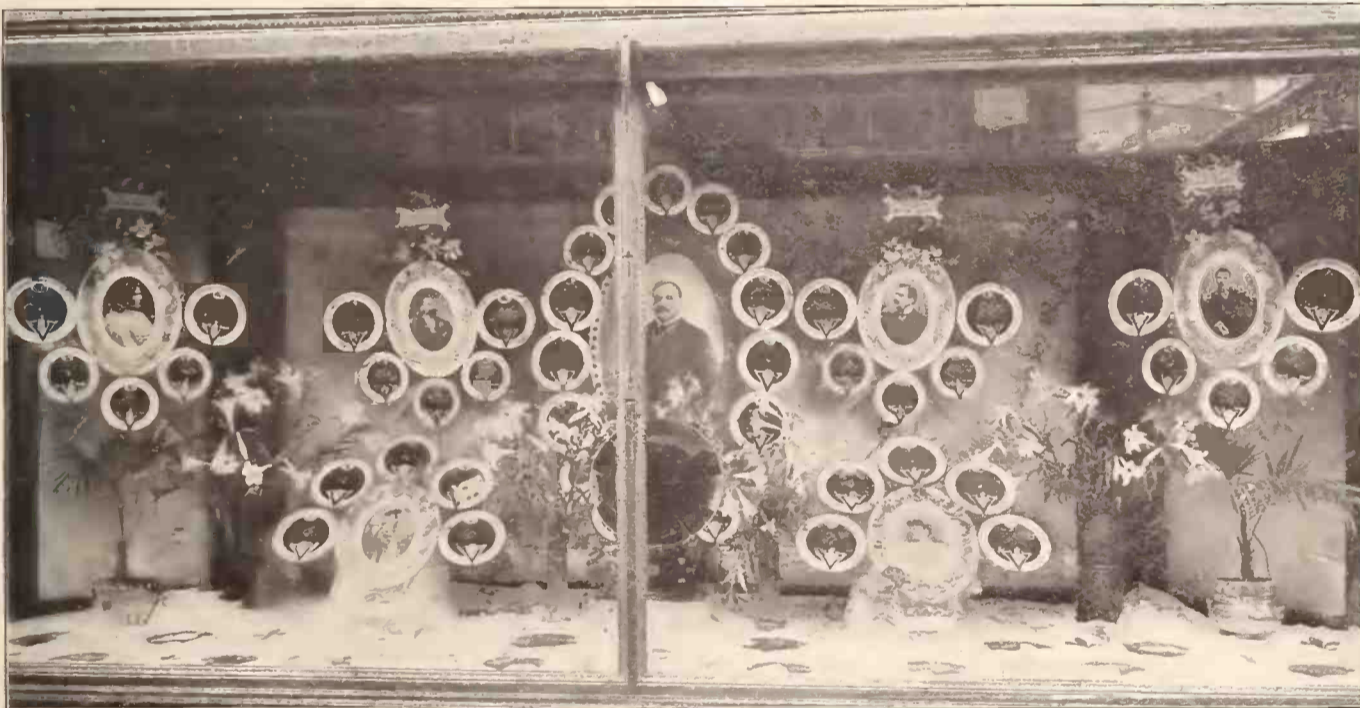


FIG. 2. COMBINATION EASTER-GRAND OPERA DISPLAY.

unless you exert intelligently directed effort to that end.

Fortunately talking machines and records are very suggestive and lend themselves to varied

of goods I have found none more interesting to work with than that wonderful and novel addition to musical merchandise, the talking machine.

The methods which I have found most effective

of which are also presented. These labels furnish ample space for the card writer to print the title of the record and the name of the artist. These labels, as will be elsewhere explained more

## SOMETHING NEW IN RECORD CASES

### The "Knickerbocker" Pegless

Made to carry cylinder records in cartons, thus furnishing double protection from dust and accident. When desired case can be used as suitcase or satchel; made in 12-24-36-48-72 and 96 record sizes. We also make cases with pegs and for disc records. The Knickerbocker "Made Right" Record Cases have character. They are easy to sell and stay sold.

Ask for Catalogue.



**THE KNICKERBOCKER CASE CO., La Salle Ave. & Michigan St., CHICAGO, ILL.**

fully, can be made in different styles, the plain ones for ordinary records, and the more elaborate ones for expensive records.

A distinct and symmetrical design is best adapted for a talking machine and record window. For such a display, a centerpiece is necessary. A large circular or oval frame of wood may be used, with records attached to it, and

The floor space in front of the main trim can be used for catalogues, supplements, and small talking machine accessories.

Always raise your trim to the center of the window and never fail to dress the upper part as carefully as the lower.

Avoid what are called "floor trims." They do not attract one unless he deliberately stops to look into the window, something very few people do nowadays. You must force your wares on the passer-by, and if he merely glances your way something must meet his eye to attract his attention and excite his interest.

Pictures of popular talking machine artists are very useful, and can be turned to profitable account in connection with a number of records made by the "star" portrayed. Such a display, however, should not be kept in the window for more than a week.

Whenever there is occasion for a national holiday display, small flags should be used in connection with the labels on records of national airs and patriotic music. Four large flags make a nice center decoration for a display of this character.

I shall now suggest a few talking machine displays, which so far as I know, have never been attempted before.

If you handle sheet music a very interesting display can be made by selecting as many popular song records as you have corresponding sheet music.

Attach each record to the sheet music of the same selection with a small ribbon, but do not allow the record to hide the title page of the sheet music. Small, neat cards covering the point of juncture between the record and the music should read something on this order:

X ————— X  
 | THIS TOPICAL SONG, |  
 | MORE POPULAR THAN EVER, |  
 | SUNG BY BILLY MURRAY, |  
 | NOW READY FOR |  
 | YOUR TALKING MACHINE. |  
 X ————— X

A display of this sort would not only advertise your sheet music but also your talking machines, and would be bound to result in increased sales of popular song records.

Dealers who get carload shipments of talkers and records, or whose ambitions run in that di-

rection, can make a very clever display if the size of the window permits.

Stretch a piece of sheeting on a framework about two feet from the window pane. On this paint a picture of a freight car. This should not be at all difficult if you are at all handy with the brush, or it would not cost much to enlist the services of someone who is. On the car should appear the name of your best-known local railroad, together with the capacity sign, chalk marks and labels of various kinds, such as are usually seen on the ordinary freight car. Now cut out the door opening and paint another piece of canvas, placing it about four feet back of the first piece so as to give the effect of the interior of the car. Make a solid bottom so far as it can be seen, and fill up the car with a number of boxes and cases bearing the trade-mark of the company from whom the goods are supposed to have come and marked also, of course, with your name and address. The cases may, of

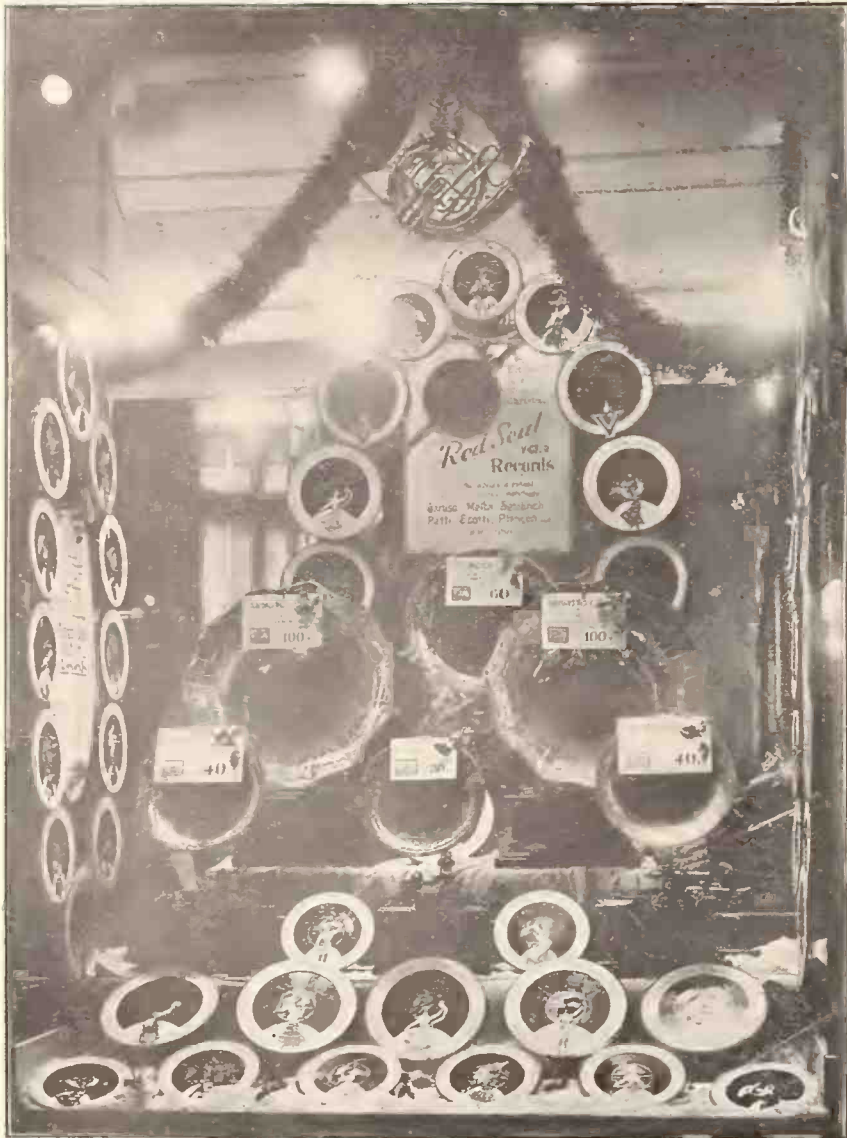


FIG. 3. HOLIDAY ALL NATIONS DISPLAY.

with a machine in the open center. Or you can have an arch or a large lyre, similarly outlined in records, or whatever design you choose, bearing in mind always that the center is the most important part of the display and that when the central device is once decided upon the surrounding trim will almost suggest itself. Circles or ovals are better adapted for the framework of the central and also the secondary devices than squares or triangles, on account of their more graceful lines.

Steps are very useful as with their aid you can show a great many goods in a small space without crowding, but even these are best made in semi-circular form although it requires more effort to make them in this shape.

Do not place your talkers too near the window pane as they make a much better appearance a few feet from the glass.



FIG. 5. DISC RECORD LABELS.

course, be empty, but are supposed to contain talking machines and records. Get a wax figure such as used by clothing stores, dress it up like a tramp and place it in the car before a couple of cases, which the tramp is supposed to have broken open, and is now listening delightedly to the strains of some new popular song. In front of the car wheels the different styles of machines may be shown, also a sign calling attention to the car, although the picture itself should be self-explanatory.

For stores that sell band instruments a very interesting display could be made by showing the various instruments used for solo records in connection with records in which they are used. For instance, you can use in such a display a violin, cello, harp, trombone, cornet, clarinet, saxophone, euphonium, flute, piccolo, banjo, mandolin and zither, as all of these instruments are recorded. Attach the records to the corresponding instruments and place a fine talking machine in the center, above all the other instruments.



FIG. 4. EFFECTIVE RECORD DISPLAYS.

Now run different colored ribbons from all the instruments and corresponding records to the talker and in front near the window pane place a large card calling attention to the fact that the talking machine is the only instrument that plays all other instruments, or words to that effect. A display of this kind will do much to make the people who see it realize what a wonder the talking machine really is, and it will inspire

It is surprising how many window cards one sees which are practically illegible because the card writer tried to get an artistic effect and sacrificed readability thereto.

In wording show cards use the simplest, most direct language at your command. Avoid high-flown phrases. Be brief and to the point, and try to write as you would talk to a customer. Do not attempt to sound the praises of your goods in metrical form. Poetry is out of place in a show card, and the chances are that by using it you will nullify the effect of an otherwise good business announcement.

What the window gazers want is the plain truth about the goods displayed. Never make an assertion regarding them that the good will not fully justify.

Show window advertising has the first "say," but remember that the goods themselves have the final word.

Just a word about window lighting. By all means use electricity as liberally as your circumstances will permit. A brilliantly lighted window possesses strong drawing power. Many a merchant is trying to get along with too few lights. In many cases one or two lights may make the difference be-

tween a poorly lighted and a well lighted window. This kind of "saving" is little short of reckless. In modern store construction the window lights are always concealed. That is the window is flooded with light without the lamps being exposed to view.

Get the very best reflectors you can buy. The first cost is a little more, but you get a stronger and better light, with less electric current, and the saving in your electric light bill will be much greater than the difference between the price of a poor reflector and that of a good one.

Change the incandescent bulbs as soon as they grow dim, make it a point to clean both lamps and reflectors every time you change your window display.

In small stores with only one or two windows and where the hiring of an expert window trimmer seems out of the question, the proprietor or one of the clerks should take up the window trimming, give it thought and study, and devote enough time to it to do it properly.

If the first window you trim does not satisfy you do not be discouraged, but make a study of the work of the best windows both in your own and other lines in your own and adjoining towns. A trip to your nearest large city would be found well worth while.

Of course absolute cleanliness is a prime requisite of an attractive window. The glass should be frequently cleaned and care be taken to keep the goods in the window free from dust.

Displays should be changed frequently. Furthermore the merchant who never varies from a certain style of decoration and display will find it difficult to attract attention to his windows.

Avoid the mistake of considering yourself a consummate artist just because your common sense and good judgment make people talk about your windows. Many a man has lost a good position because he has overestimated his abilities.

Above everything don't crowd your windows. There is nothing more effective than a simple



FIG. 5. DISC RECORD LABELS, PRICE CARDS, ETC.

those who already have machines with a desire for more records. It cannot fail to prove a big record selling display.

To make an attractive Easter window take one or two high-grade machines and from twelve to sixteen religious records, particularly those breathing the Easter spirit. Attach artificial Easter flowers to the records, and if you can afford it, place a large bouquet of natural Easter lilies in the center of the display. For a centerpiece cut out of thin boards a large fluer de lis six feet in height and cover with records. Small fluer de lis may be cut out of cardboard and gilded, and be placed, alternating with records, on the floor of the window.

These are just a few suggestions, but you will be surprised how many good ideas will come to you if you simply sit down for an hour and concentrate your mind on the subject.

Neat show cards and price tickets should be used liberally. It does not pay to spoil an otherwise excellent display with poor sign work.

Try to make your show cards harmonize with the general scheme of the display, but bear in mind that a simple, clear type of letter is the most easily read. The object of a show card or price ticket is to call attention to the goods and not by over-ornamentation to itself.



## Recommended as Best By those Who Know Best

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

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

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

### I.C.S. LANGUAGE SYSTEM

WITH  
*Thomas A. Edison*  
PHONOGRAPH

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

Write us a postal to-day.

**INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.**

artistic arrangement of a few attractive machines and records. Simplicity is very often disregarded and more trimmers err in crowding windows than by displaying insufficient goods.

However, when you use "stage effects," such as scrolls, flowers, ribbons, flags, colored electric lights, and all those things which special occasions and holiday seasons give an excuse for, always remember that after all, these are to be used only as a means of attracting attention to the goods, and of showing the latter to the best advantage. They must not be permitted to distract the attention from or obscure the goods you have to sell.

No matter how beautiful and artistic a trim may be, if it does not result in sales it is not a good trim, because it does not serve the purpose for which it was intended.

When you change your display carefully clean not only your machines and records, but also the show cards, pictures and window accessories that you have used in connection with the trim. All these things should be carefully wrapped, labeled and stored in an accessible place when not in use. They belong to the firm and should be taken as good care of as the stock. Thoughtless fellow employes may ask you for some of the trinkets you have used in a display, but I consider it bad policy to encourage such requests. They may be of small value, but you may find very good use for them some day, and in the long run save money for the house.

#### DESCRIPTION OF ILLUSTRATIONS.

Figure 1 shows a window dressed for Sherman, Clay & Co., of San Francisco, and which won the \$50 cash prize offered by the Victor Company for the best window entered in their competition early last year. This window was an illustration of the monthly supplement, and exhibited all the records issued for February, 1906. The color scheme was in cream, white and gold. The records were arranged in two large ovals, each record having a circular label, such as described elsewhere, giving in bold letters the name of the selection and the name of the artist. In the center of each oval, and at three points in the foreground were machines displayed on pedestals with transparencies of the trade-mark lighted from behind with electric globes. In the background were five large machines. At the extreme right and left were two signs in gilt frames with the trade-mark worked into the frame. One of these signs exploited the Victor product. The other announced that Sherman, Clay & Co. could supply from thirty-five to fifty new Victor selections every month, and asked those interested to step inside, add their name to the firm's mailing list, and receive a descriptive catalog monthly.

Figure 2.—This display has a history. It was never taken out by human hands. It was made for Sherman, Clay & Co., in anticipation of the grand opera week in April of 1906, and was in when the building was destroyed by the terrible quake and fire of April 19. Unusually large photos of seven of the stars who were to appear were the features of the display. Around each portrait were grouped "Red Seal" records made by the artist. Each record had the circular label with the large V in which was set a small but distinct picture of the singer. Surmounting the large picture of each artist was a fancy, cut-out, gilded sign, giving the name of the artist. Back of each wall-group were two brass rods, crossed, and on the end of each rod was mounted a small frosted incandescent lamp. Scattered through the display were artificial Easter lilies and small incandescent lamps resembling lily buds. Only one machine was used as this was primarily a record window. This machine, a Victor 6, was placed on a piece of plate glass about six inches from the floor. The floor of the window was overlaid with white bunting and scattered here and there were fleur de lis, made of pasteboard and gilded. Natural Easter lilies and palms aided in suggesting the Easter season. This window was also a prize window.

Figure 3 shows one of the several talking machine windows dressed for Lyon & Healy for the

Christmas holiday season of 1906. In the center and on each side of the window were large oval frames to which were attached Victor records. It was an "all nation" display, and the records consisted of national airs, folk songs and instrumental selections, representing no less than twenty-four countries. At the bottom of the label and extending up over a portion of the record was a cut-out picture of a flag girl, clad in the costume of the country represented by the record and waving its flag. The center of the window was built up with a series of steps on which were displayed various types of machines, each with a card giving price and description. One of the large signs suggested that the person who wished to gladden the hearts of his German friends or those from France, Germany, Sweden or any other European country, could find a most acceptable gift among the foreign records.



ELLIS HANSEN.

Another sign exploited the talking machine as the most unselfish Christmas gift. "Bought for one it plays for all."

Figure 4 shows the talking machine and record display used by Lyon & Healy during the week of June 17-22 last, when the great piano conventions were being held. In the first window were shown foreign records and three machines. The second window was devoted entirely to Melba records, and in the third were shown Red Seal records by different artists. The upper part of each window was occupied by a large scroll, with a circular opening in the center for the sign. Garlands of oak leaves arranged in graceful loops, decorated and connected these scrolls. On either side of each design were fastened torches cut out of cardboard. Suspended from each scroll was a wreath of oak leaves with a lyre cut out of cardboard in the center. In the first and third windows the records were arranged on half-oval shaped framework, while in the center window the Melba records were shown on a large triangular-shaped board, and on uprights on either side of this centerpiece. The different labels used are described elsewhere. The photo gives a good idea of the general arrangement.

Figure 5 is a group showing the various labels used for records and machines. The labels, adorned with flag girls, are used for foreign records. The first one represents, of course, America. These flag girl pictures can be obtained at most stores where souvenir postcards are sold, and you will find nearly every country in the world represented by young girls clad

in the National native dress, and with the National flag. The figures must, of course, be cut out carefully and pasted on the label. These circular labels are easily made out of thin cardboard. The circles must be a quarter inch less in diameter than the record, so that the edge of the record may be seen beyond the label. In the cut it will be noticed that the Irish selection label is smaller than the German and the American, as the record happens to be a ten-inch record, while the other two were twelve-inch. The Red Seal records have in the lower center a large "V," which, of course, stands for Victor, with the picture of the artist in the open space of the letter. The pictures of the singers are obtained from the catalogs and supplements issued by the manufacturers of the records. The smallest of the records shown is intended for an eight-inch inexpensive record. It is less conspicuous than the others, but serves its purpose well. The circular label is attached to the record by means of two small clips on either side of the lap of the record. The only clip that I have found suited to the purpose is Dennison's No. 37 card-holder. In order to avoid the monotony arising from the use of only the circular labels I have devised others which are used occasionally with excellent effect. Two of these are shown in the illustration. The upper design is cut out and bronzed, while the inside is left unbronzed, so as to permit the writing of the text. The lower card is an art nouveau design, treated in two colors. I have used it for Melba records, as seen in the window shown in Figure 4, and the graceful lines of the design will be found to adapt it beautifully to the exploitation of high-grade records. The torch shown in the cut is cut out of cardboard and treated in bronze and water colors. It is a very useful ornament and can be used in a great many ways in window decoration. The small price card is intended for machines. The trade-mark is cut out and pasted on the card. If different styles are shown each one should have a card. These cards should be similar in general appearance with the exception of price and style name.

\* \* \* \*

The author of this article, Ellis Hansen, is a man able to speak with authority on the subject of window trimming in general, and on the displaying of musical instruments and talking machines in particular. He has had long experience in trimming all classes of windows, both in Europe and America, but for several years past has devoted himself exclusively to musical instruments and talker trims. His remarkable work for Sherman, Clay & Co., of San Francisco, attracted wide attention, and when the great earthquake and fire last year brought business temporarily to a stop in 'Frisco he was immediately engaged by Lyon & Healy. His expertness and originality are evidenced by the beautiful displays which characterize the imposing frontage of the big Chicago store. Mr. Hansen explains concisely the prime requisites of talking machine window trimming as he views them. He suggests some original trims and devices thoroughly within the reach of the dealer in the small town, as well as in the large city. The illustrations and descriptions of windows, labels, show cards and decorations will be found decidedly suggestive and helpful.

#### PHONOGRAPH AIDS REHEARSALS.

Milton Aborn rehearsed the chorus of the new opera company he is preparing for the Lincoln Square Theatre last week with the aid of a phonograph, it being impossible for the principals to attend. The instrument gave the solo numbers and the chorus followed the cues.



## MELLO-TONE

Attachment a great improvement for the *Talking Machine* or *Phonograph*. Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE \$1.00 EACH

Discounts and Samples sent to dealers on application

**MELLO-TONE CO., SPRINGFIELD, MASS.**

# The Devineau Biophone

An Attachment to Play Disc Records on any Cabinet Cylinder Machine

(PATENTED 1907)

## A SPLENDID DISC SELLER!

---

WITH THE  
DEVINEAU BIOPHONE

owners of the cylinder machines are enabled to add to their repertoire the magnificent selections of the greatest operatic singers of the world.

---

The DEVINEAU BIOPHONE is equipped with an aluminum tone arm and our patented sound box producing a full, perfectly natural sound.

The attachment can be connected or removed in a few seconds.

It is operated by friction so that neither gear nor belt is needed in its operation. No screw, no bolt to mar the cabinet. No need of removing the attachment while playing a cylinder record.

Any horn, the "IDEAL" included, can be instantly attached to the Biophone.

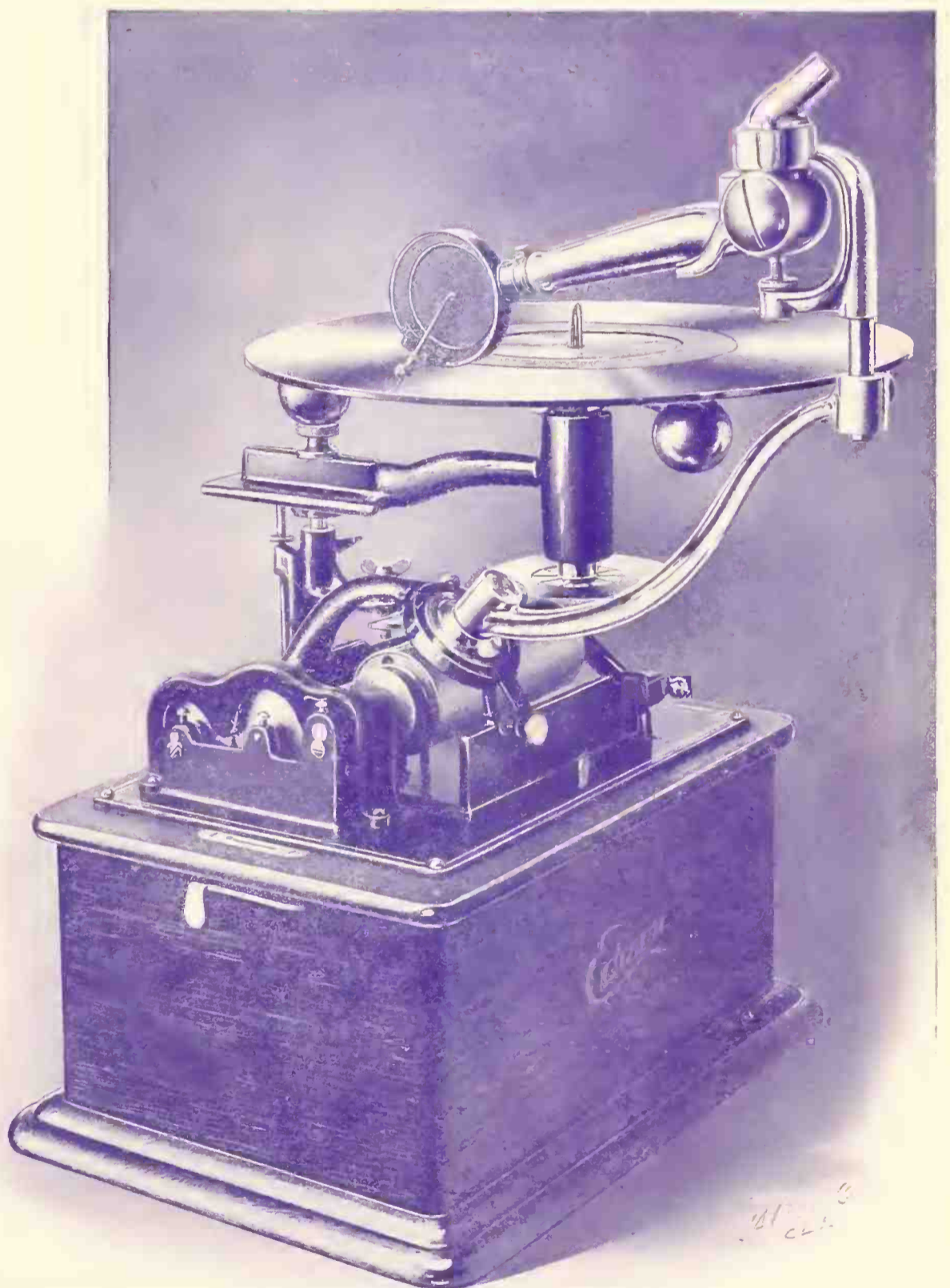
Three twelve-inch disc records can be played at one winding on the Edison Standard machine.

The DEVINEAU BIOPHONE is a splendid piece of accurate mechanism, handsomely finished.

A most attractive and useful addition to any cabinet cylinder talking machine either Columbia or Edison.

**RETAILS AT 15 DOLLARS**

*Speak or write to one of our jobbers about it.*



THE DEVINEAU BIOPHONE  
attached to a cylinder machine.



EDISON GEM

# THE IDEAL

## Self Supporting Aluminum Horn



COLUMBIA JEWEL

### LIST OF DISTRIBUTORS

**CALIFORNIA**  
 LOS ANGELES—Southern California Music Co.  
 OAKLAND—Kohler & Chase, Inc.  
**CONNECTICUT**  
 NEW HAVEN—Pardee, Ellenberger Co., Inc.  
**DISTRICT OF COLUMBIA**  
 WASHINGTON—S. Kann Sons & Co.  
**FLORIDA**  
 JACKSONVILLE—Shad Bros.  
**ILLINOIS**  
 CHICAGO—Babson Bros. The Vim Co. Montgomery Ward & Co. Jn. M. Smyth Co.  
**INDIANA**  
 INDIANAPOLIS—Kipp Link Phono Co.  
**IOWA**  
 DAVENPORT—R. R. Smallfield  
 DUBUQUE—Harger & Blish  
 FORT DODGE—Early Music House  
 OTTUMWA—Arnold Jewelry and Music Co.  
 SIOUX CITY—W. A. Dean & Co.

**LOUISIANA**  
 NEW ORLEANS—National Automatic Fire Alarm Co.  
**MASSACHUSETTS**  
 FALL RIVER—W. D. Wilmot  
 HAVERHILL—Seavey Bros.  
 WORCESTER—Denholm & McKay Co.  
**MAINE**  
 LEWISTON—N. D. Estes  
**MICHIGAN**  
 DETROIT—American Phono Co. Grinnell Bros.  
**MINNESOTA**  
 MINNEAPOLIS—Thomas C. Hough Minnesota Phono Co.  
 ST. PAUL—W. J. Dyer & Bros.  
**MISSOURI**  
 KANSAS CITY—J. F. Schmelzer & Sons Arms Co.  
 ST. LOUIS—Conroy Piano Co. Silverstone Talking Machine Co.  
**NEBRASKA**  
 LINCOLN—O. J. Junge Ross P. Curtice Co. H. E. Sidles Phono Co.

OMAHA—Schultz Bros.  
**NEW JERSEY**  
 HOBOKEN—Eclipse Phono Co.  
 NEWARK—Oliver Phono Co.  
 TRENTON—Stoll Blank Book and Stationery Co.  
**NEW YORK**  
 ASTORIA—John Rose  
 BUFFALO—Neal, Clark and Neal Co.  
 ELMIRA—Elmira Arms Co.  
 KINGSTON—Forsythe & Davis  
 NEW YORK CITY—Blackman Talking Machine Co. J. F. Blackman & Son Jacot Music Box Co.  
 SYRACUSE—W. D. Andrews  
 UTICA—Utica Cycle Co.  
**OHIO**  
 CINCINNATI—Rudolph Wurlitzer Co.  
 CLEVELAND—Eclipse Musical Co. May Co.  
**OREGON**  
 PORTLAND—Graves & Co. Inc.  
**PENNSYLVANIA**  
 ALLENTOWN—G. C. Aschbach

**PHILADELPHIA**—Louis Buehn & Bro. Lit Bros. Musical Echo Co.  
**PITTSBURG**—C. C. Mellor Co. Powers & Henry Co.  
**READING**—Lewis P. Muthart Reading Phonograph Co.  
**SHARON**—W. C. DeForeest & Son  
**TENNESSEE**  
 MEMPHIS—F. M. Atwood  
 NASHVILLE—Magruder & Co.  
**TEXAS**  
 EL PASO—W. G. Walz Co.  
 HOUSTON—Texas Phono Co.  
**VIRGINIA**  
 RICHMOND—C. B. Haynes & Co.  
**WASHINGTON**  
 SEATTLE—D. S. Johnston Co.  
**WISCONSIN**  
 MILWAUKEE—McGreal Bros.  
**CANADA**  
 VANCOUVER—M. W. Waitt & Co.  
**MEXICO**  
 TORREON COAH—The Warner Drug Store



EDISON TRIUMPH

### Fits All Cylinder Machines

PERFECT TONE  
 20 INCH BELL  
 Handsome Finish

Devineau Mfg. Co.  
 36 East 23rd St.  
 NEW YORK



COLUMBIA SOVEREIGN

## TRADE HAPPENINGS IN CLEVELAND.

Business Picking Up and Dealers Are Optimistic Over Fall and Winter Outlook—Victor Dealers Taking Advantage of the Splendid Publicity of the Victor Co.—Columbia Co. Open Handsome Branch Store—Roberts Rearranging Store—Victrolas in Great Demand—Buescher's Big Record Business—Probeck's Cheery Report—Many Furniture Dealers Installing Talking Machine Departments—Nathan & Skall's New Talker Department—A Talking Machine Put to Novel Use Recently—A Tip for Boarding House Keepers—Other News.

(Special to The Talking Machine World.)  
Cleveland, O., Oct. 7, 1907.

There has been mention made in some quarters of trade being slack, but little complaint, however, is heard as to business conditions in Cleveland talking machine circles. Dealers nearby unanimously say they are busy and that the fall and winter outlook for trade is good. Business is picking up and conditions all point to a remarkably good season. It is noticeable that large and increasing interest is being shown for the higher priced machines and records.

The dealers are all wideawake to their interest, and are taking advantage of the new Victor record advertisements, appearing in the dailies on the twenty-eighth of each month, by extensively advertising themselves. The dailies of September 28 contained a whole page of talking machine advertisements. Local dealers are earnestly exploiting their business with not a little manifest rivalry.

J. Fisher, representative of the Victor Talking Machine Co., Camden, N. J., spent several days in the city recently, looking after the interests of the company.

The Columbia Phonograph Co. have opened a branch store at 1831 West Twenty-fifth street, for the convenience of West Side patrons. It is under the management of Cleo. S. Bourgeois, formerly, and for several years, assistant manager of the East Side store. The new store, 20 by 80 feet, has been fitted up with an eye to convenience and comfort, and is very attractive. One side has been fitted with racks for 10-in. and 12-in. and the new Marconi records, with a capacity of 5,000. The rear of the store has been arranged with racks exclusively for cylinder records. The first talking machine repair department on the West Side will be a feature. The main store is wholly given to an exhibit of machines, cabinets and records, and demonstration. The room is amply illuminated with large combination gas and electric chandeliers, and the show window by a very large art dome radiator, specially designed, and made by Mr. Bourgeois. The store was opened on the 3d, and business is working up in an encouraging manner.

"Business during September," said W. J. Roberts, Jr., "was fairly good, and since the first of October has been perceptibly increasing. We are selling machines, including Victrolas, right along, and there is a big demand for both the Edison and Victor records, and notably the Red Seal." Mr. Roberts is making improvements in the rearrangement and adornment of the store, and preparing for the fall trade.

"Business is on the up grade—picking up finely," said Phil H. Dorn, manager of the talking machine department of Collister & Sayle. "We are selling a good many machines and the call for records is unprecedented. We are unable to supply the demand for Victrolas, owing to the inability of the manufacturers to supply them. Above others they commend themselves to all who see them. I anticipate a big fall business."

Robbins & Emerson, on the Euclid avenue floor of The Arcade, are doing finely. Mr. Robbins said that their trade all through September was good, and had started in fine in October, and is daily improving. "We are selling a good many machines," said Mr. Robbins, "and there is a large and steady demand for Red Seal and all the Victor records. Victrolas are still in greater demand than the manufacturers can supply. We have several orders booked for future delivery." Mr. Robbins thinks the new Edison horn is fine and will give satisfaction.

At the store of Hugh Gulley business was reported fair, comparing favorably with the

trade a year ago this time. "There is a good demand for Victor Auxetophones," said Mr. Gulley. "I have made sales of two since the first of the month. Edison machines and records are moving rapidly. The new October Red Seal records are selling fine. I expect the fall business will be quite as good, if not better, than last fall's."

"Business," said Mr. Buescher, of Buescher & Sou, "is good, quite as good as we could expect at this season. We are selling the usual number of machines, and making large sales of the October records, both Victor and Edison. Business is daily improving and we shall undoubtedly have a fine fall trade." The company now have the largest stock of Red Seal records they have ever carried, and are well stocked with goods of every description in their line.

Mr. Probeck, of the Columbia Phonograph Co., reported that business was very good indeed considering the season of the year. He stated they were making sales of machines and that the demand for records was excellent, especially for the Marconi record. "We have just enlarged our commercial department," said Mr. Probeck, "to three times its former size, in order to make room for a stenographer's commercial school and because of the increase of business in that department." H. E. Jones, manager of that department, has just returned from a two weeks' vacation and business trip to New York, where he spent much of his time at the factory posting himself on the new commercial product which the company are about to put on the market.

The Gottdiner & Wicht Co. have just put in a full line of Edison and Victor Red Seal records, which they have not heretofore carried, and have enlarged this department of the store, vastly improving it. They have placed on sale in the drug stores of the city, boxes, with their label, containing 1,000 needles, in envelopes of 100 each. They have done this for the convenience of talking machine owners. Business was said to be fairly good and daily improving.

Brown Bros., 2040-44 Ontario avenue, one of the oldest and largest furniture stores in Cleveland, have opened a talking machine department, with demonstration rooms, fitted up in fine style, on the second floor, conveniently near the elevator. They have installed a large stock of Columbia machines, and latest styles of cabinets, and are shelving a complete list of records, including the Marconi. Henry L. Tinker, who has had several years' experience in the talking machine business, has been engaged to take exclusive charge of the department. He is thor-

oughly equipped to successfully conduct the business, and is energetically pushing it.

The Bailey Co. report that their sales of machines in September exceeded those of any previous month, including several Victrolas. They are selling large numbers of records and conditions generally were said to be very satisfactory.

At Flesheim & Smith's business was reported very quiet—scarcely anything doing. The company have added the Victor to their heretofore exclusive Zonophone trade.

H. E. McMillen's trade in the talking machine line is growing, and he is doing a fine business in the musical instrument trade generally. His private record trial rooms are finely appointed and comfortably arranged for patrons. He stated he was having a large and increasing sale of records.

Nathan & Skall have fitted up a very fine talking machine department in the balcony on the ground floor, which is nicely arranged, with cozy demonstration room. They have taken on a full line of Edison and Victor machines, and both disc and cylinder records, and make a fine display of cabinets. Miss Ryan, formerly with the Bailey Co., is in charge of the department, and said business was opening up most encouragingly.

Bings, furniture dealers, 522-28 Prospect avenue, have established a talking machine department in the basement, under the sidewalk. They handle the Edison and Victor machines.

"The talking machine was put to a novel use recently by a customer of ours," said a local dealer. "The gentleman stated that at his boarding house there was a descendant of Eve whose rag chewing proclivities were becoming unbearable. She was then away on a vacation, and the gentleman, with other boarders, had evolved a scheme which they thought would put a quietus to her volubility for a time at least. A graphophone was purchased, with a selection of suitable records, and the machine set up in the parlor. The lady returned and on her first appearance in the room the graphophone was set in motion every time she attempted to talk, and the machine outclipped her at a merry gait. Hoarse and red in the face from her efforts to be heard above the machine, she dashed from the room, nearly falling over a little girl who was just entering with a tray containing a large lemon, with card attached, bearing the name of the loquacious lady. Several days after she returned to the house to give the expressman directions regarding the destination of her trunks. The gentlemen are still patting themselves on the back, while the victorious graphophone now nightly produces sweet music for the edification of the boarders." It is possible this scheme might prove a godsend to other boarders similarly afflicted.

At the new pleasure ground, the "White City," in Manchester, Eng., a Columbia BC graphophone has been supplied to provide the mysterious music of the mermaids on the "Mystic River." The effect as one sails down this still, strange underground stream is quite awe-inspiring.

GET THE BEST



IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.  
Sells on sight and gives satisfaction.  
Unlike anything you have seen, heard of or tried.

Live fish swim, dead fish float, swim with us  
A compound to apply on records to improve the tone, preserve them in and out of use, keep fresh and clean of dust and grit. A practical, common-sense product based on a natural law of mechanics. It reduces friction, it lubricates, it cleans, it's ready for use. No kicks, complaints or returned goods. Satisfaction and good money.

**A Steady, Sure Seller**  
**It Sells Itself and Records Too**  
**Others Sell It, Do You?**

Large opal (white) screw top jars—neat package.  
Retail for \$1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

### TRADE NOTES FROM INDIANAPOLIS.

Devine's Clever Window Design—Chinese Mayor Likes the Talker—Twentieth Century Graphophone Used to Attract at State Fair—Woman Swindler Harassing Local Dealers—Craig Says Business for September Was Twenty-five Per Cent. Better Than for Same Month Last Year—Nickel Theatres Making Good Headway—This Business Growing.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 4, 1907.

The trade in talking machines is rather quiet just now but dealers are not in the least discouraged because they believe sales will be lively during the fall. Good crop prospects, they say, as well as a good outlook in all other kinds of crops, make the prospects unusually bright.

Thomas Devine, of the Columbia Co., has a clever window design. He has arranged one large horn to represent a bell. A disc record is used as a clapper and colored ribbons extend from the bell to various parts of the windows. Other and smaller horns also are suspended to represent bells. They are brass and nickel horns. Mr. Devine has just received his first shipment of the new model Columbia \$30 cylinder machines, known as the type BQ. They embody the aluminum tone arm principle heretofore confined solely to the disc product. The shipment had hardly been unpacked before it was sold. Mr. Devine predicts a great sale for this machine.

W. C. Fury, district manager for the Columbia Co., was in the city one day last week. His headquarters are at Chicago. He spoke favorably of trade conditions in the West. He predicted that the fall trade would be the best known in the history of the talking machine industry.

William G. Simpson, who runs a photograph gallery on East Washington street, will start a five-cent theater a few blocks from his gallery.

Moy Kee, the Chinese mayor of Indianapolis, has just started for his old home in the Orient. For a long time Moy has owned a Columbia disc graphophone and when he started for the East he took his machine with him. Moy is one of the big Chinamen in Indianapolis, as he was especially decorated by Prince Pu Lun when that distinguished Chinaman was in Indianapolis a few years ago.

During the State Fair the E. Rauh & Sons, manufacturers of fertilizing material, used a Twentieth Century graphophone to attract visitors to their booth. The plan was so successful that they have decided to follow it out in this kind of work all over the country. George Halk, who had charge of the exhibit, believes that it is the best plan he ever tried.

The woman swindler has appeared to harass Indianapolis talking machine dealers. A well-dressed woman bought an Edison outfit at a certain store in the city and paid \$5. She gave a fashionable number so that the machine might be delivered. She said it was a surprise for father and ordered it delivered at the rear porch. When the boy arrived she was there. She told him to set the machine up on the porch just ready to play so she could move it into the house at lunch time and surprise father. When the collector visited the place the next day the people who lived at the house had never heard of a talking machine. They said they had been away from home for a month. The talking machine man hasn't found the woman yet.

The Kipp-Link Co. report good sales in their new place on Washington street. They are well located and their rooms are excellently arranged, especially for the jobbing trade, to which they devote special attention.

Charles Craig, of the Indiana Phonograph Co., who handles Edison machines, says that his business for September was good. He says that his business last September was 25 per cent. better than it was during September of last year. Two weeks ago he says the farmers declared that all the crops needed was two weeks of nice weather. They have had the two weeks of nice weather, he says, and he sees nothing to prevent excellent crops, and therefore an excellent talking machine business during the fall and winter.

Five-cent theaters have been booming in Indianapolis within the last month. A number of new places have been established and others are being planned. Managers of those places now running say that profits have increased at a rapid rate during the last month. Some of them make the statement that their income has increased one-third. Others place the increase at a less figure but all say that there has been an appreciable increase. A part of this is attributed to the cool weather. Such places usually are better patronized in cool weather than they are in hot weather. However, the comparative increase on account of cold weather has been greater than that of previous years. The managers of penny arcades also have noticed an increase in business from this source. The excursion business has ceased and not so many visitors are coming to the city on Sunday, but the increase in business due to the advent of the autumn season has in a way made up for this.

John F. Truelock, who has been running the new Bijou Theater in West Indianapolis for six months, is about to open another theater at Aurora, Ind. Mr. Truelock is a strong believer in the business getting ability of the Twentieth Century graphophone.

Mr. Swain, of the Indianapolis Calcium Light Co., this week opened a five-cent theater with moving pictures, on South Illinois street, near the new Majestic Theater. His theater will be known as The Annex. It will have the advantage of the crowds who come from the New Majestic as two performances are given each night at the Majestic. His theater so far has done an excellent business. It is under the management of Mr. Phillips.

The stock company which controls the Manhattan Theater on West Washington street have opened a theater on North Illinois street, just across the street from the Traction and Terminal Building. This theater is managed by M. Barton, who is also manager of the Manhattan. The new theater will catch many of the country people who come into the city over the interurban lines. All interurban lines center at the Traction Terminal station.

John Gillingham, who is a part owner of the Vaudette Theater, but who spends most of his time at his Detroit house, was in the city a few days last week.

Mr. Sutherland, who controls the Bijou and the Bijou Dream Theaters, has secured a lease on a prominent North Pennsylvania street location and will open another theater early next year. He has not made public the exact location but it is known that it will be in the business portion of the city.

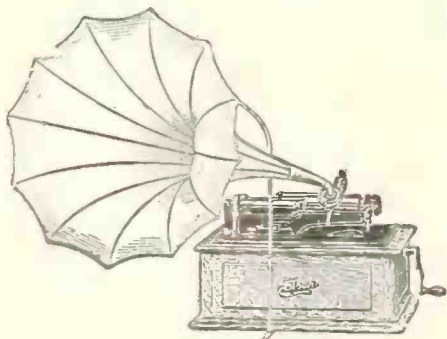
### WORTH ONE DOLLAR PER.

Enthusiastic Reader Says He Would Pay a Dollar a Copy for The World Before He Would be Without It.

We are in receipt of complimentary letters from subscribers to The World in all countries and here is an excerpt from a communication received from Alfred H. Pettifer, Sidney, New South Wales. He says:

"Please see that I have all numbers after this as I would not miss an issue for a dollar a copy. It is without doubt the best paper published in the world devoted to the talking machine trade and one of the best of trade papers published. No dealer in talking machines can afford to be without it even at \$10 a year. I wish you the full measure of success which you richly deserve."

D. J. Young & Co., of Calgary, jobbers of the Columbia lines in that section of Alberta, Canada, are rebuilding their store and remodeling it with a view to taking care of a rapidly increasing business. A year ago Young & Co. bought their first Columbia goods and are now enthusiastic graphophone people.



## LAWRENCE MCGREAL

Milwaukee  
172-174 Third St.  
Edison and Victor  
Jobber

SUPPLIES  
If it's practical  
and salable I've  
got it.

Cincinnati  
29 East Fifth St.  
Edison  
Jobber



## SERVICE

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

## ASSISTANCE

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

Yours for business,

LAWRENCE MCGREAL



# ATTENTION

## TALKING MACHINE JOBBERS

You are cordially invited to become members of the

### National Association of Talking Machine Jobbers

If you have answered the letter of invitation sent you by the Secretary, well and good. If you have not answered it, do so, and in either case accept this as an invitation to become members. The dues are small and the benefits will be many, both to yourselves and to your dealers.

This is the age of organization, of National organization in particular.

### Come In and Come In Now

Write the Secretary, PERRY B. WHITSIT, 209 SOUTH HIGH ST., COLUMBUS, OHIO, for by-laws and form of application for membership.

**Do It Now !!**

Sincerely yours

**THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS**

By  
 J. F. BOWERS, President, Chicago  
 W. D. ANDREWS, Vice-President, Syracuse, N. Y.  
 PERRY B. WHITSIT, Secretary, Columbus, Ohio  
 LOUIS BUEHN, Treasurer, Philadelphia, Pa.  
 W. E. HENRY, Pittsburgh, Pa.  
 C. W. HICKOK, Toledo, Ohio  
 E. H. UHL, Chicago  
 L. McGREAL, Milwaukee  
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Executive  
 Committee

# YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On Zon-o-phones and Zon-o-phone Records

## YOU BE THE JUDGE

Go and hear Zon-o-phone records, compare singer for singer, song for song, selection for selection, and we think you will agree with us that ZON-O-PHONES and ZON-O-PHONE RECORDS are the best. :: :: :: :: :: ::

Zon-o-phone  
Tapering  
Arm  
Machines  
Ranging in  
price from  
\$20 to \$75



Zon-o-phone  
Records  
10 inch 60 cents  
12 inch \$1.00

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

**Universal Talking Machine Mfg. Co.**  
365 Mulberry Street, Newark, N. J.

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

**CALIFORNIA**

San Francisco...Kohler & Chase, 1329 Sutter St.  
San Francisco...Peter Bacigalupi & Sons, 1021 Golden Gate Ave.  
Los Angeles...So. California Mus. Co., 332 S. B'way.  
Oakland...Kohler & Chase, 917 Wood St.

**ILLINOIS**

Chicago...Butler Brothers, Randolph Bridge.  
Chicago...A. C. McClurg & Co., 215 Wabash Ave.  
Chicago...Benj. Allen & Co., 131 Wabash Ave.  
Waukegan...Alden, Bidinger & Co., 209 N. Gene-see St.

**INDIANA**

Indianapolis...C. Koehring & Bro., 878 Virginia Ave.

**IOWA**

Davenport...Robert R. Smallfield, 313-315 W. 2d St.  
Ottumwa...Arnold Jewelry & Music Co., 117 E. Main St.

**KANSAS**

Leavenworth...The Ditzell Music Co., 504-506 Delaware St.  
Topeka...Ershizer & Spielman Furn. Co., 519 Kansas Ave.

**LOUISIANA**

New Orleans...Ashton Music Co., 143 Baronne St.  
Lake Charles...J. & S. Smith, Tulane Theatre Arcade.

**MAINE**

Portland...W. H. Ross & Son, 207 Commercial St.

**MARYLAND**

Baltimore...C. S. Smith & Co., 649 W. Baltimore St.  
Baltimore...Baltimore Bargain House, 204 W. Baltimore St.  
Baltimore...Louis Mazor, 1423 E. Pratt St.  
Baltimore...Butler Bros.

**MASSACHUSETTS**

Boston...Boston Cycle & Sundry Co., 48 Hanover St.  
Boston...Pike Talking Machine Co., 41 Washington St.  
Boston...Read & Read, 13 Essex St.

**MINNESOTA**

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

**MICHIGAN**

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

**MISSOURI**

St. Louis...Knight Mercantile Co., 211 N. 12th St.  
St. Louis...D. K. Myers, 712 N. 2d St.  
Springfield...Morton Lines, 325 Boonville St.  
St. Louis...Butler Brothers, 1221 Washington Ave.  
Kansas City...Webb-Freyschlag Merc. Co.

**NEW JERSEY**

Hoboken...Eclipse Phono. Co., 203 Washington St.  
Paterson...J. K. O'Dea, 115 Ellison St.  
Newark...Edisonia Phono. Co., 57 Halsey St.  
Newark...Oliver Phono. Co., 16 New St.

**NEW YORK**

New York City...J. F. Blackman & Son, 2737 Third Ave.  
New York City...Douglas Phono. Co., 89 Chambers St.  
New York City...Butler Brothers, 495 Broadway.  
Brooklyn...F. W. Rous & Co., 435 Fifth Ave.  
Buffalo...Neal, Clark & Neal Co., 643 Main St.  
Rochester...A. J. Deninger, 347 North St.

**NORTH DAKOTA**

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

**OHIO**

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

**OHIO (Continued)**

Cincinnati...J. E. Poorman, Jr., 31 W. 5th St.  
Cincinnati...Rudolph Wurlitzer Co., 121 E. 4th St.  
Cleveland...Flesheim & Smith, 161 Ontario St.  
Newark...Ball-Fintze Co., 12 Canal St.  
Akron...Geo. S. Dales Co., 128 S. Main St.  
Columbus...Columbus Piano Co., North High St.

**PENNSYLVANIA**

Allegheny...H. A. Becker, 601 Ohio St., E.  
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.  
Pittsburgh...C. C. Mellor & Co., 319 Fifth Ave.

**RHODE ISLAND**

Providence...J. Samuels & Bro., Weybosset St.

**SOUTH DAKOTA**

Aberdeen...McArthur Piano Co.

**TEXAS**

Beaumont...K. B. Pierce.  
Dallas...Dallas Talking Machine Co.  
Houston...Texas Phono. Co., 1019 Capitol Ave.

**VIRGINIA**

Richmond...Hopkins Furn. Co., 7-9 W. Broad St.

**WISCONSIN**

Kenosha...Alden Bidinger & Co.

**WASHINGTON**

Seattle...Kohler & Chase, 710 Pike St.

**CANADA**

St. Johns, N.F...Chelsey Wood.  
Toronto...Whaley, Royce & Co., 158 Yonge St.  
Winnipeg, Man...Whaley, Royce & Co.  
Nova Scotia...Yarmouth Cycle Co., Yarmouth.

## TRADE GLEANINGS FROM THE "HUB"

The Increased Orders for Records Indicate Improved Business—Enormous Developments of the Victor Business With the Ditson Co.—Boston Cycle & Sundry Co.'s Specialties in Demand—Iver Johnson Co.'s New Building—Manager Yerkes Reports Columbia Expansion—Eastern Talking Machine Co. News—Weidener in Charge of Steinert Branch Stores—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 14, 1907.

A good indication of the hopefulness of the retailers for the fall trade in talking machines here is the fact that their orders for the November records are larger than those for the October records. Trade with the retailers here has been steadily climbing since September 1, and this, of course, is reflected in the business of the jobbers.

One disturbing element, however, in the jobbing business is the new idea of "machine and equipment" supplied from the one source—the factory which makes the machine—and the consequent cutting off of competition between manufacturers of the supplies heretofore obtained separately from the machines. More than one jobber in Boston is beginning to feel the effect of this change in policy. There is a fear generally expressed that it will react upon the business, too, because customers have decided opinions of what supplies they desire and the "equipment" which comes with the machines is, in many cases, not what they exactly desire. However, the near future will tell what the result will be.

The new talking machine department of the Oliver Ditson Co. is now in good running order. Manager Winkelman is mightily pleased with it, and those familiar with similar departments throughout the country and abroad do not hesitate to declare that it is the very best in the world. No expense has been spared to make it so, for the enormous development of the Victor business at the Ditson store warranted unusual endeavors to give the department the space and facilities it needed. It certainly was very much to Manager Winkelman's credit that he could do such a big business in his cramped quarters at the rear of the store.

The Victor business is growing rapidly in Boston. At the store of M. Steinert & Sons the wholesale business is being pushed extensively. J. G. Weidner has charge of the branch stores, and as soon as possible the store will be enlarged. More room is badly needed by Manager Cornell, for the wholesale business has developed very greatly under his management.

Since the C. E. Osgood Co. took hold of the Columbia line for jobbing their business has increased greatly among the dealers. Their retail business on Victors and Edisons has also grown within the past year. The company are now giving ample window display space to the talking machine department and find that it pays to do so.

The new order of things with the National Co.—furnishing machines and equipment—finds the Boston Cycle and Sundry Co. with a large lot of sundries on hand for immediate disposal. Manager Andrews finds business "tip top," and he declares that the fall trade is going to be big. He is making a feature of an improved tray for holding records on the shelves, and of the Lynn carrying cases which form a very desirable line for dealers to carry. The Edison line is exclusively carried here.

Within six months the Iver Johnson Co. will have a fine new eight-story building for their exclusive use near the building now occupied by them on Washington street. It will be erected with every modern facility, and the talking machine department will have a fine floor all to itself, and an opportunity to expand even more than it has done under Mr. Boyd's able management. A very big Edison business is done here, and much more could be done if there were better display space.

Manager Yerkes, of the Columbia Phonograph Co., has just returned from a business trip to the New England stores and finds them in a very healthy condition. The business done by the

Columbia company here has been doubled within the past year. A new branch store has just been opened at Portland, Me., under the charge of John W. Dunn, formerly of the Portland Talking Machine Co., and for ten years with E. Gately in Boston. The Columbia Co. now operate six branch stores in the city of Boston and eighteen throughout New England. The sale on the new BQ tapering arm machines is very large, and they are being received enthusiastically by the dealers. Speaking of trade conditions, Mr. Yerkes said: "While we are never satisfied, still we are fully satisfied."

The new electric elevator at the store of the Eastern Talking Machine Co. is now nearly completed, and in a week will be carrying passengers up to the top of the building, where a fine new sales floor has just been opened. Changes in the sales force are being made to take care of this new floor. S. J. Freeman has been placed in charge upstairs, while W. J. Fitzgerald has been put on the street floor to work in conjunction with J. L. Gately. Mr. Gately, by the way, has just returned from his vacation, and, as he says, "still boards at Stone's." Wholesale Manager Chamberlain reports trade as improving each week, with unusually good prospects for a good winter's business. The Victor business on high-priced machines still holds up well, and the Edison line keeps step with it.

"Doc" O'Neil, the Victor ambassador, returned this week from a visit to Maine cities, and he brings very encouraging news regarding business. He is planning to establish a number of jobbers in cities and towns outside of Boston.

### SOME TRADE POINTERS

Which Will Prove of Interest to Talking Machine Men.

The man who can't attend to customers with a coat on might do in a barber shop, but he is certainly out of place in any store where ladies trade.

It takes more than a big store full of goods to keep the people thinking about you. The people think about the things they are constantly told to think about.

Better that the cleanliness of your store go unnoticed than that anyone have occasion to remark upon the presence of dirt or cobwebs.

The man who is always waiting for the demand is never ready for it when it comes. Don't be afraid to buy goods for the busy seasons just because there isn't much doing now.

There's money in side lines if you get the kinds there's money in. Don't be too quick though to take up the proposition of the fellow who has something you can make a million on.

The same old showcase arrangement month in and month out, no matter how many new goods, look like the same old stock. Change things around if you want to attract attention.

It isn't the largest ad. that is the best ad. What would you think of a man who took the largest size pair of shoes in order to get the biggest value? The shoes must fit and the ad. must fit.

Between the drilling of the plebes and the marching of the highest class lies a vast amount of routine that wasn't fun. The work that makes any success may not be fun, but it's absolutely necessary.

Don't tie yourself to the wrong side of the street just because you have been there a long time. It takes a radical change to make a big success. If you want to be noticed do something noticeable.

The man who tries to get along without his trade or advertising journal at the end of the race will find himself among the also ran. Mighty few men can run a business successfully on their own brains alone.

### WM. McARDLE HEARD FROM.

William McArdle, representing the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa., under date of September 26, writes briefly from London, Eng., as follows: "On your way over town, please give my regards to Broadway." By the way, or buy the booze, if you happen to meet anybody taking up a collection, give them the 'glad hand' for me. Have you seen the new Stars? H. & S., I mean. Front page—hurrah! 'Irish in London.'"

### L. B. GRAVES TAKES CHARGE.

L. K. Parks, formerly vice-president of the Talking Machine Co., of Los Angeles, Cal., has been succeeded by Louis B. Graves, for several years manager of the Bartlett Music Co.'s sheet music department. Mr. Parks will still remain a stockholder in the company.

## BUY IN BOSTON!

You can save time and money by making your purchases from us. We wholesale exclusively, carry an enormous stock of talking machines and records, and make a specialty of shipping goods out immediately after the order is received. No delays, and you can supply the needs of your customers almost as quickly from us as from your own shelves.

Devoting, as we do, our entire time to wholesaling and manufacturing, we are in position to cater to the interests of New England talking machine dealers in a better manner than any other concern.

Among the specialties which we manufacture is the best tray outfit on the market; also horn stands and record cases. Just now we are making special prices on horns.

Let's take up the matter of trade with you.

**Boston Cycle and Sundry Company**

48 HANOVER STREET

BOSTON, MASS.

## Capital — Experience — Organization — Satisfactory Service

What do you say to *that, Mr. Dealer?*

You know how the *VICTOR* and *EDISON* business has grown—is growing—is going to grow. A Jobber cannot be a *Jobber* in the true sense of the term, and he cannot fill all your orders *complete the same day they are received* if he lacks either Capital, Experience or Organization.

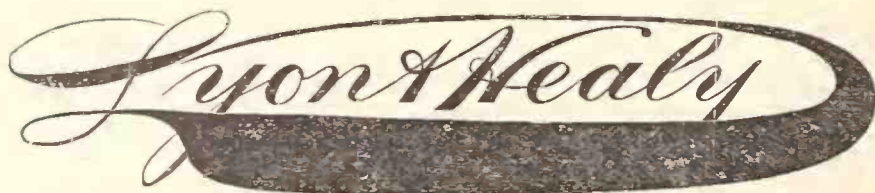
### A Bid for Business

Our bid for your Talking-Machine business (*Victor and Edison*) is based on the fact that we have the *Capital*, the *Experience* and the *Organization* needed to *get the order out to-day, complete, and just as ordered.*

With the busiest fall season on record coming on, it means much to you to know where you can get the *best Wholesale Service.*

If you will send us a *trial order to-day* (large or small), you will find us with the *biggest, best fall stock of VICTOR and EDISON goods in the history of the trade and we will give you a vivid example of how we can take care of all your orders.*

Will you send us a *trial order to-day?*



CHICAGO.

CHICAGO.

Remember { 1—We refer all retail inquiries back to you.  
2—We sell Dealers on *installments.*  
3—We insure your records against breakage.

(RECORD INSURANCE is our latest idea for helping the dealer. Ask about it)

# FROM OUR CHICAGO HEADQUARTERS

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

Trade in Healthy Condition—Jobbers Report Increase for September Over Same Month Last Year—A. D. Geissler Chats of Visit to Victor Factory—C. E. Brown Western Manager for Leeds & Catlin Co. to Make Headquarters in Chicago—Lyon & Healy's Record Breakage Insurance Department—G. M. Nisbett Reports Good Returns from Road Trip—Babson Bros. Order 32,140 Edison Machines—Changes at the Rothschild Store—Seeburg Co. to Make Automatic Pianos—Fibre Needles Popular—Skelly Co. Report Big Demand for Concertophone—New Prospects Are Landed—Spiegel-May, Stern Co.'s Big Order for Columbia Goods—Auxetophone for Arcades—Victor Records for the Bohemian Element—Talking Machine Co.'s Selection of Records Popular—Parsons a Busy Man—Bergstrom a Visitor—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 5, 1907.

The trade is more than pleased with the way business has been opening up of late. In a retail way, locally, September was somewhat quiet, but gained considerably in strength from about the middle of the month, and the first week in October has rounded up in a fine, healthy volume of trade that has kept the stores and departments very busy, and has evidenced the fact that the fall business is distinctly on. The higher-grade machines are distinctly in evidence.

Jobbers say that September showed a distinct increase over last year. Dealers are ordering liberally, new contracts are coming forward in a decidedly satisfactory manner, and all indications are for a cracking big winter and holiday business. As the new Edison outfits are getting into the dealers' hands and they are able to test

the attitude of their customers the objections that were made when the idea was first announced are heard less and less, and jobbers speak of a steadily growing volume of liberal orders.

Arthur D. Geissler, general manager of the Talking Machine Co., made a flying trip last week to the Victor factory at Camden. He reports the great plant liberally booming in all departments. He was greatly impressed with the new office building now completed, and which is one of the finest and best appointed structures of the kind he has ever seen. The new cabinet factory is working full limit, with the result that the company is rapidly catching up with the phenomenal demand for Victrolas.

Charles E. Brown, the sales manager for the Leeds & Catlin Co., will hereafter make Chicago the base of his operations. He will bring his family to Chicago to reside and will open an office in Chicago, from which he will look after the trade from Indianapolis to San Francisco, spending a great deal of time on the road. Later he also expects to open an office in 'Frisco. He is very enthusiastic regarding the big future before the new Sun records.

George W. Lyle, general manager of the Columbia Phonograph Co., spent a couple of days at the Chicago office the last week in September.

The latest from C. E. Goodwin, of Lyon & Healy, is the inauguration of a record breakage insurance department. Most dealers he finds quietly submit to a small loss on record breakage in their shipments rather than go to the trouble of collecting from the carriers. In the course of a year this is likely to amount to a goodly sum. By the payment of a trifling premium the firm will insure a dealer against breakage any quantity of Victor records shipped by Lyon & Healy.

On receipt of the report of the breakage the dealer is immediately credited with the amount of the damage, and Lyon & Healy take the responsibility of collecting from the railroad through their well-organized traffic department.

E. C. Plume, western wholesale manager for the Columbia Phonograph Co., returned last week from a two weeks' trip to St. Paul, Minn., Duluth and Iowa points. He reported trade as excellent with Columbia jobbers all along the line, and his trip will result in the establishment of several new jobbers, among them George W. Getts, of Grand Forks, N. D., and J. Blumberg.

Joy fairly radiates around the wholesale talking machine house of James I. Lyons. Rapidly increasing business undoubtedly has much to do with it, but a fine little daughter, who recently made her appearance in the house of Mr. Lyons' right-hand man, Joseph S. Reynolds, undoubtedly forms a contributory cause.

George M. Nisbett, wholesale manager for Babson Bros., has been spending the greater part of his time on the road the past six weeks, and has visited a large proportion of the dealers in Illinois, Iowa, Missouri and Wisconsin. He found the dealers he called upon in a very contented frame of mind. Fully 75 per cent. of the trade called upon reported that they had done more business the past summer than a year ago; the balance found trade fully up to last year's record. Without exception the dealers are all looking for a prosperous winter and holiday trade. Furthermore, Mr. Nisbett was especially pleased with the hearty reception he received on all sides, and the satisfaction expressed with the service that Babson Bros. were giving them on Edison goods.

Babson Bros. recently placed a record-breaking order with the National Phonograph Co. for 32,140 machines, to be delivered between September

## Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

### GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

# BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

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

15 and February 27, the shipments averaging about 1,300 machines a week. Four solid cars of records were recently received at the Babson Bros. building on one day.

Important changes have been made in the talking machine quarters on the third floor of the Rothschild department store, which greatly facilitate the work of the department and the handling of customers. Instead of two rooms as heretofore, with no opportunity of getting individual customers off by themselves, a regular store has been built separate from the other departments on the floor, but abundantly lighted by the glass partitions on three sides. Entering from the west you find yourself in a general sales room, where all types of Edison and Victor machines and cabinets are on display, and where concerts can be given to small audiences. Beyond this are four private record demonstrating rooms, two on one side the passageway devoted to Edison goods and two on the other devoted to the Victor. Beyond these is another room given up mainly to small goods, which also come under the management of Elmer A. Phillips, buyer, and his assistant, W. M. Baach. Mr. Phillips says that they are carrying a more complete stock of Victor grand opera records and are having a nice trade. He is pleased with the new Edison outfits and is showing them in his window display on the ground floor and has already made a number of good sales.

Lyon & Healy will have a fine display at the Farm Implement Show at Brooks' Casino, to be held during the next two weeks coincident with the Corn Exposition at the Coliseum. They will have a fine showing of machines on the stage, the center of which will be occupied by the Auxetophone, which will give stated concerts. In the rear of the stage there will be private sales rooms.

Wide interest is being manifested in the wooden needle made by the B. & H. Fibre Needle Manufacturing Co. It is being pushed vigorously locally with apparently excellent results. Mr. Hall, of the company and the inventor of the fibre needle, says that the orders coming from some of the largest dealers in the country are decidedly gratifying. Aside from the immense

improvement in the tone quality the argument that the life of a record is prolonged indefinitely, when only the fibre needle is used on it, appeals very strongly to machine owners who naturally welcome a means by which they can avoid the necessity of replacing their favorite high-priced records.

E. H. Uhl, manager of the Chicago house of Rudolph Wurlitzer Co., says that while wholesale talking machine trade was quietest during part of the summer it has been showing a steady increase since August, making a gratifying showing, as compared with last year. All reports from dealers indicate a strong demand the balance of 1907.

The Chicago Stand Co. report a fine demand on the Phoue-arm, their new taper arm attachment for Edison machines. A number of leading jobbers have taken hold of the new device and are having an excellent sale on it.

The Chicago Case Co. are having a fine trade on both cylinder and disc record cases, and have a large stock on hand, enabling them to make instant shipment at all times.

The Skelly Manufacturing Co. report an excellent demand for the Concert-O-Phone, their coin-operated machine, equipped with the Twentieth Century Graphophone. The patron has the choice of twenty-five selections, as the magazine holds that number of cylinder records. It is operated by spring motor, thus permitting its use anywhere. Some important improvements have been recently made. The records are now automatically changed, where formerly the patron had to manipulate a slide bar for that purpose. Now all he has to do after depositing his nickel in the slot is to set the indicator to the desired selection and turn the crank a couple of times. This winds the motor and shifts the record on to the mandrel. At the expiration of the record it is automatically shifted back to its place on the magazine. A friction clutch on the gear makes it impossible to overwind the spring, thus avoiding possibility of breakage.

Mr. Skelly is also bringing out the Concert-O-Phone for home use. It is practically the same as the other machine, except that it is in a flat top cabinet 4 feet instead of 6 feet high, and is operated without the coin attachment. Among the advantages for home use are the small handling of records necessary, in the protection from breakage by children, and the fact that the machine stops automatically at the expiration of the record.

The fine sales room of the Caille Bros. Co., manufacturers of coin-operated musical and entertainment machines, in the Republic building, this city, are now in charge of George R. Gibbs, who came from the factory at Detroit a few days ago to take charge of the western office. H. C. Kibby, who formerly had the representation here, retires to give his attention to his other interests, especially the manufacture of perforated music rolls under the Hart patents, for which he has formed the Kibby Manufacturing Co., with factory at Division and Milton streets.

M. J. Kennedy, a well-posted electric piano man, has been made the Chicago representative of the Automatic Musical Co., of Binghamton,

N. Y., and will establish an office and salesroom for them here.

The J. P. Seeburg Piano Co. have been incorporated, with a capital stock of \$10,000, to market the Cremona electric piano made by the Marquette Piano Co. Mr. Seeburg, the president of the new company, continues as manager and director of the Marquette Co.

J. Blumberg, western manager for the Regina Co., is well pleased with the demand for Regina pianos, the fact that it is the only instrument of the kind operating with a spring motor, making it a seller in small towns where there is no electric current. The latest styles with the added feature of the mandolin orchestra effect are meeting with great favor. An excellent trade is being done on the Reginaphones. Mr. Blumberg is expecting a visit next week from J. B. Furber, general manager of the company.

The wide-awake salesman will often find customers where the somnolent would fail to see them entirely. A woman with a marked French accent went into a Wabash avenue store the other day and said she would like to look at music cabinets. The store does not handle the article in question, but does carry talking machine cabinets. The manager of the talking machine department, whom she addressed, instead of dismissing the lady with the declaration that they had not what she wanted, tactfully got her into one of the private talker demonstrating rooms and showed her the only thing in the cabinet line they had, explaining that while a disc or cylinder record cabinet was not adapted for sheet music their goods were the best for the purpose for which they were made, and incidentally asked her if she had a machine. No, she had not and wouldn't have one. Oh, just let me show you something that will please you, replied the salesman. It didn't take him half a moment to put his hand on a popular record by a French artist. The woman listened delightedly, and the upshot was the sale of an outfit. She hasn't bought a record cabinet yet, but that will undoubtedly come in time.

One of the biggest talking machine deals made for some time is that by which the Spiegel-May-Stern Co. will handle Columbia Graphophones exclusively both through their big mail-order house in Chicago and at their various retail furniture stores in many of the principal cities of the country. They are preparing to spend a large amount of money in advertising the mail-order proposition, and their advertisements are already beginning to appear in the leading popular periodicals. Although they had not begun to ship goods the first of the month, their initial shipments from the Columbia's factory to the Spiegel-May-Stern people had aggregated \$100,000. Departments in the company's various stores will be established as rapidly as possible. St. Louis will be the first to open a department. At the main Chicago store, 182 Wabash avenue, the talking machine department will occupy quarters on the sixth floor adjoining the piano department, which is also being established. Four handsome private record rooms are being built. Frederick Sheppy, a well-known local talking machine man, will look after the talking machine depart-

## DEALERS

Write your nearest jobber for samples and prices of Standard Needles.



Standard Needles are made from the finest high-grade steel wire, highly polished and evenly tempered. Points gauged to proper size and will not cut the records. They are to be had in the following grades: Extra Loud Tone, Loud Tone, Medium Loud Tone, Medium Tone, Soft Tone and Peerless or (Musical Tone).

If your jobber should fail to supply you, write to us direct for free samples.

**Western Talking Machine  
and Supply Co.**

DILLBAHNER & FEINBERG, Props.

6 E. Madison St., Chicago

## "B. & H." Fibre Needles

FOR DISC RECORDS

These wonderful needles are proving a

**Great Success**

Those that have used them are enthusiastic over the results. They are just what most owners of Talking Machines have been waiting for.

They do not injure the Records and the tone is pure and natural

Your customers will certainly want them. Write for samples and full information.

**"B. & H." Fibre Manufacturing Co.**

208 East Kinzie Street

CHICAGO

ment at this store. The mail-order business will be conducted from the general mail-order headquarters on South Sangamon street, which is under the direct supervision of A. H. Spiegel, while Mr. Goldsmith has direct charge of the talking machine mail-order business. The Spiegel-May-Stern deal was the work of E. C. Plume, western wholesale manager of the Columbia Phonograph Co.

The Auxetophone has made its entrance into Chicago moving picture theaterdom. It has chosen for its debut two of the largest and finest

## JAMES I. LYONS

THE ORIGINAL WESTERN  
EXCLUSIVE  
TALKING MACHINE JOBBER



Edison  
Phonographs  
Zonophones  
Records  
Cabinets

PHONOGRAPH OIL

WIRE RACKS  
FOR DISC AND CYLINDER RECORDS

"TIZ-IT" Latest All-Metal  
Horn Connection

NON-METALLIC NEEDLES  
Enrich and Sweeten Tone  
Try Them

SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

places of the kind in Chicago, or, for that matter, in the country. The big machines have been installed in the Bijou Dream on State street and Fairyland on Milwaukee avenue. They are used entirely inside the theaters for the illustrated song act and are giving great satisfaction to the management of the theaters and to their audiences.

E. C. Plume, western wholesale manager for the Columbia Phonograph Co., is on a trip which will take him to Minneapolis, St. Paul, Omaha and probably as far west as Denver.

Chicago's Bohemian population are quite excited over the Victor Co.'s twenty new Bohemian records. The list includes eight tenor solos by Fr. Belac, and twelve duets by the same singer and A. Bartos. The popularity of the new records here is augmented by the fact that both the artists are Chicagoans. Chicago's Bohemian population is equal to a city of about 250,000 and is found on the southwestern side, centering for the most part around 18th and Blue Island avenues. There are seven or eight Bohemian talking machine dealers, and five of them are to be located within half a dozen blocks on 18th street.

Virginus W. Moody, sales manager for the Talking Machine Co., when seen on the 26th of last month was found busily engaged making up selection orders for the large number of dealers who have standing orders of this kind with the company, trusting to their acquaintance with the views as to their salability of the records of the local dealers who have an opportunity to hear the monthly records in person.

W. W. Parsous, manager of the Chicago commercial Gramophone department, is a decidedly busy man. He gets out after the big ones himself, and frequently has not the time to attend to his correspondence during the office hours. When this happens he fires his line of talk into the machine he always keeps at his home, and the next morning appears at the office with a neat carrying case containing the records, which he turns over to his operator, who transcribes them while he is again out in the field.

Rudolph Wurlitzer, Sr., his wife and Howard Wurlitzer were all Chicago visitors on Sept. 25. This was the first time the elder Mr. Wurlitzer has been in Chicago since the removal of the Chicago branch to the present big Wurlitzer building at 266-268 Wabash avenue, and he was extremely well pleased with what he saw. Howard Wurlitzer spoke encouragingly of the general business situation, and said they looked for a big winter both in talking machines and automatic instruments.

J. W. Bergstrom, of the Bergstrom Music Co., Honolulu, is a Chicago visitor to-day, on his return home after a visit to the East, during which included a three days' visit to the Victor factory. Mr. Bergstrom is the Victor distributor for the Hawaiian Islands. He has a big trade with the Caucasian population, and sells a large number of the Victor's Hawaiian records, made in the islands by George K. Cheney, to tourists, who are glad to take away reproductions of the native music. He also has a large trade on Chinese records with the Celestial residents of the islands, and looks for a fine business with the Japs on Victor goods when the Victor Co. get out their new list of Japanese records the first of the year. Mr. Bergstrom says that the islands are enjoying a high degree of prosperity.

B. Feinberg, of the Western Talking Machine & Supply Co., returned from the East the first of the month. He had a successful trip, getting a good business from the central States jobbers he visited on the way, and arranging for the representation for some attractive specialties.

L. C. McChesney, advertising manager of the National Phonograph Co., was a recent visitor.

### LACK OF HARMONY.

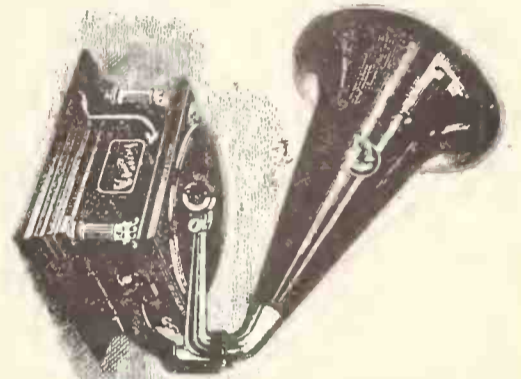
His Wife—Why is it you never start up the phonograph any more, John?

Her Husband—There is no harmony in two talking machines running simultaneously, my dear.—Chicago News.

When this letterhead comes in your mail, remember it comes from the only

Exclusive  
Victor  
Wholesaler

in the country.



A. D. GEISSLER  
General Manager

72-74 WABASH AVE.

Chicago.

TALKING MACHINES,  
RECORDS AND  
SUPPLIES

The  
Talking Machine Co.  
Victor

GRAND OPERA  
RECORDS



Cable Address 'TALKMACH'

Long Distance Telephone: CENTRAL 1334  
AUTOMATIC 8052

If your name is not on our mailing list, write us now. You are missing new and interesting Talking Machine items.

IT'S ALL IN  
THE BALL

PAT. PENDING  
**"TIZ-IT"**  
THE NEW ALL METAL  
HORN CONNECTION

THE MISSING LINK BETWEEN  
THE HORN AND MACHINE

**RETAILS AT 50 CENTS**

NEW MODEL HAS TAPERED  
BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison  
Phonographs and new style cylinder  
Graphophones.

**IMPROVES ANY MACHINE 100 PER CENT.**  
Send for Descriptive Circulars and Discounts to the Trade

**SPECIAL** INTRODUCTORY OFFER TO  
DEALERS—Write for it To-Day

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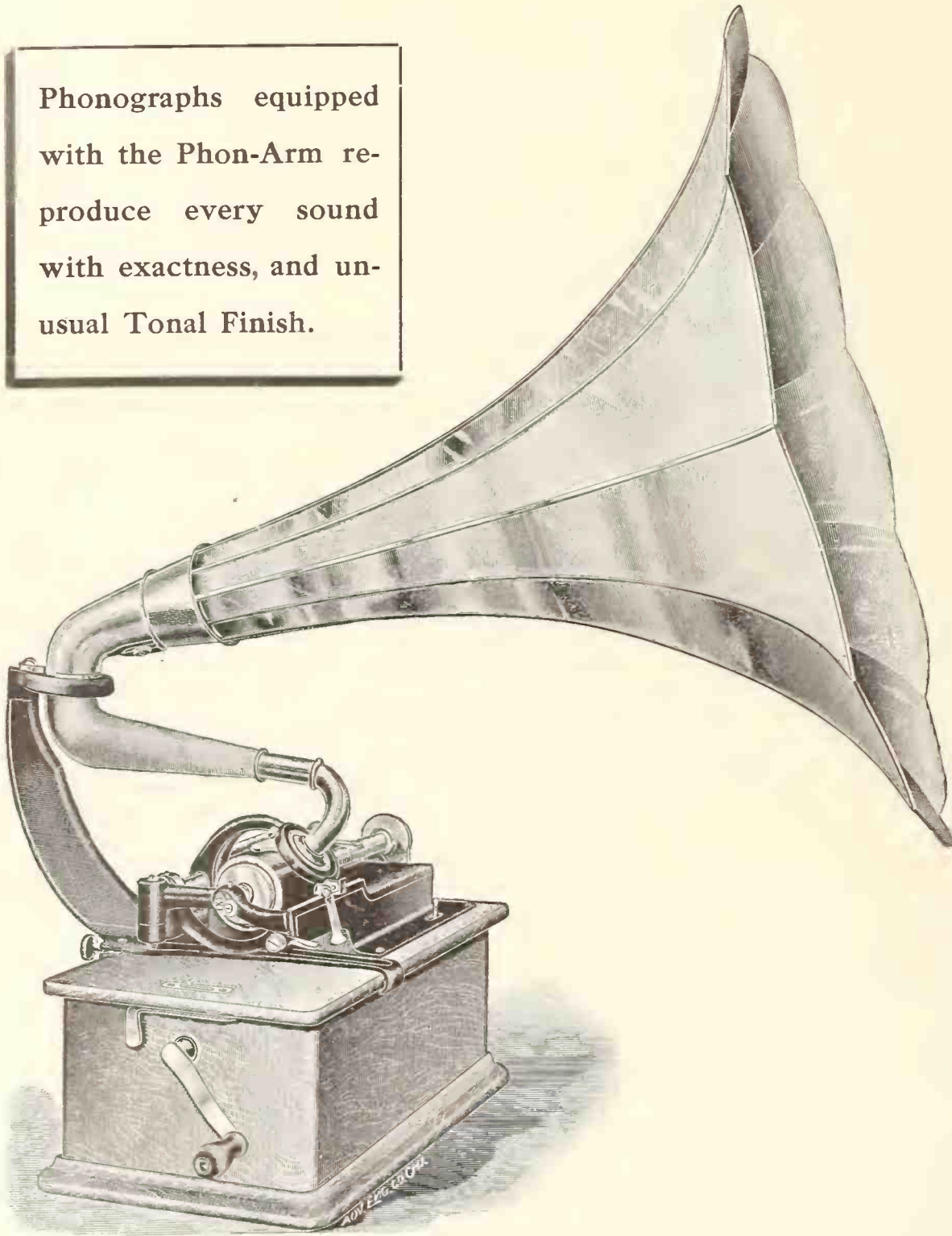
**KREILING & COMPANY**  
INVENTORS AND SOLE MANUFACTURERS  
855 North 40th Ave., CHICAGO, ILL., U. S. A.

# The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

Phonographs equipped with the Phon-Arm reproduce every sound with exactness, and unusual Tonal Finish.



Can be attached to any of the above machines without marring the case.

---

You can use any disc horn or the Edison horn by cutting same off to fit the elbow of this attachment.

---

By using the Phon-Arm, you have no weight on Reproducer or Feed Nut.

---

Handsome Profit to the dealers.

Retail Price \$7.50

*Ask Your Jobber to Send You A Sample*

---

**CHICAGO STAND CO.**  
CHICAGO



**JOBBER KEENLY INTERESTED IN NATIONAL ASSOCIATION.**

Officers Hard at Work During the Past Month Perfecting the Organization—Much Literature Being Prepared to Stimulate Interest in Association Work—Chat With President Bowers on Accomplishments to Date—Association Incorporated in Illinois.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1907.

No time is being lost by the officers of the National Association of Talking Machine Jobbers in getting the new organization in thorough working order and in inaugurating a campaign that shall have for its object the enrollment on its membership list the name of every jobber in the country who has the advancement of the best interests of the trade at heart.

President James F. Bowers spent Sunday recently in Columbus with Secretary Perry B. Whitset. Together they went over the minutes of the Buffalo convention getting them in shape for permanent record, arranged for attractive and effective stationery, and prepared a rough draft of a letter which has since been sent to all members and jobbers of the country not now members setting forth the advantages of joining the association and enclosing a copy of the by-laws of the organization.

"The consolidation of the Eastern Talking Machine Jobbers' Association and the Central States Talking Machine Jobbers' Association gives the new national organization a membership of approximately one hundred," said Mr. Bowers. "This is certainly a magnificent start and with a body national in its scope and with so strong a personnel we should hope soon to be able to boast that our organization is absolutely national in fact as well as name.

"The readers of The Talking Machine World are already well posted regarding the organization of the new national association. It only remains for me to say that the whole spirit shown at Buffalo was to create an organization that should actually work towards

the betterment and improvement of the talking machine business as a whole, bearing in mind that the interests of all branches of the trade, manufacturer, jobber and retailer are in the last analysis one and the same.

"It is needless to say that every question that comes before us will be considered fully in its bearing both on the different branches of the trade and the public. We have reason to be proud of our industry, the remarkable advancement it has made not only from a scientific but from a commercial standpoint—the clean high-grade lines on which it is conducted. We shall undoubtedly be able to do much towards the further education of the public as regarding the intrinsic merit and artistic value of the talking machine, and its potency as an educational factor.

"I want to emphasize the fact that this association will at no time play favorites. The smallest member of the trade is just as welcome as the largest and will receive equal attention and consideration."

"The members of this trade," Mr. Bowers continued, "must bear in mind that the preliminary work of placing an organization of this kind on its feet of necessity moves slowly. The organization in its executive committee is headed by the best men that could possibly have been chosen for the work. They all are men of affairs and are not to be hurried or stampeded into unwise things. There is bound to be more or less friction in getting all the parts adjusted and the bearings working smoothly, and members must have patience. Gentlemen of the trade will remember that Rome was not built in a day. What is worth doing at all is worth doing

well, and to do anything well requires a reasonable amount of time. Furthermore, members of the trade should pay no attention to statements made by irresponsible parties who have no in-

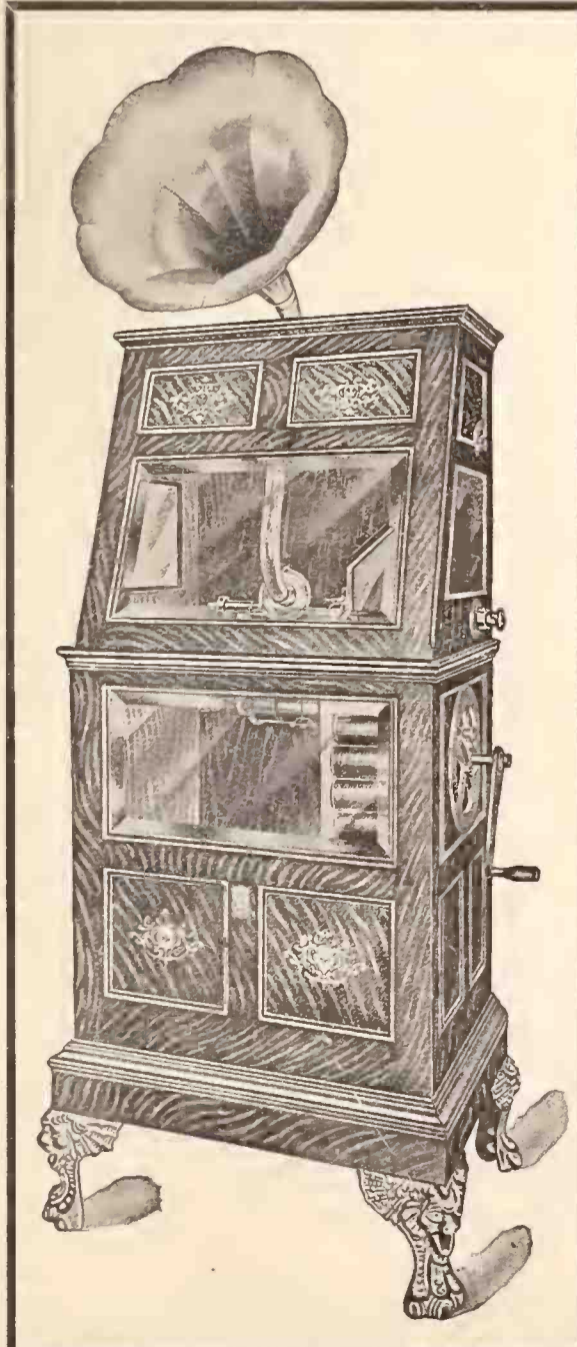


J. F. BOWERS, PRESIDENT NATIONAL JOBBERS' ASSOCIATION

terest in the association and no standing whatever in the trade from any point of view."

TO INCORPORATE THE ASSOCIATION.

Acting in accordance with the authority conferred at Buffalo steps were immediately taken for the incorporation of the association. After investigation it was found that the laws of Illinois are particularly favorable to organizations



— THE —  
**CONCERT-O-PHONE**

An Automatic, Coin-Operating, Twentieth Century Graphophone

Uses any Cylinder record on the market. Spring mechanism—**requires no electric current.**

Records (25 selections) automatically changed.

Works every time.

Some machines in operation making \$10.00 per day.

We also make a parlor size Concert-o-phone—a remarkable departure in talking machines for home use.

**Skelly Manufacturing Company**

79 So. Jefferson Street, CHICAGO

of this nature, and a charter secured from the Secretary of State at Springfield. J. F. Bowers, treasurer of Lyon & Healy; E. H. Uhl, western manager for Rudolph Wurlitzer Co., and James I. Lyons, proprietor of the jobbing house of that name, appear as the incorporators.

#### COMMITTEE ON RESOLUTIONS APPOINTED.

President Bowers has appointed the following committee on resolutions: Chairman, J. N. Blackman, New York; E. P. Ashton, Detroit; H. M. Holleman, Houston, Tex.; B. J. Pierce, Kansas City, Mo., and A. H. Jacot, New York.

#### IMPORTANT RESOLUTION ADOPTED.

The following important resolution adopted at the Buffalo convention has been given out for publication:

"Whereas, It has come to the knowledge of this association that a practice obtains among certain jobbers and dealers of selling talking machines upon instalments at the cash price without interest,

"Resolved, That this association regards such practice as a distinct cutting of price and should not be continued."

Edward H. Uhl, of Chicago, had the honor of christening the National Association of Talking Machine Jobbers. A number of different names were suggested, but it was Mr. Uhl's suggestion that was finally adopted.

Special attention of the talking machine jobbers of the country is called to the official invitation to become members of the National Association, which occupies a page elsewhere in this paper.

### DEALERS INVITED TO DISCUSS

Their Experiences in the Matter of Instalments Through the Columns of The Talking Machine World—Mr. Wilmot's Suggestion Worthy of Consideration—An Exchange of Ideas on the Methods of the Different Dealers May Prove Exceedingly Interesting.

Fall River, Mass., Oct. 4, 1907.

Editor Talking Machine World:

Dear Sir—I have been highly impressed with the recent literature of the Victor Co. on the subject of instalment sales, and presume that you have also read it. Instalment business in bicycles and talking machines has been a very satisfactory business with me for a good many years, particularly so with talking machines, but the longer I am in this business the more I realize that there is a lot to learn from the experience of others.

Where could this experience be more advantageously discussed than through the columns of The Talking Machine World, providing you think well of the suggestion? For this reason, it has occurred to me to submit the idea to you, to ask experienced instalment dealers to describe the methods found best for handling a proposal to buy on instalments, in a pleasant easy manner, to the end of learning whether a person is worthy of such credit, and without giving offence, or making other mistakes.

Some most desirable people are so extremely sensitive if any questions in this direction are asked them that there is danger of losing a good customer. In big cities like New York no doubt requiring references is right, and expected by the public, but in smaller cities it is different. Trusting you will accept the suggestion in the spirit in which it is offered,

Very truly yours,

W. D. WILMOT.

### MORE RECORDS BY MME. SEMBRICH.

The Great Soprano Adds to Her List of Records for the Victor Talking Machine Co.

Mme. Sembrich arrived in New York recently—much earlier than usual, owing to the fact that she is to give a concert tour preparatory to the opera season, and more particularly, she had an engagement to make a number of records for the Victor Talking Machine Co. The wonderful development in the art of recording has made the latest grand opera records marvels of perfection. Mme. Sembrich, when seen one evening last week at the Hotel Savoy, said that she had lost twenty pounds by walking the Alps.

"Mountain climbing is my favorite 'sport,' you know," declared the Polish singer. A lively gesture of both arms nearly collapsed a half-dozen funnels of various American inventions in the line of talking machines that filled her boudoir. For she had spent all of the days singing songs into leaden tubes for what she calls "those raycords."

"See!" laughed the singer. "It is, as you say in English, that the little pitchers have the big ears. But these can hear so much. I sing and sing; no audience, no kind hand, bright flower, nothing. Your clever mechanics make for the singer new tasks, a new public and a new art.

"My reason to come to New York so early in this season is the fact that I had a promise made to spend ten days in making these 'raycords' for the Victor Co. After that I go on my

concerts, then opera very many weeks, and in the spring again concerts.

"Mahler? You have heard him in Vienna? Ah, I am looking forward to sing Zerlina in 'Don Giovanni,' and Susanna in 'Le Nozze di Figaro,' under direction of Herr Mahler. That Mozart music shows you new beauties under his baton. I sing first in 'Rigoletto,' on a Friday, too. I don't think that I sing new roles this season, but I shall be in revivals of those operas that were not given at the Metropolitan last year, like 'Il Barbiere di Siviglia,' and 'I Puritani,' with Signor Bonci as well as Signor Caruso.

### HOW THE PARSON WAS CONVERTED.

Had a Grouch Against Talking Machines and Denounced Them as Worldly Pastimes, But Readily Acknowledged His Error When He Saw Their Helpful Influence.

The story is told of a minister who is greatly opposed to worldly amusements, with a particular grouch against musical instruments. He recently denounced the talking machine as a great influence for evil, and walking with a friend past a talking machine store the other day he noticed quite a crowd of men filling the doorway, and said to his friend: "There it goes again. The talking machine, I venture to say, is reeking out some nasty rag-time song." As the pair came in front of the store there were seven men in the doorway, three young fellows, three middle-aged and one about thirty, and to stand close, two had an arm thrown around their neighbors' shoulders.

They stopped for a moment in front of the window, for the layman was curious to know what new popular song had so fascinated these men in the lunch hour. To the surprise of both and the ministerial gentleman especially, they found it was no new song, but the beautiful hymn, "Lead, Kindly Light," that the talking machine was giving, just as it had been sung by a quartette choir. The look of amazement on their faces was a study. This an evil influence? The minister had to admit he passed his sentence on the talking machine without evidence. He went on his way rejoicing, and thinking, if that choir could have seen those men, every singer would rejoice in having sung a hymn that will reach thousands of busy men of all classes, and make them, if only for a moment, think of the Light of the World.

### VIEWS ON INSTALMENT SALES.

The Victor Talking Machine Co. have recently issued a very interesting volume entitled "What Victor Distributors Say About the Instalment Plan," which gives the bona-fide views of a number of representative firms regarding the merits of the system. The general verdict is that the selling of machines upon instalments is more satisfactory than cash sales, as the purchasers are more apt to go for records to the store where they bought their machine. In glancing over the list one sees the names of those who may be classed as "Who's Who" in the industry which should afford convincing proof of the value of the system.

Lyon & Healy, for instance, state that they increased their talking machine sales fully 300 per cent. by the instalment plan, while Grinnell Bros, of Detroit, claim that of the 5,000 talking machines sold by them during 1906 fully 75 per cent. were on the instalment basis. Cressey & Allen say they owe the success of their talking machine department to that system, and they all unite in saying that the payments have all been met with surprising promptness, while only in isolated instances have machines been lost.

Among the firms who brand the instalment system as a success are Carstensen & Anson Co., Salt Lake City; the Powers & Henry Co., Pittsburg; Cohen & Hughes, Baltimore; Walter B. Moses & Co., Richmond, and others equally prominent.

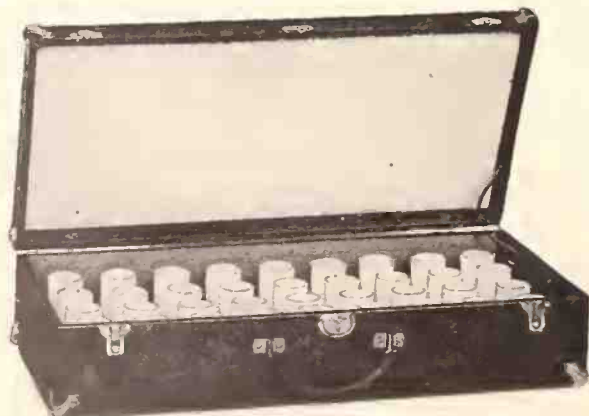
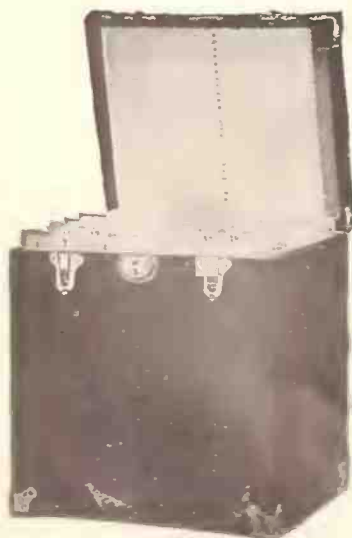
L. Michaels will shortly open a store in Wenatchee, Wash., for the sale of talking machines and musical merchandise.

## Record and Machine Cases

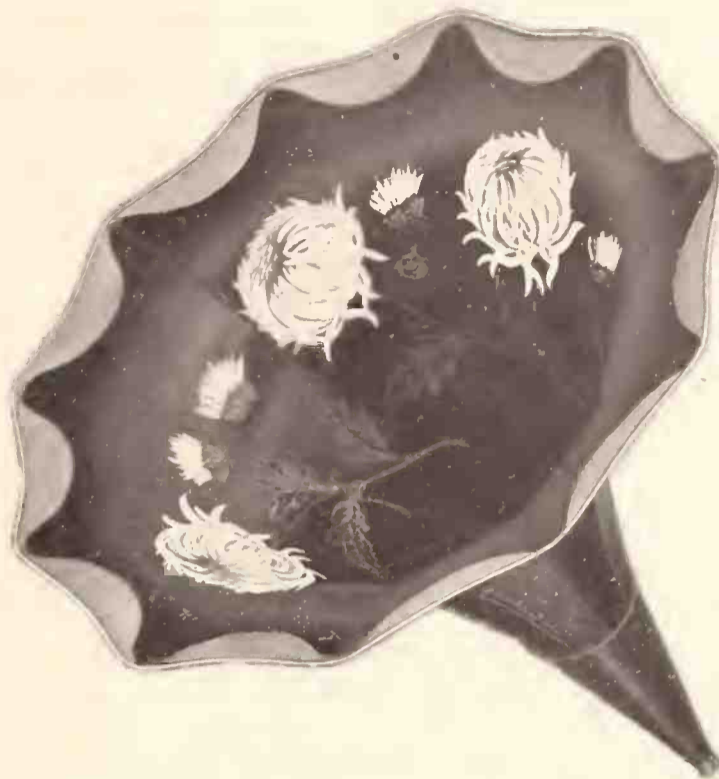
We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

CHICAGO CASE MFG. CO.

241-247 S. JEFFERSON ST. CHICAGO, ILL.



# "Gentlemen The King"



The "ART-TONE" Horn has been proclaimed the King of all Flower Horns. And rightfully so.

These Horns have a richness, dignity and beauty that is superb. Compared with other Flower Horns, their position in the Horn world is truly regal.

"ART-TONE" Horns are noted for five points of perfection: 1. Purity of tone-reproduction. 2. Strength of construction. 3. Graceful outlines. 4. Richness of designs. 5. Permanence of finish.

Every "ART-TONE" Horn is a true work of art. They are all *hand-painted* in oil colors; the colors are "baked on" by a special process that insures a brilliant and lasting finish.

You won't know what a *perfect* Flower Horn means until you see the "ART-TONE"

Write for Handsome Catalog

THE TEA TRAY COMPANY  
OF NEWARK, N. J.

Founded 1867

## OHIOANS PUSHING AHEAD.

The Leading Jobbers and Dealers Well Pleased With Trade Development—P. B. Whitsit Optimistic Over Outlook—A Run Around the Trade Tells Story of Trade Advance.

(Special to The Talking Machine World.)

Columbus, O., Oct. 9, 1907.

Business is reported very fair here by dealers, after having experienced rather a quiet September, owing to the fact that Columbus had a homecoming and a State fair. While every means of advertising was taken advantage of during these festivities, it seems that the vast crowds that attended were here more for sight-seeing than for buying.

P. B. Whitsit, general manager of the Perry B. Whitsit Co., Edison and Victor jobbers, is very enthusiastic regarding the coming season. He reported to a World representative that his house had done a nice business all during the summer months, and felt assured that business during the coming six months would break all records made in previous years. To sustain this prediction he showed a wad of sixty orders for Edison machines with new equipments, each order calling for from two to twelve machines.

W. H. Hug, representing the National Phonograph Co. in Ohio, was a recent visitor in this city. He reports business good, and gives it as his opinion that prospects were never better for a good fall and winter business.

The Columbus Piano Co., Edison and Victor dealers, have recently been made jobbers of the Columbia product.

The Buckeye Talking Machine Co. have one of the most appropriate stores in the city. Besides having a large and handsomely fitted salesroom for displaying the Edison and Victor lines, they have in addition three nicely arranged booths for demonstrating records. Miss Nellie Ryan, manager, reports business as good.

Sam W. Goldsmith, Victor talking machine representative, spent several days in the city last

week. He says that his company are still far behind on their orders for Victrolas. Mr. Goldsmith stated that last month was one of the best he had ever experienced.

Frank A. Drake, of the Perry B. Whitsit Co., returned last week from an extended trip through the East, having gone east from the Talking Machine Jobbers' Association meeting, which was held in Buffalo last month.

W. H. Snyder, who handles the Edison and Victor lines, is preparing for a large business. Mr. Snyder is one of the warm supporters of the talking machine business. To The World representative Mr. Snyder said in part: "Business has been good and prospects are excellent."

## VALUE OF SIDE LINES.

A Timely Talk on a Subject of Interest to Talking Machine Men Who Desire to Utilize Their Space to Best Advantage.

In New York and other large cities it is customary among retailers situated on the prominent thoroughfares to add one or two side lines to their regular stock a little previous to the holidays.

This annual stock-expansion is based on the psychological principle that when a man or woman possessing a goodly filled holiday purse enters an establishment for the purpose of gift-buying, he or she is first unconsciously attracted and then interested in the articles displayed. This eventually leads to a sale of some of the goods. That the same dealers continue to work the plan year after year is pretty good evidence that it pays to anticipate the desires of holiday buyers.

During a chat recently with an influential talking machine retailer, this very subject was under review. This dealer named a number of novelties that might be exploited with fair success, but none seemed to make such a genuinely favorable impression as did a line of musical instruments. He recalled that last year he could have sold a number of good violins and man-

dolins; in fact, he has frequent calls the year round for strings and other trimmings.

It is really remarkable that, as is evident, so many talking machine dealers should neglect to cultivate a trade in musical merchandise, especially in view of the large margin of profit that is realized in retailing this line. In proportion to the amount of money involved in each sale, the percentage of profit on musical instruments, such as violins, accordions, guitars and mandolins, and on strings, is much higher than on "talkers."

In carrying a side line of these goods it is not often necessary to employ a lot of capital. A few hundred dollars judiciously spent will buy a very representative line of goods. Neither is a thorough knowledge of musical instruments necessary. Any man of ordinary intelligence and ability can handle the line successfully, and it fits in with the talker business exactly.

That there is a splendid opportunity for the local "talker" dealer in hundreds of towns is indicated by the statements of the seasoned men who travel for the leading jobbers. They report that in many cities and towns such a thing as an up-to-date stock of musical instruments is unknown, and that in consequence 99 per cent. of the local demand is supplied by the retail catalog houses.

This outside competition could be knocked galley-west by a home merchant because he could afford to sell the same goods at lower prices or better goods for the same price.

## GROWTH OF SOUVENIR CARD FAD.

Between seven and eight millions of souvenir postcards made in Europe are brought into this port every week day, according to a statement made this week by a United States Customs official. The importation of these cards has caused a great amount of additional work for the Inspectors at the Appraisers' Stores. If the fad continues to grow, the Government will be obliged to hire more help.

# MAESTROPHONE NOTICE

We beg to apologize for the delay in shipment of some of our reproducers to our various customers throughout the States, England, Canada, Mexico and in fact all countries from whom we had the honor of receiving orders, but we can assure all comers that orders will be attended to more promptly in the future, as we have doubled our factory force.

## Special inducement for this month only

For the benefit of those few who have not as yet sent in an order for a sample Maestrophone, we have decided to make a special price for a single reproducer to apply to all, whether dealer, jobber or individual.

Upon receipt of \$7.50, or \$5.00 and one Edison Model C. reproducer we will send, postpaid, one sample Maestrophone Reproducer. If you are a dealer or a jobber we will credit you with the difference between the regular price and your proper discount on any future order.

This is a money-back proposition. If reproducer is not satisfactory, return to us and we will immediately return to you the amount sent.

Send no order without remittance in full. This does not reflect on your credit, but is merely a rule necessary to the proper conduct of our business.

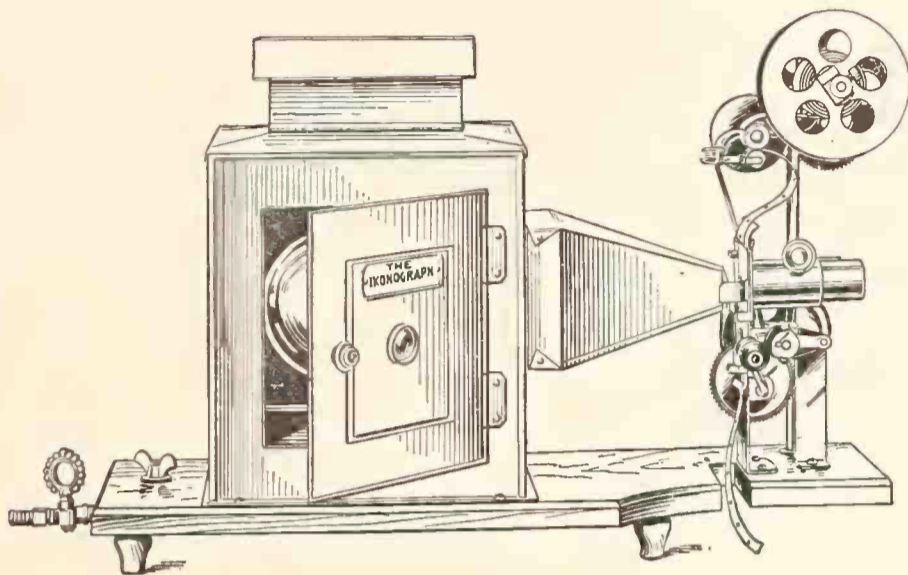
Usual discount to jobbers and dealers on orders for six or three respectively. References: any state bank in Lincoln, Nebraska.

Kindly send full remittance with your orders and make them payable to

# THE MAESTROPHONE PHONOGRAPH CO.

BURLINGTON BLOCK, LINCOLN, NEBRASKA

# IKONOGRAPH



**RETAIL  
PRICE**

**\$40.00**

**A PERFECT MOVING PICTURE MACHINE FOR THE HOME**

## IKONOGRAPH DISTRIBUTORS

- ALBANY, N. Y. ....FINCH & HAHN.
- BALTIMORE, MD. ....DROOP & SONS Co., E. F., 231 N. Howard St.
- BOSTON, MASS. ....BOSTON CYCLE & SUNDRY Co., 48 Hanover St.  
JOHNSON Co., IVER, 163 Washington St.
- BUFFALO, N. Y. ....THE TALKING MACHINE Co., 13 Genesee St.
- CANTON, O. ....KLEIN & HEFFELMAN Co., 222 E. Tuscarawas St.
- CHICAGO, ILL. ....THE RUDOLPH WURLITZER Co., 266 Wabash Ave.  
WESTERN TALKING MACHINE & SUPPLY Co., 6 Madison St.
- CINCINNATI, O. ....THE RUDOLPH WURLITZER Co., 121 E. Fourth St.
- CLEVELAND, O. ....FOWLER & SLATER, 806 Huron Road.
- COLUMBUS, O. ....WHITSIT Co., PERRY, 213 So. High St.
- DAYTON, O. ....NIEHAUS & DORSE, 35 E. Fifth St.
- DETROIT, MICH. ....AMERICAN PHONOGRAPH Co., 106 Woodward Ave.
- DUBUQUE, IOWA. ....HARGER & BLISH, INC., 904 Main St.
- EASTON, PA. ....WERNER, WILLIAM, 432 Northampton St.
- HOBOKEN, N. J. ....ECLIPSE PHONOGRAPH Co., 203 Washington St.
- MILWAUKEE, WIS. ....MCGREAL BROS., 176 Third St.
- MINNEAPOLIS, MINN. ....MINNESOTA PHONOGRAPH Co., 505-7-9-11 Washington Ave., So.
- NEWARK, N. J. ....EDISONIA Co., 57 Halsey St.
- NEW YORK, N. Y. ....DOUGLAS PHONOGRAPH Co., 89 Chambers St.  
JACOT Music Box Co., 39 Union Square.  
SWITKY, BENJ., 27 E. 14th St.
- OMAHA, NEB. ....HOSPE Co., A., 1513 Douglas St.  
NEBRASKA CYCLE Co., 15th and Harney Sts.
- PHILADELPHIA, PA. ....BUEHN & BRO., LOUIS, 45 N. 9th St.  
PENN PHONOGRAPH Co., 17 So. Ninth St.
- PITTSBURG, PA. ....POWERS & HENRY Co., Sixth St. and Duquesne Way.
- PORTLAND, ME. ....ROSS & SON, W. H., 207 Commercial St.
- ROCHESTER, N. Y. ....THE TALKING MACHINE Co., 97 Main St.
- SAN FRANCISCO, CAL. ....WISE & Co., CLARK, 1420 Van Ness Ave.
- SCHENECTADY, N. Y. ....FINCH & HAHN, 504 State St.
- ST. LOUIS, MO. ....ALOE & Co., A. S., 513 Olive St.  
SILVERSTONE TALKING MACHINE Co., 1010 Olive St.
- ST. PAUL, MINN. ....DYER & BRO., W. J., 21-23 W. 5th St.
- TROY, N. Y. ....FINCH & HAHN, 3 Third St.
- UTICA, N. Y. ....HARRISON, WILLIAM, 50 Columbia St.
- WASHINGTON, D.C. ....DROOP & SONS Co., E. F., 925 Pennsylvania Ave., N. W.

## IKONOGRAPH DEALERS

Every live dealer in Talking  
Machines and Supplies. - - -  
Too many to print here.  
Are you with them? ? ? ? ?

IF NOT—GET BUSY.

YOUR NEAREST JOBBER WILL SUPPLY YOU

**IKONOGRAPH COMMERCIAL CO.,** 36 East 23rd Street  
NEW YORK

## COLLECTIONS OF RARE RECORDS

Are Becoming as Much in Vogue as Rare Autographs—Making Records at Home More Popular With Critical Users of Talking Machines—Some Interesting Records.

There is no doubt but that as home recording becomes more understood and carefully studied, collections of records will be made just as to-day collections of rare autographs arouse much interest and obtain enormous prices when put up at auction. The prices of records should be infinitely higher for, after all, what value has a scrawling signature when compared with the living voice? What would not Americans give to hear Poe recite some of the poems which have placed him among the immortals, or what value could be placed upon a record of Longfellow or Emerson?

Some years ago when the talking machine was making a great stir in England, Robert Browning, the poet, was asked to make a record, says an exchange. His memory was prodigious and on being pressed to recite his celebrated poem, "How we brought the good news to Ghent," started off boldly, but, owing perhaps to the novelty of the occasion, utterly forgot the third line. His attempts to recall it and his interjections were faithfully recorded. He apologized to his hostess but she said she would value it all the more on account of its uniqueness. Browning is dead and gone, but there are Browning Clubs all over the country, but what value could be placed upon the record he made?

In London there is a private collection—one of the most interesting and valuable in the world—which contains a number of records made by Lord Tennyson, the late poet laureate. One of the finest of his was "The Charge of the Light Brigade." The same collection has an address in the eloquent language and vibrant voice of the great statesman Gladstone. There are records made by the great African explorer Stanley, The Prince Louis Napoleon, only son of the Em-

peror of the French and the Empress Eugenie—the unfortunate prince killed during the Zulu War—made a record in his native tongue. Florence Nightingale made one in 1890 for the exhibition held in London for the benefit of the surviving heroes of Balaclava (the charge of the Light Brigade) and contained the following words from that pioneer of army nursing: "God bless my gallant comrades of Balaclava and bring them safe to shore—Florence Nightingale."

It is easier to make records now than it was when Florence Nightingale said this, and cheaper too. Record collecting is certainly the most interesting collection possible and would gain many devotees if sufficiently known. Dealers should never lose an opportunity for talking home records to customers. The fact that they cannot approach the professional record has nothing to do with it. The little affectations of voice, strange inflections, etc., which would never be found in the professional record would add to the value of the home record, for it would add to the naturalness and lifelike effect produced.

## TRADE NOTES FROM TWIN CITIES.

Great Expansion of the Talking Machine Business Reported from Minneapolis and St. Paul—What the Leading Jobbers Report to The World When Interviewed This Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 10, 1907.

Talking machines are having great vogue in Minneapolis and St. Paul, and every dealer both in the jobbing and retail branches reports a great expansion in business over 1906, month for month, showing a substantial increase in volume. In a great many homes they have become indispensable, and this applies not only to the homes of the plain people, but they are winning favor where wealth and culture abide.

A. M. Magoon, manager of the talking machine department of the New England Furniture Co.

jobber for the Victor machines, says that he is having a highly satisfactory trade in the Victor Victrolas at \$200 each, and these are going into the very finest homes in the Northwest.

T. C. Hough, jobber of Edison phonographs, reports a steadily increasing business in this old standard, the local and outside trade being equally satisfactory.

The order of the National Phonograph Co. relative to the horn equipment went into effect in the Twin Cities on October 1. It caught quite a number of dealers with more or less horns on hand. As a general rule they will comply with the order to the letter, but hope that some method of disposing of their old horns will present itself.

Another busy concern is the Minnesota Phonograph Co., who report a substantial increase in trade this fall as compared with previous years. They report their business steadily expanding, and are unceasing in their efforts to help their dealers and advance their interests generally.

## GOLD MEDAL FOR COLUMBIA CO.

Splendid Exhibit Made by This Company at Jamestown D deservedly Honored.

The jury of awards on the exhibits of musical instruments at the Jamestown Exposition have awarded a gold medal to the Columbia Phonograph Co. for their handsome display of machines, records and accessories. The exhibit made by this company was one of the most attractive in Jamestown, and its honors were well deserved.

Occasionally a disc record's last note or two in some of the operatic reproductions are flat. Henry Stein, a floor salesman with Landay Bros., noted this imperfection in the trio from "Faust," and found he could remedy this flaw, intensely disagreeable to persons of musical education, by simply turning the indicator two pegs or degrees forward when this part of the record was reached. It is effective, as several tests proved.

## YOU NEED A LEADER FOR YOUR FALL TRADE

Our Latest  
Phonograph

FREE:

NEW GRAND  
OPERA  
REPRODUCER



PREMIER MODEL (1908 Type)

## FACTS

ABOUT OUR NEW PREMIER TALKING MACHINE, 1908 Model.

POWERFUL MOTOR—Guaranteed to play more than one record.

NEW ANTI-SLIPPING DEVICE—To prevent producer from sliding on record.

REINFORCED BASE—Preventing breakage in transit.

NEW GRAND OPERA REPRODUCER FREE—Twice the size of the ordinary—hence the volume of sound doubled—with curved neck and indestructible cap. Supplied in addition to the ordinary reproducer.

LARGE FLOWER HORN—In gold and other beautiful colorings. Seamless horn of pure aluminum furnished if desired.

## TWO REPRODUCERS WITH EACH MACHINE

OUR NEW MODELS are vastly superior in construction and tone to our old styles. They are without exaggeration equal in reproduction to the \$20.00 talking machines of standard makes.

OUR PRICES are ridiculously low. Send for our new schedule.

EXCHANGE SYSTEM. Full credit allowed for all old model phonographs returned to us whether originally purchased from us or not.

WIRE RACKS for cylinder records: 8 ft. high, 4 ft. wide and 16 inches deep. Each rack accommodates 1,224 records. Each compartment holds six records standing up, in card board box. \$12.00 each.

DISC MOTORS—We carry a fine line of Swiss and German disc motors.

THE EDWIN A. DENHAM COMPANY, (Incorporated) IMPORTERS, MANUFACTURERS, COMMISSION MERCHANTS

Main Offices, 498-500 BROADWAY, NEW YORK

BERLIN

SAN FRANCISCO

**TIMELY TALKS ON TIMELY TOPICS.**

There is no denying the fact that the talking machine has finally been stamped with the seal of fashion and therefore its future is assured in the estimation of the public. To be accurate, however, the far-sighted firms in the trade have long since been satisfied of the stability of the business as a staple line, and their investments have been shaped accordingly. Aside from this, attention may be directed to the large and increasing sale of high-priced goods, articles in whose manufacture the greatest talent and the most finished skill have contributed. These are well-known facts, and this utterance may seem commonplace or platitudinous were not still further evidence forthcoming from time to time.

A late development along this line came to the surface when an estimate for redecorating and re-furnishing the mansion of a member of New York's "400" was recently sought. Among other items specified was a complete talking machine outfit, with the essential equipment, the cabinet, etc., to be constructed in a manner to harmonize with the music room environment. The dealer who was called upon to supply the details for the talking machine end of the commission was only too eager to submit his figures and suggestions and, at the same time, he was more than gratified at this additional compliment to what is certainly regarded as a necessary piece of furniture in every well-regulated family.

It has been argued time and again that the preference for either the cylinder or disc machine is clearly defined. Many enthusiasts possess both types, and when price is a secondary consideration this is the most satisfactory course to adopt. It is conceded that as much real pleasure is derived from contrasting the different results produced by the two methods of sound reproduction as there is in comparing the tonal qualities of various musical instruments. When expenditure is the controlling factor, then a choice must be made, and each has its devotees and advocates, if not favorite partisans. Under these circumstances, experts say, when a selection is made it is considered final, and therefore there would be no market for an hermaphrodite machine. Still that remains to be seen, and the taking of testimony, as the legal sharps are wont to observe, has not been closed. Until that time comes, a suspension of judgment is in order. This, every new invention is entitled to, and from what is now known the problem is about to be solved with Devineau's creation.

A record maker of experience, in discussing the curious difference between the sale of the same melody in sheet music form and when recorded, said: "A piece of music that may be a success as a vocal might prove, and not infrequently does prove, a dire failure as a record; that is, from the point of salability. In other words, what will sing well will record indifferently. When, however, effects or climaxes or novelties, like chimes, the piccolo, the drum, etc., can be introduced, the sale of the record is materially increased. Possibly it may be nothing new to the trade, but it takes just as much effort and exploiting to create a selling record as it does for a piece of music. Publishers should understand that while the record manufacturer has free access to all music, copyright or not, as the law now stands, his risk of gaining a market for his records is equally as great, if not more so, than his in issuing the composition. The initial expense is very much greater, to say the least, and therefore, in my opinion, considering the extra publicity given the publisher's product through the record and the subsequent increased sale thereof, the financial benefit is about equally divided; a stand-off, as it were."

Possibly anticipating the struggle bound to ensue during the coming session of Congress over the copyright bill, the first guns of the campaign

are being fired by both sides to the controversy. Last month appeared an interview with Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, and an acknowledged authority on the subject of copyright as applied to the reproduction of music or speech by mechanical means. He is sanguine that the national legislature cannot afford to stand in the way of twentieth century progress as strikingly exemplified by the talking machine industry the world over. His argument is fortified by an array of facts, citing past and pending litigation and judicial decisions rendered in various countries. A coincidence to this discussion are the recent advices received from Berne, Switzerland and Milan, Italy, also printed last month. At Berne, where an international conference of literary and artistic ownership closed its sessions on August 31, the congress, it is reported, were "particularly anxious that publishers and composers should be protected against manufacturers of mechanical musical instruments." Following the statement, made by an Italian music publisher, that an American talking machine company were paying great sums of money for famous artists to make records of their voices, and quoting the alleged handsome dividends paid stockholders by the same concern, the conference voted that such companies should be required to pay the owners of copyright for the music used. This action was recommended for the adoption of the next congress to be held in Berlin, Germany, in 1908.

The well known and unique trade-mark of the National Phonograph Co.—a counterfeit presentment of the wizard, with his characteristic signature beneath—is established and recognized in every civilized country of the globe, and while the case in point concerns the marketing of another product, of which he was also the originator, the fact that the manufacturers thereof

had, with the greatest assurance, appropriated Mr. Edison's name in order to falsify his position before the public, was very sensibly enjoined by a judicial order. The facts are immaterial to the discussion here, the principle of wrongful and illegal use being sufficient.

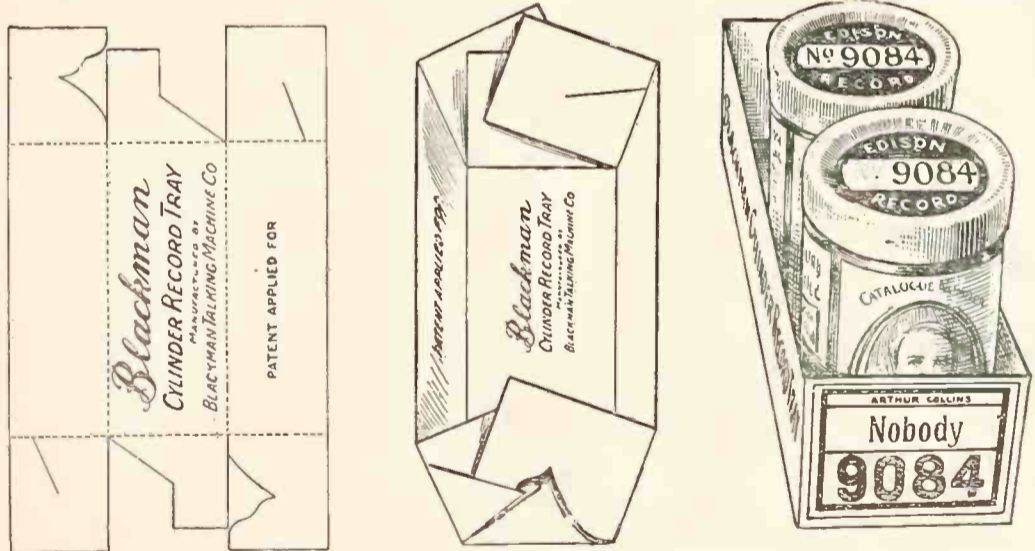
Strange as it may appear, the manufacturers of talking machines in which the new designs and handsomely finished record cabinets are the attractive feature, are being hampered by the scarcity of workmen. That is to say, since the advent of the Victor Victrola, the disc machine seems to have taken on a new lease of life, a development scarcely calculated upon by its progenitors. Now the so-called "hornless" cabinet is on the top wave of success and the demand is difficult to meet because of a shortage in cabinet-makers capable of building this line of goods. One prominent manufacturer, who had originated an entirely new creation in this description of cabinet, calculating he would have it ready for the fall trade, never got beyond the model in white, as no cabinet-ware manufacturer could accept his order and guarantee delivery until after the first of the year. The circum-bient air was blue for a quarter of an hour after the receipt of this facer, but inquiries in all directions were of the same tenor. It is a curious state of affairs, to be sure, and the only satisfaction to be derived from its contemplation is that the country is not going to the demnition bow-wows nor is it drifting on the rocks, as the professional financial croakers and conscienceless politicians would have every one believe.

Now a combination of music publishers and record makers is being gossiped about. A five million dollar corporation is to swing the leading publishers in line as a financial proposition, and then there is to be a recording laboratory caudal appendage, whose work is to be confined solely to reproducing exclusively the music of the houses "standing in." The promoter of the talking machine end of the scheme is wise to the patent situation, for he claims to have a record and a machine—disc, of course—outside of any known

**THE BLACKMAN CYLINDER RECORD TRAY**

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

NET PRICE, TRAYS ONLY.		
No.	Hold	Net per 1000
2	2 Records	\$6.00
3	3 "	7.50
4	4 "	9.00
5	5 "	10.50
6	6 "	12.00

Prices RAPKE LABELS with EDISON Numbers and Names. Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 - - - - - \$3.50  
Per month thereafter (postpaid) payable in advance - .12

FREE SAMPLE of tray with label to dealers or jobbers who write on business letter head. SPECIAL DISCOUNT TO JOBBERS.

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY  
**BLACKMAN TALKING MACHINE CO.**  
J. NEWCOMB BLACKMAN, Prop.  
97 CHAMBERS STREET - - - NEW YORK

# The Reginaphone

**TWO INSTRUMENTS IN ONE  
COMBINES A HIGH GRADE TALKING MACHINE  
WITH THE BEST MUSIC BOX**



**OTHER  
INSTRUMENTS  
COSTING FROM  
\$8.00 TO \$900.00  
SHOWN IN  
OUR CATALOGUES**

**ACTUAL  
SIZE  
OF CASE CLOSED  
22 X 20 X 13 IN**

**THE REGINA CO.**

**NEW YORK.**

**RAHWAY,**

**NEW JERSEY.**

**CHICAGO**

The above is a reduced fac-simile of our new Reginaphone. The original is 38 x 52 inches in size, and printed in light colors. We shall be glad to send a copy on request to any dealer who has not already received one.

### THE REGINA COMPANY

Factory and Main Office, RAHWAY, N. J.  
Broadway and 17th St., N. Y. 259 Wabash Ave., Chicago

Manufacturers of Regina Music Boxes, Reginaphones, Regina-pianos, Regina Sublima Pianos and Regina Chime Clocks.  
Distributors of Victor Talking Machines and Edison Phonographs.



invention, and which the owners thereof "cannot touch." Well, under the circumstances, we will see what we will see when, at the time of supposed fruition, this wonderful combination of hitherto antagonistic elements comes to the front, if ever.

While the music trade are now rapidly waking up to the profit-earning possibilities of the talking machine proposition, the traveling salesmen who are watching this development with a shrewdness born of experience, declare the dealers in that trade do not handle the line as they should. The chief complaint made by these pioneers, who blaze the trail for their converts to follow, declare piano houses having talking machine departments seldom have skilled floor salesmen competent to create enthusiasm and hold the undivided attention of the prospective buyer. Granting they are familiar with the selling points of pianos or small goods, without talking machine training they are as "sounding brass or the tinkling of a cymbal." That is without a fair knowledge of the lines in stock the salesman does more harm than good in endeavoring to handle trade.

Too many music stores, the knights of the grip aver, are seemingly indifferent to this shortcoming. Evidently they believe anybody can put a record on, wind up the machine and let it go. If questions pertinent to the operation of the machine, care and handling of records and other inquiries appertaining thereto are made, the attendant is more frequently ignorant thereof than fully informed. Vague or generalizing replies tend to cool the ardor rather than arouse additional interest, and the sales lost in this way are said to be legion. Besides the amount involved in the purchase of a talking machine is considered small, as compared with that of a piano, hence the alleged indifference. There are exceptions to these strictures in the music trade, and they are rated by the road men as keen, bright business men, but who always know a good thing when they see it.

Conversing on the management of stock and the stimulation of sales a jobber whose energetic yet conservative, but well-nigh successful methods, are beginning to be recognized in the trade beyond the purview of his own immediate locality, remarked: "I do not depend upon my own resources by any manner of means, though I give the business unremitting study, watching every development with the hope of working out an improvement in some branch. I invite, not only my heads of departments, but the salesmen, and everybody else who has the handling of goods, for suggestions in the course of friendly and informal conversations. You would be sur-

prised how much valuable material I have gleaned in this way. To be sure, a great deal of it is crude, but the kernel is there, and in the hands of one familiar with the trade their practical application is an easy matter. You know the old saying about trifles making perfection, but perfection is no trifle. Well, that is the theory I work upon, and it pays big."

The moving picture machine, a kindred line and a correlative of the trade, has finally reached the eminence, for the first time, it is believed, of figuring in a love romance. The writer of "The Scarabs," in the Saturday Evening Post, introduces the apparatus in an exceedingly clever manner; in fact, the crux of the story is embodied therein, the denouement being developed smoothly and plausibly. The talking machine, however, has done duty in many kinds of fiction, and has been faked by daily newspaper writers time out of mind. The so-called records made by machines in the next room when a diabolical plot is being hatched, and the subsequent revelation of the conspirators' machinations by reproducing the "conversations" in court is a travesty that everybody knowing anything about such goods laughs to scorn. The "brilliant" writer, on the other hand, thinks he has made a discovery. Under such circumstances a record could not be made in a thousand years.

The phonograph, of course, registers the voice, writes a Paris correspondent of the Pall Mall Gazette, but Dr. Marage, a medical practitioner here, has invented a curious instrument which, in a certain sense, takes a vocal photograph. When you sing to the instrument it does not sing back at you, as does the Edison apparatus, but it gives a legible transcript in dots and dashes. It is a sort of Morse telegram as well as a photograph. The doctor, indeed, has adapted his invention from a new telegraph instrument which is capable of transmitting 40,000 words a minute. By its means the music teacher can show ocularly to his pupil that he is singing out of tune. The line is blurred and irregular instead of following an even course such as would be the "Caruso line." The invention will be useful, the doctor thinks, in telephony. It will save disputes, as there will be a record of the conversation at either end, so that when the talker says "forks" the listener cannot afterward maintain that it was "spoons." The machine is as yet quite in the experimental stage, and the doctor makes no extravagant claims. At the same time it may prove a useful and admirable invention when a further development has taken place.

Another device for adapting a cylinder machine to the use of disc machines is being shown—a

private view, as it were. The appliance is simplicity itself, and the jobbers who have examined and tested the "improvement" are rather inclined to favor its introduction. The first invention of the kind was regarded as too high priced and rather complicated; but its follower is made to sell at an attractive figure, with the adjusting mechanism simple in construction and positive in action. No part of the machine is disturbed, excepting the readjustment of the horn, and so far as cursory inspection would warrant the passing of judgment, the sound reproduction loses little if anything in the change from the round to the flat record. Another point urged in its favor is that the sale of disc records will be greatly enlarged were this device to prove successful when submitted to the wear, tear and unmerciful handling most talking machines are subjected to in ordinary usage by the public.

#### A GO-AHEAD "TALKER" CONCERN.

We present herewith a clever snapshot of the busy store of the Oliver Phonograph Co., of New-



ark, N. J. They have built up a fine business with the Victor and Edison line, and the picture itself tells progressiveness.

## ANY JOBBER MAY WELL FEEL PROUD

Attractive in Design.  
Built to Last.  
An Extra Fine Finish.  
Almost Sell Themselves.

### GET BUSY

and send for catalog just off the press, and then order a few samples and see how we **MAKE GOOD.**

SPECIAL PROPOSITION TO JOBBERS.



TO HANDLE

## THE CADY RECORD CABINETS

They are so different from any other line.

We carry a large stock, so as to give prompt service to our customers.

THE CADY CABINET COMPANY, North Lansing, Mich.

HIS ROYAL SELF  
**THE RAJAH *of* RAJPUTANA**

Uses, with his Gold Mounted, Diamond,  
 Ruby, Emerald and Pearl studded  
**AUXETOPHONE**, the Improved  
 Petmecky Multi-Tone Needle.

Increase your Business and your Profits  
 by handling Improved

**P E T M E C K Y**  
 ════ **NEEDLES** ════

**Standard of Quality Maintained**

I ship the Improved Petmecky Needle  
 in million lots to all parts of the world.

What's good for the Rajah, is good for you.

If you have never sold the Improved  
 Petmecky Needle, write for free samples  
 and my special proposition to new dealers.

**P E T M E C K Y**

*Patentee and Sole Manufacturer*

**346 BROADWAY, NEW YORK, U. S. A.**

**NATIONAL ASSOCIATION BY-LAWS.**

A Strong Body of Officers Representing All Sections of the Country—The New By-Laws.

Talking machine men everywhere are interested in the new National Association of Talking Machine Jobbers. The executive committee of this new association is composed of good workers and men who are widely known and respected in the trade. The officers are: James F. Bowers, of Chicago, president; W. D. Andrews,



SECRETARY PERRY B. WHITSIT.

Syracuse, vice-president; Perry B. Whitsit, Columbus, secretary; Louis Buehn, Philadelphia, treasurer. The executive committee is composed of Lawrence McGreal, Cincinnati; C. V. Henkel, New York; C. W. Hickok, Toledo; W. E. Henry, Pittsburg, and E. H. Uhl, Chicago. It will be seen by this list that the East and West is well represented on the official roster of the association; the by-laws which are presented below should be closely read, as their perusal will explain fully the objects of the association.

**BY-LAWS.**

ARTICLE I. *Name*—This Association shall be known as the National Association of Talking Machine Jobbers.

ARTICLE II. *Object*—The object of the Association shall be the promotion of all subjects which appear to

be for the betterment and improvement of the talking machine business.

ARTICLE III. *Location*—Chicago.

ARTICLE IV. *Officers*—The officers of the Association shall be a President, Vice-President, Secretary and Treasurer who, with five (5) members of the Association, shall constitute the Executive Committee of the Association, all of whom shall be elected by ballot for a term of one (1) year, or until their successors are duly elected and qualified.

ARTICLE V. *Annual Meeting*—The annual meeting of this Association shall take place on the third (3d) Monday of September of each year at a place to be designated by the Executive Committee.

ARTICLE VI. *Duties of Officers and Executive Committee*—Section 1. It shall be the duty of the President to preside at all meetings of the Association and Executive Committee. He may call special meetings at his discretion and shall call special meetings of the Executive Committee at the written request of three members.

Sec. 2. In the absence of the President, the Vice-President shall preside at all meetings and shall perform all other duties and be clothed with all the powers of the President. In the absence of both President and Vice-President from meetings of the Association, a majority vote of the members present at such meetings shall elect a presiding officer.

Sec. 3. The Secretary shall notify each member of the Executive Committee of all meetings, and each member of the Association of every meeting of the Association. He shall make and keep a true record of all meetings of the Executive Committee and of the Association. He shall issue all authorized notices to members, conduct the correspondence of the Association, and perform such other duties as shall be directed by the Executive Committee. He shall have general executive management of the Association, subject only to the direction of the President and Executive Committee. He shall collect all dues and assessments and all other moneys due to the Association, and shall pay the same over to the Treasurer to be deposited.

Sec. 4. The Treasurer shall be charged with funds of the Association and shall furnish such bond as the Executive Committee may require. All disbursements shall be made by him. Disbursements and payments shall be made by checks signed by the Treasurer after bills have been approved by the President. He shall keep a book of record of all receipts and disbursements, making a report to the Executive Committee at each regular meeting of the Executive Committee and the Association at its annual meeting.

ARTICLE VII. *Salaries and Expenses*—Section 1. The Secretary only shall be paid a salary, which shall be the sum of Three Hundred Dollars (\$300.00) per annum, payable quarterly.

Sec. 2. The expenses of the members of the Executive Committee shall be paid out of the Association, and shall be limited to actual railroad transportation for such meetings of the Executive Committee as they attend, excepting the annual meeting.

Sec. 3. The cost of the Surety Bond of the Treasurer shall be paid out of the funds of the Association.

ARTICLE VIII. *Membership*—Section 1. Any person, firm or corporation in good standing engaged in the jobbing of talking machines may become a member of this Association. For the purposes of this Association a jobber shall be one generally recognized as such by the Executive Committee.

Sec. 2. Application for membership shall be made in writing to the Secretary, with remittance covering the amount of the semi-annual dues.

Sec. 3. All applications for membership shall be referred to the Executive Committee, who shall have power to elect.

Sec. 4. The election of new members shall be by ballot by the Executive Committee, and it shall be necessary for the election that the candidate shall receive the vote of two-thirds of the members of the Executive Committee.

Sec. 5. Each person, firm or corporation so elected on receiving notice of such election from the Secretary shall be entitled to the privileges and subject to the penalties of membership.

Sec. 6. Every member, whether individual, firm or corporation, shall be entitled to cast one vote in person or by proxy at the annual election, and on all questions on which members may vote.

ARTICLE IX. *Dues*—Section 1. The annual dues of this Association shall be Fifteen Dollars (\$15.00) payable in advance, semi-annually, October 15th and April 15th.

Sec. 2. Any member in arrears sixty (60) days in the payment of dues shall forfeit all rights and privileges of membership.

ARTICLE X. *Order of Business*—(1) Calling of the Roll; (2) Reading of the Minutes of previous meeting; (3) Reports of Officers; (4) Reports of Standing Committees; (5) Reports of Special Committees; (6) Unfinished Business; (7) Election of Officers; (8) New Business; (9) Adjournment.

ARTICLE XI. These By-Laws may be revised or amended at any regular meeting of the Association, or at a special meeting called for that purpose, provided that notice of such revision or amendment has been sent to each member of the Association at least thirty (30) days before said meeting, and that such revision or amendment be passed by a two-thirds vote of the members in person or by proxy.

There will shortly be added to the by-laws a section devoted to the credit bureau established to post members on the standing of dealers.

Wouldn't You ?

WOULDN'T you like to get more holiday trade this year ?

Wouldn't you like to round out 1907 with big figures in the profit column ?

And wouldn't you like to be the master of a more profitable business all the year 'round ?

A side-line consisting of such instruments as

**DURRO VIOLINS BOWS and STRINGS**

Martin Guitars, and Martin & Victoria Mandolins, Lester & Monarch Accordions and Duss Band Harmonicas will not only make your place the Mecca for holiday buyers, but will also attract the trade of musicians and those who are musically inclined, every day in the year.

We number among our prosperous customers hundreds of talking-machine dealers who are making an additional profit, ranging anywhere from fifty to two hundred per cent., selling our goods.

There isn't a sound reason why you shouldn't be one of them.

If there isn't a good, up-to-date line of musical instruments in your town, you have a splendid chance to gain control of the local trade by putting in a line of our goods.

It's not too early to make up a holiday order. We'll help you if you wish. The demand for our goods is always ahead of the supply.

Why not write for catalog and special prices to-day—NOW ?

**Buegeleisen & Jacobson**

Importers and Distributors

113-115 University Place  
NEW YORK

**FREE SAMPLES Of Needles That Prove**

*Playrite*  
TRADE MARK

**NEEDLES**

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

*Melotone*  
TRADE MARK

"GIVE A MELLOW TONE"

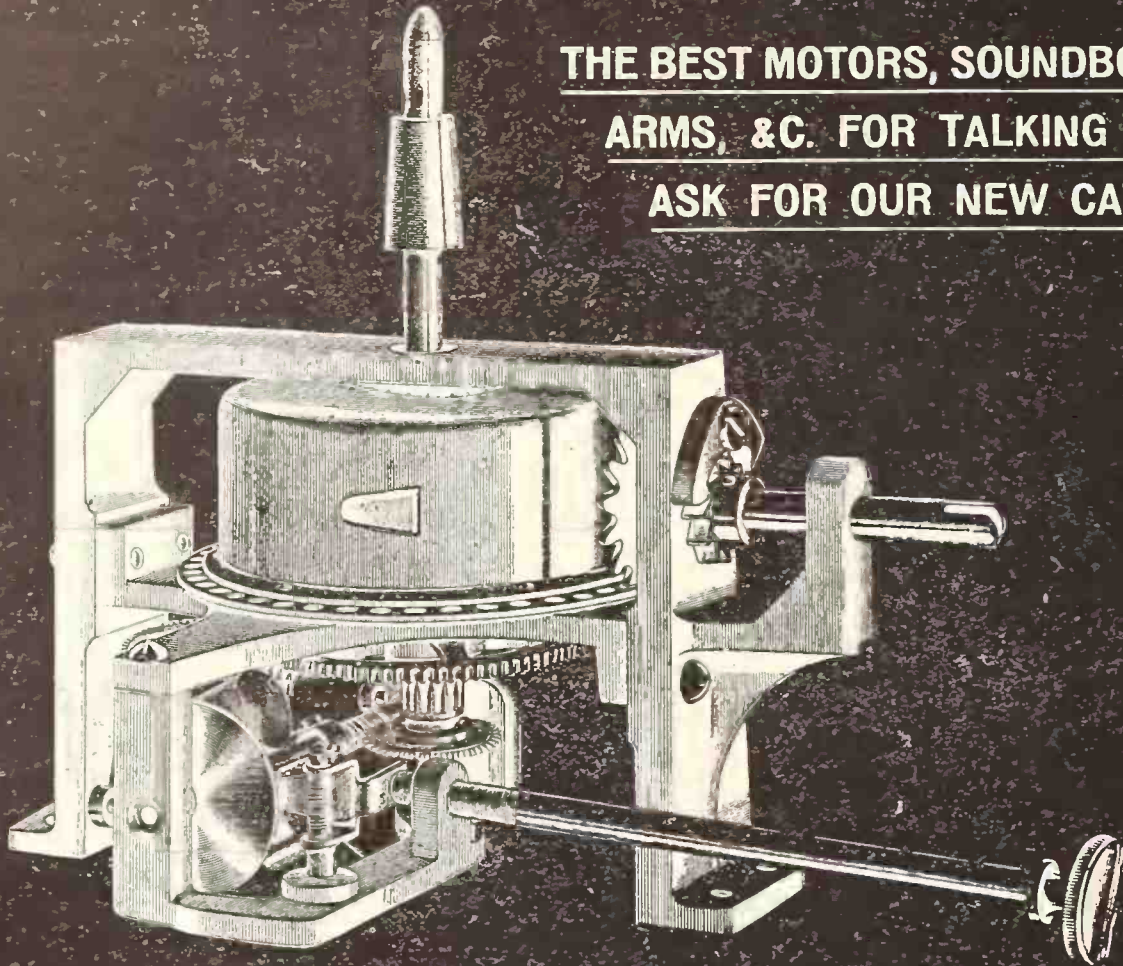
REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

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

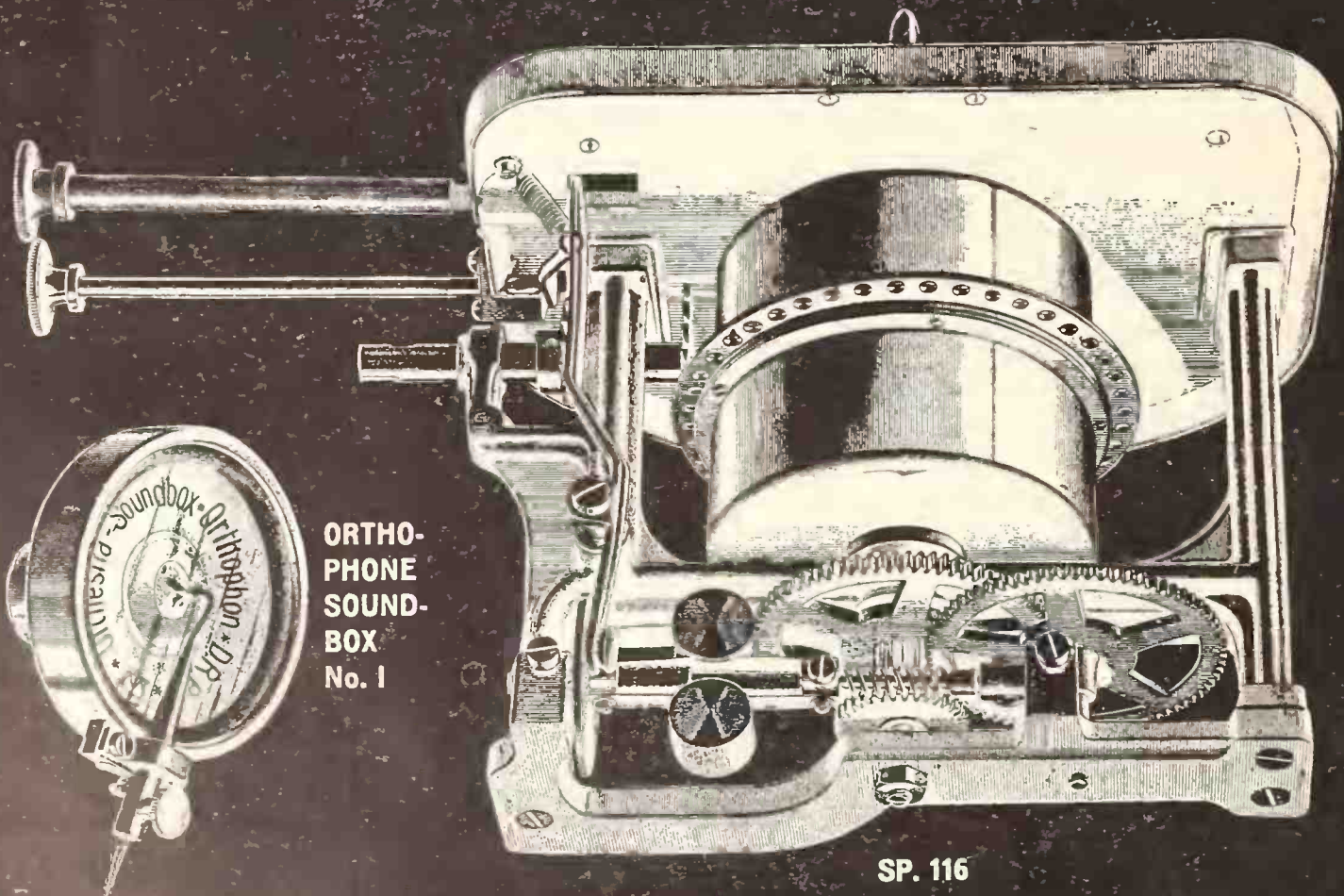
Manufactured by  
**BLACKMAN TALKING MACHINE CO.**  
97 Chambers Street, New York

# UNEQUALLED MANUFACTURE

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



SP. 112



SP. 116

## DEUTSCHE TELEPHONWERKE, L<sup>TD.</sup>

DEPT.: TALKING MACHINES

BERLIN SO.33

# The Problem Solved

## THE IDEAL FOLDING HORN



Opens itself!

Folds by a pull  
of the cord!

All done in a moment.

Superb in finish-tone  
and style.

PATENTED APRIL 16<sup>TH</sup> 1907.

Nothing to get out of order, bend or break.

You must see and hear this Horn to fully appreciate its great advantages.  
Made in rich black with highly finished metal parts.

Size 23 in. bell x 31 in. for Cylinder Machines

" 23 " " " 24½ " " Disk "

Box 6 x 6 x 17½

**Sold through jobbers.**

**Further information?**

**The Ideal Fastener Company,** 143 LIBERTY STREET  
NEW YORK

# THE

# Hohner Harmonica Drumophone

## The 20th Century Novelty

The latest Novelty on the market: just imported from Europe; a regular Hohner Harmonica with drum attachment; will please old and young. A whole band in itself. Anybody who can play a Harmonica has no difficulty in playing the Hohner Harmonica Drumophone.

OVER 100,000 SOLD DURING THE PAST YEAR

The drum which is attached to the Harmonica has a real skin head, same as is used in a regular snare drum. A very clever, patented device enables the player to accompany his music with a drum-like sound which will considerably increase the pleasure derived from an ordinary harmonica. It practically gives him two distinctly different instruments at the cost of one. In spite of this fact, the Drumophone is not in the least bulky and can easily be carried in the coat pocket. Each instrument is packed in a separate, handsome cardboard box.

The Drumophone is put up in a very attractive manner, with strong but simple mechanism, well made of first-class material at the lowest possible price, to enable rich and poor to get one of these highly entertaining instruments.

We have just closed a contract with the manufacturer for his entire output, for distribution in the United States, which places us in a position to offer these Drumophones at the exceptionally moderate prices as quoted below.

**SEND IN YOUR ORDERS NOW**



**No. 2446.** Hohner Harmonica, 14 Double Holes, 28 Reeds, Tremolo Concert; Brass Plate, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches, with Skin Head and Three Pearl Buttons for Operating.

Per dozen . . . . .	\$6.50
Per gross . . . . .	70.00

Above prices are net, except cash discount.

**These are the Genuine  
Hohner Harmonica Drumophones**  
Beware of Worthless Imitations.

**No. 2447.** Hohner Harmonica, 20 Double Holes, 40 Reeds, Full Concert. Brass Plates, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches; with Skin Head and Three Pearl Buttons for Operating.

Per dozen . . . . .	\$8.50
Per gross . . . . .	90.00

Above prices are net, except cash discount.



**A Great Novelty — A Great Seller**  
Order a Good Supply

To supply the demand for a 50c. Article, we have the following smaller Drumophone with a single reed harp:



**No. 2445.** Harmonica has 10 Single Holes, 20 Reeds, Brass Plate, Heavy Nickel-Plated Covers; size of drum, 3 x 5 inches; with Skin Head and Two Buttons for operating.

Per dozen . . . . .	\$4.20
Per gross . . . . .	46.00

Above prices are net, except cash discount.

The demand for this Novelty is beyond our expectations — order now

**Send in your Holiday orders now. Orders fill'd  
in the order they are received — don't be too late**

**The Rudolph Wurlitzer Co.**

Sole Distributors for the United States  
**CINCINNATI — CHICAGO**

## A RUN AROUND THE TRADE IN MICHIGAN.

General Conditions Excellent and Big Trade in Talking Machines Being Done With the Farming Community—The American Phonograph Co.'s Handsome Quarters—E. P. Ashton a Force for Good in the Trade—Grinnell Bros.' Go-Aheadness—A Visit to Grand Rapids.

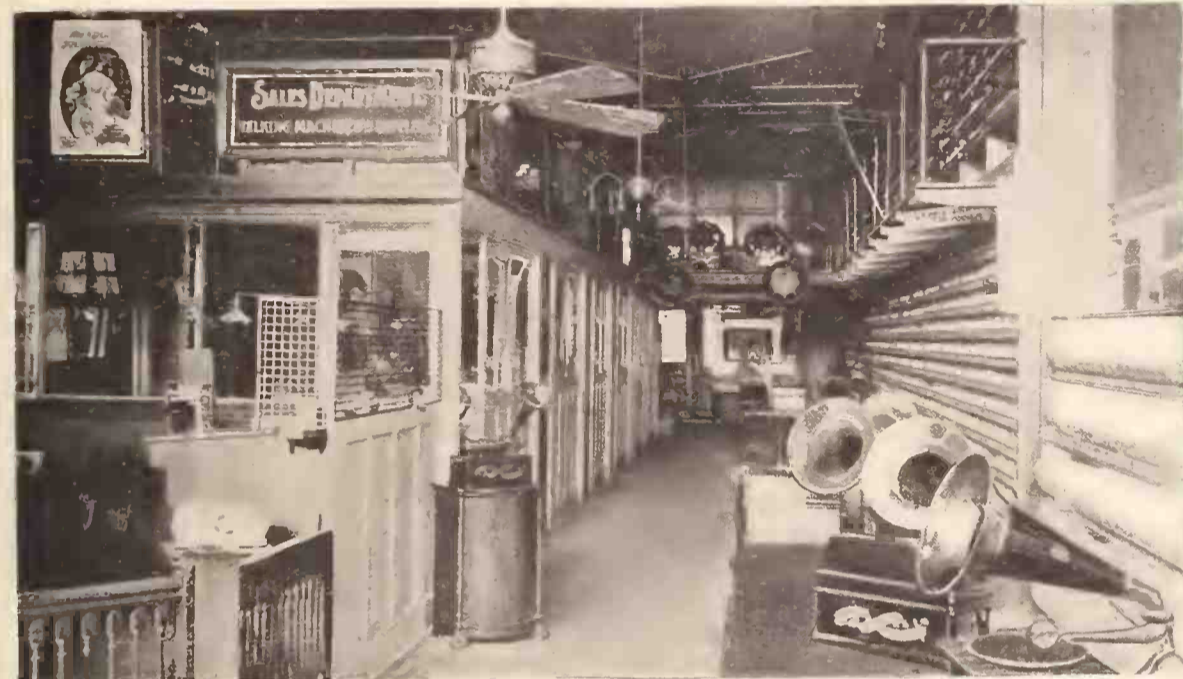
(Special to The Talking Machine World.)

Detroit, Mich., Oct. 10, 1907.

During the last two or three weeks I have personally visited many of the important cities of Michigan and have had an opportunity of discussing talking machine conditions with the leading talking machine men in this section. I find that the trade throughout this State is in excellent condition, and in the smaller towns big sales are being made to farmers. Everywhere the prospect is fine for a big fall and holiday trade.

The two jobbing points of Michigan are De-

troit and Grand Rapids. In this city the American Phonograph Co. and Grinnell Bros. carry on a big jobbing business in talking machines, the latter concern having branches in a number of the important cities in Michigan. In Grand Rapids Julius A. J. Friedrich is the only jobber in talking machines.



AMERICAN PHONOGRAPH CO.'S HANDSOME WAREROOMS.

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E. P. Ashton, of the American Phonograph Co., whose splendid establishment is at 106 Woodward avenue, is an enthusiastic National Association worker. He took a warm interest in the association's doings at Buffalo and believes that all jobbers should swing into line and become members of the national organization. He was

president of the jobbers' association of the Middle States at the time it disbanded at Buffalo and has done splendid work for years along organization lines.

The American Phonograph Company have a splendid stock of talking machines. I had an opportunity of listening to a biophone attachment, which can be placed on an Edison machine and will accommodate a disc record. This is about the most surprising invention which I have seen recently in the talking machine trade. This is manufactured by the Devineau Co., of

Cleveland, O., who also make an aluminum horn, which was illustrated in last month's World. The branch of the Columbia Phonograph Co., which is at 242 Woodward avenue, is doing a fine fall trade. Manager Johns says that there is an excellent demand for high-grade instruments. Max Strassburg, manager of the talking machine department of Grinnell Bros., attended the convention at Buffalo. Mr. Strassburg is an enthusiastic talking machine man, knows his business thoroughly and is developing a splendid trade in this department for the big Detroit house, which has branches scattered all over Michigan.



E. P. ASHTON

Summing up the talking machine trade in this city and elsewhere in the State, I think that it portends great things for the fall.

E. Percy Ashton, manager and treasurer of the American Phonograph Co., Detroit, Mich., has developed a wonderful business in Detroit and adjoining territory. It will be seen by reference to the illustration of the American Phonograph Co.'s warerooms, shown on this page, that the company have quarters of more than usual attractiveness. Here a splendid retail trade is carried on, and a jobbing trade as well, which has assumed large proportions.

Mr. Ashton has confidence in the talking machine business; he has made a deep study of it, and is well satisfied with what his work has accomplished in the building up of the splendid business of the American Phonograph Co. He carries at all times a complete line of Edison goods, also equipments and supplies of all kinds, so that nearby dealers can be promptly supplied. A specialty is made of shipping orders immediately after they are received, and talking machine dealers may rest assured that their interests will be carefully looked out for by Mr. Ashton and his associates.

### A PROGRESSIVE GRAND RAPIDS MAN

Is Julius A. J. Friedrich Who Has Built Up a Splendid Business in Victor, Columbia and Edison Machines in His City.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Oct. 6, 1907.



This city is commonly termed the Metropolis of Western Michigan, and business here this fall in the talking machine line seems particularly good. The leading man in this section of the country in the talking machine, as well as musical line, is Julius A. J. Friedrich. He is distributing agent for the Victor, and in his retail line includes the Columbia and Edison machines as well.

Mr. Friedrich, while chatting with The World, remarked that he looked forward to a very brisk season in the talking machine line. Mr. Friedrich is one of the oldest and most respected dealers in Michigan. He came to this country after having a very complete education in his native Germany, in 1868, and after a career of teaching he joined his brothers in a music store in this city in 1873. In 1884 through the sad death of one of his brothers, the entire business management fell

# Now Listen:

## Ye Royal Good Fellows

*The Dealers of Michigan, Northern Ohio and Indiana*

**W**E are "loaded to the brim" with the new equipment—the new Edison Outfit; we have full stocks of Records; we have coming several carloads of Record Cabinets direct from one of the leading makers of the country, and are in position to name you mighty attractive discounts. From every way you look at or expect best trade results we are right at your elbow to "deliver the goods." The satisfaction in business is the money it brings; we can help you to this satisfaction. Send in the orders—we ship goods the same day.

**American Phonograph Company**

106 WOODWARD AVENUE, DETROIT

## Talking Machine Dealers—Attention

Grand Rapids is the Hub of Western Michigan and we carry at all times a splendid stock of Victor Talking Machines, Records and Supplies so that we can supply the needs of nearby dealers promptly. All orders sent in receive immediate attention, so that talking machine dealers of Michigan can rest assured that their orders will be promptly attended to when received by us.

**JULIUS A. J. FRIEDRICH**

VICTOR DISTRIBUTOR

**30 and 32 Canal Street - Grand Rapids, Mich.**

upon his shoulders. He has developed his business steadily, and now occupies an entire four-story building, and also an upper story of an adjoining building, and carries in stock such well-known pianos as Weber, A. B. Chase, Fischer, Franklin, Hobart M. Cable, and others. His line of sheet music and musical instruments is the largest in Western Michigan.

Mr. Friedrich has four sons, three of whom assist him in his business, and the other being connected with the Overton Co., manufacturers of piano stools and benches.

Dealers near Grand Rapids will find that Mr. Friedrich has a splendid stock of talking machines, so that he is in position to fill promptly wholesale orders.

### TRADE NOTES FROM BALTIMORE.

Business Shows Steady Uplift in Various Directions—Machines Being Used in Public Places With Excellent Effect—Sanders & Stayman Co. Become Columbia Jobbers—Other Comments of Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 7, 1907.

The talking machine business in this city continues to improve more and more each month, and the month of September has not proved any exception to this encouraging condition of the trade. The purchasers are not confined to the members of private families, but the machines are being used with good effect in public, both as a means of advertising certain retail trades and, at the same time, for the purpose of entertaining customers. This is particularly the case at the latest and most up-to-date bootblackening establishments throughout the city. The machines are not kept in continual motion every moment of the day, so that they might in time become a nuisance to the business people and residents in the neighborhood, but are played only when customers are having their shoes shined. The fact that records of the latest popular airs and selections from the various high-class operas are used almost exclusively in these places makes it a pleasure for the customers to patronize the parlors where these machines are used, while, if the customers are compelled to wait a while in consequence of a rush, the time does not drag, but proves enjoyable while the music plays.

The scheme of the bootblacks has become so popular that other places have put it into execution. Lunch rooms, for instance, make the noon hour of their patrons pleasing by having this particular kind of music while the customers eat their sandwiches and drink their coffee or milk.

There have also been several public amusement parlors open, in addition to those already going, where the very latest selections are played on the Edison records.

These particular incidents have tended to make the talking machines exceedingly popular and prove an excellent advertisement, for in many cases the hearers become convinced of how cheap it is to have a musical instrument for the entertainment of friends or for their own entertainment at home instead of going elsewhere to seek their enjoyment.

One of the most important announcements in connection with the talking machine trade in this city is that the Sanders & Stayman Co., of this city, intend to take up the agency of the Columbia machine in Baltimore and Washington. The company, of which G. Wright Nicols is president, have made rapid strides since they have added the talking machine feature to their large piano business. The success of the machines has been such that the firm have been compelled to make several alterations and additions to their salesrooms for the purpose of making room for the proper display of the machines and the comfort of cus-

tomers. In connection with the trade during September Mr. Nicols says that the sales have increased, and he has every reason to believe that the talking machines will become even more popular than ever during the coming winter. It is expected that George A. Gustin, the present agent of the Columbia machine, will close out within a week or two and turn the agency over to the Sanders & Stayman Co. by that time.

The Victors continue to hold their own for popularity. Messrs. H. R. Eisenbrandt & Sons report that the trade for the month of September was excellent and prospects are for a great year for the machines. Many sales were made during the past week, while records of the latest songs have been in great demand.

Similar reports are made by members of the firm of E. F. Droop & Sons Co., of which Joseph A. Grottendick is manager, who handle the Edison and Victor machines. A number of the machines have been disposed of during the past month, as well as have records of operas and popular selections.

### LATEST COLUMBIA WINNERS.

The rivalry among the retail stores of the Columbia Phonograph Co. in Greater New York to win cash prizes is becoming quite keen of late, and the company officials are pleased to report that as a result of the system the volume of business for the past two months has increased to a round figure over a year ago. Cash prizes are awarded to salesmen, collectors and managers the first of every month, and each employe looks forward to each date with considerable interest. For September, based on the largest volume of business, also for an increase over August, G. M. Stearns, of the Grand street store, in Brooklyn, captured both first and second prizes. S. Halpin, salesman at the New York office, won first prize on sales, and F. W. Walker, collector, for the best record for the month.

The G. A. White Piano Co., Fairbury, Neb., attracted much interest to their store recently by a unique method of furnishing talking machine music to the public. The contrivance consisted of a large horn hung in front of the store. To this horn was attached a telephone receiver and from this receiver telephone wires ran back into the store and attached to a transmitter at the phonograph. When the instrument played the sound was carried to the large horn in front of the store by means of a fifteen-cell battery. It was a clever advertisement and attracted a large number of people who were interested in the novelty.

## Talking Machine Record Cabinets

### OUR SPECIALTY



No. 1194

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering to Cadillac character.

**Cadillac Cabinet Co.**

T. M. R. C. Dept. DETROIT, MICH.



**THE COPYRIGHT QUESTION**

Discussed from the English Standpoint by a Writer in Truth—This Review Is Timely in View of the Agitation in This Country.

An important and difficult question which has long been engaging the attention of those immediately concerned, and of which a good deal more is likely to be heard in the near future, is that concerning the relations of the owners of musical copyright on the one hand, and the various talking machine and piano player companies on the other, who, as the law stands at present, are enabled to reproduce their works to any extent with perfect freedom. By general admission this state of affairs is exceedingly unsatisfactory. Not only the composers and publishers, but also the talking machine and piano player companies themselves are beginning to recognize this, and I believe it is a fact that they would willingly come to an equitable understanding if such could be arrived at.

Unfortunately, as matters stand, even with the best intentions on both sides, such an arrangement is hardly possible. As those who have followed the question will be aware, the matter is governed at present, so far as this country is concerned, by the copyright act of 1842, as interpreted in the case of Boosey against Whight. In that case it was held, after due consideration, that the perforated rolls employed in the piano player were protected by the well-known article of the Berne Convention exempting "mechanical musical instruments" from the operation of the ordinary copyright law.

The clause in question of the Berne convention was, of course, never intended originally to apply to such things as piano players and talking machines, which had not then been thought of, but was inserted at the instance of the Swiss manufacturers of musical boxes, musical clocks, and the like; and, such being the case, it was held in the court below that the more modern contrivances were not protected by the clause. On appeal, however, this judgment was reversed by Justice Stirling, and his decision has governed the matter ever since. In the opinion of many lawyers there was good reason for thinking that if the case had been taken to the House of Lords this judgment would have been upset in turn.

Boosey & Co., music publishers, however, did not adopt that heroic course, and so Justice Stirling's judgment still holds. Only a few months ago a similar action, which raised the same point (Newmark against the National

**BE ON YOUR GUARD**

Don't let big chunks of your profit disappear through poor methods of keeping your stock. Keep your phonograph and talking machine records in the most convenient, cleanly, safe and satisfactory way by a purchase of "The Heise System" of

**WIRE RECORD RACKS**

A rack for every sort of record, cylinder or disc. Stock styles, and styles built to fit any space. Stationary rack, removable and revolving racks.

GET A CATALOG.

**DISC RECORD RACKS THAT WILL NOT SCRATCH**

Write for a description of our new idea in Record Racks for Disc Records, so arranged that records may be kept in envelopes and properly catalogued

"Tell us your record troubles and they'll end."

**SYRACUSE WIRE WORKS**

SYRACUSE, N. Y.

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



Phonograph Co., Ltd., and the Edison Manufacturing Co., Ltd.), was brought by a music-hall singer and song-writer, who maintained that the reproduction of one of his songs constituted an infringement of his copyright; but Boosey against Whight was promptly cited against him, and he lost the day. Meanwhile the piano player and talking machine industry has been steadily growing, until to-day it has attained enormous dimensions, the whole business having been built up on the basis of free reproduction of the most popular copyright music of the day.

The law being such as it is, the companies can hardly be blamed, since, as I have pointed out already, it is a paradoxical feature of the situation that, even if they desired to do so, it is impossible for the companies and the copyright owners to come to terms while the law remains in its present condition. For suppose a talking machine company were willing to recognize the claims of the copyright owners whose music it reproduced, by paying royalties thereon, or in some other way, there would be nothing whatever to prevent any rival from reproducing

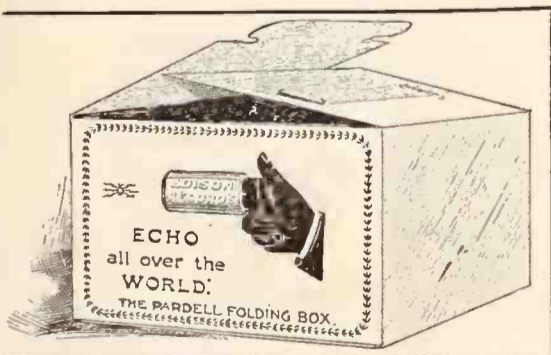
the same works without fee or license, and this being the case, any sort of understanding or arrangement is naturally out of the question.

The only question is how to terminate this undesirable state of things, which, it may be noted, has within recent years engaged the attention of the lawyers all over Europe, and also in America. Various plans have been suggested. Some have proposed an attempt to get the Boosey against Whight decision reversed. More recently the notion has been put forward that the publishers could proceed against the companies under the copyright act of 1902, aimed, it will be remembered, at the suppression of street piracy. The argument would be that this act provides for the seizure and destruction of "pirated copies" of copyright musical works, and the suggestion is that though it proved, as everyone knows, quite ineffective to suppress the particular form of piracy at which it was aimed, it might conceivably be held to cover the case of phonographs and piano players. It is doubtful, however, if the courts would hold that such forms of infringement were covered by the act, and it is probable that fresh legislation will be required eventually.

As to the precise form which such legislation should take, this would naturally be a matter for negotiation, though there seems no reason why an understanding which would give satisfaction all round should not be readily arrived at. So far as the talking machine companies are concerned, it is understood that they would be perfectly willing to further such legislation, and to pay royalties to the copyright owners, though they would probably oppose any suggestion to give the composers or publishers what might be called exclusive dealing powers in this matter.

That is to say, they take the view that the reproducing companies should have the right of universal access to all published music on a fixed royalty basis, so that it should not be in the power of composers or publishers to enter into exclusive arrangements with any single firm after the manner which has already been adopted in many cases on the continent. Another point which the companies make is that they in their turn should be protected against the unauthorized reproduction of their records by rival firms. As it is, they appear to have no redress, or none of a very ready character, against this particular form of piracy. Both from the composers' and the reproducing companies' standpoint, therefore, it is evident that the existing law stands decidedly in need of amendment.—Truth, London, Eng.

**Pardell Folding Box**



No. 3 Holding Three Cylinder Records  
 " 6 " Six " "  
 " 12 " Twelve " "

Dealers imprint in lots of 500

A Folding Container for three, six or twelve cylinder records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering records to customer. Made of heavy cardboard and shipped "knocked down."

Special quantity prices to both dealers and jobbers.

WRITE US FOR SAMPLE AND QUOTATIONS

**The Pardee-Ellenberger Co.**  
 NEW HAVEN, CONN.

**THE COLUMBIA SYMPHONY GRAND**

The Name by Which the Much Admired Columbia Product Is Designated, Reflects Great Credit Upon the Originality and Resourcefulness of the Manufacturers.

It is at times difficult to convey in a photographic reproduction an accurate idea of a manufactured product, and the illustration shown herewith does not do full justice to the new Symphony Grand graphophone.

It will be seen, however, that its lines are more than ordinarily graceful and will at once appeal to the aesthetic tastes of purchasers. It is encased in carefully selected mahogany, and throughout the closest attention has been paid to detail work.

If the illustration showing this Columbia Symphony is inadequate a mere word description falls far short of conveying to the reader a comprehensive idea of its musical possibilities. Its splendid musical attributes have been warmly praised by critics who have been charmed with its marvelous reproductive powers.

The name Symphony Grand is indeed an appropriate one as it is a talking machine with grand environments.

Records are removed and inserted by merely opening the hinged lid in front, and the racks for records are so situated that the doors, even when wide open, cannot disclose the record racks. The top of the cabinet is fixed, permitting of its use as a shelf for bric-a-brac. The sound is led up into the upper part of the cabinet through the famous Columbia aluminum tone-arm. In the Symphony Grand it is fitted with a dolcer attachment, so that the volume of sound can be controlled at will.

The sound waves are thrown out through the richly carved, silk-backed grill, with ornaments on front of the case. In this upper part of the cabinet is built an acoustically perfect sound projector, which diffuses the sound from the cabinet without deterioration and with wonderful sweetness and purity of tone. The Symphony



COLUMBIA SYMPHONY GRAND.

Grand graphophone is equipped with a motor for revolving the record at an absolutely uniform rate of speed, and which will play a dozen selections at a single winding.

This new creation retails at two hundred dollars, and though only recently announced it has created widespread interest, and veteran talking machine men pronounce it one of the greatest successes of the year.


**"MADE IN THE UNITED STATES."**

That the fame of the United States manufacturer is on the increase in the talking machine accessory department as well as every other line there is not the least doubt.

When, in competition with English and German manufacturers, the product of a United States manufacturer is sold in England, Scotland, Ireland, Germany, Russia, Norway, Egypt, India, Japan, Mexico, Central and South America, as well as in Cuba and Canada, it becomes evident "made in the United States" is a mark that means more and more each year for superiority of quality.

This tells the experience of Petmecky, of 346 Broadway, New York, patentee and manufacturer of improved Petmecky Multitone needles.

The large department store of Ceasar Misch, in Bridgeport, Conn., has added a new department devoted exclusively to talking machines. The Edison line will be handled.



**"The White Blackman"**  
Fills Dealers' Orders  
FOR  
**EDISON or VICTOR**

goods in a way that makes other jobbers wonder how he does it. TAKE NOTE, MR. DEALER. "Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

*Write for our Price List*

---

Yours to make good  
**BLACKMAN TALKING MACHINE CO.**  
J. NEWCOMB BLACKMAN, Prop'r  
"The White Blackman"  
**97 Chambers Street NEW YORK**  
"THE PLACE WITH THE GOODS"

**TOPHAM'S CASES**

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

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

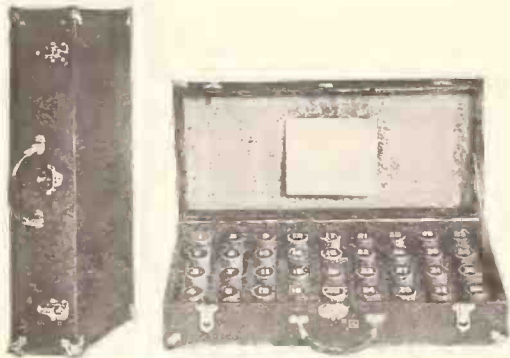
**A Few of Our Distributors:**

- |                                  |                             |
|----------------------------------|-----------------------------|
| M. STEINERT & SONS CO.           | Boston, Mass.               |
| BLACKMAN TALKING MACHINE CO.     | New York City               |
| R. S. WILLIAMS & SONS CO., Ltd., | Toronto and Winnipeg, Can.  |
| J. W. JENKINS SONS CO.           | Kansas City, Mo.            |
| McGREAL BROTHERS                 | Cincinnati, Milwaukee, Wis. |
| H. J. DYER & BROS.               | St. Paul, Minn.             |
| SHERMAN, CLAY & CO.              | San Francisco, Cal.         |
| W. D. ANDREWS                    | Syracuse, N. Y.             |

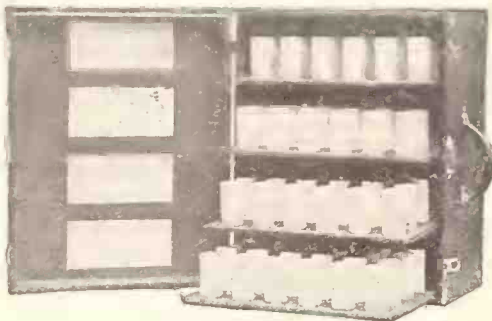
1855—1906

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

**JAMES S. TOPHAM**  
WASHINGTON, D. C.

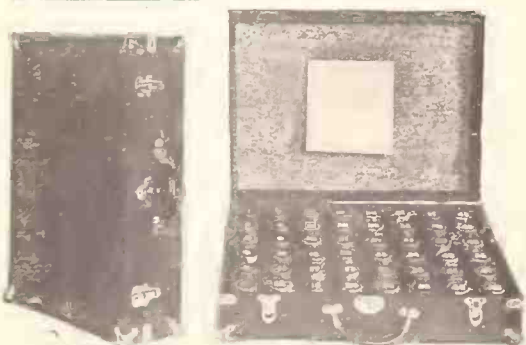


For 36 Records



For 96 Records

Something New and Exclusive  
With Us



For 48 Records



For 72 Records



Made for Any Make and Number Machines



10 and 12 inch

**TRADE NOTES FROM GOLDEN GATE.**

Sherman, Clay & Co. to Move Wholesale Department to Their New Building—Allen Fibre Horn Grows in Popularity—R. S. Smith to Open in Seattle—Kohler & Chase's Expansive Business—Ambassador McCarty's Good Report—Exton Co. to Handle Talkers.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 3, 1907.

Sherman, Clay & Co. will soon move the wholesale department of their talking machine business into their new building, where the sales-room will be on the third floor. The wholesale stock, however will be carried in the basement, which will afford room for a large quantity of goods.

The Columbia Phonograph Co.'s baseball team recently played a game with Sherman, Clay & Co.'s team, beating them by a score of 22 to 21. A return game was played on September 29. The Columbia boys are trying to get up a baseball league among the various music houses in San Francisco and around the Bay.

Byron Mauzy reports an astonishing increase in the volume of business in his talking machine department during the past few weeks. The Eastern advertising he has been doing of late on the Allen fibre horn is said to have been productive of most gratifying results, and many inquiries have been received on the strength of it. The new jobbing catalog has just been issued.

The Columbia Phonograph Co. are to add a number of outside men to the force of the retail store at Van Ness avenue and O'Farrell street, in charge of P. H. Beck.

Mr. McCarty, of the talking machine department of Sherman, Clay & Co., was with Mr. Clay on his recent trip to the north, and has just returned. He reports a flourishing business in all the branch stores throughout the Pacific Northwest. Spokane is to be made a new distributing point for Victor goods, and a \$30,000 stock will be carried there, to supply the trade in

Idaho, eastern Washington and Montana. These territories will be covered by travelers with headquarters at Spokane, and the whole distributing business of that section will be in charge of G. Russel Guffy, who has been transferred from the Portland store.

R. S. Smith, formerly manager for the Wiley B. Allen Co. in Oakland, Cal., will open within the next few days in Seattle, Wash., with a complete stock of talking machine goods. He has put in large orders for Victor lines with Sherman, Clay & Co.

The wholesale talking machine business of Kohler & Chase is done from both Oakland and Seattle at which places they carry a full line of Edison, Star and Zonophone goods, as well as a general line of supplies for the various makes. The Oakland house occupies a two-story building at 917-921 Wood street, in charge of E. N. Clintsman, and 250,000 records are carried in stock at this store. The Seattle house is located at 708-710 Pike street, with H. P. Rothermel as manager. In addition to these wholesale centers Kohler & Chase conduct two stores in San Francisco, a retail store in Oakland and retail stores in Seattle and Sacramento.

The Exton Music Co. recently put in a stock of Star talking machines purchased through Henry Pottegeter, with the talking machine department of Kohler & Chase, San Francisco. The talking machine interests of the Exton Music Co., under the active management of E. F. Delano, has made rapid strides and improved considerably. An elaborate campaign of advancement is planned for fall, Mr. Delano being ambitious to make the department one of the most complete in the city. The company, by the way, are doing an excellent business with the Edison line, having a separate room set apart for displaying those goods.

**CALL FOR MAESTROPHONE SPECIALTIES.**

The demand for Maestrophone specialties continues to increase throughout the trade. A. C. Mestraud, their clever inventor, is now making

an extended business trip through the West, the results from which have been highly satisfactory. The new reproducers especially are looked upon by those who handle them as a marked development in many ways, and while just at present this company's outfit is somewhat limited enlargements are now under way which will put them in a position to guarantee prompt shipments.

**ARNOLD SOMLYO HAS A "STAR."**

Arnold Somlyo, the eastern representative of the Baldwin Piano Co., Cincinnati, O., and also widely known in musical circles for his intimate acquaintance with operatic stars and high-grade professional singers, has a Hungarian soprano on his staff—a new arrival—with a voice of wonderful flexibility and compass, which he is desirous of having reproduced on records. The Columbia Record Co., General, have been tendered the first opportunity for a test, and Mr. Somlyo is sanguine thousands of the records of this new nightingale—with an established European reputation, however—can be sold in this country, where he believes at least 10,000,000 Hungarians now have their permanent homes.

**PRICE LISTS IN SPANISH.**

For their export department the Talking Machine Supply Co., New York, have issued their first Spanish price list—"Lista de Precios Netro de Partes de Represto y Accessorios para Maquimas Parlantes." It is a brief, yet comprehensive, compendium of the various essentials and requisites used in connection with the standard makes of all American talking machines. The company are especially strong on needles, their brands, including "Exhibition," "Star," "Odeon," "Loudtone," "Lightone," "Opera," "Spear," "Auxetone," "Klingsor" and "Dauer." They import 5,000,000 needles weekly from their German factory.

Daniel J. Brennan has opened a complete talking machine store on Main street, Avoca, Pa.

**PERFECT MEDIUM QUIET } NEEDLES**

**THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY**

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

**SPECIAL OFFER TO DEALERS**  
ANY OF OUR NEEDLES WILL COST YOU

**25c. per 1,000 in 100,000 Lots**  
**26c. per 1,000 in 100,000 Lots**

If Name and Address is Imprinted.

**PUT UP IN** { **100 to an Envelope**  
**300 to a Box**  
**1,000 to a Box**

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



**HOW ABOUT "VICTOR"**

**TALKING MACHINES AND RECORDS**

**WE JOB "VICTORS" ONLY**

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

**TRY US FOR GOOD SERVICE**

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

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

WRITE FOR CIRCULAR AND FULL INFORMATION.

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

**BEKA RECORD**

**THE BEST and CHEAPEST DISC**

**IN THE WORLD**

*The largest and most Comprehensive Repertoire which has  
ever been compiled, in*

**GERMAN  
ENGLISH  
FRENCH  
ITALIAN  
PORTUGUESE  
RUSSIAN  
AUSTRIAN  
HUNGARIAN  
DANISH  
SWISS  
DUTCH  
SPANISH  
SERVIAN  
CROATIAN  
BOSNIAN  
POLISH  
HEBREW**

**CHINESE :**

SWATOW  
GUAKAU  
PEKINESE  
SHANSINESE  
KIANGNESE  
CANTONESE

**ARABIAN  
TURKISH  
EGYPTIAN  
SYRIAN  
PERSIAN**

**HINDUSTANEE :**

AFGHANISTAN  
URDU  
MARATHI  
CUJARATHI  
HINDI  
TARSI  
BENGALIEE  
CANARESE  
TELAGU

**TAMIL  
MALAYIAN  
STAMBOUL  
GAMBALANG**

**INTERNATIONAL CATALOGUE (224 Pages) GRATIS**

**UP-TO-DATE SUPPLEMENTS**

**CORRESPONDENCE INVITED**

**Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76**

*Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya,  
Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama*

**SOLE AGENT FOR GREAT BRITAIN AND COLONIES**

**O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.**

# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN ENGLAND.

Business Has Been Quiet and This Is Attributed to the Unusually Fine September Weather—Just the Time, However, to Emphasize Publicity Work—New Cylinder Record Introduced to the Trade at Nine Pence—Disc Records Making Splendid Headway—New Plant of the Gramophone Co.—Russell Huntings' Views—Edison Bell Exchange System With Private Owners—A Letter to the Trade The Premier Co.'s Plans—Freight Shipments—Columbia Publicity—Odeon Concerts in Aid of Lord Mayer's Cripples' Fund—Hawthorne & Sheble Line in London—Progressive Young Firm—National Phonograph Co.'s New Plant—Interesting Gaelic Records.

(Special to The Talking Machine World.)

London, E. C., Oct. 6, 1907.

My last report breathed rather of good things to come than otherwise, but I am sorry to say that trade conditions of the last few weeks have been very bad indeed. Everybody is complaining, and the general consensus of opinion puts it down to the fine weather we have had this September. The cycle factor cries the loudest. He says the bad summer adversely affected cycle sales, and now when the talking machine comes along, instead of being worse, the weather has blossomed forth into the hottest September experienced for some years past. There is not the slightest doubt that this is the reason, but holidays are practically over now, and the people have returned prepared to consider any good amusement proposition for the winter. Few proposals have been issued in this direction, True, the National, Odeon and Graphophone companies are doing good publicity work, but where are all the others? The only time—if there is a time—to hang up on advertising schemes, is when business is good, not when things are quiet—for that is just the opportunity to stimulate trade, and make a good effort to wake up sleepy buyers.

Usually the most backward, cycle factors have now made their season's arrangements for handling talking machine goods. I would urge a word of caution in the matter of distribution. Cycle factors are too apt to issue goods on long credit indiscriminately. Last year there was an enormous crop of failures among cycle dealers, who, in a good many cases, are here to-day and gone to-morrow. If factors exercise more discretion as to the class of man they place goods with, and reduce credit terms, they will undoubtedly feel and appreciate the good result which will surely be apparent in the profit and loss account at the end of the season.

I would like here to make reference to the new cylinder record which has been introduced to the English market at ninepence. It is a good record and the initial venture of the Premier Co. deserves credit as an enterprise; but it is going to considerably upset the already very unsettled market. Quick to realize the changed order of things, the Edison Bell Co. have issued a circular, particulars of which will be found elsewhere, announcing a very liberal exchange system for all old or unsalable stock which practically brings the record down to the new price level—ninepence, with a greater profit for the dealers. Some litigation will also result from the same source. Stanley Kirkby, the well-known artist, has made records for the "Clarion" record, which the Edison Bell Co. claim is a breach of contract, as they consider he is under exclusive engagement to them. The matter cannot be fully discussed at the present time, but in my next report I shall no doubt have further to say in regard to this, and certain other actions which are in view.

Disc records continue to make surprising headway, and in the matter of actual sales it is no exaggeration to say that they now exceed the cylinder issues.

### New Line of Disc Machines.

Constantine Craies & Co. have their line of new disc machines now ready, and lists will be forwarded dealers upon application. The machines are solidly made of the best quality material, and are of British manufacture. This company also supply various sundries and talking machine adjuncts besides factoring all makes of disc records.

### Completing Their Factory.

The Gramophone & Typewriter Co. are pushing ahead in the completion of their new factory at Hayes. Two sets of six-cylinder gas engines have been recently installed, together with other machinery, and it is expected the whole plant will soon be completed and ready for business.

### Mr. Rauth's Trip to the Continent.

Fr. Rauth recently made an extended business trip to the continent, and while there his many trade friends will be sorry to hear that he was unfortunately laid up with illness for over a month. He is now making good progress towards convalescence. Mr. Rauth announces a change of address from Christopher street to Lloyd's Chambers, Worship street, Finsbury, E. C.

### Making Greek and Turkish Records.

Report comes to hand from the International Record Publishing Co. that recording experts have been sent to Athens to make Greek and

Turkish records. All the best singers are under contract, notably Moroates, Floraones and Vebiarili, among others, and a splendid repertoire is promised. These records will be handled by the sole selling agents, Constantine Craies & Co., Bunhill Row, London.

### Klingsor Cabinet Very Popular.

The Klingsor cabinet machine is gaining remarkable popularity in the United Kingdom, and is the subject of praise on all hands. In conversation, Mr. Maurice stated that he is shortly visiting America and would be willing at all



A HANDSOME KLINGSOR CABINET.

times to receive particulars of novelties, with a view to considering their chances in the English market. Messrs. H. Lange's successors are more widely known in pianoforte circles here and abroad, having been established as long ago as 1854.

### Russell Hunting Co. on Future Prospects.

The Russell Hunting Co. are sanguine as to future prospects, and although the fine weather has somewhat upset the early opening expected for this season, judging by orders received, said

WE WANT YOU TO KNOW that

## FAVORITE DISC RECORDS are "Right on Top"

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

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

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

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

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

The International Favorite Record Co., Ltd.

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



## FROM OUR LONDON HEADQUARTERS—(Continued.)

Mr. Manson, a remarkably good season is in store. Among a good list for October I notice farther records of Gilbert and Sullivan's famous opera, "H. M. S. Pinafore," and with those titles already issued these will complete the entire opera. A large body of operatic artists was specially trained for several weeks, with the result that both solos and choruses from this celebrated work are excellently reproduced, and in spite of the enormous expense entailed the Russell Hunting Record Co. have decided not to make any advance on their usual price of one shilling. A handsome souvenir descriptive list of all the titles in this production has been issued, and in which there appears photos of some of the artistes who have contributed, together with a brief but interesting resume of the plot in the "H. M. S. Pinafore" opera.

**Barnett Samuel & Sons' New Catalog.**

Messrs. Barnett Samuel & Sons have just issued their new catalog for this season. It is beautifully produced, and no expense or trouble has been spared to make it of practical use to the dealer in every way. It contains illustrations and full particulars of every reputable phonograph, disc machine, cabinets, accessories and parts of all kinds. Special attention is called to the Dulcephone machines, needles, albums and other specialties; all of which are reasonably priced goods of the best quality.

**Edison Bell Co.'s Systematic Publicity.**

The Edison Bell Co. are great believers in systematic publicity, their latest scheme consists of an enlarged record box—the illustration shows the comparison—which is being mailed to dealers for show window or sign purposes. The idea has caught on and the demand is far-and-away ahead of supplies.

**Exchange System With Private Owners.**

In the following circular the Edison Bell Co. introduce an exchange system with private own-



ers. They say: "The Edison Bell leads the way and now takes in exchange all your old records in part payment for new E. B. gold moulded Xtrlongs. Look up your collection—pick out the worn-out—the cracked—and those you want to get rid of. Take them to an Edison Bell dealer and he will allow you threepence each in exchange for the same number of new modern up-to-date Edison Bell records. This is equivalent to a reduction in the price of the best shilling record in the world to ninepence by your returning the material when the record engraved upon it is no longer serviceable to you—you then have had all your

value out of it—your shillingsworth in fact—we ask you to return the useless cylinder—just as you would an empty case after using the contents. In this case it is the wax material alone which is of value. So it does not matter if the cylinder is cracked or broken, so long as you bring all the pieces. To render this offer extensively serviceable we will accept any standard make of 'wax' record, brown or black. Private users may now look out all their 'worn-outs' and those they want to 'clear out,' renew their collection with latest subjects, and in future they can always keep right up-to-date at ninepence per record by applying to any Edison Bell dealer."

**Edison Bell Co.'s Letter to Dealers.**

The Edison Bell Co. have issued to phonograph dealers the following concerning their system of exchange with the public:

"The enclosed circular 'speaks for itself,' and from it you will see that we propose to open up a great avenue of business, now closed, because phonograph owners, even enthusiasts, are 'full up' with records—will not throw any away—and have for a long time agitated for some means of disposing of those they have worn out or become tired of. It only remains to explain to the dealer how we propose to deal with him. The actual transfer of the old material to us and the records in return to the dealer must be between the dealer and ourselves without the factor's intervention, as it would entail too much trouble on the factor to be bothered with it, besides increasing the cost by too much handling. But the transaction will be done through the factor you name. He will give you credit for the returned material, and charge the records to your account, there will, therefore, be no interference whatever between you and your factor in respect to your account. We shall provide forms giving all particulars and instructions as to despatch, etc.

# Edison Bell Phonographs

AND

# Gold Moulded Records

## The New Phonographs

are now ready and issued to the

BRITISH DEALERS



Acknowledged to be  
a Revolution and a  
Revelation

The Elf    The Imp    The Era    The Don

The New British Phonographs

ECLIPSE THE OLD

**Gem, Standard and Home**

There is room for a good wholesale house in the United States, Canada and South America to take up exclusive handling of these and the BEST G.M. RECORD THE WORLD PRODUCES.

ADDRESS

EDISON BELL, 39 Charing Cross Road, London, England

FROM OUR LONDON HEADQUARTERS—(Continued).

"We will allow you ninepence per pound for the old material, which will be about one and one-half pence per record, you must be careful that each record offered in exchange is complete, if broken you want all the pieces. You thus receive ten and one-half pence per record, Standard or Xtrlong, and at the same time oblige your customers. If you will keep the old material until you get ten pounds or over, we will pay the carriage, any less quantity you must prepay it. For every pound of old material returned you must at the same time order six new Edison Bell records to replace the six you have sold to the public as represented by the returned material. This does not increase your stock, but only restores that you have sold.

"None but Edison Bell records may be supplied under these conditions, any attempt to obtain credit for material otherwise obtained will be a breach of faith, and we shall refuse to give credit for such material and decline to allow the sender any future participation in the system, but any make of wax records may be accepted from the public. Customers making exchanges are likely to make further purchases to the dealer's advantage and we trust he will do all he can to further the Edison Bell business. We have a desire to assist the dealer in every possible way in meeting this frequently expressed want, at the same time he will see that his participation is entirely voluntary. We shall gladly receive expressions of dealers' opinions as to their anticipation of the effect of this new departure in the business."

**The Dictaphone Grows in Popularity.**

By the constant receipt of orders for the Dictaphone the Columbia Co. are more than ever convinced and satisfied with the value of their exhibit at the recent business exhibition at Olympia. Mr. Winston Churchill and Pearson's Engineering Co. have placed orders, and even the Postmaster-General has fallen under the influence of the very necessary Dictaphone.

Its ability cannot be denied by the meanest intelligence; business firms all over the world use that inanimate tube—through which their words are engraved upon the revolving cylinder, which in its turn speaks to the stenographer. Wonderful as it all is, the Columbia Co. have always some little improvement under test, and it is safe to predict that we shall see increased advantages as time goes on. In the course of conversation Mr. Shields mentioned that the disc record sales were on the increase each week, and the double-sided record had created quite a stir in talking machine circles; the demand being much in advance of deliveries.

**Long Distance Piano Player.**

Napoleon Bird, the champion long distance piano player, has been challenged by David Monks, of Bolton, who says he is prepared to play from memory against Bird or anyone else for £100 a side. Several interviews have taken place between the two players but no definite decision has been come to.

**A New Cylinder Record—at Ninepence!**

It has come—has the nimble ninepence—or rather, a high-grade cylinder at that price. As announced in our last issue, the Premier Manufacturing Co. has been formed to exploit the "Clarion" record at a popular price. The first list of twelve titles contains nine vocal records (with orchestral accompaniment) by such good talent as Stanley Kirkby, Frank Miller, Vincent Hards, Miss Eva Terry, Jack Stewart, etc., and other records by the Premier Concert Orchestra, and Military Band. Those records which I have heard embody a natural purity of tone quality and distinctness in voice articulation, and I must confess I had not expected to find such good all-round quality at the price of ninepence. The record is well finished, is made the full length of the mandrel, and, I understand, its constituent parts differ somewhat from others, and, in consequence, the "Clarion" is a long-life record. In the course of an interview, W. T.

Forse stated they have an up-to-date factory at Wandsworth, with a floor space of over forty thousand square feet. The plant is already in full swing, but owing to the very heavy demand another complete set of machinery is in course of erection, so that in a short while they will be in a position to double their output. The Premier organization consists of George Ison, musical director; C. R. Johnstone, recording expert; G. C. Hallet, sales manager; W. T. Forse, general manager, and others equally well known in the trade. The distribution policy will be along the best lines. The number of factors and dealers will be limited, and no overlapping will be allowed in any one district, so that there is no possible excuse for anybody cutting prices. Should a dealer indulge in this practice he will be no longer allowed to handle the Clarion record, and will have the mortification of seeing his competitor on the list in his place. Such is good policy, and the Premier Co. will have the thanks of the whole trade in their efforts to introduce this industry on a more staple basis.

**The New Australian Tariff.**

The exact particulars and terms of the new Australian tariff have now been published. Twenty per cent. on all kinds of talking machines and adjuncts is the rate fixed for Britain, while other countries are taxed up to 30 per cent.

**The Board of Trade Returns.**

Compared with July last year, the Board of Trade returns issued recently, show an increase of over £7,000,000 in British exports. For the first time in the history of British trade exports including re-exports exceed for seven months the £300,000,000 mark.

**New Bill of Lading.**

The United States trunk railway lines have agreed to a new form of bill of lading, which holds the initial railway and its connections liable for a shipment from British ports, from the time it is delivered to the company until

# The "KLINGSOR" Cabinet Disc Machine

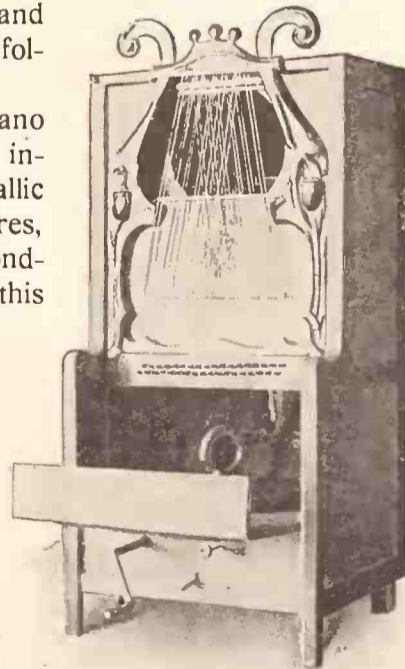


No. 165.

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

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

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



No. 135.

**PRICES**

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

## H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET

OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL

Established 1854

Telegraphic Address: "LANGIUS, LONDON"

**PATHÉ FRÈRES—LONDON**  
**PATHÉ FRÈRES—LONDON**

# PATHÉ'S DISC



ONCE YOU HAVE HEARD  
**PATHÉ'S DISC** YOU WILL  
 NEVER BUY OTHERS.

**PATHÉ'S DISCS** ARE PLAYED  
 WITHOUT A NEEDLE, HENCE THEIR  
 GREAT SUPERIORITY .

THE TIME FOR FANCY PRICES  
 FOR DISCS IS PAST WE GIVE YOU THE  
 GREATEST STAR ARTISTES AT ONE  
 UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE  
**PATHÉ DISC** IS OBTAINED BY  
 USING A SAPHIRE POINT, THERE  
 IS NO CHANGING THE NEEDLE,  
 GIVES THE NATURAL VOICE.

**PATHÉ'S RÉPERTOIRE**  
 CONTAINS OVER 20.000  
 SELECTIONS DRAWN FROM  
 ALL PARTS OF THE WORLD.

# PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)  
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

**PATHÉ FRÈRES—LONDON**  
**PATHÉ FRÈRES—LONDON**



FROM OUR LONDON HEADQUARTERS—(Continued.)

it is delivered to the consignee at its destination.

**The Franco-American Exhibition.**

Several pianoforte manufacturers have secured space at the Franco-British Exhibition to be opened next May at Shepherds Bush, but I have not yet heard of any talking machine manufacturer who will be represented. It is to be hoped that traders in our industry will consider the matter.

**Columbia Phonograph Co.'s Publicity.**

The Columbia Phonograph Co. have just issued two very attractive and useful catalogs dealing with their machines and well known symphonic cylinder records. The latter is classified in numerical and alphabetical order, and contains a complete list of titles published up to and including October, 1907, in Symphonic, Premier and Premier Classics. The machine catalog is illustrated with all cylinder and disc types the company manufacture. Dr. Marconi's association is emphasized, and it is expected, in his capacity as consulting physicist and experimentalist to the Columbia Co., he will make some important improvements in further perfecting both records and machines. As usual with the Columbia productions the two catalogs are well gotten-up, and Mr. Shields merits all praise for the attention and care given thereto.

**Beka Record Sales Have Doubled.**

A very satisfactory condition of trade exists in Beka records and Carl Lindstrom disc machines. Against last, this month's Beka sales are practically double, said Mr. Rühl, and the

cycle factor who is usually the last to fix up the season's supplies has now completed his arrangements and settled down to business. Out of the many factors in the United Kingdom, with the exception of one or two, all handle C. Lindstrom machines, and if for no other reason, from this very encouraging report, one can form a good opinion of the unusual proportions trade has reached in this direction.

**Simpson & Co. in New Quarters.**

Simpson & Co. are now comfortably settled in their new quarters, 1A New Inn Yard, Great Eastern street.

The first of the series of twenty Odeon concerts in aid of the Lord Mayor's Cripples' Fund, and under the patronage of the Lord Mayor, was given at the Holborn Town Hall, on Friday, September 6. Sir John Kirk, the secretary of the Ragged School Union, presided, and inaugurated the concerts in a short speech. Sir John Kirk, it may be mentioned, was connected with the Lord Mayor in the administration of the Cripples' Fund from its inception, notably with the distribution of Christmas hampers to the cripples. In the special record made by the Lord Mayor and recited by the Discodeon talking machine during the evening, this fact was touched upon, so that the fact of Sir John Kirk acting as chairman proved a decidedly happy thought. The record, which was used on an instrument without any adventitious aid, was singularly clear, and it was stated that, considering the Lord Mayor to be inexperienced in the

**JUST ISSUED**



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

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

*Write Us To-day.*

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

art of speaking for talking machines, the record was exceptionally successful.

Among the artists who appeared during the evening were: Watkin Mills, Frank Arthur and Miss Ada Florence, whose songs were repeated, after they had sung them, by Odeon records played on the instrument. This severe test occasioned much interest from the audience, who by their hearty response, were evidently well pleased with the lifelike reproductions of the Odeon records. Other artists who generously contributed to the good cause were: Mabel Manson, Olive Venning, Bernard Turner, W. Donovan, and others. A number of records by Kubelik, Bonci, Madame Destinn, the Grenadier Guards' Band, were included among the entertainment, and evidently much enjoyed.

The audience was an appreciative one, and this successful opening of the series of Odeon concerts augurs well for the remainder, some of which have already been given with equal success. The concert at Shoreditch Town Hall September 27 was attended in state by the Lord Mayor and sheriffs.

**Trade Customs.**

The term "trade customs" in some quarters appears to be the modern synonym for malpractices. The term is a cloak, is not in many instances honest and in an equal number of instances exists to evade the law. The law should recognize no trade custom which is not straight dealing.

**Hitch in Arrangements.**

We have not yet seen the Seymour indestructi-

**CHEAP BUT GOOD**  
SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.  
SOUND BOX SCREWS for any make.  
SOUND ARMS (Cheap.)  
SOUND BOXES (Cheap.)

STYLUS BARS.  
SAPPHIRES for all types.  
SAPPHIRES in steel holder (needle sapphires, and other extra good "S" Lines.

**FR. RAUTH,** MANUFACTURER FOR EXPORT **London, E.C.**  
Lloyd's Chambers, 27-29 Worship Street  
*NOTE NEW ADDRESS*

*"There's Money in Them"*

**STERLING RECORDS**

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

**"THE RECORD THAT'S HALF AN INCH LONGER"**

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

Price 1s.  
(25 Cents)  
Liberal Discount  
for Export

**The Russell Hunting Record Co., Ltd.**  
13, 15 and 17 City Road, London, E. C., England  
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.

**PHILIP NEALE,**  
PHONO. EXPERT,  
5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

## FROM OUR LONDON HEADQUARTERS—(Continued).

ble record, which was promised us some good time back. We understand that it is not expected to be marketed this season, owing to a serious hitch in the arrangements. Mr. Seymour has entered an action in the High Court against Messrs. Russell & Co. for breach of contract, and heavy damages are claimed.

## Hawthorne &amp; Sheble Lines in London.

Mr. McArdle, representing the Hawthorne & Sheble Co., has broken good ground in London with the result that Messrs. Barnett Samuels will handle Nos. 3, 5 and 6 cranes, and No. 19 horn stand, while the General Phonograph Co. have taken over the famous Star disc records and machines. Mac has about finished up business here for this season, and expects to leave for the continent some time during the first week in October. He will possibly make his way home via 'Frisco. At the time of my call a cable was just to hand announcing the safe arrival of Mac's better half, who had returned home ten days or so previously.

## The Favorite Record Well Liked.

Practically a young firm here, the International Favorite Record Co., have in a very short time achieved most remarkable results towards the end which all record companies have in view. With "Nature" as our standard so we must judge. Disc records have come as near to perfection as it is possible to obtain under the present system of recording, and any improvement can therefore only be obtained by strict attention to details. And it is just in this direction that the Favorite records excel. The October list before me contains the first English selections recorded in London, and having played these over, I can endorse the majority as excellent in tone, while the distinct clearness of voice, and instruments, stamp these records as "good sellers." The Earl of Lonsdale's splendid band contributes no less than six pieces, and among the artistes I see such well-known talent as Tom Child, Stanley Wentworth, Wilfrid Platt, Louis van Hes, Mme. Ada Hawes, Will Terry and Adrian Romer. Complete lists will be sent to all dealers upon request. The London branch is under the able guidance of A. Vischer, who has seen much experience in the talking machine industry.

## A Handy Trade Tally.

A handy and most complete trade tally comes to hand this month from the American Talking Machine Co., who are undoubtedly one of the most enterprising firms in the factor's domain, in respect to the issue of publicity matter. This present list under review will be found particularly useful to retailers as, classified under their respective headings, one can see at a glance the trade price of each individual cylinder and disc record, phonographs, disc machines, horns, stands, reproducers, recorders, springs, albums, and every conceivable part or accessory of use

to the talking machine public. Further, in support of their customers, the American Talking Machine Co. will shortly issue a descriptive illustrated catalog containing interesting information upon, and the retail prices of, every machine, record and accessory they carry. In this dealer's terms will be protected as stated, and he may therefore have no fear in handing the catalog to his customer for perusal.

## Life in the Hop Fields.

The Kentish and Herefordshire hop fields have



NATIONAL PHONOGRAPH CO.'S NEW PLANT.

this season seen a larger number of pickers than on any previous occasion, and naturally it has become increasingly difficult to provide suitable diversion to the more exciting pastime of chasing isolated wayfarers in the lonely lanes around the hop fields. Last year the question was, to a great extent, solved by the use of the talking machine, and so successful was the experiment that it has been repeated this season with the additional aid of a ventriloquist. E. A. White, of Beltring, has near four thousand men, women and children on his 145 acres of hops, and on three nights a week he keeps them interested and happy by means of talking machine concerts. In conversation Mr. White stated that the music hall song is the favorite. They won't listen to Melba or Patti on the small machine, but ask for the latest ditty on the large one—something with a chorus which they can all join in singing, and the greater the volume of sound the better they like it.

## Imperial Disc Record Much in Evidence.

The Imperial disc record has, of late, been a good deal in evidence at such functions as garden parties, carnivals, and the like. Many favorable press notices have been secured, all of which is good publicity.

## National Phonograph Co.'s New Plant.

In order to properly handle their ever-increasing record business in Great Britain the National Phonograph Co. have found it absolutely necessary to erect an extensive factory at Willesden, near London, devoted exclusively to that branch of their business, all the machines, as is generally known, being made at the company's

immense plant at Orange, N. J., U. S. A. Up to the present time all the records were made either at the main factory at Orange or at the Belgian works of the company, but it has been found impossible to supply the English market from these sources, hence the new London factory.

A very good view of the new plant is given herewith, although its large proportions cannot be appreciated from the picture. The offices are handsomely fitted up with the most up-to-date appliances, such as telephones, filing cabinets, etc., occupy two floors of the main building. The buildings in the rear are devoted to the moulding department, equipped with the latest machinery for turning, finishing and lettering records; the engine, dynamo rooms and gas making

plant, and shipping and stock rooms. The latter are fitted up with record racks from floor to ceiling, and have a capacity for storing thousands of records.

About 600 hands are employed at the new factory, every facility being offered for affording them comfort during both work and rest hours. The plant has a capacity of fifty thousand records per day, which may be increased when necessary.

## Some Odeon News Items.

The Odeon October Supplement introduces a new feature, for it states on the front that, taken with the complete catalog in August, it comprises a complete list of the records.

Elgar's "Salut D'Amour" forms one of the numbers played by the Grenadier Guards on the latest list of Odeon records. It is distinctly refreshing to hear this Elgar masterpiece played as it should be. Mr. Williams, the bandmaster of the Grenadier Guards, may well say after this that his band have never made better records.

The Odeon Co. lay special stress on the fact that at their concerts, in aid of the Lord Mayor's Cripples' Fund, the instrument employed is the cheapest model of their popular Discodeon—namely, that priced at £5 10s. Their object in selecting that was to demonstrate that even the lowest-priced model is capable of doing the best work. It is no light matter to expect an instrument without adventitious aid to fill some of the largest halls in London, but that is what the Discodeon has done. The Odeon Co. argue from this, and rightly, that what is good to amuse audiences of from 600 to 1,400 people, is surely

# Apollo

## Disc Machines and Sundries

Catalogue Sent on Application by the Manufacturers

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

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

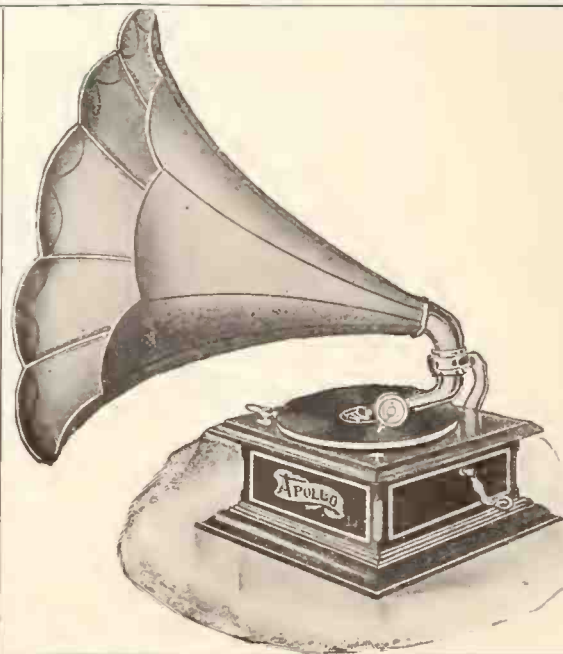
¶ We are the largest factors of the new Pathe 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

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

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

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

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



## FROM OUR LONDON HEADQUARTERS—(Continued.)

equal to any demand upon it. It may be added that only a slightly lengthened copper horn was employed, and no sound amplifying apparatus whatsoever.

One of the best known siffleurs in the world is Guide Graldini, and it was a happy moment of the Odeon Co. to secure this artist to whistle "The Whistling Bowery Boy"—a tune that really requires a good experienced person to mouth. This, with the still popular "Mattiche," is one of the best whistling records we have heard.

The assistance proffered to dealers by Messrs. Sterling & Hunting has, we are informed, been largely accepted, quite a number of dealers expressing their willingness to identify themselves with Odeon records by undertaking a systematic distribution of the advertising matter supplied. Dealers who have not yet taken advantage of this offer should write to the company for particulars.

The "Oireachtas" and Sterling Records.

The Dublin Evening Telegraph has the following interesting story. It should be added that the "Oireachtas" is an annual gathering of the Gaelic clans for the purpose of literary and musical competitions:

During the Oireachtas at the Rotunda last week a novelty was introduced by the enterprise of Mr. John O'Neill, South King street, who made arrangements with the Russell-Hunting Record Co., of London, to send over their recording representative, Mr. Quirke, with a special apparatus, to take records for him of some of the speakers' and singers' voices and the instruments played on the occasion. Close on one hundred records were made, including speeches in Irish, traditional songs, Scotch-Gaelic songs, flute solos, and piano solos, and, notwithstanding the difficulties, some excellent reproductions of the voices and instruments were obtained on the phonograph. Among the many who made records were: Dr. Douglas Hyde, short address in Irish; Mr. Lane, traditional songs; Mr. Colin Campbell and Mr. MacCracken MacDonald, Scotch Gaelic; Rev. Father McCafferty, Mr. P. Morgan, Miss Cissie O'Byrne, Mr. T. O'Carroll Reynolds, Mr. John Lawless, Mr. Tom O'Moore, Mr. Cathal McGarvey, Mr. Donnadh O'Finn, and Mr. Martin Fitzgerald, songs; Mr. J. A. Doran, piano solos; and Mr. Feach Hugh O'Byrne, flute solos.

## TRADE NOTES FROM LIVERPOOL.

Dealers Expect Good Season Notwithstanding Severe Competition—The World Representative Has Interesting Chat With the Leading Talking Machine Men.

(Special to The Talking Machine World.)

Liverpool, Eng., Oct. 4, 1907.

Hustle and bustle is right along the line here. Many of the leading dealers have magnificent displays. Every dealer is expecting a big season, but apparently competition will be very keen, both in cylinders and discs.

One of the oldest dealers, Jake Graham, who

carries a large and comprehensive stock of Gramophone, Sterling, Edison and Zono. records and machines, expressed every satisfaction at the past summer season's sales. He states that the business is steadily increasing during the warmer weather and a very satisfactory smile is the result.

At Messrs. Carne & Sons, Ltd., Scotland Road, Mr. Young, who has the management of the talking machine department, was very enthusiastic over business generally. Handling a good number of various makes of machines and records, and with the experience of several branches, he gave it as his opinion that the cylinder trade is likely to be considerably upset by the phonograph disc, which is to retail so cheaply, and anticipates that the sales of cylinders will in consequence go down considerably in the future.

One of the largest wholesale factors in the North is the Johnson Talking Machine Co., and one of the best-known personalities in the trade is W. A. Johnson, the managing director, who received the representative of The Talking Machine World with a very contented smile. They

## MANCHESTER TRADE HAPPENINGS.

Looking Forward to a Large Trade—Many Recent Visitors—Columbia Co.'s Good Display—The Matter of Credits Discussed—Handling of Objectionable Records—New Cylinder Records Make Their Debut.

(Special to The Talking Machine World.)

Manchester, Eng., Oct. 1, 1907.

The fine weather that has prevailed here during the greater part of September has somewhat retarded the sales in the talking machine business generally. The holidays are nearing the end, and although trade has not yet opened up in earnest, large stocks are already laid in by most dealers. Necessary alterations are taking place in some of the depots for the arrival of later stock, so that it looks like a busy season ahead.

The North has been a very happy hunting ground for a great many travelers lately. Most of the London houses have sent representatives, showing that great expectations exist in the minds of those who cater for, and who supply the dealer. We noticed Messrs. Pathé Frères, Ltd., Schneider & Co., Murdoch & Co., Bernard Andres, the New Polyphon Co., and others.

We are sorry to say that Mr. Burrows, the well-known factor here, has been seriously indisposed, but by the time these lines are in print we hope he will be enabled to return to business again.

Enquiries for machines are coming in steadily. The Favorite record promises to become exceptionally popular. Zonophone October issue has some exceedingly good numbers. Messrs. Pathé Frères, Ltd., are pushing very hard for the trade here. Their new 8½-inch disc, double sided, to

devote themselves solely to the talking machine trade, and supply dealers (wholesale only). His men cover the whole of the British Isles, doing an enormous turnover which is steadily increasing. He is special factor for Edison, Edison Bell, Sterling and Columbia cylinders and machines. In disc goods he has huge quantities of Zonophones and Odeons.

Messrs. Archer & Sons, 5 St. George's Crescent, Liverpool, is another first-class house, with a very excellent trade. As a retail depot their position is unique. In the center of both the shipping and home trade one cannot fail to notice the very fine display they make with Gramophone, Zonophone and Odeon, etc., which they specialize on, holding at all times a good up-to-date and reliable stock.

In Manchester street the Reliance Co., Ltd., and Messrs. Jordans are opposite each other. At the latter house alterations are in progress for additional stock room, so that a much larger trade is expected than previously experienced. At the former house a good window display exists and a separate department controls the talking machine trade.

sell at 36 cents retail, appear to be exceptional value. They issue a good list, besides which a special inducement is offered by the reduced price of their sound box, which is now to retail at 1.20, instead of 1.80, as formerly.

"En passant" whilst mentioning Pathé discs, the great drawback experienced by the dealer is the necessity of using their special sound box, in place of the usual one that plays in a vertical direction. In the near future, however, a little contrivance may probably be put on the market, which will avoid this difficulty. We are not in a position to disclose what it is, but hope to do so later.

The Columbia Co., who have a branch here, have a good display, and are putting on the market a new 10-inch concert disc at 36 cents (3s.) each, having a record upon both sides. Their machines, we hear, are in good demand—the Regal being specially asked for. We have recently had a visit from Miss Ruth Vincent, who appeared at the Princess Theater in "Tom Jones." Having a fine selection of records by this lady the company made a special feature of them during the lady's visit, which lasted a fortnight, with the result that more stock had to be wired for. Miss Vincent wrote quite a nice note, saying how much she appreciated them, both as regards tone and quality.

BREAKERS AHEAD.

Notwithstanding the past season's business having been so satisfactory, and, without being in any way pessimistic, one cannot but regard the future as being fraught with difficulties. In many cases orders have been taken and contracts settled by dealers without giving due regard as to what they can do later on. The consequence is that many are overloaded already. With fine weather, such as we are now enjoying, the sales

The Finest Example of Phonographic Art Yet Produced!

The New Process Long

“CLARION”

Gold Moulded Cylinder Record

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

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

## FROM OUR LONDON HEADQUARTERS—(Continued).

by many retailers are insufficient to meet expectations, and the result will be that with the large number of manufacturers now in the field (and almost tumbling over one another to get orders) lengthened and possibly indiscriminate credit will result, besides huge stocks, which, owing to the rapid changes that are made month after month in titles, means that a great part of it will be obsolete within a very short time, leaving the dealer to move the best way he can, goods that are nearly unsalable. What the results may be can only be anticipated.

Overloading, huge and perhaps bad stock, in a few months' time will possibly cause a drop, and as soon as the season wanes off a little, the "side-liners," who only handle records to fill up a few months' slack time, may job the balances of their stocks off at any price to clear; in fact, confidential whispers already exist that many would like to shift some they already have.

To avoid this every buyer should know exactly the selling proportions of every record he handles, otherwise he may be bitten. Localities vary in tastes, and according to this the dealer should judge what his sales may be. So far the season promises well, but expectations are one thing and realization is another, and our advice to one and all is be careful, but when sure, go right ahead.

## VULGAR RECORDS.

It is a thousand pities that some record makers cannot refrain from making records of this class; latterly, in some cases, the songs have degenerated to an alarming extent, some purchasers buying only those of a very questionable taste. In chatting with a large dealer in the North of England recently, he said quite frankly he was very sorry to see it, and although he sold them because they were asked for, nevertheless he did not like them, nor did he like selling them. There is no credit whatever in making records of this description, and it is a class of trade which is highly objectionable to most music lovers, who are generally of a refined taste. The people who purchase records of this type are not quite the class of customer the dealer admires for his musical tastes, and without mincing matters the sooner makers leave off pandering to tastes of this class the better will the trade become. No records, whether of cylinder or disc, should be made that cannot be played at home before the children. The records industry should be to elevate and improve the mind, educating all up to a better sphere, but for goodness sake, don't let us make folks worse than they already are.

## ANOTHER NEW CYLINDER.

Another new cylinder record has made its appearance in the North. Made by the Premier Record Co., of London, it is called the Clarion. The size of it is known as "extra-long," similar to that of the Edison Bell. The finish is good, and results are also good. From what we hear a large sale is predicted for them, and at the price sold retail ninepence (18 cents), large business should result.

## YES, AND ANOTHER NEW DISC.

The Melograph disc record, 10-inch, double sides, is being put on the market by a Liverpool house, where a new company has been formed for this purpose.

We understand that the recording will be done in Liverpool, but at present the records are

being pressed in Berlin. The retail price of these records will be thirty pence each (60 cents). From this, however, an allowance is to be made by the dealer to the retail customer of sixpence (12 cents), for his old record if returned at the time of purchasing the new one. Dissatisfaction exists, however, as the dealers consider that the company should also allow them sixpence (which will be allowed customers), instead of which we hear that only threepence (6 cents) will be allowed by the works.

## SOME LATE NOTES FROM LONDON.

National Phonograph Co.'s Circular—New Manager for British Sonogram Co.—Other Items.

(Special to The Talking Machine World.)

London, Eng., Oct. 7, 1907.

The following circular under date September 30 has been issued to Edison dealers by the National Phonograph Co.: "For your information we enclose herewith a list of 254 selections which will not appear in the next issue of our catalog. Our only reason for omitting them is to keep our list within limit and thus allow dealers to keep a comprehensive stock of all titles. To do so necessitates about 350 additional racks each year, and we therefore consider it necessary to comply with the demand of the trade by curtailing our list to the same extent as far as possible. The records will not be withdrawn from our lists before January 1, and our object in sending this advance notice is to enable dealers to dispose of what stock they may possess. There should be no difficulty in doing this as the records are all old favorites and include many titles which phonograph owners will always desire to possess. Should you require further supplies, we can fill orders until our present stock is exhausted, but no further shipments can be made after January 1. Kindly handle your stock accordingly. A quantity of the enclosed folders has been printed for distribution to your patrons. You can secure supplies from your factors who will receive deliveries about October 1."

## The British Sonogram Co.

F. H. Spicer, who has seen good service in this industry with the Gramophone and Odeon companies, is announced as the new manager of the above concern, in the place of Paul Mellerio, who resigned his position on the board of directors some few weeks back. Interviewed by The World's representative, Mr. Spicer stated that new and improved records of up-to-date selections under Hans. Kundsens' (of liquid-air fame) system will be issued by the time these lines appear in print. I am authorized to state that although adverse rumors have been going around in regard to certain internal difficulties, the British Sonogram Co. are now placed upon a surer basis altogether, and the business will be continued along the vigorous and original lines already mapped out.

## Lower Rates of Postage.

On and after October 1 the letter postage rate to foreign countries will be 2½d. for the first ounce and 1½d. for each additional ounce. Thus a letter weighing two ounces would cost tenpence under the old conditions while now it will only cost fourpence.

## The Edison Phonograph at North Pole.

Walter Wellman, the special correspondent of the Chicago Record Herald, the explorer who hopes to reach the Pole by airship, has taken an Edison home phonograph to beguile the dreary hours in the frozen North. It was presented by the National Phonograph Co., together with a hundred records and a number of blanks, and is now being used in the expedition's headquarters at Dane's Island, on the northwest coast of desolate Spitzbergen, which lies in the Arctic seas, six hundred miles from the North Pole. In his latest despatch from this inhospitable region, Mr. Wellman, after speaking of bear hunting and preparations for the ascent, writes: "To-night, June 10, we had an Edison phonograph concert after supper."

## TRADE IN LOS ANGELES.

Sale of Grand Opera Records Is Going to be Unusually Large.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 6, 1907.

At present trade is gradually creeping to a satisfactory climax, although the summer trade was somewhat quiet. No dealer could get all the stock he needed to supply his trade. Everybody is looking forward to and preparing for the biggest holiday trade yet, and the coming opera season is expected to increase the sale of operatic records, which are the largest end of the trade with most dealers here.

## THE DENHAM PREMIER MACHINE.

The Edwin A. Denham Co. call attention to the Denham Premier machine, which, they state, "is an improvement on the old styled models which have been marketed in this country in the past. The machine is equal in reproduction and loudness of tone to more expensive machines, and there is no question but that a dealer could increase his sales by using this



Denham machine. The Denham Co.'s new Grand Opera reproducer, illustrated herein, is a clever invention which should enhance the value of the machine considerably. This Grand Opera reproducer, as well as an ordinary reproducer, is supplied with every machine. The flower horn, in various colorings, which accompanies the Denham machines, is also very attractive. Not the least remarkable feature about the machine is the low price that the Denham Co. ask for it."

The Denham Co. are just about to issue a catalog on their various lines of house furnishing goods, toys, advertising novelties, premium articles, talking machines, etc.

## ROBINSON'S Reliabilities

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

(All good numbers kept in stock)

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

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

## I am prepared to consider

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

## 24 Years' Traveling Experience

on the road, with a large clientele, combined with Brains, Bustle and Business Ability will bring grist to the mill on both sides.

If this interests YOU, just write fully

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

## YOU MAY RELY UPON

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

"ROBINSON'S" The Talkeries

213 Deansgate

Established 1904

MANCHESTER, ENG

## R. PRIEUR

68 Basinghall Street, London, E. C., Eng.

## EVERY WHOLESALE JOBBER

should get my export prices for Best French PHONO REPROS., RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

## IF YOU WANT TO OPEN HERE

write us at once and submit samples and prices. Highest Bank References. Correspondence invited.—English or French.

*100 Per  
Cent.  
Value*



TRADE-MARK

*100 Per  
Cent.  
Value*

**The 5000th Reproduction is as clear and fine as the first**

Do not overstock with machines of other makes.

We will soon have a complete line giving the most marvelous results from our

**Indestructible Records**



Do not forget that our Indestructible Records are not damaged by handling, and that we guarantee every Indestructible Record received by you to be in

**Perfect Condition**

**Regular Discount to the Trade**

**The Indestructible Phonographic Record Co.**

**226-236 Hamilton Street, Albany, N. Y., U. S. A.**

### THE ROCKY MOUNTAIN REGION

Is Proving a Great Market for Talking Machines, Records and Supplies—Trade Conditions in Denver Carefully Analyzed After Interviews With Leading Dealers and Jobbers.

(Special to The Review.)

Denver, Colo., Oct. 7, 1907.

That the coming autumn and winter will be the best ever experienced in the talking machine trade of the Rocky Mountain region is the consensus of opinion among local dealers. Prospects are unusually bright at this time, and business is reported brisk at all the larger music houses handling talking machine goods as well as at the agencies. In the agricultural sections of Colorado the harvest has been a bountiful one and the trade has already begun to feel the influence of the returns from good crops. A large percentage of local business during the past two weeks has come from outside the city.

Commenting on this feature of the trade, W. W. Knight, the pioneer music house man and head of the Knight-Locke Piano Co., which is now pushing its talking machine department considerably, says: "The talking machine is a godsend to the farmer, the miner and other busy toilers who haven't either the time or the patience to learn to play a piano or other musical instrument and for whom the purchase of a player-piano or a piano and player would be a greater financial burden than he would care to undertake even in prosperous seasons. He can buy a talking machine and get any kind of music that he may desire by selecting his records and turning the crank, and this simple road to art appeals to every busy man of moderate circumstances, and it appeals to his family. We have been having an unusually large inquiry from this class of the retail trade of late."

M. B. Henry, former manager of the local branch of the Columbia Phonograph Co., is now at the head of the Knight-Locke talking machine department. Mr. Henry and other Knight-Locke talking machine representatives are all

very optimistic over the present trade outlook. The Victor Victrola is selling splendidly, and this style is moving as fast as it is received.

Several of the local department stores are handling talking machines, but most of these have allowed this part of their business to lie dormant during the past summer. They are now preparing to revive the talking machine department in anticipation of the holiday demand. The Golden Eagle store is planning to increase its stock and average a larger display during the month.

W. F. Standke, Jr., is the new manager of the local branch of the Columbia Phonograph Co. He has been manager of the Memphis (Tenn.) branch for the past two years, and was formerly connected with the Columbia houses in Kansas City and St. Louis. Although his examination of the local field has not been very extensive, because of his brief residence here, Mr. Standke says he has found conditions unexpectedly favorable.

"I find," he states, "that the demand for higher-priced machines is much greater here than elsewhere—in the South, for instance. The inquiry here is nearly always for the better class of goods, and we sell many more expensive machines than cheap ones. In fact, the way the high-priced goods sell has surprised me. The public wants only the best, is willing to pay for it and will have no other. Only to-day I had for a customer a homely old woman from a mining camp in the western part of the State. Her appearance was very uncouth, and I thought when I saw her that she would buy only a cheap machine, but she asked for and bought one of our very best styles and a large assortment of records to go with it."

J. L. Woodward, until recently with the Columbia company's St. Louis and Chicago offices, is acting as an outside salesman for the local branch.

The new type B. T. of the Columbia graphophone, with the hidden horn and large disc cabinet attached, has arrived at the local agency. It is taking well and Manager Standke is predicting a big run on it when the public becomes

acquainted with its merits. Type B. C., with the aluminum attachment, is also making a favorable impression on the local trade.

The Hext Music Co. have become jobbers for the Victor goods and now carry a full line of styles from that house. Business is fair and the outlook good, Manager A. J. Mertes says:

"August was the best month that the talking machine department of the Denver Music Co. had since the holiday of last year. September trade was better and October is opening well. Edisons are the best sellers with this house at the present time," is the announcement of Manager Henry C. Benny, who since coming to Denver one year ago from C. J. Heppe & Sons Co., of Philadelphia, has also had occasion to remark the general western demand for first-class talking machine goods: "My experience here has been that the Western people are better spenders than the Easterners when it comes to buying any kind of music-producing instrument," says Mr. Benny. "Indications for fall business seem very good."

Mr. Benny has been at the head of the Denver Music Co.'s talking machine department for the past six months. Prior to that time he was with the Denver Dry Goods department store in a similar capacity.

John Pass, the largest of the smaller dealers in talking machines, says business is good in medium-grade machines, but is inclined to be conservative.

A good summer season and a steadily increasing fall trade is the news from the Knight-Campbell Music Co., which has the Victor for its leader.

Branches of the commercial department of the National Phonograph Co. have been established in Minneapolis and Duluth by Western Manager Barnes.

Among the prizes to be awarded on Liberal Arts Day at the Jamestown Exposition, October 16, will be two talking machines and complete equipment for same, the total value being \$300.

## ***Reciprocity***

***Give us your trade---We will give you success.***

Why send your orders to a distributor who can give you nothing in return—no service, no ideas, no prospects? Every dealer is within easy reach of one of our two Talking Machine Depots. Write us to-day and ask us what we can do for you in particular.

The greatest stock in the United States lies in our warerooms awaiting your demands.

We can submit business methods and advertising schemes to you that will result to your profit. As the best known Music House in America we receive an enormous number of inquiries for Talking Machine Goods—We refer all inquiries to the local dealer.

***Write us to-day. You have nothing to lose and everything to gain.***

***The Rudolph Wurlitzer Company***

***CINCINNATI***

***CHICAGO***

**TRADE HAPPENINGS IN PHILADELPHIA.**

Business Somewhat Uneven—Victor Sales Stimulated by Advertising—Public Exchanging Old Machines for New—Dealers Anxious to Get Edison Equipments—New Contracts Readily Signed—Columbia Business Excellent—Increasing Demand for Star Records—Alterations at Buehn Bros. Completed—Disc Talking Machine Co. Making New Record in a Business Way—Heppe's Talking Machine Department Move to Ground Floor—Excelsior Drum Works Expansion—Incorporation Recorded—Emil Bauer on Road Trip—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 8, 1907.

Business conditions during the month of September were somewhat varied. There were ups and downs, some parts of the State showing up unusually promising and others not so much so. On the whole the jobbers of Philadelphia enjoyed a prosperous month. October so far has been doing wonders, and bids fair to exceed all other past records. The causes for these are numerous. Victor sales have been wonderfully stimulated by the new advertising campaign now being carried on by that company. The new style Victrola cabinets are creating a good deal of favorable comment in the trade—the only trouble being that recent purchasers of the old machines are in many cases putting up a strong fight to get them exchanged for the new. "What can you do if they insist," says one jobber. "If a person pays \$200 for a talker why he has some grounds, or thinks he has, for complaint in not getting the latest, and as these people are in most cases big record purchasers, you can't very well afford to antagonize them. If they are buying on the instalment plan they refuse to finish payments. What gets me though is how they got wise, inasmuch as the new cabinet has not been advertised yet, and only a few sold. And also what will we do with the old styles?"

Everyone handling Edison goods seems happy over the new policy of the National Co. in furnishing outfits complete. However, if the company would only hurry the equipments along, the jobbers would be pleased. The new dealers' contracts are being freely signed, and in most cases are accompanied by a substantial order, which, of course, is perfectly satisfactory to the jobber.

The latter have all signed their contracts, the only criticism made being that \$25,000, the sum stated should have been at least doubled. The main reason being that in most, if not every case, it would knock out the department store from the list. And after all this would only be just. These firms, simply because they buy in large quantities, are allowed all the privileges given to the legitimate houses. They never try nor would if they could sell wholesale. Cutting is a common occurrence—with many—and they are the main cause of so many failures in the dealers' ranks, especially where the latter are located near large cities. As one jobber said in speaking on the subject, "Manufacturers ought not appoint firms as jobbers unless they have men constantly on the road pushing the wholesale business. Let them set any figure at all within reason for the right, and then protect the middle man as long as he continues to stand to the agreement. As it is every time a department store is appointed a jobber, they rob us of a customer that rightly belongs to us, without any advantage to themselves. Hence no matter how good business is we have to hustle, to make our accounts show up satisfactorily on account of the small margin on which wholesaling is now being done. Again these stores are put in a position where it is impossible for the dealer to compete with them."

The jobbers here have gotten together and obtained bids on large quantities of lumber for nesting the new Edison horns, and thereby are able to get an exceptionally low price. This is a good idea for others to follow, the National allowing twenty-five cents on each horn for such a purpose. Another Philadelphia idea is as follows: Many people complain about the plain black horn and want a decorated one. So one

man obtained the services of an expert artist and had him decorate a number in various designs, adding one dollar to the price. Remember though there is always more profit in selling an extra horn where it is possible, and the latter device should only be fallen back on in the case of necessity.

In regard to Columbia business one word expresses it—"Excellent," the new machines and records of this company having stirred the buying public up wonderfully.

Zonophones are constantly growing more popular in this State, and the outlook is most promising.

The New Star product is making a big hit for the short while it has been out, the records especially being in demand. In fact the record business, generally speaking, has been phenomenal for this time of year. Some of the dealers claiming a big percentage of the increase being due to premium machines they are selling especially among the poorer classes. With such conditions and with the present outlook there is therefore every reason for thankfulness.

Alterations at Louis Buehn & Bro., 45 North Ninth street, have just been completed, and everything is in shipshape. This company experienced the best September business in their history, and Ed Buehn, the popular junior partner, who is now out on the road, is keeping the home office on the jump to keep up with the orders he is getting. As was announced in their advertisement in the September issue of The World this company have a new complete line of disc and cylinder record cabinets of their own, which they are offering to the trade at exceptionally attractive figures. Some new styles have been added. No. 125 cylinder holds 350 records, and is made in oak. No. 105 disc holding 252 ten- or twelve-inch records, mahogany, with a swelled front. For other particulars see their advertisement in this issue.

The Penn Phonograph Co. report business up to the first fairly good, with October flying bright colors. This firm are one of the most enterprising in the State, and are now collecting

some things that will do much toward increasing dealers' business in side lines, such as supplies, etc. They have just been appointed sole agents for the famous Petmecky Multitone needles. A mighty clever little device, by the way, is their new automatic stop for home phonographs.

The Disc Talking Machine Co. are obtaining marvelous results with the Zonophone line in this and neighboring States. Their methods are somewhat unique and decidedly new, but then with McMenimen at the helm this is understood. This popular talking machine man has originated some mighty interesting ideas which his dealers are getting, and which are bringing the business to them. Don't fail to write him about them; it will be worth your while.

George W. Lyle was a recent caller at the Columbia headquarters on Chestnut street. His visit was principally for the purpose of placing his son, Harold, in the military academy at Chester.

An important change has just taken place at the C. J. Heppe Co.'s warerooms on Chestnut street—namely, the removal of the talking machine department, which formerly occupied the fourth, to the ground floor, and thereby hangs a tale. This move has for a long time been urged by the manager of this department, but was not considered until it was shown that this department was doing as big a business as that devoted to pianos.

If the way business is now coming in is any indication this winter will be a banner season for talkers—such was the report at Weyman's, where everyone is rushed on orders.

Emil Bauer left on Monday on a long western trip. He will call on the talking machine trade en route. Mr. Bauer is of the Bauer Co., manufacturers of the famous S. S. Stewart banjos, guitars and mandolins. Business in this line of goods is very brisk all over the country, and has been so for the past six months.

The Excelsior drum works of this city have removed to new quarters on the northeast corner of Tenth and Market streets. For some time past A. G. Soistman, the president, has been contemplating this change on account of their inability to handle their enormous business in the old building. They now, however, have the largest drum factory in the world, covering a floor space of over 50,000 square feet, and employing in the neighborhood of 200 hands. September proved to be the biggest month in the history of this firm, and October is not falling off any so far.

The Keen attachment, manufactured by the Keen Phonograph Co., has proved a great seller.

**OUR UNEQUALLED LINE OF TALKING MACHINE RECORD CABINETS**



No. 103.—Holds 192 12-inch Disc Records. Oak and Mahogany.

Every dealer should purchase at least one Cabinet for a sample. In interior and exterior design, in quality of finish and workmanship, in practical and everlasting utility, they surpass any other cabinet on the market.

**CYLINDER CABINETS**

- No. 122—Oak or Mahogany.....Holds 125 records
- No. 123— " " " " " " " 150 "
- No. 124— " " " " " " " 200 "
- No. 125— " only " " " " " " 350 "

**DISC CABINETS**

- No. 101—Golden Oak only.....Holds 120 10-in. or 12-in. records
- No. 102—Oak or Mahogany..... " 180 " " " "
- No. 103— " " " " " " " 192 " " "
- No. 104— " " " " " " " 252 " " "
- No. 247—Sectional Cabinet Oak only. " 385 " " "

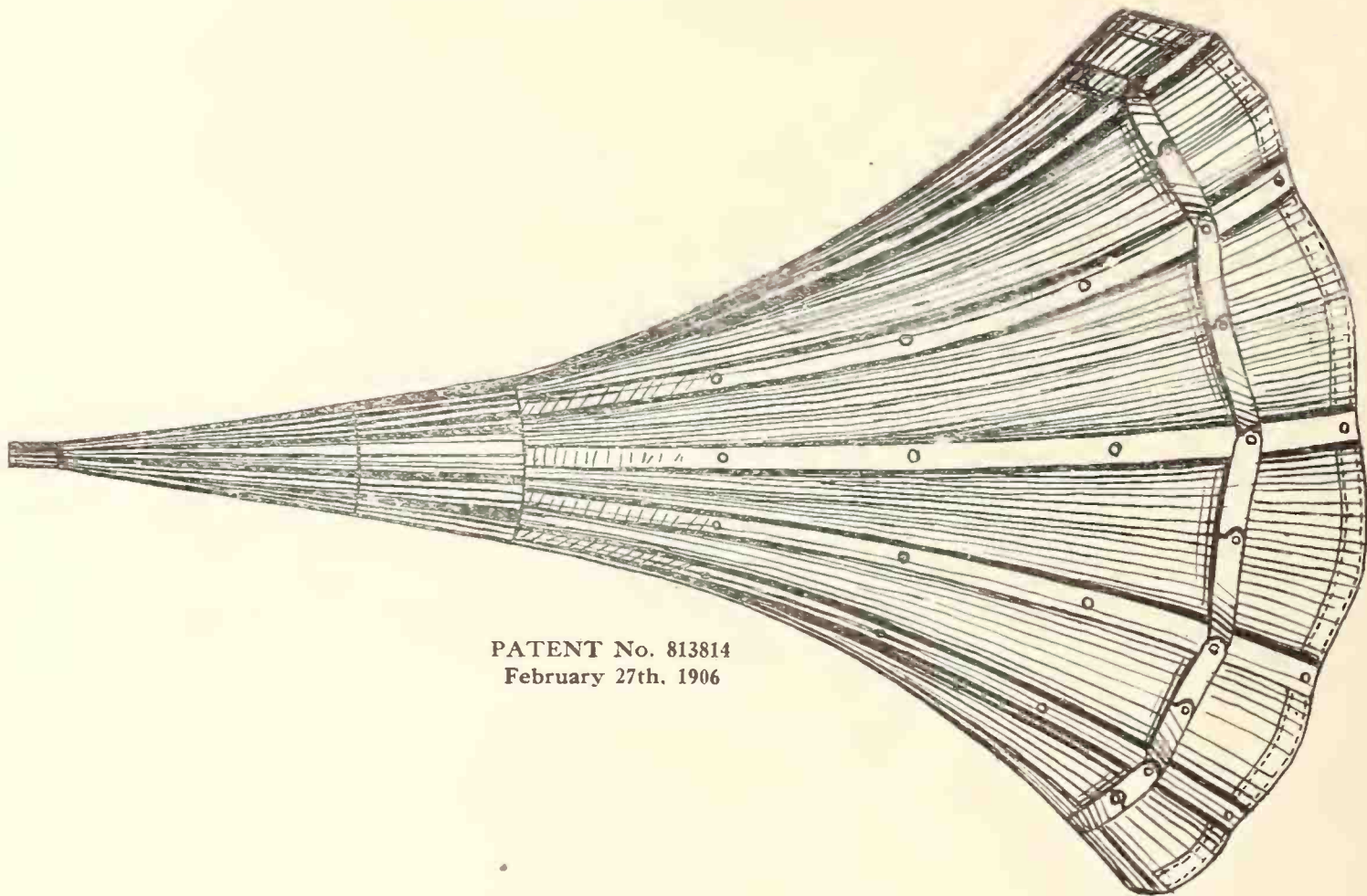
**Catalogue and Prices for the asking**

Liberal Discount to Established Dealers

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

# The Munson Folding Horn

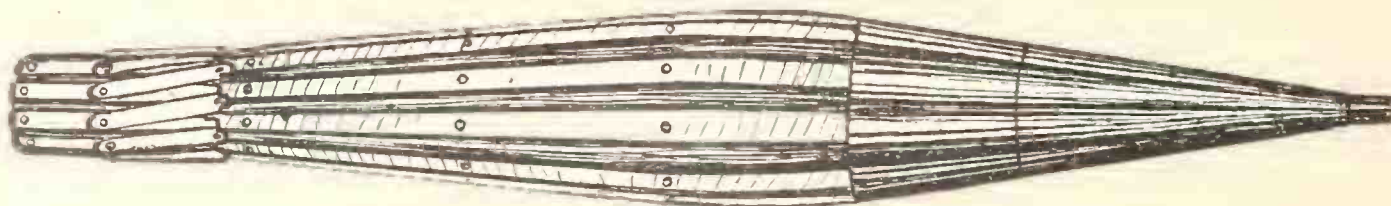
The latest one-piece indestructible horn for all cylinder and taper arm disc machines; can be opened or closed in 30 seconds.



PATENT No. 813814  
February 27th, 1906

Made of selected "LEATHERETTE" with spring steel ribs. This horn insures a sweetness of tone impossible with the sheet metal product, and when closed can be carried as conveniently as an umbrella or placed in the lid of a trunk.

We guarantee all of our horns against rattle or blasting.



Retail  
\$5.00

Made in solid colors—Gold or Black, Hand Decorated or Plain.

**Sold Only Through Jobbers**

Liberal discount to the trade. Will be ready for shipment on or about November 15th, 1907.

**The Folding Phonographic Horn Co., Inc.**

Office and Salesrooms

**650 & 652 Ninth Ave., - New York City, N. Y.**



This practical device can be used on any cylinder machine and does away with the cumbersome stand.

The Musical Echo Co., of this city, are enjoying an especially brisk trade at the present writing, and providing things keep moving at the same pace will run ahead of last year's business.

Harbach & Co., the well-known moving picture agents, have just received a number of new novelties from the other side. Don't fail to write them.

The Excelsior Drum Works, Camden, N. J., to manufacture drums and musical instruments, was incorporated with the secretary of the State of New Jersey on Tuesday last. Capital, \$125,000. Incorporators: James W. Pepper, Howard E. Pepper and Adolph D. Soistman.

### JOBBER AND DEALERS BENEFIT

Through the New Schedule on Net Prices of Edison Gold Moulded Records Which Go Into Effect Oct. 1.

The National Phonograph Co., through General Sales Manager F. K. Dolbeer, have notified jobbers and dealers that on and after October 1 the net price of Edison Gold Moulded records will be changed somewhat, the list price, however, remaining as heretofore at thirty-five cents, or four dollars and twenty cents per dozen. There will be no change, however, in the price of grand opera or concert records. They announce further that they will issue to all jobbers a credit mem. on records (except grand opera or concert) shipped and invoiced to them from September 1 to September 30, 1907, inclusive. They will, in turn, permit all jobbers to rebate retail dealers on all records shipped and billed to said dealers from September 1 to September 30, 1907, inclusive.

They state: "This change in price is to be made effective in order to reimburse the jobber for possible loss by breakage in transit; and on and after the date mentioned we will not entertain or make good to either jobbers or dealers, any claims for breakage in transit, nor will you be permitted to do so with your dealers. We have, for some time past, realized that the jobber should obtain a larger profit on records, thereby not only covering the possible loss by breakage before referred to, but enabling him to realize a fair margin of profit on the many small orders received by him from retail dealers. We still purpose replacing any and all Edison records that may be received in a defective condition through manufacturing causes." (This paragraph applies to dealers also.)

The Talking Machine Store has been opened at 103 South Howard street, Akron, Ohio, by Gomer Griffiths and Carl Glover, of that city. Edison phonographs, Victor talking machines, and a full line of accessories will be handled.

## NEWS OF THE MONTH FROM THE SAINTLY CITY.

Jobbing Trade for the Past Four Weeks Has Been Steadily Growing in Activity—Improvement Also Noted in Retail Trade—P. E. Conroy Returns from Europe—Optimistic Over Trade Outlook—Talking Machine Stores Handsomely Decorated During Visit of President Roosevelt—C. W. Long's Cheery Report—Talking Machine Men Married—Marks Silverstone Reports Progress—May, Stern & Co. Open Their New Talking Machine Department—Koerber-Brenner Music Co. Well Satisfied With General Business.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 8, 1907.

The jobbing trade for the month of September and the opening weeks of October showed a good volume of activity with a nice increase for the same period over that of a year ago. The retail trade, too, was good, and there is a general feeling among all the jobbers and retailers that the fall and winter demand will be very large and greater than ever before. Several houses are enlarging their record capacity so as to be in shape to supply all orders.

P. E. Conroy, president of the Conroy Piano Co., arrived home the latter part of September from a three months' tour of Europe, and states that their talking machine business is improving each day. He feels very optimistic as to the fall and winter trade, and reports that his firm are adding a line of new accounts right along.

The annual visit of the Veiled Prophet here on October 1, in connection with fall festivities, and that of President Roosevelt on October 2, was the cause of some very elaborate window displays among the talking machine dealers. Those that were particularly handsome were the St. Louis Talking Machine Co., the Columbia Phonograph Co., the Conroy Piano Co., and the Thiebes-Stierlin Music Co.

C. W. Long, manager of the St. Louis Talking Machine Co., returned recently from a several days' business trip to Indiana. He reports his firm's trade for September very good, with a very substantial increase over the same month of last year. He states that all indications point to a very heavy fall and winter trade.

A. L. Owen, assistant manager of the St. Louis Talking Machine Co., and Miss Rose Buechel, of this city, were married on Tuesday, October 1. Both the contracting parties are well known and very popular.

Manager T. P. Clancy, of the Columbia Phonograph Co., makes very favorable reports on trade conditions with his concern, and reports the sale of a number of their new \$200 symphony grands.

David C. Mehlin, assistant manager of the Columbia Phonograph Co., and Miss Mae O'Donnell, of this city, were married on September 19. They took a two weeks' honeymoon trip through the Southwest.

Marks Silverstone, president of the Silverstone

Talking Machine Co., states that their jobbing trade is very good and increasing each day. He also reports retail trade and the demand for records on the increase. Mr. Silverstone has just returned from a week's business trip through Illinois. V. P. Powers has been added to the traveling force of the Silverstone Talking Machine Co., and will represent the concern through Southwest Missouri.

The Koerber-Brenner Music Co. report that their talking machine trade is very satisfactory with the best kind of prospects for an immense fall and winter trade.

D. K. Myers reports that the jobbing trade on Zonophones is excellent with a most favorable outlook from now on.

W. C. Fuhri, district manager for the Columbia Phonograph Co., was a recent visitor here.

May, Stern & Co. have opened up their new talking machine department. It is located on the seventh floor of their building, and is one of the handsomest equipped departments in the city. Three customer's rooms have been fitted up in a most elaborate manner. This concern and all its branches in other cities have got up a very nice catalog on the Columbia phonograph (the only machine they handle), containing cuts of the different kind of machines, and also including a list of records. It is a very neat book.

J. F. Geo. Gunter, assistant to S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., has resigned.

A. A. Knapp reports trade improving very nicely and that he is having a splendid record demand.

Marks Silverstone, president of the Silverstone Talking Machine Co., states that in answer to an advertisement he had in The Talking Machine World last month he received replies from dealers located from coast to coast, Canada, north and south.

### BARD BROS. EXPANDING.

Bard Bros., the talking machine dealers of Wheeling, W. Va., have announced that they will shortly build an annex to their present store in that city. The additional space is necessary despite the fact their building was remodeled and considerably enlarged only about a year ago.

## DO YOU KNOW?

That every order we fill is time stamped when it reaches us and when it is shipped. That we never hold an order over night. That orders are filled completely and goods shipped in factory condition. That is the service we are noted for—Is it worth anything to you? Try us and be convinced. We handle nothing but the Victor line. We know nothing else but "Victor." We are the only Exclusive Victor Distributors in Missouri. *Why not get together?*



**ST. LOUIS TALKING MACHINE COMPANY**

**"The People with the Goods."**

**Seventh and St. Charles Sts.**

**QUICK SHIPMENTS FROM ST. LOUIS  
TO THE SOUTHWEST.**

OF

**Edison Machines, Records**

AND GENERAL TALKING MACHINE SUPPLIES

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

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



**ANENT INSTALMENT CONDITIONS.**

The Development of Instalment Feature of the Talking Machine Business Discussed by a World Subscriber in Indiana.

Evansville, Ind., Sept. 30, 1907.

Editor Talking Machine World:

New York:

Dear Sir—It is very entertaining to one who has watched the development of the instalment feature of the talking machine business to see the efforts the trade is making to change the conditions they have created.

About seven years ago a firm in Philadelphia began this feature of selling machines, one dollar down and one dollar a week. The writer helped to spread the news west. The trade generally said it could not be done as the losses would be too great. We carried these comments back to Philadelphia. The pioneer firm was interviewed and they reported that out of eighteen thousand dollars' worth of machines sold their losses amounted to three machines, or about one-half on one per cent.

This so encouraged the trade that they gradually dropped into the game. Many dealers, not so much to become missionaries, but rather to get the long profits, became jobbers, and began selling on the instalment at the cash price. This discouraged many of the small dealers, and because they could not follow this pace dropped out, while many others hung on by "their eyebrows."

So Mr. Jobber-Dealer smiled at the way he wiped out competition. One morning we awoke, and picking up our morning paper, read the flaring ad. "Nothing Down. Pay Later On."

This had the same effect as hitting a drowning man on the head, and some more small dealers went down and only a few bubbles (bad accounts) mark the spot.

Later on some other big fish got into the puddle, with just as much money and more nerve, and have rushed the pace so fast that Mr. Jobber-Dealer and Mr. Nothing-down-and-a-little-later-on are much in the plight of the man who yoked himself up with an ox, when the ox started to run away the man called, "Here we come, darn our fool souls, some one head us off." They want the manufacturers to help them let loose.

There never was a greater injustice done the smaller dealer than this ruinous practice, and I am glad to see the fowls returning to their roosts.

There is a great volume of business done on the instalment plan, and the buyer has always known that he had to pay more than when he bought for cash. It was up to our jobber-dealers to spoil this class, as well as the cash customer, by allowing him to elect which plan he wanted, the price being the same in either.

But, now, how shall we get out of this rut?

If you look around you you will find a firm that "cuts a good deal of ice" in the talking machine business, and they get an additional 10 per cent. on time sales.

Now that we have a National association much could be accomplished if the members are not afraid to trust each other.

You, Mr. Big Dealers, are the ones who led us astray, now be the Moses to lead us out of the wilderness. Get right yourselves and the smaller fry will follow.

H. H. M(YEES),  
Winona Lake, Ind

**ANDREWS' SPECIALTY.**  
**QUICK SHIPMENTS.**

**W**E are mid-way between the East and the West and dealers can rest assured that our facilities are unsurpassed for quick shipments. Prompt attention is given to all orders and dealers are surprised to know how quickly they receive whatever they order from us. ¶ We carry the most complete stock of Victor, Edison and Columbia machines to be found in Western New York. We are always ready, a sort of "Johnny on the spot" you know, to rush shipments through so that our customers shall suffer no delay. ¶ If you have not done business with us you will find it to your advantage to do so. We carry aside from machines a big stock of all equipments and talking machine accessories of every nature.

**W. D. ANDREWS**

216 E. Railroad Street  
Syracuse, N. Y.

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

**BASEBALL MANAGER HONORED**

By the Presentation of an Expensive Graphophone—The Appreciative Address to Manager Clark Also Delivered Through This Medium—A Great Occasion for Pittsburgians.

(Special to The Talking Machine World.)

Pittsburg, Pa., Oct. 7, 1907.

One of the features of the last baseball game of the season on the Pittsburg grounds was the presentation of a Columbia disc graphophone to Manager Fred Clark, by Mr. Barney Dreyfus, the club owner. Just before the game was closed by Umpire Johnston a beautiful BD disc graphophone in all of its mahogany glory, resting upon a mahogany cabinet, with its silver horn reflecting the rays of the sun, was carried to the home plate. The players of the home team, as well as their opponents of the day, the Philadelphia Club, gathered around Manager Clark to witness and enjoy his surprise. It was not enough that he should be presented with a graphophone, but most fittingly the presentation speech, with which Mr. Dreyfus gave Mr. Clark this little remembrance, was repeated by the great BC cylinder graphophone. The record for this speech had been made in the commercial office of the Columbia Phonograph Co., in Pittsburg. The mechanical proxy of the little owner of the big club told Mr. Clark how his home would be brightened, and his evenings enlivened by this machine while he was out upon the farm. Mr. Dreyfus said that he knew Mr. Clark had wanted one of these machines, but that Mr. Clark, being rustically inclined, was not likely to purchase one for himself. He said that he knew that it was one of the great mysteries why a farmer would rather spend his money for bad smelling fertilizer than to purchase a melodeon or a plush album for his home. He remarked that while Mr. Clark himself might be behind the kitchen stove, rubbing hog tallow on his boots, or perhaps out in the woodshed cleaning the barnyard soil off his overalls, his children could be in the parlor making merry. Furthermore it would not be necessary for Mr. Clark to send for Si Perkins when his family wanted to have a frolic. Si Perkins and his antediluvian fiddle would not be needed with a graphophone in the house. No, by heck! He could have all the music he wanted right to hum.

Following the speech delivered by graphophone Mr. Clark turned on his own machine with some beautiful new records, and entertained the thousands of people on the grand stand and bleachers. Their appreciation was fully attested in loud applause. Whenever the horn was turned from one end of the stand to the other the yells of those deprived mingled with the cheers of those who were receiving the benefit of the music. Altogether it was a very brilliant affair.

**A. P. PETIT ON THE PACIFIC COAST.**

A. P. Petit, general manager of the Talking Machine Supply Co., New York, was on the Pacific Coast last week, calling on the jobbers in Seattle and Portland, Ore.; San Francisco and Los Angeles, Cal. From thence he goes to Texas and so on to Mexico, but will have no time to run over to Havana, Cuba, as he is a week behind now on his route schedule, and instead of returning the middle of November will not reach home before December 1. Mr. Petit's health is good and his business better.

Fletcher Bros., of Victoria, B. C., are making arrangements for an extensive addition to their premises to accommodate their rapidly increasing graphophone business. Two or three years ago this firm opened up a department with two or three machines on the counter and a few dozen records, that included a very limited repertoire. At the present time their stock embraces in the neighborhood of 10,000 disc, and as many cylinder records, and never less than from fifty to one hundred machines. Mr. Fletcher states that this department has grown to larger proportions than any other part of the business, and they are delighted with the results.



# SUN RECORD

## HAVE YOU HEARD IT?

*If Not, Listen!*

Would you like a brilliant record, with absolutely true tone reproduction, satin finish, no scratching sound when running, embodying all of the latest and best music, specially arranged, and produced with finest effects? If so, buy the "Sun," and find what you are in search of.

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### DEALERS ATTENTION!

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#### OLD RECORDS EXCHANGED

*Dealers can keep their shelves free from out-of-date stock; consumers can turn in their old records for new.*

The consumer may buy three Sun Records, pay for two, return one old Disc Record (any make).

NO PRICE CUTTING WILL BE  
ALLOWED. MUST BE SOLD  
TO CONSUMERS AT 60c. EACH

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As we sell only one Dealer in a Town, each Customer of ours has an Exclusive Proposition

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*Write for full particulars*

**LEEDS & CATLIN CO.**  
53 E. 11<sup>TH</sup> ST., NEW YORK.

## 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., Oct. 5, 1907.

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:

## SEPTEMBER 10.

Bombay, 22 pkgs., \$862; Callao, 11 pkgs., \$1,846; Hamburg, 1 pkg., \$186; Havana, 26 pkgs., \$1,847; 22 pgs., \$1,025; Limon, 6 pkgs., \$421; Liverpool, 3 pkgs., \$420; London, 1,059 pkgs., \$13,000; Mazatlan, 3 pkgs., \$349; Milan, 3 pkgs., \$187; Rio de Janeiro, 22 pkgs., \$966; St. Petersburg, 13 pkgs., \$764; Vera Cruz, 18 pkgs., \$768; Vienna, 5 pkgs., \$304; Yokohama, 99 pkgs., \$4,655.

## SEPTEMBER 17.

Aberdeen, 38 pkgs., \$312; Berlin, 180 pkgs., \$2,001; Callao, 6 pkgs., \$657; Cape Town, 30 pkgs., \$627; Cardiff, 58 pkgs., \$427; Glasgow, 84 pkgs., \$273; Guayaquil, 3 pkgs., \$123; 2 pkgs., \$152; Hamburg, 56 pkgs., \$500; Liverpool, 12 pkgs., \$3,600; London, 1,316 pkgs., \$11,473; Manchester, 14 pkgs., \$562; Mollendo Puree, 6 pkgs., \$270; Para 23 pkgs., \$1,384; Pernambuco, 25 pkgs., \$1,039; St. Johns, 4 pkgs., \$135; Vera Cruz, 112 pkgs., \$4,263.

## SEPTEMBER 24.

Berlin, 235 pkgs., \$2,482; Bristol, 45 pkgs., \$321; Buenos Ayres, 59 pkgs., \$2,534; 13 pkgs., \$476; Cardiff, 55 pkgs., \$352; Cochobawba, 2 pkgs., \$159; Colon, 10 pkgs., \$313; Cornito, 5 pkgs., \$107; Fremantle, 1,991 pkgs., \$36,775; Glasgow, 29 pkgs., \$1,427; Guayaquil, 3 pkgs., \$229; Havana, 6 pkgs., \$512; Havre, 6 pkgs., \$186; Iquique, 7 pkgs., \$516; Leeds, 32 pkgs., \$242; Leipzig, 54 pkgs., \$2,735; Liverpool, 1 pkg., \$123; 70 pkgs., \$469; London, 14 pkgs., \$385; 464 pkgs., \$7,291; 6 pkgs., \$659; Manchester, 120 pkgs., \$790; Melbourne, 24 pkgs., \$2,760; Newcastle, 56 pkgs., \$415; Shanghai, 16 pkgs., \$487; Singapore, 28 pkgs., \$487; St. Croix, 5 pkgs., \$276; Sheffield, 41 pkgs., \$276; Tampico, 2 pkgs., \$257; Valparaiso, 11 pkgs., \$638; Vera Cruz, 158 pkgs., \$3,643; Vienna, 14 pkgs., \$257; Yokohama, 91 pkgs., \$1,300.

## OCTOBER 1.

Bahia, 46 pkgs., \$1,100; Bangkok, 3 pkgs., \$370; Bremen, 2 pkgs., \$110; Berlin, 184 pkgs., \$1,426; Bristol, 65 pkgs., \$388; Buenos Ayres, 121 pkgs., \$5,648; Cardiff, 72 pkgs., \$1,052; Cartagena, 8 pkgs., \$460; Dublin, 15 pkgs., \$350; Havana, 8 pkgs., \$587; 7 pkgs., \$235; 16 pkgs.,

\$301; Havre, 13 pkgs., \$300; 14 pkgs., \$466; Leeds, 37 pkgs., \$232; London, 3 pkgs., \$165; 5 pkgs., \$230; 292 pkgs., \$6,295; Manchester, 50 pkgs., \$335; Manila, 8 pkgs., \$514; Montevideo, 45 pkgs., \$4,133; Newcastle, 56 pkgs., \$416; Ormo, 6 pkgs., \$601; Rio de Janeiro, 102 pkgs., \$640; 2 pkgs., \$167; St. Petersburg, 22 pkgs., \$606; Savanilla, 5 pkgs., \$189; Sheffield, 41 pkgs., \$276; Singapore, 4 pkgs., \$225; Soerbaya, 9 pkgs., \$115; Trinidad, 7 pkgs., \$136; Valparaiso, 5 pkgs., \$271; 7 pkgs., \$645; Vera Cruz, 31 pkgs., \$1,214.

## OCTOBER 8.

Auckland, 13 pkgs., \$350; Belfast, 60 pkgs., \$418; Berlin, 209 pkgs., \$2,689; Bombay, 7 pkgs., \$184; Bradford, 10 pkgs., \$324; Buenos Ayres, 15 pkgs., \$1,344; Callao, 19 pkgs., \$423; Cardiff, 35 pkgs., \$352; Corinto, 7 pkgs., \$1,179; Cristobal, 6 pkgs., \$130; Cartagena, 8 pkgs., \$268; Dublin, 24 pkgs., \$146; Glasgow, 12 pkgs., \$416; Guayaquil, 7 pkgs., \$652; Havan, 15 pkgs., \$589; Havre, 7 pkgs., \$211; Inique, 8 pkgs., \$1,245; Leeds, 39 pkgs., \$249; 51 pkgs., \$355; Liverpool, 140 pkgs., \$915; 13 pkgs., \$319; 326 pkgs., \$1,916; London, 476 pkgs., \$10,886; 15 pkgs., \$685; 12 pkgs., \$1,059; Manchester, 44 pkgs., \$286; 130 pkgs., \$866; Melbourne, 260 pkgs., \$11,206; New Castle, 57 pkgs., \$427; 14 pkgs., \$112; Santiago, 5 pkgs., \$101; Shanghai, 34 pkgs., \$1,670; St. Petersburg, 7 pkgs., \$204; Sheffield, 40 pkgs., \$246; Vera Cruz, 41 pkgs., \$2,232; Vienna, 16 pkgs., \$801; Wellington, 9 pkgs., \$225; Yokohama, 7 pkgs., \$316.

## REGARDING PROGRAM ADVERTISING.

A timely warning is given talking machine dealers by the Canadian Music Trades Journal regarding the inadvisability of advertising in even one program during the coming season. As that paper truthfully says: "Talking machine dealers should have their minds made up now as to the attitude they are going to assume towards program advertising this season. It will not be long before they will have to express themselves one way or the other and as they start so they may expect to continue during the rest of the concert season. A great many dealers last year decided it was much better when approached by a church, Sunday-school, or society committee to dip down and hand out a one, five or ten dollar bill as the inclination might suggest or the pocket warrant and enter it in the church and charity account instead of burdening the advertising account with it. Program advertising is usually given out of kindness and advertising done in

this way is seldom of any account. The loan of a machine, record, etc., may be substituted for the advertising sometimes, and if this will satisfy the dealer may be thankful, but in any case it is better to hand out the actual cash and keep the advertisement out of the medium rather than establish a precedent which will not be overlooked by all the other program promoters in the town.

## PORTER'S CLEVER ADVERTISING.

Featuring Victor and Edison Records With Great Success in the Local Papers.

L. R. Porter, the talking machine dealer of 34 High street, Brockton, Mass., has been carrying on a very lively and interesting advertising campaign in the local papers, in the interests of the Edison and Victor records, which he handles. Each day he carried a small ad. for the Victor and Edison alternately, and every one formed interesting reading. A special record was featured each day with some terse matter regarding it. As a sample of Mr. Porter's business getting publicity, we append the following, which appeared recently:

"OUR BEES ARE BUSY BUZZING."  
THEY ARE MAKING  
"HONEY BOY"  
FOR US.

It will come out of the COMB Sept. 28th. sung by Billy Murray, with Orch. Accp., and whistling chorus, on a 10-inch VICTOR RECORD, No. 5207, price 60c.; and by Frank Stanley on an 8-inch VICTOR No. 5235, price 35c. Also on Oct. 26th, sung as a "Duet" with Orch. Accp., by Reed Miller and Reinald Warrenrath on an EDISON RECORD, No. 9670, price 35c. We predict a very large sale for these records. Orders booked now will be ready for delivery on the above dates. "BEE WISE," don't get left. Send us your order for one at once and we will save it for you. Send it to-day.

L. R. PORTER.  
34 High St. Brockton.

## PROFIT IN THE VICTOR

When Sold on Instalments—Some Timely Comments on This Subject.

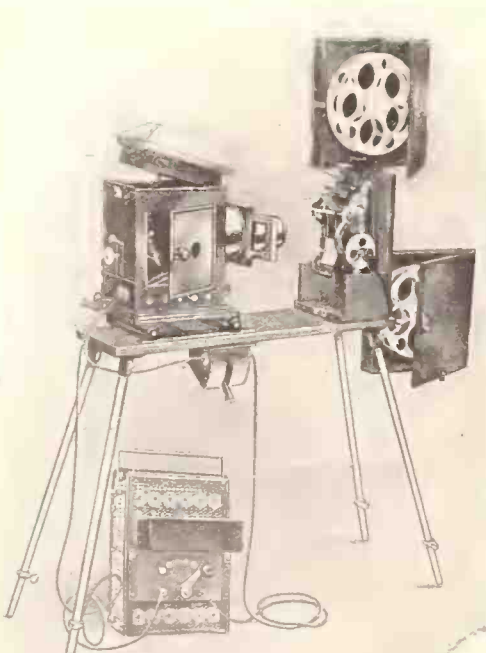
Louis F. Geissler, general manager of the Victor Talking Machine Co., in an interesting letter sent out to the dealers regarding the advantage of instalment sales, makes the following interesting points worth noting:

"You make five dollars to our one on every Victor sale. If it is worth our while to go into the expense of developing this plan, and do all the advertising which we are doing to help it along, it is certainly worth your while to make some effort to get your five dollars to our one.

"Selling Victors on instalments is ten times as easy as selling any one of numerous other articles. There is more enjoyment in the Victor to attract a customer. There is more enjoyment in the Victor to keep him paying his instalments. There is more business that comes out of selling Victors on instalments. Every time a customer comes into the store you can play the new records for him and sell him new records. What do you get by playing a piano for him, or an organ, or letting him sit down in a chair? The instalment plan sells more records than the cash plan, and an instalment purchaser comes into your store regularly once a week, and he is sure to buy one or two new records for cash almost every time he comes.

"If mail order houses hundreds of miles away can do business in your territory under their plan, you can do several times as much business under the Victor instalment plan, with the Victor goods to recommend it."

The British agency for the horn cranes and floor stands made by the Hawthorne & Sheble Mfg. Co. has been placed with Baruett Samuels & Sons, of London; and that for the Star line of records with the General Phonograph Co.



## DEALERS!

Are you selling the Kinetoscopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of  
Everything in

EDISON  
VICTOR  
COLUMBIA

**Powers & Henry Co.**  
101 Sixth St., cor. Duquesne Way,  
PITTSBURG, PA.

## ATTRACTIVE NIGHT SIGN

Devised by Mr. CaJacob for His Store—A Few Trade Pointers.

A very attractive sign for the exterior of a talking machine store is that conceived by A. C. CaJacob, a dealer of Wapakoneta, O., and which is illustrated herewith, as it appears at night. The entire sign is made of galvanized iron, the horn being eighty-four inches long, with a bell forty inches in diameter. The letters were cut



out by a tinsmith and backed up with glass, painted white, the outline of the horn being indicated by holes punched along the edge, as shown in the picture. The body of the horn is painted in aluminum, the inside being shaded from a dark to a light green. The sign is the same on both sides and is about six and one-half inches thick, the interior being lighted in fine shape by six four-candle-power lamps. We are informed that the total cost was less than \$30, being very low in view of the results obtained.

In submitting the accompanying photograph Mr. CaJacob offers some interesting points on the way to develop talking machine trade, which are worth noting. He says: "I believe the average dealer does not make his place of business conspicuous enough with signs, and while some may think this an expensive sign for a dealer in a small town, yet my experience is to the contrary.

I have a separate room in the rear of my jewelry store that I use for the talking machine department and while I call it a side line yet the sales in this department will be close to \$3,000 this year. I carry the entire catalog of records of the three leading makes: Edison, Victor and Columbia. The possibilities of the talking machine line can only be appreciated by those who push it hard and carry a full stock of machines and records. A dealer must at all times be able to deliver the goods."

## SELLING CAMPING PARTIES.

The Question of Selling People in the North Woods—Some Good Prospects Overlooked During the Past Summer.

In looking over the summer business one talking machine dealer ridiculed the idea of doing any great amount of business with camping parties claiming that many of those he approached said they wouldn't be encumbered by a talking machine, horn and supply of records even for the enjoyment of the music after a day's tramping. They claimed that their kits were enough to pack when tramping and took up all available space when canoeing.

Let the question be granted. There is another point from which to view prospects in that direction. In the great north woods of New York State there are hundreds of "camps," or temporary boarding houses. Every one of the numerous lakes in that region is fringed with these resorts, inhabited by vacationists from the cities on pleasure bent. What better field could be found for the work of a talking machine salesman? There are very few machines in the section and those are not of recent pattern. Pianos are not numerous for the reason that it would not pay to purchase an instrument simply for use in the summer months.

On one of the lakes in the Fulton Chain there was one talking machine and a very limited supply of records, among over a score of camps, and the way that poor machine had to work almost every evening at impromptu dances and other en-

tertainments was simply shameful. The camp where it belonged was always the destination of the numerous canoes and skiffs that navigated the lake after nightfall.

One resident and camp landlord upon being questioned stated that if a salesman had visited the camps early in the season he could have disposed of at least a dozen good machines, and outfits on that one lake alone, but that he, the landlord, when on a trip to the city, found so little time at his disposal after attending to pressing business, that he never had the opportunity of going into a talking machine store to choose an outfit.

Of course this season is practically over, but the hint might well be followed early next season by dealers located even a hundred miles or more from summer resorts and a salesman sent to canvass the different hotel or camp owners. It will mean business of good proportions.

## ANOTHER CLEVER WINDOW

Arranged for the 23d Street Warerooms of the Columbia Phonograph Co. by Harold Godwin—A Very Ingenious Arrangement.

Harold Godwin, in charge of the window-dressing department of the Columbia Phonograph Co., recently completed his second series of exhibits in the concern's establishment, 35-37 West Twenty-third street, and it goes without saying that same is attracting most favorable attention. The display arranged in the west window depicts a dandy in town making direct for Smith's store, one who deals in up-to-date graphophones and records. The scene is a rural one with "ye olde fashioned houses" as a background, with spreading elms and green sward to give it tone. In fact the scene carries one back to the picture books and nursery rhymes of long ago, and of pleasing memories. The dandy is followed by a boy and a dog and what gives greater emphasis to the advertising scheme is that the dandy, boy and dog are fashioned from notes of music and staffs. The sign suspended above the scene reads "There's A Dandy Tune in Town."

## REPAIR PARTS

for all

## Talking Machines

We manufacture more parts than any other concern, and we sell more, because every part is carefully made.

*You take no chances in ordering our repair parts.*

Sole agents for

**The Schwabacher Needle Fabrik.**

The Largest Needle House in the World.

Send for our catalogue.

## Partes secundarias y de repuesto

para toda clase de fonógrafos.

Hacemos muchas más piezas de reparación que ningún otro fabricante, y vendemos más también, Por qué? porque cada una de las piezas de nuestra fabricación está cuidadosamente acabada.

*No dudeis pues en encargarnos las piezas de reparación que necesiteis.*

Unicos agentes de la casa

**The Schwabacher Needle Fabrik.**

La mayor fábrica de agujas del mundo.

Pedid nuestro catálogo.

**THE TALKING MACHINE SUPPLY CO.**

A. P. PETIT, General Manager.

400 Fifth Avenue, New York, U. S. A.

# 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.

## C. Koehring & Bro.

INDIANAPOLIS, IND.

### VICTOR DISTRIBUTORS

Our stock is complete. Orders filled the same day as received.

## KNIGHT MERCANTILE CO.

### Zon-o-phone Jobbers

10,000 records in stock. Try sample order. If not best records made, return them for credit. Needle specialists. We have the prices, too. Honest dealers' accounts carried.

211 N. Twelfth St., ST. LOUIS, MO.

## Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE  
1021-23 Golden Gate Ave.

RETAIL  
1113-15 Fillmore St.

JOBBERS Edison, Zonophone

DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

## 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.

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

## HARGER & BISH

Western Distributors for the

# VICTOR COMPANY.

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.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

## EDISON VICTOR JOBBER DISTRIBUTORS

Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE MCGREAL, Milwaukee, Wis.

## PITTSBURG PHONOGRAPH CO.

VICTOR and EDISON  
JOBBER JOBBER

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

## Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

### Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

## NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.  
177 Tremont Street BOSTON, MASS.

## BENJ. SWITKY

Victor and Zonophone Distributor

Phone 665 Gramercy 27 E. 14th St., New York City

## KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

## Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

## T. H. TOWELL, Pres. & Treas. THE ECLIPSE MUSICAL COMPANY

JOBBER OF EDISON PHONOGRAPHS,  
VICTOR TALKING MACHINES,  
RECORDS AND SUPPLIES.

LARGEST STOCK,  
QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

## Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines  
and Records.

## JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking  
Machines  
and RECORDS Wholesale and Retail  
Largest Stock in the South

## E. F. DROOP & SONS CO.

925 Pa. Avenue WASHINGTON, D. C. 109 N. Charles St. BALTIMORE, Md.

Wholesale and Retail  
Distributors

### Edison Phonographs Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

## PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland  
Oakland Los Angeles

PERRY B. WHITSIT L. M. WELLER

## PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

## S. B. DAVEGA,

EDISON JOBBER  
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.

32 East 14th St. New York City.

## WEYMANN & SON

WHOLESALE DISTRIBUTORS

EDISON Talking Machines RECORDS & Supplies VICTOR

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

1010 Chestnut St., Philadelphia, Pa.

## KOHLER & CHASE

Oakland, Cal.

Seattle, Wash.

Jobbers of

STAR, ZONOPHONES AND  
EDISON PHONOGRAPHS

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

IF YOU'RE IN WESTERN MICHIGAN  
it will be money in your pocket to order

Victor Machines and Records

... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving  
in Transportation Charges

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

# Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber  
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.  
**L. MAZOR**, Proprietor  
Talking Machines and Records. The Biggest Assortment of Hebrew Records.  
1423-25 E. Pratt Street, BALTIMORE, MD.

**FINCH & HAHN**,  
Albany, Troy, Schenectady.  
Jobbers of Edison  
**Phonographs and Records**  
100,000 Records  
Complete Stock Quick Service

**D. K. MYERS**  
712 North Second St. ST. LOUIS, MO.  
Only Exclusive Jobber in U. S. of  
**Zon-o-phone Machines and Records**  
We Fill Orders Complete Give us a Trial

**SPALDING & CO.**  
109-113 W. Jefferson St., Syracuse, N. Y.  
JOBBER  
**COLUMBIA MACHINES and RECORDS**  
Also Athletic Goods, Fishing Tackle and Cutlery

THE OLDEST TALKING MACHINE HOUSE  
IN PENNSYLVANIA  
**C. J. HEPPE & SON**  
1115-1117 Chestnut St.  
PHILADELPHIA, PA.  
**EDISON and VICTOR** A Stock that is always Complete  
**GOODS and ALL ACCESSORIES**

C. B. HAYNES W. V. YOUMANS  
**C. B. HAYNES & CO.**  
WHOLESALE DISTRIBUTORS  
**EDISON PHONOGRAPHS and RECORDS**  
ALL SUPPLIES  
602-604 East 4th St., Richmond, Va.

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

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address  
**The WARNER DRUG CO.**  
Torreon, Coah., Mex.  
Apartado 163

## 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



CHICAGO

We Help the Dealer Sell  
**ZONOPHONES**  
WE FURNISH YOU NEW IDEAS  
**DISC TALKING MACHINE CO.**  
13 No. 9th St., PHILADELPHIA, PA.  
H. N. MCMENIMEN, GEN'L MGR.

**PRICE PHONOGRAPH CO.**  
54-56 Clinton Street, NEWARK, N. J.  
**Victor Distributors** Talking Machines Records  
Send us your Order, you get the Goods  
We don't retail. We take care of the Dealer.  
Large Stock - Quick Service

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 November list.

### 15,000 RECORDS DESTROYED

By the Fire in the Basement of A. B. Wahl's Store in Indianapolis.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 5, 1907.

A fire in the basement under A. B. Wahl's jewelry and phonograph store in the Grand Hotel building, 119 South Illinois street, shortly after 6 o'clock a. m., on Sept. 28, destroyed 15,000 Edison phonograph records, each one in a pasteboard box. There were also many pine crates. The fire started near the front of the basement presumably from the network of electric wires just under the ground floor. Mr. Wahl said the records were worth thirty-five cents each, and unless the salvage is considerable his loss may amount to several thousand dollars. The firemen worked fifty minutes. The loss is covered by insurance.

### TRUTH OF REPORTS QUESTIONED.

Paul H. Cromelin Has Some Doubts as to Report of Proceedings at Berne Convention Cabled to New York—No Truth in Statement That Bar Association Had Taken Action in Copyright on Musical Works.

The authenticity of the cable despatches relative to the conference on copyright matters, reported as having closed its sessions at Berne, Switzerland, on August 31, are gravely questioned by Paul H. Cromelin, vice-president of the Columbia Phonograph Co. He informed The World, recently, that the information conveyed in these reports was part of a deep-laid plan with nefarious intent, and was misleading, if not absolutely false, as he was in Lucerne about

that time, being there, to some extent, specifically to inquire into the copyright situation, and if a conference of the kind referred to had been going on he would have heard of it without a doubt. Mr. Cromelin further added that an alleged report from Washington, D. C., published recently in one of the music trade papers, declaring the American Bar Association had adopted a resolution definitely endorsing the prohibition of copyright musical works in reproductive form, was also absolutely untrue. The association, he averred, held their annual meeting in Portland, Me., at which Alfred H. Walker, the well-known patent attorney, legal writer and counsel for the Connorsized Music Co., was present. The only action taken by the association, Mr. Cromelin said, was the mention of both the Senate and House bills, but neither was endorsed or recommended for passage by Congress.

### MRS. HECKER IS VICTORIOUS.

Another case of the talking machine coming out victorious over efforts to suppress it reaches us from Cleveland, O., where neighbors protested against the playing of the machine by one, Mrs. Hecker, until 2 o'clock in the morning or later. Despite the fact that there were several neighbors on hand to testify that they couldn't sleep the court decided that Mrs. Hecker could play her machine as long as she pleased.

"My husband likes to hear that machine when he comes home from work," said Mrs. Hecker in her own defence. "Here's one that's real good," and the lady put "Waltz Me Around Again, Willie" on the machine and spun it off. Then she put the "Whole Damn Family" on the machine and ripped it off, too. "When we get kind o' tired and sleepy and feel like goin' to bed we put on a hymn. Here it is. It's called 'Blessed Assurance.' Real musical, too. I certainly do like the good old-fashioned hymns." Then the church choir rang out with "Blessed Assurance," Mrs. Hecker listening with angelic face.

According to the witnesses it was the rendition of the "Whole Damn Family" that stirred up all the fuss. "I don't mind 'Blessed Assurance' so much," said one of the complaining

neighbors, "even if I do hear it twenty-seven times a day. But the 'Whole—ahem—Family'! Lord!"

### APPEALING TO PIANO DEALERS.

In order to increase the list of piano dealers handling talking machines, the Victor Distributing & Export Co., of New York, have been conducting a special campaign with that object in view. The company have sent a number of strong letters to a list of selected dealers with very satisfactory results. One of the letters sent out was as follows:

"Dear Sir—The Victor talking machines and records are recognized by the music trade as a distinctive 'musical instrument,' and are to-day a very necessary part of their stock, and an important factor in the profits of the business. If you have not placed the line, will ask your very earliest consideration of doing so, as we simply wish to appeal to you on the money there is in it. In the line of money makers they have no peer. They rank in a class by themselves, as the profit only starts with the sale of the machine. What appeals to all business men is the absolute protection in price which assures them of a very large profit. As the means of drawing trade to your place of business, they admit of no comparison with any line of merchandise, etc. Thanking you in advance, we remain, etc."

Now is the time to hustle for trade.

### TALKING MACHINE DEALERS

SHOULD BE FAMILIAR WITH THE BEST

**DRUMS**

MADE—WRITE TO-DAY FOR CATALOG

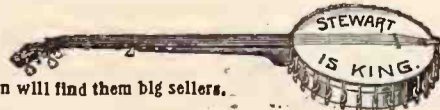
### EXCELSIOR DRUM WORKS

A. G. SOISTMANN, Manager

1109-1111 Locust Street Philadelphia, Pa.

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



**THE BAUER CO.**, 726-730 Girard Avenue Philadelphia, Pa.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., Oct. 6, 1907.

**MOUNTING FOR THE STYLUS-BAR OF TALKING MACHINES.** Leon F. Douglass, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 865,088.

One object of this invention is to produce a mounting for the stylus bar of a sound box of a talking machine, in which the stylus bar may be more directly, perfectly and efficiently mounted than heretofore, and the position and the tension of the stylus bar with respect to the diaphragm may be quickly and easily adjusted.

Heretofore the sound boxes in which the stylus bar has been mounted upon a torsional device for giving a tension thereto, or for holding said stylus bar in position, the torsional device or spring has been attached rigidly to the casing of the sound box and to the stylus bar, and no means have been provided for the axial adjustment of the stylus bar so that its pressure or tension in relation to the diaphragm may be varied, and this lack of adjustability of the torsional mounting for the stylus bar is a disadvantage which reduces the efficiency and quality of the reproductions by the sound box.

Briefly, this invention comprises an improved torsional mounting for a stylus bar which may be easily adjusted by means of suitable holding or clamping devices located in both the stylus bar and the bearings for the torsional device.

Figure 1 is a perspective view of a sound box having this improved stylus mounting secured thereto; Fig. 2 is a transverse sectional view thereof taken on the line 2-2, Fig. 3; Fig. 3 is a sectional view of the mounting taken on the plane passing through the torsional spring or wire perpendicular to the plane of the diaphragm; Fig. 4 is a sectional view through one of the arms of the improved mounting taken on the line 4-4, Fig. 3.

**CLEANING ATTACHMENT FOR SOUND-RECORDS.** J. Newcomb Blackman, East Orange, N. J. Patent No. 865,674.

This invention relates to means for cleaning the records of sound-reproducing instruments, and is more especially adapted for disc-record machines. It has for its purpose to provide a cleaning implement adapted to this type of instrument, having means whereby it may be easily assembled in operative relation to the record-disc and removed therefrom when desired. In the practical use of such disc-record, sound-producing instruments objection exists that the reproduction is clouded; that is, it is not as clear and distinct as it should be, and this difficulty arises because of the fact that the sound grooves are not perfectly clean, small dust particles collecting therein. Very slight particles of dust in the grooves detract materially from the clearness of the sound reproduction, and so far this difficulty has never heretofore been

taken care of in disc-record instruments. This invention consists in a cleaner adapted to be supported in operative relation to the record disc, as hereinafter described.

In the accompanying drawing illustrating that which is regarded as the best known embodiment of the invention—Figure 1 is a perspective view of the cleaning implement; Fig. 2 a side elevation thereof; Fig. 3 a front elevation thereof; Fig. 4 a rear elevation; Fig. 5 illustrates the same connected to the sound-box of the instrument; Fig. 6 a perspective of a disc-record, sound reproducing apparatus with the cleaning-implement in operative relation to the record, and Fig. 7 a similar view showing the sound-box and the cleaning implement attached thereto shifted to inoperative position.

**TALKING MACHINE ATTACHMENT.** Henry Koch, Rahway, N. J., assignor to the Regina Co., same place. Patent No. 865,398.

This invention relates to the class of machines commonly known as talking machines and has for its object to provide machines of this description with a device for readily inserting the stylus into the stylus holder of the sound-box or reproducer.

Figure 1 is a side view of as much of a talking machine as is necessary to illustrate the invention and Fig. 2 is a sectional view thereof on an enlarged scale taken on the line 2-2 of Fig. 1.

**NEEDLE FOR TALKING MACHINES.** Charles L. Meyers, Jersey City, N. J. Patent No. 866,950.

The invention relates to needles used in instruments of the talking machine class for engaging in the groove in the record and transmitting sound vibrations induced thereby to the diaphragm of the reproducer, and the object of the invention is to provide a needle which in cooperation with the record groove and sound-box,

will reproduce the record clearly and distinctly, with marked lessening of "scratch" and increased fidelity to true tonal qualities.

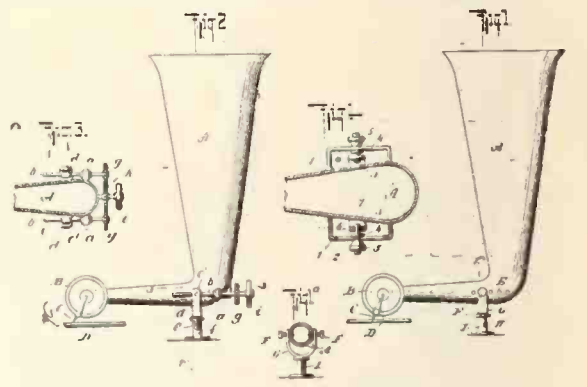
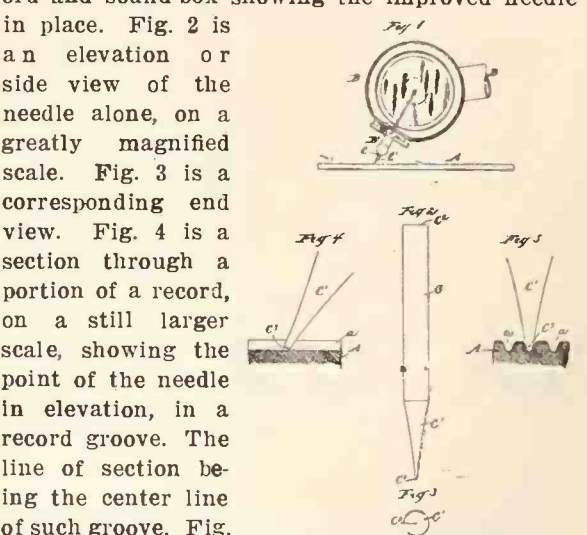
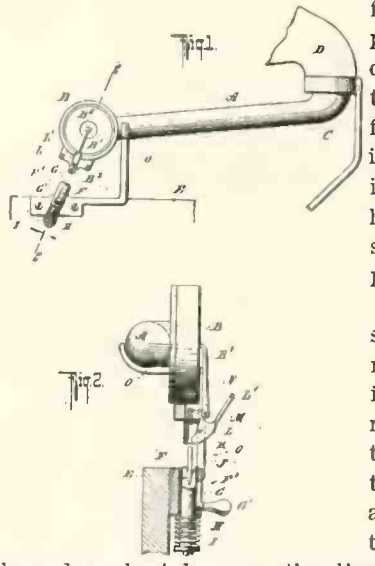
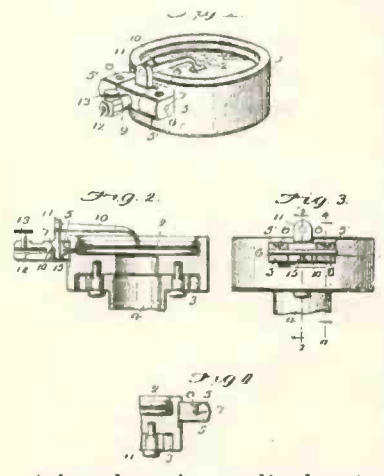
Figure 1 is an elevation of a portion of a record and sound-box showing the improved needle in place. Fig. 2 is an elevation or side view of the needle alone, on a greatly magnified scale. Fig. 3 is a corresponding end view. Fig. 4 is a section through a portion of a record, on a still larger scale, showing the point of the needle in elevation, in a record groove. The line of section being the center line of such groove. Fig. 5 is a corresponding section and elevation. The line of section being transverse to the grooves.

**TALKING MACHINE HORN.** Henry Koch, Rahway, N. J., assignor to The Regina Co., same place. Patent No. 865,399.

This invention relates to horns for talking machines and has for its object to provide a means for pivotally supporting said horn, which

means is adjustable so as to vary the distance between the pivot and the reproducer or sound box.

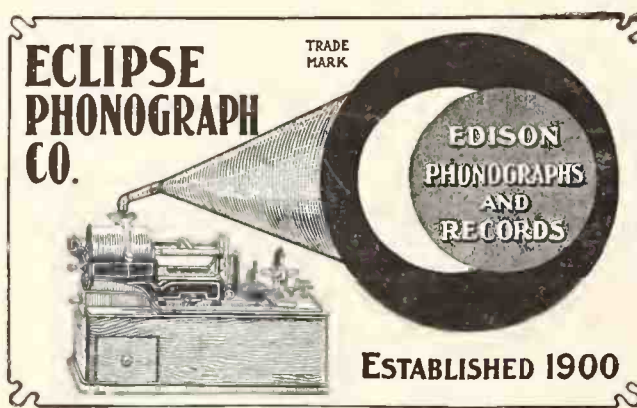
Figure 1 is an elevation of as much of a talking machine as is necessary to illustrate the invention; Fig. 1a is a section thereof on line 1a-1a of Fig. 1; Fig. 2 is an elevation of another form of this device; Fig. 3 is a horizontal section thereof on the line 3-3 of Fig. 2, and Fig. 4 is a horizontal section of still another form of the invention.



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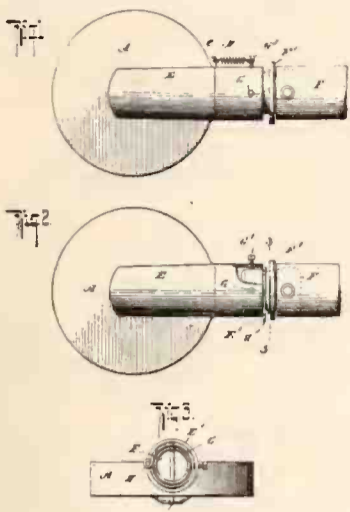
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**REPRODUCER FOR PHONOGRAPHS.** William Schubert, Ranway, N. J., assignor to the Regina Co., same place. Patent No. 865,435.

This invention relates to reproducers for phonographs and has for its object to construct devices of this kind



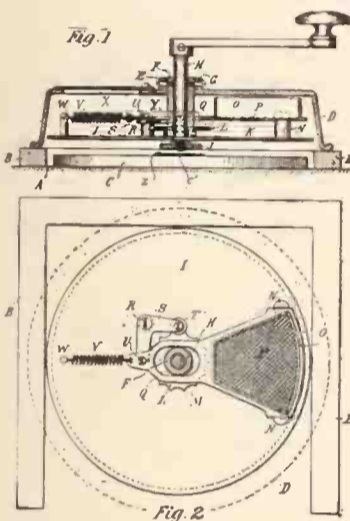
in such a manner that the needle or stylus of the reproducer will always travel along the center of the grooves of the record.

Figure 1 is a plan view of a reproducer with the improvement applied thereto; Fig. 2 is a similar view of another form of the invention, and Fig. 3 is a cross section on line 3-3 of Fig. 2.

**SIEVE FOR USE IN MAKING DISC SOUND RECORDS.** Thomas H. MacDonald and Frank L. Capps, Bridgeport, Conn., assignors to American Phonograph Co., same place. Patent No. 865,716.

This invention relates to the production of disc sound-records, particularly records made in accordance with the Hoyt and Gavin patents of January 2, 1906, No. 808,842, No. 808,843 and No. 809,263.

According to these patents, the body or main portion of the disc which carries the sound-record is composed of a comparatively cheap material, while the surface thereof containing the impressions or other irregularities corresponding to the sound-waves is composed of a more expensive material which is peculiarly adapted to the purpose. The former material (or equivalents thereof) will hereinafter be designated as "ordinary stock" or simply "stock," while the more expensive material intended for the surface of the record will be designated as "glaze." It is desirable, of course, to use as little of the glaze as possible, and at the same time to insure the presence of a sufficient amount; and it is also desirable that this glaze be uniformly distributed throughout the surface of the record.



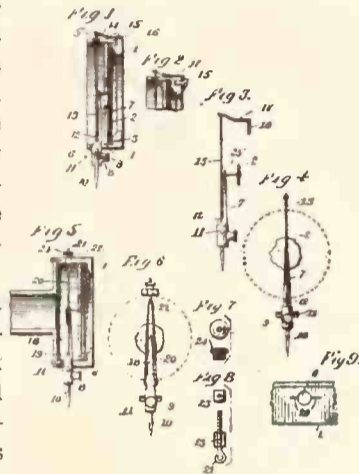
The present invention consists of a machine or apparatus for insuring these two purposes, viz.: The employment of just the right amount of glaze, no more and no less, and the uniform distribution of the glaze.

Figure 1 is a vertical section through the apparatus, and Fig. 2 is a plan view of the same with the stationary casing removed.

**SOUND BOX FOR TALKING MACHINES.** Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 865,105.

This invention relates to sound boxes for talking machines, and more particularly to novel means for mounting the stylus bar of such a sound bar, having for its object to provide a mounting that will make the box extremely sensitive to accurately reproduce the recorded vibrations.

Figure 1 is a sectional elevation of a portion of the improved sound box showing the stylus bar and its connection therein; Fig. 2 is a sectional view of a slight modification of the means for producing an elastic tension; Fig. 3, a detail view of the stylus bar and its suspension detached from the sound box; Fig. 4 a front elevation of Fig. 3; Fig. 5 a sectional elevation of a modified form of the means for producing a tension upon the stylus bar; Fig. 6 a front elevation of the stylus bar and its connecting parts, shown in Fig. 5, detached; Figs. 7 and 8 show means for varying the tension upon the suspension shown in Figs. 5 and 6 and Fig. 9, a view showing a portion of the edge of the sound box.

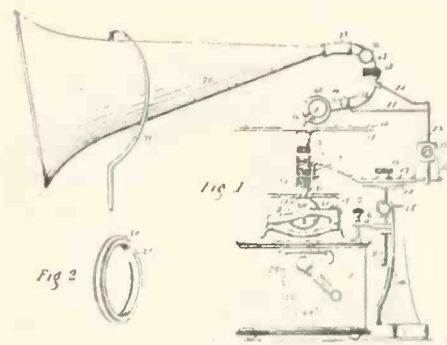


**PHONOGRAPH.** Louis Devineau, Cleveland, O. Patent No. 865,769.

The object of this invention is to provide mechanism whereby either disc or cylinder records may be used on the same phonograph. More particularly the invention comprises an attachment for a cylinder phonograph arranged to properly rotate disc records.

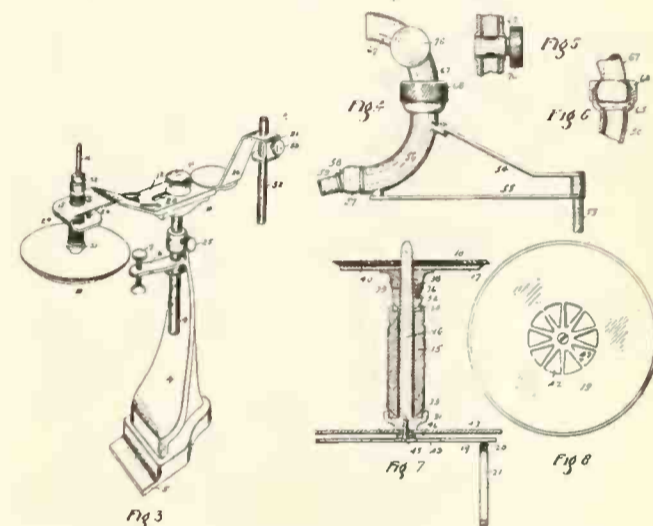
Figure 1 is an end view of a phonograph with the arrangement and with a suitably supported horn; Fig. 2 is a perspective of the driving ring; Fig. 3 is a perspective view of the disc-rotating mechanism detached; Fig. 4 is enlarged side view of the supporting pipe for the reproducer and horn; Fig. 5 is a section showing a

valve in such pipe; Fig. 6 is a section showing a ball joint in the pipe; Fig. 7 is a vertical section through the disc-carrier and its shaft; Fig.



8 is a bottom plan of the horizontal driving disc.

Among the twelve claims made is the following: "The combination, with a cylinder-phonograph having a mandrel, of a standard adapted to be clamped to the box of the phonograph, a vertical rod adjustably mounted in said standard, a cross plate carried by said rod, a sound tube and reproducer, an adjustable swiveled support therefor carried by the cross plate, an adjustable barrel carried by the cross plate, a shaft in said barrel, a disc at the upper end of said shaft



adapted to carry the record co-operating with the reproducer, a disc at the lower end of said shaft, and a friction ring adapted to fit on the mandrel and engage the last mentioned disc."

**REPEATER FOR PHONOGRAPHS.** Sidney B. Yerton, Seattle, Wash. Patent No. 866,552.

This invention relates to talking machines, and its object is to provide a mechanically operated attachment to such a machine whereby the music rendered by the reproducer may be automatically repeated either in whole or in part.

In the accompanying drawings forming part of this specification, Figure 1 is a front elevation of a phonograph with devices embodying the invention attached; Fig. 2, a fragmentary plan

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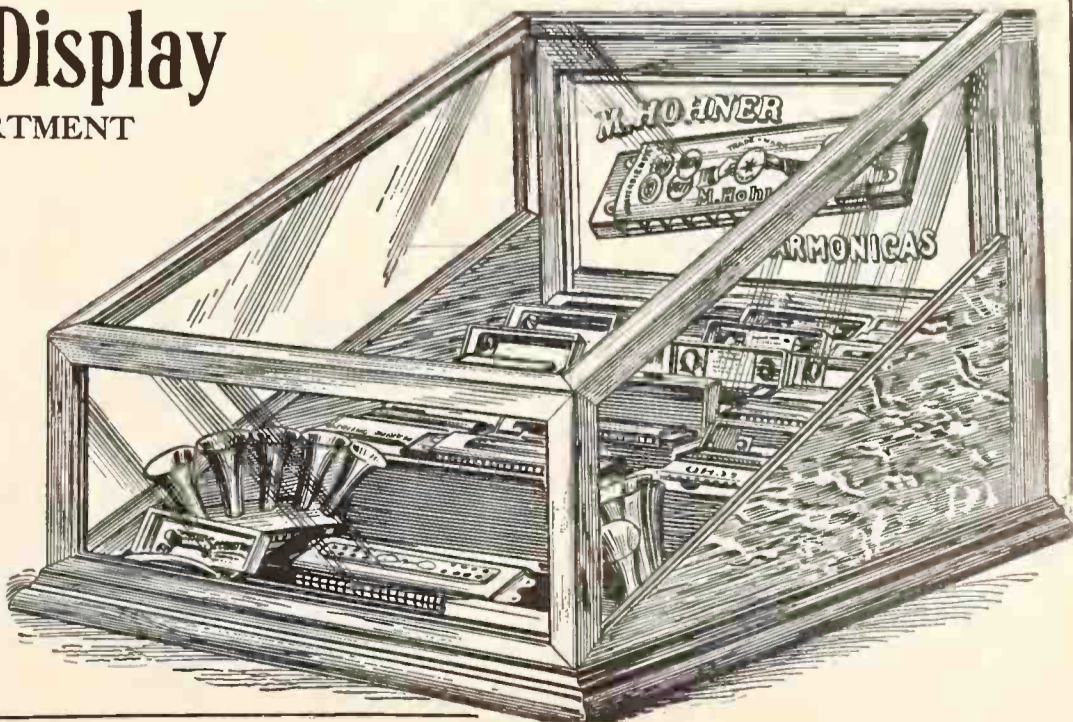
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1/2 dozen Assorted Harmonicas, to retail at \$1.00 each.....	6.00
Total retail value of Harmonicas.....	\$45.00
Value of Show Case, at least.....	12.00
<b>Total Value .....</b>	<b>\$57.00</b>

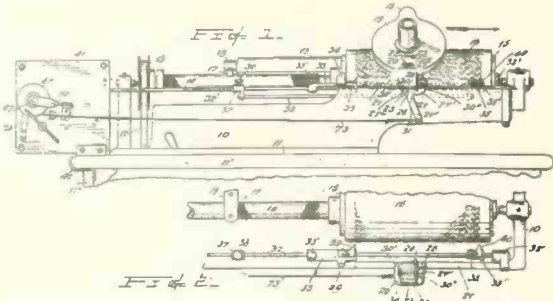
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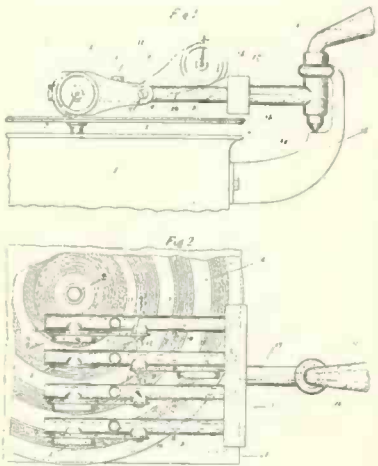
view of the same with the reproducer omitted; Fig. 3, an enlarged plan view of a portion of the apparatus; Fig. 4, a front elevation of the parts shown in Fig. 3 with a part of the frame work



broken away, and Figs. 5, 6 and 7, detail perspective views of parts of the invention shown detached.

**MULTIPLE GRAMOPHONE.** Alexander T. Moore, New Orleans, La. Patent No. 865,344.

This invention relates to a multiple gramophone and particularly to a structure employing a plurality of sound boxes in connection with a single reproducing disc. The invention has for an object to provide means whereby a plurality of sound boxes may be used either independently, or conjointly in connection with a single horn. A further object is to provide means



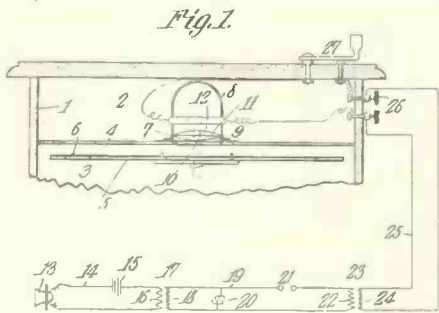
whereby the sound boxes may be thrown in or out of operative position relative to the conducting tubes upon which they are supported.

In the drawing Figure 1 is a side elevation of the invention, and Fig. 2 a top plan thereof.

**RECORDING AND REPRODUCING SOUNDS.** John F. Dirzuweit, Philadelphia, Pa. Patent No. 865,574.

This invention has reference to improvements in recording and reproducing vocal and other sounds. The object of the invention is to produce a photographic record of sounds by electro-actinic means and to reproduce the recorded sounds by luminous rays varied in intensity in accordance with a photographic record of the sounds and producing by these variations in luminosity electric vibrations which, in turn, set up air vibrations corresponding to the recorded sounds.

The recording of the sounds is performed



photographically by first setting up electric vibrations in a suitable charged circuit and then transforming these electric vibrations into light vibrations, the intensity of which are varied in accordance with the original sounds. These variable light vibrations are transmitted to a movable sensitive film in such manner as to impinge thereon so as to produce, when the film is properly developed, a line the light transmitting properties of which vary in proportion to the variations of the original sound waves. Structurally considered, this portion of the invention comprises a sensitive microphonic transmitter suited to strong currents. Included in the microphonic circuit is the coarse wire winding of a suitable transformer and the secondary circuit of this transformer is included in a circuit across which is branched a condenser and in which is included a spark gap and the primary coil of a high tension transformer. The secondary coil of the high tension transformer is

closed through a Tesla tube which, when active, radiates highly actinic rays. These rays are gathered by a suitable lens and projected as a bundle of small area upon a photo-sensitive film otherwise protected against actinic light. With such a structure electric vibrations are set up

by the sound uttered against or otherwise reaching the microphonic transmitter and these electric vibrations are ultimately transformed into light radiations from the Tesla tube, which light radiations vary in accordance with the sound waves impinging against the microphone. Consequently, the photo-sensitive film is affected by the light in direct proportion to the intensity thereof and when the film, after being subjected to the light, is developed there appears thereon a light-obstructing line varying in light-obstructing properties in accordance with the original sounds acting on the microphone.

The invention comprises in conjunction with the recording of sounds, as set forth, the reproduction of sounds from such a photographic record, and this reproduction is made by passing a light-beam through the photographic record and thereby obstructing the light-beam to an extent developing upon the density of said record and its light-obstructing properties. This light-beam of varying intensity is caused to act upon a suitable selenium cell which, in turn, controls a charged electric circuit including a telephonic receiver. This latter is located in a suitable resonator or sound-amplifier by which the sound waves produced by the receiving diaphragm are amplified to a sufficient extent to become distinctly audible to a considerable distance.

The invention therefore consists, first, in the recording of sounds photographically by the varying intensity of a source of light in accordance with sound waves, and then in reproducing such record by varying the light coming from a constant source of light by the interposition of the record in the beam of light, and converting the light variations into sounds through the intermediary of an electric circuit the resistance of which is varied by the variable light-beam all as set forth in the claims.

Figure 1 is a longitudinal section of so much of a recording machine constructed in accordance with the invention as is necessary for the

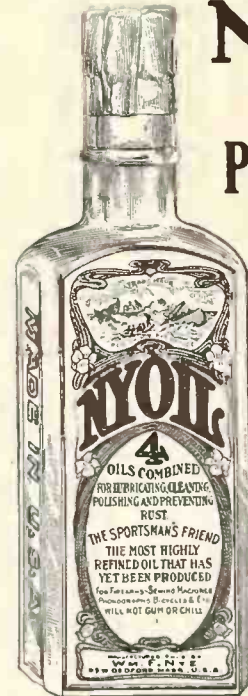
understanding thereof, with electric circuits contacting therewith shown diagrammatically; Fig. 2 is a central section, with parts in elevation, taken through a reproducing machine constructed in accordance with the invention; and Fig. 3 is a section through the structure of Fig. 2, at right angles to the section shown in Fig. 2 and also having parts shown in elevation.

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- 9674 Danny and His Hobby Horse..... Edison Concert Band
- 9675 When Summer Tells Autumn Good Bye..... Manuel Romahn
- 9676 Oh, Oh, Miss Lucy Ella..... Collins and Harlan
- 9677 Secret Love Gavotte..... Albert Benzler
- 9678 He Lost Her in the Subway..... Ada Jones
- 9679 Honey Boy..... Reed Miller and Reinald Werrenrath
- 9680 Who? Me?..... Billy Murray
- 9681 I See Thee Again—Waltz..... Edison Symphony Orchestra
- 9682 June Moon..... Irving Gillette
- 9683 Kiss, Kiss, Kiss..... Ada Jones and Billy Murray
- 9684 If I'm Goin' to Die, I'm Goin' to Have Some Fun..... Arthur Collins
- 9685 Victorious Eagle—March..... Edison Military Band
- 9686 Why Did They Sell Killarney?..... Frank C. Stanley
- 9687 At the Village Post Office..... Edison Vaudeville Co.
- 9688 'Neath the Old Cherry Tree, Sweet Marie..... Byron G. Harlan
- 9689 Sweet Spirit, Hear My Prayer..... Edison Venetian Trio
- 9690 I've Had Many a Sweetheart, but None Like You..... Reed Miller
- 9691 The King's Business..... Edison Mixed Quartet
- 9692 Flanagan at the Doctor's..... Steve Porter
- 9693 Rakoczy—March..... Edison Hungarian Orchestra
- 9694 Yesterday..... Reinald Werrenrath
- 9695 A Coon Courtship..... Ada Jones and Len Spencer
- 9696 When the Band Plays "Yankee Doodle"..... Edward Meeker
- 9697 Many's the Time—Medley..... Edison Military Band

ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 876 Auld Reekie—Highland Schottische.....
- 877 Chicago Tribune March.....
- 878 Cowboy's Patrol.....
- 879 Kentucky Kut Up—March and Two-Step.....
- 880 Au Revoir Waltz.....
- 881 Children's Games—Medley Two-Step.....
- 882 It's Great to Be a Soldier Man—Medley Two-Step.....
- 883 My Swedish Rose Waltz.....
- 884 The Homesick Yankee March.....
- VOCAL SELECTIONS, WITH ORCH. ACCOMP.
- 894 Broncho Buster..... Harry Tally
- 885 Church's One Foundation..... Mendelssohn Mixed Quartet
- 886 Dear Old Uncle Mike..... Fred Lambert
- 896 From Far Peru..... Billy Murray
- 897 Honey Boy..... Peerless Quartet
- 887 Hot Lunch Man..... Arthur Collins
- 898 In Monkey Land..... Ada Jones and Wm. Murray
- 899 Let's Take an Old Fashioned Walk..... Ada Jones and Wm. Murray
- 888 My Faith Looks Up to Thee..... Metropolitan Trio
- 889 Playing Hide and Seek..... Byron G. Harlan
- 900 School Days (When We Were a Couple of Kids)..... Byron G. Harlan
- 890 Some Day, When Dreams Come True..... Henry Burr
- 891 Song of the Blacksmith..... Frank C. Stanley
- 892 Tenting on the Old Camp Ground..... Peerless Quartet
- 893 Yankee Doodle..... Frank C. Stanley and Henry Burr

NEW VICTOR RECORDS.

- POLICE BAND OF MEXICO CITY, VELINO, M. PRESA, DIR. Number. Size.
- 5268 Hidalguense Two-Step..... Martinez 10
- 5269 "Twenty-third of July" March..... Presa 10
- 31674 Pagliacci Fantasia..... Leonecavallo 12
- 31675 Felix Diaz March..... Presa 12
- 31676 Semiramide Overture..... Rossini 12
- VICTOR DANCE ORCHESTRA.
- 31677 La Blanche Waltzes..... Sheridan 12
- GERMAN CAVALRY BAND.
- 5255 Parade Post with Kaiser Friedrich March 10
- 5256 Harmonic Retreat..... 10
- VICTOR DRUM, FIFE AND BUGLE CORPS.
- 5234 War Songs March..... Rogers 10
- XYLOPHONE SOLO BY CHRIS CHAPMAN, WITH ORCH.
- 5272 Dell' Oro Mazurka..... Dell' Oro 10
- ACCORDION SOLO BY JOHN J. KIMMEL.
- 5254 Medley of Straight Jigs..... 10
- ARTHUR PRYOR'S BAND.
- 5271 Slavery Days March..... Zeta 10
- 31670 My Maryland Fantasia ("Tannenbaum")..... 12
- 31671 After Sunset—Melody (Pryor)..... 12
- 31673 Echoes from Metropolitan Opera House..... Moses Tobani 12
- TENOR SOLO BY JAMES M'COOL, WITH ORCH.
- 5059 The Girl I Left Behind Me..... 10
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.
- 5252 Meet Me Down at the Corner..... 10
- THREE SONGS BY HARRY LAUDER, THE GREAT SCOTCH COMEDIAN, WITH ORCH.
- 52001 I've Something in the Bottle for the Morning..... 10
- 52002 I Love a Lassie (My Scotch Bluebell)..... 10
- 52003 Stop Your Tickling, Jock..... 10
- TENOR SOLOS BY HARRY TALLY, WITH ORCH.
- 5258 Bye, Bye, Dearie..... Von Tilzer 10
- 5260 Sacramento..... Von Tilzer 10
- COMIC SONG BY CLARICE VANCE, WITH ORCH.
- 5253 I'm Wise..... Williams 10
- DUET BY COLLINS AND HARLAN, WITH ORCH.
- 5270 In Monkey Land..... Morse 10
- TENOR SOLO BY BILLY MURRAY, WITH ORCH.
- 5247 Golden Rod..... McKinley 10
- TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
- 5246 Captain Baby Bunting..... Helf 10
- YANKEE TALK BY CAL STEWART.
- 5243 Uncle Josh Joins the Grangers..... 10
- COMIC SONGS BY VESTA VICTORIA, WITH ORCH.
- 5249 I've Told His Missus All About Him..... Harrington-Tate 10
- 5251 It Ain't All Honey and It Ain't All Jam..... Everard 10
- SOPRANO SOLO BY MISS HELEN NOLDI, WITH ORCH.
- 5264 The Last Rose of Summer..... 10
- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 5263 Homeward..... Lane 10
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
- 31672 Messiah—Every Valley Shall Be Exalted..... Handel 12
- YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
- 5262 Medley of Yodel Songs..... Emmet 10

- HEBREW CHOR RECORDS BY CANTOR MEISELS AND CHOIR OF CONGREGATION "OHAB ZEDEK," NEW YORK CITY.
- 5239 Shma Israel..... 10
- 5240 Elz Chaim..... 10
- 5241 Ishtabach..... 10
- 5242 Kdusun..... 10
- 5243 Zur Israel..... 10
- 5244 Der Kbysh..... 10
- 5245 Birchus Kohanim..... 10
- 31667 Oy horacumin..... 12
- 31668 Mimkonucho..... 12
- 31669 Kismechu..... 12

NEW EIGHT-INCH RECORDS.

- ARTHUR PRYOR'S BAND.
- 5217 Telescope March..... Seltzer 8
- ACCORDION SOLO BY JOHN J. KIMMEL.
- 5238 Medley of Irish Jigs..... 8
- WHISTLING SOLO BY EDWARD ABELER, WITH ORCH.
- 5267 Love Me, and the World is Mine..... Ball 8
- SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
- 5266 Mammy's Little Curly Head..... Jones 8
- TENOR SOLO BY HARRY TALLY, WITH ORCH.
- 5160 A Friend of Mine Told a Friend of Mine..... Kendis-Paley 8
- DUET BY HARLAN AND STANLEY, WITH ORCH.
- 5265 Yankee Doodle..... 8
- MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.
- 5168 In the Wildwood Where the Bluebells Grew..... Taylor 8
- DESCRIPTIVE SPECIALTY BY COLLINS AND HARLAN.
- 178 Closing Time in a Country Grocery..... 8
- TALKING RECORD BY LEN SPENCER, WITH VIOLIN.
- 1101 Arkansaw Traveler..... 8

NEW RED SEAL RECORDS.

- ALICE NIELSEN, SOPRANO.
- 12-inch, with Orchestra, \$1.50—In Italian.
- 74087 Don Pasquale—Quel guardo (Glances So Soft)..... Donizetti
- FLORENCIO CONSTANTINO, TENOR.
- 12-inch, with Orchestra, \$1.50 each—In Italian.
- 74083 Traviata—Del miei bollente spiriti! (Wild My Dreams of Youth)..... Verdi
- 74084 Mefistofele—Epllogo—"Giunto sol passo" (Nearing the End of Life)..... Bolto
- 74085 L'Africaine—O Paradiso (Oh, Paradise)..... Meyerbeer
- CHARLES DALMORES, TENOR.
- 12-inch, with Orchestra, \$3.00—In Italian.
- 85123 Trovatore—Ah si ben mio. (The Vows We Fondly Plighted)..... Verdi
- MARCEL JOURNET, BASS.
- 10 inch, with Orchestra, \$1.00—In Italian.
- 64077 Ernani—Infelice e tu credevi (Unhappy One)..... Verdi
- HERBERT WITHERSPOON, BASS.
- 12-inch, with Orchestra, \$1.50 each—In English.
- 74081 Elijah—Lord God of Abraham..... Mendelssohn
- 74082 Elijah—It Is Enough..... Mendelssohn
- EMILIO DE GOGORZA, BARITONE.
- 12-inch, with Orchestra, \$1.50—In English.
- 74086 Semele—Where'er You Walk..... Handel

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3708 Shoulder Straps (March and Two-Step)—E. Van Alstyne..... Prince's Military Band
- 3709 Four Little Blackberries—L. B. O'Connor..... Thomas Mills
- MUNSTREL, ORCH. ACCOMP.
- 3710 I Can't Find Another Girl Like You (Hollander)—Solo by Frank C. Stanley..... Peerless Minstrels
- VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.
- 3711 Wheu the Sheep Are in the Fold, Jennie Dear—J. Fred Helf..... Columbia Quartet

- BARITONE AND TENOR DUET, ORCH. ACCOMP.
- 3712 Who Do You Love? (from "The Shoo-Fly Regiment")—Cole and Johnson..... Collins and Harlan
- SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
- 3713 June Moon—Benham and Vanderveer..... Miss Stevenson and Mr. Stanley
- SOPRANO AND TENOR DUET, ORCH. ACCOMP.
- 3714 Let's Take an Old Fashioned Walk—Geo. M. Cohan..... Miss Ada Jones and Billy Murray
- BARITONE SOLO, ORCH. ACCOMP.
- 3715 If I'm Going to Die, I'm Going to Have Some Fun—Geo. M. Cohan..... Arthur Collins
- BARITONE SOLO, ORCH. ACCOMP.
- 3716 I Get Dippy When I Do That Two-Step Dance—Selden and Fitzgibbons..... Arthur Collins
- TENOR SOLO, ORCH. ACCOMP.
- 3717 Take Me Back to New York Town—Harry Von Tilzer..... Billy Murray
- SOPRANO SOLO, ORCH. ACCOMP.
- 3718 He Lost Her in the Subway—S. R. Henry..... Miss Ada Jones
- VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
- 3719 You've Got to Love Me a Lot—J. B. Lowitz..... Miss Ada Jones and Len Spencer
- IRISH VAUDEVILLE SKETCH, ORCH. ACCOMP.
- 3720 Flaugan at the Doctor's—Steve Porter..... Steve Porter

NEW COLUMBIA 12-INCH DISC RECORDS.

- 5705 Overture "Zampa"—F. Herold..... Banda Espanola, Senor C. A. Prince, Director
- 5722 Overture "Merry Wives of Windsor"—Nicolai..... Banda Espanola, Senor C. A. Prince, Director
- 5724 Overture "Raymond"—Thomas..... Banda Espanola, Senor C. A. Prince, Director
- 5726 Largo—Handel..... Banda Espanola, Senor C. A. Prince, Director
- 30092 The Fisherman—Gabussi..... Stanley and Burr

COLUMBIA 12-INCH GRAND OPERA RECORDS.

- TENOR SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
- 30093 Cielo e Mar (Heaven and Ocean) from "La Gioconda"—Ponchielli..... Eduardo Castellano
- TENOR SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
- 30094 Ballata—Questa o quella, from "Rigoletto"—Verdi..... Eduardo Castellano
- BARITONE SOLO, SUNG IN FRENCH, PIANO ACCOMP.
- 30095 Plaisir d'Amour—Martini..... Charles Gilbert
- BARITONE SOLO, SUNG IN FRENCH, PIANO ACCOMP.
- 30096 Serenade "Don Juan"—Mozart; Margoton Vata Piau, Chanson a danser—Old French..... Charles Gilbert
- BARITONE SOLO, SUNG IN GERMAN, ORCH. ACCOMP.
- 30097 Phyllis und die Mutter (Phyllis and Her Mother)—Old German Folk Song..... Anton Van Rooy
- BARITONE SOLO, SUNG IN GERMAN, ORCH. ACCOMP.
- 30098 O Eva, Eva, from "The Mastersingers of Nuremberg" (Act 2)—Wagner..... Anton Van Rooy
- BASS SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
- 30099 Mephistopheles' Serenade, from "Faust"—Gounod..... Signor Vittorio Arimondi
- BASS SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
- 30100 Confutatis from Requiem—Verdi..... Signor Vittorio Arimondi
- SOPRANO SOLO, SUNG IN FRENCH, ORCH. ACCOMP.
- 30101 Le Pardon de Ploermel (Shadow Song from "Dinorah")—Meyerbeer..... Mme. Jose Grayvill
- SUNG IN ENGLISH, FLUTE OBLIGATO BY MARSHALL P. LUFSEY.
- 30102 The Bird Carol—Mrs. J. F. Knapp..... Mme. Jose Grayvill

NEW COLUMBIA XP (CYL.) RECORDS.

- TENOR SOLO, ORCH. ACCOMP.
- 33184 Love Me and the World Is Mine (Ernest R. Ball)..... Henry Burr
- 33185 Shoulder Straps—March and Two-Step (E. Van Alstyne)..... Prince's Military Band
- XYLOPHONE SOLO, ORCH. ACCOMP.
- 33186 Four Little Blackberries (L. B. O'Connor)..... Thomas Mills

Cabinets

for Talking Machine Records will be in great demand during the Holidays. Write for our Booklets and Prices and we are sure to get your order. It will be filled promptly.

The Udell Works  
Indianapolis, Ind.



No. 428 Disc Record Cabinet, made in Mahogany and Golden Oak. Holds 230 12-inch Disc Records

- VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.  
33187 When the Sheep Are in the Fold, Jennie Dear (J. Fred Helf).....Columbia Quartet
- VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.  
33188 Honey Boy (Albert Von Tilzer).....Columbia Quartet
- VOCAL TRIO, MIXED VOICES.  
33189 Knocking, Knocking, Who Is There? (Root).....Metropolitan Trio
- BARITONE AND TENOR DUET, ORCH. ACCOMP.  
33190 Who Do You Love? from "The Shoo-Fly Regiment" (Cole and Johnson).....Collins and Harlan
- BARITONE AND TENOR DUET, ORCH. ACCOMP.  
33191 The Flowers Outside the Cafe (A. Solman).....Stanley and Burr
- SOPRANO AND BARITONE DUET, ORCH. ACCOMP.  
33192 June Moon (Benham and Vanderveer).....Miss Stevenson and Mr. Stanley
- BARITONE SOLO, ORCH. ACCOMP.  
33193 If I'm Going to Die, I'm Going to Have Some Fun (Geo. M. Cohan).....Arthur Collins
- BARITONE SOLO, ORCH. ACCOMP.  
33194 I Get Dippy When I Do That Two-Step Dance (Selden and Fitzgibbons).....Arthur Collins
- BARITONE SOLO, ORCH. ACCOMP.  
33195 You (Alfred G. Robyn).....Frank C. Stanley
- TENOR SOLO, ORCH. ACCOMP.  
33196 Take Me Back to New York Town (Harry Von Tilzer).....Billy Murray
- VAUDEVILLE SPECIALTY, ORCH. ACCOMP.  
33197 You've Got to Love Me a Lot (J. B. Lowitz).....Miss Ada Jones and Len Spencer
- IRISH VAUDEVILLE SKETCH, ORCH. ACCOMP.  
33198 Flanagan at the Doctor's (Steve Porter).....Steve Porter
- 40341 Viva Porfirio Diaz—Marcha (Long Live President Diaz) (V. M. Preza).....Banda Espanola
- 40550 Quand l'Amour Refleurit—Valse Baston (When Love Reflourishes) (Octave Cremieux).....Banda Espanola
- 40552 La Matichiche (a la Mexicano) (Rafael Gaston).....Banda Espanola

#### NEW COLUMBIA B. C. (CYL.) RECORDS.

- 55149 Red Wing—Intermezzo Two-Step (Kerry Mills).....Prince's Orchestra—Dance Music
- 55150 The Brookfield—Two-Step (Geo. M. Cohan).....Prince's Orchestra—Dance Music
- BARITONE AND TENOR DUET, ORCH. ACCOMP.  
55151 Bringing in the Sheaves—Sacred (Geo. A. Minor).....Anthony and Harrison

#### IMPORTANT VICTOR LETTER.

Cautions Customers of the Inroads of Mail Order Houses—Asks if Dealers Want Their Trade Stolen from Them.

To our contracted Victor dealers:

Do you know that you are being robbed?

Do you realize that mail-order houses in the big cities are selling talking machines in your territory to people who ought to buy Victors of you?

Do you appreciate that this is a large and immensely profitable business which is being stolen from you; that it rightly belongs to you; and that you can have it just as well as not if you want it?

What will you do about it?

You wouldn't sit still and let a thief walk off with your cash box,

Will you let these mail-order houses walk off with your trade?

You don't have to. You are not bound and gagged. There is a way to beat them at their own game.

How do they do it? How do they reach from a thousand miles away into your town and take customers right out of your hands?

How do they bear all the expense of big national advertising, and other heavy expenses; and take all the risk of long-distance shipping, damaged goods, bad debts, and thieving customers and still make big money?

Because the business is easy, because these obstacles amount to very little even at long distance, and because there is big money in the business.

If it is easy for them it is very, very easy for you. You have the confidence of your townspeople and you are right near them where you can see what is going on and whom to trust. You have no big advertising to do, no long-distance shipping, no risk of damaged goods, and about a tenth the mail-order house risk of bad debts.

You have got the mail-order houses beaten to a standstill. We will give you a plan that will enable you to take full advantage of the situation.

You can do all the business and make all the money that they make in your territory and more.

You can make more sales than they do; give more satisfaction to customers; and make more profit on every sale.

This is no "pipe-dream." You can do it. We can show you solid facts and figures to back up this assertion. It is not a theory nor an experiment. You don't have to "feel your way." The way is already mapped out, and clear for the one who is willing to go ahead. We have the whole problem worked out in practice from beginning to end. Many Victor dealers are already making large profits on the instalment plan.

We start by showing you how the plan is working with some of our distributors. Read the book enclosed herewith, "What Victor Distributors Say About the Instalment Plan."

You see that most of them started by distrusting the plan, but end by considering it the most important and profitable feature of their business.

We have a larger and more complete book telling about the Victor instalment plan, telling every single step of the way.

How to get the money to start with, if you haven't it already; how to sell the goods; how to make terms; how to keep track of the business, and collect instalments promptly without worry or bother; how to insure your investment; and how to make small sales grow into a big safe profitable business. We have the whole plan laid out and will send it to you if you want it.

That is the whole question. Do you want this plan?

Are you in earnest to get what belongs to you? Will you let thousand-mile-away competition

break in and ruin your business field? Or will you begin right now to build a stone wall around it?

Will you let your trade be stolen while you sleep? Or will you reach out your hand and grasp the profit yourself?

We are willing and eager to do our part.

A short time ago we turned down a quarter-of-a-million-dollar order from one mail-order concern. In the course of a year we reject millions of dollars in business that would come into unfair competition with Victor dealers. That shows our attitude in the matter.

Our enormous advertising sends business right into your hands. Our fixed policy prevents cut-throat competition and insures your profit. Now here is the opportunity to make this profit many times bigger, easier and safer than ever before, and at the same time to head off a new form of competition that is invading your territory, and which we cannot control; but which we can assist you to meet and to beat.

Do you want this assistance? Can you and will you make use of it? Will you co-operate with us in this earnest effort to protect your own business? It is all up to you.

Please tell us just where you stand on this question.

Are you selling Victors on instalments? If not, why not? What are your objections? Will you give the instalment plan a fair trial if we show you the way?

Shall we send you our complete plan of "How to Sell Victors on Instalments?" This doesn't commit you in any way.

Yours very truly,

VICTOR TALKING MACHINE Co.,

Louis F. Geissler, Gen'l Manager.

P. S.—Please answer this letter to-day while your mind is hot on the subject.

#### BOHEMIAN AND FINNISH VICTOR RECORDS

The latest additions to the great Victor list of foreign records are twenty Bohemian records, and as many more in Finnish. The Bohemian records comprise eight tenor solos by Fr. Belac and twelve duets by Fr. Belac and A. Bartos, while the Finnish list consists of twenty tenor solos by John M. Eriksen, chiefly folk songs. As is usual with the Victor Co. both sets of records were made by artists of recognized ability, and the results are most pleasing. The new records will be listed in the next edition of the foreign record catalog.

C. E. Miller, who has had several years' experience in the talking machine business, has been appointed manager of the Buckeye Talking Machine Co., Toledo, Ohio. The Buckeye Co. run three stores in Ohio, with Toledo as headquarters.

# NORTHWESTERN DEALERS

## TRY US

WE ARE

### JOBBER AND DISTRIBUTERS

EXCLUSIVELY OF

## EDISON

Phonographs

## VICTOR

Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Avenue, So.  
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# MOVING PICTURE AND AUTOMATIC MACHINES

## AN IMPORTANT SIDE LINE

For Talking Machine Dealers Is the Moving Picture Machine—Those Who Are Giving Attention to This Branch of the Business Are Winning Gratifying Results—Some Remarks in This Connection Worth Reading.

When the idea of incorporating the moving picture with the talking machine was first brought to the attention of this trade it was viewed skeptically, but as the great future for this device was forced upon them by the progress made by the manufacturers of these specialties, the jobbers were not slow in meeting events half way, in consequence of which this trade now control one of the biggest commercial enterprises ever undertaken, and one whose far-reaching influence can only be compared to its twin brother, the talking machine. It would be hard to find two businesses which have so much in common and which are technically so different. "What the talking machine is to the ear the motion picture is to the eye," is now an old expression, but one which sums up the situation.

It is true in a measure that the moving picture of to-day is but a substitute for the reality, but so was the talking machine at one time. As we have before stated the jobbers in this trade have come forward and shown a willingness to push the moving picture machines and films among their dealers. They are being helped materially by the manufacturers, who are spreading the news broadcast through the medium of advertising, but this is not all these gentlemen are doing. Work at the factories is being pushed to the limit, and money is not counted in the effort for improvement. Accessories such as lamps, burners, tanks, stands, illustrated song-slides, etc., are being brought out which will add materially to the profit in handling this line, and dealers will find it indeed a big thing for them—if displayed and pushed properly. We add the foregoing condition for the following reason: In a recent tour of the country we came across a number of firms who had neglected to push this end of their business and consequently had become general "knockers." Now it's a certainty that unless the people know that a dealer has

an article they will not come to you to buy, neither will an article sell itself. To give a machine a fair show to demonstrate what it can do is not only bare justice to the manufacturer—it simply shows good business sense. Now when the article in question is an entirely new one this is still more necessary for the public's taste must be educated up to the point of purchasing before there is any chance for success.

\* \* \* \*

If you have taken this enterprise up, Mr. Dealer, don't use halfway measures. Devote a liberal amount of space in your window to attractive displays; keep clean, bright outfits in the front of your store—where everyone who enters your store can see them; post yourself and your salesmen on all matters pertaining to it, so that they can talk intelligently; do some advertising in your local papers and get the people in your store, then give entertainments. If you do these things, Mr. Dealer, there is little question of your success in selling moving picture machines and films. At any rate you have done yourself no harm by drawing the public's attention to your establishment, and can feel satisfied that you have given a square deal all around—and have run no chance of losing a good thing.

## "PENNY-IN-THE-SLOT" POST-OFFICE.

Penny-in-the-slot post-offices are the latest things in London. The busy man who wants stamps or a packet of postcards has only to drop his money in the slot indicated, press a button and his wants are supplied. Two automatic machines for supplying penny stamps and sixpenny packets of postcards have been placed in the portico of the General Post-office. The mechanism is controlled by the weight of the coin, and is so delicate it rejects all spurious money.

An enterprising dairy company of London, England, has placed penny-in-the-slot milk delivery machines outside its depots. From the door of a depot protrudes a brass spout with a handle and a slot at the side. A penny is put in and on turning the handle a half-pint of milk comes out. When the shops are shut the supply of milk continues, to the convenience of many.

## SOME AWKWARD SITUATIONS

Have Resulted from John Wade's Out-Door Acting for Moving Picture Machines—The Apostle of Realism—One of the Best Known Figures in the Picture World.

Acting out on open-country roads is full of possibilities for adventure. John Wade, New York's most conspicuous moving-picture hero, has had experiences that do not fall to the lot of the average actor. It is their very realism that has brought success to the moving-picture machines, and the attaining of that realism is full of perils.

Mr. Wade's face is one of the best known of the actors in America, though he never appears upon any stage. Ninety-nine out of every hundred patrons of vaudeville theaters know his face well, but few have ever heard his name. They have seen him week after week enacting the most startling scenes from real life, but they have never heard him speak.

For years Mr. Wade traveled about the country as a pantomime actor. He earned a reputation for cleverness, and when the public began to ask for more and more moving pictures he forsook acting before the public to act before the picture machine.

Instead of representing one character a year, Mr. Wade represents dozens of different characters. While theater-goers in New York are laughing at his antics or holding their breath at his hair-breadth escapes, hundreds of others in every city from here to San Francisco are watching the same here in a dozen different scenes.

As the hero rescued from an upturned boat, Mr. Wade has taken many a deliberate plunge into the Hudson River. And hundreds of people on the shore have watched the operator of the moving-picture camera record the whole event dry-shod from the deck of a nearby boat.

Many of the scenes shown by the moving-picture machine require as careful rehearsing and as competent acting as though they were to be presented by the men and women themselves on the stage. A studio, as completely equipped as any theater, adjoins Mr. Wade's apartments, and there many of the pantomime acts are pictured.

One of the first acts to be photographed for moving pictures in the studio nearly resulted seriously for the actors. Mr. Wade and his company of pantomimists were busy rehearsing the first act of a modern Bill Sykes story. As the brutal husband, returning home intoxicated to beat and strangle his wife, Mr. Wade was acting with all the ability he possessed. Directly in the rear of the studio employes of a factory saw the whole performance, and, not guessing its significance, made a rush for the studio to rescue the supposed unfortunate victim of Mr. Wade's attack. A hurried retreat to a well-barricaded closet and numerous explanations alone saved Mr. Wade from pretty severe handling by the indignant men.

The second act of the same little tragedy had

## THE TALKING SCALE

"IT SPEAKS YOUR WEIGHT"  
The Invention of the Century

The Talking Scale is an automatic device which calls out in a clear and audible tone the weight of the person standing on the scale, after placing a coin, either a penny or a nickel, as may be arranged in the slot. This scale is not an experiment, but a method of combining two well-known perfect machines, a scale and a Phonograph. The advantages of this scale are manifold. It is one of the most meritorious inventions that has been brought before the public in many years, and the greatest money-getting slot machine ever invented. It is a positive novelty, and the voice is so loud and distinct that when it calls out the weight it attracts others to use it. As soon as set up it begins to earn money at once without expense. The mechanism is the simplest of any coin controlled scale. No motor required.

(From New York Sunday Sun.)  
LIVE TOPICS ABOUT TOWN.

"The man in the box' is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel-eater."

(Cleveland Plain Dealer, Monday, Jan. 14, 1907.)

"I speak your weight' is pretty much the limit. It is the ne plus ultra of mechanical egotism."

(The Providence Sunday Journal.)

"There are no musical or fortune-telling attachments to the new weight machine. It doesn't need them to attract custom."

### EARNINGS OF TALKING SCALES.

- Faust's Cafe, St. Louis, Mo., 1 scale (16 days), \$84.35.
- Kinsley's Restaurant, Chicago, 1 scale (6 days), \$63.45.
- Automatic Vaudeville Co. Amusement Parlor, 14th St., New York City, 4 scales (60 days), \$400.
- R. H. Macy's Department Store, New York City, 6 scales (52 weeks), \$1,275.



Talking Scale in Lobby of the Whitcomb House, Rochester, N. Y.



Talking Scale in Adams Dry Goods Co. Dept. Store, Sixth Ave., New York City.



Talking Scale in Lobby of the Catlin Building, Hartford, Conn.

Send for illustrated circular and price list.

THE UNITED VENDING MACHINE CO., Talking Scale Department, Caxton Building, Cleveland, O.

## MOTION PICTURE Machines, Films and General Supplies

Sole Agents for

POWER'S CAMERAGRAPH  
EDISON'S KINETOSCOPES

The largest and only exclusive store of its kind in the city.

THE SWAAB CO.

330 Spruce Street

PHILADELPHIA, PA.

# We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment

will net you 150 per cent. to 300 per cent. per annum. LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of \$600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!

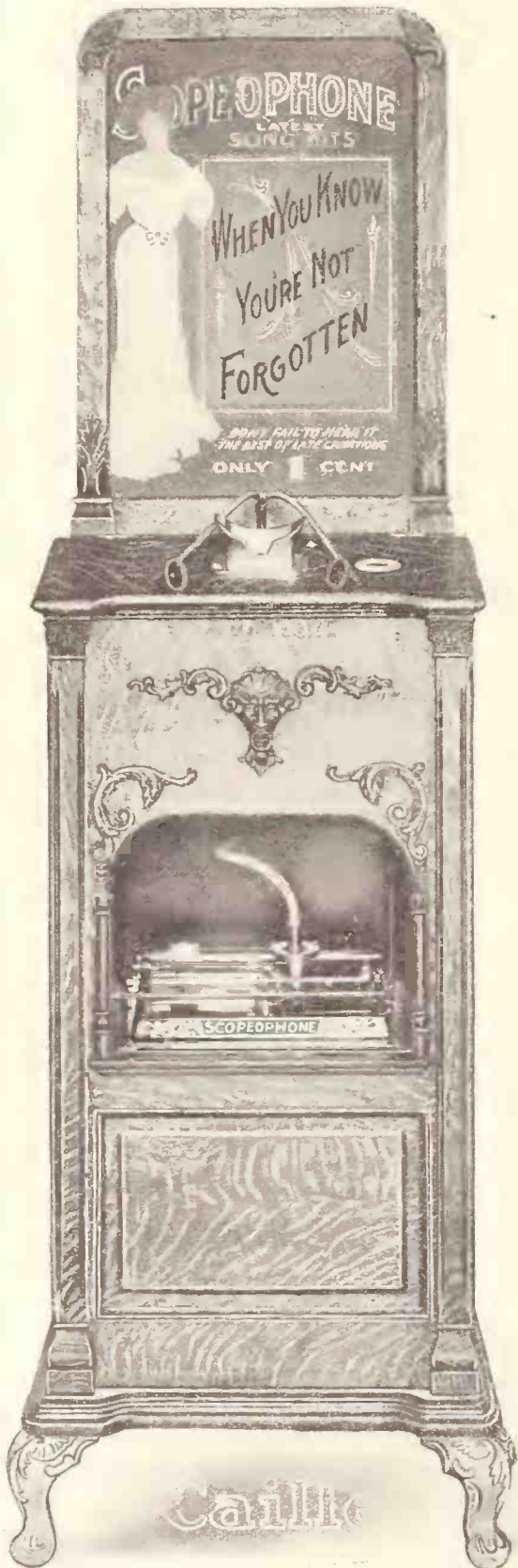
The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

*A Postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the world devoted exclusively to the construction of automatic devices. WRITE TO-DAY and be First on the Ground.*



THE SCOPEOPHONE  
Illustrated Songs

## THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office:  
32 Union Square, N. Y. City

Western Office:  
902 Republic Bldg., Chicago

almost as exciting a climax. Unlike any other actor in the country, Mr. Wade has as his stage, one day the studio, another the Hudson River and still another the country roads of Long Island or New Jersey. As a finale to the Bill Sykes pictures Mr. Wade is shown as being tarred and feathered by indignant neighbors in the disguise of White Caps. For want of a better place the outskirts of a little town in New Jersey were selected as a good place to make the pictures. The affair had gone along swimmingly until the sheriff, who had been warned by an excited villager of the outrage by White Caps, rushed to the scene with a posse of citizens and threatened to arrest the whole company. Explanations turned the laugh on the sheriff, but they came only just in time, for the posse was armed with shotguns and was in no humor for joking.

One little scene in the River Pirate pictures that have long proven a great success in the vaudeville theaters was turned into a good laugh on Mr. Wade and his assistants at its first rehearsal. The stealing of a huge safe was successfully accomplished and photographed in Mr. Wade's studio. But the second act, which showed the safe being transferred to the pirate's yacht at anchor in the North River, was not so successful. A large wooden safe, painted exactly to resemble the one stolen, was carted down to the river's edge and placed in a small boat. The unusual proceeding served to attract a large crowd along Riverside Drive, as chronicled by *The World*. The passage of the boat from the shore to the yacht, which was to be interrupted by the arrival of the police boat and the casting of the safe into the water where it would sink to the bottom, had been nearly completed. True to schedule the police boat appeared and with a mighty heave the safe was pushed over the boat railing into the water, but instead of sinking it floated gracefully away. The spectators had a good laugh at the expense of the actors and the entire scene had to be gone over again.

### ACTIVITY IN CLEVELAND.

The Mutograph the Latest—Arcades Doing Well—The Fire Insurance Question—To Operate the Wurlitzer Instruments—Film Exchange Co. Capitalize—Stereopticians in the Schools—A Budget of News.

(Special to *The Talking Machine World*.)

Cleveland, O., Oct. 8, 1907.

The "Mutograph," an electric bulletin printing device, has been given publicity in the daily prints, and is attracting attention. It is a permutation display apparatus in which the matter to be read is mechanically engraved on an endless belt, and appears in white relief on a black background, passing on a moving belt before the spectators. The first machine, constructed in this city, has been on exhibition several days. The F. C. Newell Mutograph Corporation has been organized under the New Jersey laws, with a capitalization of \$1,000,000 common stock. Its headquarters and manufactory is in Cleveland. The inventor, Mr. Newell, is president and consulting engineer; B. F. Avery, vice-president and general counsel; Charles E. Kennedy, formerly manager of the Cleveland Plain Dealer, secretary, and W. E. Felling, treasurer.

The company are placing one of the machines in the Daily Leader office, of this city, and are negotiating with parties here and in other cities. The system of installing is on the rental plan.

The large number of five- and ten-cent theatres is evidence that they are popular resorts of amusement. In a recent bulletin the State Fire Marshal says: "The moving picture show has achieved popularity more rapidly than any other new form of entertainment ever did. The Edison factory is turning out 150 machines a day. The number of these machines in Ohio being large, they constitute an important fire danger, because the film, which will explode at a comparatively low temperature, is exposed to electric sparks and the heat from the light which illumines it. Many of these theatres are in old buildings, where rent is low, and nearly all

are in the business district where conflagration hazard is greatest.

"Two or three such accidents occur each week in the State, and the fire loss from them would be enormous but for the fact that the chiefs of fire departments, backed by the fire marshal, have required that the machines have fireproof surroundings. This precaution will not prevent the stampeding of the audience when an explosion occurs, and the fire is usually beside the only exit.

"The booth for the machine should be metal lined, and the film should be unwound from a metal box and simultaneously rewound in another below, and each should have an automatic shut-off to close it when the film parts. The nickel theatres have increased in numbers so rapidly that trained operators are difficult to be obtained. It is well nigh impossible to extinguish fire in celluloid, because it has within itself oxygen to support its combustion. It makes the hottest kind of fire."

The Cleveland Automatic Musical Agency, F. D. Witt, manager, has opened an office and wareroom in the Flatiron Building, Prospect avenue and Huron Road. The agency are placing and operating the entire line of Wurlitzer automatic musical instruments, and carry in stock a complete assortment of their manufacture. Mr. Witt stated business was opening very encouragingly having already placed a number of instruments.

The National Moving Picture Supply Co., 1703 East Fifty-fifth street, report business unusually good. Their trade covers the entire field in moving picture machines, supplies, films, song slides, etc. The company are at present installing several moving picture shows for different parties, and operate one of their own at the above location. Edward Kohl, manager, said prospects indicated a splendid fall trade.

The Toledo Film Exchange Co., capitalized at \$30,000, is a new incorporation of that city.

Three young men recently cleaned up \$500 in a potato speculation. One of the number was made custodian of the profits until a division could be made in the evening, at his house. He placed the money in a phonograph for safe-keeping, but when he came to look for it discovered it was gone. He was disgusted with this one record of the machine.

The stereopticon, to supplement the use of maps used in geography and history, is the latest device introduced into teaching methods in the Cleveland public schools. The supervisor of these two branches of study has worked out a comprehensive course in which is provided a series of stereopticon lessons. C. F. Duttou, one of the high school teachers, who is the inventor of the inexpensive instrument to be used, aided in working out the plan. "These stereopticon lessons are by no means to be a picture show," said the superintendent. "Only eight or ten slides will be shown at a time, and each will be exhaustively presented. By this means children will be able to get a vivid idea of landscapes and noted places."

An eight-year-old product of sunny Italy may be a degenerate, but undoubtedly possesses the instinctive love of music inherited from his ancestors. A few days ago he got into the home of a neighbor and withdrew \$60 in cash richer than when he entered. He at once invested his capital in a talking machine, moving picture machine and accessories, and presented the outfit to the young son of the neighbor he had robbed, which generous gift led to the discovery that the money was gone. His unfortunate business entanglement was adjusted in juvenile court.

There has been considerable agitation between the natural gas company, the city authorities and the public occasioned by the rumor that the company intended to install slot meters. Without referring to the reason for objections, at a recent meeting with the council committee, the manager of the company denied the rumor.

### LATEST CUSTOMS RULINGS.

Miniature Cinematographs Are Dutiable as Toys—Other Decisions.

In a decision by I. F. Fischer, the Board of United States General Appraisers sustained last week a claim filed by A. H. Ringk & Co., of New York, regarding the rate of duty applicable to miniature cinematographs intended for the amusement of children.

When the articles were entered at the Custom House the Collector decided that they were dutiable at 45 per cent. ad valorem under the provision in the tariff for "manufactures of metal," but the importers raised the contention that the merchandise should be regarded as "toys," with a tax of only 35 per cent. After a consideration of the evidence the members of the customs tribunal reached the conclusion that the cinematographs are "toys" within the meaning of that term as used in the tariff.

### AWARDED GOLD MEDAL.

The Peerless Coin Operated Player and Other Peerless Specialties Honored at Jamestown Exposition.

Roth & Engelhardt, proprietors of the Peerless Piano Player Co., of New York, were awarded a gold medal for their splendid display of automatic instruments made at the Jamestown Exposition. Their exhibit was one of unusual attractiveness and was admired by practically everybody with musical inclinations who visited the Exposition. The honors won by Roth & Engelhardt were indeed well deserved.

### NEW PLACES OPENED THIS MONTH.

The Cosmos, Pennsylvania avenue, Washington, D. C.; Kingsburg Exhibition Co., Sandy Hill, N. Y.; The Star, 228 Market street, Harrisburg, Pa.; Home of Pathé, Riverview Park, Springfield, Ill.; F. G. Keens, Kearney, Neb.; Mingo Bros., Market street, Steubenville, O.; The Kinodrome, St. Joseph, Mo.; Electric Theatre, Military street, Port Huron, Mich.; Moving Picture Theatre, Ames, Iowa; C. G. Human, Hancock Opera House, Hancock, Tex.; N. Poolas, 206 Genesee street, Utica, N. Y.; Standard Theatre Co., High street, Hamilton, O.; Chas. Merrello, 159 Smith street, Perth Amboy, N. J.; Hiller & Dagersch, Park street, North Adams, Mass.; Robt. Patton, Fifth and Lindon streets, Dayton, O.; Motion Picture Theatre (Mr. Kilder), Ironwood, Mich.; Onnisley Burrowes, Princess street, Kingston, Ont.; The "Superba," 143 Bull street, Savannah, Ga.; The Hippodrome Co., Lexington, Ky.; Shaefer & Boyce, European Hotel Block, Sterling, Ill.; Boston's Electric Theatre, First avenue, Sterling, Ill.; David F. Murray, Main street, Holyoke, Mass.; Academy of Music, Baltimore, Md.; Walter T. Morris, Old Armory, Chelsea, Mass.; Chas. S. Gilbert, 617 Seventh street, Longford, Ill.; J. L. McClinton, 408 Court street, Beatrice, Neb.; Rubber City Theatre, 292 So. Main street, El Paso, Tex.; Silverman Bros., Fifteenth street, Altoona, Pa. Latest reports of new places indicate the tremendous growth of this business.

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You expect maximum results from your show, don't you? Then let us supply your Film service. Our prices are right. Our subjects always the best (we don't handle any other kind). Adopting our service means increased profits. Does away with all worry about repeaters or poor service. Courtesy and honest treatment alike to one and all has placed us in the lead of Film Renters of America.

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Write for our list of subjects, songs, prices, etc., to-day.

O. T. CRAWFORD FILM EXCHANGE COMPANY.

Gayety Theatre Building, ST. LOUIS, MO.

### SOME DISSATISFIED ONES

Are to be Found Among Those Arcade Men Who Find Their Profits Are Cut Down Somewhat for Various Reasons.

Many are the grumblings heard this fall in the slot machine field. The dissatisfied ones are found mostly among arcade owners, who find business not up to expectations. We do not mean that these men are losing money, but rather the interest on the money which they have invested has dropped from the almost unbelievable hundreds to more staple figures with the decimal in the neighborhood of the tens. Notwithstanding the premium at which ready money is now held, a safe investment with an assured interest of twenty to thirty per cent. profit is not to be sneezed at. The fact is this trade has become spoiled in a measure by the enormous earnings secured during the early days of the business, so that in these days of retrenchment many arcade men find it difficult to understand that conditions have changed somewhat. Whatever failures have occurred in this business have been brought about in nearly every case by carelessness or rather indifference to the fact that big profits could not continue for all time.

A study of the present situation will reveal the fact that there is little to complain of. The arcade has come among us, and it will continue—with such changes as progress will compel—to fill its niche in the world of amusement. Like in the race for the gold fields of Alaska many struck pay dirt first; more found all desirable locations occupied and returned minus the fares, and plus the experience; a few, however, struck the deep veins where millions lay to be uncovered only after the work of years.

This is paralleled somewhat in the arcade field. When the first arcade opened its doors to the public it was found that it was a profitable venture; thousands without any experience in the business went into it and had some dim idea

that all that was necessary was to open up and count their money. Many of these people have, however, foundered on the reefs of failure.

### MAY BE USED FOR PICTURE THEATRE.

The Shubert Theatre, of Brooklyn, closed down for a short season because it cannot be made to be a vaudeville theatre. The lease has three

### EXHIBITED AT MUSIC SHOW.

The Display of Peerless Players Made by Roth & Engelhardt Much Admired.

Among the several exhibits of automatic pianos at the National Music Show recently held at Madison Square Garden, New York, perhaps the one which attracted the greatest share of



PEERLESS PIANO PLAYER EXHIBITED AT NATIONAL MUSIC SHOW.

years more to run and there is a report prevalent that Lubin, the moving-picture man of Philadelphia, is negotiating for a sub-lease.

### NEW DEVICES THIS FALL.

This fall will see a number of new devices which the manufacturers have been at work on, and though they have not been shown publicly, report has it that they are marvels of mechanical skill.

attention was the exhibit of the Peerless Piano Player Co., Roth & Engelhardt, proprietors. We illustrate herewith one of the instruments which especially appealed to visitors. This piano was finished in rich Flemish oak, mounted on a platform to match, and the front portion of the case was cut away in order to expose the interior which was lighted by electricity. The instrument is of the coin-operated order, and plays from continuous music rolls. The Peerless coin-operated pianos are known throughout the country for their wonderful money-making qualities, so nothing more need be said here upon that subject.

## The Card Printer

Prints your name on five cards for one cent. It is the best slot machine ever produced.

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44 AND 65 NOTE ELECTRIC PLAYERS

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 Everywhere where long and hard usage  
 Require high quality and perfect mechanical construction.  
 Lots of others are said to be just as good, but  
 Every time that argument is used it proves more  
 Surely that all other makes are  
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 Other instruments do not apply to the PEERLESS—it is  
 Impervious to all adverse conditions, whether used  
 North, South, East or West.

Operatic or classic music produced equally as well as  
 Popular hits and dance music. The  
 Expression and tempo are automatically controlled in the  
 Roll of music, thus doing away with any  
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 Easy Money book, which contains a complete  
 Description of how "Easy Money" is turned your way.

Pending your decision on the matter,  
 Investigate further by writing us for particulars,  
 And we will show you how your business  
 Needs some PEERLESS PROGRESS and let us place the  
 Opportunity before you of increasing your  
 Sales and profit on the "quick returns plan."

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