



Our **SUCCESS** is due
to the **PERFECTION** of our
RECORDS

INDIAN RECORDS

are becoming recognized as the

STANDARD of EXCELLENCE

"Ask for the Blue Ones"

**AMERICAN RECORD COMPANY
HAWTHORNE, SHEBLE & PRESCOTT**

SALES MANAGERS

SPRINGFIELD, :: :: :: MASS.



The Talking Machine World

Vol. I. No. 5.

New York, May 15, 1905.

Price Five Cents

THE GREAT LEIPZIG FAIR.

Great Display of Talking Machines—Many Novelties Shown in Machines and Records.

The Frühlingsmesse at Leipzig has come and gone. At this messe, as at all other messes, the talking machine was perhaps the best and most largely represented article. In nearly every building or nearly every window, were the well-known brass horns to be seen, indicating that talking machines were represented there. On account of the time of year and weather, not so many windows were open with phonographs playing into the Petersstrasse as in the Herbstmesse, says The Talking Machine News.

Thirty-nine different makes of talking machines were shown. The disk machine was by far the most in evidence, the cylinder machines being practically limited to those of the National Phonograph Co. There were an enormous number of cheap disk machines. There were cheap tone-arm machines. The cheapest disk machine was, by the way, more for the reproduction of disk postal cards, although I believe it plays seven-inch ordinary disk.

For novelties in machines two of the best were Stock & Co.'s and Holzweissig's. The former had a neat ornamental pedestal about three feet high, the bottom part of which was open where records or books or papers might be placed. The upper part was encased with panels, one of which was hinged, and on opening this panel a tone-arm disk machine was seen. On top of the pedestal was a neat piece of terra-cotta ware, representing a cave in a cliff. This was in connection with the tone-arm, the cave forming the trumpet. The reproduction was as good as any tone-arm machine. The effect was most startling, to hear the sound issuing from the cave. This would certainly be not only a great novelty, but an ornament to any room, and would puzzle many people to know where the sound was coming from, provided the machine had been started in the meantime without conspicuous notice.

The Holzweissig novelty consisted of one of their well-known hymnophones inside of a beer cask; the cask was mounted upon four brass claws, raising it about three inches from the floor. There was no bottom in the cask, of course, where it could not be seen. This arrangement was an automatic especially designed for saloons and public-houses, and by dropping a coin in a small slot in the top, the machine inside of the barrel, at once started. Strange to say, the sound was just as loud and clear coming out from the bottom of the barrel against the floor, as though coming out from a horn in the ordinary position. The exhibitions of the hymnophones by Holzweissig were very good.

The Gramophone Co. had by far the best exhibit of all, their records being par excellence. They displayed many novelties in the machine way, principally an absolutely automatic machine, with a magazine of six records which could be changed at will by simply turning an indicating dial on the outside of the cabinet. There was also a magazine needle holder and changer attached to this machine, so that by dropping in the coin, not only was the selection desired out of the six records played, but also a new needle was placed in the needle holder. This machine retails at 700 marks, and is well worth the money. The magazine needle holder and changer is very clever, and worked well, and could be attached to all gramophone tone-arms. I also saw a new gramophone-triplephone, with the three turntables above each other. The results were very good.

There was a large display of new disk records, among which we might mention Homophon, Beka, Favorite, Auto-Record, Lyrophon, National Phonogram, Kalliope. The Zonophone, Oleon and Co.

lumbia were conspicuous by their absence, although we saw Director Schwabe, Directors Brewster and Rink, of the Oleon, and Mr. Schoneberg, of the Columbia, at the Messe, looking over, as they said, the various exhibits to see what there was new.

The D. K. people have brought out a new paper disk with a film covering at a low price this record will in no way interfere with their regular composition record. It is called the Auto Record. The Favorite records deserve special mention.

There were many novelties in the way of needle holders without screws, for sound boxes. The best, I think, was the Lyrophon, with a small spring bush button in place of the ordinary set screw. By pressing this button the needle was made fast or released at the pleasure of the operator.

My general impression from the Messe was that the disk machine is the talking machine of the future, at least until someone invents something better with which to replace it. The majority of the exhibits represented low-priced goods, both in machines and records. This is a field which the larger and older manufacturers of disk apparatus have never tried. The talking machine firms were, on the whole, better represented than at any previous Messe.

A RIBBON RECORD.

A New Commercial Machine Will Soon be on the Market in Which Will be Used a Recording Ribbon of Indefinite Length.

With a view to producing a commercial talking machine that will be capable of making a record of any length without stopping the machine, a recording ribbon has been invented that is proving in the experimental stages very successful. It passes under the diaphragm and receives the record, and is hardened to a sufficient degree by passing through a chemical bath. The ribbon can be made of any length and any of the entire portion used in making the record. Patents on this invention have been applied for, and a company for its manufacture is being formed.

SOME BIG ORDERS FOR RECORDS.

From Archibald Hunter, city representative of the Columbia Phonograph Co., London, Eng., we are in receipt of some very flattering words about this publication. He says:

"It is certainly one of the brightest trade journals that has ever come under my notice," and adding: "It may interest you and others, to know that one of our London dealers placed an order with me for 50,000 cylinder records, and on several previous occasions I have sold another customer of ours a single line of 60,000 records, one delivery."

HENRY B. BABSON AS A YACHTSMAN.

In a few days Henry B. Babson, president of the Universal Talking Machine Manufacturing Co., New York, will launch his new yacht at New Rochelle, N. Y. It is a staunch, handsome craft, beautifully finished, with fine lines and many original ideas of its owner, have been embodied in its construction. Possibly no fair lady will smother the time-honored bottle of champagne over its shapely bows, for the saucy vessel will take the waters of Long Island Sound under the heart-breaking moan of "Another Old Maid." Mr. Babson's first boat was called "The Old Maid," and last season at Seaside Park, on the Jersey coast, where a colony of Philadelphia talking machine men returned for the summer, he won a silver cup, a racing trophy of which he is as proud as if he had originated a new sound box.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad From the Port of New York.

(Special to "The Talking Machine World.")

Washington, D. C., May 13, 1905.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the four weeks just ended from the port of New York.

APRIL 17.

Berlin, 90 pkgs., \$2,920; 117 pkgs., \$6,008; Calcutta, 3 pkgs., \$250; Callao, 7 pkgs., \$140; Guatemala, 13 pkgs., \$570; Hamburg, 13 pkgs., \$235; Havana, 19 pkgs., \$588; 21 pkgs., \$265; Havre, 26 pkgs., \$1,458; Kurrachee, 12 pkgs., \$313; Liverpool, 10 pkgs., \$225; London, 232 pkgs., \$2,915; 202 pkgs., \$4,191; Manchester, 15 pkgs., \$646; Montevideo, 3 pkgs., \$181; Para, 5 pkgs., \$173; Rio de Janeiro, 16 pkgs., \$725; Santiago, 13 pkgs., \$2,220; St. John's, 11 pkgs., \$204; St. Petersburg, 15 pkgs., \$588; Tampico, 12 pkgs., \$206; Valparaiso, 12 pkgs., \$267; Vienna, 44 pkgs., \$1,165; Vera Cruz, 8 pkgs., \$168; Warsaw, 5 pkgs., \$193.

APRIL 24.

Brussels, 59 packages, \$735; Belfast, 8 packages, \$144; Bombay, 55 pkgs., \$1,036; 47 pkgs., \$818; Berlin, 265 pkgs., \$1,594; Calcutta, 20 pkgs., \$420; Glasgow, 11 pkgs., \$290; Havana, 11 pkgs., \$298; 37 pkgs., \$563; Havre, 22 pkgs., \$892; Lisbon, 4 pkgs., \$150; London, 104 pkgs., \$9,812; 427 pkgs., \$8,233; La Guayra, 11 pkgs., \$381; Manchester, 9 pkgs., \$164; Manila, 21 pkgs., \$1,132; Singapore, 11 pkgs., \$326; Shanghai, 15 pkgs., \$1,375; Yokohama, 32 pkgs., \$3,510.

MAY 7.

Alma Bay, 14 pkgs., \$326; Auckland, 6 pkgs., \$230; Beirut, 3 pkgs., \$117; Berlin, 74 pkgs., \$2,333; Buenos Ayres, 12 pkgs., \$128; Callao, 9 pkgs., \$481; 6 pkgs., \$660; Calcutta, 3 pkgs., \$108; Cardiff, 15 pkgs., \$293; Dunedin, 22 pkgs., \$402; Glasgow, 16 pkgs., \$804; Guayaquil, 5 pkgs., \$126; Havana, 9 pkgs., \$276; 8 pkgs., \$768; Havre, 12 pkgs., \$605; Hull, 9 pkgs., \$425; Liverpool, 1 pkg., \$131; 16 pkgs., \$804; London, 287 pkgs., \$9,257; Manchester, 10 pkgs., \$320; Montevideo, 13 pkgs., \$1,404; Melbourne, 52 pkgs., \$21; Newcastle, 6 pkgs., \$267; Para, 15 pkgs., \$568; Rio de Janeiro, 4 pkgs., \$100; Santiago, 8 pkgs., \$197; Shanghai, 7 pkgs., \$878; Sydney, 2 pkgs., \$155; 21 pkgs., \$1,042; Tampico, 5 pkgs., \$274; Valparaiso, 8 pkgs., \$197; Vienna, 8 pkgs., \$300; Yokohama 66 pkgs., \$5,678.

MAY 8.

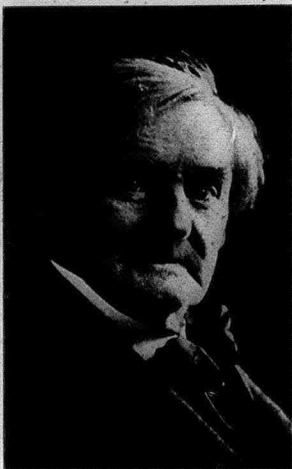
Berlin, 29 pkgs., \$1,263; Bombay, 6 pkgs., \$160; Bristol, 5 pkgs., \$250; Buenos Ayres, 11 pkgs., \$50; Cardenas, 20 pkgs., \$425; Callao, 16 pkgs., \$1,016; Calcutta, 8 pkgs., \$201; Guayaquil, 5 pkgs., \$250; Havana, 4 pkgs., \$202; Havre, 14 pkgs., \$255; La Guayra, 10 pkgs., \$163; Leeds, 1 pkg., \$603; Liverpool, 38 pkgs., \$927; London, 221 pkgs., \$7,215; Montevideo, 142 pkgs., \$3,320; Sorabaya, 7 pkgs., \$188; St. John's, 6 pkgs., \$185; St. Petersburg, 47 pkgs., \$2,621; Sydney, 106 pkgs., \$1,594; Vera Cruz, 20 pkgs., \$221; Vienna, 18 pkgs., \$601; Warsaw, 10 pkgs., \$390.

The J. B. Cooper Phonograph Co. has absorbed the Price Phonograph Co. of Jamaica, N. Y.

Tone Up!

Tone up your advertising.
Let me write it.
Specimen ad \$1.

R. E. GRANFIELD, Fall River, Mass.



JOE JEFFERSON

We are now prepared to supply the trade with the living voice of that greatest of all American actors, the late Joseph Jefferson. The records can be procured in both XP-cylinder—(Nos. 32229 and 32230 and 10-inch disk—Nos. 1468 and 1469) styles.

The first selection is the meeting between Rip Van Winkle and Hendrick Hindson's crew of the Half-Moon in the fastnesses of the Catskill Mountains. The second selection is Rip's return to the village of Falling Water, after twenty years' sleep, to find himself a stranger and alone, and contains the touching scene between he and his daughter Meenie.

These records are superb. Their sale will be tremendous! ORDER NOW, whether you're handling our line or not. Records being both cylinder and disc can be used on any make talking machine.

TO DEALERS WHO ARE NOT HANDLING COLUMBIA GOODS

A strictly business chat, by mail, is what we want. It will be square, fair, pointed and financially interesting to YOU, we promise. Particularly we wish to tell you about our New Columbia, about to be marketed. It will positively have no rival—it is in a class by itself. The same machine that recently created a storm of applause in the famous Lew Fields Theatre, New York City. The Cost to you to learn about the most liberal trade proposition ever made is: 1 stamp and 1 minute. Write TO-DAY to our nearest office. A postal will do. P. S. Ask your bank balance and mention this paper.

**COLUMBIA
PHONOGRAPH CO.
OF NEW YORK**

BRANCH OFFICES

Atlanta, 43 Peachtree St., Atlanta, Ga.
Baltimore, 211 N. Howard St., Baltimore, Md.
Berlin, 21 Ritterstrasse, Berlin, Germany.
Boston, 164 Tremont St., Boston, Mass.
Branch A, 872 Broadway, New York City, N. Y.
Bridgeport, 101 Main St., Bridgeport, Conn.
Buffalo, 615 Main St., Buffalo, N. Y.
Chicago, 84 Wabash Ave., Chicago, Ill.
Cincinnati, 117-119 W. 4th St., Cincinnati, O.
Cleveland, Cor. Euclid Ave. and Erie St., Cleveland, O.
Denver, 565-567 16th St., Denver, Colo.
Detroit, 723 Woodward Ave., Detroit, Mich.
Dubuque, 625 Main St., Dubuque, Ia.
Indianapolis, 48 N. Pennsylvania St., Indianapolis, Ind.
Kansas City, 1016 Walnut St., Kansas City, Mo.
Lincoln, 206 S. 17th St., Lincoln, Neb.
London, 89 Great Eastern St., E. C., London, England.

Louisville, 624 4th Ave., Louisville, Ky.
Los Angeles, 323 S. Main St., Los Angeles, Cal.
Memphis, 18 S. Main St., Memphis, Tenn.
Milan, 9 Via Dante, Milan, Italy.
Milwaukee, 291 E. Water St., Milwaukee, Wis.
Minneapolis, 12 1/2 St., South, Minneapolis, Minn.
New Orleans, 625-629 Canal St., New Orleans, La.
New York, 325 Broadway, New York City, N. Y.
Oakland, 217 12th St., Oakland, Cal.
Omaha, 1621 Farnam St., Omaha, Neb.
Paris, 111 and 113 Rue Montmartre, Paris, France.
Paterson, 136 Main St., Paterson, N. J.
Peoria, 417 Main St., Peoria, Ill.
Philadelphia, 1019-1021 Market St., Philadelphia, Pa.
Pittsburg, 615 Penn. Ave., Pittsburg, Pa.
Portland, 265 Washington St., Portland, Ore.
Sacramento, 823 J St., Sacramento, Cal.

San Francisco, 125 Geary St., San Francisco, Cal.
Scranton, 203 N. Washington Ave., Scranton, Pa.
Seattle, 1311 1st Ave., Seattle, Wash.
Springfield, 265 Main St., Springfield, Mass.
St. Joseph, 718 Edmond St., St. Joseph, Mo.
St. Louis, 1115 Olive St., St. Louis, Mo.
St. Paul, 286 Wabasha St., St. Paul, Minn.
St. Petersburg, 23 Nevski Prospect, St. Petersburg, Russia.
Sydney, 23 Pall Mall, Sydney, N. S. W.
Terre Haute, 23 S. 7th St., Terre Haute, Ind.
Toronto, 107 Yonge St., Toronto, Ontario, Canada.
Trenton, 215 E. State St., Trenton, N. J.
Vienna, Selbergasse, No. 14, Vienna, Austria.
Washington, 1112 F St., N. W., Washington, D. C.



MAKING TALKING MACHINE POINTS.

Some Odd Facts Regarding Needles Which Will Doubtless Interest Our Readers—The Operation as Described in Detail.

Our readers will doubtless be interested in how needles for high-grade talking machines are made. In making them a carbon steel rod about 3-16 inch in diameter is generally used. The first process consists in reducing this rod to wire about 1-16 inch in diameter, that of the finished needle.

The operations are as follows: The rods are first heated in an annealing oven, and then slowly cooled in order to soften them. In this heating and cooling process they become oxidized or coated with scales. To remove these they are tapped with hammers, after which they are "pickled" in a solution of acid and water, and again heated in another oven much cooler than the first to remove the effects of pickling. They are then taken to the wire-drawing machine, where the 3-16 inch soft rod being drawn through a die plate about 1/8 inch in diameter, is reduced to No. 8 wire. Drawing compresses and hardens the metal, making it necessary to repeat the annealing process before another reduction in diameter is possible. Therefore, these operations must be repeated about five times before the requisite reduction to 1-16 inch, or No. 16 wire is obtained.

The long rod of small wire is now passed to a forming machine, in appearance like a lathe, which in spinning around the wire, as fed through it, straightens and cuts it into rods about 18 inches in length. These rods are gathered up and taken to a grinding machine, an ingenious special mechanism which points the ends of about 150 of them at a time. They are fed to it sideways, and are held in exact position, fed through and turned as they grind against the stone to which of rubber lined wheels or rollers. One set of ends being pointed, the rods are reversed and again fed to the grinder to point the opposite ends. The now double-pointed rods pass to the cutting machine. Its operator sizes a handful (about 100) pushes the ends against a plate to even them, places them in the cutting machine against a gauge plate set 1/8 inch from the shear, and touching a lever cuts off 100 rough needles at a stroke. Turning the bunch of rods end for end 100 more needles drop into the hopper. The shortened rods pass to the next grinder and thence to the next cutter, and so on until the rod is about used up.

The now rough needles are spread evenly to the depth of an inch over the surface of a heavy

iron plate or tray, and while on this tray are heated cherry red in a special furnace, on being removed from which they are at once thrown into large double cans containing whale oil to harden them. These cans are kept in a water tank for cooling purposes. The inner cans have strainers at the bottom, so that when removed with needles in them the oil drains back into the outer cans, which always remain in the water.

The needles, perfectly shaped and hardened, but still in the rough and gummy with oil, are placed in a huge pan or trough, which slides back and forth with jerking motion (somewhat like that of an ordinary ash sifter) on the top of what may be called a "sanding machine." Here they are treated to a bath of soft soap or soda and water, as they roll about in the bottom of the pan. After a thorough shaking up in this soapy mixture they are drained, and while still damp are placed in a tumbling barrel, or, in other words, a slowly revolving barrel, pivoted at an angle of about 45 degrees. About double the bulk in dry sawdust is mixed with them, and in a short time dries them thoroughly. They are then separated from their sawdust towel by a rather ingenious contrivance, which sucks off the dust and leaves the needles.

It is now necessary to prepare their surfaces for the final polish, and to do this they are scoured. A batch numbering several thousand is mixed with a pasty looking compound, and the mass is wrapped into a cylindrical canvas packet about 5 inches in diameter and 2 feet in length. Several packets, tightly bound around with strong rope, are placed in a machine called a "mangler," in which they are rolled back and forth between two slabs as one would make a roll of lumber.

After this careful rolling or massage treatment is continued for some time, the needles, by rubbing against each other in the scouring compound, are thoroughly cleansed and smoothly surfaced, and are taken from the packets. They are then given a rinsing in clear water and another turn in the sawdust barrel, after which they are for the last time packed into sausage-like canvas casings and rolled this time with a fine polishing compound. From this last mangling they emerge as finished product, and are sent to the stockroom, to be weighed (not counted) into packets of 100 or more, as required.

There are about 16 processes between the steel rod and the finished needle, or, if we count the number of operations necessarily repeated in the wire drawing, annealing process, pickling, hammering, etc., there are about 42 handlings in all, and yet in no case is a needle handled singly as such.

OFFER PRIZE FOR NAME

The Columbia Phonograph Co. Want Name for New Loud-Speaking Graphophone.

In order to obtain an appropriate name for the new loud speaking graphophone, the Columbia Phonograph Co. General, will make a present of one of the new machines, and an assortment of Columbia records to the person who gives them a suitable name for this great graphophone, which they are now putting on the market. No name will be considered after May 31. The award will be made and the name to be given the new machine published, together with the prize winner, in the June issue of the Talking Machine World. Should the same name be suggested by two or more persons, the prize will be awarded to the one whose coupon is first received. Address all communications to The New Columbia Loud Speaking Graphophone, 50-52 West Broadway, New York, where blank coupons may be had on application.

VICTOR CO. ISSUE NOTICE

To Conserve Interests of Recognized Jobbers—An Important Step.

To correct the many complaints of recognized jobbers against the practice of parties pretending to be dealers in order to get goods for their personal use at trade rates, the Victor Talking Machine Co. have recently placed jobbers under a written contract to withhold discounts from persons who are not legitimate talking machine dealers. A finding to this effect has been sent the trade, and the stand of the company has received the unqualified approval and indorsement of all interested. The National Phonograph Co. enforce the same regulation, and were the first of the leading manufacturing companies to take the practice of this business in hand and lay them out.

RECORD OF NIAGARA'S ROAR.

A Fanciful Story from a London Paper Which Is Open to Question.

A London paper, the Wide World, contained a rather fanciful story recently, in which the writer describes his experiences in making a talking machine record of Niagara's roar. The story is charmingly ambiguous, without interesting. It will appeal to the lay mind, but the talking machine man is prone to ask questions. For instance, how in the world did he secure a record at the bottom of the Falls, where there is so much spray and mist? The ordinary record would become water-soaked before one could commence operations. But then it makes good reading.

INTRODUCE NOVEL FEATURE.

The Nicole Co. have introduced a novel feature in the disc business by offering to make records for amateurs. They offer this at an inclusive fee, that is to say, the amount includes the cost of six copies of the record. If these private records should be suitable for public sale, the Nicole Co. will catalogue them at the customer's option. If catalogued, the fee will be returned in full. They offer to make all classes of private records.—Talking Machine News.

JOHNSTONS, INCORPORATED.

The Johnstons Co. Ltd., of Toronto, have filed a certificate with the authorities of Canada authorizing them to manufacture talking machines and other musical instruments, with a capital of \$200,000.

The talking machine of to-day is a very different thing from the talking machine of a few years back. Vast improvements have been made. What was formerly a pain to listen to has now become a source of almost artistic pleasure. Of this probably most people are aware.

REMOVAL NOTICE.

On and After May 18, the

Bettini Phonograph Co.

will be permanently located at

156 West Twenty-Third St.,
New York.

(Removing from 80 Chambers St.)

In our new building, affording much needed room and better facilities, we will carry in stock, as jobbers and distributors, complete lines of

"Edison" and "Victor" Goods.

Write or Call.

PRACTICAL SUGGESTIONS AND COMMENTS.

To Determining Speed of Machine.

J. S. Hooven, of the Hooven Novelty Manufacturing Co., Jackson, Pa., has evolved the following plan of ascertaining when talking machines run 10 revolutions to the minute. He says: "It was a difficult job to count each revolution at that speed but by running very slow we could count them, so we ran it 169 turns, then we measured the distance the arm had traveled and found it to be 1.29-64 inches. Now here is our rule. Cut a small strip of cardboard exactly 1.29-64 inches in length, start your phonograph with the arm against the frame, let it run one minute, and see if the cardboard guard fits exactly between the space it traveled. It is then easy to determine whether it should be speeded faster or slower and with a few trials you can get it exact."

Another correspondent has favored us with this method of finding and retaining the speed of the machine. He says: "I take any record or blank and make a mark from one end of the record to the other. By putting this record on the machine and standing in front or anywhere near the horn, I find it much easier to count the required revolutions by hearing the click through the horn than to hold the finger on the set screw."

Using Same Needle More Than Once.

We have communications from several correspondents regarding using the same needle more than once and some of our correspondents have even suggested that the trade was stopping to its own ends, i. e., attempting to sell more needles by continually emphasizing the fact that a fresh needle should be used for each record. There is no doubt, in many cases, a needle can be used for more than one disk, and used without any material depreciation in the value of reproduction. But, on the other hand, the point is so frequently worn or rounded after once playing the tune, even though imperceptible to the eye, that it is far better to discard the needle and thus prevent the possibility of a bad reproduction. And then the cost of the needle is so trifling.

How to Put Graphite in Springs.

One of the things not understood by some dealers is the method of putting graphite in the springs, says the Edison Phonograph Monthly, and yet it is one that many owners of machines want to know about. The proper way to put graphite in the springs of the phonograph is to allow the machine to run down, remove it from the stand, stand it on end and sift powdered

graphite into the spring barrel through the holes in the end of the same. About two teaspoonfuls will be enough. Then put plenty of oil on the spring, wind the machine up and allow it to run down two or three times so as to distribute the graphite through all the leaves of the spring. This applies to the Standard, Home and Triumph. The Gem has no spring barrel, and to graphite this spring it is only necessary to remove the base board by taking out the four screws at the bottom, turn the machine upside down and sift graphite directly on the leaves of the spring and then put in oil.

Secotine and Its Uses.

In one of the recent issues you referred to secotine. What it is used for in connection with talking machines?

Secotine, which is much used in the preparation of diaphragms, is exceedingly convenient for mending broken parts and for sticking things. When you obtain a capsule, drill a fine hole in the screw stopper so that a pin may be pushed in up to its head. When you wish to extract the secotine, pull the pin out and a sufficient quantity for use will squeeze out. In sticking things, always smear the two parts to be joined, and wait till the secotine becomes stiff. In summer it may be five or six minutes, in winter or in damp weather ten minutes. Put the parts together and clamp them with a tie clip or a couple of pieces of wood and a rubber band. Leather phono belts can be stuck with secotine. Silver the leather, so that when superimposed it is just the same thickness throughout. Now put secotine in each part, and when nearly dry press together with fingers and clamp.

Blast or Jar in Reproducers.

A reader of the "World" in the land of Dixie, who has built up quite a trade, complains that oftentimes reproducers, when they come from the jobbers, have a blast or jar to them, and inquires what is the remedy?

Evidently our correspondent did not read the second issue of The Talking Machine World, for a question similar to this was answered very cleverly by a writer in the Phonograph Monthly, from which we quote: "If a reproducer blasts, it may be due to the diaphragm not being clamped tight enough, or the rubber cushion underneath the diaphragm may have slipped from the seat in the cup, leaving the diaphragm loose at that point. The remedy is to take the reproducer

apart and see whether the rubber cushion fills the seat in the cup. After the diaphragm is placed in position, care should be taken that the top gasket also fills the cup, and should be stretched if too small. Care also should be taken not to stretch it too much, in which case it would buckle and prevent the diaphragm from lying flat. It may be necessary to try several times before the exact tightness of diaphragm is determined to stop the blasting."

Recording Horns and Sapphires.

A correspondent of our London cousin, The News, asks if there are any means of magnifying sound through the medium of the horn while recording. So much has been published on the subject of recording that I am inclined to think, says the competent critic of this paper, that there is more in his question than appears from its obvious interpretation. If he means, "Do horns of various sizes have different effects on the volume when recording?" I answer, yes. A large horn gathers up more of the sound waves than a smaller one, and consequently they reinforce one another and strike the diaphragm glass with greater force and thus causes a deeper and better engraving on the wax surface. As has been often pointed out, the size, shape, and material of which the horn is constructed all have their bearing on the nature of the result obtained in making a record. And one horn suitable for one voice or instrument may be found on trial to be wholly unsatisfactory for another singer or instrument, or for a combination of instruments.

But in augmenting the volume when making records the horn is not the only factor to be considered. The pitch or angle of the recording sapphire, has much to do with it. If it can be made to extend just beyond the center of the diaphragm, or arranged in such a way as to accentuate the overtones, something on the principle of the pantograph, a better cut will result, and greater volume will be obtained when the record is reproduced.

Improves Reproducing Power.

A well known inventor of this city has recently patented a plate which he claims greatly improves the quality of the reproducing power of any disk machine. The principle involved is in weighting the disk so that all vibrations are overcome, doing away with all scratching and at the same time bringing out every sound reproduced.

THE PHONO-CONSONATOR.

Trifles makes perfections, and while the Phono-Consonator is by no means a trifle, it goes far, however, to perfect sound reproduction in talking machines. The device, manufactured by the Lewis Manufacturing Co., 379 Sixth Avenue, New York, is placed between the horn and the reproducer, and improves the tone without distorting the sound or decreasing the volume. The consonator also eliminates all rattles, harsh and metallic grating, rasping nasal sounds and blasts and produces a soft, natural tone, in short makes voices and music sound clear, natural and distinct.

A QUESTION OF NEEDLES.

Disclaiming any attempt at a pun, but it is needless to say that the trade is beginning to regard the American Talking Machine Co., 586 Fulton street (Brooklyn), New York City, as something of an authority on needles for all disk talking machines. At any rate the company has given close attention to this very necessary adjunct, and invite the trade to write and ask what constitutes the difference between a bad and a good needle, and why. They have information that is of value to every one desirous of having good needles, which they state is not only their specialty, but for "finish and quality can't be beat." The company stand ready to prove the point.

BLACKMAN IS WHITE AND WILL TREAT YOU RIGHT

AN
EDISON
JOBBER



A
VICTOR
DISTRIBUTOR

Mr. DEALER:—If you are not acquainted with my method of Giving Satisfaction on both Edison and Victor Goods, give me a chance to demonstrate that the Blackman Habit Is a Good One. I have just moved to 97 CHAMBERS ST., where I will have more than twice the room to handle my steadily growing business. If you want prompt attention to every order, try "THE WHITE BLACKMAN."

Yours for satisfaction,

J. Newcomb Blackman, Prop'r, Blackman Talking Machine Co.

REVIEW OF TRADE CONDITIONS

Business as a Whole is Holding Up Splendidly in Both Wholesale and Retail Fields—The Opinions of Leading Talking Machine Men on This Subject Expressed to The World—Reasons for Optimism.

According to the views of influential factors, the period of activity in the talking machine business has suffered little, if any, diminution. About this time of year trade is expected to slacken, judging by the experience of former seasons; but it is freely confessed that the demand for goods is unprecedented, and for this reason buying will continue brisk, perhaps for the entire summer. If reliance may be placed on the judgment of people who are supposed to be in a position to know whereof they speak. In support of these opinions the following statements will suffice:

C. H. Wilson, manager sales department National Phonograph Co.: "There is very little indication of a falling off in business, and if such were to ensue, now would be about the time for the signs to appear. I may qualify this by saying that during June and July, heretofore the duldest months of the year, trade will not be so active as in the Spring; but we are still a million records behind with no present possibility of catching up. Further, you may put it down for an absolute fact, that in the Fall business will be phenomenally large."

J. A. Macnabb, general manager Universal Talking Machine Manufacturing Co.: "It does not look as if there would be less business during the Summer. We are away behind on orders and it seems impossible to catch up. Our factory people had made what they thought were suitable preparations for enlarging the plant to cope with any increase; but they confess their utter surprise at the unexpected demand for goods."

Daniel Mitchell, manager Victor Distributing & Export Co.: "Business is excellent, especially with our export department. Our shipments are made chiefly to South American countries, and as the Winter is coming on there now with the approach of our summer, the call for goods is active and constantly increasing. Domestic trade also keeps up, our April sales exceeding those of March, and May promises to go ahead of April."

W. A. Lawrence, of Standard Metal Manufacturing Co.: "Our business is strong and satisfactory and it has every appearance of continuing for a while at least. What it will be during the Summer I cannot say, but prospects are very favorable, indeed."

Chas. V. Henkel, treasurer and general manager Douglas Phonograph Co., incorporated: "We never had a better business. One day recently we shipped 13,000 records on one order alone, and that is the way trade has been right along. At present the outlook is more than bright, but we cannot tell what the summer has in store for us until our orders for the June records are booked. May is going ahead of any preceding

month. Other jobbers would do a large business if they only went about it in the right way."

STOREHOUSE FOR SOUNDS

Archives To Be Established for Phonograph Records of Age.

A cable from Vienna this week states that the local Academy of Science has decided to set aside a room for the purpose of establishing phonographic archives, in which are to be preserved the results of recent scientific researches. One section will be devoted exclusively to the phonographic records of all the languages and principal dialects of the world. Another section will contain records of the best musical productions. The third section will contain phonographic records of the speeches made by the greatest celebrities of our times.

FOUR DEMONSTRATING PARLORS

To Be Included in the Victor Distributing & Export Co. Renovations—Manager Mitchell Reports Progress.

Since Daniel Mitchell has assumed the management of the Victor Distributing & Export Co., 77 Chambers street, New York, things have been on the move. The system of business has been changed materially, and there is a hustle and drive noticeable in a marked degree. The first floor is to be remodeled into four large demonstrating parlors or rooms, and the needs of the retail trade will be more specially looked after, with Louis Silverman in charge. The upper loft will accommodate all the executive offices and the wholesale and export departments. Manager Mitchell has other improvements "under his hat" which will be introduced at an early date for facilitating the handling of trade expeditiously, satisfactorily and increasingly, if such a term may be permitted.

LYON & HEALY'S SUMMER CIRCULAR.

Lyon & Healy are sending out a summer home circular, beautifully illustrated in colors, devoted to the entertainment features of the Victor talking machines. The list of records by such famous artists as Melba, Caruso, Sembrich, Homer, Placido, and other celebrities are referred to. The circular closes thus: "There is no reason why you should not have all of this entertainment in your home, for the expense is no obstacle, and with the softer-tone needle the Victor may be played with pleasing effect in even the smallest apartment."

It seems that the Rudolph Wurlitzer Co. of Cincinnati, Ohio, have at last succeeded in supplying a long-felt want, i. e., a carrying case for machines and records. The demand for these cases is reported to be very large and they look forward to a bigger demand for this summer. Their ad appears on our cover page.

CONTROL OF SELLING PRICE.

Recent Rulings in the Talking Machine World are Having a Bearing in all Fields of Industry, Not Only in This Country, But Abroad—The Opinion of a Leading Light on This Subject.

The control of the selling price of a patented article, first adjudicated in connection with a talking machine; is attracting marked attention in other lines as a principle of first-rate importance and eminently wise. Respecting it the Iron Age, in the course of a lengthy special article, written by an expert legal authority, says:

"The law, like other sciences, grows and develops with the advancement of society. Wrongs that found no remedy yesterday are recognized by the law to-day and a remedy provided for their correction. New applications of fundamental principles of law made necessary by changing conditions and the more complex relations of modern society are constantly being made by the courts, and once approved become a part of that great body of our unprinted law, estimated by an eminent law writer as comprising fifty times as much as our statutory or written law. One of these novel doctrines recently engrafted upon our laws by court decisions relates to talking machines. The United States Supreme Court has not as yet been called upon to decide its legal correctness, but as it has been announced as law by the Federal Circuit Court of Appeals in four of the nine circuits of the United States, and is in accord with earlier general expressions by the Supreme Court, probably will be approved by the higher court if presented to it for decision. The doctrine alluded to is here presented as follows: 'Can a writer who has purchased a patented article from the lawful owner of the patent upon such article infringe the patent?'

"The talking machine companies specify that their machines shall not be sold for less than a certain specified price. This contention of the Victor Talking Machine Co. was at first dismissed in the United States Circuit Court at Chicago, the judge saying that if any right of action existed it was for damages for breach of contract and not under the patent laws. The case was then appealed by the complainant to the Circuit Court of Appeals for the seventh circuit, where Judge Baker, in announcing the opinion of the court, said that the grant of a patent covers three separate and distinct fields—the exclusive right to make, the exclusive right to use and the exclusive right to sell the patented invention. The patentee may license one person to manufacture the patented article, another to use it, and yet another to sell it; he may subdivide his patent monopoly as he pleases, and offer to sell or lease it in the most fanciful parcels and upon the harshest and most arbitrary terms; whether purchasers or tenants come or not is purely the patentee's concern; but, if they do come and accept the conditions imposed by the patentee a court will enforce the terms of their contract of purchase or leasing. The decision of the Court of Appeals

RAPKE'S SPECIALTIES

RAPKE'S UPRIGHT HORN SUPPORTS

(Patents Pending.)

Model No. 1 List, \$2.50
Model No. 2 List, 5.00

These two Models are for any Cylinder Machine and will support any size Horn.

RAPKE'S NUMBERS WITH TITLES

For Edison Records from 2 to 9022 or to and including August, 1905, \$1.00 the set. Each month two labels of each new selection for one year, \$1.00. I also carry in stock numbers with titles for Edison Foreign Records as catalogued, for \$1.00 the set.

RAPKE'S NUMBERS WITHOUT TITLES

(Unnumbered boxes and indifferent.)

For Edison Records, from 2 to 9022 and from 12009 to 12971, for \$1.50 the set. Additional numbers, from 9022 to 9059, from 12972 to 12999, from 18801 to 18827 and all Mexican Numbers, as in Form No. 622, or about 700 numbers, for \$1.00 the set.

ORDER THROUGH YOUR JOBBER

VICTOR H. RAPKE

Main Office, (where all orders and correspondence should be addressed), 1601 Second Avenue. Printing Department for Record Labels, S. E. Cor. Avenue A and 79th Street, New York.

thus sustained the right claimed by the Victor Talking Machine Co. to treat as infringers all who sold its machines in violation of the terms and conditions imposed by it. The rights of the public who had purchased instruments at full list prices to resell at a lower price was not decided, being expressly reserved from the opinion.

In another case before the Court of Appeals for the eighth circuit the National Phonograph Co. brought suit for the infringement of its patents upon phonographs, alleging a violation of the conditions appearing in a label placed upon each instrument limiting the right of the purchaser to sell such phonographs only at certain list prices and to dealers who signed an agreement to maintain such list prices. The court held that the sale of a phonograph by a dealer in violation of the terms of such notice constituted an infringement of complainant's patents.

NATIONAL PHONOGRAPH CO.

Their New Building in Orange, N. J. To Be Pushed—Additions to the Plant.

Plans for the new building to accommodate the general offices of the National Phonograph Co. to be located on Lake View avenue, Orange, N. J., have been accepted and its construction will be soon under way. It will be a haphazard structure of roomy proportions, and splendidly equipped and furnished throughout. Additions to the machine and record making departments of the company have at last exhausted the property available on one side of the street, and the next move is to build on the great plot lately acquired and directly opposite. Nothing definite in this particular has been determined as yet, but undoubtedly building operations on an extensive scale will be undertaken during the summer. The company are doing a tremendous business, the volume of new trade being immense.

ORDERED 33,000 EDISON RECORDS.

New York, April 19, 1905.

Editor Talking Machine World, New York:

Dear Sir—In the March issue of The Talking Machine World you state as follows: "This last month the Douglas Phonograph Co. of New York, placed an order for 3,200 records, reported the largest single sale to date." The facts are we ordered 33,000 records, and not 3,200. The fact of ordering 33,000 records is not of itself of much importance, but that an order for the quantity mentioned being given for the issue of a certain month's list is the point which should be made. We are constantly placing large orders for stock records, and we believe the National Phonograph Co. have never been favored with a similar order for any monthly list, for the quantity of March records that we ordered. Very truly yours,
DOUGLAS PHONOGRAPH CO.
C. V. Henkel, Treasurer.

ALL PRECEDENTS ALL BROKEN

In Pittsburg—Splendid Business Reported—Binder Scores with Commercial Graphophone—Other News of Interest.

(Special to The Talking Machine World.)

Pittsburg, Pa., May 8, 1905.

All precedents in the history of the talking machine business in Pittsburg are being broken. As the warm weather approaches there has invariably been a slump in the retail sales. This year the reverse seems to be true. A tour of the principal retail-dealers of the city, as well as questions put to the wholesalers, failed to find a single one who would admit that he was doing "less than last month." Some even claimed to have beaten in April their March records.

This is certainly a gratifying fact, and one which gives the lie direct to those pessimists in whose eyes the business was simply a fad which "would die out." If there had not been progress in the manufacturing end of the business, these doleful prophets might have "won out," but so long as the makers of the machines are constantly seeking how they may improve the machines, both as to mechanism and tonal qualities, there will be no "die out."

Said a prominent dealer to your correspondent: "Why, my dear sir, I have a customer on my books who has bought one of my machines at least ten times. That is, whenever any special improvement was made and put on the market, a letter to him advising him of the fact was sure to result in a sale. His latest purchase, only made ten days ago, was one of our hundred-dollar machines. He says that just as soon as we devise some method of modulating the sound of the reproduction so as to allow him to use his individual ideas of how a selection should be played, he is ready to purchase another machine, whether it costs one or three hundred dollars."

There is food for thought for our worthy talking machine sharps in this man's suggestion. Manager Henry of the Columbia store here, is an enthusiast on the new B. C. machine which his company has recently put on the market. He has sold a number already, and has more sold when the factory can get them to him. He has his floor manager stick the horn on the new machine out of doors during the noon-hour, and when he turns one of Sousa's marches loose through its brass throat, the people in the upper stories of the office buildings—round about invariably stick out their heads to see the "Uncle Tom parade." This convinces Mr. Henry that it is as near the real thing as it is possible to get. The magnificent special train of the Merchants' and Manufacturers' Association which left Pittsburg on Monday last for a trade-booming trip covering 1,000 miles through northwest Pennsylvania, was equipped with a set of commercial graphophones. The machines worked splendidly all through the trip. Dictation was recorded and reproduced while the train was run-

ning through the country at a rate of speed frequently exceeding sixty miles an hour. During the five days out upward of three hundred letters were dictated and transcribed. The credit of this innovation is due to J. W. Binder, of the Pittsburg Division Commercial Office. Its success, by the way, opens up a new line of usefulness for the commercial machine.

During the past month two of the largest department stores, Rosenbaum Co. and Kaufmann's, have resorted to the graphophone as a business asset. They are offering machines with a certain amount of goods purchased. It is needless to say that the scheme is a success.

VALUE OF WINDOW DISPLAYS.

Every live talking machine dealer has found by experience that the window display is one of the best and least expensive advertising mediums at his disposal. This fact is forcibly borne out by the wonderful improvement in the art of window trimming noticeable during the last few years. No one can afford to overlook this avenue of income. Personal inability to trim windows is a lame excuse, and the fact that there is no one else in the store but the "boss" with a knack of window trimming is the worst subterfuge of all. These excuses are self-deceiving, for they are causing the loss of hundreds of dollars' worth of trade which might be obtained by means of good, attractive displays.

The "talker" who is getting along without good displays, both in his window and inside the store, is like a one-legged man hopping along without a crutch. If he is prosperous he can become more so by using this splendid medium of advertising. If his business is not in a thoroughly good condition the chances are that his failure to take advantage of such opportunities is to a great extent responsible for it. If the business is not large enough to employ a man especially for this work, it is usually not difficult to find some one with ability in this direction who is willing to act as a clerk as well.

Careless displays and slovenly window do-incalculable harm to a business. The ill-effects cannot be figured in dollars and cents. They are worse than no displays at all. They keep people out of the store who would be brought into it by the right kind of an effort. Besides that, they give the impression of careless management, which creates a feeling of distrust in the public mind. If there is any one thing needed more than anything else to attain success it is the confidence of the public.

No matter how good a display may be it should not be allowed to stand for more than a few days. Frequent changes prevent the damaging of goods by exposure and they make the effort far more profitable. A certain day should be set apart for it, and let the help understand to do nothing outside the necessities until this is done. Begin it early in the morning and do not keep the window torn up in the afternoon.



The most elaborate and most practical line of

PHONOGRAPH CABINETS

to the

"HERZOG"

HAVE YOU SEEN THEM?

Ask your Jobber for them.

HERZOG ART FURNITURE CO.

SAGINAW, MICH. - U. S. A.

The largest manufacturers of
PHONOGRAPH AND MUSIC CABINETS, LADIES
PARLOR DESKS, LIBRARY and FANCY TABLES.



EDISON'S INFLUENCE ON PHONOGRAPHIC ART.

Some Excerpts from an Interesting Contribution in the "Strand" Which Will Interest Talking Machine Men Throughout the Country.

The personality of Thomas A. Edison is always an attractive subject for writers, and one of the best and most interesting, and probably one of the few really authentic accounts appears in the Strand Magazine for the current month, from the pen of Francis Arthur Jones. The paper is entitled "The Personality of Edison," and is a study in the life of the inventor here, and as the records of "The Talking Machine World" are concerned only with Mr. Edison's connection with the developments and improvements in the phonographic art, such portions of the article will be used. After describing the vast Edison plant at Orange, N. J., as a whole and in detail, paying handsome compliments to the eminent inventor's managers and assistants, who are spoken of as the "boys" by the "old man," as he is affectionately termed by his associates, and telling of his important work in charge of each, Mr. Jones says:

"Near the X-ray department is a small room which apparently contains nothing of interest save a table, a chair, some lumber and a lathe or two. But it has associations, for it was here that Mr. Edison perfected the phonograph.

Another interesting room is known as the Precision Room, where all the instruments are perfected, presided over by John F. Ott. There are many remarkable machines in this room, all of an automatic nature, such, for example, as the device by which the body of a phonograph is made in one operation. The metal box on which the phonograph is mounted is placed on the machine, and simultaneously eight holes are drilled, the box is milled, and the holes are reamed to size. This takes but a few minutes, and one man is able to turn out a hundred a day.

"Perhaps the room having the greatest amount of interest for the general public is that presided over by A. T. E. Wangemann, and known as Room No. 13, or the Phonograph Experimental Department. Everything connected with the talking machine is shown here—hundreds of records, forests of horns, ranging in length from a few inches to eighteen feet, phonographs of all sizes and shapes, records, etc. In this room efforts are being constantly made to obtain better all-round results and superior records.

"All the work done in this room," Mr. Wangemann said, "is of an experimental nature, and all our efforts are centered on obtaining better apparatus for recording and reproducing, better raw materials for cylinders, and better records,

both blank and moulded, etc. In fact, it is here that every effort at improving and advancing the present way of phonograph productions and reproductions is made. We are constantly experimenting with new records, new speakers, new compositions for blank records, new horns or frames, and, in fact, there is nothing we do not try in order to obtain absolute perfection of sound reproduction."

"Mr. Edison has spent many weeks and months in this room, often working until two and three o'clock in the morning. He has a small room partitioned off from the experimental department, and here he sits and listens to records for many hours at a time, scribbling on scraps of paper his opinion of the various records. No one is allowed in this room under any consideration. Last year Mr. Edison spent the best part of seven months in this room, endeavoring to render the phonograph more perfect. He spends much of his time finding out the reasons for poor work, for he believes that more can be learned from things going wrong than from things which go well. As readers may be aware, there is no substance known which is proof against influence by sound vibrations, or which will not transmit sound at some velocity. If it were possible to find a substance which would be absolutely dead to sound, and yet solid enough to be used in mechanical construction, then one could obtain far superior reproductions of sound waves, both vocal and instrumental.

"The story of how Mr. Edison came to invent the phonograph has been told many times and with many variations, and it may not, therefore, be without interest to relate exactly how the wonderful 'talking machine' came into existence. Briefly, then, the invention of the phonograph was the result of pure reason based upon very happy inspiration. In his early work with automatic telegraphs operating at high speeds Mr. Edison had devoted to experiment with embossed strips impressed with dashes and dots thereon which were moved rapidly beneath a stylus to vibrate it. It was observed that this stylus in vibrating produced audible sounds. A small thing such as this would pass unnoticed by the ordinary observer as of no interest, but to a mind that is not only intensely alert but highly analytical it was regarded as a curious phenomenon. At this time Mr. Edison was actively working on his

telephone experiments, so that his attention was largely absorbed by matters connected with acoustics. Simply as a matter of inspiration the idea of a talking machine occurred to Mr. Edison, and, remembering his experiences with the automatic telegraph transmitter, he concluded that, if the undulations on the strip could give the proper form and arrangement, a diaphragm could be vibrated so as to reproduce any desired sounds.

"The next step was to form the proper undulations in the strip, and the idea was then suggested to Mr. Edison's mind that these undulations could be produced by sounds themselves, which could be then reproduced. When this complete conception was reached the phonograph was produced. Obviously, the change from a strip of material capable of being impressed by sound waves to a cylinder of such material on which the sound waves could be impressed in a spiral line was a refinement of the original conception which simply involved mechanical considerations. It is, therefore, rather an interesting fact that in the development of the phonograph the reproduction of the sounds preceded the original production of the record. Readers may also be interested to learn that the first patent on the phonograph was filed in the United States on December 24, 1877, and was granted February 19, 1878, No. 290,521. In this patent is disclosed the now historic instrument in which the sounds are recorded on a sheet of tin foil applied to a spiral grooved cylinder. Prior to this, however, in an application filed in Great Britain on July 20, 1877, No. 2,909, Mr. Edison disclosed not only a cylinder phonograph, but also an apparatus embodying his original conception of an embossed strip. There seems to be a generally expressed belief that Mr. Edison disliked the phonograph, and some papers have gone so far as to affirm that he will not allow one in his house. Again I asked Mr. Edison to corroborate this, but he could not do so. "I am very fond of the phonograph," he said, "and can listen to good records by the hour. I do not, perhaps, like the records that are most popular with the public, for I am not particularly fond of so-called comic songs or 'ragtime' music. My favorite composer is Beethoven, and I never tire of listening to his symphonies."

"Mr. Edison has never spoken into a phonograph for the purpose of making a selling record, and seemed surprised when I suggested that if he did so it would certainly have an enormous sale. But he shook his head and modestly declared that he did not think so. He might some day speak into the phonograph the story of how he invented the talking machine, but he did not consider it very likely." The first talking machine Mr. Edison invented is in the South Kensington Museum, London, Eng.

Not only has Mr. Edison been by long odds the most prolific inventor and patentee of any time, having filed more than 1,100 applications in this country alone for which over seven hundred patents have so far been granted, and more than two thousand applications for foreign patents in most of the countries of the world, but numerous and frequent applications for patents are being filed by experimenters and workmen connected with the several companies that are identified with the Edison interests, such as the National Phonograph Co., the Edison Manufacturing Co., and about twenty others. Consequently there are always several hundred active applications for patents pending in this country and abroad, the special details of which have to be remembered in order that they may be properly prosecuted.

Mr. Edison is a proverbially modest man, and one who dislikes nothing so much as talking about himself. Most people doubtless know Edison from the portrait of him published many years ago, and which shows him listening to the phonograph. Although taken almost twenty years ago, the inventor still resembles this photograph to a remarkable degree. He is older, of course, but his face still wears that youthful expression which will, without doubt, always be its chief characteristic, whatever age he may reach. He is of medium height, powerfully and compactly built, and, as I then saw him, was wearing a well-worn coat covered with chemical stains, and

THE SOFTORTONE ATTACHMENTS AND NEEDLES

FOR VICTOR EXHIBITION AND CONCERT, COLUMBIA, AND ZONOPHONE SOUND BOXES.



The SOFTORTONE ATTACHMENT is an invention to hold a special needle known as the SOFTORTONE. The purpose of this needle is to reduce the over-tone in the reproduction of Records.

SOFTORTONE NEEDLES are particularly well adapted for use in homes and small apartments where the full volume of tone is not desirable.

SOFTORTONE NEEDLES reduce the volume but bring out every detail and shade of tone in the Record.

PLAYS SIX RECORDS

SOFTORTONE NEEDLES may be played on the same or different Records at least six without injury to the Record—in fact, a Record will last three times as long when a Softortone Needle is used.

IMPORTANT: When ordering mention Name and Style of your Sound Box

The attachment for the Victor Exhibition fits the Columbia and Zonophone Sound Boxes. Price, Softortone Needles, in packages of 200, 25 cents. Price, Softortone Attachments, each 25 cents. Dealers' discount same as on machines.

FOR SALE BY

LYON & HEALY CHICAGO

an old pair of trousers, spotters linen, and a white tie. His head is massive, the forehead high, eyes deeply set, brows overhanging, and the expression extraordinarily keen. His eyes are wonderfully luminous and, when he is interested, light up his entire face. The nose is straight, the mouth tender and humorous. Like Lincoln, Edison lives a good story and is something of a raconteur himself.

VICTOR'S AERIAL ADVERTISING.

The Victor Distributing & Export Co., 77 Chambers street, New York, are installing a balloon for aerial advertising purposes, which is an immense affair, containing over 10,000 cubic feet of gas. On the 4th inst., while the expert was watching the bag, fully fifty feet in length, fill with gas, and when it was about two-thirds full, the high wind caused it to break away from its anchors, and, being thrown against the ropes, tore a great rent in the silk, allowing the gas to escape, overpowering the attendant, George A. Kelly, head shipping clerk of the V. D. & E. Co., happened to go on the roof at the time and found the party under the collapsed balloon and unconscious, remaining so nearly an hour. Kelly says he was fuller of gas than any talking machine salesman he ever saw. R. L. Thomae, who has charge of this matter, declares he will have the balloon up, although this is the second time it has failed to soar. It is to go up a thousand feet and be visible from over the whole city. The well-known picture of the Victor dog will be emblazoned on the balloon in mammoth size.

An order for 20,000 machines was taken by C. E. Brown, the resident agent in San Francisco, for the Talk-o-Phone Co., Toledo, O., last week. This deal has been pending for some time, and Mr. Brown was warmly congratulated by the entire selling staff and the executive officers. General Manager Hubbell, who arrived in New York Thursday, leaves for the West again today.

SOME NOTES AND COMMENTS.

Elsewhere the assertion is made by an English gentleman in close touch with the "phono" trade in his part of the world, that the business "over there" is on a higher plane, is better organized, and, incidentally, in better hands. An equally well-informed American talking machine man declares such a statement to be an absurdity. In proof of this he remarked to The Talking Machine World: "As a matter of downright fact the class of dealers and jobbers in Great Britain cannot compare with ours, from any point of view. With us any number of persons are engaged in the business to the exclusion of everything else, while pretty nearly all of them on the other side consider it a side issue, or something to help through the winter. To be sure they have more manufacturers in England, but the greater part of their output is a cheaper grade of machines, and this invariably has a tendency to deteriorate standards. Here conditions are such that the product is being improved and bettered, and the demand is not for cheap goods, but the higher grades."

The larger the store the better the trade is an axiom which seems to be self-evident, according to the experience of R. L. Hunt, manager of the musical merchandise department of Chas. H. Ditson & Co., New York. In commenting upon this observation he said: "We do a fair business, but we could treble it if we had the space. A talking machine department requires at least an entire room, and less is hurtful." Much food for reflection in this.

Now that the Columbia Phonograph Co., general, seeing the possibilities of the "relay" or loud-sounding graphophone, and took it in out of the wet, the wise ones are discoursing on the chances the other companies had in times gone by. For instance, the president of the Universal Talking Machine Mfg. Co., under the old and mossy management, "turned down" the High-

amophone with scant ceremony, for he saw nothing in it, according to the version of the promoters, who had the utmost belief in the device from the start. The ice pitcher was handed the same gentlemen in other quarters, but the Columbia people were not of little faith, and are said to have paid close to \$40,000 for the patents in addition to the royalties, which, by the way, go to the enterprising exploiters.

Jobbers complain that record cabinet manufacturers make only their own special designs and not a full line, as they should. It must be said, however, that the makers of these useful and ornamental pieces of furniture are constantly aiming to meet the views of the talking machine people on this very point, and are open to suggestions. They construct their goods for artistic effect as well as for utilitarian purposes, and the examples of elegant designing and superb finishing in the line of record cabinets now on the market covers a wide range.

TALK-O-PHONE CO. NEWS.

Three Big Jobbers in Boston Secure Talk-o-Phone Line—Shipments to South Africa.

Three of the largest jobbers in Boston now handle the Talk-o-Phone Co.'s line, and this is said to mean the New England States. S. Fainberg and Manager Hubbell closed the deals, and last week the former gentleman visited Baltimore, Washington and Philadelphia, where he sold not a few good-sized hills. In San Francisco he has something stupendous impending that will undoubtedly be successfully negotiated in a few days. Within a fortnight a large shipment of "premium" machines were shipped to South Africa, which seems to be an unusually promising field for this line of goods. Manager Reed, of the New York office, is more than pleased with current and prospective business.

A Christensen has one of the handsomest phonograph stores in Brooklyn.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS EDISON PHONOGRAPHS RECORDS, ETC. GENERAL SUPPLIES FOR CYLINDER MACHINES	Douglas Phonograph Company MANUFACTURERS "PERFECTION" SUPPLIES, ETC. RETAIL WHOLESALE—EXPORT <u>Salesroom, 89 Chambers Street</u> <small>Cable Address, Doughphone, N. Y.</small> Largest "Exclusive" Talking Machine Jobbers in the World.	DISTRIBUTORS VICTOR TALKING MACHINES RECORDS, ETC. GENERAL SUPPLIES FOR DISC MACHINES
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"Perfection" Needles.

The needle that does not wear out records nearly as fast as the ordinary sharp point needle increases tone 50%. Dealers will increase their business if they offer them for sale.

"Excelsior" Needles.

The new medium tone needle for those who want only sharp point. Our new prices are lower than asked for cheap needles. Send for samples and prices. Send your name for new price list of supplies ready June 1st.

We fill orders the same day received.

HOW NOYES SECURED HIS RECORDS.

Western Salesman for Indian Records Tells the Story of a Shipment to Chicago Which Was Secured Under Trying Circumstances Owing to the Big Teamsters' Strike in That City.

E. A. Hawthorne, of the American Record Co., sends the following extract from a letter received from C. W. Noyes, one of the Western salesmen for "Indian Records":

"I received the records this afternoon after a severe time of it, and under conditions that were trying indeed. You have no doubt read of the big teamsters' strike, which is furnishing plenty of excitement for us at present. This is a sympathetic strike and has included about every teamster in Chicago, including drivers for the various express companies.

"Express packages had not been delivered for four days, and I found to-day that if I expected to receive the records I would have to go to the depot for them, so I went over this afternoon and found a howling mob of strikers who were trying to prevent the express companies from delivering perishable freight to the commission merchants.

"I managed to get into the train sheds and found an express porter, who, after a little arguing, agreed to show me the car that contained my package. He would not assist me, however, in getting it out of the well-filled car, and after tossing a couple of hundred other boxes to one side, I found it and started on my way, happy again. But my troubles were only beginning. I stepped out into the street with the box under my arm, and I think, without any exaggeration, 500 strikers and almost as many policemen met me at the door. I thought I would get through the crowd, and did not imagine they would try to prevent my carrying a box away. But I made a mistake. Several men surrounded me and tried to take the box. I got back to the doorway and about twenty policemen got me in their midst and we made a dying wedge through the crowd. I got across the street to a cigar store, where I opened the box and carried the records under my arm. As it then had no signs of having been an express package, it was unmolested."

O. K. HOUCK CO.'S NEW QUARTERS.

(Special to The Talking Machine World.)
Memphis, Tenn., May 12, 1905.

As noted in these columns last month, the O. K. Houck Piano Co. have decided to enter the

wholesale talking machine field, and have now in stock an immense supply of Edison and Victor machines, records, etc. In addition to their regular piano store they have secured a special building for the talking machine business on South Second street, this city.

EILERS BIG VICTOR ORDER.

Secured Over a Thousand Machines and Five Thousand Records for the Various Pacific Coast Houses Which They Control.

(Special to The Talking Machine World.)

Spokane, Wash., May 8, 1905.

The Eilers Piano House has just received the first half of a large shipment of Victor talking machines and records, for which the house has the exclusive agency in all the territory west of Minneapolis and north of San Francisco. The shipment received comprised 1,000 machines and 5,000 records, and the second half is expected in the course of the next few days.

AN ATHLETIC STIMULATOR

Is the Talking Machine—Paris Taking the Lead in the Field—A Pointer For New York School Commissioners.

The talking machine has now made its appearance as an aid to athletics. At the annual reunion of the Gymnasiums of Paris, France, it has been found impossible to get simultaneous action on the part of the different organizations owing to the lack of understanding, not only of instructions, but also of the music employed as an adjunct to the various exhibitions. The happy idea recently occurred to Al Castagno, supervisor of gymnasiums, to utilize the talking machine, and in collaboration with M. Barner, director of the 57th Infantry Band, the various musical numbers utilized in the movements of the gymnasiums have been recorded on five cylinders, as well as the other instructions necessary to the success of the athletic festival. These records will be distributed among the various gymnasiums and employed during exercises, so that at the general athletic reunion all the different bodies can virtually assemble as one, and thus much friction be avoided. This is only another demonstration of the tremendous value as well as possibilities of the talking machine.

DICTATION THROUGH TELEPHONE.

A Novel and Interesting Demonstration at Chicago Office Appliance and Business System Show, Related by Manager Parsons.

(Special to The Talking Machine World.)
World Office, 1362 Monadnock Block.

Chicago, Ill., May 13, 1905.

W. W. Parsons, manager of the commercial graphophone department of the Columbia Phonograph Co. in this city, who, by the way, is a great admirer of The Talking Machine World, said to your correspondent during a call to-day: "I noticed an interesting article in last month's World on the novel use by a number of business men of the commercial graphophone in dictating letters on a train moving at the rate of sixty miles an hour, during the recent Merchants' and Manufacturers' excursion from Pittsburgh, the experiment being made by J. W. Blinder, manager of the commercial graphophone department, Columbia Phonograph Co., in that city. This reminds me that you may be interested in the use to which the commercial graphophone had been put during the recent exposition held at the Coliseum at the Chicago Office Appliance and Business System Show.

"We had on display at this exposition our commercial dictation graphophones, and an exhibitor at the extreme north end of the building (we being situated in the extreme south end of the building) called us up on one of the local booth telephones, and asked me if he could dictate a letter over the telephone, and would it be received verbatim on the graphophone. I remarked that this was rather a novel request, but would see what could be done. After adjusting a cylinder to the machine, placing the recorder in position, and adjusting the speaking tube to the receiver of the telephone, I told the gentleman to proceed with his dictation, which he did. The result was that, with a short pause between each letter, the graphophone recorded accurately no less than six fair-sized letters upon the cylinder, and the contents of the cylinder were in turn transcribed by a young lady typewriter in our booth, and the letters were in turn handed to the rather surprised gentleman at the other end of the phone. He was so pleased with the experiment that he called us up several times during the week and dictated a number of letters in this manner.

"Of course this rather unique experiment was only made possible by the excellent sensitive commercial dictation recorder manufactured solely by our house and is part of the equipment of the new model 1905 commercial graphophone. It might not be amiss to mention that of course we were aided in a great measure by the excellent service of the Stromberg-Carlson telephone, which was the one used in this experiment."

UNIVERSAL CO. RENOVATION.

Entire Establishment Handsomely Equipped—H. C. Babson Returns From the West.

The offices of the Universal Talking Machine Mfg. Co., 28 Warren street, New York, have been redecorated in a turkey-red color scheme that reflects credit on the artistic judgment of General Manager MacNabb. The main office presents an entirely new appearance, and the entire floor given over to the clerical force has been refurbished and brightened with a fresh coat of lively hued paint. The latest bulletin of records contains what the resourceful manager describes as an unusual number of "James Dundy" selections. Henry B. Babson, who left recently for a fortnight's stay in the West on special business, returned Wednesday. This is another gentleman of such indefatigable industry and versatility that he is a wonder to the entire trade, and he is a young man at that.

The Phonograph Record Co. has been organized in Canada for the purpose of manufacturing cabinets for holding phonograph records, the invention of Stephen Weaver and Bert Carman.

THE NEW CARUSO RECORDS**A GREAT SUCCESS**

HIS LATEST PICTURE SENT ON APPROVAL



SIZE 11" x 14" PRICE \$2.50 LIST

DON'T FAIL to let every customer hear them. Most dealers don't realize how many VICTOR RED SEAL Records are sold. The price seems high until your customer hears them. Then he is surprised to be able to buy such marvelous Records at any price. Even those who cannot afford it buy many of them. THESE ARE FACTS—TRY IT.

High class Records have been the means of selling many large outfits when the customer could not have been interested with any other class of Record.

We think we have the LARGEST STOCK OF VICTOR RECORDS. The "other fellow" won't show us his inventory or we might be sure. But you don't care about that. What INTERESTS YOU is the way your orders are filled.

If you have been getting about 50% of what you order, or less give us a trial order.

VICTOR TRUMPET HORNS - \$5.50 | VICTOR CONCERT TRUMPET HORNS \$8.00
HELPS SELL RECORDS

HERE'S THE SECRET. They make any record sound more natural. They're carefully and hand made on the proper acoustic lines, Japanese and baked, with NO METAL. WRITE FOR NEW QUOTATIONS.

Fits Victor, Zonophone, Columbia, Talkaphone.

VICTOR DISTRIBUTING AND EXPORT CO.
77 CHAMBERS ST., NEW YORK

MAY 15, 1905

THE TALKING MACHINE WORLD.



Victor June Records
The most wonderful of all

No finer musical records were ever produced than the new Victor records just perfected which will be on sale at dealers June 1st. They are doubly remarkable. First, for their brilliant array of world-renowned artists and star performers; second, for the wonderfully clear, loud and purely musical tone of every record. You will find them a musical revelation.

- Numbers beginning with a 4 are in 10-inch size, \$1.00 each; 10.00 per dozen. Numbers beginning with 41 are in 12-inch size, \$1.50 each; 15.00 per dozen.
- Arthur Pizarro's Band.**
 M. 4114 - "Sylvia Ballet" - Victor Lense
 M. 4115 - "Sylvia Ballet" - Victor Lense
 M. 4116 - "Waltz" - Victor Lense
 M. 4117 - "Waltz" - Victor Lense
 M. 4118 - "Waltz" - Victor Lense
 M. 4119 - "Waltz" - Victor Lense
 M. 4120 - "Waltz" - Victor Lense
 M. 4121 - "Waltz" - Victor Lense
 M. 4122 - "Waltz" - Victor Lense
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 M. 4198 - "Waltz" - Victor Lense
 M. 4199 - "Waltz" - Victor Lense
 M. 4200 - "Waltz" - Victor Lense

New Red Seal Records. Eames—Homer—Plañçon—Scotti

- Numbers beginning 41 are 10-inch size, \$1.00 each. Numbers beginning 42 are 12-inch size, \$1.50 each.
- New Eames—Homer—Plañçon—Scotti.**
 4101 - "The Waltz" - Victor Lense
 4102 - "The Waltz" - Victor Lense
 4103 - "The Waltz" - Victor Lense
 4104 - "The Waltz" - Victor Lense
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 4110 - "The Waltz" - Victor Lense
 4111 - "The Waltz" - Victor Lense
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 4200 - "The Waltz" - Victor Lense



LOUISE HOMER



PLAÑÇON

On sale at dealers June 1st
 You can buy a genuine Victor as low as \$15.00
 Victor Talking Machine Co Camden N J

This advertisement appears in the June magazines and will stir up a big demand for the new VICTOR records which come out on June first.

More and more VICTOR records are being sold every month and the dealer who does the best business and makes the most money is the one who is on hand with the newest records.

Will the public find the new June records at your store or will they have to go to your competitor's?

CALL FOR HIGH PRICED MACHINES.

Boston Doing an Enormous Trade Among Wealthy People—Now in Vogue in the "Back Bay"—Ditson Doubles Sales—Ormsby Enterprise—Manager Taft's Success—Columbia Co. Preparing for Summer Trade.

(Special to The Talking Machine World.)

Boston, Mass., May 13, 1905.

The talking machine business in Boston during the last twelve months has been surprisingly changed in character. While more of the cheaper grades have been sold, an enormous trade has been built up in the high-grade instruments among the wealthy "society" people who a year or so ago considered the talking machine a nuisance, because it had not been developed to the point that it pleased their trained, sensitive ear, which was surfeited with Symphony orchestra and recital music.

A year ago hardly a house in the swell Back Bay district contained a talking machine, whereas now it is considered "the thing," and hundreds of dollars are being spent for them. Songs by favorite singers, opera selections, band and orchestral music are ready at a moment's notice, and this feature appeals particularly to the busy banker or merchant who can spare but a minute for "just one selection."

The jobbing trade among the Boston dealers is now very brisk, as the entire New England States are handled from Boston. The demand for a higher grade instrument is noticed through all New England, and many of the newer dealers carry only the high grades.

The Victor department at Oliver Ditson Co.'s has proven an enormous business getter, and Manager Holzin prophesies that it will more than double its sales during this year. A very fine class of trade is Ditson's, and this class is just suited with the Victor. Enlarged floor space for the talking machine department is badly needed here.

At the Boston Talking Machine Exchange on Summer street, Manager Ormsby is making a goat showing with his new 10-inch disk records, which he is selling 100,000 of at 50 cents each. His window display is also a feature, for there is always something interesting there. The novel feature of having a salesman dressed like Sousa stand in the window, apparently directing an orchestra as the machine is being played, is really "stirring the animals up" and has proven to be a great trade bringer. Mr. Ormsby reports a greatly increased trade for the month of April over March. He is making a specialty of flower horns and has the wall covered with them, their morning-glory blossom design making the store very attractive.

The new talking machine department at C. E. Osogood's and also at Houghton & Dutton's has proved a success in each instance. Many of the regular customers of the concerns have found it convenient to purchase talking machines in connection with their other goods at quite a saving to themselves and a regularly established clientele is thus formed.

At the Eastern Talking Machine Co., Manager Taft reports business as being very brisk and with an even better outlook. The jobbing branch of this concern is very large and steadily growing. Disk records have the call.

At the Columbia Phonograph Co. the various departments are especially busy at this season

of the year. A number of new salesmen have been taken on recently and the approach of the warm weather, when people take their machines out upon the verandas and listen to them in the cool evening air, is giving an impetus to their business that makes every one hustle.

HENRY COWEN'S IMPRESSIONS

OF HIS VISIT TO THE UNITED STATES—Some Recent Developments in the Talking Machine Field in Europe—Compliments the "World."

After utilizing every minute of three weeks visiting various cities East and in the Middle West, Henry Cowen, a factor of importance in British talking machine circles, called for me April 22, via the Columbia, of the Anchor line. On the day of his departure he chatted informally with The Talking Machine World as follows:

"I come over at least once a year, sometimes often, and am quite familiar with the trade both here and in Europe. For one thing the business is not so well organized in the States as with us. Our manufacturers and specialists devote a great deal of time and attention to the perfection of details. Every part of a machine is closely studied, and in the line of horns, reproducers, sound boxes and devices to improve quality, I believe we are far in advance of similar American appliances. You are always in such a rush here, while with us the system of development and doing business is vastly more methodical, and therefore better results are obtained, I fancy. But let me say right now that the talking machine business of to-day will be as a baby compared to what is to be seen only in a year's time, to my personal knowledge. And the most remarkable thing in connection with my prediction is that the gentleman—an Englishman, too—who has this wonderful development in hand, had in the past always pooh-poohed the trade as a business proposition.

"Of course, you have heard of the axetophone, the invention of C. A. Parsons, originator of the turbine steam system. It is now being exhibited by the Gramophone & Typewriters, Ltd., who control the patents in London. It has an amplifying horn with triple bellows, operated by a two-horse power motor, and the sound can be heard three miles. I visited Mr. Parsons' country seat, and we went off two miles, and the music of a song was clear and distinct. The power is tremendous, and one cannot stand in front of the horn without having his hat blown from his head. The principle is that of an artificial larynx. The Columbia's relay graphophone, which is fitted a wonderful machine, is no comparison.

"I found nothing particularly new in my line on this visit. My purpose has been mainly devoted to looking over the market for buying goods. Among the latest things with us is a needle that is held in position not by a clutch or screw, which is a nuisance, but by means of a magnet. It is removed by simply pulling out. The cylinder record, in my opinion, will be in strong demand for a long time to come. Cheap disks have a tendency to increase the use of cylinders. The Germans have finally learned the secrets and all the tricks of making disks, and we must look for a marked lowering of prices in records of this kind. You know they cheapen everything, when once they get going, and disks will be no exception.

"I must say right here—and I take great pleasure in so doing—that The Talking Machine World is a splendid exponent of the trade here—a fit and typical representative as well in the enterprise and energy with which it is conducted as in its fine appearance. The splendid tone and quality of the publication commands my ardent admiration, and we all read it at home with a great deal of interest. I shall probably be back again in about six months."

The Metropolitan Furniture Co., of Springfield, Mass., have arranged for the representation of the Victor talking machines for western New England. Handsome parlors have been fitted up.

Business Increased



10%

The Full Edison Hand

is now broadening and increasing the dealer's trade from 10 to 30 per cent. Language study is a natural part of the phonograph business because the records are made in Edison Gold Moulds for Edison Phonographs. It's easy to demonstrate; just let the record talk and say "\$75,000.00 has been spent to get this pronunciation correct and have Mr. Edison guarantee it can't change," for the

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

MR. EDISON DEALER:

Let us post you about "Double Service." Sooner or later you will become interested or have a call for language study. Better write us now. We quote standard prices and discounts protected by the National Phonograph Company, and furnish literature which advertises you, not us. Thousands of language students are buying amusement records. Why not represent "Double Service" yourself and help some, too?

MAIL THIS COUPON TO-DAY.

International Correspondence Schools
Scranton, Pa.

Please send me National Phonograph Co. agreement covering language outputs and supply a complete line of literature, all without expense to me. I am an Edison dealer in good standing.

Name

Address

Disc Record Cabinets

Our No. 31 holds 144 Disc Records 10 to 12 inches. Drawer for use and user's notes, Oak or Mah. Finish.

Write for Booklet and Prices.

FEIGE DESK CO.

2064 Genesee St.

SAGINAW, MICH., U. S. A.



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J. B. SPILLANE, Managing Editor.

Trade Representative: Geo. B. Keller.

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Chicago Office: E. P. VAN HALLBROOK, 30 La Salle St.

Philadelphia Office: MINNAPOLIS and St. Paul:

R. W. KAUFFMAN, E. C. TOBBER.

St. Louis Office: San Francisco Office:

CHAS. N. VAN BUREN, ALFRED METZGER, 425-427 Front St.

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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, MAY 15, 1905.

THE suggestion made in our last issue that talking machines be used in schools as a means of introducing to the children a good class of music, has been favorably considered, we understand, by several educational boards.

A number of papers throughout the land have commented favorably upon The World's suggestion that the talking machine be used as a means of relieving the tension of application to studies.

The noblest work which the talking machine seems destined to achieve to our mind, is familiarizing the people with the best music, and in our schools the children, through the medium of talking machines, would become acquainted with all of the patriotic airs. And that means a good deal, for it is well to encourage feelings of patriotism and love for our national songs, particularly when we are receiving weekly such a vast immigration, which must be melted in the nation's crucible and become a part of the great American life.

THERE is no better way than to begin in tender years with children, and there is no more prominent or helpful addition to the life of any people than the development of its musical and artistic sentiment. It was this high, artistic feeling that stamped imperishable greatness upon the arts of Italy and Greece. It is the artistic side of our natures, too, that should be cultivated, else we become wholly enguaged in the way of commercialism which is sweeping over the land.

The nations which are devoid of artistic sense have not exhibited great progress. Who can deny that the love for art, for the beautiful, has made France the greatest artistic center of dress, customs and decoration for the civilized world? And, too, the artistic sentiment of the Japanese has helped them materially in putting them in a state of preparedness in their present struggle with the great White Bear.

EVERY nation should strive to cultivate the art instinct, which is love for the beautiful, and there is no part of the artistic sense more to be desired, or is capable of greater enjoyment than a love for good music, and it is through the talking machine that millions of people in all

lands are enabled to hear the music of the world's greatest artists. Folk songs and racial music would be lost entirely were it not for the perpetuating power of the talking machines. Through the agency of these marvelous reproducers of music and sound it is possible to transfer from one country to another an accurate idea of the music of remote countries of earth. We can hear faithfully reproduced the voices of the great opera stars, the celebrated bands, and singers of Europe, the quaint music of the isles of the seas, and the native songs of all the denizens of earth.

THROUGH the constant improvements which are going on the entertainment feature of the talking machine will be materially augmented, and as a factor in the musical and entertainment life of the world it will be a strong and growing one.

It cannot be denied but that it has wonderful commercial possibilities as well. Business houses already are making extensive use of voice records, for correspondence is carried on by sound instead of sight, and the day seems not far distant when the testimony in court trials will be preserved in this absolutely accurate manner instead of trusting to the notes of the reporter.

The talking machine has already figured in important court cases in Europe, and in various ways it will occupy a constantly enlarging sphere in our modern life.

THEN, too, the talking machine will be the means of preserving the language, for the speeches of leading men of our time will be handed down to future generations through the means of imperishable records.

The voice of President Roosevelt, of the Pope, of William of Germany, and Edward of England, with other great men of our times, will be faithfully reproduced to the succeeding generations.

It is marvelous, indeed, the value of the talking machines when we come to consider them in their many phases. Suppose that they had existed during the days of George Washington! We could have heard his immortal farewell address, and later in our own times, Lincoln's Gettysburg epic could have been told to us with the true accent of the great President.

Now that Joe Jefferson, than whom no actor ever stood closer to the hearts of the American people, is gone from among us, his voice still remains, and through the records made his speeches in "Rip Van Winkle" may be heard by his living admirers and by those who will know of him in days to come through the history of acting in this country.

THE talking machine, too, has already been used in some novel ways. A street vendor, who had lost his voice used the talking machine as a shouter for his wares. The novelty of a machine shouting "Fresh strawberries, twenty cents a box" helped his business, and he disposed of his entire stock at an early hour. His example will probably be followed by others, and it is said that the day has come when the farmer can use the talking machine to excellent advantage. One man who employed a large number of hands and has a great acreage, directed his operations by having records made and sending the talking machine to various points, telling his men to hurry up and hustle to get their shipments ready.

Some department stores have placed the talking machine on different floors announcing the specialties which are sold there.

ITS value as a language instructor, is already conceded, and so we may state authoritatively that in almost every division of life the talking machine is fast becoming a prominent factor. It is used to-day in both the Japanese and Russian hospitals—in fact, there is a talking machine in almost every hospital in Tokio, and medical men agree as to its value in quieting nervous and suffering patients. Some national air, or some humorous recital will bring smiles to the usually impassive faces of the Mikado's followers.

The anthropologist and the philologist also are finding it a great aid to their investigations. The Academy of Sciences in New York City has made a collection of the various dialects of Austria, Germany, France, India, and Northwest American Indian. This, of course, the future historian will find of great value in his studies. At Vienna in a museum of Languages, which has recently been established in that city, there are many hundred records made, including Slavic, Serbian, modern Greek, Portuguese, and other languages.

THE greatest possible injury that can come to the talking machine business is through machines which are not properly adjusted as far as the regulation of speed is concerned. Many people who hear them for the first time listen to squeaky and rasping voices, with the machine going at break-neck speed. This will form in the listener's mind a wholly inaccurate idea of the talking machine. It will represent to them discord instead of harmony, and we would urge that every dealer who sells talking machines pay full attention to the speed regulator when displaying them and impress upon the purchasers the desirability of having the speed of their machines properly regulated. If this plan is followed in a large way, it will do more than almost any other factor in increasing a respect and admiration for the talking machine in the minds of people who have hitherto regarded it as a toy, and as an invention not capable of great development.

DEALERS in trade novelties will find the addition of talking machines to their lines extremely profitable. They are good trade magnets, and can be used as clever advertising mediums. There are thousands of men engaged in other lines which are closely allied who could materially increase their income without much additional cost or the investment of a large amount of money. Business can be carried on at comparatively little expense and with a modest floor space.

TALKING machine dealers should, so to it that their stock is kept in good condition. It will make all the difference in the world with the year's record, whether the stock is clean or whether it is permitted to become dust covered and unattractive. Well-kept stock is a necessity to an up-to-date business, and dealers should not permit their stock to be run down in quantity so that its selling qualities are impaired. It pays to keep a good-sized stock and have it at all times attractive.

THE patent department of The World shows that inventors are constantly at work seeking means whereby betterment may be accomplished in the production of sound. When we compare the splendid product of to-day with the crude results of years gone by we must admit that the inventions in this trade have amounted to something and we are still moving ahead at a surprising rate.

SEE THE PERSON WHOM YOU PHONE.

Portland Man Has Invented the Televue, or Seeing Telephone—Can Talk to a Friend a Thousand Miles Away and Sees His Image—Stay at Home and See a Baseball Game or Hear a Sermon and See the Preacher at the Same Time—New Wonder To Be Exhibited at Lewis and Clark Exposition.

(Special to The Talking Machine World.)

Portland, Ore., May 10, 1905. The "seeing telephone" is the latest. Its inventor will have abundant opportunity this summer to demonstrate his claims as to the marvelous qualities of this device, for he has secured permission to exhibit it in practical operation at the Lewis and Clark Centennial, which opens in this city June 1. If the invention turns out to be what its creator claims, J. B. Fowler, of Portland, until a few weeks ago a laborer in a railroad shop, may rank with Edison, Marconi, Tesla and other wizards of electrical discovery.

Mr. Fowler calls his device the "televue," and says that by its operation one can see the image of the person to whom he may be talking through a telephone. The possibilities of such an invention are obvious. This invention—or discovery, as it might more properly be termed—appeals to the average imagination even more vividly than did the telegraph, or the telephone, or the phonograph, or wireless telegraphy.

The televue, which will be exhibited for the first time at the Lewis and Clark Exposition, as the telephone was at the Centennial Exposition in Philadelphia, in 1876, is no more nearly perfected than was Bell's arrangement at the time. The inventor, meanwhile, believes that the televue within a few years will show greater improvements than either of the earlier inventions. "Within a very few years," says Fowler, "either I or somebody else will have perfected my invention until by means of it a person can watch a football game, or a prize fight, or a performance at a theatre, without leaving his home."

Think of that a minute. It seems incredible;

and yet the little man has made good every statement he has made so far, and people who know him and have seen his invention believe that he is not boasting vainly. Within the past two months more than a thousand people, most of them skeptical, have visited the inventor's humble home in East Portland and seen with their own eyes that the televue is no fake. Among these people have been President H. W. Goode and Director of Concessions John A. Wakefield, of the Lewis and Clark Exposition, and D. C. Freeman, the president's secretary. The invention will attract much attention at the Exposition, where it will stand out as an unique exhibit among the thousands of interesting displays to be seen at the Western World's Fair.

J. B. Fowler, the inventor, is forty-four years old, and a native of Ohio. He has to his credit many inventions. He has not yet covered his invention fully with patents, and is very careful that no one shall know how the televue works. For the spectator there is not a great deal to be seen. On entering an ordinary telephone booth one is confronted by a round plate glass disk, about the size of a dessert plate, beneath which is an ordinary telephone receiver. In the upper portion of the glass disk are two small apertures. The person who is using the phone puts his face to the plate, looks through the two holes, and talks as through an ordinary telephone. The face of the person to whom he is talking, or any object held before the plate, is seen clearly, the scope of vision, however, being confined to the size of the plate.

Mr. Fowler contends, however, that if the size of the plate were increased the line of vision would be broadened, to permit the speaker to see the head and shoulders of the person to whom he is talking, instead of merely the face, as now. Were the disk moved back a few inches, the radiating lines which mark the confines of the area of vision would be spread, so that a wider angle would be made, and the scope of vision thereby vastly increased. In fact, everything which comes within this wide area of vision

might be seen by a person at the other end of the televue. A wonderful feature of the device is that the colors are brought out as vividly as in a mirror.

When the improvements in the televue have been made, as Mr. Fowler and many others believe they will, the scope of its usefulness will be almost unlimited. For instance, a train dispatcher by means of it will be able to see all the trains on his division at one time, watch their every movement from start to finish. Think of the saving of lives in railroad wrecks which this will effect.

With a complete system of televues established in a city, it will be possible for one to sit in his parlor and watch everything that is going on in the city within range of the televue—baseball and football games, races and other outdoor events, operas and plays, and other public entertainments of all kinds. An elaboration will enable an invalid to watch an opera by televue and hear the music through a perfected telephone. In fact, its possibilities are endless. W. E. BARNARD.

ENTERPRISING MILWAUKEE CONCERN.

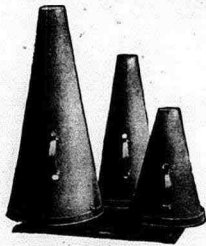
(Special to The Talking Machine World.)

Milwaukee, Wis., May 12, 1905.

McGreal Bros., the well-known jobbers and dealers in phonographs, have secured a lease of the store at 429 National avenue. At the Merchants' and Manufacturers' Exposition a very interesting feature was the appearance of Collins and Harlan, talking machine experts, who gave practical demonstrations on the making of records, under the supervision of McGreal Bros. A special room on the main floor of the building was secured for this exhibit.

Efforts are also being made in Paris to organize an association of talking machine men. At a recent reunion for this purpose it was suggested to have two organizations, one for the manufacturers and one for the dealers and jobbers. The organization, however, has not yet been perfected, but other meetings are scheduled to be held.

SEAL GRAIN HORN CARRYING CASES



Made of heavy Bookbinders' Board, covered with waterproof seal grain cloth.

Inside lined with Canton Flannel.

Lid Buckled to body.

Handle made of leather.

These cases are made to carry all the prominent size horns on the market. They are light weight, and will stand rough handling. Full information and prices mailed on application.

We manufacture everything in the line of Talking Machine Supplies.

HAWTHORNE & SHEBLE MFG. CO.

MASCHER and OXFORD STS., PHILADELPHIA, PA.

BUSINESS GOOD IN CHICAGO.

Notwithstanding that All Branches of Business Have Suffered from "Teamsters' Strike—A Great Sufferer in Victor Records—An Episode at the Columbia Wagrooms—New Concerns Open Up—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1905.
Trade in talking machines the latter part of April and the early part of May has naturally, like all branches of business, suffered to some extent from the teamsters' strike. So general is its effects and so apprehensive have been people in all lines regarding its ultimate result that it has caused a general retrenchment by the public. Women have been loathe to come down town in view of the excitement. In a wholesale way the effect has also been felt. Express business has been delayed as all the big companies have been tied up to an extent, and deliveries have been made for the most part direct to the depots by the shippers themselves, although the situation at this writing is being gradually cleared up and the companies are running a number of wagons under police protection. In view of all these hindrances, it is somewhat remarkable that the talking machine trade has not been affected more than it has, for business is fair—perhaps better than any other branch of the music trade—showing what a firm hold the talking machine habit has gained.

One of the really remarkable recent successes in the line of instrumental records is Lyon & Healy's special record 2642, "Rustling Silks," by Arthur Pryor's band. It is a ten-inch record made by the Victor Co. on special order by Manager C. E. Goodwin of Lyon & Healy's talking machine department. It is having an enormous sale.

The monthly Victor invitation concert inaugurated in February by Lyon & Healy in order to give Victor buyers an opportunity to hear the new records as the monthly bulletins are issued, have been discontinued until Fall when they will

be resumed and will no doubt again tax the capacity of Steinway Hall to the utmost.

The uses to which the talking machine can be put appear to be unlimited. A new one developed the other day when a Kansas couple called at the Chicago branch of the Columbia Phonograph Co. The wife was afflicted with a defect in her speech, a very noticeable, except to herself. A Chicago specialist had advised an operation but she could not be made to realize the necessity. The husband finally induced her to leave it to a graphophone. The quizzing people at the Columbia headquarters quickly arranged matters and when the fair Kansas heard her "line of talk" reproduced she waived all objections to the proposed operation and waxed enthusiastic over the machine that made her "hear herself as others heard her."

Two new branch stores have been opened up the last month under the direction of the Chicago house of the Columbia Phonograph Co. One is at Lincoln and Belmont avenues in charge of George Reimshneider, formerly at the main store, and the other is at Joliet in charge of George Sager, formerly manager of the Dubuque, Iowa store.

The Chicago Music Co. made their debut in the talking machine field a year ago, a step which President Platt P. Gibbs had long seen to be a necessity. The start was made with the Talkophone, but the business has grown to such an extent that they have now become Victor jobbers as well.

The Illinois Talking Machine Co., a newly organized retail concern, have opened at the southeast corner of Wabash avenue and Adams street. The Victor and Edison machines are carried. William Fitzsimmons, an experienced talking machine salesman is manager.

Recent callers on Manager A. H. Dorian of the Chicago branch of the Columbia Phonograph Co. were Geo. W. Lyle, general manager of the company and Irby W. Reid, their chief accountant who was on his return from his annual trip to the coast.

Manager Edwin H. Uhl of the Chicago house

of the Rudolph Wurlitzer Co., a steadily growing factor in the talking machine world of Chicago has gone to West Baden, Ind., for a fortnight's sojourn.

One of the new B. C. loud speaking graphophones was recently exhibited at the Columbia Phonograph Co.'s main store at 88 Wabash avenue and has been highly commended upon by all who have been fortunate enough to hear it.

The Salter Manufacturing Co., 102-108 North Oakley Boulevard, Chicago, have been somewhat delayed in bringing out their new line of disc and cylinder record cabinets. They will be ready for the trade this month or so, however, and will embrace several striking new designs.

"PARSIFAL" THROUGH THE TALKING MACHINE.

(Special to The Talking Machine World.)

Kansas City, Mo., May 12, 1905.

In a "penny entertainment parlor" in this city is to be found a talking machine that renders the prelude from Wagner's "Parsifal." Although the people who enjoy Wagnerian music are not, as a rule, the ones that visit "penny entertainment parlors," the "Parsifal" record is the best money-maker in the place. "We have people around that talking machine almost all the time," said one of the managers of the parlor yesterday.

"Most of them, I think, hear the selection simply through curiosity. They want to see what this much-talked-of 'Parsifal' is like. Once in a while, though, a musician drops in and hears the machine. He really enjoys it. But there are others not so enthusiastic."

PAY QUARTERLY DIVIDEND.

On May 15 the American Graphophone Co. paid their consecutive quarterly dividend No. 40 of 1% per cent. on their preferred stock to stockholders of record May 1. This dividend completes a period of ten years, the entire life of the preferred stock, in which the dividend has never been at a less rate than 7 per cent. per annum.

YOU MAY BE MAKING MONEY

AND LOTS OF IT—IN A SMALL WAY



handling Talking Machines—but why not make more? And make it in lumps—Big money—by also selling the

"HUNTER" COIN-OPERATED PIANO

THE GREATEST MONEY MAKER OF THE AGE

The "Hunter" is durable and compact in construction, positive in action, and cannot be operated by slugs.

IT IS MADE FOR USE WITH ANY SIZE AND DENOMINATION OF COIN DESIRED.

Some Good Territory Still Open

Write for Catalogue B and mention TALKING MACHINE WORLD, and we will quote you a special price.

LONDON
PARIS
BERLIN
LEIPSIK

THE PIANORA CO.,

E. D. ACKERMAN, PRESIDENT

41 West 24th St.
NEW YORK

GET THE "WORLD" AND KEEP POSTED.

Mr. O'Sullivan, of Rubber Heel Fame, Virtually Gives This Advice—An Appreciated Tribute from an Old-Time Admirer of the Talking Machine in the Home.

Mr. Humphrey O'Sullivan, treasurer of the O'Sullivan Rubber Co., makers of the famous O'Sullivan rubber heels, at Lowell, Mass., and one of the largest advertisers and best known business getters and developers in the United States, writes the managing editor of the Talking Machine World under date of May 6, the following complimentary words regarding this publication:

"I received the April number of The Talking Machine World and decided to take it home and look it through thoroughly before writing you. I find it most interesting to me, as it undoubtedly must be to all who have talking machines in their homes. I flattered myself that I knew



pretty well how to operate a phonograph until I read some articles in The World, and I am now forced to believe that I will have to become a subscriber to The World in order to keep posted on the many points of interest that are arising from the use of the talking machine.

"Every article that I have read is quite interesting; they are not too lengthy, and every one seems to convey information that is desired. I also notice lots of new applications of the talking machine for uses that I had not dreamed of, which are, of course, most interesting. Indeed, it is difficult to imagine to what uses the talking machine may not be applied.

"I will be pleased to have you enter my name on the subscription list, as I feel that The Talking Machine World will be the most welcome journal that will reach my hands."

It is most gratifying to receive a communication of this kind, particularly as it is a sample of hundreds we have received during the past month from sellers and users of talking machines not only in all parts of the United States, but in Europe.

COLUMBA PHONOGRAPH CO. SUE

(Special to The Talking Machine World).
Milwaukee, Wis., May 8, 1905.

Suit for \$11,076.94 has been brought by the Columbia Phonograph Co. against the Huseby Co., of this city, in the United States District Court. The complaint alleges that the defendant company entered into a contract to handle the Columbia graphophones and talking machines, exclusively, except that it was permitted to carry a sample line of another machine. The allegation is made that the Huseby Co. carried and sold more than the sample line, and damages of \$3,000 are claimed for this reason. It is also charged that the Huseby Co., to sell the other machines, declared that the Columbia machines were inferior, and that this damaged the business of the plaintiff to the extent of \$5,000. The contract was canceled December 15, 1904, and it is alleged that \$3,076.94 is due from the Huseby Co. for goods delivered and not paid for.

GOODWIN'S RECORD MOTOR RUN.

Motor Bike Runs Away With Manager Goodwin—Thrilling Hairbreadth Escape.

(Special to The Talking Machine World).
Chicago, Ill., May 12, 1905.

It happened last Tuesday. In response to a telephone conversation, the man came over to Lyon & Healy's and beckoned to Mr. Goodwin to come out of the sidewalk.

"There," he said, "is our latest new model motor bicycle. It will cost you \$275, and it is worth \$1,000."

"Hadn't I better try it?" asked Mr. Goodwin. "All right," said the tempter. "You can ride a bicycle, can't you?"

"Oh, yes," said Mr. Goodwin. "I used to take part in velocipede races when I was a boy."

So Manager Goodwin jumped into the saddle and grasped the handle bars with true scrocher dexterity.

The trainer then reached down somewhere behind and turned a button. The next moment Manager Goodwin began to move majestically away, followed by the admiring eyes of the crowd that by this time had collected upon the sidewalk. After he had gone about a hundred feet, he turned and called out anxiously, "Say, how do you stop this thing?"

"Gee!" said the bicycle salesman, "I should have told him that first," and he started to run after Mr. Goodwin. But the motor bike had fairly gotten under way. It was coughing and puffing like an Ohio river steamboat. Presently, Manager Goodwin struck the slight elevation of the corner crossing, and bicycle and rider for a moment soared in the air like a bird. All the while his speed increased, and the spellbound crowd watched him disappearing up the avenue with excitement too deep for words. It was seen that as the bike struck a 70-mile an hour clip Manager Goodwin leaned forward and stretched himself out horizontally upon the seat, with his feet waving frantically in the air. Clearly there was no such thing as getting off.

At this juncture the most that anyone could hope for was that he would run safely into the Atlantic ocean in the course of a few hours, and being an expert swimmer, might escape. But just then a coal wagon came around a distant corner, and the next instant it was all over—that is, the coal was. Loving hands extricated Manager Goodwin, and willing feet ran for a carriage. He was placed on the back seat with his injured limb on the front seat, and the driver was given the address of the nearest hospital.

"Then the cause of all the trouble said sadly: 'Well, I suppose you don't want to buy it now.' But he didn't know Mr. Goodwin. That gentleman leaned out of the carriage and looked at him sadly, yet forgivingly. Then, in a broken voice he whispered, 'Yes—I'll—I'll take it. I like it, only I will have to ask you to lead it for the first few days.'

The entire office equipment in Philadelphia of the Victor Talking Machine Co. has been transferred to Camden, N. J.



SAY!!
BE
WISE
WHO?
YOU!

OWL TALKS

No. 1

Q "I am not one of the owls who is always 'up a tree'; not a 'hoot' owl, but one of the hustler species—a day-time owl—a bird—with a mission to perform.

Q "As I am making my first appearance in THE TALKING MACHINE WORLD you cannot expect me to be a silent bird. I am here for the purpose of talking. 'To Whoo?' to you.

"I live in the big factory where they make the Syracuse Wire Record Racks, and it's part of my mission to tell you how they are constructed, and why dealers praise them.

"In order that you may fully understand the points I wish to talk about, you should have a copy of the Company's Circular No. 109, which illustrates the various sizes and styles. "There are two kinds and many sizes adapted for the holding of either cylinder or disk records. These racks enable you to keep the records clean; keep them in order and enable you, at a glance, to tell just how many there are in stock.

Q "A progressive dealer can't afford to be without these racks, and, of course, you are a 'progressive' man, are you not?"

Q "You can write to me and I'll give it personal attention." Just address me.

THE OWL
Care of Syracuse Wire Works
SYRACUSE, N. Y.

JUDGE HAZEL'S DECISION APPEALED.

National Phonograph Co. Stand Pat in Suit Decided in Favor of the New York Phonograph Co.—Business Not Infringed With.

Once more Judge Hazel, United States Circuit Court, Southern District of New York, has delivered an opinion in the case of the New York Phonograph Co. against Thomas A. Edison, Edison Phonograph Co., Edison Phonograph Works and National Phonograph Co., and which was handed down April 29. The first decision, in the complainant's favor, delivered January 5, "allowed an accounting and held that no injunction should issue, as the license in question had expired, and complainant had failed to exercise its option to extend the same." An appeal was contemplated at the time by the defendants, but it was subsequently discovered that an order of this kind was not appealable, and therefore both sides were at a standstill. To overcome this obstacle it was concluded to petition for a reargument, the attorneys filing briefs in support of their respective contentions for and against.

Judge Hazel, in his decision, on this point says: "A careful review of the original decision and re-reading parts of the evidence satisfies me that the former ruling was erroneous in that complainant was not afforded all the relief to which he is entitled. The contention that the complainant's rights under the licenses remained in force subsequent to March 26, 1903, was fully argued at the hearing, and sufficient evidence is found in the record thereof, although it was not given the importance which I now believe it merits." The court then discusses the extension of contract in all its bearings—quoting the original agreement with the North American Phonograph Co. as made with the Metropolitan Co. and its successor, the complainant—to the extent of seven typewritten pages of legal cap paper, finally observing: "The defendants, in my judgment, by their acts must be deemed to have re-

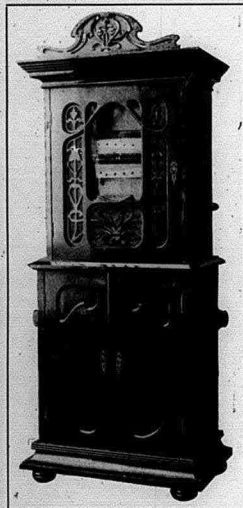
garded the extension clause as self-executing and operative beyond the period therein specified. My conclusion is that a rehearing of this cause is not necessary. A re-examination of the record and the correction of the previous opinion I deem warranted by the proofs, and because complainant is entitled to an injunction and accounting as prayed for in the complaint. Such injunction, however, may be stayed until the determination by the Circuit Court of Appeals of the questions presented; provided, of course an appeal is taken and seasonably prosecuted. A decree in conformity with the foregoing opinion may be entered."

Explanatory of the defendant's position regarding Judge Hazel's last decision, a gentleman familiar with the controversy in its every stage said to The World: "In the first place, the phonograph business in its early history was organized on the same basis as the telephone is managed to-day. That is, there was a parent company; the North American Phonograph Co., formed by Jesse H. Lippincott, which granted territorial selling licenses to subsidiary companies, and among them was the New York Phonograph Co., which acquired the State of New York. The original intention was to rent machines, and not sell outright, excepting under certain conditions. The plan did not work, it was a failure, and the American Co. went into the hands of a receiver. Now, Mr. Edison was a stockholder only in the North American concern, but had established the Edison Works as the manufacturing end of the business, and which he controls to this day. When Lippincott went to the wall, the presidency of the company was forced on Mr. Edison, for the saving grace of his name. The phonograph has always been the pet hobby of this eminent man, and he exerted every effort to save the works, putting in fully a half million dollars of his own money with that end in view. As a matter of fact, at this period the phonograph or talking machine business was in a groggy condition, the line had not been perfected, and the New York Phonograph Co. was

practically down and out with the collapse of the parent company. Then at a receiver's sale the National Phonograph Co. acquired the assets of the defunct North American Co., but it may be stated right here that Mr. Edison does not own a single share in the National Phonograph Co. His interests reside in and control the Edison Phonograph Works, which manufactures the machines and supplies for the National. But in spite of this fact, in every case, without exception, brought in the courts, he is personally thrust forward as the chief offender, so to speak. Mr. Edison is wrapped up in the improvement and manufacturing of talking machine devices, the selling being left entirely to others.

"In this special suit," continued The World's informant, "it was argued by defendant's attorneys that with the failure of the New York Phonograph Co. to establish their affairs on a permanent business basis—never having carried stock of any account, and maintaining an office in form only—had forfeited all rights under their original agreement. The National Phonograph Co. was organized subsequently as the general selling organization for the Edison product, but no subsidiary companies were formed or exclusive privileges granted. They were willing to treat with the New York Phonograph Co. as a jobber, but the latter were indifferent to this proposition, excepting they were given an "inside." This was peremptorily declined, the National Co. contending that the validity of the New York Co.'s license or contract could only be settled by the courts. It is now in the process of adjudication. When the order is entered within thirty days an appeal will be filed with the United States Circuit Court of Appeals. The business either of the Edison Phonograph Co. or the National Phonograph Co. is not interfered with in the remotest degree; nor will it, even should Judge Hazel's opinion be sustained, which I doubt very much. As it is, should the matter finally come before a master for an accounting, another surprise is in store that will knock the complainants in this case sky high."

TAMMANY CONCERT GRAND

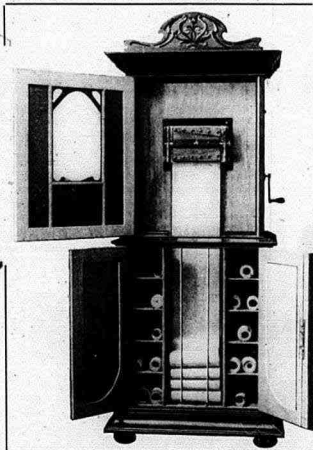


COIN operated or adapted for the production of music for all purposes.

Operated by spring weight or electricity. A large and powerful instrument of marvelous simplicity and low cost.

SEND FOR CIRCULARS

Etc.



TAMMANY ORGANET CO. STAMFORD CONN., U. S. A.

Notes about "Double Service"



REPRODUCED FROM THE RECORD.

Many's the funny story told at the expense of the gullible visitor at Mr. Edison's laboratory in the early days when the phonograph was being perfected. Mr. P——, one of the experimenters in the employ of Mr. Edison, was frequently called upon to describe the machine, and it didn't take him long to find out that anything he said "went" with the cylinders. Turning to a gentleman one day he prepared a slice of onion and asked him to place a small piece in his mouth, promising that the machine would not only reproduce the words he might dictate to it but his breath as well. P——'s companions were convulsed with the operation, and still more to witness the surprise of the visitor as the balmy zarfle floated out of the horn, which, needless to say, was "sated" by the amateur wizard!

AT OLD ELI.

The language man was at Yale—the other day and demonstrated to a group of professors in Lamson Hall. The first interruption occurred when the janitor burst into the room to find out what the "boys" were up to; he retired as suddenly as he came in.

A CLASS IS TAUGHT.

Soon the door opened again and the professor across the hall, who was in class, asked if they all could hear it. We felt a little proud of the old Edison machine when the professors nodded their heads in approval. The voice through the big horn filled the room, stronger, clearer than the live Frenchman could have done.

THE PRICE YOU ASK.

Twenty-five dollars (\$25) for one language. Use it when you please—the more, the cheaper; the higher, the fewer.

WHAT THEY SAW IN IT.

Here, they said, is correct pronunciation in Edison gold moulds preserved for use at any time. So they wrote:

The undersigned having heard phonograph records in French and Spanish by the I. C. S. System, testify that

these records reproduce the standard pronunciation of these languages, and offer a suitable model for students to imitate.

HENRY R. LANG,
P. L. SANDERSON,
KENNETH MCKENZIE,
RUDOLPH SCHWILL.

A TALKING DICTIONARY.

The dreams of '88 are now realities. You are reading a book with a French or other foreign quotation; what does it mean? how to pronounce it? Look in the I. C. S. Index, find the cylinder and the space opposite the words. Say it is record No. 2, space B. On the phonograph goes the record and the arm is let down on the space B of the scale. Promptly the words come to the reader and he can study the lesson besides, if he wishes.

UNITED STATES LAW UPHELD

In England in Regard to the Sale of Talking Machines Under Restrictions.

On appeal to the High Court of Great Britain, the tribunal of last resort, the decisions of the Circuit Courts of the United States relative to the sale of talking machines under restrictive conditions imposed by virtue of the patent were upheld. The decree was handed down about six weeks ago, the case involving the sale of Edison goods. The English court ruled that patentees may prescribe the price and lay down the terms of sale which their licensees shall charge and impose in selling to the general trade.

NO SUMMER OUTINGS HERE.

American Graphophone Company Doing a Phenomenal Business.

It looks as if all the dreams of summer outings, opportunities to participate in or witness the games of amateur baseball or indulge in the other outdoor sports which have contributed so largely in former years to the pleasure of the employees of the American Graphophone Company at the factory, Bridgeport, Conn., on Saturday afternoons, seem likely to be shattered this year. The current orders are already more than double what they were on the first day of May of last year, and are still increasing. In most lines the approach of the summer season is usually marked by a decided falling off in business, but the demand for Columbia graphophones and records remains unprecedented, and it will only be by continuing to work both day and night that the factory can supply the great volume of goods required.



(Special to The Talking Machine World.)

London, Eng., May 4, 1905.

At a recent meeting of the trustees of the British museum it was decided that the records of voices of the most eminent singers and publicists of the times—men and women whose voices will interest future generations—should be collected and stored with other of the nation's treasures.

A difficulty confronted the museum trustees—the difficulty of obtaining imperishable records. But no sooner was it raised than it was overcome. S. W. Dixon, manager of the Gramophone Co., at once offered to make imperishable records of the voices of such persons as a committee approved by the British museum trustees shall select, and supply them free of charge. This offer, the trustees have decided to accept, and before long the first of the records should be lodged in the archives at Bloomsbury.

The records are intended solely for posterity. They will not be used, for instance, for the purpose of giving Saturday afternoon concerts at the British museum to the present generations. Their value will be in years to come, when grandchildren and great-grandchildren of persons living to-day will be able to listen to the great statesmen, singers and actors of the present day.

The axetophone of the Hon. C. A. Parsons, of which you have heard doubtless on your side of the "big pond," is a talking machine whose sounds are conveyed to a distance by a blast of compressed air. The air is pumped by a small engine at a pressure which can be adjusted up to eight pounds, and it passes into the trumpet through a little valve taking the place of the ordinary diaphragm. The valve consists of a number of small slices covered with a fine comb. The vibration of this comb by the record plate reproduces the speech or other sounds, and the air current makes the sounds audible at distances estimated to reach three miles. The machine was recently exhibited at Dwell Hall, Earl's Court.

At a well-attended meeting of the talking machine men of this city, held recently, at the premises of the Gramophone Co., it was decided that Mr. Birnbaum, managing director of that concern, and Max Samuel, of Barnett, Samuel & Sons, should together consider the formation of an association, and report as to plan and scope. It will interest you to know that the title is to be the Talking Machine Trades Association, and the following committee have been selected: T. Birnbaum, J. H. White, Max Samuel, G. Brown, and Morris Greenberg, with A. Hatcombe, honorary secretary, pro tem.

The new record plant of the American Graphophone Co., which is to be built in London, will have a capacity of 15,000 disk and cylinder records daily. Messrs. McDonald and Dorian and President Easton are now in London perfecting arrangements for its equipment.

The Manx Language Society has been formed and to carry on its purpose of preserving the language of the Isle of Man will send a phonograph to different part of the island, and old men whose accent is pure will speak into the receiver passages from Scripture, folk-lore stories, idiomatic sentences and proverbs. When the records are complete they will be kept at the society's rooms in Douglas.

The new telephone microphone of M. Scheer, of Brussels, is to be known as the "isophone," and it claimed to give a much softer and more accurate reproduction of the voice, music, etc., than the ordinary transmitter.



"Every One a Good
Seller."

**DISK
AND
CYLINDER
RECORD CABINETS**

Write for Booklets and Prices.
They will interest you.

THE UDELL WORKS
Indianapolis Indiana

TRADE NEWS FROM ALL POINTS OF THE COMPASS

After unavoidable delays, owing to the failure of a trading camp concern which was occupying the premises they had leased for a term of years, the Bottini Phonograph Co. removed from 80 Charles street to 156 West 23d street, New York, last week. From now on Manager Warner will be a busy man getting the affairs of the company ship-shape for carrying on the large business planned out.

Chiett & Sons, music dealers, of Albany and Troy, N. Y., who carry a large stock of talking machine goods, reënter business line. Their principal trade is being done in Troy, where the small goods department is under the able management of C. G. Bode, assisted by J. S. Fitzgerald. "Flitz," by the way, is known by the smile that won't come off, from the invariable manner in which he greets his friends. Mr. Kingsley, in charge of the Albany establishment, is an enthusiastic talking machine man. The firm have branches in Schenectady, Amsterdam, Johnstown and Gloversville, N. Y., and also in North Adams and Pittsfield, Mass. The Victor goods are handled exclusively.

M. A. Miller, well known as an organizer of talking machine enterprises and representing several important foreign interests here, who went to Ohio recently on special business, returned to New York Saturday last. In addition to his trade connections, the gentleman is a lawyer of repute with a penchant for commercial affairs.

The Victor Distributing & Talking Machine Co., New York, is regaining a great deal of its old standing and trade under the new management. F. A. MacLean, their clever road representative, is earning fresh laurels with every trip.

Wm. H. Keller, Easton, Pa., the well-known

music dealer, notified the trade May 3 as follows: "Wm. H. Keller, of Keller's Temple of Music, has this day admitted his son, Geo. T. Keller, as a partner, trading under the name of Wm. H. Keller & Son." It is not necessary to say that this is very pleasing intelligence to the new firm's many friends, as George has host of friends, and it comes as a fitting return for many years of hard work. The senior Keller can now shift some of the work and take a well-earned rest.

M. G. Cocklin and J. C. Ogler, for many years with Yohn Bros., Harrisburg, Pa., started a music store in the same city, which from the start has been a great success. Owing to poor health, however, Mr. Cocklin recently retired from the firm, being succeeded by Price M. Ogler, under the firm name of J. C. Ogler & Son. From the beginning the new house have pushed talking machines and have constantly on hand a large stock of Victors and Edison's. Price M. Ogler has this department in charge and reports business as very satisfactory indeed. This is not to be wondered at, when it is known that Price is one of the best known young business men in Harrisburg, and counts his friends by the hundreds. J. C. Ogler has just recovered from a bad case of typhoid pneumonia, and was away for six weeks.

An elegant talking machine business is being built up by the Robinson Electrical Works, Albany, N. Y. At first taken on as a side line, it has become an inseparable part of their regular trade, which is developing rapidly.

The Kline Cycle & Auto Co., Harrisburg, Pa., sold out to S. K. Homburger, who then became an Edison jobber. A fortnight since he bought Geo. G. McFarland's business and is handling Edison goods and Victors in both stores. "Sidney" is

pushing the jobbing end of the Edison and is said to be making the Philadelphia jobbers hustle for their trade.

I. M. Shaw Blauvelt sailed last Wednesday for London in the interest of the British Automatic Vaudeville Co., which is a newly organized stock company with a capitalization of \$500,000. A large number of gentlemen interested in slot machines in this country also have large interests in the new concern.

The Edison Phonograph Co. are sending out a very neat and artistic bookmark to their dealers. The design is floral in bordering, with a lady's portrait for a center piece, while on the obverse is reading matter advertising the Edison phonograph and records.

The New Jersey Metal Co., of Newark, have been succeeded by the New Jersey Sheet Metal Co., which has been incorporated with a capital of \$25,000 under the laws of New Jersey. In addition to the large quantity of horns they turn out, they also manufacture specialties of all kinds.

The O'Brien Electrophone Co., of Augusta, Me., was incorporated this week with a capital stock of \$500,000. I. L. Fairbanks, of Augusta, Me., is president and treasurer.

On the list of jobbers recently accepted by the National Phonograph Co. are the following: J. P. Schmelzer & Sons Arms Co., Kansas City, Mo., one of the leading sporting goods concerns in the West; Quincy Phonograph Co., Quincy, Ill.; F. M. Atwood, Memphis, Tenn.; Western Talking Machine Co., St. Louis, Mo.; George R. Youmans, Waycross, Ga.; Flint & Brickett Co., Springfield, Mass.

Hawthorne & Sheble Mfg. Co. write that B. Peimberg, now city salesman in connection with the New York office of the Talking Machine Co., was never in their employ. The gentleman is well known in Philadelphia, where he sold goods for another concern in talking machine specialties.

DID YOU—EVER

TRY TO PLAY A RECORD WITH A **BAD NEEDLE?**

Of Course You Have—You Have Been Sorry For It Too

OUR SPECIALTY IS
For all Disc Talking Machines **GOOD NEEDLES** Finish and Quality Can't Be Beat

Our Needles run regular in every way. Always the same.

We put your own imprint on in Quantity Lots. This will advertise your business.

OUR THREE STYLES

QUIET

JUST WHAT THE NAME IMPLIES

Gives a Quiet, smooth reproduction designed to suit those who do not like much noise. Our needle plays six records—Scratchless.

MEDIUM

"A HAPPY MEDIUM"

between the very soft and the very loud. A Favorite. One needle plays three records.

PERFECT

THE BEST NEEDLE

for general use ever put on the market. Just the right taper to insure plenty of volume and the best tone quality.

A Sample 1000 Mailed for 30 cents

YOU CAN SEE THE POINT BY ORDERING SAMPLES

Sold in Bulk or Packed

AMERICAN TALKING MACHINE COMPANY
Wholesale Distributors of "Victor Machines—Records—Supplies!"
586 FULTON STREET, (BROOKLYN) N. Y. CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

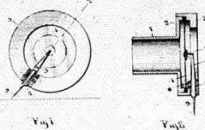
Washington, D. C., April 13, 1905.

Patents relating to talking machines and accessories have been "few and far between" since the last issue of The World. Those issued up to date are as follows:

DEVICE FOR SECURING SOUND-BOX NEEDLES. Patent No. 788,281. Beatty L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co.

This invention relates to devices for securing the stylus or needle within the stylus-bar of sound-boxes of talking machines and obviates the use of auxiliary fastening devices, such as thumb-screws and other similar means.

The object of the invention, broadly stated, is



to provide an automatic fastening and retaining means for the stylus or needle of a sound-box whereby the needle may be simply inserted in the socket of the stylus-bar and will be retained therein while being placed on the record and will be clamped firmly while traversing the grooves of said record.

Figure 1 is a front elevation of a sound-box having a portion thereof in section and showing the improved needle-holding device applied thereto; Fig. 2, a central longitudinal section

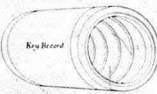


taken on the line 2-2 of Fig. 1; Fig. 3, a view of the stylus-bar, partly in section, with a needle held therein; Fig. 4, an end view of the stylus-bar, showing the needle or stylus in position therein. Twenty-nine claims are filed with this patent.

METHOD OF TUNING PHONOGRAPH CYLINDERS. Patent No. 788,927. Walter H. Miller, Orange, N. J., assignor to New Jersey Patent Co.

In making talking machine records for sale it is important that the masters from which duplicates are obtained should be secured at a standard surface speed, which at the present time with Edison records is about one hundred and sixty-four revolutions per minute. It is this way when the reproducing machine is properly adjusted musical selections can be reproduced in the exact key in which the original music was played in order that the best effects may be secured. If there is a relatively small difference in the surface speed of the masters, a perceptible variation in the key of the reproduction is observed, and to secure the best effect therefore a separate adjustment of the reproducing machine would be required for each selection. Consequently it is commercially important that the masters should be obtained at the same surface speed, and it is therefore necessary that some effective way should be suggested by which the tuning of any phonograph or other talking machines can be readily effected, whether for the taking of the masters or for the reproduction of the complete record.

The present invention presents a method of this character which has been successfully used



in practice for some time. Reference is hereby made to the accompanying drawing, which illustrates a key-record such as is herein described.

In carrying the invention into effect take a standard talking machine, for example and adjust its regulating mechanism so that its mandrel will turn at the desired speed. This adjustment may be effected by timing the mandrel shaft in the usual way, and by carefully adjusting the regulating mechanism until the desired speed is obtained. Now place on this standard machine as so regulated an ordinary blank record thereon a certain selected sustained note—for instance, B flat—which may be produced by a simple reed in any other way. This note as so recorded is preferably sustained at a continuous volume and for a considerable time, and may occupy substantially the entire record in order that the reproducer may be engaged with

the record at any point to sound the standard note. The record so formed constitutes a key by which the tuning of other talking machines can be effected, and, if desired, it may be duplicated in any suitable way to obtain a large number of copies. When a talking machine has to be tuned, whether for recording or reproducing, one of the key records or duplicates thereof is placed on the phonograph and a reproducer engaged therewith, so as to sound a single continuous note. A reed keyed to the same pitch—for example, B flat—is now sounded, and the adjusting mechanism of the machine is so regulated as to bring the note sounded by the talking machine in exact equality with the note sounded by the reed. When these two notes are exactly the same, the speed of the talking machine will correspond exactly to the standard speed of the original machine. This tuning can be effected with great accuracy, owing to the delicacy of the ear, and with great rapidity. Prior to this invention the tuning of talking machines was effected by counting the revolution of the mandrel; but such an operation was tedious and relatively uncertain.

TRADENOTES FROM THE TWIN CITIES.

Minnesota Phonograph Co. Open Up—Call for High-Priced Machines at Denver—Reginaphone Agency with Donaldson.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, May 8, 1905.

The month of April was hardly as good as during the previous month; though it is reported that trade was fairly steady. The prospects for May appear very bright.

The Minnesota Phonograph Co., of St. Paul, has opened up a branch in the heart of the retail district in Minneapolis, on Nicollet avenue. The store is very favorably situated, the only objection seeming to be the width, which is somewhat restricted. Here the Edison machine will be handled.

"Trade for April was fair," was the report of W. J. Dyer & Bro., "though hardly equal to our March trade. The demand for the Victor and Edison machines was pretty evenly divided. The tendency during the month was largely for the higher-priced machines. We have also had a big demand for grand opera records. In fact, the run is mostly toward the high-priced records."

The Victor department in the New England Furniture & Carpet Co. reported April trade about equal to that of March. The demand was said to be steady, and May was looked forward to as bringing big results.

Donaldson & Co. have added the Reginaphone to their other machines, which include the Victor, Edison and Columbia. It is reported to be giving much satisfaction. Their April trade was reported hardly as good as in March.

TWO IMPORTANT ESSENTIALS.

Our salesmen report that they frequently find dealers exhibiting machines not run at the correct speed and with the horn suspended improperly, says the Edison Phonograph Monthly. A phonograph running either too fast or too slow causes an unsatisfactory reproduction of the record, and is more apt to make an unfavorable impression on the purchaser than it is to induce him to buy. Care should be taken to see that a horn is suspended from the crane or horn support so as to be nearly balanced as possible. In other words, the little chain connecting the two should hang perpendicularly; otherwise it is apt to cause the reproducer to be lifted or crowded so hard against the machine as to interfere with its easy operation.

A new line of horn carrying cases is being placed on the market by the Hawthorne & Shibley Mfg. Co. of Philadelphia. These cases are light weight, strong and attractively made, and are being placed on the market at such prices as to insure a large sale. It will pay all jobbers and dealers to write the Hawthorne & Shibley Mfg. Co. for full information regarding this new line.



The United Hebrew Disc Record Co.

wish to announce for the benefit of the trade that it has been organized to meet the great and unlimited demand for Hebrew Records. After overcoming immense difficulties

we are now in a position to supply this demand with the finest and clearest Disc record ever offered to the public. Our catalogue will be sent upon application, and supplements will be sent every month.

Regardless of expense, we make it a point to include in our catalogue selections of the best and most popular Hebrew talent only.

Send For Catalogue and Particulars.

The United Hebrew Disc Record Co.

257-61 Grand Street, New York.

(Grand Theatre Building.)

THE PRIMA-DONNA AND THE COWBOY.

A PHONOGRAPHIC LOVE STORY.

Written specially for The Talking Machine World by Howard Taylor.

On a mild April evening in the year 1905, two cowboys were galloping homeward in the twilight. They were tired out after a hard day on the plains and their tempers were out of tune in consequence.

The "X L" ranch had sent the flower of its cavalry east a week before, to take part in the Cowboy Congress at New York City, and the bulk of the work in their absence fell on these two men. They had stood it uncomplainingly for several days, but to-night, with no prospect of relief in sight and no word from the boys, they were sore. When a cowboy is mad, he doesn't talk. He shuts his mouth with a snap and takes his spite out on his pony, using the quiet and spur with out mercy. So for a long time they rode in silence. Finally, Andy, better known as "Kid," broke the oppressive stillness.

"I'm givin' it to you, straight, the James, I'm dead tired of this overwork. Before the old man left, he come to us out in the corral just as we was saddlin' up for the day an' says, 'Boys, I'm takin' some of my frisky youngsters to New York to show them eastern tenderfoot how a broncho should be busted. We'll be gone a week an' I reckon you boys'll have a lot of work on you while we're gone, but silek it to an' I'll remember you, see?'"

"Quite a long speech for the old man, wasn't it? Well, the week's gone all right an' that's about all there is doin'. I'll be roped till I choke if I ain't plumb disgustin' an' I've got a bloomin' idea that to-morrow mornin' I'll see me a speck on the misty distance without there's somethin' up when we git home."

"I'm with you Kid. If the boss can't treat us like white men, I guess you an' me kin do the Injun stunt, too."

"This was a long speech for the boss, and it absorbed that little good humor he had left, for when his pony stumbled into a prairie dog hole, he dug in the spurs with all his blue strength. The ponies sprang forward so swiftly that these two wary knights of the West were soon dismounting at the ranch house."

"Hox in house fol you, L'ike," cried Lee Toy, the Chinese cook, from the porch.

"All right, Chink, we'll git next in a minute. Give a man time to turn his bronc' loose, will you?"

"Alee light, takee allee nighttee; alee samee, Lee Toy?"

"Now, you chize that hole in your ugly face an' rustle some grub d-d quick or there'll be a dead Chink round here, sale?"

A trade in Chinese, a slamming of the back house door and all was still.

Leading their ponies to the corral, turning them loose with a "hike now, you brutes!" was the work of a moment. Returning to the house, they lost no time in stowing away a hearty supper of steak and biscuit, with some good black coffee to

wash them down, and then, their whole beings permeated with curiosity, they attacked the aforesaid box.

"Say, Ike, its one of them new-fangled talkin' machines, or I'm a digger," drawled the Kid as he peyed off the last board from the lid and galled out a square box packed in innumerable wrappings of excelsior. Next came a collection of black discs, and last, a small brass horn.

"Hello! here's a note in the old man's writin'; let's see what he says. Bring that blamed lamp a little nearer, will you, Ike?" Spreading the letter out on his knee, the Kid read the following:

"Boys—We're having one o' our times in New York. I wish you could have been with the other night at Madison Square Garden. Those lubbers thought they had us for fair when they brought over a wild steer from the stock yards, and wanted to bet us a hundred plunks apiece that there wasn't a galoot amongst us could rope, throw and brand that bovine in ten minutes by a stop watch. Well, you can bet we gobblid their dough. They brought us something, a kind of gasoline burner, I think the guy called it, to heat our branding iron, and in just three minutes from that time—hold 'N L'—was decorating the flank of that dog-gone steer, and twelve hundred dollars was planted in our midst. The boys felt so good about this, that they made up their minds to send you something to while away the time; down sorrow, etc. They hope you'll like it. We'll be home next week, unless we strike another drove of suckers. Hurrah for 'X L'; ain't that right?"

"The Boss."

"Say, that's somethin' like, ah'y! Kid, hey? G-d, man, I'd liked to have got in on that financial transfer. Come on, let's set the pecky thing up an' see how she acts. Where's them black pie plates? Which one shall we start her off with?" Ike dove down into the bunch of records and came up smiling. Whew! say, this one oughter be a corker, 'Cummin's Indian Congress'; put her on quick."

With a whirr, the little machine leaped to its duty. Time, place, everything was forgotten. With a bloodcurdling yell, a band of early painted Indian warriors dressed in all the wild regalia of the warpath galloped out before them. They came the band, with blaring trumpets, and then came flying after it, the cowboys. Round and round the crowd rimmed arena they sped, brandishing their weapons and challenging each other to mimic warfare.

They did not see all this, of course, but the effect was so realistic that their imaginations supplied what was actually missing, bringing the whole scene to them in its entirety.

"By G-d! they're fightin'. Hear em, Yip! Yip! Them cowboys for me! Listen to the Winchester barkin'. Glory, Kid, you don't think the Injuns'll down em, do you?"

"Down 'em no hin, listen! Don't you hear that

bugle? That means a charge. They're retreatin'; our boys has got 'em on the run. Wow! If you an' me was only in that bunch."

With a final chorus of yells and shots, a cheer of triumph from the victorious cowboys, the scene died to a whirr again. The record was finished, and the machine had stopped.

For a while these two men sat in a trance before this miniature theatre of wood and brass. At last, the Kid yanked his kerchief from his neck, and mopped his sweat-besprinkled brow; then he spoke:

"I've heard a lot about them talkin' machines, but reckoned they was a fake put up to sell like that blamed patent medicine that slick critter from the East pawned off on us down to Denver last winter, but there he took a huge chew of tobacco to recuperate his sense of speech) when they kin git a whole tribe of Injuns, a full brass band, a regiment of cowboys an' the Lord knows what else in one of them black dinner plates, an' shoot it out at you through a funnel, an' make your hair stand up an' bring the sweat out on you in a minute morn' a whole blamed round up of mad steers would in a month, it's a tolerably hot article, ain't it, Ike?"

"That's my sentiments, Kid."

The next record proved to be a simple little song, sung in a rich contralto voice with orchestra accompaniment. As the first bars of the orchestra broke into the strains of "Home, Sweet Home," a song he had heard a little girl sing back in New Hampshire ten long years ago, Ike became mildly interested. But when the pure, softly modulated tones of this invisible singer came to him he seemed turned to stone. His eyes grew big with amazement and as the song progressed his face took on a tender look; then finally, as the last high note went echoing through the quiet room, the tears which had not flowed for years, up, not since the last big licking when a boy twenty years before, ran down his bronzed cheek.

His cowboy life fell away, and once more he was home from college on his first vacation, home in the little New Hampshire village, and strolling up to the rustic cottage where dwelt Grace Brandon, the little New England maid who had promised to become Mrs. James in the far distant, rosy future when his college days were over and he had made a fortune. Grace, too, was to be famous. She had a voice, and was going to New York to study.

In the midst of this bright dream, they quarreled, and he left her in the moonlight at the cottage gate, and without saying the word that would have mended all. Ah! for those days and that girl again.

The voice in the machine seemed familiar; it gave him the creeps.

"Right smart in voice, ain't it, Ike," drawled the Kid, breaking in on his reverie; then, as he saw Grace, he yanked "G-d, man, he you know? What's the matter with you? You're white as a sheet; seen a ghost?"

"No, I ain't, but I guess I heard one," whistled the Kid, snarling on his reverie; then, as he saw Grace, he yanked "G-d, man, he you know? What's the matter with you? You're white as a sheet; seen a ghost?"

Standard Metal Mfg. Co., MANUFACTURERS OF PHONOGRAPH HORNS & SUPPLIES

Our Horns are as our name implies "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Flower Horn. Prices on application.



FACTORY, Jefferson, Chestnut & Malvern Streets, NEWARK, N. J.
N. Y. Office & Sample Room, 10 WARREN ST.

pered like, as he tried his best to pull himself back to normal.

The gray streaks in the eastern sky that herald the approach of day, were tinting the edge of the prairie when at last they put the machine away and crawled into their blankets. It did not seem that they had slept before Lee Toy's call of "breakfast! breakfast!" turned them out again.

As they rode away to their work, the Kid turned to Ike with a grin. "We didn't stampee, did we?"

"No, but I reckon I will soon as the boys git back. Fact is, that blamed machine made me think of home, an' I'm goin' back East fer-a spell. I feel wrong somewhere, I've got to git out."

CHAPTER II

In the recording room of a talking machine laboratory a young lady was singing before the horns. Back of her, the orchestra rose like the bleachers at a baseball game or the clinic at a hospital.

She had finished her repertoire, when the manager entered and asked her to sing again. "'Home, Sweet Home' is still very popular, Miss Brandon," he said. "In fact, we are very low on orders for this song, and it will be necessary for you to make another master, please."

She nodded an affirmative, and the orchestra had struck up the introduction, when a boy entered with a card. "You can't see her now; she's busy singin'," he whispered to one behind him. "But she's got your card all right, an' she'll be done in a minute."

"All right, Kid, but when a feller's traveled a thousand miles to see a person he used to know, and—and now he's got here, he ain't no blamed sure whether it's her or not, he kinder hates to wait. Will she be done in a minute; are you givin' it to me straight, kid?"

"Sure, she's done now; come on."

"A gentleman to see you, Miss."

The young lady turned her gaze wonderingly on this figure in leather breeches and spurs; a cowboy in New York, and to see her, how funny. But what was there in his face she knew? Something that made her heart beat fast and memories of her childhood come stealing like a delicious languor over her. It was, oh, it could not be, and yet the hair, the eyes, the firm chin, the scar; ah! thank God for that, the scar on the forehead; she knew it. It was Ike!

Swiftly she came to him, her hand was in his, and words of endearment—you who have lost a comrade, a lover over a foolish, childish quarrel years ago and found that lover again, know the kind—passed between them. They left the laboratory together like two children, hand in hand, the prima donna and the cowboy.

The story of how he found her was gone over many times, not in the dialect of the plains, but in the good English that came back to him in the presence of the girl he loved, and she blessed the day that she made her debut before the horns, for it brought her the dearest thing in life, her lover.

They were married in "the little church around the corner" that same day, and later, in their room at the hotel, talked over their past and future.

"I have made money, dear," he said, "I have it with me, look!" From the depths of his clothing he drew a bag of gold and laid it before her. "It is yours, take it."

"I, too, have prospered," she answered him, with a rare smile, as she gave him her bankbook. "I guess we are pretty well fixed, little girl, you and I, and I suppose you will want to keep right on here in New York with your work, won't you?" and he sighed.

What would he do? Where could he go? Leather breeches and spurs on Fifth avenue, never! "I guess I made a mistake in coming. I will stick it out though if it kills me, for her sake," he vowed, and his teeth shut tight as they did on that night on the plains in the moonlight. For answer, his wife handed him a note faintly scented with violets, too delicate to touch, he thought, as he handed it gingerly.

Then his chest heaved, his hands shook and a great, great joy shone in his eyes. I don't blame him, do you, for this is what he read:

"Blank street, New York, May 1, 1905.
"Mr. R. K. O'Neill,
"Mr. Recording Dept. Criterion Phono Co.
"Dear Sir—I write to ask that my name be withdrawn from your payroll, not because of any unpleasantness, but because I have been married and am going back to my dear New Hampshire home. Thanking you for all you have done for me and wishing you much success, I am,
"Cordially yours, Grace Brandon Jones."
THE END.

THE DUPLEXOPHONE CO.

Have Equipped Their Plant with the Latest Machinery, and Expect to Deliver Machines About June 1st—Mr. Hill's Invention.

(Special to The Talking Machine World.)
Lincoln, Neb., May 10, 1905.

The Duplexophone Co., which was recently incorporated here with a capital of \$300,000, for the purpose of placing on the market an invention patented by Chas. E. Hill, has secured the factory formerly occupied by the Enterprise-Planning Mill, at 2418-2422 N. street, and they have now installed about \$140,000 worth of machinery, and expect to deliver machines by June 1st. An option has also been secured on several lots just west of this location, on which the company expect to begin the erection of a five-story brick factory in the near future.

A new store shelving for the display of records, and other supplies has recently been patented by a member of the company, and will also be manufactured at this plant. In a chat with President Hill, he said: "We are now turning out cabinets and installing machinery for making motors and building a foundry and improving our plant in

every way, and within thirty days we will be delivering machines, and we are preparing to turn out about 300 machines a day, and if necessary we have room to equip for a capacity of 500 machines a day."

An uptown office is to be established soon, where both the retail and wholesale business of the company will be transacted. The officers of the company are: Chas. E. Hill, president and general manager; J. W. Clark, vice-president; M. Leusink, factory superintendent; J. Y. M. Swigart, secretary and treasurer. The duplexophone, which is called, differs from other talking machines in that the vibrations are taken from both sides of the reproducer and delivered through two trumpets instead of the usual one.

CONROY CO.'S INTRODUCTORY OFFER.

T. P. Clancy, manager of Conroy Co.'s talking machine department, St. Louis, states that to introduce their new line of Talk-ophones they gave away 144 machines recently, with the understanding that each recipient was to buy \$5 worth of the new American disc records, which sell at \$1 apiece, and one a week for thirty weeks thereafter. The idea was a success.

May 4 the Wisconsin Phonograph Co. commenced suit in equity against Thomas A. Edison, Edison Manufacturing Co., Edison Phonograph Works and the National Phonograph Co. in the United States Circuit Court, district of New Jersey. The bill of complaint is along the lines followed in the case of the International Graphophone Co., now pending. An answer to the latter action making a general denial to the allegations was filed March 1, and in due time the Wisconsin suit will receive similar treatment.

THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

The Perfect Self Playing Piano. It Operates 50 Per Cent Easier Than Any Other.

The Nicklin Coin-Operated Piano

The ONLY Perfect Coin-Operated Piano. POSITIVE IN ACTION. SLUGS WILL NOT OPERATE IT.

We also Manufacture the "Pianotist" and "Nicklin" Piano Players, which can be fitted to any Upright Piano.

Good Territory Still Open. Write for Catalogue "T. M. W." and Discounts

PIANOTIST COMPANY, Factory and General Offices: 153 WEST 24th STREET NEW YORK

Phono-Record Post-Cards

GREATEST NOVELTY OF THE AGE

New Development of the Postal Card Case

Wonderful Advancement in Talking Machine Discs

Songs, Band and Orchestra Music to Perfection



This article consists of a thin transparent disc record, through which the picture on the postal card is clearly visible. Can be played on any style Talking Machine loud enough to dance by.

Can be played over 100 times and are

INDESTRUCTIBLE.

ASSORTMENT CONSISTS OF 80 NUMBERS

A sample set of 12 assorted cards \$1.50 postpaid; cash order—quantity prices on application—No free samples.

Talking Machine Jobbers and leading Dealers will find the "Phono-Record" cards not only a novel, but a most effective means of advertising their business either to the trade or public. The publicity is perpetual and permanent, for the cards are kept as souvenirs. Specially low prices quoted on this proposition.

Import Novelty Co. 1265-1269 Broadway Department NEW YORK

CUT THIS OUT — Send Stamps or Cash.

EDWARD LYMAN BILL, Publisher
1 Madison Avenue, New York City

Enclosed find Fifty Cents—cash-stamps—for which please send me THE TALKING MACHINE WORLD for one year.
Foreign Subscriptions One Dollar per year.

Name _____
Street Address _____
Town _____

Date _____ State _____

- 6078 1 The Main Chance—March.....E. R. Schremer
- 1 La Belle Rose—March.....Chas. N. Daniels
- 2 The Masterstroke—March.....H. Lammie
- 3 Who Far?—Two-step.....C. H. South
- 4 Knoxville Knights—Two-step A. J. Ward, \$1.00
- 6079 1 Sunny Susan—Two-step.....H. Frankenhofen
- 2 The Happy Hayseed—Two-step.....Paul Eno
- 3 The White Crow—March.....Paul Eno
- 4 Antlar—Intermezzo.....Max Dreyfus
- 5 Black Smoke—Two-step.....C. L. Johnson, \$3.20
- 6080 1 Panama—Two-step.....M. Frankel
- 2 Stars—March.....Ed. Mollenhauer
- 3 Casella—March.....B. Bilse
- 4 Soldier's Greeting—March.....M. Canthal
- 5 Carnival March.....E. J. Fischer, \$3.75
- 6081 1 Theban—Two-step.....A. W. Hawley
- 2 Dreamland Waltzes.....A. W. Hawley
- 3 Theban's Dance.....Grace W. Linn
- 4 The Gentleman from Indiana—March A. Boucher
- 5 Fashionable Vaudeville—March, Grace W. Linn
- 6082 1 Enchantment Waltz.....Grace W. Linn, \$3.85
- 2 Hinky Hinky—March.....Bertha M. Thompson
- 3 Janet Waltzes.....W. E. Brandkamp
- 4 Tropicana—Two-step.....Grace W. Linn
- 5 One, One, One, Waltz Song.....H. W. Lowe
- 6 Frolic of the White Rats—Two-step.....Mose Gumbel, \$3.75
- 6083 1 The Automobile Spin—March.....Grace W. Linn
- 2 Memories of the Dance—Polka, Grace W. Linn
- 3 Fashionable Vaudeville—March, Grace Marshall
- 4 In the Good Old Winter Time—Song, A. A. Ford
- 5 Neptune—March.....C. A. Zimmerman, \$3.75
- 6084 1 He's Me Pal—Song.....Gus Edwards
- 2 Val from Vallejo—Song.....Wm. Gould
- 3 My Machine Song—Song.....Katie Hengertner
- 4 I Care for Nobody, Dear, But You—Song.....E. Leding
- 5 Easy Street—Song.....W. H. Penn, \$3.75
- 6085 1 Love in a Phonograph—Song.....W. H. Penn
- 2 In the Shade of the Old Apple Tree—Song.....Van Alstyne
- 3 Every Little Bit Helps—Song.....D. Castello
- 4 She Didn't Know Just What to Do—Song.....D. Castello
- 5 Just Across the Bridge of Gold—Song.....Wm. Tiller, \$3.75

COLUMBIA WILL EXHIBIT

At the Lewis & Clark Exposition—Handsome Booth Shipped from St. Louis—Not in Competition for Prizes.

The Columbia Phonograph Co., General, with their usual enterprise and public spirit, will be handsomely represented at the Lewis & Clark Exposition, which opens at Portland, Ore., June 1. The entire booth and exhibit displayed at the St. Louis World's Fair was shipped complete, and in addition to this very elegant showing of the company's line, many new features will be added and seen for the first time. Their space is in Block 19, at the southwest entrance of the Fine Arts and Machinery Building. The exhibit

will be under the supervision of Walter S. Gray, general manager of the company's Pacific Coast business, with headquarters in San Francisco; but in immediate charge of G. A. Smith, manager of the Columbia's Portland store. The exhibit is installed for advertising purposes only, and to aid and strengthen the company's business in that part of the country, and not in competition for any prizes.

NO LONGER A SIDE LINE

Some Pointers to Show Wherein it Pays to Push Business—Profitable Results Are Certain to Materialize.

In the early days of the business, few dealers did more than carry talking machines as a side line. They bought a few machines, a few records and made it an incidental part of their business. It was regarded as a filler for dull seasons. Bicycle men took up the line to tide them over the winter months. Musical merchandise firms carried a small stock to help out the

volume of their general business for the year, and others handled the goods on much the same principles. Within the past year or two, this plan of selling talking machines has given way to an entirely different method of handling them, remarks the Edison Phonograph Co. Hundreds of dealers have now made it the most important part of their business, some of them handling nothing else but talking machine goods, and even where other goods are also sold, the phonograph end is the largest, most profitable and most important.

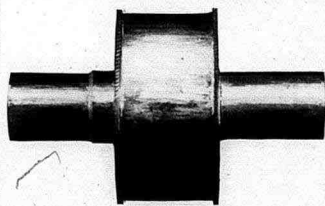
Hundreds of others are finding out that it will pay them to give more attention to pushing the sale of talking machines, and are rapidly reaching a point where they will follow in the footsteps of their most progressive competitors, and devote most of their time and attention to the phonographic end of their business. In small towns where the opportunities for sales are limited, it is not, of course, possible for dealers to devote much of their time to the sale of phonographs. The opportunities are probably too limited to make it worth while. At the same time there is not a dealer in phonographs today who could not, with advantage, give more attention to the sale of these goods. A little personal solicitation, and the sending out of a little more printed matter to people likely to be interested, would have an effect that would surprise him at the end of the year.

Any dealer, no matter where located, can no longer be named of people in his locality who are in a position to own a machine, and he will find that practically only a small proportion of them have a phonograph. Those who can afford to buy one need only be convinced of their delightfully entertaining powers to have one of them in their homes. What proportion of the homes in any locality, whether in city or country, have music of any kind in their homes? A comparatively small percentage may have pianos, but in many cases these instruments are only pieces of furniture, because no one can play them. In such homes and in all others where there are no other musical instruments, the talking machine would fill every want. In fact, in many ways, it is superior to the piano because of the almost infinite variety of amusement afforded by it.

A HINT TO MANAGER CONRID.

"This is a marvelous age we live in," said a theatrical manager the other day. "I had written to a tenor, and asked him what he would accept to sing next season. His reply consisted of a letter and two cylinders. 'I will come for \$250 a week.' See letter said: 'and I forward in another package samples of my voice and of my acting.' The large cylinder was a phonographic record of one of the tenor solos. The smaller one was a moving picture film of him singing the solo. I took the two cylinders to a dealer, and one we put on a phonograph, the other in a moving picture machine. Then we darkened the room and started the machine and the phonograph simultaneously. I got from it almost as satisfactory an idea of the man's talent as I could have obtained if he had visited me."

A TRIUMPH OF SCIENCE



The Phono-Consonator is not a simple mechanical tool as is commonly supposed. While a real triumph of the mechanic's art, it is, first of all, a triumph of a scientific instrument. It embodies certain acoustic principles which has for its object the improvement of sound both in tone and volume.

The Phono-Consonator

is distinguished as well known. Others have sought means by which these principles may be embodied but have signally failed, until the "Jewels Mfg. Co." have found a solution in the Phono-Consonator which produces a naturalness of sound by the absence of that irritating twang, rasping, grating sound and blast never before obtained, and has placed the art of recording and reproducing sound on the pinnacle of perfection.

List Price \$3.50. Send for descriptive circular

LEWIS MFG CO.

379 Sixth Ave., N. Y.

ALLEN'S PAPER LACQUERED PHONOGRAPH HORN

No Metallic or brassy sound
No brass to clean

Manufactured in Japan from paper and lacquered to a fine finish
Red inside, Black outside. Length, 38 inches; Bell, 15 inches

Price, \$10.00

PETER BACIGALUPI, Gen'l Agent, 786-788 Mission St., San Francisco, Cal.

Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS and ACCESSORIES

HERE AND THERE IN THE TRADE.

As a distinct novelty, the Phono Record post card is one of the most original articles recently offered the trade. Aside from its musical possibilities, which are by no means inconsiderable, considering the size of the diminutive celluloid record, as an advertising proposition for talking machine jobbers and prominent dealers it has advantages which should appeal to bright, up-to-date men. To be sure the cost is a trifle above ordinary playing, but the fact that these cards are regarded as souvenirs, and so preserved, renders the publicity gained thereby perpetual and permanent. Besides the Import Novelty Co., 1265 1/2 Broadway, New York, who are headquarters for the cards, are quoting a special low price in quantity lots for this very purpose. This suggestion is worth attention.

J. D. Beekman, representative of the Victor Talking Machine Co., has just returned from a trip to the Coast and reports business in the western country as booming. He is greatly taken with California, especially Los Angeles and San Diego, which he calls "God's Country." While out there he started a number of new accounts and considers this his banner trip, finding the western people decided admirers of the Victor

line. Mr. Beekman is now working New England with his usual success.

Charles H. Hickock, the able manager of the Charles H. Hickock Music Co., Poughkeepsie, N. Y., has been making a number of improvements in this Main Street store, among them being a separate sound-proof room for talking machines, entirely distinct from the main store district. Mr. Hickock stated that his talking machine business has increased so that it became necessary to give it proper quarters and attraction. Among the other improvements installed is an electric elevator. This connects with the talking machine and piano departments, as well as the rental hall.

Arthur A. Allen has bought out the small goods department of the Ludwig Piano Co., Greenfield, Mass., and will put in a full line of talking machines. Mr. Allen is leader of the Greenfield band and is well known throughout that section of Massachusetts.

Wesley Elmes, father of Devereaux Elmes, with the Douglas Graphophone Co., incorporated, who died at his home in New York on Tuesday, the 10th, was in service of the United States Government for thirty years. For a long time he was

acting solicitor of the Treasury Department and for the last fifteen years has been connected with the law bureau of the New York Custom House. The deceased wrote several legal works on customs practice, which are considered authoritative.

On the 1st, the Nova Phonograph Horn Co. removed from 191 West 124th street to 2 Manhattan street, New York, where they occupy a prominent corner at the junction of several avenues. Their new place has the advantage of increased facilities and twice the floor space of the old place.

Those informed say there is "something doing" incidental to Marcus A. Miller's visit to Toledo, O., and his prolonged conference with the Talko-Phone Co. If a deal is consummated the insiders declare its importance will have a bearing on trade of the first magnitude.

The American Record Co., New York, are crowded with orders which are straining their capacity to the utmost to fill. Manager Prescott is doing all sorts of stunts to satisfy customers, and is feeling the strain of the close application to business in a marked degree.

His many friends will sympathize with F. E. Eckhardt, manager of the Columbia Phonograph Co., general New York, over the death of his brother, Will, which occurred suddenly Sunday evening, May 7, at Philadelphia, where he was in business for himself in another line. Fred, who feels the loss keenly, attended the funeral service and returned fit duty the end of the week.

With other May 1 changes is that of the Gold and Silver Manufacturing Co., who removed from 163 West 22d street to 47 Dey street, New York. In their new location the company will not have a competitor in its immediate vicinity.

Strikingly novel, and practical as well, are Kaiser's transparent, illuminated signs, used to announce the monthly record bulletins. They are made in two brilliant colors, 21 by 15, and of sufficient size to be seen at a distance of fifty feet, when placed against the glass of the show window. They are sold in a set of twelve signs, one for each month of the year, and apply to the records of any company desired. For sale by S. B. Duvessa, 32 E. 14th street, New York.

The Telegraphone Co. has been incorporated in Maine, with a capital of \$10,000,000, to deal in telegraphic and telephonic instruments, phonographs and graphophones.

INTERNATIONAL EXPOSITION

Of Talking Machines Proposed Next Year.

We are in receipt of a communication from M. Ed. Benoit-Lévy, editor of our Parisian contemporary, The Phono-Gazette, in which he announces the establishment in Paris of a general phonographic association. He also states that next year it is intended to hold an international exposition not talking machines.

'WHITE' BLACKMAN'S NEW QUARTERS.

While the Blackman Talking Machine Co. was at 19 Broekman street, notwithstanding their cramped quarters, they managed to take care of the trade in a very satisfactory manner. With the removal to 97 Chambers street, New York, on May 1, where the store and two basements will be occupied, they are in a better condition than ever to serve dealers. J. Newcomb Blackman, proprietor, widely and favorably known as the "White" Blackman—a complimentary title acquired from his manner of doing business—states that his stock of Edison and Victor goods is so large and varied that the trade will find it decidedly advantageous to come and see him, or write. Having been in business since 1898 he feels confident to supply the needs of every dealer who is looking for staple goods of dependable quality.

The Original---Others Are Imitations

Better than Classroom Instruction

LEARN AT HOME IN SPARE MOMENTS
TO SPEAK

French, German,
Spanish or Italian

You Learn Quickly, Easily, Pleasantly, and at Little Expense



A Marvellous Twentieth Century Achievement, by which the Greatest Linguist of the day will PERSONALLY instruct you. No longer unnecessary memorizing of verbs, declensions, or rules. YOU HEAR the exact pronunciation of each word and phrase thousands of times if you like. It requires but a few minutes' practice in spare moments to acquire a thorough mastery of conversational FRENCH, GERMAN, SPANISH, or ITALIAN. College professors all over this and other countries, and the press generally, endorse this perfect and natural system of teaching languages.

LANGUAGE PHONE METHOD

Combining Three Great Helpers in One

Some of Its Surprising

Features

1. You hear the LIVING, SPEAKING VOICE of the professor, who with ease and purity of diction, gives you the foreign sounds clearly, distinctly, and correctly.
2. He will speak slowly, syllable by syllable, or rapidly and continuously, just as you wish; and will repeat twice, ten times a hundred times, if necessary, until you have mastered the lesson.
3. He will never tire, never become impatient or fretful.

The Ear, the Tongue, the Eye, the Mind, are trained simultaneously, and pleasantly acquire conversational fluency in the language of their choice.

BOSTON UNIVERSITY.

182 Beacon Street,
Department of Romance Languages.

Handwritten: "The International College of Languages, New York, N. Y." Actual use of your own voice. Actual use of the telephone which I formed before trying any other system of records in a most valuable and successful language study, providing the student with opportunity for practice alone just the time that he needs it, and that he is generally given no less than an hour or two per week allowed and limit the number of lessons. This is the phonograph supplemented with the attention of the student, the psychological part of the instruction.

Let me also congratulate you on the delivery of your records.

FREDMAN M. HOSSELY, JR.

1. DR. RICHARD S. ROSENTHAL.

Whom Bonnet's called "the foremost teacher of his age."

2. PRACTICAL LINGUISTRY.

A Complete Set of Ten Text Books which the New York Times says is "the simplest, quickest and most perfect method of language study in existence."

3. THE LANGUAGE PHONE.

A marvelous device, by which both the others are put at your disposal. It is a new development of graphophone and the Phonograph, the bestest people can quickly and

Some of Its Surprising

Features

1. You may have ten minutes or ten hours, one lesson at a hundred, all at the same small cost.
2. You may have this oral instruction all to yourself, or you may share it with a whole family or class at the same time.
3. You can even RECITE ALOUD, following the professor, and compare your own words with the pronunciation of the professor as heard on the phone—a wonderful advantage.

ARCHBISHOP'S HOUSE,

492 Madison Avenue,
New York, N. Y.

Handwritten: "The International College of Languages, New York, N. Y." The acquisition and accurate method of acquiring a knowledge of Italian, so demonstrated in your language. These books are without satisfactory advantages and facilities afforded by this method, none apply to the administration of all desiring to learn the Italian language. The records and the "excellent" arranged method and Text-books combine to make a useful and complete study of them. The method is in recommending it, and trust it will have the wide circulation it so well deserves.

Fidelity yours,
JNO. M. FARLEY,
Archbishop, New York.

SHEFFIELD SCIENTIFIC SCHOOL

OF SHELL UNIVERSITY,
New Haven, Conn., Nov. 13, 1906.

Handwritten: "The International College of Languages, New York, N. Y." I have since I began using your Phonograph and Gramophone in my school. I believe that my experiment has gone on long enough to enable me to state that the method is of incalculable value in the teaching of languages and is scientifically accurate. I have a scientific and thoroughly satisfactory account of the method which I have used in the teaching of the French. I believe that the method of the system is the best and the most complete. I have no doubt now of your records.

CHARLES F. LABRE, JR.,
Assistant Professor of French,
Sheffield Scientific School.

INTERNATIONAL LANGUAGE PHONE METHOD
1169 Metropolitan Building, Broadway and 16th St., New York City.

THESE CUTS SHOW

PEERLESS NICKEL IN SLOT PIANOS

IN USE AND LETTERS STATE WHAT THE BUYERS
SAY OF THE PEERLESS AUTOMATIC PIANOS



HARRISBURG, PA., December 9, 1903.
PEERLESS PIANO PLAYER CO.,
Roth & Engelhardt, Proprietors,
2 East 47th Street, New York.

Gentlemen:—Your request for a photograph of my place of business showing the position of the piano which you sold me July 17, 1902, affords me an opportunity to express my utmost satisfaction with the instrument. My investment of \$700 has been nearly doubled by my receipts to this date, while the enlivening effects of the music has caused a marked improvement in my business. Aside from the material benefits I have received my commendation also extends to the practical workings of the instrument itself. It is not only ornamental, but produces a harmony of which the human finger is not susceptible and the surprising feature to me has been its freedom from the necessity of repair.

Yours truly,

D. K. MILLER.

This piano took in \$2,030.15 in 32 months.

CINCINNATI, Jan. 28, 1904.

MESSRS. ROTH & ENGELHARDT,
Windsor Arcade, New York City.

Gentlemen:—I am well pleased with the PEERLESS PIANO, and cannot say too much in its praise, as I have heard other Self-Playing Pianos, and will say the PEERLESS is the one to buy.

Yours respectfully,

L. FISCHER.



MALONE, N. Y., June 18, 1903.

ROTH & ENGELHARDT,

Proprietors Peerless Piano Player Co.,
New York City, N. Y.

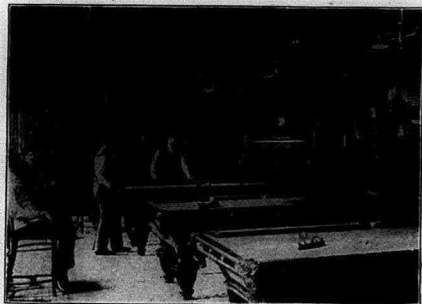
Gentlemen:—The PEERLESS ELECTRIC PIANO, operated by a nickel, which I purchased from you for my billiard parlors about a month ago, has given perfect satisfaction and is the greatest entertainer I have ever seen.

It has been kept playing continually day and night, and has certainly been a trade drawer besides being a good investment.

Thanking you for your efforts to get the PIANO to us on the exact date agreed upon, I am,

Yours very truly,

E. E. HOGLE.



ROTH & ENGELHARDT, WINDSOR ARCADE FIFTH AVENUE NEW YORK

PROPRIETORS PEERLESS PIANO PLAYER CO.

Edison Phonographs and Records

ARE ALWAYS SOLD AT ONE PRICE

IT is a great comfort to a dealer in Edison Phonographs and Edison Gold Moulded Records to know that their selling price is the same throughout the entire country, whether sold by a small or large dealer. They are never sold at cut prices; they are never found on bargain counters; they are never used as premiums; nor can premiums be given with them, not even trading stamps; they are sold to all dealers at the same discounts.

When a firm become dealers in Edison goods, they know that they are buying on the same terms as all other dealers, great or small, and no one can undersell them. They know that the goods are as staple as flour and as easily sold.

Edison Phonographs and Edison Gold Moulded Records are growing in popularity by the hour. The public demands them and will patronize the man who handles them. If you are a talking machine dealer and do not sell Edison goods, you are missing a good thing. If you never have sold talking machine goods, begin with the Edison line.



NATIONAL PHONOGRAPH CO., ORANGE, N. J.

31 Union Square, New York

304 Wabash Ave., Chicago

The following are the Jobbers in Edison goods in the United States and Canada. If you want terms, discounts, conditions, etc., write to the one nearest you. Or write to us. We will supply you with the information, and put you in touch with a Jobber who can give you good service.

ALABAMA.
BIRMINGHAM—Talking Machine Co.
MOBILE—W. H. Reynolds.
MONTGOMERY—R. E. Fenick.
CALIFORNIA.
SAN FRANCISCO—Peter Baclgaupl.
COLORADO.
DENVER—Denver Dry Goods Co.
CONNECTICUT.
MIDDLETOWN—Caulkins & Post Co.
HARTFORD—Harry Jackson.
NEW HAVEN—Pardee Eisenberger Co.
DISTRICT OF COLUMBIA.
WASHINGTON—E. F. Droup & Sons Co.; R. Kann Sons & Co.
GEORGIA.
ATLANTA—Atlanta Phonograph Co.
WAYHOSS—George E. Youmans.
ILLINOIS.
CHICAGO—James I. Lyons; Siegel, Cooper & Co.; Talking Machine Co.; The Vin Co.; Montgomery Ward & Co.; Rudolph Whittier Co.
PEORIA—Peoria Phonograph Co.
QUINCY—Quincy Phonograph Co.
INDIANA.
INDIANAPOLIS—Craig Jay Co.; Kipp Bros. Co.; A. B. Wahl & Co.
LAFAYETTE—A. B. Wahl & Co.
IOWA.
DES MOINES—Hopkins Bros. Co.; The Vin Co.
FORT DODGE—Early Music House.
KENTUCKY.
LOUISVILLE—C. A. Ray.
LOUISIANA.
NEW ORLEANS—William Batley; National Automatic Fire-Alarm Co.

MAINE.
BANGOR—S. I. Crosby Co.
PORTLAND—W. H. Ross & Son.
MASSACHUSETTS.
BOSTON—Boston Cycle & Sundry Co.; Eastern Talking Machine Co.; Iver Johnson Sporting Goods Co.; C. E. Osgood Co.; Read & Read.
FITCHBURG—Iver Johnson Sporting Goods Co.
LOWELL—Thomas Wardell.
NEW BEDFORD—Household Furnishing Co.
SPRINGFIELD—Pilot & Brickett Co.
WORCESTER—Iver Johnson Sporting Goods Co.
MICHIGAN.
DETROIT—American Phonograph Co.; Grinnell Bros.
SAGINAW—Morley Bros.
MINNESOTA.
MINNEAPOLIS—Thomas C. Hough.
ST. PAUL—W. J. Iyer & Bro.; Thomas C. Hough; Minneota Phonograph Co.
MISSOURI.
KANSAS CITY—J. W. Jenkins Sons Music Co.; J. F. Schmeizer & Sons Arms Co.
ST. LOUIS—Monroy Co.; O. K. Houck Piano Co.
NEBRASKA.
LINCOLN—H. E. Rubin Cycle Co.
OMAHA—Omaha Bicycle Co.; Nebraska Cycle Co.
NEW JERSEY.
HOBOKEN—Eclipse Phonograph Co.
NEWARK—A. O. Peitz.
PATENTON—James K. O'Dea.
TRENTON—Stoll Blank Book and Stationery Co.

NEW YORK.
ALBANY—Finch & Hahn.
BROOKLYN—Chapman & Co.; A. D. Matthews Sons; Price Phonograph Co.
BUFFALO—F. A. Powers.
ELMHURST—Elmhurst Arms Co.
GLOVERVILLE—American Phonograph Co.
KINGSTON—Forrest & Davis.
NEW YORK CITY—Bettini Phonograph Co.; Blackman Talking Machine Co.; J. F. Blackman & Son; I. Davaea, Jr.; S. B. Davaea; Longus Phonograph Co.; H. S. Gordon; Harry Jackson; Jacot Music Box Co.; Victor H. Hapke; Siegel, Cooper Co.; John Wamamker; Alfred Weil.
OSWEGO—Frank E. Bolway.
POUGHKEEPSIE—Price Phonograph Co.
ROCHESTER—A. J. Deangelis; MacLette Piano, O. & M. Co.; Giles R. Miller; Talking Machines; Jay Schenckland—Finch & Hahn; A. Richard & Co.
SYRACUSE—W. D. Andrews.
TROY—Finch & Hahn; Troy Automobile Exchange.
UTICA—Clark Horrocks Co.; Arthur F. Ferraris; William Harrison; Utica Cycle Co.
OHIO.
CANTON—Klein & Hoffman Co.
CINCINNATI—Hazen & Co.; A. B. Cleveland; J. W. Warlick Co.
CLEVELAND—W. J. Roberts, Jr.
COLUMBUS—Ferry H. Whitall Co.
DAYTON—Nichols & Bohse.
EAST LIVERPOOL—Smith & Phillips Music Co.
NEWARK—Hoover-Bell Co., Inc.
TOLEDO—Hayes Music Co.

PENNSYLVANIA.
ALLEGHENY—Henry Brann.
ALLENTOWN—J. A. Aebbach.
EASTON—William Werger.
HARRISBURG—S. K. Hamburger.
PHILADELPHIA—J. Heppes & Son; Lit Bros.; Penn Phonograph Co.; John Wamamker; Wells Phonograph Co.; Western Talking Machine Co.; H. A. Weymann & Son.
PITTSBURG—Theo. F. Rentel Co., Inc.; Kaufmann Bros.; H. Krieger & Bro.; C. C. Mellor Co.; Pittsburg Phonograph Co.
READING—Reading Phonograph Co.
SCHLANTON—Ackerman & Co.; Technical Supply Co.
SHARON—W. C. De Forest & Son.
RHODE ISLAND.
PANTUCKET—Pantucket Firm. Co.
PROVIDENCE—J. M. Dean Co.; J. A. Foster Co.; Household Furniture Co.; J. Samuels & Bro.; A. T. Scattergood & Co.
TENNESSEE.
KNOXVILLE—Knoxville Typewriter and Phonograph Co.
MEMPHIS—F. M. Atwood; O. K. Houck Piano Co.
NASHVILLE—Magruder & Co.; Nashville Talking Machine Co.
TEXAS.
DALLAS—Southern Talking Mach. Co.
FORT WORTH—Cumings, Shepherd & Co.
HOUSTON—H. M. Holleman Co.
VIRGINIA.
MEMPHIS—Magruder & Co.
WISCONSIN.
MILWAUKEE—McGraw Bros.
CANADA.
TORONTO—R. S. Williams & Sons Co., Ltd.