The STAR
Is the Popular Record
WHY?

10 Inch, 50 Cents

12 Inch, 80 Cents

Because It Sells at a Popular Price
AND IS THE BEST RECORD AT ANY PRICE

Since the reduction in retail price of STAR records we have established many new dealers and jobbers. Why don't you fall in line and handle goods that have a large sale and sure profits?

HAWTHORNE & SHEBLE MFG. CO.
Howard and Jefferson Sts.
PHILADELPHIA, PA.
Bigger Business + Bigger Profits
IS WHAT
THE ECHO-PHONE
MEANS TO YOU

Since the infancy of the Talking Machine business there has been an enormous demand for an inexpensive machine whose Tone and Wearing qualities could be relied upon. Scarcely a Premium House, Jobber, or Dealer who hasn't, at some time or other, in desperation tried to supply this demand, only to find the machines unreliable, and either have them come back on him, or else lost customers by selling them what proved to be a "Gold Brick."

THE ECHO-PHONE ELIMINATES ALL THESE DIFFICULTIES
Its tone and wearing qualities can not be duplicated in the world for double the money.

THE ECHO-PHONE IS FULLY GUARANTEED FOR ONE YEAR

Write us now for further particulars. It will pay you.

UNITED TALKING MACHINE CO.
259 GREENWICH STREET, NEW YORK
The IMPORTANCE OF FORMING A DEALERS’ ASSOCIATION.

J. Newcomb Blackman Claims Jobbers and Manufacturers Need the Co-operation of a Dealers’ Association—Plans for Formation.

In an interview with The Talking Machine World, Mr. J. Newcomb Blackman, president of the Blackman Talking Machine Co., discussing the importance of forming a dealers’ association said: “The manufacturers selling their goods under price restrictions have an organization and those who buy the merchandise and the manufacturer sells it to the jobber. But the manufacturer and the jobber and the dealer come in contact, and therefore, think that an association of talking machine dealers should be formed in order that the jobber and manufacturer can receive suggestions based on the experience of dealers, and the manufacturer can thus learn until we investigate the methods of others in the same business.

Business at the present time shows a class of manufacturer to care of the requirements of the dealer and there is no reason why there should not be considerable improvement in the standing of the dealers. Let those who are a credit to the business and are using their capital and energy to elevate it, get together and support each other. This work will be supported by the jobbers and I would like to see a movement in New York city for the formation of a dealers’ association, covering Greater New York. This could then be enlarged and other associations formed local to the large cities, until finally a national association would result.

As a member of the executive committee and most of the special committees in the Jobbers’ Association I would be glad to give whatever assistance is needed, but the work that the jobbers would have to take the same position.

What we want in the talking machine business at the present time is cooperation between the dealer, jobber and manufacturer. If we have any complaints to make let us go about it in a businesslike way and in turn ask for what we think is just, with a spirit of fairness to all. We do not want good dealers to be discouraged those who are a detriment to the business. Many a dealer, who at times is discouraged, would become enthusiastic if he could mingle with others whose methods are possibly a little more up-to-date.

“I, therefore, advocate that the dealers get together and adopt a constitution and by-laws, simple, yet broad, the essence of which shall call for a ‘square deal’ for the jobber, dealer and manufacturer. Such an association would be supported by all. But who will make the first move toward forming one? I will gladly take this move up with any dealer, as I feel the movement should be started by a dealer, and I believe Mr. Edward Lyman Bill, editor of the Talking Machine World, will also give valuable help in the formation of such an association.

I will be pleased to have any dealer, who would like to start a movement for the formation of a dealers’ association address me at 57 Chambers street, New York.”

SUES IN AUSTRALIAN COURTS.

The National Phonograph Co. Sue Dealers for Price Cutting—Defendants Claim Contract is in Restraint of Trade.

The judge of the Australian High Court has reserved decision in the damage suit of the National Phonograph Co., of Australia against five dealers, for price-cutting, stating that the matter should receive the attention of the full bench of the High Court before final decision was had. With a demand for a “square deal” the National Phonograph Co. brought suit against the five dealers, namely, Menck, Kerrigan, Pearson, Beckett and Whiting, claiming that they sold Edison phonographs and records throughout the country at prices below the fixed prices, and asking for only nominal damages to establish their position. The defendants declared that the price contract was in restraint of trade. The final decision is being awaited with interest.

The WINDOWS BACKGROUND.

“In dressing a store window,” said a man who has been at it for years, “the first essential thing is your background. I regard that as the foundation of all else. "It serves two purposes. It sets off the goods you wish to display, illy or properly as it fits into them or does not, and also to attract the attention of the passer-by. It should be something that will make him stop and look at it, and if it does that, it is doing its job and it is good. It does not have to be art. It can be a strip of cheap cheesecloth or an artistic arrangement of plush or whatever you like.”

“I use a great deal of cheesecloth with fine effects. It costs little. It can be put in any shape you want it to. It makes a graceful draping, and can be discarded when no longer needed or when it begins to show too much use. In cases that call for real elegance, or course, plush or other heavy material is called for.”

All business men should remember that well directed individual energy may win out in spite of dull times. All that is needed is “keep at it.”
TALKERS IN THE HARRIGAN FLATS.

Unexpected Result of Mrs. Harrigan's Fondness for Talking Machine Music—Revenge That Worked Both Ways—A Story of the East Side That is Plain and Unvarnished.

There was not a more peaceful row of tenements in the greater city, barring certain occasions, chiefly Saturday nights, than the Harrigan row in the street. Then the owner of the flats, the autocrat of the block and incidentally leader of his district, having stuck faithfully to Tammany in many a hot political battle, Needless to say, it was by having his palm frequently "crossed with sliver" in politics that Harrigan saved enough to buy the flats referred to by his enemies as the "Flats of All Nations."

Harrigan's eldest daughter Nellie was the belle of the neighborhood, and in view of her position had become a rare pianiste, according to East Side standards—meaning that she could play the latest popular music after about a week's rehearsing, and was noted for her playing of "Love Me and the World Is Mine" in raptitude. Mrs. Harrigan and her husband, however, bore no such accomplishments, and the music in their nature's lay dormant until one day when they visited a new arcade on the avenue and heard the wonderful music that came from a machine. The next day Harrigan was forced to buy a machine and bountiful supply of records for home entertainment, and then the trouble started.

For a week or so the tenants of the flats rather enjoyed the musical addition to their community, which usually kept busy about eighteen hours a day. At the end of that period, however, the tone of the music became monotonous, and after a fortnight the tenants "kicked" about the surroundings, and then the trouble started.

A fine display of Victor and Edison goods is being made in the windows of the Regina Co., Broadway and 17th street, New York. The effective arrangement is the combined work of Manager Wilbur and his assistant, John J. Wood.

The Eastern Talking Machine Co., 177 Tremont St., Boston, Mass.

ORIGINAL DISTRIBUTORS OF VICTORS IN NEW ENGLAND
LARGEST STOCK—BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

OUR VICTOR RECORDS Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Dealers a stock of VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

Absolutely New Unplayed Records
We don't need to call upon the advantages of this system. You will appreciate it. We originated the system of supplying New, Unplayed VICTOR RECORDS in sealed envelopes.

Red Seal Records in Sealed Envelopes
This is approved by dealers in Victor Records, and we are sure the new method of filling orders where wholesale dealers stock which is in no way connected with our retail stock will be even more appreciated by these.

If You Want New Records, Send Us Your Orders

We Need a Large Stock to Fill Your Orders

If you need to enlarge upon the advantages of this system. You will appreciate it.

Original Distributors of Victor Records in New England

LARGEST STOCK—BEST SERVICE

Fifteen Years an Exclusive Talking Machine House
Mr. Dealer, the harder you hammer away at the Victor "quality" idea, the bigger your returns will be.

Impress your customers at every opportunity with the fact that the Victor is a high-class musical instrument—that Victor records are best—and that the greatest artists in the world make records exclusively for the Victor.

Too much emphasis cannot be placed on the importance of providing appropriate surroundings for the Victor; an attractive salesroom appeals to the better class of custom, and is the strongest argument you can use to back up the Victor's "quality" claims.

Don't for a single minute underestimate the value of the "quality" idea. Victor quality is responsible for the enormous and rapid growth of the Victor business. It has brought prestige and prosperity to hundreds of Victor dealers—and it will do the same for you if you will use it to the best advantage.


Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

Full information can be obtained from the following Victor dealers:

Altamaha, N. Y. Fitch & Halsey
Albany, N. Y. W. H. & S. C. Wolfe
Albion, Ga. Elyea-Austell Co.
Baltimore, Md. Cohen & Hughes
Dayton, O. E. F. Drees & Sons Co.
Dubuque, Iowa. Grinnell Bros.
Eugene, Ore. Grinnell Bros.
Grand Rapids, Mich. J. J. J. Friedrich
Honolulu, T. H. Berstrom Music Co.
Indianapolis, Ind. Kipp-Link Piano Co.
Jacksonville, Fla. Alexander Seawald Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Lincoln, Neb. Ros F. Currier Co.
Little Rock, Ark. O. X. Hooks Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Memphis, Tenn. E. E. Forbes Piano Co.
Milwaukee, Wis. Lawrence McGreal
Minneapolis, Minn. Minnesota Phonograph Co.
Mobile, Ala. Wm. H. Reynolds
Montreal, Canada. Berliner Gramophone Co., Ltd.
New York, N. Y. Victor Distributing & Exp't Co.
New Haven, Conn. Henry Horton
New York, N. Y. Blackman Talking Machine Co.
Omaha, Neb. O. Hope Co.
Osceola, Iowa. Chas. C. Adams & Co.
Pittsburgh, Pa. C. C. F. Miller Co., Ltd.
Rawleigh, Va. The Cable Co.
Rock Island, III. Victor Distributing & Exp't Co.
Rock Island, III. Victor Distributing & Exp't Co.
San Diego, Calif. Sherman, Clay & Co.
St. Louis, Mo. Koehler & Hinrichs
St. Louis, Mo. E. W. Hillebrandt Sons
Toledo, O. The Hayes Music Co.
Toledo, O. The Hayes Music Co.
Toledo, O. The Hayes Music Co.
VICTOR DOUBLE DISC RECORDS.

Important Announcement Made to the Trade
by General Manager Louis F. Geissler on
September 17—Several Important Matters Relating to the Retailing of These Discs Covered in This Communication.

The Victor Talking Machine Co. on September 17 announced that Victor double-sided records would shortly be placed on the market. A communication under that date was issued from the Camden office of the Victor Co. to distributors and dealers, signed by General Manager Louis F. Geissler. In this letter a number of important points are covered, and below is the communication in its entirety:

"After most careful consideration and consultation with the trade as to the double-sided record question, the Victor Co. has decided to put out a limited number of such records as an experiment for the benefit of the trade and to cover any possible temporary demand that may be created on account of the novelty of the double-sided record on this market. The ten-inch to retail at 75 cents, the twelve-inch at $1.25. Dealer's costs 50 cents and $3.13 cents respectively, and the new list to be ready in a few weeks.

"We, ourselves, are familiar with the trade value of the article, on account of our confidential relations with The Gramophone Co., Ltd., of London; the Deutsch Gramophone Co., of Berlin; the Cie. Francaise du Gramophone, of Paris, and The Gramophone Co. (Italy), of Milan, all of whom have had experience with the double-sided record for the past two years. We have been and still are anxious to keep such records from the American market, and our reasons will be appreciated after a short experience by the trade."

"We wish to emphasize the fact that the Columbia Company are responsible for their introduction here.

"We are confident that, under the proper management and by virtue of the policies, we, through distribution and by virtue of the policies, we, through distribution and advertising, will create as much interest among the trade as the rival double-sided record on the European market, and our reasons will be more than adequately explained.

"We ask the trade, in the light of such experience, to go calmly on, with confidence that a cut price cannot injure a just price where the goods are clearly worth the difference, where the manufacturer's profit will be assured and where the trade will be protected and assisted by our unparalleled policy of advertising and quite unusual improvements in the art.

"We will not embarrass the trade with any 'three-to-one' exchange proposition, as we know that this is no time to attempt to force the trade to put in large stocks. We fully understand the present difficulties of financing such matters.

"We are quite content with the present volume of our business under the circumstances and have every confidence that our trade will receive its share of the present industrial depression, without the necessity of resorting to such stimulating methods.

"On account of the advent of the double-sided records, and also on account of the very great advance in the art of recording, which has enabled us to make it a decided superior record, we shall permit our distributors' and dealers' orders, up to January 1, upon all records issued up to that date, to apply on recent exchange proposition, charging only the differences in price between single and double-sided records, i.e., charging the difference in price where a ten-inch double-sided record is ordered for a ten-inch single, and where a twelve-inch double-sided record is ordered for a twelve-inch single returned.

"We believe that this will enable the trade to take advantage of all unfilled orders, as per exchange, to a very much greater profit, and to a decided improvement in the quality of their stock."

CAN'T SELL TAFT'S SPEECHES.

National Phonograph Co. Enjoins Auction House.


On an application from the National Phonograph Co., a Justice of the Supreme Court yesterday issued an order restraining the sale of 1,300 records of William H. Taft's election speeches at a price under the regular rate.

The records and several phonographs were taken in part payment for a house and lot in Rutherford, Mosley & Co., auctioneers of this place, had advertised the records for sale when the restraining order was served upon them.

The National Phonograph Co. have an agreement with all jobbers that none of their records will be sold for less than 35 cents. The Mosley Co., it is understood, will return the records to the original owner.

IT PAYS TO ACT—NOW.

An excellent illustration of the necessity of acting at once when advertising ideas crop up is told by the Hardware Dealers' Magazine regarding a business man who was mentally contemplating the subject of publicity:

Suddenly he was struck with an idea. He looked at it. He turned it over. He smiled at it. He liked it. He turned it over again. He liked it more. For two nights he dreamed about it. The more he thought about it the better he liked it.

On Saturday he said: "By George! On Monday I'll try it!"

When Monday came he found that his competitor had sprung it on the public, and made a great hit.

Do it now!
The popularity of the Victor-Victrola points the way to a greater business

Victor dealers everywhere are beginning to realize as never before the splendid opportunities the Victor-Victrola offers them.

The Victor-Victrola is the greatest and most popular of all musical instruments. Music-lovers the country over have greeted it with unbounded enthusiasm and approval—and its popularity is increasing every day.

It is one of the greatest successes we have ever had. There is absolutely no other instrument like it—nothing else to compare with it in any way.

From the one style which we originally made, we have gradually broadened out until at the present time we make four different styles—and we are advertising them in the November magazines.

**VICTOR-VICTROLA XVI**
- Mahogany, $200
- Quartered oak, $200
- Circassian walnut, $250

**VICTOR-VICTROLA XX**
- Mahogany, embellished with gold, $300

The demand has been far in excess of our ability to supply it, and though we are making every effort to catch up in our orders the indications are that it will be some time to come before we are able to do it.

Orders for the holiday trade are already coming in and every dealer who wants Victor-Victrolas in time for Christmas should place orders now to make sure of not being disappointed.


Berliner Gramophone Company, Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records
DEALERS and jobbers everywhere during the past month have been considerably exercised over the record situation. The double disc records have held the center of the trade stage during the past few weeks, for close upon the Columbia announcement appeared in the last issue of this publication that all Columbia disc records manufactured hereafter would be double- sided. This has naturally been looked for elements have been introduced so that there has been unrest in the trade among dealers and jobbers.

The dealers have held back their purchases of new goods, for they were afraid that prices were going to drop because of the competition of the double disc records. They feel too that the establishment of the double disc record proposition will be fully tried out in the next few months and the double disc records will be immediately changed by the manufacturers.

The rumor factory, too, has been extremely busy, and there has been a great deal of speculation in the trade. The double disc records have been watched closely, and there has been a great deal of talk about them in the trade. Dealers throughout the Central West, as well as the Pacific Northwest, are showing enterprise in the conduct of their business, and are looking for elements to introduce them to enter the trade.

In other words, the dealers are not favoring a play of that nature, for just as soon as the larger cities of the East have been quiet, there has been a great deal of talk about the double disc records. The dealers have held back their purchases of new goods, for they were afraid that prices were going to drop because of the competition of the double disc records.

The Columbia announcement that all Columbia disc records would be double-sided has naturally been looked for, and there has been a great deal of talk about the double disc records. The dealers have held back their purchases of new goods, for they were afraid that prices were going to drop because of the competition of the double disc records. They feel too that the establishment of the double disc record proposition would be fully tried out in the next few months and the double disc records would be immediately changed by the manufacturers.

The dealers have held back somewhat on stocking up, because they were afraid that prices were going to drop because of the competition of the double disc records. They feel too that the establishment of the double disc record proposition would be fully tried out in the next few months and the double disc records would be immediately changed by the manufacturers.

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prosperous conditions in the agricultural sections and from the agricultural sections money naturally percolates through the various channels of trade until all sections are benefited. Of course, there has been a tremendous shrinkage in business over last year, but conditions in all lines of trade are improving. The fact that there are no idle freight cars on the sidings and that orders have been placed for many thousands of additional cars demonstrates the fact that the railroads, the great arteries of trade, are again pulsing with normal life. While business has lacked snap and vim, it has been growing better. This is evidenced in the financial reports and, too, there have been few failures, which shows that the country is but tussled around by a greater financial strength than ever before. On the whole, the outlook is much better than it has been any time since the panic dropped rudely in upon us without proper notification last October.

What a struggle we are having at all times over patent rights and after all the granting of a patent seems to be the open sesame for litigation. The amount of money which has been spent in the talking machine trade during the past ten years in litigation would approximate one million dollars. This at the first blush might seem an extravagant statement, but a careful analysis of the litigation which has occurred in the talking machine trade by reason of the contest over patent rights and other matters has cost the litigants a sum approaching a cool million. Think of the amount of time, energy, money wasted in the struggle to defend a business situation! It seems as if our government should afford a patentee better protection than is now given under our present patent law. The granting of a patent frequently is simply the beginning of a struggle and the profits of a valuable invention are often little short of marvelous, and actuated by mechanism artfully concealed, they appeal both to curiosity and to the appetite for the mysterious which is latent in every human breast.

To lend the automaton a voice, by the help of a phonograph, is a matter simple enough. The real marvel of these contrivances lies in the ingenuity employed to give them such lifelike movement; and the simplicity of the mechanism used does but add to the wonder of it. They might be regarded as representing an ultimate stage in the development of the mechanical toy, inasmuch as not a few toys nowadays are to all intents and purposes automata—as, for example, the walking doll—and the playing which has become seemingly animate is raised to the highest power.

Well, Jack, what makes you look so weary and thin?

Jack—I bought one of those talking machines, and the two weeks that I have owned it it will play only the one record and not run down. I can't buy another.

Friend—Well, take it back and exchange it, or get your money back.

Jack—Can't now, I married it. It's my wife, you know.

H. C. Faber.
Zon-o-phone Double Record Discs
65 Cents

Our first list of double record discs will contain 150 records or 300 selections. Records will be ready to ship October 15th. Shall be very glad to send you one of our new catalogues so you can examine same carefully. Note how we have paired up the records, giving you two different selections of about the same class.

10-inch single side records, new price 50 cents each.

12-inch single side records, new price 75 cents each.

Tapering Arm Zon-o-phones from $20 to $75

To Dealers: We can show you a big profit in handling the Zon-o-phone product in case you are not doing so now. Can we have the opportunity of sending you letter and catalogues to show you the new proposition we are offering with the double record disc and the new price of the single side record?

Camp and Mulberry Sts., Newark, N. J.

ALABAMA
Mobile ...... W. H. Reynolds, 287 Dauphin St.
ARIZONA
Tucson ...... George T. Fisher, 7-9 E. Congress St.
CALIFORNIA
San Francisco ...... Peter Riegalski & Sons, 1021 Golden Gate Ave.
San Francisco ...... Byron Mauzy, 1103-25 O'Farrell St.
San Francisco ...... Kohler & Chase, 1529 Sutter St.
FLORIDA
Tampa ...... Turner Music Co., 604 Franklin St.
ILLINOIS
Chicago ...... James I. Lyons, 285 Fifth Ave.
MARYLAND
Annapolis ...... Globe House Furn. Co.
Baltimore ...... C. S. Smith & Co., 611 W. Baltimore St.
Baltimore ...... Louis Martin, 1429 E. Pratt St.
MASSACHUSETTS
Boston ...... Fink's Talking Machine Co., 41 Washington St.
MINNESOTA
St. Paul ...... W. J. Dyce & Bros., 21-23 W. 6th St.
MICHIGAN
Detroit ...... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI
Kansas City ...... Mrs. J. Dixon, 804 Grand Ave.
Kansas City ...... Weh-Freyschlag Merch. Co., 7th and Delaware Sts.
Springfield ...... Marion Lewis, 206 Boonville St.
St. Louis ...... Knight Mercantile Co., 211 N. 11th St.
St. Louis ...... D. E. Myers, 2025 Finney Ave.

NEW JERSEY
Newark ...... Edisonia Co., 67 Halley St.
Newark ...... Eclipse Phonograph Co., 503 Washington St.
Paterson ...... J. K. O'Dea, 116 Edito St.

NEW YORK
Astoria ...... L. J. John Rose, 228 Eighth Ave.
Buffalo ...... Neal, Crack & Neal Co., 443 Main St.
Brooklyn ...... F. W. Ross Co., 668 Fifth Ave.
Brooklyn ...... B. G. Warner, 688 Livingston St.

NORTH DAKOTA
Fargo ...... Stone's Piano Co., 414 First Ave., N.

OHIO
Akron ...... Geo. S. Dales Co., 128 S. Main St.
Cincinnati ...... J. E. Poorman, Jr., 31 West 5th St.
Cincinnati ...... Rudolph Wurziger Co., 121 E. 4th St.

PENNSYLVANIA
Allegheny ...... H. L. Becker, 601 Ohio St., E.
Pittsburgh ...... C. C. Metzler Co., Ltd., 219 Fifth Ave.

SOUTH DAKOTA
Aberdeen ...... McDornal Piano Co.

TEXAS
Austin ...... Prewett Company, 411 Main St.
Beaumont ...... K. B. Pierce Music Co., 609 Pearl St.
Dallas ...... Dallas Talking Machine Co., 151 N. Ervay St.
Houston ...... Southwestern Talking Machine Co., 216 Main St.

CANADA
Toronto ...... Whaley, Royce & Co., Ltd., 125 Yonge St.
Winnipeg ...... Man. Whaley, Royce & Co., Ltd.
Yarmouth ...... Yarmouth Cycle Co.
TRADE ON THE PACIFIC COAST.

Business in the various lines of talking machines on the Coast is good, and the whole month of September showed a very gratifying record. The fall season is now on in good earnest, and the wholesalers are having a rush which will go a long way toward making up for the dullness of the summer months. The leading dealers look the outlook for the remainder of the season decidedly favorable. There is hardly a trace of the "hard times" feeling, which was noticeable earlier in the year, even in the larger cities, and the financial condition is about normal in most parts of the Coast. In San Francisco, building is hardly as active as it was last year, as the business section is now fairly well built up, but other lines of industry show increased activity, giving steady employment to many in the other cities, both north and south. In fact, preparations are going on in the fruit-growing territories to furnish gratis with each Auxetophone some of a Victor product. The Phonograph system of language instruction is now recognized as an educational factor of great importance obtainable today. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy's at the same time a part of the program in many high-class schools.

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

The Wiley B. Allen Co.'s Los Angeles house has been more or less upset for the last month, getting in a high class of trade. Mr. Mauzy says that his talking machine department is looking up, both wholesale and retail departments. He is now working on another publicity campaign, doing considerable advertising and making prize offers. Mr. Mauzy expects to get into some new style of records by the end of the week, and expects considerable new business as soon as he is able to supply the demand for the new style. He expects to get into his down-town store by the end of the month, and the talking machine department there will be finely equipped.

The Wiley B. Allen Co.'s Los Angeles house has been fully in- dustry showing a decided increase in business. The department was fully in- stalled last week, and had a very successful opening.

The announcement of the new double-sided records create sensation on the Coast, among both dealers and the public. The larger agencies and wholesale houses have been flooded with inquiries from the retailers, who, in turn, have been busy answering the questions of their customers, and setting forth the advantages of their particular lines of goods. A lively competition between the different makers is assured, especially if the double records from all three manufacturers come out about the same time. This style of record is an entirely new idea here, and very few outside the trade have heard of the device before. If the new records are up to their present expectations, they will undoubtedly have an enormous sale, and will also help materially to increase the popularity of the machines. Since the announcements have been made, many orders have been taken, and quite a number of dealers all over the Coast have become interested in talking machines. By means of this novelty, the device is welcomed as a good business-getter, and some of them believe that it will almost replace the present style, though others think that after a brief run, the volume of trade will settle back into former lines.

The announcement of the new double-sided records, at a slightly higher cost than the old ones, made by three large companies almost simulta- neously, has caused a decided sensation on the Coast, among both dealers and the public. The large agencies and wholesale houses have been flooded with inquiries from the retailers, who, in turn, have been busy answering the questions of their customers, and setting forth the advantages of their particular lines of goods. A lively competition between the different makers is assured, especially if the double records from all three manufacturers come out about the same time. This style of record is an entirely new idea here, and very few outside the trade have heard of the device before. If the new records are up to their present expectations, they will undoubtedly have an enormous sale, and will also help materially to increase the popularity of the machines. Since the announcements have been made, many orders have been taken, and quite a number of dealers all over the Coast have become interested in talking machines. By means of this novelty, the device is welcomed as a good business-getter, and some of them believe that it will almost replace the present style, though others think that after a brief run, the volume of trade will settle back into former lines.

The Phonograph Co.'s San Francisco branch now have samples of the new records, and expect to receive the first shipment of stock about Oct. 8. The outlook is for a great demand, heavy initial orders having been already received. Exclusive contracts have been made with many retailers, and a number who have handled only small lots in the past have ordered full stocks of Columbia goods. Mr. McCarthy, treasurer of Sherman, Clay & Co., is anxiously waiting for the first stock of the new double Victor records. The company expect to make no change in the character of its stock on account of the new line, but will carry a larger assortment of the new recording styles. Exclusive contracts have been made with many retailers, and a number who have handled only small lots in the past have ordered full stocks of Columbia goods. Mr. McCarthy, treasurer of Sherman, Clay & Co., is making a visit to all the outside dealers in California, and gives a glowing account of the prospects for future business. The outlook is for a great demand, heavy initial orders having been already received. Exclusive contracts have been made with many retailers, and a number who have handled only small lots in the past have ordered full stocks of Columbia goods.

The Victorian railroad system was made, a large crowd was attracted to the store. The stock and equipment of the talking machine business is not likely to suffer, and are sending in orders for larger quantities of stock. In fact, preparations are going on everywhere for a busy time from now till Christmas. Several new talking machine departments are being started in various places, and new stores, as well as the older ones, are getting plenty of business. The fall season is now on in good earnest, and the wholesalers are having a rush which will go a long way toward making up for the dullness of the summer months.
DO YOU SEE THESE THREE LINES?

Wide Awake Dealers from Maine to California, This Advertisement is Addressed to You!
We have at least three separate and distinct lines of instruments with any one of which you can build up a profitable trade, or largely increase your present business.

FIRST:

REGINA MUSIC BOXES and REGINAPHONES

These instruments are so well known that any description is unnecessary. They are always in great demand during the holiday season.

This year our stock is unusually complete. We have thirty-one different styles in this line, fourteen of which are brand new models for 1908-9.

SECOND:

COIN-OPERATED INSTRUMENTS

This line is new to some of you but it will pay you to investigate its possibilities. Some of the most enterprising dealers in the country have been making good money with our coin-operated instruments for years. The Sublima Piano which we show herewith is undoubtedly the best paying nickel-in-the-slot proposition on the American market. It makes real music and is operated by Electric Motor or Spring Motor as desired.

We have ten other styles of coin-operated instruments if the Sublima does not suit your trade.

THIRD:

PIANOS AND PLAYER PIANOS

These instruments are as staple as wheat. Regina Pianos and Players are high grade and contain improvements and patented features which place them in a class by themselves.

Built by skilled mechanics—not thrown together. The workmanship and finish is of the finest, and the tone is beyond criticism. Plenty of styles to suit almost any demand.

Exclusive territory given to dealers who can "Get the Business."
Illustrated catalogues and prices on any or all of the above lines sent on request.
BENEFITS FROM FAIR EXHIBITS.

Many Talking Machine Men Have Utilized This Means of Attracting Trade Most Effectively.

Talking machine dealers all over the country have shown themselves thriftily alive to the benefits derived from exhibits at the various State and county fairs and other public exhibitions, and frequent reports have reached this office of handsome prizes having been awarded to the "talker" men for their exhibits.

As an attraction for the crowds the talking machine is unexcelled, and no sooner do the first notes of a record issue from the horn than there is a general movement in the direction of the machine.

With the handsome machines, cabinets and horns now on the market it is possible for the dealer to arrange a display that will rank with the best, and its music-producing powers will put it far in the lead.

As to what has been done by dealers we present herewith a view of the booth of Bard Bros., the talking machine dealers of Wheeling, W. Va., at the West Virginia State Fair, held in that city recently. While not elaborate, the booth is attractive, and goes to show what can be done in that line at minimum expense.

WHY SECOND BELL WAS USED.

An Auxetophone Equipped With Two Bells—One for the Audience, Another for the Orchestra.

The problem of having a Victor Auxetophone deliver its music in two directions at once was solved very cleverly recently by the Victor Distributing and Export Co. The Auxetophone, supplied with a large number of the leading Red Seal records, was placed in a prominent restaurant, being the object of the proprietors to have their orchestra accompany the zozos of the grand opera stars.

It was found, however, that if the horn was pointed toward the diners, as desired, the orchestra could not hear the music clearly enough to accompany it. The talking machine people, however, settled the matter by attaching a second horn, pointed toward the orchestra, just above the elbow of the main horn, and the sound issued from both horns without injuring the reproduction in the slightest.

UNSUPPORTED ADVERTISING WASTE.

The man who can't use some form of advertising in his business has no business to be in business, and generally isn't.

But the best oil of publicity won't help the engine of commerce if the valves leak and the governor is out of order.

In the harmony and mutual cooperation of making, selling and advertising lies the flush of profit. No one of them will build business by itself alone.

Unsupported advertising is waste, says N. C. Fowler in Printers' Ink, and this condition is responsible for most of the failures in advertising.

YOU MUST CARRY THE STOCK

If You Want to Hold Your Trade—Mail Order Houses Are Watching for Dissatisfied "Prospects"—Must Get Ahead of Them.

Reports come from the West that owing to many dealers being caught with low stocks of small goods and talking machines, a large number of people have begun to patronize the mail order houses. Thus is shown the direful results of trying to conduct business with an insufficient stock.

The mail order houses want no better argument to offer than that they can supply goods not carried in stock by the home merchant, and once they have such an entering wedge it means a big fight for the dealer before they are ousted from his territory, and by that time he has lost many sales. Stocks being in good shape it is hard enough to fight the mail order people, but when a possible customer is turned away the strongest weapon is lost.

Of course, the mail order houses do not carry mammoth stocks, even though they advertise to the contrary that effect. The factories act as their warehouses, and with almost unlimited time to fill orders such an arrangement is effective, but the dealer must fill an order at once and must have the goods in his store. Therefore the dealers who are out to meet mail order competition would do well to watch their stocks. That's the weakest point.

HOW HE HEARS HIS OWN SERMON.

A new use has been found for the talking machine in aiding the clergyman, according to a daily paper. The young pastor of a suburban church has adopted a plan for revising his sermons, which he describes as follows: "I always write a sermon early in the week. Then I deliver it into my phonograph and let it rest till Saturday. On Saturday I turn on the phonograph and listen to myself preaching—as though listening to another's work. With pencil and pad I take notes as to where I think the sermon weak—or at least where I can be strengthened—then make the revision in times for Sunday. I find this plan a great help to me. It's worth the added labor."

SHEBLE CLASSifies BUYERS.

Says There Are Three Classes, the Rich, the Poor and the Middle Class Is the Best of All as Purchasers of Talking Machines.

In an article published in the last issue of the Photo Trader and Recorder, of London, H. Sheble, of the Hawthorne & Sheble Manufacturing Co., of Philadelphia, classifies talking machine buyers as follows: "There are two classes of trade that are comparatively easy to sell. First, the very rich, who buy anything new that appeals to them, and, second, the very poor, who purchase the cheapest class of talking machines as their one possible form of amusement. All this business is very good, very profitable, and should be catered to, but there is another class which in its combined purchasing strength, when applied to talking machines, eclipses them all, namely, the middle class, and it is with this large purchasing power that the dealers in Great Britain have an exceptional opportunity to cater to."

"In America the methods employed in selling talking machines have directly appealed to the rich classes, and a very large percentage of the business done has been with such people. Especially has this been the case during the last few years, when competition among the dealers on account of their multiplying numbers has forced them to materially improve conditions surrounding their business."

NOW A GENTLEMAN FARMER.

P. C. MacLean, connected with the talking machine trade as a traveling salesman for a number of years, laterly graduating into the realms of "high finance" for a brief period, is reported as having finally received the legacy, of which he talked occasionally, and is now occupying the pleasant rôle of the gentleman farmer in New Jersey. "Mac," on receipt of the "masuma," from the estate of which he was president, has taken up farming again, with splendid farming country in the above State, and is now said to be leading a life of elegant leisure, with business schemes as a secondary consideration.

Good salesmanship and good manners are always identical. Young men, never forget that.

THE TALKING MACHINE WORLD.
EDISON AMBEROL RECORDS

A great thing for the Phonograph

The trade looks upon the Edison Amberol Records as the one big, important achievement in years in the development of talking machines.

Here are Records that play twice as long as any Edison Record heretofore brought out and longer than any Record of any kind for any sound-reproducing machine made.

They mean not only twice as much music without changing Records, but also a wider range, a higher grade and a better rendition of songs, instrumental pieces and operatic selections than has up to this time been possible.

Much of the world's best music has heretofore been beyond instruments of this character because of its length. Much that has been brought out has had to be cut down or hurried.

Now, everything in music is possible and will be offered in Amberol Records.

With the new Record-making possibilities due to Amberol Records, new talent has been added to the Edison staff with the result that each month will bring a repertoire of entertainment more varied, more carefully selected and more artistically rendered than ever before.

The tone of the new Amberol Records is matchless. The new composition of the Records which permits the placing of twice the number of threads to the inch is such that Amberol Records have a clearer, richer tone and more delicate interpretation than that of any other Edison Records, which means that they are superior to all Records.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.
A great thing for the Dealer

Whatever makes the Edison Phonograph a better thing for the consumer makes it a better thing for the dealer.

Amberol Records make the Phonograph doubly attractive and that means doubly salable. The wider range of high-grade music they afford makes the field wider and the demand greater.

Amberol Records add prestige to the Phonograph, put it in a class by itself and enable it to adequately express its wonderful powers.

It isn’t the Records that sell the Phonograph—it is the Phonograph’s rendition of the Records.

But it is the Phonograph that sells the Records and, with Amberol Records, costing the buyer but little more than regular Edison Records and netting you a considerably larger profit, a bigger and better-paying business is assured.

The minute you put Amberol Records on sale every Phonograph owner becomes first, a purchaser of the necessary attachments for his instrument and after that a continuous purchaser of Amberol Records.

You will sell more Phonographs, you will interest people whom you could not interest heretofore, you will sell the attachments at a profit, you will sell more Records at a better profit and you will have the one, conclusive, deciding feature for those who are debating as to which instrument to buy.

That is what Amberol Records mean to you.

Edison Phonographs and Records are sold to the trade in Great Britain by the National Phonograph Co., Ltd., Victoria Road, Willesden, London, N. W.

National Phonograph Company
59 Lakeside Avenue Orange, N. J.
Mr. Jobber: Get in touch with America's Oldest and Largest makers of Talking Machine Needles. All Styles. One Quality. Lowest Prices.

W. H. BAGSHAW
LOWELL, MASS.
Established 1870

TRADE NOTES FROM INDIANAPOLIS.


(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1908.

The talking machine business in Indiana, especially in the jobbing line, has shown considerable improvement within the last few days. A good rain toward the close of September helped things considerably and dealers are expecting a good business during the next month. The new four-minute record put out by the Edison people has helped business with the Edison dealers.

The local store of the Columbia Co. is getting a good deal of valuable advertising out of a visit to Indianapolis by Miss Josie Sadler, who is appearing in the city in "A Waltz Dream." The store is featuring records by Miss Sadler and the fact that the popular comedienne is appearing here gives added interest to the records. The Columbia double disc records at 65 cents each are proving to be big sellers. Thomas Devine, manager of the Columbia store, says the only trouble he has experienced so far is that the demand is far in excess of the supply.

The force of the Columbia Co. store is busily engaged at odd times in devising ways and means for taking care of the new Columbia indestructible records. Mr. Devine has a high opinion of these records. He says that such of his patrons as he has spoken to in regard to them seem to think they will prove to be hot sellers.

H. H. Myers, road representative of the Chicago Columbia house visited in Indianapolis during the state fair. Mr. Myers was all smiles due to the fact that he had succeeded in tying up several large wholesale concerns to nice juicy contracts.

John J. Martindale & Co., real estate dealers, have found a new use for the Columbia Twentieth Century Graphophone. The Martindale people deal in Texas land, and work state fairs and other events. They have special records made calling the attention of the public to the Texas lands which they have for sale. They used these on the graphophone to great advantage during the Indiana state fair recently. They got excellent results.

The Kipp-Link Co. have become distributors for the Victor machine as well as the Edison. They are the only jobbers in the state now distributing both lines. This is a distinct advantage. Heretofore many small dealers who handled both lines have bought their goods from houses in other cities because they chose to buy where they could get all their supplies from the same jobbing concern. The Kipp-Link Co. will now be able to supply this class of dealers with great convenience.

Mr. Kipp, of the Kipp-Link Co., is well pleased with the new rule of the Edison people in which they set forth that they will not sell their goods to a new man in any town where there are already satisfactory representatives. Mr. Kipp believes this effort to protect the dealers is an admirable one.

The Kipp-Link Co. have been having an excellent jobbing business. One day last week five loaded wagons were lined up at the storage house of this company and these five wagons did not come near representing the day's shipping. The company have orders for $5,000 or $6,000 for this month which they have not been able to fill because they were unable to get sufficient goods from the factory. Mr. Kipp attributes this increase partly to the new four-minute record which the Edison people have just put on the market.

The Indiana Phonograph Co., who handle Edison machines, report a nice increase in the jobbing line. Most of this they believe is due to the Edison Amberol four-minute records, and the combination Edison machine which plays both the four-minute records and the records which last only two minutes. This new record and the new machine the managers of the Indiana company say, are in great demand.

C. Roehring & Bro. on Virginia avenue are advertising their place as headquarters for the Victor talking machines and records, especially the Bryan and Taft records. They are also advertising, Calve, Eames, Nielsen and Lauder records.

The moving pictures that are being used to illustrate life in the navy are shown by the recruiting station officers at Michigan street and Tremont avenue. Other shows are being given in different parts of the city.

The first examination of operators of moving picture shows required by an ordinance passed recently by the city council was held recently in the office of the Board of Public Safety. The operators were examined on matters pertaining to the machines, the test consisting of questions submitted by Building Inspector Thomas Winterrowd, Fort H. Moore, electrical engineer, and William J. Neukom, president of the council. A license fee of $5 a year will be collected in the future from all operators of picture machines.

The United States Amusement Co. have filed articles of incorporation at the office of the secretary of state. The capital stock is $100,000 and it is organized to buy or rent buildings for operating theatroriums, nickelodeons, airdomes and similar amusements. The incorporators are Charles W. Woodmansee, Springfield, Ill.; William H. Forster, Columbus, O.; John A. Gertig, Cincinnati; H. H. Burnett, North Vernon, O.; and Thomas B. Forster, Columbus, O.

The Family Theater which incorporated recently is doing a nice business. The company have a place on Kentucky avenue. It is capitalized at $15,000. George F. Meyer, who is interested in one of the big coal companies here, is one of the incorporators.

Thomas P. Stokes, who represents the Victor Talking Machine Co., Camden, N. J., in New York City, is doing effective work.

HORTON'S Phonograph Attachment

(Patented)

Cut shown page in position to drop lever so as to place the sapphire or plug on the record at upper place to get all the announcement to the record. There is thus saved any injury to the sapphire from dropping it over the end of the record, for as the point is dragged up on the record the machine, it is liable to catch on rough points and be spoiled, and repairs would cost three times the amount asked for one of these attachments.

Every owner of a cylinder machine will want one of these attachments. Every dealer to be equipped with them. Write for details.

W. G. HORTON 24 MAIN STREET, BRATTLEBORO, VT.
ADVERTISING A RETAIL BUSINESS.

By ROBERT N. WATKIN

Quoting prices with slight details of construction is naturally necessary in all advertising, and always have these two qualities in his advertising: Earnestness and Sincerity. Naturally, these are necessary in all advertising. Quoting prices with slight details of construction of the article is not alone sufficient, for a desire must be created.

"Prices Must be Clear. — And on the principle that you cannot sell goods personally if you do not put out the advantages, so you cannot sell by advertising unless you stress the strong points. Some advertisers think it is well to advertise only one quality of an article in each advertisement. But the advertiser who can describe an article so vividly that the reader in his imagination actually sees it, is generally conceded to have accomplished a desired end, for it is the eye that determines."

THE EDUCATIONAL POWER

Exercised by the Talking Machine is Becoming More Recognized Every Day—Mme. Eames' Graceful Tribute Sums Up the Situation in a Most Effective Way.

Mme. Emma Eames, the distinguished operatic artist, who will be heard at the Metropolitan the coming season, when here last spring, wrote to the manager of the Victor laboratory that she was very much amused and pleased on the train nearing New York by a little incident, and added: "The baggage man taking our checks, on learning my name, said he had many of Caruso's discs and also many of mine, and that of all of those made by women, mine were the favorites at 'his house.'"

The manager of the Victor laboratory answered the above communication as follows: "I was very much pleased at the little incident to which you refer, as it impresses me so strongly as to what our work is really doing in educating the people in all fields to an appreciation of higher and better music. Can you imagine a few years ago a baggage man telling you that he was interested in your rendition of grand opera music?"

Mme. Eames' reply to this letter was: "Your observation as to the Victor talking machine being an 'educator' is a very apt one. I hope the opera managers notice that it is increasing the taste all over the country for opera, and also the curiosity to see the people they have already heard."

"Mme. Eames strikes the keynote of the wonderful campaign of education which is being carried on through the medium of the talking machine, in this sentence. Opera managers, as well as all interested in the musical advancement of the nation, must soon "all up and take notice," and pay due tribute to the splendid work being accomplished by the talking machine manufacturers of this country."

EVER BEEN HELD UP BY YOUR JOBBER?

Has your jobber ever promised to ship goods at specified times and then failed to make good?

Has this failure cost you dear in money and customers?

Did you decide to try another jobber and then relent when he vowed it never would occur again?

Don't allow yourself to be held up in this way and done out of trade and dollars. You have a right to demand prompt service from a jobber. That is only your due. Anything less means that the jobber is taking advantage of your good nature.

But our watchword is prompt service. We have an absolutely complete stock of Victors, Victor Records, record cabinets, horns, fibre cases, English needles, and all other Victor accessories. Our iron clad, unbreakable rule is to ship goods the same day we receive the order.

Does this kind of service appeal to you?

If you care to go further into the matter, send to us for our latest catalogue. Do it to-day.
Wm. E. Gilmore Puts An End to Rumors and Says That He Has no Intention Now or at Any Time of Entering the Talking Machine Business—This Should End Current Gossip.

As the name of Wm. E. Gilmore, former president of the National Phonograph Co., Orange, N. J., has been connected with various talking machine enterprises since his return from Europe, The World had an interview with this aggressive and picturesque person a few days ago, when authoritative information on the subject was requested. In his most emphatic manner Mr. Gilmore said: "I am not connected with any proposition of any nature whatever in that line, nor will I be in the future. You cannot make this too clear or too strong. I can say that since my retirement from the National Phonograph Co., I have had less worry and am in splendid health, with lots of other things to engage my attention and keep me busy. Of course, you know I am heavily interested in the newspaper publishing business in Orange, which will absorb a great deal of my time. But I have no thought of re-entering the talking machine trade, directly or indirectly, nor in the future. As I am remodeling my home in Orange, to which an addition will be made, the family and myself will remain at the Annex in New York until the alterations are completed, which will probably be in the spring."

POSTAL CARD RATES.

Some Facts Worth Knowing Regarding Postage to Great Britain Communicated Officially.

Edward M. Morgan, postmaster U. S. Post Office, New York, writes: "In published articles regarding the effect of the rate in the reduction of postage on letters to Great Britain and Ireland, is a statement reading: 'The reduction of rates necessary to a proper understanding of the postage rates applicable to cards.'

The World had an interview with this aggressive and picturesque person a few days ago, when authoritative information on the subject was requested. In his most emphatic manner Mr. Gilmore said: "I am not connected with any proposition of any nature whatever in that line, nor will I be in the future. You cannot make this too clear or too strong. I can say that since my retirement from the National Phonograph Co., I have had less worry and am in splendid health, with lots of other things to engage my attention and keep me busy. Of course, you know I am heavily interested in the newspaper publishing business in Orange, which will absorb a great deal of my time. But I have no thought of re-entering the talking machine trade, directly or indirectly, nor in the future. As I am remodeling my home in Orange, to which an addition will be made, the family and myself will remain at the Annex in New York until the alterations are completed, which will probably be in the spring."

The Government postal card sold by the Post Office Department requires 2 cents postage, which is paid by the stamp printed thereon. Post cards or private mailing cards (which are frequently referred to as postals by the public) also require 2 cents postage if they bear a written communication. Post cards or private mailing cards which are not postmarked may be mailed for printed communication thereon, or which bear no more writing than is authorized upon printed matter, may be mailed as printed matter for 1 cent, and under this rate bearing printed or pictorial illustrations such as are referred to as 'picture postals' without unpermission writing may be mailed for 1 cent. Such cards may have added in writing within the margin the rate per card thereon, the name and address of the sender and congratulatory words, etc., not exceeding five words. But anything of the nature of a personal communication will subject such cards to the 2-cent rate, and any deficiency will be rated up when the cards are despatched and double the amount collected from the addressee on delivery."

EXCHANGE PROPOSITION REVISED.


The Victor Talking Machine Co. last week issued the following letter to Victor distributors: "In further explanation of our letter of September 17, 1908, referring to the Revision of our Exchange Proposition, which we have seen fit to broaden in order to meet the situation caused by the announcement of the double-faced records, kindly note the following:

1. None of the conditions or stipulations of our original Exchange Proposition, as mailed July 25 has been altered except as noted below.

2. The list of returns to be placed on Victor double-faced records will be ready for use October 7 and will be sent to all distributors. These records will be ready for shipment to Distributors on or about October 15.

3. These records will be ready for sale to Distributors on or after September 17, 1908, but will not be sold for credit against the original Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition. As provided in the original Exchange Proposition.

4. Victor Distributors will be permitted to credit Distributors' returns against the original Exchange Proposition, but no credit will be allowed against the new Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition.

5. Victor Distributors and Dealers desiring to make returns for double-faced records may do so by returning to Victor Distributors the same records as were returned for double-faced records under the original Exchange Proposition, except those records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition.

6. The Victor Co. cannot credit against this Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition.

7. Neither will Distributors be permitted to credit Distributors' returns against the original Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition.

8. Where Distributors have not shipped records to Dealers covering returns, the Dealers are privileged to place new orders for records appearing in any catalog of the Victor Talking Machine Co. up to and including January, 1909. Supplement. In other words, this period of grace is extended from October, November and December, 1908, to January, 1909, inclusive. Any Distributors returning records by October 15, 1908, will receive their orders for the return of single-faced records at any time until January 1, 1909. This means that Distributors may order for records shipped prior to January 1, 1909, although ordered prior to this date, as is customary with the regular monthly catalog issued from the June numerical catalog, as provided in the original Exchange Proposition.

9. No additional credit will be allowed against this Exchange Proposition any records shipped prior to September 17, 1908, except those records ordered prior to September 17, 1908, as provided in the original Exchange Proposition.

10. No sample sets of double-faced records will be sent out, as it is customary with the regular monthly catalog issued. The sample sets of double-faced records will be sold to dealers only. They may also be purchased at any regular dealers' catalog price to those who do not desire to credit any such returns, at which time credit will be issued.

11. We have decided to rescind that part of Clause 5 in the Record Exchange Proposition, which reads: "Records must be selected from the Numerical Catalog for mailing to the addressee on delivery." This means that all such records must be shipped prior to January 1, 1909.

12. The Government postal card sold by the Post Office Department requires 2 cents postage, which is paid by the stamp printed thereon. Post cards or private mailing cards (which are frequently referred to as postals by the public) also require 2 cents postage if they bear a written communication. Post cards or private mailing cards which are not postmarked may be mailed for printed communication thereon, or which bear no more writing than is authorized upon printed matter, may be mailed as printed matter for 1 cent, and under this rate bearing printed or pictorial illustrations such as are referred to as 'picture postals' without unpermission writing may be mailed for 1 cent. Such cards may have added in writing within the margin the rate per card thereon, the name and address of the sender and congratulatory words, etc., not exceeding five words. But anything of the nature of a personal communication will subject such cards to the 2-cent rate, and any deficiency will be rated up when the cards are despatched and double the amount collected from the addressee on delivery."

GERMAN FRIENDS WORTH WATCHING.


to Develop Plans to Capture German Friends Worth Watching When It Comes to Developing Plans to Capture Foreign Markets.

American exporters could learn much regarding the proper methods of conducting a foreign selling campaign by watching our German friends. They do not rend a man to a South American country who speaks only English, but open his home to the man, let him open a branch at once and expect business to pile in. Their method is illustrated in the case of a German machinery exporter, who has been traveling for months in Brazil. He is familiar with the language, has become acquainted with the customs and needs of the inhabitants, and is conducting a campaign of educational advertising throughout the inhabited portions of those States. He is about to open a branch office for the company in Bolivia. This is a sample of the kind of competition that American manufacturers and exporters are beginning to meet with—something more effective than commission house efforts.

VICTORIA CABINETS IN MANY STYLES.

The Victor Talking Machine Co. are now putting through their factory an order for several thousand oak and mahogany walnut Victrola cabinets. Owing to the general preference, weathered oak, flat, flat finish, will be the regular stock finish of the quartered oak cabinets. They will, however, give orders on hand for mahogany cabinets, which may be ordered in antique, golden and early English, these three to be a polished or a dull rubbed varnish finish. They may also be ordered in rosewood, plum and gun metal; these five to be either a flat or a wax finish.

Copyright App. For. The Rudolph Wurlitzer Co.
C. W. PAGE JOINS WURLITZER.
The Well-Known Advertising Specialist Takes Charge of Wurlitzer Publicity. (Special to The Talking Machine World.)

Charles W. Page, who was formerly with The National Phonograph Co., has joined The Rudolph Wurlitzer Co., as advertising manager. Mr. Page brings an intimate knowledge both of the music business and of advertising into his new position, and has already gotten well started on the publicity end of the Wurlitzer interests.

He will look after the advertising of both the Cincinnati and Chicago houses, making his headquarters at Cincinnati.

Mr. Page's knowledge of the music business was obtained largely during a three year connection as advertising writer for Lyon & Healy, Chicago.

Later, he was associate advertising manager of Collier's Weekly, New York. For the past five months he has been with The National Phonograph Co., as editor of the Edison Phonograph Monthly, and the Phonogram, and writer of wholesale and retail advertising matter. He left the last named firm to join Messrs. Wurlitzer.

Mr. Page stated to a representative of this paper that he has never seen a firm that was in better shape to push ahead than Wurlitzer. "This," he observed, "might be readily inferred from the fact that sales for the past six months have been just about as large as a year ago, before Mr. Edison came around. It shall have been just about as large as a year ago, or more, at the rate of sales that we are on at the present time. It shall have been, indeed, a wonderful outbreak on our part."

Mr. Page brought to his new position an intimate knowledge of the Marshall Plan, and has a wide acquaintance with the phonograph industry.

The Columbia Phonograph Co. have secured the services of Mr. Page, who will be in charge of the company's advertising department, and will have charge of the company's advertising policy.

C. W. PAGE.

INCREASE YOUR RECORD SALES

by USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent

The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into a few seconds, as shown above.

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With the Current.

Tremendous Asset—The Retailer Should Go Along The Smooth Roads Ahead.

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The Continental Record Co., New Baltimore, Md., have incorporated, with a capital stock of $20,000, for the purpose of manufacturing and dealing in talking machine devices. Incorporators—B. I. Garhart, E. O. Goodell and J. C. Cady, all of New Baltimore.

RECENTLY INCORPORATED.

MISS EDISON AN INVENTOR.

Daughter of Wizard Devises Road Map for Use at Night by Automobiles—Driver Can Locate Curves Ahead in Darkness.

Miss Edison's device is of the most practical sort, and is sure to be hailed with great satisfaction by all owners of automobiles.

It is an automobile road map, by which the driver of a car is enabled to know the condition of the road for a certain distance ahead of him and regulate his speed accordingly.

Association with her father in his laboratories and her natural liking for electrical experiment which she pursued at college led to the invention of the automobile map by the beautiful girl, who is very prominent socially.

Her brother "Billy" also has a share in the invention, which, on both have worked in secret for a month. They are familiar figures in Miss Edison's forty-five horse power car speeding along the smooth roads about the Oranges.

The road map, like the compass of a ship, goes on the steering column in a dust and rain-proof case, and is lighted by electricity at night.

When a car is speeding along the road laid out in the four being taken a cyclometer, attachment records the miles, and a tiny black steel bar indicates the location of the car at the time.

Miss Edison was graduated last year from Bryn Mawr College. There she underwent a thorough course in electricity, chemistry and the applied sciences. She was noted in college for her intellectual powers and took high honors in chemistry.

She has been much with her father in his experiments at Llewellyn park, in Orange. Persons admitted to the "Wizard's" laboratory have often been pleasantly surprised to find Miss Edison aiding her father in experiments that have worked wonders in the electrical world.

T. E. Ijiro Kurosawa, of Tokio, Japan, was a caller upon Walter Emerson, chief of the National Phonograph Co.'s export department, at their New York offices recently. Mr. Kurosawa is a well known and prominent merchant in the Japane Imperial Capital.

THE LARGEST MANUFACTURER OF TALKING MACHINES.

No. 1 in size, No. 1 in Capacity, No. 1 in Sales and No. 1 in Profits.

How It Aids the Dealer in Making Sales—A Tremendous Asset—The Retailer Should Go With the Current.

Talking machine dealers should remember that nationally advertised goods carry the least risk of becoming dead stock. Live energy is behind them. More than that, retail demand is behind them, for the manufacturer has tested them in many markets to find out whether the public really wants them, and whether they will want them again, and again, and yet again. Enormous national sales are necessary to pay advertising bills, because competition keeps the advertising expense down to an infinitesimal fraction on each sale. A good deal is heard from time to time of the commodity that is 10 cents value and 90 cents advertising. But who ever knew such a commodity to gain a national demand or hold it? Nationally advertised merchandise has behind it the elements of publicity that gives news value, tells the consumer what he is buying, and makes stability of quality imperative. The merchant who handles merchandise advertised in this way is going with a powerful current of distributive energy. Retail experience has demonstrated that it is to his best interest to paddle a little with the current himself.

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Cylinder Records arc shipped FLAT and can be FOLDED into a few seconds, as shown above. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Advert this system and your sales will not only increase but it will never take more than a few minutes to make up a Record Order.

NET PRICES TRAYS ONLY

(subject to change)

No. 2 records. 10.06 100 lbs.

No. 3 records. 15.06 25 lbs.

No. 4 records. 19.06 85 lbs.

No. 5 records. 23.06 90 lbs.

No. 6 records. 26.00 110 lbs.

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NET PRICES RAPKE LABELS

Price Rapke Labels with Edison numbers and names, Domestic, Selection No. 3, per box of 100, 7.25 per box. Domestic, Selection No. 2, per box of 100, 7.50 per box. Domestic, Selection No. 1, per box of 100, 7.75 per box.

Cylinder Labels (Domestic), per set, 3.00.

FREE SAMPLE of Tray with Label to writers on business letterhead. SPECIAL DISCOUNTS TO JOBBERS
NEWS FROM SOUTHERN CALIFORNIA.


(Special to the Talking Machine World.)

Los Angeles, Cal., Oct. 4, 1908.

There seems to be much that is perplexing in the full outlook for talking machine men in this vicinity. The air seems full of wonderment as to what will happen next if the manufacturers continue to juggle matters as they have in the past few weeks.

Some dealers with a lot of experience back of them are trying to refrain from tumbling into pitfalls, while others are not so shy. All, however, are confident of a very large business during the holidays, and are very busy making preparations for the largest Christmas yet.

Sherman, Clay & Co., have been working to their full capacity and have received a great volume of business in the past thirty days. Charles Ruggles, manager, has taken some fine orders for Victorolas and Victoras to supply the holiday demand. Among the recent orders taken by him was for a complete line of Victor goods for the Wiley B. Allen Co., who have just received it is very evident the dealers are greatly pleased with the new product.

Later C. R. Rundel, an Edison dealer, however, is not satisfied unless he is making improvements. He says he is now ready for the new Edison line, still, having added considerable space for it.

The Geo. J. Birkel Co. have recently issued a special list of new grand opera records which they have mailed to their customers, Mr. Geisler in referring to the new double-sided disc says he has little faith in the move, regardless of what is being said for them. He feels they will be a novelty for a short while. The new Edison move is recognized by him to be the best move the National Co. have ever made. Geo. J. Birkel, head of the same firm, has been away on a trip north for a short while.

The "removal sale" of the Exton Music Co. has closed, and they are now in their new store at 216 West Third street. Sudden decision as to moving has found them without a suitable talking machine department, but Mr. Exton has men at work building what he says will be a first-class department and situated on the ground floor. He expects to devote three times the former space to talking machines in his new location.

W. F. Stidham, manager of the Columbia branch, reports a great improvement in trade, owing to the recently announced double-sided disc. He has received orders from many new dealers, who will handle Columbia goods exclusively, and finds all the trade interested in the new article. Lower California has been the point of considerable interest in the last month, having received visits from representatives of several dealers in this city. Early in the month Juan de la Fuente visited Ensenada in the interests of the Geo. J. Birkel Co., returning to them a number of orders for Victor goods, together with orders for machines and records.

The Chandler Music Co., of Santa Ana, are making improvements in their store to accommodate the fall trade and have placed a very large order for new style Edison phonographs and Amberol records. Helene Huston, who has just recovered from a serious siege of typhoid pneumonia, is back to her store in Redondo Beach looking after her customers.

Mrs. Huston expects to move to her new store about November 1, and will then have the best location in this thriving seaport. H. W. Mosier, of Stockton, Cal., has returned from a vacation in San Francisco, and is now devoting his time to the new Edison goods.

Albert A. Jinesa is leaving the employment of Mr. Mosier to establish a business for himself. Although he has not decided on his future location the trade can be assured of another live Edison dealer, however. McNeill's Piano House, of Stockton, Cal., is just settling in its new store and have the desire to do large business. Later C. R. Rundel, manager of the Southern California Music Co., accompanied by Francisco Moreno, made a short stay in the same place featuring the new Zonophone Mexican records, for which they created a good demand. The recent grant of the Victor Co., whereby dealers are allowed to sell goods in this section and the improved steamer service, will doubtless help to open this field. The freight rates, which have been somewhat of a menace, are being adjusted to a much more satisfactory figure.

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The trade has received visits from the following callers: Arthur Geissler, Talking Machine Co.; A. G. McCarthy, Sherman, Clay & Co., San Francisco; J. M. Dvorak, Lyon & Healy, and W. F. Morton, for Peter Bacigalupi & Sons, San Francisco.

W. H. Stark, a Victor and Edison dealer from Dayton, O., stayed in this city for a few days, looking over the city and expressing admiration. He is on a tour of the country.

**"TALKER" NEWS FROM THE HUB.**


(Special to The Talking Machine World.)


There are quite a number of other things besides the formation of the new Talking Machine Dealers' Association to interest the local jobbers and dealers in talking machines this month.

One is the new cylinder record put out by the Edison people, which will play for four minutes; another is the new double record put out by the Columbia people giving, as the old circus "barkers" used to say, "two for the price of one"; and still another is the recent change made in the retail department at the Columbia store.

Wholesale manager Chamberlain, at the Eastern Talking Machine Co.'s store, is enthusiastic about the new Amberol cylinder records. "They will put the cylinder line right on its feet," he says. "We have needed something like that for a long time, to put some spirit into the market. A 50-cent record that will play four minutes is something the people have been clamoring for. It is just as easy to get 50 cents as to get 35 cents. The probabilities are that we shall see a very nice winter on the Edison goods."

At the Columbia Phonograph Co. over 700 new names have been put in their books within ten days as the result of the opening up of the sale of the double records. T. M. Mason, the new retail manager here, said this week: "We have had people come into the store asking for other records. A 50-cent record that will play four minutes is something the people have been clamoring for. It is just as easy to get 50 cents as to get 35 cents for a record, and with this new record, everyone feels that he is getting his money's worth. The probabilities are that we shall see a very nice winter on the Edison goods."

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Mr. Mason has been promoted to fill the place left vacant by the transfer of H. W. Blakeborough, who is on a tour of the country.

**JOBBERS FORM STATE ASSOCIATION.**

(Special to The Talking Machine World.) Omaha, Neb., Oct. 5, 1908.

Feeling that their interests would be greatly benefited by the formation of a State association to co-operate with the National Talking Machine Jobbers' Association, a number of prominent jobbers of Nebraska met in this city recently and perfected such an organization, electing Ross P. Curticke, of the Ross P. Curticke Co., Lincoln, to the presidency. The jobbers ended their convention with a banquet at the Henshaw Hotel, and all were most enthusiastic regarding the future prospects of the new association.

**EXHIBIT AT ELECTRICAL SHOW.**

Landay Bros., of 400 Fifth avenue, New York, were among the exhibitors at the Electrical Show held last week at Madison Square Garden. They displayed an Auxetophone in the magnificent booth of the United Electric and Power Co., demonstrating the efficiency of the alternating current. Roy A. Freeman was in charge of the exhibit, and he was favored with large audiences both afternoon and evening. Carusso, Tetzlaff and other leading records were used exclusively at the evening demonstrations, and Landay Bros. both a proved a magnet to music lovers.

M. S. ROGERS WITH NATIONAL CO.

M. S. Rogers is a new addition to the traveling staff of the National Phonograph Co., Orange, N. J. He will cover Utah and Nevada. Having received his final instructions from General Sales Manager Dolbeer he left New York for the West last week. This is the initial trip of Mr. Rogers; in fact, his first appearance in the trade, and it is also his first visit to that section of the country.

Among the trade visitors to town this week was L. C. McChesney, the Edison advertising manager, who reported business as "scrupulous."

Manager Winkelman, at the Oliver Ditson Co., said this week that he is having difficulty in getting all the goods he desires from the Victor factory. He is greatly pleased with a recent big shipment of Victrolas, and is arranging several programs of operatic music for the benefit of societies and family functions during the winter months. The staff here has recently been increased, to take care of the growing business.

Now that Harry Lauder is booked for a local vaudeville engagement, the Edison people and dealers here are keeping his photographs, etc., in their windows and drawing in good business. The Columbia people did likewise with Bert Williams' pictures and records when Williams and Walker were here.

The New York Phonograph Co., is making a number of the dealers to build up tiny mills in their windows as an advertising feature. The Columbia people did likewise with the graphophones almost continually during the fair period.

**A LITTLE "Easy Money"**

-The beauty of handling musical merchandise—the right kind—lies in the fact that no brain-racking, sleep-losing efforts are required to get the business.

Actually, it's like raking in the dollars. Just get our famous line of

**MODERN MUSICAL MERCHANDISE**

and customers will gravitate your way as naturally and as surely as ripe apples drop to earth.

Among instrumentalists there's magnetism to such names as Durro Violins, Bows and Strings; Lester Accordion, Victor Guitars, Mandolins and Banjos, and Duss Band Harmonicas.

These goods are well-known and preferred wherever such instruments are played—they're the best sellers on the market—they're fully 30% lower in price than similar goods, hence you can enjoy the greatest margin of profit on this merchandise.

The opening of the fall and holiday seasons signals a tremendous demand for these goods. Don't miss an opportunity to add materially to your income.

First let us send you our fine illustrated catalogue with our compliments.

Buegeleisen & Jacobson

113-115 University Place

NEW YORK
THE INTERNATIONAL COPYRIGHT CONFERENCE

The Special Duties Delegated to Thorvald Solberg, Register of Copyrights Defined—Memorial
Signed by the Leading Talking Machine Concerns of the United States Emphasizes the Facts in Connection with the—Solberg's Important Petitions and Powers and Cannot Commit the United States to Any Action Taken by the Conference.

Manufacturers of talking machines and recorders have been called to the attention of the law-court and player rolls are manifesting the keenest interest in the International Copyright Conference, which opened in Berlin, Germany, yesterday, October 14th.

As stated in our last issue, Thorvald Solberg, register of copyrights, is the delegate from the United States, and those interested have been much concerned over the powers imparted to him by our Government. In this connection a memorial seeking information and signed by Frank L. Dyer, president of the National Phonograph Co.; Horace Pettit, of the Victor Talking Machine Co.; E. D. Easton, president of the Columbia Phonograph Co., and John J. O'Connell, counsel for the National Piano Makers' Association was addressed to the Secretary of State at Washington, D. C. It read as follows:

The Secretary of State, Washington, D. C.: 

Mr. We, the undersigned, the National Piano Makers' Association of America, the National Phonograph Co. (Edison), the Columbia Phonograph Co., the Victor Talking Machine Co., beg leave to petition regarding the attitude to be taken by the United States delegate to the International Copyright Conference, to be held at Berlin on October 14, 1906.

We have been informed that Mr. Thorvald Solberg, the register of copyrights, has been appointed delegate from this country, and while we do not know what his instructions are, we do know that the situation regarding the attitude of his Government will have an important bearing on the attitude of our respective industries.

We are deeply interested in the developments of this copyright conference and believe that the interests of our respective industries should be fully and properly represented. We therefore respectfully beg to recommend the following:

1. That this conference be not considered as a meeting of nations to enter into a general agreement with respect to copyright legislation, but that the proceedings be limited to the extension of the copyright term in certain specified cases.

2. That we be represented by a delegate who shall have the power to make any agreement or sign any treaty which the United States may be bound to ratify under international law.

We respectfully ask you to take note of the above and to give the matter your most careful consideration.

The undersigned:

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]

The above memorial was signed by the leading talking machine concerns of the United States, including Edison, Victor, Columbia, and other major manufacturers.

The conference, which opened in Berlin on October 14, 1906, was attended by delegates from various countries, including the United States. The conference was concerned with the extension of copyright terms for musical works.

The copyright term in the United States was set to expire on December 31, 1930, after which composers would lose their exclusive rights to their works. This was a significant concern for the talking machine industry, which relied on the exclusive rights of composers to ensure that recordings were not pirated.

The conference also discussed the issue of mechanical reproduction of music, which was becoming increasingly popular with the advent of gramophones. The delegates discussed the potential for a universal royalty system to be established, which would allow composers to be paid for the use of their works in the form of mechanical reproductions.

The conference was ultimately not successful in establishing a universal copyright agreement, but it did lead to the enactment of the Copyright Act of 1909 in the United States, which extended the copyright term to 50 years from the date of publication.

The influence of the International Copyright Conference on the development of copyright law in the United States was significant, and it paved the way for future international cooperation in copyright matters.
TRADE HAPPENINGS IN ENGLAND.

Trade Quiet for the Month Both in London and Throughout the Province.—Labor Troubles Have Interested Seriously With Business as a Whole.—Regarding Small Orders—Columbia Patent Gridiron New Show Room.—Excelsiorwerke News—Value of the Foreign Market.—A New 4 1/2 Inch Record.—The New Jumbo Records.—A Budget of News from the Provinces. Not Over Cheering Owing to Strikes—Great Strike in the Manchester District Disturbs Trade.

(Special to The Talking Machine World.)


Last month I was able to report a very steady increase of trade, which also gave promise of a continued Walker, but however the business sales have not held up to expectations. The situation was summed up very amusingly by a prominent manufacturer in the course of an interview. He said that "things wereهم وهم، a man some time last week and bought three records!" Anyway, trade may not be advancing, but it is certainly not going backward; the average is pretty well maintained, and while no doubt traders individually are seeing more and doing so well compared with even last time year, I think the explanation is found in the fact that since last season several record have been reduced in price, and what is perhaps the most pertinent reason of all, is the greater competition brought about by the introduction of newers in the record field. True, the demand has certainly increased; people are being won over every day, but as I have mentioned before in these columns, the supply is much ahead of sales. Over 300 new records are listed by the makers every month, the same selection often appearing in two or three different manufacturers' lists issued within a few days of each other. Such competition has the effect of producing a more even demand for the various records, as in quality and price the difference between them is infinitesimal.

Talking machine sales up north have been bang ahead and Stock FAVORITE RECORDS are not held up to expectations. The American Talking Machine Co. have secured the sole London agency for one of the finest series of interior horn cabinet machines that I have seen. There are several models, each of a different shape and construction, made in walnut, mahogany (inlaid), and other woods of a light and dark nature. The interior horn is made of a hard wood, and gives very mellow results. The machines are most artistic in appearance, and in their construction only the best of materials are used, while the prices are exceedingly moderate. I have always advocated the use of rubber, because if in band selections especially for use in an averaged-sized room of the suburban house, and in this regard these cabinet machines make a timely appearance; they reproduce records not too softly, but just sufficiently loud to be at their best in an ordinary drawing-room. A big future is predicted for these goods.

A Burton-on-Trent report is that Dr. Docherty and Mr. Alsebrook, of that town, claim to have discovered a chemical process for making rubber which is equal to the best Para rubber. The new substance is said to answer all the usual tests of rubber. Leading men are keenly interested in the invention, and a great future is anticipated for it.

From Our European Headquartes.


THE TALKING MACHINE WORLD.

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From Our European Headquartes.


THE TALKING MACHINE WORLD.
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS.—(Continued.)

that the demand for these goods is considerably ahead of supply, and when we consider that the large factories are going at it hard all day and often throughout the night, too, we may be sure that their trade is great indeed. A. Vischer describes things as exceptionally good, and states that he is refusing orders, and if he could get 20,000 motors delivered, they could all be placed under 48 hours. Truly, a splendid report, this!

Columbia's Blue Ribbon Record.

The Columbia Co. announce a new cylinder record. It will be over 4 1/2 inches long and is to be called the "Blue Ribbon" record, a name selected because of the large number of highest awards secured in competition by Columbia records at the great international expositions. The retail price will be 1s. A good profit margin is allowed for dealers. The record is jet black in color and has a surface as smooth as glass. The Columbia announcment continues: We believe that the period of over-production in cylinder records is past. We notice an insistent demand for a better quality of cylinder records with a higher standard of musical merit, an indignant protest against an inclination to confuse the cylinder business with vulgar songs and "music hall trash." The "Blue Ribbon" record will meet this demand for better-class cylinders, and while, of course, we shall cater for those who like comic songs and the lighter music, the list of selections will also contain titles of the very highest order by artists of culture and repute.

A Handsome Show Room.

Barnett Samuels' new show room and town counter is a model of what a factor's establishment should be. There is ample room for an effective display of machines and records, and of the former the Dulcophone series of machines is given prominence. London dealers, especially, find the new town counter arrangement particularly convenient for obtaining at short notice almost any make of record or machines of the disc and cylinder variety. The export department, too, I am told, is given close attention in the essential point of good service and prompt dispatch of all orders to catch the first available outward boat. These are characteristic points which have gone a long way toward the making of a large and successful firm.

The Optimists Club Organized.

What the promoters think will have a far-reaching effect is the proposal to establish a home of cheerfulness in London. Its real name is the Optimists' Club, formed of members who make a point of looking on the bright side of everything, and from the promoters' idea we must assume that every member is to be a veritable Mark Tapley or be expelled. This is how it's to be done: The walls to blazon forth texts of culture and finance secured in competition by Columbia records, for example!

The world-wide interest in talking machines is well illustrated by the fact that the Columbia Co. have sent John H. Dorian, as noted in last month's World, to take up his residence in China to look after the interests of the company there. Mr. Dorian is a brother of Frank and Marion Dorian, who are at the head of the European service of the Columbia Phonograph Co.

Jumbo Records by Famous Artists.

I am informed by Barnett Samuels that in their new list of "Jumbo" records they have included artists of the first water, and no effort or cost is being spared to make these records even better with each succeeding issue, and this is saying a great deal, in view of the excellent quality and fare already provided. Among the artists who are figuring on "Jumbo" records are Victorina Monks, Ella Retford, Jack Lorimer, George Formby, and Sam Mayo. A powerful list this, and one that will certainly give a great fillip to the sale of "Jumbos."

THE "WAGNER" Highly finished solid Oak Cabinet.

THE "BIJOU" Mahogany, Walnut or Oak Cabinet.

THE "SULLIVAN" No. 90. Solid Oak Cabinet, with Silk Curtains.

THE "KLINGSOR"

THE new season is here and a wise businessman studies the market and selects the best and most profitable lines. You cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated Klingsor Talking Machines and Sundries. We challenge any machine on the market concerning working, tone quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money. All machines are of the best and solid wood, either in oak, mahogany or walnut. British made throughout, specially adapted for export to stand any change in temperature. The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Catalogue Free On Application.

H. Lange's Successors,

ESTABLISHED 1854
21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

Graphophone for Prince of Siam.

A sale of a "Regal" Columbia disc graphophone is reported to H. H. H. Prince Chira of Siam. Some 80 records were ordered in addition, including several of the new 12-inch "Celebrita" series.

Records Heard Three Miles Away.

At a concert given at Sutton rectory grounds on a very calm evening recently the voice of Miss Ruth Vincent, who sang several songs, was distinctly heard more than three miles away. The songs were heard by some yachtsmen on the river, says The Mail. As this report does not come from America, we are inclined to think those yachtsmen had been drinking out of a damn glass.

John H. Dorian in China.

Mr. Dorian in China.
In Bankruptcy.

The following are under bankruptcy proceedings: Cycledom, Ltd., Blackfriars Road, London; Frank A. Cramer, Craven street, Holme, late of West Gorton, Manchester; T. Trevor Jones, Birmingham; and Tom Boothroyd, Warrington.

Gramophone Co. to Supply Music.

At theIdeal Home Exhibition, which is to be opened by H. M. the Lord Mayor, music will be supplied by the Gramophone Co. In the magnificent Pillar Hall the concerts will go on throughout the day at intervals of half an hour. Programs will include songs by Mmes. Patti and Tetrazzini, Signor Caruso and other famous singers, while the best band records will also discourse sweet music to the people.

Cheaper Cable Rates to Canada.

The proposal for the introduction of ten words a shilling cablegrams between England and Canada has been mooted.

Mme. Tetrazzini’s Tour.

Mme. Tetrazzini has commenced a long tour throughout the provinces, where she will visit the principal cities, including Liverpool, on the south coast. Mme. Tetrazzini will be accompanied by a new American violinist, Miss Mary Gluck, a pupil of the renowned Serviz, of whom great things are prophesied. It is to be hoped that Gramophone dealers along the route will take advantage of Mme. Tetrazzini’s visit to push sales.

Some Unique Window Cards.

Some of the most attractive window cards for display purposes are being offered their dealers by the Columbia Co. They are entirely away from the conventional show card, and their very novelty adds to their value, even if they had no other virtues to commend them. But they are skilfully drawn, and the colors are bright and compel the attention of everyone who passes near them, while the idea is, in each case, clever and appropriate. Dealers ought to send at once for these “Business Promoters.”

Cinematograph News.

During the King’s stay at Marienbad he was greatly annoyed during his promenade on discovering that cinematograph pictures of his early walk had been taken by Herr Leo Levine, director of the Berlin Cinematograph Co. He was only induced to part with his valuable records or films after considerable trouble on the part of the police, detectives, and some members of His Majesty’s entourage.

A cinematograph show lasting about thirty minutes is now given at a large London hotel. The dinners now watch the realistic reproduction of topical events over their coffee and cigars, instead of listening to vocalists, as heretofore. The innovation has been a huge success.

There is a movement on foot here to introduce cinematograph displays of operations into the ordinary medical curriculum, and some London principals will begin this new feature shortly, although in certain quarters the operating theater is regarded as sacred, and not a desirable place for photographic operators.

Count O. Comedio de Brulilles writes that he is submitting to the Paris police a patent process by which cinematograph films are made absolutely non-explosive and non-flammable. Truly, a much needed consummation, in view of the great danger of fire with the ordinary film.

The Birmingham fire engine was out recently in order to allow of a cinematograph film being taken, when an unprepared scene was recorded by the engine colliding with a wall, throwing the firemen off, and causing considerable damage.

A report from Geneva states that while some cinematograph operators were going up the Jungfrau to take views, they were instrumental in rescuing a party on a similar excursion, who were found on the summit in an exhausted condition, frozen with the cold.

Blessings of Bankruptcy.

Having reference to some recent bankruptcy proceedings, Judge Eve caused considerable amusement by reminding that people appeared de bonis, that is, as a result of bankruptcy, but that once they took the plunge they seemed perfectly content—eating, drinking, well clothed, comfortable and happy!

Latest Clarion Records.

The 16th record, or September list, of Clarion records is to hand, and includes the following: “Under the Double Eagle,” a fine march by the Premier Military Band; “Mikado Selection” and “Grenadiers’ Waltz,” two faultily recorded pieces by the Premier Concert Orchestra; while the Premier Bijou Orchestra, in the “Mayflower Intermesso,” is excellent. Under “instrumental” are three old favorites—“Ye Banks and Braes,” clarinet solo by C. Draper; Mendelssohn’s famous “Spring Song,” by Albert Sammons, on the violin, and Schubert’s “Serenade,” cornet solo by W. J. Price. Joe Batty gives us two humorous songs, “John Willie, Come On,” and “Cruise of the Ancient Lights”; and in “Let Me But Hope,” by General Booth, of the Salvation Army, find a able on the 200-odd double-face discs.

The many friends of G. W. Ogden, of the Edison-Bell Co., will regret to learn of his death, which occurred recently, at the age of 36. He had been connected with this company for three and one-half years, giving his entire attention to the Edison-Bell disc department. He was a man of considerable experience in the talking machine business, and highly esteemed for his many admirable traits of character. The interment was at Oldham, where he was born.

Reduction of Postage Will Help Trade.

The reduction on letter postage from this country to the United States, which went into effect on Oct. 1st, must unquestionably benefit talking machine men on this side of the big pond. The high postage has prevented a greater number of inquiries and a larger trade from being transacted both in Great Britain and America. The move is one that means much for both countries, and all concerned are to be congratulated in its inception. It may be well to emphasize that the reduction in postage rates will not affect post cards or trade catalogues. Meanwhile, manufacturers and factors can well afford to pay postage on these if they get more frequent orders, which is likely in view of a larger interest being manifested.

AN INVITATION

The Wholesale Agents of the Odeon and Jumbo Records invite correspondence with Factors and Dealers in the British Colonies and elsewhere with a view to fixing up agencies in their products. Every trader handling talking machines should stock these lines.

The array of selections from Columbia disc records is so vast that the catalogs of the American, Continental, South American, or Astatic branches and connections of the company, which may be obtained specially for customers who so desire.

Meanwhile, manufacturers and factors can well afford to pay postage on these if they get more frequent orders, which is likely in view of a larger interest being manifested.
TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, Oct. 5, 1898.

There is a great strike of the cotton operatives in the Manchester district, and all the large Lancashire towns and the trade outlook is gloomy. Over-production, excessive capitalization, on the one side, with reduction of wages desired by the masters, large surplus stocks of goods unsold have all contributed towards a serious disagreement between the operatives and the masters.

The employers' association, which practically all of them are, have decided to carry a large stock of Pathe goods again this coming season, Richardson's will get a fair share of it. They will have the advantage both in Manchester and Liverpool.

Mr. Gilbert, the manager, informed us that although they were doing a large proportion of the trade in this district, they would have liked the results to have been better. They have recently been making extensive alterations, with a view of carrying a larger stock than hitherto, and Mr. Ellis said that if the operatives had a good winter, with full time business, business would be good all round.

For the coming season C. Gilbert & Co., of 75 Arundel street, will handle Pathé, Clarion, Columbina and Edison-Bell discs, both the needle and phono cut. In machines, Mr. Gilbert believes that the cheaper ones will not sell so well as the better class article, and with this idea in view he has decided not to stock any machines in the future under £3 or £4 retail. Mr. Gilbert says it is no more trouble for the dealer to sell a better-class machine and make a more reasonable profit, besides giving satisfaction to the customer, than it is to sell a cheap, rubbishy article, which is more liable to get out of order quickly, and which neither gives the dealer a fair profit nor the customer satisfaction. Messrs. Gilbert & Co. are dealing entirely with wholesale business, handle nothing but talking machine goods.

Both the masters and the operatives are strongly fortified, with large funds to draw upon, and at the present moment neither seem inclined to yield. Some employers optimistc views prevail, but it is no good disguising the fact that it will be to the employers' advantage to clear off a lot of their existing surplus stocks previous to recommencing.

Lancashire, as is well known, depends upon the cotton industry for its existence, and not only Manchester, but all the large surrounding towns, such as Bury, Oldham, Rochdale, Stockport, etc., etc., will feel the disastrous effects of this strike.

Referring, however, to Manchester, business has been off considerably in the retail trade.

Not a single firm state that business is good. Orders are plentiful in a small way from the retailing agents, but money is very tight.

Messrs. Burrows, also of High street, state that their new catalog will be issued in the course of a week, containing the very latest prices in everything connected with the talking machine trade.

Messrs. Burrows, also of High street, say business is fairly brisk.

Messrs. Richardson & Co. report sales as good in Zonophone records and machines, especially the Gibson arm No. 1. They have recently taken up the sales of "Klingon" machines. An exceptionally good line of theirs, which they call the "Trutone," sells to the trade at £3 net.

Regarding the future business, the outlook at present is very poor. Money is exceptionally tight in this district, and although there will be no doubt some trade about, it does not look rosy by any means.

At Messrs. Dewhurst's Gramophone Supply Co., the manager, Mr. Sherwood, reports that during the past few months they have sold five instruments at 50 guineas each, and a Gramophone Autograph at 100 guineas. Their trade is a good one, and the call principally is for the highest class celebrity records. They have a special salon fitted up for Gramophone records and machines only, this being quite distinct from the cylinder department. They make a special study of keeping customers posted each month, and during the coming season they propose to concentrate upon Gramophone, Zonophone and Twins.

At P. Primrose & Co., 130 Barker's Pool, we had the pleasure of a chat with Mr. Lee, who was one of the pioneers of the talking machine trade.

Commenting to us on the phonograph as a scientific invention many years ago, the interest of this firm is not only in selling the very best goods, but in keeping up to date, with all the latest improvements that tend to give better and clearer reproduction effects than hitherto.

Messrs. Primrose & Co. handle a good selection of both machines and records. In cylinder goods they will concentrate upon Edison's principally. In discs, they are wholesale factors for Messrs. Pathé Frères, in both machines and records.

They also have a comprehensive selection of "Apollo" cabinet machines, and they endeavor to keep the front of all the latest goods.

At Messrs. Watson's Gramophone stores, High street, business was reported somewhat quiet. They have a good display of Gramophone and other goods.

At "The Sheffield Phono Co." Cambridge Arcade, they expect even better things next season than in the past. In cylinder goods this firm handle Edison, Edison-Columbia, etc. In discs, their leading lines are Columbia, Zonophone, Twins and Discophone, with machines, of course, to suit. They recently introduced a new form of needle, which is called the "Troon" for use on a Gramophone type of machine.

Instead of altering the sound box to play a phono-cut pattern disc, it is only necessary to replace the steel needle with a "Troon." Working upon rather an acute angle, we are informed by users that good results are obtained.

The price being a nominal one, it should result in larger sales. This firm have also, during the past season, placed upon the market a new record reviver. In the form of a powder, it is practically a dry lubricant, and rubbed into the sound grooves of a record, either disc or cylinder, it eliminates to a large extent the frictional surface noise. We believe that it is known in the States under the title of "record food." It is worth a trial by all those who are interested in reproducing a non-scratching record.

SHEFFIELD NOTES.

Sheffield, Oct. 4, 1898.

In Sheffield things have been very quiet. Generally speaking, short time has been in operation for some time in the mills, and although the dealers do not report such a good season as anticipated. At Messrs. Dewhurst's, 6 Dixon Lane, Mr. Ellis, the manager, informed us that although they were doing a large proportion of the trade in this district, they would have liked the results to have been better. They have recently been making extensive alterations, with a view of carrying a larger stock than hitherto, and Mr. Ellis said that if the operatives had a good winter, with full time business, business would be good all round.

For the coming season C. Gilbert & Co., of 75 Arundel street, will handle Pathé, Clarion, Columbina and Edison-Bell discs, both the needle and phono cut. In machines, Mr. Gilbert believes that the cheaper ones will not sell so well as the better class article, and with this idea in view he has decided not to stock any machines in the future under £3 or £4 retail. Mr. Gilbert says it is no more trouble for the dealer to sell a better-class machine and make a more reasonable profit, besides giving satisfaction to the customer, than it is to sell a cheap, rubbishy article, which is more liable to get out of order quickly, and which neither gives the dealer a fair profit nor the customer satisfaction. Messrs. Gilbert & Co. are dealing entirely with wholesale business, handle nothing but talking machine goods.

They are, in addition, large manufacturers of flower horns, which they export all over the world. They have recently patented an ingenious arrangement to enable a Gramophone sound-box to be turned round and used with a sapphire needle, to suit phono cut discs.

Regarding the future business, the outlook at present is very poor. Money is exceptionally tight in this district, and although there will be no doubt some trade about, it does not look rosy by any means.

At Messrs. Dewhurst's Gramophone Supply Co., the manager, Mr. Sherwood, reports that during the past few months they have sold five instruments at 50 guineas each, and a Gramophone Autograph at 100 guineas. Their trade is a good one, and the call principally is for the highest class celebrity records. They have a special salon fitted up for Gramophone records and machines only, this being quite distinct from the cylinder department. They make a special study of keeping customers posted each month, and during the coming season they propose to concentrate upon Gramophone, Zonophone and Twins.

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"CLARION" FULL LENGTH CYLINDER RECORDS 10-in. DOUBLE SIDED PHONO. CUT DISCS

Money-Makers

All Jobbers and Dealers should get in touch with us. We can interest you in

The Premier Manufacturing Co., Ltd.
81 CITY ROAD
LONDON, E. C.
LIVERPOOL NOTES.

Liverpool, Oct. 5, 1908.

Business in this particular locality has been varying a good deal. Messrs. Graham & Co., of Church street, report exceptionally good sales and a large increase during September, as against the same period last year. Archer & Co. state that the sales are up to the average, but they expect a considerable increase within the next week or two. Johnson & Co., Whitechapel, report orders as very plentiful, and they anticipate a good season with their respective clients all over the country.

Messrs. Richardson's, of Paradise street, report business as improving considerably, Edison cylinder goods especially being in large demand. They are also wholesale factors for Favorite and Beka records, the sales in these being most satisfactory. Messrs. Dibbs, Ltd., of Ranelagh Place, are closing down their establishment very shortly, but at present we do not know what their future policy will be. It is probable that they will open another depot in the vicinity, but this has so far not been definitely settled.

Jake Graham's were very busy when we were there, their establishment being full of prospective customers, indicating a good season in view.

We understand that Mr. Ellis, late manager of the Melograph Disc Record Co., has resigned his position with this firm.

Recent changes have occurred at the Gramophone Supply Stores, Lime street. The proprietorship has been taken over by Thomas W. Parr. We understand that this is a reorganization of this firm going on, and that every effort will be made to run the business on a more satisfactory basis than hitherto.

Mr. Gruisen & Co. report business as fairly moderate.

Generally speaking, the factors in Liverpool are looking forward to a very good season, and in nearly every case orders are more plentiful than they were last season at this date. Money, however, is very tight, and the recent stagnation of the shipping business has no doubt a great deal to do with this. We were glad to learn from one of the wholesale houses in the city that extra care is now being taken regarding credit transactions. In many cases the smaller dealers obtain plentiful supplies from wholesale and then fail to keep the financial engagements, thereby placing the wholesale dealer in a false position. As we have advocated in The World all along, we believe that short credit is the cause of success in the talking machine industry, and we believe that even if the 30 days' credit as given is not met by prompt payments, that a great many of these accounts will be closed, the feeling of the larger houses being that (although willing to oblige in special cases) they are not in business for the love of the thing, but to trade on business-like lines, to mutual advantage on both sides.

BRADFORD NOTES.

Bradford, Oct. 6, 1908.

In Bradford and district the wholesale dealers appear to have a fair amount of orders coming through from the retail agents. In each case the dispatching of small parcels is very heavy, never- theless, it is associated with very cautious buying, no one knowing exactly how matters will stand during the next six months, as far as spending powers are concerned.

At Messrs. Pathe, in Manchester Road, things were fairly busy. They are getting through an enormous quantity of Edison cylinders, and next year will make a special push of the disc goods, both machines and records. Pathe models they will keep right through, besides two special lines of their own, the "Empress" and the "Elite," which are exceptionally good value. Messrs. Dyson have also been appointed the sole wholesale agents for Yorkshire and the northeast coast, by the Edison-Bell Co., and will handle their products right through for the above-named districts. They have also taken up the factorship of Beka records and consider them exceptionally good.

At the Parker Phone Co., Ltd., Queen Street, who are wholesale agents for Edison cylinders and Phonograph discs, they were exceptionally busy dispatching orders. During the next season they have decided to touch nothing except Edison cylinders and Zonophone discs, their opinion being that these lines are so well known and that there are sure sales for both in large quantities.

Appleton & Co. inform us that trade is wak- ing up and is very satisfactory. Mr. Moore, of Manchester Road, also states that business is waking up considerably. Handling Favorite, Beka, Pathe and Zonophones on one side, and Edison and Sterling on the other, Mr. Moore is doing his best to push trade. Altogether, he anticipates a good season.

Taking into consideration the close proximity of the Yorkshire towns, being so near Lancashire, the cotton strike now proceeding will, if it lasts, have a serious effect upon the sales in this district. For some time the mills have been running only four days per week, and hopes were entertained that till recently that matters would improve. Until, however, the Lancashire cotton strike ceases business will continue on very cautious lines. It is hoped, however, in Yorkshire and the north of England, that it will not last long, and that business will soon resume its normal state again.

The Musical Echo Co., of Philadelphia, kept open house during "Founders' week," and entertained quite a large number of dealers. Their courtesy was keenly appreciated, and they booked a large number of orders for fall delivery.

The "World's" Register of British Manufacturers and Factors

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

F. W. ROBINSON
The Talking Machine Manufacturers
21 Tabernacle St., London, England

TALKING MACHINES
Records and Supplies
Export a specialty. Ship- pers are requested to state their requirements.

American Talking Machine Co.
21 Tabernacle St., London, England

F. W. ROBINSON
The Talking Machine Manufacturers
21 Tabernacle St., London, England

Direct Importer of all kinds of DISC TALKING MACHINES by
WHOLESALE, RETAIL AND EXPORT
The Musical Makers, Edison, Pathe, Columbia, Beka, Favorite, Zonophone, etc., and all goods of the best description.

Correspondence Invited. Address ATTENTION IMPORTER Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples, but not catalogue.

TO COLONIAL AND FOREIGN BUYERS
The specialities of this house have never been more apparent than at present. Most recent arrivals are the Edison-Bell Phonographs and Phonographs, and we are prepared to buy for you upon consignment, and to keep in Stock for immediate delivery in 10 days, as we have always been in the habit of doing. The management is prepared to buy and sell anywhere in the world.

FOR FOREIGN AGENTS
If You Want to Market Your Goods in the United Kingdom, Write to Me. I can handle profitably Cinematograph Machines, Phonographs, and all Talking Machine Accesories. My connection in the trade is second to none, and my references are first-class. Correspondence invited.

P. RIEUR
68 Basinghall St., London, E. 1, Eng.
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—Continued.

per minute, the present motor of Edison phonographs would be beyond criticism. There being no such uniformity, however, the speed regulating screw of said motors is very awkwardly located, and the speed cannot accordingly be adjusted without removal of winding key and raising of the lid of cabinet. Besides, even if the user of an Edison instrument confined his purchases to genuine Edison records, he might naturally prefer to play some selections quicker or slower than others. This could not now be effected, however, without involving considerable trouble of a vexatious character, which could easily be obviated if the manufacturers reverted to the old type of speed-regulating screw, which was conveniently operated from outside of the cabinet.

Disc instruments seem to be growing in popularity, and customers are veering with each other as to who should purchase the best instrument; in fact, it is now easier to sell a "Monarch Senior Gramophone" at £11 than it was formerly to dispose of a "Junior Monarch" at £5 10s. Mr. Osborne reports that he recently sold a "Sheraton Grand" Gramophone at £22 10s. to Lady Clamorrie, Bangor Castle, Bangor, County Down. This instrument is identically similar to that now used by Her Majesty Queen Alexandra at Sandringham Palace, London, thus indicating the growing demand for high-class instruments among the "upper ten thousand." He has now a certain percentage of that number as customers, and says he won't be content until he absorbs the balance!

Mme. Melba will visit Belfast during the present month, hence Mr. Osborne, in anticipation of the subsequent demand for her records, ordered, and has just received, a large number of them; also of Petrassi's delightful duets. The humble contributor of these jottings hopes Mr. Edison will ere long put on the market a "Mammoth phonograph" to operate gold-molded concert size of records (say 6 inches) for public entertainment purposes, and capable of being heard loudly and with perfect enunciation in large halls. He hereby invokes the aid of your editor (Mr. Bill) in fetching this matter before the great "American Wizard," believing as he does that the phonograph has by no means reached finally, and furthermore that it has many latent potentialities which by the fertile brain of Mr. Edison will be yet brought to the surface, to the immense delight of a grateful public who are already under deep debts of gratitude to that distinguished "epoch man" for his wonderful inventions.

The largest audience ever witnessed at an al fresco concert in Ireland was at Botanic Gardens Park, Belfast, on August 5 last, the only attraction being Mr. Osborne's Auxetophone. The park was "literally packed," the fashionable crowd numbering about 20,000.

THE TALKER AS AN EDUCATOR.

Interesting Remarks on This Subject by T. S. Houston, Prominent English Educator.

T. S. Houston, M.A., M.P., and principal of the Academical Institution of Coleraine (County Londonderry), Ireland, made some very interesting remarks at the class day not long ago anent the value of talking machines in educational work. In the course of his remarks, Mr. Houston said:

"Speaking of modern languages, I may mention that we have lately made a new and very interesting departure in this branch of education. In all our French classes we teach dictation by means of the phonograph. The records are made by an eminent French Professor, and reproduce with clearness and fidelity the true pronunciation of an educated native of France. The training thus given to the ear, combined with the teaching of French grammar, composition and translation by a well-qualified native of our own country, makes an excellent combination for instruction in that very important department of study. We owe more than this to our phonograph. Until I procured an instrument for the teaching of French I knew little or nothing about the invention. In fact, I had rather a prejudice against it, associating it with vulgar songs and a host of squeaking abominations provided at seaside resorts and elsewhere for the entertainment of the masses. But when I tried a French song on my new purchase I found that there was something more in it than I had thought. I went on to purchase one or two well-known songs in English, and then some hymns. The upshot is that the phonograph has become a distinct feature in our school life. Besides secular entertainments, we have little concerts of sacred music, concerts which are not only enjoyable, but I hope something more; for some of the hymns touch the deepest chords in the human heart. One beautiful quartet, 'Tell mother I'll be there,' is a special favorite. Any one who knows the hymn can understand its appeal to the heart of a boy who has a good mother far away praying for him, and hoping that she may meet him at last in a world where there is no parting. Of course, our phonograph is not a very good one. I have been often asked by friends of the institution if there is any not very expensive article they could present to the school for the pleasure and profit of the boys. There is nothing that would form a more acceptable gift than a really good Gramophone, with a few of those beautiful records of our greatest singers which may now be had at a comparatively low price. I feel very strongly that the ever-increasing number of public examinations for which our pupils must be prepared are crushing out of their lives many things that they can ill afford to lose, among the rest music—which, to my mind, should form a very important part in the education of everyone, from the highest to the lowest. I think there are few influences more important than the frequent hearing of really good music.
TRADE NOTES FROM GERMANY


(Special to The Talking Machine World.)

Berlin, Germany, Oct. 4, 1908.

The depression in this country continues despite encouraging speeches by Kaiser Wilhelm and others, and while very likely the holiday season will tend to help business there is no bright prospect of a quick revival.

Excessive speculation during the past couple of years is the cause of the depression, and as business grows rather slowly in this country we cannot recover from a sudden recoil as rapidly as the Americans.

The Leipzig Fair, held last month, was quite a success in view of general conditions. Few radical novelties or actual improvements in talking machines were in evidence, though most of the exhibitors had new styles of machines and records on display. A new recording process attracted much attention and several new forms of loud toned reproducers and records were the chief features exploited this year. Considerable improvement was also noticeable in motors, numerous devices being shown for facilitating winding when in operation.

The various exhibitors, however, were very much disappointed at the decidedly conservative buying of the dealers who attended the fair, and as business grows rather slowly in this country we cannot recover from a sudden recoil as rapidly as the Americans.

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Among the more prominent talking machine exhibits were those by the Dacapo Record Co. m. b. H., who showed a number of new Dacapo records in German and other languages; Carl Lindstrom, A. G., displaying a new slot machine, with glass case, allowing the works to be seen, and other new devices, and Herr E. Dienst, manufacturer of the Dienst orchestrions, exhibiting a variety of talking machines of standard and coin operated types, as well as the popular Durro records.

A novelty seen at the fair was a record made by Count Zeppelin, the celebrated aeronaut, for the Schallplatten Fabrik Favorite. The record is entitled "Ein Wort an das Deutsche Volk" (A Word to the German People), and has enjoyed a large sale.

A new exhibitor at the fair was Carl Schwane-meyer, Iserlahn, who showed a line of Schwanen needles of excellent quality.

Fritz Poppel, G. m. b. H., will shortly put on the market a new combination of the cinematograph and talking machine, which it is aimed to sell at a moderate price and for which there should be a good demand if it is any way successful.

The Dacapo Record Co. gave a banquet to about 200 dealers at the Leipzig Crystal Palace during the Fair, a courtesy much appreciated by all present.

The Bekak RECORD, Ltd., continue to enlarge and improve their record catalog and extend their operations in foreign fields. There are very few countries who have not contributed some records to the Bekak list and the chief endeavor is now to get the various dialects recorded. Aside from the novelty and commercial side, the foreign Bekak records hold a distinct value from an historical and scientific viewpoint. The list, for instance, contains eight distinct dialects in Hindustanee, six in Chinese and practically every Asiatic country is represented in two or more dialects. Meanwhile, the Bekak Co. are not neglecting the German and European field in the slightest and continue to make new records in this country, the majority of which meet with instant success when put on the market.

The long standing suit of the National Phonograph Co. against the Columbia Phonograph Co. in this country over an alleged infringement of the Desbriere patent for moulding cylinder records, has been practically settled in favor of the Columbia Co. by a decision of the Supreme Court declaring the patent invalid and ordering it cancelled on appeal from a decision of the German Patent Office.

The Columbia Co. won the decision with costs in the original suit, but the Edison interests appealed the case, though the appeal has not yet been heard because of the Supreme Court's decision regarding the patent, which means that there cannot be any infringement of the patent, and that the plaintiff, the National Co., will have to stand the costs of the suit.

In their answer to the original suit the Columbia Co. claimed that their records were made by a different process and under patents entirely dissimilar to the Desbriere patent and controlled by them. The Deutsche Telephonwerke G. M. b. H. have issued a new catalog of their large and varied line of disc machine sound boxes and horns. One of their first products is the Coloss No. 1 machine, which is mounted on an elaborate cabinet and supplied with one of the latest automatic horns.

Luneburg & Co., G. m. b. H., are a new firm of dealers in Altona, with 0. F. W. Luneburg as manager, assisted by C. M. Wrede. The new firm will trade in talking machines, musical instruments and penny-in-the-slot machines.

The Symphonian A. G. are hard after the export trade and now publish catalogs and trade lists printed in four languages, German, English, French and Spanish.

Leo. B. Cohn, for some time sub-director of the Deutsche Gramophone, A. G., has been ap-

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in

German
English
French
Italian
Russian
Polish
Spanish
Portuguese
Hungarian
Dutch

Danish
Arabian
Turkish
Chinesec
Swatow
Guakau
Pekinese
Shansinese
Kiangnanese
Cantonese

Tamil
Malayan
Burman
Hindustanee
Urdu
Marathi
Gujarathi
Hindi
Tarsi, and 15 other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agent for Great Britain and Ireland:

O. RUHL, 77 CITY ROAD, LONDON, E. C.
As a matter of fact the new British patent law has had but little influence in getting American manufacturers of talking machine records to locate in England. They had operated plants long before the new law was considered, largely as a convenience. They desired to avoid shipping goods to the United States, and to meet the demands and requirements of the purchasing public of Great Britain. [Ed. T. M. W.]

IMPORTANT EDISON MOVE.

New System for Establishing Dealers to be inaugurated Dec. 1st—No New Dealer to be Established Where the Edison Goods Are Satisfactorily Represented.

Another important step has been taken by the Edison Phonograph Co. in relation to the establishment of dealers in the future. The circular letter, dated September 21, over the signature of President Dyer, is appended:

"In this way we will be able to prevent the indiscriminate appointment of dealers in localities that may already be well represented, and to instances over which we have no control, the same time the arrangement will in no way interfere with the appointment of new dealers in localities where a satisfactory field exists for the exploitation of the Edison phonograph. Pending the final announcement of the proposed plan we hope that our jobbers will co-operate with us to the extent of not establishing new dealers in localities where the present jobbers or dealers may not be handling our goods in a thoroughly satisfactory manner, but, in any event, we shall not hesitate to decline new dealers, who, in our opinion, may be unnecessary for the good of the trade."

MORE TROUBLE FOR MULTIPHONE CO.

Fresh Petition in Bankruptcy Filed Against the Company Only Two Weeks After a Previous Petition Had Been Dismissed.

A petition in bankruptcy was filed on October 7 against the Multiphone Co., manufacturers of slot machines, phonographs, etc., of No. 141 Broadway and No. 94 Vandam street, by H. & J. J. L. Lesser, the company's receivers, for these creditors: George R. Cooper, $500; Press Clipping Bureau, $10, and Joseph Timble, $3, on an assigned claim of the New York Stencil Works. It was alleged that the company had paid the receivers $2,500, but had not paid other creditors. The receivers in the petition alleged that "the money was paid for the appointment of a receiver, but was not acted upon until the company had an opportunity to be heard in the matter." The receivers said that the unsecured liabilities of the company are for $1,000,000 to $1,500,000, in the Carsey Trust Co. and unencumbered assets $18,000 to $15,000. The company was incorporated May 4, 1906, with capital stock of $1,000,000, which was increased in February, 1908, to $250,000. It is said the machinery and plant cost $250,000. Charles L. Cohen was appointed receiver for the company with a bond of $2,500.
STRAIGHT TALK

MR. DEALER:

Was "the needle" ever responsible for the sale of a Talking Machine?
Did you ever find it necessary to exploit "the needle" in order to clinch the sale?
Was "the needle" ever the essence of a sale?
As a matter of fact, did you ever bring up the question of needles at all, as an incentive to purchase?
We think not—There was but one needle, hence no alternative.

Things have changed now and we will prove it:
In the past few months, sixty-two high grade machines were purchased by as many different new customers, from local and other dealers, solely and squarely on account of the FIBRE NEEDLE.
Other purchases may have been made for the same reason, but we have proof of these sixty-two.
Mind you, we have evidence that not one of these machines would have been purchased had it not been for the FIBRE NEEDLE, and Furthermore, each and every one of these new customers will not hesitate to admit that the FIBRE NEEDLE was the very essence of their purchase.

WHAT DOES THIS MEAN? It simply means that this new needle has become a factor—a big factor—in the Talking Machine business.
It means that customers are getting weary of listening to the grind-stone accompaniment.
It means that they are awakening to the fact that they cannot afford to have their expensive records torn to pieces.
It means a new era of pleasure and delight to all lovers of good music, and
It means that YOU cannot afford to be without FIBRE NEEDLES.
Try these needles—if you don’t understand how to use them, write to us and state exactly what trouble you experience, we will then set you aright.
Your Jobber will furnish the goods.

"B. & H." FIBRE MFG. CO.
208 E. KINZIE STREET
CHICAGO, ILL.
PHILADELPHIA'S BUDGET OF NEWS.


(Special to The Talking Machine World.)
Oct., 1908.

Conditions in the talking machine circles in this city have continued to improve for the last month until today the trade stands on a firmer footing and with better prospects than for over a year past. At this writing, of course retail business here is almost nil, on account of this being "Founders' week," when the people are spending nearly all their spare time enjoying the sights, and what money is being spent goes into the hands of the hotels, theaters, grand stand operators and fairs. This temporary lapse, however, will not be without its aid for it is doing wonders in stimulating fellowship and arousing enthusiastic love for the old Quaker city.

Not a jobber here but who has orders stacked up on all sides, the main difficulty being their inability to get the goods. Every move of the National Co. has been loudly applauded, especially that having to do with the new Amberol records, but complaints are made of delay in making shipments.

The matter of double-disc records continues a matter of discussion. Columbia dealers and jobbers have been quoted and speak of the big improvement in their business. On the other hand Victor distributors and trade claim that the public is now only too glad to pay the regular prices for single records and that it is best to leave well enough alone.

One of the leading jobbers in talking of the matter said: "At the present time and under existing conditions the sale of records requires a good deal of floor work in order to please customers. With the double-disc it will multiply a hundred-fold, for it will be next to impossible to sell them on both sides, and that argument about one record free, while true in theory, when it comes to putting it to practical use, is more than the public can stand. We believe the best results are obtained when all parts are perfectly set and a finish that holds the whole. The answer is emphatic enough."

Louis Buehn & Bro., of this city, have just opened a new wholesale branch at Harrisburg, Pa. This move is certainly an enterprising one and demonstrates their policy of doing everything in their power to help dealers. Through this branch they will be able to assure dealers in that locality better and quicker service than hitherto when all goods had to be shipped from the Philadelphia headquarters, not to mention the saving in transportation charges. This firm are now carrying on an energetic campaign, the result being that every day they are adding new names to their lists and broadening their influence and field.

One of the most attractive displays made on Chestnut street, or in fact, in the city, during "Founders' week," were the handsome windows of C. J. Heppe & Co. This company are pushing their talking machine department as never before and are displaying their stock on the ground floor, making it much more convenient than hitherto, and a prominent feature in their business. J. H. Mincey, who has charge, was formerly connected with the Musical Echo Co. and also John Wannamaker's of this city, and his knowledge of the business, together with his hustling ability, should do much toward making the monthly reports of his company the Hoppe people have just started an extensive advertising campaign, locally, which is already setting them big results.

Two of the most gratifying reports which has been the pleasure of The World to receive for many a day, was that given out by the Penn Phonograph Co., 17 South Ninth street, for the "Salter Mfg. Co.," justly rewarded for his fidelity and proven by orders now on file and those already filled. In speaking of business conditions, Mr. Miller said: "Never before have we felt so sure of ourselves or so confident of the future ahead of us. August business as good as you all believe," and here he turned to the books, "was the largest of any month but one we have enjoyed since starting up in business. September proved equally as good, and if it were not for the fact that we cannot get the goods, October's business, just counting the orders we now have, would smash all past records. Nor do we think we are the only ones that are feeling this increase, for from what I hear, other jobbers and dealers are in the same boat. If there is anyone who doubts what I have said or is pessimistic as to the future of the business, he only has to take a run through this State and use his eyes."

H. A. Weymann & Son report a marked increase of business in all their lines, especially in talking machines. This company have just brought out a very useful little article, which every dealer should get in touch with. It is called "The Dust-Proof Display Cover," and is built for the Edison Standard, Home or Triumph machines. Constructed of polished oak and transparent celluloid, it fits neatly over the top, keeping out all dirt and other foreign matter, displays all parts perfectly and lends a finished look to the whole.

Chas. W. Miller, the oldest employe in point of service in the firm of Louis Buehn & Bro. has been justly rewarded for his fidelity and proves his ability by being appointed manager of this company's new wholesale branch at Harrisburg, Pa.

Mr. Miller has many friends in this trade, and we feel certain that the choice will prove a most wise one.

Louis Jay Gerson, in speaking for the Musical Echo Co., was very optimistic over the outlook and expressed the view that "takes all in all this trade was never on a firmer footing than at the present time and all that was needed now was proper support from the factories in the matter of prompt shipments, and a little extra singer added to the selling force.

Manager Goldrup, of the Columbia Phonograph Co.'s Philadelphia branch, expressed himself as highly delighted with the manner in which orders are coming in for the new double-discs. In regard to their new indestructible records, and the liberal proposition they are making the trade, he reported more new exclusive business than has been known in this office for two years.

A HERZOG ANNOUNCEMENT.

The Herzog Art Furniture Co., of Saginaw, Mich., whose record cabinets are so well known and liked throughout the trade are desirous of making the following announcement:

"On account of the new Amberol record just brought out by the National Phonograph Co., and which is bound to have an enormous sale, they have just perfected a most convenient device to hold the boxes in which the records come and in which for best preservation they should be kept. This device can also be bought separately at a very small cost and installed in all old-style cabinets. A new improved system for keeping disc records so that they cannot possibly be damaged by rubbing has also been perfected and can also be purchased for the old style cabinets now in use. These improvements will be incorporated in all this company's products hereafter, but while they know of the change, they do not want to blazon the fact too broadly in an advertisement and thereby run the risk of temporarily hurting the demand for these styles now present day the trade, and therefore make the announcement in a quiet way. Further information should be obtained direct."
understood distinctly that any make or size of disc machines can be placed in these cabinets by simply using a smaller horn.

In a heart-to-heart talk with the many customers of the Salter Mfg. Co., the inventors of the "Salter Grand" say:

"Every one of your disc customers ought to have a cabinet of this kind, for the reason that it obviates the necessity of setting the disc machines on table or stand when they wish to give an entertainment in a party of friends. And after the evening is over, place the machine in some obscure closet or corner. This is not so with a Salter Grand Cabinet. It is handsomely finished and has the appearance of a beautiful music cabinet, and by simply opening the door on the front of the cabinet and starting the machine going, the instrumental or vocal music is reproduced with all the volume your customer may desire, at the same time any foreign sounds are entirely eliminated by the clever arrangement of the almost invisible wire screen in the front of the cabinet. It all leads up to the result, that your customer is having something unique and different from his neighbor. Last but not least, in addition to being a receptacle for the talking machine, it has the combination of space for 100 disc records and a particularly strong selling point with these cabinets. The two vital points that will appeal to your prospect customer are:

"First: that they have an enclosed receptacle for the talking machine. Second: At enclosed compartment for the records."

The Salter Mfg. Co. are decidedly strong on new things this fall. Their latest is a handsome line of disc and cylinder cabinets, illustrated in this issue and which possess unique features. The disc cabinets present a radical departure from the conventional in that the records are placed flat in the cabinet. The shelves are covered with soft felt to prevent scratching, and there is a shelf for each disc. This cabinet was devised by the Salter Co. on account of the demand by many dealers who declared their records warped when standing on edge. The one record in a compartment idea is, of course, particularly desirable in view of the introduction in 50 to 75 percent of the single-faced recording of new cylinder cabinets also possess non-scratchable and non-breakable features, in that the records are placed on the shelves in cartons, and each carton has a little compartment for itself.

HANDY FOR FILING AND CATALOGING.

Now that the double-disc record is realized, the Eureka & Library Cabinet is one of the specialties of the Douglas Phonograph Co., Inc., New York, recommends itself for filing and cataloging. It is a most practical cabinet, combining accessibility and protection. With the Eureka Library Cabinet there is a place for each record and each record in its place. The possibility of readily locating any desired record and returning such record to its proper place without error, are the features that provides a separate and definite place for each record, and every record filed is protected against damage or dust, prolonging the life of the record and its perfection of reproduction.

"STARS" THAT SHINE AND SING.

The Hawthorne & Sheble Mfg. Co., Philadel- phia, Pa., are putting forth a line of machines and records which are meeting with lively de- mand. Their latest models in Star machines have greatly interested dealers and, as a result, their latest models in Star machines have greatly interested dealers and, as a result, orders are reaching the big Philadelphia concern.

The Star records are also steadily growing in popularity with the dealers. The Hawthorne & Sheble line, which includes talking machine, records and supplies, is a comprehensive one, and it is playing an important part in the talking machine distribution for 1908.

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TIMELY TALKS ON TIMELY TOPICS

As a test of salesmanship the territory of Long Island, N. Y., is given the palm for being the "toughest" in the country, bar none. The gentlemanly trade ambassadors whose profes- sional duty it is to do the talking, in that section tell some wonderful stories of their experiences. Being so close to New York, of course, Long Island is literally overrun, not only by representatives of the manufacturing companies, but from the phonograph houses also. They follow each other's footsteps so closely that one is almost in sight of the other, and it is a clear case of superior generosity to get an order. Even automobiles are brought into use, and the latest from that "seat of war" is that the auto man somehow beat the rest of the travelers in com- ing behind them and picking up the most desir- able orders. The machine must have impressed the Long Island dealers, for they "coughed up" easy. Perhaps this may turn out to be a suggestion worth adopting.

Elsewhere appears the emphatic denial of W. E. Gilmore, former president of the National Phonograph Co., Orange, N. J., that he intends re-entering the talking machine trade as the head of a disc record manufacturing concern. He apparently makes himself clear on this point, and a close friend of his contributed further details to the subject when he said to The World: "Mr. Gilmore has been approached by a number of persons since getting back from Europe with projects of a talking machine nature, but he has turned them all down in the most peremptory manner. I have known his views on this mat- ter before he went abroad and I was satisfied his future would not be in this business again. Of course, Mr. Gilmore has his connections with these rumors that should anybody hand him a real soft thing in the line he would take it Otherwise, not." No one questions Mr. Gil- more's wealth, but many strange events have occurred at the most unexpected times.

Last month a lot of Victor and Edison ma- chines were auctioned off in New York city in the nature of a "fire sale." They were adver- tised openly, but doubtless the quantity of goods sold was too small to call for any action on the part of the manufacturer to enforce the sale. An- other "auction" case occurred recently in Peters- son, N. J., in which Taft and Bryan records were about to be disposed of, though no one but the owner may desire, at the same time any and every customer may desire, at the same time any and every order from your jobber-he has them

SYRACUSE, NEW YORK

Our Smallest Revolving Rack

THE MONARCH MIDGET IS OUR GIANT SELLER

Here it is and it can speak for itself in appearance and performance. It is but 17 inches square, yet it holds 200 Cylinder Records. It can be set up on the counter adjacent to the machine, so that salesmen may face the customer all the while; as the rack holds about one month's assortment of records, it is sufficiently extensive for use when demonstrating. Is very popular in homes—you can sell numbers of them to ladies who own machines. The advantage of the rack on your counter will attract customers and its convenience will appeal to them at once.

PRICE TO DEALERS, $10.00

Order from your jobber—he has them.
Another message to dealers, especially those who handle Edison, Columbia and Indestructible Cylinder Records.

Our Fall campaign is now complete, and we hereby notify you that you will never see a better time to sit up and take extra notice!

We have taken over the Indestructible Cylinder Record.

Hereafter it is the Columbia Indestructible Cylinder Record!

Our new holdings comprise the Indestructible Record Company's entire business—plant, patents, good-will, franchises and laboratories—and with these laboratories are included all the progressiveness and skill that have built up and met the fast increasing demand for a cylinder record purer, clearer and more brilliant in tone, and at the same time indestructible. Supplementing the years of experience behind the work of the Columbia laboratories, the future of the Columbia Indestructible Record is full of promise.

These Columbia Indestructible Cylinder Records will be manufactured in our new plant at Albany, N. Y.—the regular Columbia Double Disc XP and BC Records being manufactured at Bridgeport, Conn., as heretofore. The present repertoire consists wholly of the gems of talking-machine selections—a splendid list of the most desirable, carefully chosen and attractive numbers. New numbers, at least 24 selections, will be added to the Columbia Indestructible Record Repertoire monthly. Dealers who have been handling the Indestructible line can count on being taken care of better than ever.

Dealers who may have been judging the Indestructible Records without investigation should take the very first available opportunity to hear one of them played on a machine equipped with the Indestructible Extra-Tension Reproducer. When you have gone that far, there's no room for argument—they are simply beyond comparison among cylinder records.

The Columbia Indestructible Cylinder Record means as much to owners of cylinder machines as the Columbia Double-Disc Record means to owners of disc machines.

Indestructible is a true word—although this feature is entirely secondary to tone quality. They won't break, no matter how roughly they are used; they won't wear out, no matter how long they are played. The three-thousandth reproduction is as full, clear and perfect as...
the first. One Indestructible Record has been played every day for
a solid year, and at the end of that time it showed no evidence of
wear, no deterioration of tone. They can be mailed as readily as a letter
and climatic conditions do not affect them—wet or dry, hot or cold.
All this would be reason enough for their sensational popularity.
On any machine, with any reproducer, their tone is equal to that of any
cylinder record—but with the special Extra-Tension reproducer, which
we provide to fit any make of cylinder machine, their tone is incom-
parably fuller, purer, clearer and more brilliant than any other cylinder
record made. The Columbia Indestructible reproducer brings out every
detail of the record, and sends it through the horn of the instrument in
a superb volume of sound never before heard on a cylinder machine of
any make.
The Extra-Tension reproducer will be supplied for attachment to
Columbia and Edison machines as before, and at the same price—$3.00.
Heavy advertising will at once begin—and the already healthy and
strong Indestructible Record business will be sure to double up in no
time.
We told you a little while ago to keep your eye on Columbia an-
nouncements—and we hope you are doing it. Certainly we would recom-
end to all dealers that they be in no haste to bind themselves hand and
foot by meeting the arbitrary demands of another company until they
have thoroughly investigated the unprecedented advantages we are now
prepared to offer in the exclusive handling of Columbia products, with
exclusive selling rights. We have now placed before you and your
customers a complete line that makes you independent of any manufac-
turer on earth; Columbia Disc and Cylinder Graphophones, Columbia
Double-Disc Records and Columbia Indestructible Cylinder Records.
PRICE—Columbia Indestructible Cylinder Records, 50c.
Regular Columbia Discounts Apply

The ought to be news enough for one day—coming on top of
our sensational and already im-
mensely successful announcement
of Columbia Double-Disc Records.
It ought to be plain to you by
this time that our plan of exclusive
handling of Columbia Grapho-
phones and Records means some-
thing.
It ought to be clear to you now,
that the exclusive selling rights for
Columbia product in your locality
are just about ripe enough for some-
body to pick—and that it can’t do
any harm to make inquiries at least.
A LIVELY "TALKER" DEBATE.

Two Spokan Men With Opposite Political Affiliations Make Things Lively for Awhile by Reproducing Records of the Two Leading Candidates Interspersed With Pertinent Musical Selections—Neighbors Butt in and Break Up the Debate.

(special to the Talking Machine World.)


Political oratory, consisting of extracts from campaign speeches on various national issues by William Howard Taft and William Jennings Bryan, unanneled in phonographs, instrumental selections and musical songs, all of the "canned" variety, were the weapons employed in a day-light duel fought in Spokane, Wash., recently. The participants were Frank L. Graham, who had long been identified in the political life of the State, and William Howard Taft, at present in the white and blue of the Presidency.

The affair, probably the most unique and novel in the history of politics in the Pacific north-west, was pulled off in the residence district on the north side of the town, and was witnessed by several hundred persons, attracted to the scene when the machines started to grind out the two candidates' comments upon the questions of the hour.

There was no official referee, no seconds nor bottleholders at the bout, but as the personal views of the standard-bearers slid out of the horn and into the atmosphere, the lines of partnership were quickly drawn and it required only a count of noses to take the straw ballot.

The forces were pretty evenly divided and though no decision was reached, the followers of Bryan declare their man got under the Ohioan's fifth rib on the railroad and trust questions, while the Taft men claim the honors because of his assault on the railroad and trust questions, and a bundle of discs.

Graham retaliated with Bryan's argument for publicity on campaign contributions, and his erstwhile friend over the phonograph out of the open window and turned loose the boss Democrat's views on the tariff question.

Bryan took down his E-flat cornet and blew "Throw Out the Life-line." Graham retaliated with "You've Got, Make Just a Little Bit More." This seemingly angered Graham and he adjourned the session by slamming down the window and drawing the blinds.

When he saw this, the crowd which had gathered in the meantime, and offered an argument, he lost no time in hunting up Leonard and carrying the same afternoon.

The following day Graham laid in a half dozen records by Bryan, and on seeing Leonard in his room across the street, he switched the horn of the phonograph out of the open window and turned loose the boss Democrat's views on the tariff question.

Leonard took down his E-flat horn and blew "Where Did You Go?" Graham retaliated with "You've Got, Make Just a Little Bit More." This seemingly angered Graham and he adjourned the session by slamming down the window and drawing the blinds.

When he saw this, the crowd which had gathered in the meantime, and offered an argument, he lost no time in hunting up Bryan cylinders.

While on the way to the store Graham met Leonard, who was carrying home an extra horn and a bundle of discs.

"I'll get even, old boy." Leonard said, in a tone bordering on the melodramatic.

"That's a challenge I can accept; phonographs as weapons," was Graham's quick reply.

"When?" "Now?" "Nothing barred?" "Suits me."

Challenged and challenger parted without further parleying and 10 minutes later Leonard began hostilities with a series of bugle calls, which was followed by the opening bars of "Somebody's Waiting for You." Graham came back with "I've Got My Fingers Crossed; You Can't Touch Me," switching quickly to "Just Before the Battle, Mother." Leonard's first line after the preliminary fiddling was in Taft's position on the rights and progress of the negro, in which the judge says he stands squarely behind the supreme law that declares in favor of justice to all men, without regard to race or color.

Graham sent over a hot one in the shape of the above-mentioned song, beginning, "Somebody Lied."

Leonard's thrust was also a song number, entitled, "Who? Me?" "You Ain't the Man I Thought You Was," were the words sung out full and strong by Graham's machine.

Then Leonard slipped in a cylinder marked, "I'm Old but I'm Awfully Tough." This bit of repartee was heartily enjoyed by the crowd which had gathered in the meantime, and the two comrade went at it hammer and tongs.

When the wheels in Graham's machine resumed their whirring, the voice of the song of Lincoln was heard with all its sarcasm at the expense of the defenders of the protective tariff. After reviewing events leading to the raising of the tariff following the war and declaring that the party demanded reduction, as the "infant industries" were not only able to stand upon their own legs but all of everybody else's feet, Bryan continued:

"This tariff plank of the Denver convention not only demands—"

But the voice never finished the sentence, as Leonard started full blast with the "Merry Ha Ha" song, which scored, and he followed this up with Taft's declaration that the democratic government presents the restoration of prosperity, adding:

"Such a course as taking the tariff off on all articles coming into competition with the so-called infant industries would not only destroy the trusts, but all of their smaller competitors."

Graham responded with the chorus of Murry K. Hill's droll song, "Oh, Glory!" in which the phrase was joined with vigor.

The Leonard cylinder was well into the judge's review of the progress of the peoples of our foreign dependencies, when the din ceased, and before another inscription came the phonograph had spouted these words:

"It would be cowardly to lay down the burden of bringing education and happiness to the millions of people until our purpose is achieved."

The chorus of "You Ain't the Man I Thought You Was" was added:

"It is administering a cure for America."

Leonard's retort was a song, the chorus of which announced that "Mother Hasn't Spoke to Father Since."

At this point a score or more phonographs in the neighborhood were turned loose and a clash was threatened, when one machine, louder than the other, broke in with "For the Red, White and Blue." Then someone started "You're a Grand Old Flag." The strains were taken up by the crowd and the unique duel was at an end.

SIDE LINES THAT PAY.

Now is the Time When Talking Machine Dealers Are Apt to Consider Profitable Additions to Their Business Lines—Machines and Instruments Should be the Logical Selection—An Interesting Chat Upon This Subject With Mr. S. Buegeleisen.

This is about the season of the year when talking machine dealers give some thought to the selection of a live to sell in conjunction with talking machines. The problem, if it may be called such, solves itself in the fact that nearly every live musical instrumentdealer sells talking machines, and therefore it holds good that the talking machines are the logical musical instruments. No extra effort is required to establish a paying trade. Every other customer for talkers and records is also an instrumentalist, and his interest in the talking machines is to be met.

One would have to look far and long to unearth a more appropriate line for talking machine dealers to handle than musical merchandise, I. e., violins, bows, strings and trimmings, accordions, guitars, mandolins, and the ever popular and unceaseable harmonica. These just naturally turn to a talking machine dealer for supplies as to a department store when wearing apparel is wanted. Furthermore, and from the viewpoint of the instrument dealer, no problem is easier to solve.

For obvious reasons they will bring to the store the finer class of trade, something which every merchant applies to control.

Now let us look into the question of demand. A trade authority, none other than S. Buege-
ENDORSES THE WORLD.

Leading Talking Machine Man Endorses This Publication—Says It Is Worth of Support.

One of the directing minds of the large talking machine manufacturing enterprise remarked the other day: "I have been much interested in the growth of the Talking Machine World and to my mind this industry is especially favored in having a journal conducted on such broad lines, which is evidently doing so much for the trade itself. It only shows what concentration will do and the Talking Machine World ranks favorably with any trade publication in the world. "I have been looking over some of the music trade papers and I find that the World surpasses nearly every paper in that particular field, and still it is published at a limited price. When the World first appeared, my associates and myself were somewhat skeptical as to its success, but it has demonstrated a power that has surprised us and I believe that the interests of this industry are served in such a fair and straightforward manner the trade profits by concentration upon one publication, rather than to have two or three and three leaflets.

"It is such a publication which impresses people with the importance of the industry and must be encouraging to dealers as well as jobbers and manufacturer's, especially as the interests of this industry are served in such a fair and straightforward manner the trade profits by concentration upon one publication."...

The RECORD SITUATION.

New York Jobbers Meet and Discuss the Double-Faced Record—Write the Victor Co. Who Refuse to Make the Changes Suggested by the Jobbers—Matter Now Considered Closed.

Pursuant to the call issued by J. Newcomb Blackman, a member of the executive committee of the Talking Machine Jobbers' Association, a meeting of the New York jobbers was held Sep- tember 3 by Chairman Blackman, the local member of the executive committee of the National Association of Talking Machine Jobbers, stated that after due and careful consideration, and looking at the matter from all sides, they saw no reason to change their policy, and thought the course they had pursued was the proper one and that a double-disc record was the proper one and therefore it would remain unaltered and as originally announced.

A POPULAR STYLE OF CABINET.

One of the leading styles of talking machine record cabinets made by the Rockford Cabinet Co., of Rockford, Ill., is their most recent production, a cabinet with circular shelves, hung on a pivot at the left of the door. The shelves are supported on individual pivots and any one may be swung out separately, thus permitting easy access to the records. The cabinet contains five shelves each capable of holding thirty-seven records, and is beautifully finished throughout. For those who prefer to keep their records in their original cartons the shelves are supplied with supporting strips around the edges and each will then accommodate forty records.

Manager's Wanted

For the retail talking machine department of a large southern piano house, Victor and Edison represented. Must have good ability as a salesman and must come well recommended. Address Care of Talking Machine World, 1 Madison avenue, New York.

Position Wanted


SALESMAN OPEN

Man with wide European experience in talking machine trade, also with thorough knowledge of American conditions, wants position as salesman for factory of jobber. Full of ideas and has power of initiative. Address B. care of Talking Machine World, Room 806, 156 Wabash avenue, Chicago.

SALESMEN WANTED

A thoroughly experienced man in the Edison and Victor lines, one who can show results of a high nature in previous position. An out-and-out expert on references and salary expected. Address Confidential, care of Talking Machine World.

BUSINESS OPPORTUNITY

On account of leaving city, we will sell our jobbing business, wholesale and retail, of Columbia goods, inventory about $1,000. Will sell right. Splendid opportunity for a good man. Popula-
A WORD WITH YOU
MR. TALKING MACHINE DEALER

No doubt in these times you are looking for profitable side lines—lines which will pay you liberal profits and be quick sellers! The "Moco" line is "it" in the truest sense.

We have spent years in catering to the needs of the talking machine people, and therefore know just what may be handled in a satisfactory way in conjunction with talking machines.

Take our CREMONA ELECTRIC COIN OPERATED PIANO. There is nothing so satisfactory on the market. There are ten pieces of music in every roll instead of five, which is usually the case with other players. The Cremona player will help you to coin dollars. It will make money while you sleep. Do not overlook this, because if your competitor gets it, he has at once an advantage over you in money-making products.

Here is another side line that is a wonder—take our ELECTRIC PEERLESS VACUUM CLEANERS. Do you know that you can make your place a rendezvous for the ladies of the household when they know that you have these cleaners in stock? They are the latest and the best. We have them either operated by electric power or hand power, alternating or direct currents, and with the Peerless Cleaner you can help out your talking machine trade and make good money out of the cleaner as well.

Then, for other lines, we have the PEERLESS TALKING MACHINES—splendid products they are. PEERLESS MISSION LAMPS—good sellers. The VITAK HOME MOVING PICTURE MACHINES delight and enthuse many a family. SCAREAWAY BURGLAR ALARMS, without batteries or wires, will sell and show a good profit.

Now, if you will take up any of these propositions with us, we can show you quickly how you can increase your profits, and that is what most dealers are in trade for. Recollect, we are not speaking over-enthusiastically. We know the situation, and we know the talking machine men can carry any and all of these lines without increasing their expenses, and they will find them mighty convenient to help to cover overhead charges. The longer you delay in investigating our claims the longer you are deprived of good profits that await you.

MANUFACTURERS OUTLET CO.

WALTER L. ECKHARDT, President
J. B. FURBER, Secretary-Treasurer

271 Broadway, New York City

The Chicago talking machine trade is in the throes of a veritable brainstorm. If a vi- sionist could operate on the gray matter of the average manager or salesman he would find it stuck through with strange-looking objects, variously labeled the "double-face record problem," "exclusive territory policy," "modified territorial policy," "the four-minute record that didn't arrive on time," etc., etc. Moreover, several of the bright minds of the trade are said to be busy on profound essays on "the deluge"—of new talking machine cabinets.

Seriously, this multiplicity of new ideas, new plans and new inventions is likely to prove a vast benefit to the talking machine trade this fall and winter, as they stir up the trade waters and excite new interest on the part of dealers, merchants who are likely to become dealers and the general public in the talking machine proposition. Certain it is that wholesale business is picking up, and that quite materially. It is prone to come in spurs, but it's coming, and everybody looks for a big increase in volume as soon as we experience anything like settled cold weather.

A pertinent illustration of the effect of weather on the trade has been given the past two weeks. Trade has fluctuated with varying temperatures to a remarkable degree. We had a few days of really cold weather and sales shot right up, then a cold day was succeeded by a warm one and business fell off simultaneously. Everybody feels confident of a good trade locally, beginning about the time that storm windows make their appearance.

Among the visiting dealers the past month were A. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Ia.; M. M. Marrin, Grand Rapids, Mich., and Col. F. B. T. Holbenberg, Little Rock, Ark. Burson & Co. will soon be on the market with a new model of the Burson automatic brake for disc machines. It clamps on the arm of the machine, only two thumb-screws used in applying it to the talker, and there are no close adjustments to make. The one design will work perfectly on the Victor, Columbia and Zonophone machines, including all types of each make. Arthur D. Geissler, general manager of the Talking Machine Co., is greatly pleased with the way in which business is developing this fall. He is greatly surprised at the large proportion of Victor-Victorolas and of the higher-priced types of the Victor machines that are being ordered. He anticipates great things from the new line of cabinets "that match," which is described elsewhere in this issue.

Amberol V. Chandler is very enthusiastic regarding the future for the new Edison four-minute record which bears his name. L. S. Sherman, of Sherman, Clay & Co., San Francisco, again visited Chicago a couple of weeks ago, this time on his return from the East. One of his business acquaintances took Mr. Sherman on an automobile trip, and the San Franciscoan left for the coast very enthusiastic regarding Chicago's magnificent park and boulevard system.

The Chicago branch of the Rudolph Wurlitzer Co. is out with a bright little house organ, with the caption "Wurlitzer's Victor News." No. 1 of Vol. 1 bears date of September 28, and the perusal of its pages reveals the fact that its mission is to the retail customers of the Chicago store. It starts off with a graceful salutatory. This is followed by a thrilling editorial on William H. Taft and his attitude on the subject of a window display in the Cinncinati store. The news columns contain a double-heated new item concerning William Jennings Bryan, and there are other sensational specials. The musical critic reviews the October records to the extent of a column and a half. There is only one criticism to be made on the new aspirant for journalistic honors, and that concerns the absolute lack of poetry. There are plenty of poets in disguise around the Chicago house of Wurlitzer, and it is to be hoped that they will get busy before the next issue of the News goes to press.

George E. Griswold, who has traveled from here to the coast for Lyon & Healy for the past forty years, has retired from that great house. Mr. Griswold has made no plans for the future. At any rate he intends to take a much-deserved rest for the next five months and intends to take his family on a visit to the Pacific coast on November 1, spending some time at San Francisco, Los Angeles and other points. Naturally, the characteristics are neatness, cleanliness, portability and great utility.

RETAIL PRICES

| Rack for 10-inch Records | $3.50 |
| Rack for 12-inch Records | $3.75 |
| Rack for Insertion in Cabinet | $1.50 |

No handling of several records to get the one you wish. The index number leads you direct to the record you want. The characteristics are neatness, cleanliness, portability and great utility.

THE ECONOMY RECORD RACK

FOR HOME USE

A Radical Departure

Marks a Revolution in Home Record Storage

Especially Adapted for the Double Face Discs

Can be either placed on under shelf of table or suspended from picture moulding; or is adapted by special fixtures for insertion in existing cabinets.

The Perfection is a rack similar to the Economy but less ornamental and therefore cheaper. Price $1.50, for rack holding 10-in. records, $1.75 for 12-in. rack.

R. H. JONES

Palatine and Sole Distributor

1-17 Bryan Place, CHICAGO, ILL.
"The Cabinet That Matches"

ANNOUNCEMENT EXTRAORDINARY

What we have all waited for and what you, Mr. Dealer, have needed. No excuse now to sell just a machine and records. Sell an outfit—a "Victor Outfit." We make these cabinets, you will recognize our guarantee. Order one, open it up. If you don't agree with us in our claim of superiority, return it at our expense.

A cabinet for each Victor machine, and each machine absolutely fits. Oak cabinets, quarter sawed, finished inside and outside and all four sides. An ornament in the middle of the room as well as up against the wall. Top slides for holding records. Mahogany cabinets, veneered and piano finished.

Your regular discount applies and you don't pay a middleman's profit.
he will not omit calling on his old-time friends in the music and talking machine trade.

George A. E. Babson, wholesale manager for Babson Bros., recently returned from a trip through Iowa, Missouri and Illinois. He says that conditions are very encouraging, and that only one of the many Edison dealers he called on had the slightest criticism of the National Phonograph Co.'s new policy, by which dealers handling Edison goods must confine their attention to Edison lines.

The department of reproduction of the National Democratic headquarters, located in Chicago, is sending out thousands of circulars to Democratic workers, such as members of county committees, etc., the introduction to which is as follows: "Mr. Bryan has made twelve new and excellent disc records through the Columbia Phonograph Co. on the talking machine, recorded at his home, Lincoln, Neb., Sept. 4, 1908. Each subject was revived and brought up to date by him before he made the record. The twelve 10-inch disc records and Star and Graphophone may be secured through the department of reproductions, National Democratic Committee, for $1.50. If any Democratic club or campaign worker desires to take advantage of this liberal offer arranged for and recommended by the speakers' bureau, send order direct to the department of reproductions, National Democratic headquarters, Chicago, and graphophone and reproductions, may be secured through the department of reproductions, National Democratic Committee, for $1.50.

The orders received by jobbers for these records is what could be called large; however, the orders for indestructible records and have secured many new representatives.

K. M. Johns, manager of the Columbia Phonograph store, says: "The announcement of the new double-record discs is helping a great deal, said Mr. Johns, "I look forward to a great increase in sales. When people can get two records for five cents more than they previously paid for one record they are going to jump at the chance, and I believe that we are going to get a big bunch of new business. We have secured many orders for indestructible records and have secured many new representatives."

There is an equally good outlook at the Kimball Co., store, where B. F. Steigel took over the "talker" business and is conducting it for himself in specially appointed quarters in the Kimball building.

GEORGE BLACKMAN A BENEDICT.

September 16th, George G. Blackman, secretary of the Blackman Talking Machine Co., was married to Miss Irene Wetherill, of New York. The ceremony was strictly a family affair and only relatives were present. J. Newcomb Blackman, a brother, and the company with, Mrs. Blackman, was among the guests. After a trip to Niagara Falls, N. Y., and other places of interest, on which the happy couple departed at once, for their honeymoon, they will make their permanent home on 157th street, New York.

TWO MISSING LINKS

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

IT'S ALL IN THE BALL!

TRADE NAME

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn. It is "The Missing Link," that cannot be supplied by their jobber, we will send this new trade name 1 dozen free.

To Dealers All orders will be filled promptly and efficiently.

Kreiling & Company

Inventors and Sole Manufacturers

North 8th Ave. and De Moyne St.

CHICAGO, U. S. A.
We offer the Finest Service in America for Dealers in Victor and Edison Goods.

EVERYTHING NEW

Our department has been entirely rebuilt and

Doubled in Size

Here are some of the reasons that you can benefit by sending your orders to us:

1—Exclusive Wholesale Department
   All records are guaranteed absolutely fresh

2—All On One Floor
   The time needed to fill orders is reduced to the minimum.

3—Exclusive Packing Force
   We employ special packers for this department who pack nothing but these goods.

4—Trained Clerks
   Our corps of order-fillers has been with us for years. These men understand and correctly interpret a dealer's wants where ordinary men would fail.

5—Immensely Stock
   Victor and Edison goods of all kinds, in vast quantities are constantly on hand. No order too large and none too small.

SEND US AN ORDER TO-DAY and we'll put you on our dealer's mailing list. Then you will hear from us regularly about everything of genuine interest to the trade.

Lyon & Healy
CHICAGO
Lyon & Healy's Talking Machine Department.

Their New Quarters, Embrazing the Entire Fifth Floor at Wabash Avenue and Adams Street, One of the Best Equipped in the Country—An Idea of the System Employed as Well as its Scope May be Gleaned from the Illustrations on This Page.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1898.

After months of hard work on the part of Manager C. E. Goodwin and his associates in the talking machine department of Lyon & Healy, that important branch of the business of the great house now occupies magnificent quarters embracing the entire fifth floor of the L. & H. building at Wabash avenue and Adams street. The result is all and more than anybody has been led to expect. The department covers 80 x 160 feet in size, equal to 13,000 square feet of floor space. The retail record department takes up a full third of the floor, with frontage on Wabash avenue and Adams street, while the wholesale has the balance. The two departments are separated by a partition reaching to the ceiling and this wall indicates the division existing in the minds of Mr. Goodwin and his collaborators between the two branches of the business. This article is devoted largely to the retail department for the reason that with its elaborate and expensive fixtures, beautiful color schemes and superb arrangement, requiring infinite time in conceiving and infinite labor in working out, it clearly demonstrates the fact that the talking machine business is not showing the slightest signs of retrogression as detractors claim. This article between the two branches of the business.

Mr. Goodwin and his associates in the whole of the record cases have an undying faith in the stability of the line. All of the record cases are finished mahogany. The top of the customers' counter (C) is divided into double glass panels, under which special record bulletins and other literature can be exhibited. They have the additional advantage of cleanliness. This glass top counter is a feature which has been frequently and most favorably commented upon. It should be remembered that this big room which he has been describing, is devoted solely to the sale of records. The machine salesmen, therefore, remain as formerly, on the ground floor adjoining Victor Hall, where the courteous and capable Joe Vasey sells the customer his original outfit. Then he is taken upstairs and the sale completed by a selection of records. Mr. Prestonary and the phonomographic department also remain on the ground floor. After the visiting dealer has inspected the record department he will, of course, stroll through a convenient door into the wholesale. Here, should Mr. Goodwin happen to be out, he will find ready to show him around, L. C. Wiswell, and wholesale traveler Harry Hospital. He can also gaze with awe upon Tom Gray, who can tell you offhand the number of every record in the Victor and Edison catalog, and the number you have in stock. The entire wholesale stock is now all in one room, with convenient elevator service. A new method of shipping has just been adopted. Customers' orders are packed right in the department and shipped direct instead of going to a general shipping room as before. Therefore, they are not delayed and only one handling is necessitated instead of two as formerly.

It should be stated that Lyon & Healy are well pleased with the policy they adopted two years ago of referring all inquiries from a town where dealers are located, to that dealer. The move has proven a wise one and dealers appreciate it. The house has been buying very heavily in order to have as large and complete a stock as it is possible for a jobber to handle. Mr. Goodwin called attention to the big and well filled record bins to prove the faith that is in him—namely, that we are going to have a fine big trade this fall and winter.

EVOLUTION OF THE FIBRE NEEDLE.

Interesting Facts Gleaned from a Chat on the Needle Made by the B. & H. Fibre Mfg. Co.—How Mr. Hall Invented and Brought Its Merits to Notice.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1898.

"Do you mean to tell me that this company, with its ample capital and this factory with its interesting machinery and intelligent workmen and workwomen, is simply for the purpose of producing a little thing like this?" The above question was propounded in the presence of the writer. The scene was the factory of the B. & H. Fibre Mfg. Co., Chicago; the inquirer was a casual visitor to the plant; the subject of the inquiry was a fiber needle held in the hand of the questioner, and the man interrogated was C. E. Goodwin, president of the company.

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SALTER'S
IMPROVED
CABINETS

ENTIRELY
NEW GOODS

Records lay flat to keep them from warping. Shelves lined on both sides with green felt to prevent scratching. Compartments are made to hold one disc only, so same may be found instantly.

We are the ORIGINATORS and ONLY MANUFACTURERS of this style of Cabinets.

SALTER MANUFACTURING CO.
102 to 108 N. Oakley Avenue

OUR LATEST CATALOGUE SHOULD BE IN YOUR HANDS. SEND FOR IT TO-DAY.
very successful operator of a high-grade talking machine. This statement reflects no discredit on the machine or on Mr. Hall's ability to do a very simple thing, but rather expresses his mental attitude, as he was not satisfied at the results obtained. He was enthusiastic regarding the potentiality of the records employed, but distressed with the effects produced from the records by the needle. With no thought of producing a marketable commodity, but simply for his own benefit, he commenced experimenting with a view of finding some material which, when shaped in the form of a needle and placed in the needle arm, would play a record without the scratching, hissing, rasping sound to which he objected. The story of the various stages of progress from this starting point to the fiber needle as it exists today is too long a story to recount here. But it is an interesting story in all its phases. The detailed narrative of his investigations to find the correct needle material would, if told in detail, remind one of the well-known facts concerning Mr. Edison's researches in quest of a suitable material for the diaphragm of his phonograph. Suffice it to say that when Mr. Hall finally hit on bamboo, conquered the tendencies of the material to bend by making the needle triangular in shape so as to give the necessary support to the point, he found that he not only had conquered the deficiencies he imputed to the steel needle, but had a "pin" which, instead of wearing a record, would tend to preserve it indefinitely, thus enabling the music lover whose enthusiasm enabled him to pay from $2 to $7 for a record of a master composer, sung or played by a master artist, to feel that he had made a permanent investment. The expression of interest by visitors to the Hall home soon suggested the idea of marketing his invention. A patent, and a remarkably comprehensive one, was soon obtained. In the marketing of the needle prejudices had to be met and overcome, as is ever true of a radical departure from the conventional. The present sale of the fiber needle proves that this is rapidly being accomplished. Shipments of fiber needles are not only being made daily to all parts of this country, but to all parts of the world. A visitor to the factory is impressed with the apparently complicated processes necessary to produce a simple article. On one side of the large floor are stacks of imported bamboo poles which constitute the raw material. These poles first go to the circular saw, where they are sawed into blocks, then to the splitting machine, next to the polishing machine, thence the chemical baths, of which there are three. The first counteracts the oil in the fiber, the second imparts the quality of stiffness, and the final volatile bath thoroughly dries it. The next journey is to the painting machine, and last of all the smoothing machine. Then the finished product goes to the packer.

Why not cabinets for records as well as bookcases for books? The former is just as essential as the latter, and I feel that the day is not far distant when a talking machine sale will not be considered complete without a cabinet.

EDISON BUSINESS PHONOGRAPH.

Chicago Interests Placed in the Hands of the Business Phonograph Co. of Which Edwin G. Barnes Is Manager—Now on Wabash Ave.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1908.

The Edison Business Phonograph Co., of Orange, N. J., announced last month that in accordance with their broader policy of establishing dealers to extend the use of the Edison business phonograph in every part of the world they have appointed the Business Phonograph Co., of Chicago, as their Chicago dealers. The announcement continues as follows: "Our Chicago branch will be discontinued, but in this transfer of our interests we have carefully arranged for the same service as formerly through our dealers.

"We are pleased to state that Edwin G. Barnes, Zonophone Distributor

Edison Jobber

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS

for all makes and sizes machines

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

JAMES I. LYONS

265 Fifth Avenue

CHICAGO
EDISON TO VISIT PACIFIC COAST.

About the middle of September, Thomas A. Edison, who had taken a trip to the Pacific Coast with his family, returned to his home in Orange, N. J., delighted with his journey. Mr. Edison had been in San Francisco, but had never been in Oregon or Washington, and the cities of Seattle and Spokane made a great impression upon him as标志s of American enterprise and progress. Mr. Edison is in splendid health.

DEALERS ORGANIZE IN BOSTON.

The American Talking Machine Dealers’ Association, a Reality After Several Years Hard Work on the part of Thomas A. Edison, has been well under way, with a full set of officers, a headquarters at 42 Tremont street and a distinct idea of just what it is to do and how to do it.

While at present the main object of the new organization is of necessity Eastern men, it is intended at a later date to secure a wider representation. William A. Pike has been chosen as president, by John J. Harrison, as secretary, and George W. Lord, as vice-president and Joseph W. Foley, as secretary and counsel.

The original of this organization have already sent out two extraordinary circulars to the members of the talking machine trade, and to-day another was issued which, while considerably more conservative than the others, gives a clearer conception of the needs for such an organization. This circular reads as follows:

Boston, October 7, 1898.

Dear Sir:—The object of this circular is to tell you of the origin and purposes of the American Talking Machine Dealers’ Association, and to invite you to become a member.

You are requested to carefully read the following paragraphs, for the association is solely for your benefit and protection; and whether you sell one or one hundred machines a month, it is equally important that you should take part in this movement which we believe means the beginning of a new and prosperous epoch in the talking machine trade.

In response to a widely distributed circular sent out on September 3 by Joseph W. Foley, attorney for several Boston retail talking machine dealers, taking the sentiment of dealers as a basis, reference was made to forming a new organization, the associations, a surprisingly large number of replies were received, evinced by the most enthusiastic and voluntary support.

Dealers from as far distant points as Palma Beach, Fla., and Seattle Wash., were heard from. The talking machine trade, and a number of other trade papers, as well as the daily press, commented favorably on the movement. In short, the encouraging reception accorded the circular on all sides conclusively showed that there was need for such an organization and that the dealers had long felt this need and were only too eager to get together if only some one would take the lead.

Accordingly, another circular was sent out calling a meeting of all members of the dealers at the Boston Hotel, beginning September 29. The meeting was largely attended, and the views expressed in the original circular were heartily endorsed.

A significant feature of this meeting was the attendance and enthusiasm of dealers who are also members of the Retail Furniture Dealers’ Association.

They told of the great improvement in retail conditions in the furniture trade, increased profits, better treatment from the manufacturers, less competition, etc., which, although they elt a little more favorably about their association and they prophesied even greater things for their organization.

The members of the association, the author of the original circular, are the following:

1. A means of selling agents.
2. Some agreement or guarantee from the manufacturers binding them.
3. Some agreement or guarantee from the manufacturers binding them.
4. More favorable terms for the return of old goods, especially when the sale of them is prevented by the manufacturers bringing out improvements.
5. Two prices for[out—out] for one cash and one installment—this is the case in all other kinds of installment business.
6. An outfit for stock in case a dealer wishes to get out of business. This is the only business in which there is no such outlet.
7. Free legal advice regarding contracts, etc., and the making of test cases, when necessary.
8. Mutual assistance in tracing stolen goods.

We expect to obtain the above objects by means of friendly and diplomatic suggestions and conferences with the manufacturers. Through meetings and correspondence we will learn the sentiment of the trade and the manufacturers, and we will publicly urge these views upon the heads of the various concerns. The dealers recognize that we are the real business producers, and usually the court of last resort in deciding what make of machine a purchaser will take.

All of the officers of the association are enthusiastic over the prospects of the association. The meetings are not expected to join this association and that the dealers had long felt this need and were only too eager to get together if only some one would take the lead.

RETAILS AT 75c.

In the furniture trade with reference to patent and copyright law, many manufacturers, recognizing that we are the real business producers, and usually the court of last resort in deciding what make of machine a purchaser will take, will, we believe, vie with each other in making all other associations are ten thousand times as strong as the same number of manufacturers binding them.

As a rule dealers banded together in a common cause are ten thousand times as strong as the same number of dealers binding them.

All of the officers of the association are enthusiastic over the prospects of the association. The meetings are not expected to join this association and that the dealers had long felt this need and were only too eager to get together if only some one would take the lead.

THE MEXICAN POLICE BAND.

The Mexican Police Band, which plays in Mexico the same as the Marine Band, Washington, D. C., does in this country, arrived in New York October 2. This is the first time this great musical organization has been permitted to leave Mexican soil, special permission being given by President Diaz, as a compliment to the United States. The following day they played for an hour on the steps of the Treasury in Wall Street, going by boat Monday evening to Boston, Mass., where they have been playing at the New England Exposition. On returning to the metropolis and before going home, Felix M. Press, Senior Publisher of the New York Evening Post, the recording department of the National Company have a large number of the Mexican Police Band’s best selections, taken in the City of Mexico, including over a dozen of Leader Press’s own compositions.
TRADE NEWS FROM CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1908.

Conditions in talking machine circles in Cleveland and adjacent suburban territory are naturally very much better than the market has been for a while. Dealers look for an increase in business, and generally are making preparations to meet it. A good trade in the wholesale line is reported, and the past month has been uniformly good. The whole, very satisfactory, showing considerable improvement over the summer months.

Business is much brisker with the Eclipse Music Co. Mr. Lowell, manager, said: "There was decided improvement in business in September, over any month since last April. Dealers are taking hold of the Amberol goods of the new Edison product with alacrity. We have received several thousand dollars worth of the goods already ordered for immediate shipment, but are unable to fill the orders, owing to the inability of the manufacturer to supply us. The general conditions of the trade are very much better, and promise a splendid fall business."

The Federal Manufacturing Co. are very busy, employing a very large force in the manufacture of the Ideal Horn. Mr. Devineau, the inventor, says he is securing orders from distributors in all sections of this and foreign countries.

The general conditions of the Opera House made a hit when he put on grand opera numbers, and announced the entertainment as "W. J. Roberts and His Operatic Stars." At the solicitation of the management Mr. Roberts, installed the Victor Victrola, playing the sextetee from "Lucia," in which Caruso, Sembrich, Scotti, Journet, Severina and Daddi sing. The leader of the orchestra, by means of a clever adaptation of the orchestra to the pitch of the artists' voices, which, coming from the wonderful cabinet, produces the same effect as though these high-salaried stars were singing in person to the accompaniment of the orchestra. The audiences speak in the highest terms of the scheme and pronounce it a decided hit.

W. H. Hug, of the National Phonograph Co., was a recent visitor, demonstrating and taking orders for the new Edison combination machines and Amberol records. Mr. Prell says he is securing orders from distributers in this country about the ShrpShavr. We are having fine tales of Red Seal records. The American Certo-Phonograph Co. has incorporated and established an office at 606, the Cyclogha building. The incorporators are F. H. Hall, Geo. Somnitz, Fred P. Klugman, C. J. Neal and Jas. B. Scott. The intention of the company is to manufacture an automatic machine in several grades, and the sales of records are all the while increasing. We have been made a large order. The company is placing on the market in the way of double disc, new motors, new reproducers, etc., with the shower of good things which our competition is doing. There is no reason that I can see why we should have a "bummer" of a holiday season this year. My opinion is that many people who were compelled to deny themselves many pleasures and luxuries last year are going to make up for lost time and loosen up their purse strings, and we are persuaded that the season advances there will be very less reason for anxiety, which has prevailed for some time past, and we are optimistic that this November is going to be a much better one than last year. We are getting busier in our wholesale department, and as the season advances there will be no more reason for anxiety, which has prevailed for so long. We are absolutely convinced of the correctness of the conclusion of the presidential campaign for a return of normal conditions."

Mr. McNulty, manager at the May Co.'s, said: "The talking machine business has materially improved during the past three or four weeks. We made several sales of machines of the higher grades, and the sales of records are all the while increasing. We have received a large order from the complete line of Edison goods to our stock of Victor and Columbia machines and records and are prepared to satisfy the most exacting tastes."

The Bailey Co.'s manager stated he thought business would improve after the election of Mr. Roosevelt, and that the double-faced record of previous years was a troublesome proposition and would result in loss both to the manufacturer and dealer. The stamp department of the company had their semi-annual opening on the 8th, on which occasion they made their headquarters in the rooms of the talking machine department.

Refreshments were furnished the hundreds of visitors; music from the machines and pianos, and one lady drew a $40 Phonoscope, each visitor having been furnished a gratuitous chance. At Hartwell's Phonograph store, 502 Lorain avenue, business was reported as improving. Owing to ill-health, Mrs. Hartwell wishes to dispose of her store.

Robbins & Emerson, the Arcade talking machine dealers, say they have been busier the past few weeks than for some time past. They are having fine sales of Red Seal records. The American Certo-Phonograph Co. has incorporated and established an office at 606, the Cyclogha building. The incorporators are F. H. Hall, Geo. Somnitz, Fred P. Klugman, C. J. Neal and Jas. B. Scott. The intention of the company is to manufacture an automatic machine in several grades, and the sales of records are all the while increasing. We have been made a large order. The company is placing on the market in the way of double disc, new motors, new reproducers, etc., with the shower of good things which our competition is doing. There is no reason that I can see why we should have a "bummer" of a holiday season this year. My opinion is that many people who were compelled to deny themselves many pleasures and luxuries last year are going to make up for lost time and loosen up their purse strings, and we are optimistic that this November is going to be a much better one than last year. We are getting busier in our wholesale department, and as the season advances there will be no more reason for anxiety, which has prevailed for so long. We are absolutely convinced of the correctness of the conclusion of the presidential campaign for a return of normal conditions."

"THE YAMA-YAMA MAN."

Hit of "The Three Twins"—25 Cents.

"AS LONG AS THE WORLD ROLLS ON."

Great Ballad Success—25 Cents.

At a short distance the descriptive matter in the sign was indistinct and the effect of the three headlines standing out boldly, one above the other, can well be imagined.
NEWS OF THE CINCINNATI TRADE.


(The Special to The Talking Machine World.)

Cincinnati, O., Oct. 9, 1904

The cool weather that we had in the latter part of September, improved the talking machine business very materially, making the people look for indoor amusements, and reminding them of the fact that they have neglected their machines during the warm weather. It also caused quite a revival in the instalment business, but contrary to expectations the demand was not for the new style Victor "G" machine, but ran largely into the more expensive types.

A new market has been created for the Victor. In the past the purchases were largely by people who were in a position to write out a check for the goods as soon as purchased, but now they are being bought on the instalment plan, the same as pianos. This opens a large field, which has hitherto been given little attention by the dealer.

The splendid list of records which the Victor Co. put out for October, have had a big demand, aiding very materially in bringing in Victor owners who have been neglecting their machines during the summer months. The double-faced records are being awaited with much interest. The publicity of these records, however, is still in great question, and as soon as they arrive the dealers will undoubtedly give all of their energy to the sale of the double-sided records, and the demand will undoubtedly be exceptional.

The feature of the month, however, was the new Amberol records, and the new style Edison machines and attachments, which was very unfortunate that the factory could not supply these machines during the summer. Each dealer had practically only samples of these goods, and was only in a position to take orders subject to the delivery of the proper date. As a consequence, quite a number of sales aggregating large amounts will be carried over into October, and should have been credited to September business.

The writer finds that most of the dealers in this section of the country are of the opinion that the new records and new machines have come just in time, as the new four minute records and attachments will undoubtedly boom the business to large proportions, and assist very materially in making a success of the holiday season. The machinery in this part of the country is making good but slow progress, and undoubtedly in a few months will be in the same condition it was before the panic came on. Every dealer's stock is of the lowest possible size, and the jockeys can confidently look forward to a steadily increasing business in all lines.

Dealers also are in good shape on account of the feeling that they have gotten rid of all dead stock, and they will discriminate very carefully when purchasing supplies in the future. The Taft and Bryan records are being exploited very extensively by the Rudolph Wurlitzer Co., and a feature of the trade is a splendid window display of the Taft records.

During his stay in Cincinnati, Mr. Taft passed the Rudolph Wurlitzer Co. every morning, on his way to the Sifton hotel. He invariably paused when he passed their display windows, and seemed to be very much pleased with same. He had been familiar with every detail of this window before many days, but it always seemed to have the same attraction for him.

S. H. Nichols, manager of the Columbia Phonograph Co's local office, spent a very pleasant vacation during September, at Atlantic City and other eastern points. He announces that the Columbia Indestructible cylinder record, with special reproducer to play some, has every indication of being as large a seller as the double disc record. These new records are expected by the 15th of this month, when they will be ready for delivery. Inquiries received so far indicate a very large demand. Mr. Nichols said further: "Local business is showing a steady improvement and we are very much encouraged with the showing made during September, which actually shows an increase over a year ago. Our business on the large double-faced disc records, which we received this month both in 10 and 15-inch sizes, has been a surprise to us. These records are simply taking the market. Our trade in records has been exceptional. We are already 100 per cent ahead of any month last year. The dealers are sending in larger orders and the fall trade is going forward in a very satisfactory way. Our talking machine business has been doing nicely. We consider the outlook very good."

The George Isen Music Co. will soon be a thing of the past. As the trade knows, this company have been in the hand of a receiver for some time, and a strenuous effort has been made to close out the stock on hand, which Mr. Isen states amounts to about $30,000. The company are now in the hands of Scott Bonham, receiver. Geo. Isen leaves for Hickory Nut Gap, N. C., within the next two weeks, where he will find a much needed rest from business cares. Mr. Isen and wife will have quarters at the Esmeralde Inn where they will stay at least six months. Mr. Isen has shown to the talking machine and record trade and is one of the few honorary members of the National Dealers' Association.

The Milner Music Co. reports fine September business, showing slight improvement over August. The present month is doing nicely and holds prospects of being a very busy month. In the talking machine trade the Edison machines and records are in good demand. Manager Stiefel says there is quite a demand for attachments to old machines whereby the new four minute records may be adjusted. These attachments are apparently in larger demand than the new machines. The campaign records are poor sellers.

COLUMBIA DOUBLE-DISC CATALOG.

The Columbia Phonograph Co. have just issued their catalog of double-disc records. It is a most imposing publication of over seventy pages, containing a list of the Fonotipia double-disc grand opera records. It also contains a list of the Fonotipia double-disc grand opera records. The catalog is neatly gotten up, carefully classified and arranged alphabetically. It contains a list of the Fonotipia double-disc grand opera records. The catalog is neatly gotten up, carefully classified and arranged alphabetically. It contains a list of the Fonotipia double-disc grand opera records.

A VICTOR ENTHUSIAST.


Speaking of Victor enthusiasts, it is safe to say there are few in the country to compare with John Van De Walle, proprietor of the Van De Walle Music Co., Terre Haute, Ind., whose "strong left arm" we reproduce herewith, showing the famous trade-mark of the Victor, "His Master's Voice," which was tattooed on his arm about seven years ago. It is something so novel that we take the liberty of reproducing it, as we feel sure it will interest the entire trade. It is certainly effective and original advertising.

The Victor Distributing & Export Co., New York, speak of their September business as being far ahead of expectations. The work of Messrs. F. M. Williams, Moody and Moffat is of the gilt-edge order, and results follow.
TRADE IN THE MONUMENTAL CITY.

September Business Close to Normal—Columbia Double Disc Records Well Received—New Columbia Dealer in Towson, Md.—Good Report from Sanders & Stayman—What Other Houses Are Doing—A Good Winter Trade Expected.

(Basic portion above)

The statements of the various talking machine dealers in this city clearly indicate that the hard times of last spring and summer have entirely disappeared, in so far as this city is concerned, and that the coming winter will find the business equal to that of any previous year. Everywhere that the representative of the Talking Machine World visited to-day he was told that the September business in the way of sales of machines and records was excellent, and that the dealers are happy over the prospects.

Manager Lyle, of the Columbia Phonograph Co., announced that the company's double records have been in great demand ever since the public became aware of their existence, and that the calls for them have been extremely heavy. The dealers have taken hold of these records and find a ready sale for them than was anticipated. Several of the dealers, in fact, have purchased all of those catalogued. The local store, says Manager Lyle, is meeting with great success with the cylinder records of the Indestructible Record Co., the entire catalog of which have also been taken over by several of the dealers.

W. A. Cooper, the traveling representative of the local stores, is lining up the dealers in Virginia on the Columbia goods exclusively.

Louis Hergenrather, Jr., of Towson, Md., has become the exclusive representative of the Columbia disc machine and records, the Columbia cylinder machines and records, and the new Columbia indestructible records in that town, which is the county seat of Baltimore County. He reports that business the past month has been remarkably good in his territory.

President G. Wright Nicols, of Sanders & Stayman, who handle the Victor and Columbia machines, reports that he has had an excellent business all during the month of September. The demand for the political records has been extremely heavy. Mr. Nicols also reports that he has had many visits from the officers and men of the Italian Cruiser Ettore Fieramosca, who have purchased a number of the machines to take along with them when they leave this port the present week. This cruiser has been in the Baltimore harbor for three weeks, and previous to its arrival here, had been on a three years' cruise. The men have not only been contented with the purchase of the machines, but have also well supplied themselves with a great number of records so that the music on board the ship while at sea will not become monotonous. Their favorite records, however, have been those of the Italian opera.

Manager: Grottendrick, of E. F. Droop & Sons Co., agents for the Victor and Edison machines and records, announces that the September business has been away above the average of that of several months previously. He states that he anticipates an immense sale of the new Edison attachment to play the four minute Amberol records in consequence of the number of advance orders now on hand from the local stores. The factory hands at Orange, N. J., have been working day and night to get ahead on the advance orders.

Fred Scheller, who is looking after the local interests of the Star talking machines and records, says that he has every reason to predict one of the most successful winters in the local trade that the dealers have known. The sales during the month of September were away above those of the several months before and are increasing each week. He is having a good run on the sentimental records, while the others are also holding up their end.

The Douglas Phonograph Co., Inc., New York, have signed the dealers contract with the Victor Talking Machine Co., Camden, N. J., and have placed on the list. Their branch in Newark, N. J., has followed suit.

Anchorage of their new branch house at

45 North Ninth Street

HARRISBURG, PA.

The same high-class service that has been the rule at our Philadelphia house will prevail. Edison dealers in Central Pennsylvania cannot afford to overlook this opportunity for a saving both in time and cost of transportation. If you have not signed with us we solicit correspondence.

Announced to be Ready Early This Month.

A line of double disc Zonophone records, to be ready early in October, was announced by the Universal Talking Machine Mfg. Co., Newark, N. J., in the subjoined circular, under date of September 24, in part as follows:

"To the Trade—We have decided to put on the market double record discs. Enclosed you will find copy of the first list of 150 records (100 selections). We would like to have you examine the catalog carefully and note how we have paired up the records, giving you two different selections of about the same class. The selections are the very best that can be had, and we will continue to catalog only the best. We will advertise the Zonophone product more than we have done heretofore. We will get out double side records each month.

"The retail price of the double record discs will be 65 cents. We expect to be able to make shipment of the first list of double side records about October 1.

"We have also decided on an exchange proposition as follows: To allow you to return one Zonophone single side 10-inch record providing you order three double side Zonophone records and pay for two double side Zonophone records. No broken records or records of other make will be accepted, and you must order three times the amount of double side records that you are returning of the single side, in order to be entitled to credit as per above.

"The single side records must be returned at once and the order for the double side records received at our office on the exchange proposition as per above not later than November 1. Dealers and jobbers must not offer this exchange proposition to consumers."

"On and after October 1, the list price of the 10-inch single side records will be 50 cents. On and after October 1, 12-inch single side records will list at 75 cents."

SPECIAL—The illustration shows our No. 123 Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.

LOUIS BUEHN & BROTHER

PHILADELPHIA Everything for Talking Machine

HARRISBURG
DO YOU MEET THE DEMAND FOR VERNIS MARTIN IMT. Rookwood DECORATED AND INLAID DESIGN CABINETS?

They help sell expensive machines

BUY THEM FROM Cadillac Cabinet Co.

DETROIT, MICH.

COLUMBIA CO.'S OPEN LETTER.

Policy for the Coming Season Has Been Determined and Is Being Acted Upon—Just What the Columbia Program Is.

Gentlemen—When the National Talking Machine Jobbers' Association issued the following statement, we have reason to feel pretty sure they did not have the Columbia Phonograph Co. in mind: "The jobbers hope that the factories will very soon determine their policy for the coming season and remove the uneasy feeling that is now apparent among the trade." Because, as far as the Columbia Phonograph Co. is concerned, our policy is not only determined for the coming season but it is already doing business and a lot of it.

This company has been working more closely with the dealer all through the past season of depression than ever before in its history. Before we made one of the several moves that have been so significant this fall, we took into fullest consideration the problem that has faced the dealer from the first day he went into the business—and more especially lately—and our whole aim has been, and now is, to remove once and for all, all the unsettling, not to say impossible, conditions that the dealer has had to meet, and to dissolve entirely with light in printing and substitutes for a dye, which is applied to the negative and then transferred by mere contact to a piece of white paper coated with a film of gelatine.

COLUMBIA PHOTOGRAPH CO., GEN'LY.
Geo. W. Lyte, General Manager.

REVOLUTION IN PHOTOGRAPHY.

A new process in photography has just been invented by a young Englishman—a process that makes it possible to reproduce in colors from negatives and that suggests a simple solution of the difficult problem of color photography. Frank W. Donisthorpe, of Bath, is the inventor. The Donisthorpe process does away entirely with light in printing and substitutes for a dye, which is applied to the negative and then transferred by mere contact to a piece of white paper coated with a film of gelatine.

Photography, a leading British magazine, describes the process briefly as follows:

This new negative to be termed in what is practically a vasudana toning bath for five minutes. This bath is called the 'hardening bath.' It is then rinsed for two minutes and placed in a strong color solution for five minutes. A piece of gelatinated paper is soaked in water for two minutes, and then the negative, being taken out of the dye solution and rinsed, is laid face down upon the paper, and the two are squeezed into contact. After remaining in contact for a few minutes the paper is gently pulled off, dipped for a moment in methylated spirit, blotted off and is a finished print, which in five minutes is dry. The negative, after the paper is stripped from it, is put back into the dye for half a minute or so, and is then ready to have a fresh piece of paper squeezed to it, and so on. A single treatment in the 'hardening' bath fits it for an indefinitely large number of prints to be made from it in this very simple and direct method.

It will be noticed that this process is not unlike that of mimeographing. The whole process can be performed in any light; the printing paper being rendered insensitive to light by any light, and the negative, once hardened, can be used any number of times, the dyestuffs being washed out of it and new ones applied whenever a new color is desired. By making three negatives through colored glass, one for each of the three primary colors, dyeing one blue, one red and one yellow and printing these one over the other, the three color half-tones are printed. It seems as if a good photograph in colors could be printed direct from the negative.

CHANGE NAME AND LOCATION.

The Standard Graphophone Co., of Los Angeles, Calif., have discontinued their business in that city and will shortly open in Oakland, Calif., under the name of the Oakland Graphophone Co.
MILWAUKEE'S BUDGET OF NEWS.

Supplying Heavy Demand for New Styles of Machines, Records and Attachments Keep Trade Busy—New Columbia Style Creates Interest—Association Formed by Dealers—Those Interested—A. D. Herriman's Clever Sign—Victor's Artistic Cylinders, Crowds at State Fair—George Huseby Closes Branch—Other Interesting Trade News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 8, 1908.

The question of securing the trade is not so important to Milwaukee dealers just at this time as the matter of being able to supply the demands of the trade. Wholesale dealers in practically all lines are experiencing the greatest difficulty in securing stock, especially in the new machines and equipment, from their factories, and this fact is proving to be a serious obstacle just at the time when retailers all over the State are hustling to meet the demand for the fall trade, which is already under way. It seems to be the natural thing that both retailers and trade are interested in the latest in the talking machine field, and wholesalers say that the factories are interested in the latest in the talking machine trade, which is already under way.

Supplying Heavy Demand for New Styles of Records—All lines are experiencing the greatest difficulty in supplying the heavy demand for new styles of records, are creating no end of interest, and dealers are still ordering heavily in anticipation of heavy sales this fall and early winter.

The Senior Member of Paulus Bros., well-known talking machine dealers of Manitowoc, Wis., in conversation with his wife, were recent Milwaukee visitors.

Sales of the new October records on all machines are proving to be very satisfactory. Demand is good for both the Taft and Bryan records as the campaign advances, and the recent visit of both candidates to Milwaukee has aroused more interest in the line than formerly. Dealers all over the State are most optimistic over the future of the new Edison Amberol records, and the trade in general seems to be enthusiastic over these records. The new double records of the Victor companies promise to be winners also, judging from present sales and inquiries.

Lawrence Lucker, head of the Minnesota Phonograph Co., of Minneapolis, recently stopped over in Milwaukee while on his way home from a western trip.

The new B. T. style Columbia has just arrived in Milwaukee and is creating considerable interest in the talking machine field. The machine comes in a mahogany cabinet, with an extra heavy spring and a 13-inch tumbler, all of which are factors in future success, say some of the dealers. The machine is listed at $40, a half-way price between the $50 and the $100 Columbia, and indications are that this will be a popular indulgence with the trade.

Milwaukee talking machine dealers have formed an association for the purpose of mutual protection and regulation of sales and prices. The need of such an organization has been felt for some time, and it is expected that it will be successful from the start. The organization was perfected recently by a gathering of some of the dealers at the establishment of Lawrence McGreal, 174-176 Third street, preceded by a dinner at the Plankington House. Officers of the new association elected are as follows: President, E. B. Gennerich; secretary, Harry W. Krienis; treasurer, C. C. Warner. Others present were George Huseby, Charles H. Iddings, Simon Goerke, George H. Rechbush, E. F. Piasecki, F. C. Strumpf, and A. B. Mallott. Present plans are for the holding of business meetings fortnightly during the coming winter. Arrangements are being completed for the formation of a State association among Wisconsin dealers, and it is expected that the new organization will be completed by Christmas.

A. D. Herriman, Milwaukee manager of the Columbia lines, is well known for his hustling ideas of advertising and business push, and his latest innovation is proving to be a winner as a business getter. The well-known manager has constructed a large portable sign which relates the Columbia plan of $1 weekly payment for machines, and each day this is taken by a couple of colored men from the factory discharge office. A Columbia machine and a line of records are stored away in the rig, which is always on hand as the factory force of some of the big plants emerge at the turn of the hour. The Columbia machine "gets busy," the salesmen take, and the sign speaks for itself, and the result is that the plan is daily selling machines to the working masses of Milwaukee. Industrial conditions in the city are fast returning to the normal basis, money is becoming more plentiful with the workman now that he has plenty of work, and he is feeling more inclined to become interested in "talkers."

One of the most popular places at the recent Wisconsin State Fair, held in Milwaukee, was the headquarters of the Milwaukee Daily News, which installed such machines from the establishment of Lawrence McGreal, 174-176 Third street, entertained the busy crowds with extracts from the speech of William Jennings Bryan. The voice of "The Fighting Orator" was heard by the public, and there were some interesting scenes about the tent. "Why, I don't see Mr. Bryan," said one woman who had met the Democratic leader during one of his visits. The multitude laughed while the woman crowded her way into the tent expecting to see Mr. Bryan.

The new Columbia double records have made a decided hit at the fair, and the only thing that is troubling dealers is the fact that they are unable to secure the new records fast enough to satisfy the demand.

"The new records are bound to be a big thing," said A. D. Herriman, Milwaukee manager for the Columbia Co. "Any number of the dealers are interested in the records, and all are most enthusiastic over the future of the records. The 100 samples that we received went in one day, and now we are waiting for more. The Columbia Taft records have been selling and inquiries are arriving for the new Bryan records. Business has been up-top for the past month, and the prospects are that the month of October will be a winner for the Columbia in Wisconsin territory."

C. H. Wilson, general manager of the National Phonograph Co., recently spent a day in Milwaukee, conducting the general business of the firm.

George Huseby, well known retailer of the Victor and Edison lines, has dissolved his Grand avenue establishment and has removed part of his stock to the main store at 454 Grove street. Mr. Huseby has opened a new establishment on the fourth floor of the Enterprise building, where an exclusive talking machine line will be handled.

A new Auxetophone, recently sold to the Plankington Hotel, in Milwaukee, by Lawrence McGreal, is arousing considerable interest among the patrons of the well-known hotel. The Auxetophone is being used in connection with Bach's Symphony Orchestra, and is proving to be a most valuable adjunct. Only the Red Seal records are being used.

The senior member of Paulus Bros., well-known talking machine dealers of Manitowoc, Wis., in conversation with his wife, were recent Milwaukee visitors.

Sales of the new October records on all machines are proving to be very satisfactory. Demand is good for both the Taft and Bryan records as the campaign advances, and the recent visit of both candidates to Milwaukee has aroused more interest in the line than formerly. Dealers all over the State are most optimistic over the future of the new Edison Amberol records, and the trade in general seems to be enthusiastic over these records. The new double records of the Victor companies promise to be winners also, judging from present sales and inquiries.

Lawrence Lucker, head of the Minnesota Phonograph Co., of Minneapolis, recently stopped over in Milwaukee while on his way home from an eastern trip.

The first two machines of the new Victor O. style to be sold in Milwaukee were recently disposed of by the Hoeffer Mfg. Co. through J. H. Becker, Jr., manager of the talking machine department.

Mr. Becker is enthusiastic over the prospects of the new machine and believes that sales in the line are to be heavy. Mr. Becker is now personally superintending the Edison business phonograph line because of his close intimacy with the trade and his intricate knowledge of the machine. Some very flattering sales have been made by the leading manufacturing companies of Milwaukee have been made, among them the Cutler-Hammer Co., where two machines were placed. Mr. Becker has placed a machine on trial at the offices of the National Mutual Life Insurance Co., of Milwaukee, and present indications are that several machines will be disposed of here and an entry made into a most profitable and valuable field.

Lawrence McGreal, jobber and retailer at 174-176 Third street, recently made an over-Sunday visit at the home of his father-in-law, at Dixon, Ill. Mr. McGreal was accompanied by Hughes,

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Live Issues for Season 1908-1909!

**INDESTRUCTIBLE RECORD**

**Victor Machines and Double Discs**

**Columbia Indestructible Cylinders**

"If Dealers will find these the money makers for the coming season.

"It always pays to keep in touch with—

**BENJ. SWITKY, 27 East 14th Street, New York**

**VICTOR AND INDESTRUCTIBLE JOBBER**
A Talking Machine Without A Cabinet

The records are indexed so you can lay your hand on "The Merry Widow" one second and find a Caruso or a Taft or Bryan Record the next.

Of course you want the best Cabinet. Just like everything else, there is a best Cabinet for Records and we have the IDELL WORKS OF INDIANAPOLIS, IND., U. S. A.

Make them for Victor Discs and Edison Cylinders.

WRITE FOR CATALOG AND PRICES

RECORD BULLETINS FOR NOVEMBER, 1908


COLUMBIA 12-INCH DOUBLE-DISC RECORDS


SYMPHONY SERIES.


RESTRAINED FROM PRICE-CUTTING.

Wee'sonk Pawbrokers Were Selling Edison Records to Edison Agents Below Price. (Special to The Talking Machine World)

Judge Arthur L. Brown last week granted in the Federal Court the prayer of the New Jersey Patent Co. and the National Phonograp Co., joint plaintiffs, for a permanent injunction against James Donnelly and Lawrence Fahey, pawbrokers, of Wee'sonk, prohibiting them from disposing of certain phonographic records involved in a suit at law.

According to the declaration, the contracts entered into between the plaintiffs and dealers in the records bind the latter not to dispose of the records at less than 35 cents apiece. The cartoons containing the records have a printed notice recting the conditions prohibiting this, and providing that the use of the records is forfeited whenever they are purchased at less than the regular price.

William Quimby, attorney for the plaintiffs, said that the defendants had sold to certain agents of the plaintiffs certain records at cut prices.

TOM F. MURRAY A VISITOR.

Tom F. Murray, general manager of the Wooden Phonograph Horn Co., Syracuse, N. Y., was in New York recently looking into his financial investments and arranging to increase the output of his company. He has a large contract with the Columbia Phonograph Co., General and other business of large proportions is being figured upon.

A Pittsburgh (Pa.) music house reports the sale of three Victor Victrolas recently through play-
latest patents relating to talking machines and records

(specially prepared for the talking machine world)


The object of this invention is to provide improved means whereby the delicate mechanism of sound production, particularly in disc record machines, is protected, and in which this protection shall serve to defend or destroy the sound produced by physical contact between the disc and stylus.

Figure 1 shows a side view of a talking machine provided with improved cover, the latter being shown in section; Fig. 2 is a top view of the device when removed from the talking machine; Fig. 3 is a bottom view thereof, and Fig. 4 a rear view from which the attachments adapted to inclose the horn support are omitted.


This invention relates to the sound-box for use in machines for recording and reproducing sound and particularly to the diaphragm of such sound boxes and to the means for positioning or adjusting, and for securing the same within the sound-box.

The object of this invention is to provide a diaphragm for a sound box in which no special care or skill is required to accurately position or adjust the diaphragm in its proper position within the sound-box and to secure the diaphragm in such adjusted position without the use of gaskets or elastic rings or similar means.

A further object of this invention is to construct a diaphragm of such a shape that the same is not liable to become distorted and subjected to unevenly distributed strains when placed within the sound-box, but to stiffen the same both at the edges or periphery and also at the center thereof in order to more accurately and faithfully transmit the vibrations of sound or speech, and to improve the quality and quantity of the sound or speech reproduced from a recording surface.

In the drawings accompanying this specification and forming a part thereof, Figure 1 is an end view of a sound-box provided with the improved diaphragm; Fig. 2 is a transverse longitudinal section thereof on the line 2-2 of Fig. 1; Fig. 3 is a similar sectional view of modified form of diaphragm and Fig. 4 is also a longitudinal sectional view of a modified form of the diaphragm and of the manner of securing the same within the sound-box.

Patent No. 897,774.

In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Price.

Miraphone Combination

Music Box and Talking Machine

In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Price.

Jacot Music Box Co.
No. 39 Union Square, New York.
mounting for the bar or lever by which the ready application and removal of the bar is permitted, and by which the pivot bearing may be quickly and conveniently adjusted to compensate for wear.

Figure 1 is a front or face view of a sound-box embodying the invention. Fig. 2 is a side elevation of the same. Fig. 3 is a sectional elevation of line 3—3 of Fig. 1.


This invention relates to a sound reproducing apparatus, and is especially designed to be employed in connection with the stylus-bar of the gramophone, or kindred instrument, for producing an oscillating anti-friction bearing for said bar, and in which other undesirable movements are entirely obliterated.

Figure 1 is a sectional view on line A—A of Fig. 2, which is a plan view of the apparatus. Figs. 3 and 4 are perspective views of the members of the stylus-bar. Fig. 4 is a side view. Fig. 6 shows the hook attachment. Fig. 7 is a section on line B—B of Fig. 2. Figs. 8—10 are plan and side views of a modified form. Fig. 9 shows section on lines C—C and D—D. Fig. 10—10a are detail views. Figs. 11—11a show another form; as also do Figs. 12—13—13a and 15. Figs. 16—18 show the knife edges bearings in a plane parallel with the stylus-bar. Figs. 19—20—21 are a plan and two side views of the bearing and the stylus.

THE TALKING MACHINE WORLD.

My Dear Sir:

We desire to impress as emphatically as we can the dealers of Michigan, Northern Ohio and Northern Indiana with the important fact:

That our lines of Phonographs, Talking Machines, Records, and all Accessories have never been so thoroughly full and complete as they are now. The demands of the trade justify our carrying very large stocks.

Then our Shipping Department is in readiness at all times to promptly fill orders and ship the goods without a minute's delay. We always have in stock what the dealer wants, and we solicit orders—"hurry" orders, by wire or long-distance 'phone, because we can ship the goods the same day.

We earnestly and respectfully solicit your business in the confidence that the results will be mutually profitable.

AMERICAN PHONOGRAPH COMPANY

DETROIT, MICH.
sound and enrichment of the tone is effected by the arrangement of attuned strings so that for each note of the talking machine at least one string is caused to vibrate: while this takes place with the arrangement of suitable strings or of groups of like strings or with some of these. Preferably the invention is so devised that the casing forms at the same time the resonance board of an attuned stringed instrument, the effect being further increased by interposing a sound-undulating "volute" between the traversing part of the talking machine and the bridge of the strings. Besides the enrichment of the tones in the reproduction of a tone by means of a talking machine connected with an attuned stringed instrument there is also obtained the possibility of being able to strike the same tone on the instrument or at least to play some accompaniments to the same.

In the accompanying drawings which illustrate several embodiments of the invention Figure 1 is a rear elevation of a talking machine, the parts being in section, and in Fig. 5 a further modification of a talking apparatus including a casing combined with a sifter.

**Graphophone Sound Box.**


This invention relates to sound boxes of graphophones and particularly to means for controlling the degree of vibration of the physius-bar, whereby the pitch of the composition being played may be varied at will. By the use of this invention, a graphophone record is given a widely increased range. It is a well known fact that the key of a piece played upon a graphophone varies with the speed of the record. A further object of the invention is to so construct the parts that the weight of the sound-box will be decreased and a neat and ornamental box provided.

A further object of the invention is the provision of improved means for securing the inner end of the physius-bar to the diaphragm without the use of a casing.

In the accompanying drawing Figure 1 is a side elevation of a graphophone sound box constructed in accordance with the invention. Fig. 2 is a sectional view upon line zz of Fig. 1 and looking in the direction indicated by the arrows and Fig. 3 is a detail view of the connection between the physius bar and the diaphragm.

**ATTACHMENT FOR TALKING MACHINES.**

PATENT NO. 899,880.

Louise H. Martelock, Oroville, Cal.

This invention has reference particularly to arrangements in which the sound-boxes or sound undulations of the record -groove. This invention provides for reproducing sounds from either of these two types of record-tablets, these being termed the vertically undulating and the laterally undulating types. For reproducing sounds from these two types of record-tablets machines differing in construction have heretofore been required, so that a person having but one machine could use only records of one of these two types.

The object of the invention is to provide a talking-machine so constructed that it may be used to reproduce sounds from either of these two types of records differing in the character of the sound-undulations of the record-groove. This is accomplished by providing a sound-box which is arranged to assume either of two operative positions, in one of which the sound of the sound-box will co-operate with a record of the vertically undulating type to reproduce the recorded sounds and in the other of which it will co-operate with a record of laterally undulating type. Thus, the sound-conveying device of the talking machine, consisting of either an amplifying horn alone or a combined horn and tone-arm may have a joint permitting movement of the sound-box to either of its two positions.

In the preferred embodiment of the invention, a tone-arm is employed and a joint is provided near the free end thereof such that the sound-box may be moved from one operative position to a second operative position in which its diaphragm is disposed at a right angle to the plane of the graphophone when the box is in the first position.

**Figures 1 and 2 are views in elevation of the tone-arm and sound-box showing the two positions of the latter, and Fig. 3 is a sectional elevation of the sound-box and a portion of the tone-arm.**

50,000,000 PEOPLE WILL HEAR

The Voices of Bryan and Taft Through the Medium of the Talking Machine During the Political Campaign Now on.

Commenting upon the talking machine as a factor in the national campaign now under way, Frederic J. Haskins, the well-known writer, says: "If figures did not sometimes lie it would be easy to prove that at least 50,000,000 people will hear the voices of Bryan and Taft between now and election day. Mr. Taft has talked for twelve records, and Mr. Bryan for ten. Big sellers in the record trade often reach the hundred thousand mark. Did each of these records reach that mark it would mean a sale of 2,200,000 records. If only twenty-five people heard each of these records it would mean that more than half the people of the United States could say that they had heard the voice of one or the other of the leading Presidential candidates."

**Strike Now!**

Trade is getting better—everyone admits it and if you are going to take the fullest advantage of business conditions, you must be ready and prepared. We can supply you at the shortest possible notice with all kinds of talking machines, accessories, and a lot of specialties which we manufacture and control exclusively.

We are manufacturers and jobbers, and by concentrating our efforts solely upon that end of the business, we are in a position to devote our whole time to the needs of dealers. If you are in Boston you will find our place convenient. Call and look us over and if you desire anything in the talking machine line, do not fail to take up the subject with us and we can meet your wants in every particular.

**The Boston Cycle and Sundry Co.**

38 Hanover Street  
Boston, Mass.
Leading Jobbers of Talking Machines in America

The Ditson Stores

Are delivering the most wonderful TALKING MACHINE NEEDLES ever manufactured. They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of GOOD NEEDLES. A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.
Nos. 1, 10, 12 East 34th Street No. 1632 Chestnut Street
150 Tremont Street, NEW YORK, N. Y.
PERRY ELLIS & CO.
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records

Harger & Blish Jobbers

VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

E. T. Wilton & Company
HOUSton, TEX.
Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc. We have everything you need, also JEWELRY and WATCHES

F. M. Atwood
123 Monroe Avenue
MEMPHIS, TENN.
EDISON JOBBER

Columbia Jobbers
N. W. IOWA, NEBRASKA and SOUTHERN IOWA
Write to-day for terms necessary to become dealers.

W. A. Bean Company
315 Fourth Street
SIOUX CITY

F. E. Droop & Sons Co.
925 15th Street
WASHINGTON, D. C.
Baltimore, MD.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines

PRICE PHONOGRAPH CO.
3444 Clinton Street, NEWARK, N. J.
Victor Distributors
Talking Machines and Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer, Large Stock — Quick Service

BUFFALO - N. Y.
NEAL, CLARK, & NEAL CO.
J. E. Ditson & Co.

EDISON VICTOR COLUMBIA

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.
J. A. MACKAY'S EULOGY RECORDED

By Son at Columbia Co.'s Laboratories—Records for Private Distribution Only.

When a monument was erected to the memory of John A. Mackay, president of the Commercial Cable Co., and a well-known capitalist, at Reno, Nev., Col. George Harvey, editor of Harper's Weekly, and other publications, delivered the dedicatory address. Clarence Mackay, a son, replied to the oration, and to preserve this speech in its natural force and vigor, it is being done by Victor H. Emerson, the manager. The records are being done by Victor H. Emerson, the manager.

Stick a Pin in This!

We refer all retail inquiries from our Dealers' towns to them for attention. We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer. If we do not refer the inquiry to you and then offer to pay express if the customer will buy direct.

The Rudolph Wurlitzer Co.,
Cincinnati and Chicago.
2 points of supply on Victor & Edison. Order from the nearest.

NEW VICTOR CO. POWER PLANT.

One of the Best Equipped in South Jersey Say Engineers.

(Special to The Talking Machine World.)
Camden, N. J., Sept. 30, 1908.
The $25,000 stack of the Victor Talking Machine Co., near Second and Cooper streets, is completed, and is 265 feet in height, being the highest in South Jersey.

The cost is slight and the advantage is great. Be sure and have your firm in the November list.

UNIFORM BILL OF LADING.

New Document Will Go Into Effect Throughout the Country on Nov. 1.

(Special to The Talking Machine World.)
Chicago, Oct. 5, 1908.

Upon the recommendation of the Interstate Commerce Commission, which was made after public hearing upon the matter, at which all interests were afforded an opportunity to be heard, the carriers will, on November 1, 1908, adopt a new uniform bill of lading combined with a new shipping order. This combined bill of lading and shipping order was prepared by a representative committee of shippers and carriers after many conferences with banking and other interests.

On and after November 1 the shipper may have the option of shipping property either subject to the terms and conditions of the uniform bill of lading or under the liability imposed upon common carriers by the common law and the Federal and State statutes applicable thereto.

If the shipper elects to ship under the terms and conditions of the uniform bill of lading and shipping order, the rate provided in the official classification and tariffs will apply. If the shipper elects not to accept the conditions of the new uniform bill of lading and shipping order, the property so carried will be at carrier's liability, limited only as provided by common law and by the laws of the United States and of the several States in so far as they apply, but subject to the terms and conditions of the uniform bill of lading insofar as they are not inconsistent with such common carriers' liability, and the charge therefor will be 10 per cent. higher (subject to a minimum increase of 1 per cent. per 100 lbs. than the rate charged for property shipped) to all the terms and conditions of the uniform bill of lading and shipping order.

"JOBBERS, ATTENTION!"

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

TALKING MACHINE SUPPLIES

has brought us Orders from almost every Jobber in the United States. If you have not sent us an order, do so at once and you will save 100 per cent. clean profit. Besides repair parts, we sell Needles. Write for our Net Prices and Samples at once.

Talking Machine Supply Co.,
400 Fifth Ave.
NEW YORK
On the banks of a notable New England river with a second hand net and assistant which left him with a capital for next season's business with a second hand net and boat, and hired an assistant, who, if he had been a handy man could always find remunerative employment at all seasons of the year.

Shad fishing on the river was very remunerative in its season at this time and had greater attractions to the individual than the more regular industries, consequently one year, just prior to the shad fishing season, he borrowed some money for the purchase of a net and boat, and attracted employment at all seasons of the year.

As a handy man could always find remunerative employment at all seasons of the year, a horse and buggy, and prepared to chase a new net and boat, which he was obliged to have.

The fifth season opened up he found he had supported his family to the close fishing season and had accumulated sufficient money purchase a new net and boat, which he was obliged to have.

The sixth season was a little better than the third and fourth, so that when this season closed he found himself in pretty good shape financially. He then said to his wife 'Henceforth I am a fisherman in the fishing season, but between seasons I am open for anything that has a profit in it.' Although the shad fishing industry has never since been as prosperous as in its former days, this particular individual has never been up against it again, but on the contrary has a good bank account and still keeps his horse and buggy and piano.

The Talking Machine World relates this story for two reasons, first, concerning the individual fisherman it is a true one, secondly because there are so many talking machine dealers whose circumstances seem to be parallel with the fisherman in the story. We cannot see any reason why simply because a talking machine dealer can make good profits in the talking machine business during its season, he should decline to handle any other merchandise which might fit in between seasons, such a dealer would be a very great detriment to his 'talking machine business during its season.

There are many side lines which are being advertised in The Talking Machine World; many other side lines which a dealer could find which have never been advertised. What line the dealer should adopt is for him to decide, not us; this depends entirely upon your locality and the class of trade you have. For one dealer a good side line might be fire arms or sporting goods; or another dealer watches and jewelry, still another might adopt the optical goods, or perhaps a more complete line of music and musical instruments. The dealer who knows his trade and locality can hardly make a mistake in choosing a side line; he should be governed by two rules only. First, will it fit in with my regular business? Second, is there money in the side line? If these questions can be answered in the affirmative you can rest assured the side line is all right.

You see dealers engaged in other lines making a success of phonographs as a side line. If this is true, and we know of cases where it is true, why can it not be reversed and the talking machine dealer make a success of something else for a side line.

This is food for thought, Mr. Dealer, but remember what without action availed nothing.

Selling and Athletic Goods.

Among the various lines referred to in these columns, brands are restricted. which does away with unfair competition, which gives the smaller dealer a fighting chance. The prospective dealer, therefore, if he is wise will confine himself to such things as are most in demand at the time of your city; for example, it now being the fall of the year, if you are in the neighborhood of good hunting, put in a complete line of hunting supplies, and a small opening is there money in the side line?

It will hardly make a mistake in choosing a side line; a dealer who knows his trade and locality can hardly make a mistake in choosing a side line. The dealer who knows his trade and locality can hardly make a mistake in choosing a side line; he should be governed by two rules only. First, will it fit in with my regular business? Second, is there money in the side line? If these questions can be answered in the affirmative you can rest assured the side line is all right.

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The VIASCOPE SPECIAL
NOW READY

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

VIASCOPE MFG. CO. - CHICAGO

Department A, 112 East Randolph Street
"New Process" GILLETTE Blades

Have You Got Them In Stock?

"New Process" Gillette blades have proved an instantaneous success.

They differ in price, quality, appearance and style of package from the previous kind, and the public is being notified of the change by full page advertisements in all the leading magazines.

More than two million GILLETTE users will now accept only "New Process" GILLETTE blades. If you have them in stock before other dealers in your locality you will get the business, and at the new price your profit is a very liberal one.

"New Process" blades are manufactured by newly-invented machines and processes, making them superior in appearance, operation and endurance to any blades ever produced by anyone.

These machines are automatically regulated, and grind, hone and sharpen each blade individually with the utmost precision.

Every cutting edge is perfect, and possesses a degree of keenness not produced by any other process.

"New Process" blades are finished with a high polish that renders them easy to clean. Since dust and moisture do not cling readily to a polished surface, these blades are practically immune from rust.

"New Process" blades are packed in a handsome nickel-plated box which seals itself hermetically every time it is closed. This shuts out all dampness and effectively protects the blades from rust in any climate, land or sea. When empty, the box forms an attractive waterproof match safe.

The set now contains 12 blades.

The Retail Price is $1.00 per set.

To those who are not handling the GILLETTE, we suggest "Get Busy." Get the sales resulting from our huge advertising campaign—the increased business and profits that the co-operation of our Sales Department will bring you.

YOUR customers are continually seeing GILLETTE advertisements and they want the razor. Eventually they buy it somewhere.

WHY NOT OF YOU?

Write us for catalog and liberal discounts to dealers.

GILLETTE SALES COMPANY

BOSTON
702 Kimball Building

NEW YORK
702 Times Building

CHICAGO
702 Stock Exchange Building
idea was to unload as much as possible regard-
less of the custom—that is to say, to dispose of the
goods. These cards, in the first place, were gotten
up in a slip-shod manner and then sold direct by the manufacturer at almost cost, so as to get rid of them. The salesman’s argument, of course, was specious, the dealer was to get all the profit (anywhere from 300 to 1,000 per-
cent, according to the credibility of the victim). The public being crazy over this or that subject
would pay any price, and all the dealer had to do was to sit tight and take in the coin. The outcome of the whole foolish business is the demonstration of the entire trade. At last, manufacturers and jobbers have begun to realise that their own carelessness, plus greediness, was killing the goose that laid the golden eggs. They have now gotten together and formed associa-
tions to protect the dealer and maintain a stand-
ard scale of prices and quality. This movement will be a godsend to the trade, and there is no doubt but that the good old days of prosperity will return for all concerned. But what about the cards that the dealer now has, and which it seems impossible to rid himself of? There are only two ways that these can be disposed of, for disposed of they must be, if the retailer would revive his business, and that quickly. Choose those that are clean and in good condi-
tion, and if constantly kept before the eyes of one’s customers will, of course, be specious, the dealer was to get one dollar—which simply means increased satisfac-
tion to the public and additional profit for dealers. If there is a man in this trade who doesn’t handle this razor, but who is anxious to make some additional money out of Christmas trade, we earnestly advise him to set right down and investigate this line. Not only is the ini-
tial sale a profitable one, but each razor sold means a steady customer on blades and steady and satisfied customers on the Gillette mean cus-
tomers on your other lines.

**GILLETTE SAFETY RAZORS**

The Ideal Side Line for Christmas Trade—and Why.

Taken all in all there is no Christmas gift that will be received with greater pleasure by any man than the Gillette safety razor. People who at any other time might hesitate to “plank down a five-spot,” saying, “oh, well, my old one will do,” will get one now for a friend and thank their stars that they are able to get so acceptable an article at so small a cost. The Gil-
lette Co, from their inception have had but two ideas in view—to make their razor without any possibility of a doubt the best in the world—to create a demand for it by enormous expen-
diture of money and protect and back their dealers to the last ditch. Their restricted price policy enables everyone to make a good large profit, without fear of that nightmare of all mer-
chants, “cut prices.”

What the record and sound-box is to the talk-
ing machine the blade is to the razor. The Gil-
lette quality has long been subjected to competi-
tion and though successful this enterprising firm were not satisfied but must need keep at it in order to improve that which already was the best. As seen in their announcement else-
where in this paper, this has been accomplished.

Our own artists have delivered to us this year the most exquisite designs and the widest possible variety of subjects ever shown in

**THANKSGIVING DAY POST CARDS**

Our stock is entirely new, as we did not have enough cards to fill orders last year. The sale will be larger this year because our designs and variety are better than ever before, besides that the day cannot be celebrated rightly by our people without freely distributing these cards. Special trade price for this quality of Cards.

**25 Designs—$1.00 per 100 Assorted—25 Designs**

By Mail 8 cents extra.

**shall we mail you our new Fall Post Card Catalog?**

**THE AMERICAN NEWS COMPANY, Post Card Department, Desk R NEW YORK CITY**
Try Our Competitors Too

when somebody says “our talking machines are as good, or better than Pease’s” — buy them — test them — then compare them with ours — place both before your customers and let them decide, they may not know a great deal about mechanics, but they have eyes and ears. We are willing to leave it to them.

We have devoted years to perfecting our models and are satisfied to let

CROWN TALKING MACHINES
STAND ON THEIR OWN MERITS

As a premium, they are invincible — and for a scheme proposition there is nothing to compare with them.

We want a live firm in every city — a firm who is looking for a chance to make money — and is willing to work for it. Does this hit you? If so, write us now for catalogues and full particulars.

IS IT NOT TRUE

that the man who handles but one line is a slave, and must dance to any tune his manufacturer chooses to whistle? Why not, therefore, be independent? Branch Out, start by investigating Pease’s Side Lines.

Our dealers are making from 100 per cent. to 300 per cent. Profit. Enough Said.

E. S. PEASE CO.
Suites, 1653-1655 Hudson Terminal Building
NEW YORK
GUNS, REVOLVERS, OPTICAL GOODS, ETC.

Are Good Side Lines for Phonograph Dealers

We here illustrate, describe and price a few specialties that will put some go into your business. The goods are all right and prices 20 to 25 per cent. lower than others. Write for confidential wholesale prices.

AUTOMATIC REVOLVERS

Improved Model American-made Automatic Revolvers, High Finish, Perfect Model.

HAMMERLESS AUTOMATIC REVOLVERS 32 and 38 Cal. Retail Price $5.00

NEW LINE Double Action Revolvers RETAIL PRICE $5.00

Write for Wholesale Prices

NATIONAL ARMS CO. GUN LAI, ONLY

ONLY 3.50

KIRTLAND BROS. & CO., Distributing Agents, 90 Chambers St., New York

OUR MONTHLY REVIEW.

We solicit inquiries from our subscribers who are desirous of any information in regard to any subject, which can be handled in connection with the Talking Machine. It is a most complete work on the subject, its 68 pages being brim full of helpful advice. We especially call the attention of new dealers to it, as we are sure that they will find it a most valuable guide in ordering.

The line of post cards is very extensive for this fall and winter season and surpasses all others for genuine quality. A few of the live ones are as follows: "Old Coaching Inns of England." This series contains twelve different views. The cards being imported from England. Each card shows a good picture of an inn with a four or six-horse coach drawn up in front, exactly as in the olden times. A brief description of each inn accompanies each set, the historic points brought out making these cards a valuable addition to any collection.

"Real Winter Time Scenery Post Cards" consist of 64 assorted views. Thirty of these views are real winter scenery, all taken by expert photographers, the remaining 24 showing sleighing parties, skating, etc. Lithographed in 13 colors these cards are real works of art and should have a ready sale.

"Capital Buildings of All States" is a line which is selling fast wherever shown: A large amount of time and expense has been necessary to complete the set. The views are the best, the result being an exceedingly handsome assortment.

"A Girl for Every Month." This line of cards is imported from Germany. The designs, however, are domestic and should appeal.

"Lord's Prayer." This series is a valuable addition to the religious cards now on the market and dealers should not fail to have them in their stock.

"Old Home Week" is the title of one of the best new series. There are eight designs in this assortment, each illustrating a phase of that old New England custom, which has now spread to all parts of the United States. The line is handsomely gotten out and is in great demand.

"Famous Boileau Productions" mark a pronounced advance in the art of lithographing. There are 12 designs in this set of women's heads, the artist's fame creating a large demand for the subjects long before they made their appearance. The assortment of high class Thanksgiving, Christmas and New Year's cards is too numerous to attempt to treat in this brief manner, remarkable all is in earnestly impress on all the fact that they offer big opportunities to dealers handling them. If you do not know where to go take advantage of the "World's" offer and write the editor of the Side Line Department. He can "put you next."

Robt. H. Igersoll & Bro., makers of the Igersoll watch, have just opened a branch office in Montreal, Canada, at 200 Mac Gill street, through which all business in the Dominion will be conducted hereafter.

From reports which reach this office the Reflectoscope has done wonders in reviving the interest of post card collectors, and dealers everywhere, who have taken on this line, are meeting with pronounced success. The Alco Gas Appliance Department, the manufacturers, are making an exceptionally liberal offer for fall and holiday trade, and their extensive advertising in the magazines will stimulate buying all over the country.

Kirtland Bros. & Co., of this city, are offering the trade some remarkable values in sporting goods. Buying as they do, in enormous quantities, they are enabled by their perfect system to give the dealer unusually large margins of profit. It now being the October the hunting season is almost with us and their quotations on rifles, shotguns, revolvers, ammunition and accessories, should prove of interest to all. This company is well known in the sporting world and they always carry a complete stock of everything. Send for their complete catalog and confidential price list.

We told you that the E. S. Pease Co. were having their hands full handling the orders which have poured into them from firms all over the country, who were on the lookout for live side lines. In fact, so fast has their business grown that notwithstanding the fact that they have only occupied their present quarters a few months, they are compelled to broaden out.
again. Their friends will now find them settled in two handsome suites (1653, 1655) at the same address, 55 Church street, where with their increased facilities, they will be better able to make all shipments on time. The Pease Co. have just got control of a couple of new lines which should interest all members of the talking machine trade.

**HURTING THEATRICAL BUSINESS.**

The Talking Machine, Player Piano and Moving Pictures, Through the Medium of the Arcade, Are Taking Money from the Theaters.

Frederic J. Haskin in chatting about the talking machine says this wonderful creation, combined with the automatic piano-player and moving pictures have made a union of forces in the nickelodeon and the penny arcade which is doing great damage to the theater business. It is a theatrical axiom that the profits of the theater are in the gallery, and there can be no doubt that the nickelodeon has cut down the attendance in this portion of the house. A number of companies have been called off the road because of this portion of the house.

It is said that there is more profit in the business of handling the machines that furnish "canned music" than in the piano business itself. One maker of these machines recently issued a circular to the music trade giving facts and figures to prove this statement.

**FIGHT MOVING PICTURE RATE.**

Photographic Supply Trust Said to be Hurrying Rivals on Customs Duties.

Importers of moving pictures have begun a fight against the Treasury Department ruling fixing the amount of duty, and have filed appeals on test cases from the decision of the collector of this port, which will be heard by the Board of General Appraisers. This port, which will be heard by the Board of fixing the amount of duty, and have filed appeals to prove this statement.

It is reported that the so-called trust in control of the American manufacture of photographic goods, audio, and printing papers was trying to make trouble for the importers of goods made by independent foreign houses by having their goods held up in the appraiser's warehouse of the customs. At least, persons who have sought to purchase these independent goods were told by dealers that the trust was preventing them from getting supplies quickly through the Custom House. Deputy Appraiser Michael Nathan denied, however, that such was the case. He said there was no delay in the appraiser's office in releasing the goods.

**HOLIDAY TRADE POSSIBILITIES.**

The Many Side Lines That May be Handled. With Profit by the Talking Machine Dealer During That Period—Electrical Novelties for the Christmas Tree Rapidly Gaining in Favor—Articles for the Grown-Ups.

Have you ever stopped to consider, Mr. Talking Machine Man, the possibilities that Christmas trade offers you in the way of extra profits—of the hundred and one odds and ends that Christmas trade offers you in the way of extra profits—of the hundred and one odds and ends that Christmas trade offers you in the way of extra profits? The merchant is wise, however, who gives good substantial presents such as balls, tops, jack-in-the-boxes, dolls, etc. Cheap premiums only too often hurt the giver more than they do him good. Now as to lines to sell. Inasmuch as we have mentioned electrical novelties we might as well kill that bird first. The novelty end of this business is strictly aimed at children from the age of seven or upwards, and consists of innumerable articles. Christmas trees are almost universally in vogue, but every year the papers record accidents which arise from trees catching fire from the old-fashioned candles. This offers the dealer a mighty strong argument in introducing electric decorative outfits. These come equipped with either dry-cell batteries, or where customers have current in their homes, plugs for direct connection. Outfits consist of one or more festoons of silk-covered flexible wire, each festoon having eight pendant porcelain sockets wired thereto, the color or shape of the bulbs being left to the choice of the purchaser. Those outfits range in price from $8 to $25, giving the dealer a handsome profit. Electric railroad outfits are extremely popular, consisting of engines or motor cars; oil, coal and freight cars, tracks, switches, bumpers, signals, bridges, terminals, etc. Dealers will find by operating one of these outfits in their windows they will draw crowds and make them offer premiums. Flash-light outfits, phonograph outfits, miniature motors, dynamos, batteries, etc., also sell well and help

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**Six-Foot Post Cards**

*In Brilliant Colors*

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**The Reflectoscope**

**THE POST CARD MAGIC LANTERN**

When reflected by the Reflectoscope a 6-inch Post Card becomes in effect a 6-foot Post Card with its magnified detail showing brilliantly in all the colors of the original. With a Reflectoscope and a collection of Post Cards received from friends, newspaper clippings, photographs, etc., one may view from one's easy chair the events of the world, or its famous buildings or great or humorous happenings in brilliant 6-foot pictures.

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**ALCO-GAS APPLIANCES DEPARTMENT**

159-161 West 24th Street, New York

SELLING AGENTS: GEO. BORGFIELD & CO., 48-50 West Fourth Street, New York City.

THE STROBEL & WILKEN CO., 591 Broadway, New York City.

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**THE TALKING MACHINE WORLD.**

65
make the department a huge success. Other toys and games may really be added and "make a good side line all the year round. So much for the children. In regard to grown-ups their tastes are more diversified and are governed by station and environment. Jewelry, furniture, confections, tobacco, photographic supplies, sporting goods, notions, such as leather goods, etc., novel things and nickel-nacks all offer good opportunities. To be specific and state just what you, Tom, Dick, or Harry should handle, and what you should not be impossible. All we can hope to do is to start you thinking along progressive lines and you must work out your own salvation. This we can and will say however: If you would succeed you must keep your eyes open and not let the slightest chance for business escape you. Do that and at the end of the year you will be surprised at the gains you have made over your old records. It's up to you.

GRAFT IN SECURING LICENSE.

The moving picture man certainly has his troubles that astonish the layman when aired. In the case of Gaetano D'Amato, a deputy in the bureau of licenses, who was charged with "grafting" in his department, charging double fees, withholding money, etc. Michael Christopher of 519 East Fourteenth street, testified that he was in the moving picture business and applied for a license last December, a friend, Ben Yooko, going with him. The friend talked to D'Amato and then said the license would cost $15. The regular fee is $25. Witness said he gave his friend $50 on deposit and returned in a day or two with $25. D'Amato then told him that his friend had only paid him $25, and that $10 was still due. Two days later he paid the $40. When he got home he said he found his moving picture machine broken and complained to the police. He was told that he had broken the law in failing to register the number of the machine, and was sent to a Mr. Brown in the Park Row building, who took his license and said it was good. Friends told the witness that he would have to go to D'Amato again, and he did. The deputy told him, he said, that $15 would fix the matter. He could only raise $10 and with this he and his partners went to Brown's office, and later found D'Amato in a cafe. After Brown and D'Amato had conferred D'Amato and the witness walked through City Hall park and at the fountain Christopher paid over $110 and received a license which he found to be the license for which he had previously paid $90, making $200 that he paid in all.

Another case in which D'Amato figured was disclosed when Alfred Weiss, a dealer in moving picture machines and talking machines at 219 West Forty-fifth street, also was charged with "grafting" and said to have paid a Policeman Reed $15 "as a loan" last August, and said he had not yet got it back. He denied that it was paid to Reed for commissions in bringing customers to him. Weiss said that at one time, when he went to D'Amato to get a license for a show, he was held up several days. He said he finally got his license through the efforts of Tammany Leader Maurice Featherston. He said that D'Amato had never asked him for more than the $25 license.

AN ENT POST CARD BOOM.

Overproduction Has Hit the German Postcard Industry Hard—What Mr. Burrell Says.

Overproduction, combined with the fact that there is a boom in the business in this country and England, has brought about a crisis in the manufacture and sale of the German picture postcards.

In spite of the growth of the picture postcard business, there is a serious depression in the German industry. To those who read "Made in Germany," on most of the postcards offered for sale in many of the large cities, this will come as a surprise. This depression is the subject of a report by United States Vice-Consul James L. A. Burrell, to the Department of Commerce.

In ascribing this depression to the "boom" in this business in America and England, he says that this led to heavy speculation on the part of the dealers, who could not afford to hold their large supplies, were obliged to get rid of them at any price. The European postcard industry lost heavily, sometimes as much as $20,000 to $25,000 on a single customer. Part of the supply which was unsaleable in America, as well as the Continental overproduction, came into the English market, and to this cause a well-known English firm attributes the decrease in the trade. This depression is also felt in America and England, but to a much smaller extent, and to the Continental overproduction. This depression is not noticeable, he says, in France or in the other European countries.

In the United States, it is said, this depression has not been so noticeable, but the dealers have not been so bold in making their advance in this country as in England. The same is true of the German manufacturers. The German manufacturers who formerly supplied the American market are now supplying foreign countries, and even those who are represented, should give this system of international exchange careful attention.

Mr. Burrell says that this depression is "real" and not a temporary one. The dealers in America cannot afford to hold their stock, and are selling out at any price. The German dealers in America have been selling out their stock at $12, and are now selling it at $6. The German manufacturers are also selling at $6, and are selling out their stock at $2. The dealers in America are now selling their stock at $2, but they are not able to sell it at that price. The German manufacturers are now selling their stock at $1, but they are not able to sell it at that price.

"It is believed that an American house would find it to its advantage to sell pictures direct to an Italian agent rather than intrust the sale of its pictures to a large market to an agent residing out of Italy."

THE MOVING PICTURE IN POLITICS.

During his recent visit to Chicago, William Jennings Bryan did some posing in order that his admirers all over the country might have an opportunity to catch a glimpse of him in action. His ride was arranged by a moving picture concern, and he made gestures and moved about for the benefit of the camera in an auto ahead of the one in which he rode.

Thus is the modern Presidential campaign conducted. All modern means of publicity are eagerly utilized, and the talking and moving picture machines are playing a part in the campaign. In the United States, as well as in Europe, the moving picture machines are carrying the political campaign all over the country.

SPECIAL OFFER

500 POST CARDS No two alike; all retail at 2 for 5 cents and 5 cents each, $2.50. Cash with order; prepaid.

SIMPLICITY CO., Chicago, Ill.

COLORED LOCAL VIEWS

from photos furnished by you, made in 4 weeks, and just as cheap as you can buy them from stock. Our five-colored hand work is marvelous. Send for samples and prices.

DOOLITTLE & KULLING, INC., 1002 ARCH STREET, PHILADELPHIA, PA.

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ELECTRIC-PLAYERS

Write us for Latest List of Up-to-date and Popular Selections in PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.

MOTION PICTURES FOR ITALY.

The People Like the American Kind, Consul Michelson Says.

A motion picture craze has struck Italy. The great demand, according to United States Consul Albert H. Michelson of Turin, is for pictures showing American scenes or adventure in the West. Nearly every Italian family of the lower class has either a relative or friend here, and all expect that some day they will visit us. So they want to see things showing life in this country, or perhaps giving scenes in the part of the country where friends or relatives are living. In writing on this subject Consul Michelson says: "There would seem to be a very good field for American-made motion pictures in Italy. The number of exhibitors of western pictures is very large, and is constantly growing. Foreign films are bought by Italian exhibitors in one or two ways, either through agencies having their offices in Italy or in another European country, or from Italian manufacturers. The reason that foreign films are to be bought in large numbers from Italian manufacturers is that this makes it easier for them to get a system of international exchange with manufacturers of foreign countries. At the present time only one Italian maker is known to have such an understanding with an American house. It would seem important that American makers of motion pictures who are not already represented in Europe, and even that those who are so represented, should give this system of international exchange careful attention." "It is believed that an American house would find it to its advantage to sell pictures direct to an Italian agent rather than intrust the sale of its pictures to a large market to an agent residing out of Italy."
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"Matchless" having no peer or equal

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PEERLESS PIANO PLAYER CO.

F. ENGELHARDT & SONS

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PROPRIETORS

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

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

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

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