

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1905.

FRENZIED FINANCE.



A Natural Money Maker.

No dead stock standing on the floor eating up your profits, but out earning 300% on your investment.

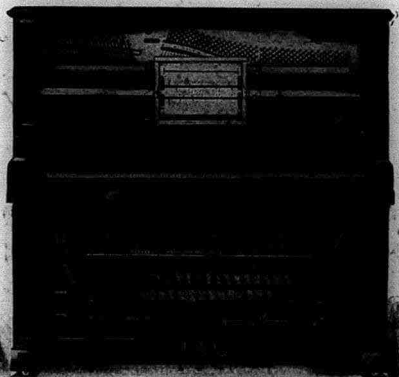
**THEY SELL THEMSELVES.
THEY PAY FOR THEMSELVES.**

It is the one proposition where every one concerned makes money.

Our keyboard automatic player piano possesses the highest art in piano construction and ingenuity.

A special feature is the slot, which ejects slugs and is considered the most perfect and up-

to-date in the market. It is pneumatic throughout, any part being accessible, and is run by direct connection, there being no belts to break. Attention is called to the fact that there are no "sore eyes," meaning a shelf in the back, extra large key bottom, or visible box to receive music roll. It has all the good points of the best and none of the bad. Also several new features heretofore unknown in automatic players. Write for territory and prices.



Regal Piano and Player Co.

891 SOUTHERN BOULEVARD, NEW YORK CITY

Important Trade Announcement



In order that every owner of a Disc Talking Machine may become familiar with the Superior Quality and Tone of American Records, we have decided, on October 15th, to place them within the reach of all.

Size 10-in. 60 cents each; \$7.00 per dozen

Size 7-in. 35 cents each; \$4.00 per dozen

FOUR CARDINAL REASONS WHY YOU SHOULD HANDLE AND PUSH AMERICAN RECORDS:

They are the most natural tone.

They have the least scratch.

They are made of best material.

Their present list price will enable you to sell three times the quantity.

American Records are now selling the world over. We have enlarged our facilities to accommodate the enormously increased demand the reduction in price is bound to create.

**Our Advice is Get Your Orders
in At Once to Avoid Delays**

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

SALES MANAGERS

SPRINGFIELD, MASS.

Export Department, 241 West 23d Street, New York City.

The Talking Machine World

Vol. I. No. 10.

New York, October 15, 1905.

Price Ten Cents

TRADE HAPPENINGS IN THE WEST.

Lyon & Healy Now Edison Jobbers—Nisbett's Good Year—Columbia, News—Lyons' New Record Catalogue—30 per cent. Increase in Lyon & Healy Business—Babson Bros. Has Edison Line—American Record Co.'s New Offices—Other News of Interest.

(Special to The Talking Machine World.)

World Office, 1362 Monadnock Block.

Chicago, October 10, 1905.

Lyon & Healy will become Edison jobbers. The deal was consummated last week, and has been one of the principal topics of gossip in the trade for the past few days. For a couple of months past it has been rumored that such a deal was pending, but both sides have denied any knowledge of the matter. Now it is an accomplished fact, however, and the great music house will soon have a big stock of Edison goods side by side with the Victor, and will push them through their immense selling organization. Manager C. E. Goodwin, of the Talking Machine Department of Lyon & Healy, in speaking of the matter, said: "We have had many inquiries for Edison records; in fact, a very large number of Victor dealers, as you know, handle the Edison also, and we came to the conclusion that we might just as well reap the benefit as not." Lyon & Healy will handle Edison as well as Victor at retail in Chicago.

G. N. Nisbett, Western manager of the National Phonograph Co., has just returned from a trip among Edison dealers, which took him as far west as Denver, as far south as St. Louis, and as far east as Canton, Ohio. He characterizes business conditions throughout all that territory as simply great. "Everywhere the trade is placing orders from a third to one hundred per cent. greater than last year," said Mr. Nisbett. "It is certainly an indication of prosperity when luxuries are being bought in this way."

John H. Dorian found his last week in Chicago, prior to going to New York to take general charge of the Columbia Co.'s retail interests throughout the country, a somewhat strenuous one. General Manager George W. Lyle and Walter Eckhardt, wholesale manager, were here going over things preparatory to the transfer. There was the installation of Mr. Willson, the new manager of the Chicago office and various pointers to be given him. And there were other things doing also. Before he left Mr. Dorian was presented with a beautiful jeweled thirty-second degree Masonic charm by the force of the Chicago office. To cap the climax of an exciting week, Mr. Dorian and E. C. Plume, who have long been brother Masons and business associates, bumped the bumps and dusted the sands of the Ancient Arabic Order of the Mystic Shrine.

In his new position at the executive offices in New York, Mr. Dorian assumes the title of assistant general manager. Mr. Dorian has had long and comprehensive experience with the Columbia Co. He was formerly assistant manager of the Chicago office, and then went to San Francisco in charge of their interests on the coast. Two years ago he came back to Chicago as manager of the office here. There are no other changes in the personnel of the Chicago office. E. C. Plume, who has had charge of the wholesale business to look after the interests of the Columbia jobbers in this territory. Several important new jobbing accounts have recently been started by him.

H. L. Willson, the new manager of the Chicago office, was formerly private secretary to President Easton in New York, but came to Chicago the first of the year as assistant manager under Mr. Dorian. He is a capable, clean cut young man, full of business to his finger tips. He has charge not only of the main store at 88 Wabash avenue, but the four branch stores in Chicago and that of Joliet.

The Victor Record Co. has been incorporated with a capital stock of \$2,500, to manufacture talking machines. The incorporators are L. A. Olmstead/S. B. Blake and Alice Olmstead. Mr. Olmstead is the head of the Vim Co., of this city. When seen by your correspondent he was not inclined to be particularly communicative regarding the new company. When asked whether he intended to bring out a record to be known as the Victor he replied, "I should say not." He said, however, that he was going into the record business hard, and intended to make a couple of brands, The manufacture of talking machines, he replied, was an after consideration. The great hardware house of Hibbard, Spencer & Bartlett, Chicago, are very extensive jobbers of Columbia graphophones, which they handle exclusively. They are preparing to push this end of their business more aggressively than ever before, and with their great following and numerous traveling salesmen will prove a large factor in the Columbia distribution. Mr. H. A. Stedman is the capable buyer and manager of Hibbard, Spencer & Bartlett's talking machine department.

Arthur Geissler, son of L. F. Geissler, general sales manager of the Victor Co., was in Chicago Saturday, accompanied by his bride. They were on their way from San Francisco to New York, where the younger Geissler will also be connected with the Victor Co.

W. W. Parsons, manager of the commercial department of the Chicago office of the Columbia Phonograph Co., has been making some unusually attractive displays of late. Recently the south window of the big store at 88 Wabash was filled with commercial dictation graphophones, while revolving on the disc holder of a disc graphophone was a miniature stenographer in the act of transcribing a letter from a dictation machine on a typewriter about two inches high and a perfect machine by the way in every respect. Just now there is a running endless belt in the window made up of testimonials from large Chicago users of the Columbia commercial graphophones and photographs of their offices.

James I. Lyons, the large jobber of talking machines and supplies, is now shipping all Zonaphone, Victor and Imperial records in neat paraffin paper envelopes. They are transparent, allowing the titles of the records clearly to be seen, and at the same time prevent them from being scratched in transit or on the shelves. Mr. Lyons has recently issued a new edition of his famous record catalogue, which lists in the most convenient form all makes of records. All tapering arm Zonaphones are now furnished with either brass or flower horns at the option of the purchaser. There is a slight variation in price, according to which arm horn is desired. Mr. James C. E. Goodwin, of the talking machine department at Lyon & Healy's, cites figures to prove that the business of the department during September showed an increase of thirty per cent. over the corresponding month of last year. October so far is maintaining an even greater ratio of gain.

Mr. Crockett, of the Tea Tray Co., Newark, N. J., who make a very extensive line of horns, stands and cranes, was a recent Chicago visitor.

A. D. Hiernann, formerly with Rothschilds, is now in charge of the selling end of the small goods and talking machine department at Siegel, Cooper & Co. They handle Edison, Victor and Columbia machines.

Thomas A. Edison and Phonograph Record Talent" is the title of a handsome little brochure just issued by an Egbert publishing house. It contains a beautifully written biographical sketch of Mr. Edison, the story of the first phonograph and a good non-technical description of the machine in its present state of development. Among the excellent half-tone pictures which embellish the booklet are those of Mr. Edison, his birthplace, laboratory and library, and photographs of

a large number of artists who have made Edison records, Arthur Collins, Bryan G. Harlan, Corlaine Morgan and many others. The booklet is designed to be sold by phonograph dealers at 25 cents.

F. K. Babson, who recently resigned as manager of the Talking Machine Co. to engage in business with his brother Gustave Babson, formerly assistant manager of the same company, is still in charge of the business here. "Mr. Johnson of the Victor Co., who individually owns the stock of the Talking Machine Co., requested that I remain here until he could secure a manager and he could be thoroughly coached in the affairs of the business," remarked Mr. Babson. "In the meantime my brother, G. Babson, has started in as you know, at 150 Michigan avenue. While I shall, of course, be interested with him, I am taking no active part therein for the present. When I am out of here, we will go ahead with the business there under the name of Babson Bros. For the present, my brother is simply doing a mail order installment business to the consumer on the Edison goods. We are planning to go into the manufacturing business extensively, and if our plans materialize a million dollar company will be launched next summer manufacturing machines, records and everything in the talking machine line. H. B. Babson is not interested in our new company. He is, as you know, a stockholder in the Victor Co."

"It will be several months before I leave the Talking Machine Co. I certainly do not want to embarrass Mr. Johnson in any way, and the business has grown to such proportions and I have been here so long that it would be hard work for a new man to get hold of the reins at once. Until I am out I shall not be in a position to promote the larger plans being towards which my brother and myself have in view."

The trade here is greatly interested in the future plans regarding the Talking Machine Co. While there has been considerable talk regarding the Victor Co., taking hold of it, making it a direct branch, no one can speak decidedly on the subject. It is being conducted at present as in the past as an independent jobbing house handling both Edison and Victor goods.

H. S. Babson was a Chicago visitor last week. He left for St. Louis and Omaha, and will probably return to Chicago next week.

The American Record Co. and Hawthorne-Sheble Mfg. Co. will remove their Chicago office Nov. 1 from the Calumet building to Adams Express building, 185 Dearborn street. C. W. Noyes, Western representative, will have what will be known as a model office and display room, it being his intention to fit up a system for displaying samples of each style horn, case, stand, etc., in a small space on an especially designed rack which may be applied successfully to the dealers' or jobbers' use. A sample line of both 7-inch and 10 1/2-inch American records will be carried in the Hawthorne & Sheble record filing system racks, and the entire space consumed by this sample room will be about 12 x 20 feet. Mr. Noyes wishes to be able to show the dealer and jobber by means of his model equipment how it is possible to carry a large stock in a small space.

E. A. Hawthorne, general manager of the Hawthorne-Sheble Mfg. Co., was in the city several days last week closing contracts for American records at the new prices. Several very large orders were booked which will tax the capacity of this plant.

The National Phonograph Co. have made changes in their "Standard" and "Home" machines. The new models are giving great satisfaction.

W. D. Andrews, Syracuse, N. Y., is the general selling agent of a new horn, that is made of wood with a brass flare.

HOW REPORTERS ARE BENEFITED

By the Talking Machine—A Learned Disquisition on the Subject by J. W. Blander at the Meeting of the National Reporters' Association at Chautauqua.

J. W. Blander, of Pittsburg, Pa., is not only a capable and enthusiastic advocate of the commercial graphophone, but a clever writer and speaker. At the recent meeting of the National Shorthand Reporters' Association, held at Chautauqua, he made the following remarks, in part, in response to a toast and they are so apropos that we have taken the liberty of printing them:

"I feel, as a representative of the talking machine as adapted to commercial use, that I am not without a rightful place at this board. The basis of the talking machine is sound recording; the basis of shorthand is sound recording. We use the pulse of the sound wave to make a record; you use the stroke of the fountain pen. The history of the art of shorthand carries us back to the dark ages of Egyptian mythology. The history of recording speech by sound waves dates back only twenty years to a little laboratory in Washington, where Alexander Graham Bell, the famous inventor of the telephone, first discovered that sound waves by means of a proper stylus could be recorded upon a cylinder. From that discovery to the present day is a far cry; not in time, but in achievement. Taking our stand upon the things that have been accomplished, and looking forward to the future, we can see even greater things ahead than have been accomplished in the past. This is true not only of our business but of your profession as well.

"The mission of the phonographer of to-day is a much wider one than merely the accurate recording of spoken sound. The successful shorthand writer must be a man of broad culture. He must know science, literature, art, music, as well as being versed in those finer gradations of psychical research which have made the closing years of the nineteenth and the opening of the twentieth century so notable. The reason for

this is that he may be called upon, like his brother, the newspaper reporter; at any moment to report the most technical discussion of a scientific nature, or he may be called to report patent litigation in which technicalities fairly bristle. In order to meet such extremes of knowledge he must be equipped, not only with a fund of information which will enable him when he hears the word rhesostat to know just what it meant and to write it down accurately, but he must know as well what the rhesostat means when he speaks of his astral body. These things considered, it will readily be seen that the shorthand writer of to-day, who occupies a position in the forefront of his profession, must indeed be a man of broad culture.

"I take it for granted, however, that all this is ancient history to you. If you permit me, I want merely to outline something that is due in the immediate future. You can all recall the time when you wrote out, some of you at least, your transcript laboriously with pen and ink in longhand. True, there was not so much litigation at that time, and transcripts were few and far between, but your fathers in the profession well remember the sleepless nights which they passed in this arduous work. With the advent of the typewriter your labors were materially lessened. You were able to do in a night what formerly occupied weeks of your time. You were enabled also to do it with less labor. As the needs of the profession grew and as the practice of making daily transcripts of your court cases became the universal rule, the typewriter, unassisted, became too slow a process to get out your work promptly. Here is where the talking machine came to your rescue. Today the up-to-date shorthand writer has his office equipped with these modern devices, and in place of sitting up all night by the side of a weary-eyed stenographer who is drumming out his copy, he dictates the same to graphophone cylinders, which are transcribed while he calmly reposes upon his virtuous couch. This is indeed a transition from the former practice, and one which I am sure you will all appreciate.

"I take it for granted, of course, that each one of you having thus disposed of his day's work, goes home to his couch and does not spend the time saved in burning the midnight oil at places which would be better without your presence. I say, I take this for granted from the fact that the shorthand writers' profession is one of the highest that can be imagined. As I have said before, its devotees are men of culture, of learning and of accomplishment, and this being the case, of course, the time they have saved by transferring their labor to the graphophone will not be spent in any occupation other than those which will redound to their credit.

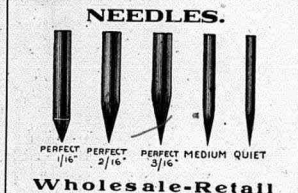
"Just a word now in closing with regard to the future. I am violating no confidence when I say to you that the progress we have made, although phenomenal in its way, is by no means at its end. I look forward to the time in the not far distant future when the stenographer and the shorthand writer may dictate his matter to a graphophone or some similar contrivance, have the same cylinder placed in another machine, and have his copy turned out mechanically. This, gentlemen, is not a dream of Bellamy. It is a project upon which much money has been spent by patent investigators, and is a dream which will as surely come true as anything of which we may be positive of in this world. It may take ten years, it may take fifteen years, it may take fifty years, but it will come just as surely as the sun rises and sets. When that era has arrived our good friend, Colonel Demming, may retire to his slumbers after having compiled his note book of the day's proceedings, touch a button, and find a complete copy of his daily transcript by his bedside in the morning, duly numbered and pagged, and indexed. Ladies and gentlemen, I will leave you to contemplate this glorious prospect. I thank you for having called upon me."

The stork has visited the home of Byron G. Harlan, of the "talent," in Orange, N. J. It is a girl, and Byron's only regret is that the birth took place in New Jersey rather than in New York. Otherwise every one is happy.

IF YOU DO NOT USE OUR NEEDLES YOU HAVE NOT THE BEST MADE

THESE
ARE
OUR
STY-
LES

Put up in
Boxes and
Envelopes
with your
own name
imprinted.



WRITE
FOR
FULL
DE-
TAILS

Wear-sell-
ing millions
every month
to satisfied
customers.

CUT
THIS
OUT...

DEALERS

Send this slip
with your name
and address and
we will send you 100
Needles, Assorted, for
30 cents, postage prepaid

AMERICAN TALKING MACHINE CO.

Largest Distributors of "Victor Goods" in the City.

586 FULTON STREET, BROOKLYN (N. Y. CITY).

SIR GODFREY.

THE TALE OF A TALKING MACHINE AND A FAMOUS RACE HORSE.

(Written specially for The Talking Machine World by Howard Taylor.)

I came down to breakfast one autumn morning, eager for something new. I had plenty to do; it was not lack of work that troubled me, but I yearned for a case that would test my ability to the utmost, as did "The Mystery of Gray Shingles," and "The Case of the English Ambassador's Daughter." It is the one trait in a detective's character, or to be more explicit, a successful detective's character, that is ever predominant; the striving continuously to keep brain and nerve working in unison at top speed. When there is the least hesitation on the part of the mental machinery to perform its duty, through lack of opportunity or other causes, a relaxation sets in which is extremely disastrous to the nervous system.

It was from such a relaxation that I suffered upon this autumn morning, but when I discovered in sorting my mail, that a yellow envelope was awaiting my notice, my spirits rose at once. I recognized it as coming via the Postal Telegraph Company, and that it brought me a new case. I had no doubt, I tore it open hastily, and devoured its contents which ran as follows:

"Come out to Belmont Stock Farm this morning. Will meet 10:30 train from New York. Urgent business. Don't fail. Belmont."

I glanced at my watch; the hands pointed to eight o'clock. This gave me plenty of time, so I ate my breakfast leisurely, wrote a few letters, and then took a car for the Twenty-third street ferry. Belmont—Godfrey Belmont—was a man famous for his thoroughbred trotting horses. I had met him in a social capacity several times, but never in the line of my profession. His stock farm, one of the most noted in the country, was situated just outside the suburbs of Newark. So upon my arrival in Jersey City, I boarded the 10:30 train as per instructions, and as the little station at which he was to meet me came into view around a curve in the track, I caught a fleeting glimpse of a stylish team of horses, and behind them, perched high upon his sandy trap, sat Mr. Godfrey Belmont.

He seemed very glad to see me, inviting me to share his seat with an air so hospitable that I realized my welcome at once. I accepted his invitation as best I could, and before I was firmly seated, the two sleek sorrels were eating up the gravel road at a three minute clip. My companion was busy with his steeds for a time, but eventual-

ly the pace grew more steady and the team less fiery. He turned to me at last and said with a tinge of worry in his bass voice: "Mr. Shackelford, I need the brains of a bright man to-day, and having heard something of your ability from my friend, Mr. Davenport, I decided to wire you. You are prompt, I see. I like that; it speaks well for what may follow. I'm not superstitious," he laughed fervently, "but if things go right at the start, they are very apt to continue in that direction."

"Whoa, Nell; that won't hurt you. Easy, girl." A steam roller had made its appearance upon the scene and was now almost upon us. Nell, the old driver, did not like steam rollers and shied badly to show her displeasure. The soothing words of the man behind the reins, however, had the desired effect upon her nerves, and she came back into her place; her beautiful neck arched, and flecks of snow-white foam flecked her glossy coat.

"I will be very glad, Mr. Belmont, to serve you in whatever capacity I can be of the most benefit, but first of all, will you be kind enough to give me an outline of your trouble?" I asked. "Trouble it must be," I continued, "or you would not have sent for me."

"Trouble! Well, I should rather think so. Now listen, Shackelford, if the great Clearfield Sweepstakes for trotters, was coming off within a fortnight, and your horse was picked to win—if you had all your money on a supposed sure thing, and then at the last moment that horse went bad, would you call that trouble?"

I assured him that I certainly should, and a very strenuous brand at that.

"Well, that's my position," he went on. "Sir Godfrey, my big gray stallion, has been doing finer work every day lately, and yesterday afternoon when Murphy, my driver, sent him a mile in 2:04 flat, on my half-mile track without a ruffe, I said to myself, 'Belmont, old boy, you for the long green,' and I simply made the knowing ones blink at the way I backed that gray. This morning Murphy came to me actually crying, mind you—now, when Murphy cries, there's something vitally wrong, you can bank on that—and told me that Sir Godfrey was sick."

"He's chuck full of dope, sorr," he wailed. "There's no loife in him, at all, at all. O, if I only had the devil—that's been monkeying with

that horse, shure an It's meself as would make cider out of his Adam's apple, so I would."

"I questioned him carefully about the stable hands," Mr. Belmont continued, "but he would say nothing against them. Out of the whole force of thirty men that I have about the place, Murphy could not find suspicion at the door of one."

"Good as gold, sorr," was the way he expressed his opinion of them.

"So you see, I am in an unenviable position, to say the least, and it's up to you, Shackelford," he added, turning to me, "to help me out. I can do nothing without proof, and you must furnish that. I must nip this trouble in the bud, or else lose a fortune; do you understand?"

I nodded.

We had reached our destination by this time, and leaving the horses in charge of a stable boy, my host suggested that we walk over to the track.

"Murphy's jogging the gray over there, trying to get the kinks out of him, and maybe you can gain something from a talk 'with him," he suggested.

Sir Godfrey was just rounding the turn into the home stretch as we approached the grass-lined oval, and Murphy pulled him up at a signal from his employer. I noticed the great size and strength of the horse as he stopped before us. He was not a beauty, the Roman nose spoiling the



"MURPHY PULLED HIM UP."

otherwise almost perfect contour of his head; but his slender limbs and symmetrical body showed great speed in every line.

"This is Mr. Shackelford, Murphy, and he wishes to ask you some questions."

"All right, sorr; I'm at your service," answered the little Irishman in his rich brogue.

I found out from him during our conversation that the stables, which were situated just outside the track along the back stretch, was the meeting place every night of a number of the men. They had fitted up a sort of reading room over the stalls, and congregated there to play cards and smoke.

"Do you think I could hide anywhere in that room to-night, Murphy?" I asked.

"Not on your loife, sorr," he answered. "The byes is too foxy. I told Mr. Belmont, I admit, that the byes was good as gold, but—here he indulged in a prodigious wink—"Sorr Godfrey's been doped; you can see for yourself, he's got no ginger in him, and somebody's to blame. Now, I raise it out this way; if the byes be harboring a viper in their midst, they ain't goin' to stand for us stamin' on him; no sorr, you can't hide in that room to-night, Mr. Handicuff, or whatever your name is. They'll be watching for a mo' like that; O, it's cute they are, you don't know them as I do."

"All right, Murphy, that will do now," said Mr. Belmont. The driver touched his cap to us and drove off.

"I would like to inspect that room, please," I said, as soon as we were alone.

"Certainly, we will go at once."

We crossed the track, and entering the stables, passed down an aisle with horses' heads on either side of us, and then mounting a narrow stairway at the far end, found ourselves in the apartments we sought. It was quite an attractive place; its fittings consisted of several tables and chairs,

THE SOFTERTONE ATTACHMENTS AND NEEDLES

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



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

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

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

PLAYS SIX RECORDS

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone 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, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as on machines.

FOR SALE BY

LYON & HEALY CHICAGO



August is a dull month,
of course.

Of course.

The increase in our sales
for August, 1905, was only
\$275,000.00 over August,
1904.

Not so large an increase
as it ought to be. Not a
tenth as large as it would be
if some dealers saw the op-
portunity that others see.



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



while the bright prints of famous racers on the walls gave a touch of color to the otherwise cold effect.

I discovered finally, an old rawhide trunk standing on end against the wall, and I immediately decided to utilize it in solving the problem which confronted me.

"Would it be possible for you to give your employer an afternoon off, Mr. Belmont, or better still, do not your horses need exercising this bright day? I am sure it will do them good. I have a little work to do in this room, and it might prove embarrassing if I were discovered."

"I can arrange that very nicely," he assured me. "Well, then if you will drive me in to Newark, in order that I may make a purchase or two, I will be in a position to begin operations immediately upon my return. I do not promise anything," I added, determined to be frank at the outset, "but there is a fighting chance that I may win."

"My faith in you is unbounded," he exclaimed, "and therefore your will is law." He ordered the team brought round, and drove me to town and back again in time for lunch.

As soon as the exercising began, and the men were away from the stables in consequence, I climbed to the room above and began my work. First of all I sawed a circular hole in the old trunk; then prying off the lid, I relieved it of its contents, and placed my purchases within. These consisted of an electric phonograph, a blank record, and a paper horn. The trunk was black in color, and I therefore doubted the ability of any one to notice the hole, especially after I had fixed the black horn inside it. There were electric light fixtures in the room, and I found a loose wire with socket attached on the floor near the scene of my prospective experiment. Screwing this into a fixture, I ran it through a small hole in the bottom of the trunk, and connected it to the machine. Everything being ready, I retired, hoping against hope, that some shred of conversation of an interesting character might be circulating within range of my apparatus when the lights were turned on for the evening.

When night came I stationed myself in the judge's stand and waited, watch in hand, for the first glow of light in the upper stables. It came. About eight o'clock it came, and remained there for an hour; then it was gone, and darkness reigned again.

I waited until midnight, then creeping carefully along, now springing forward, now skulking in the shadow of a building, as best suited my purpose, I at length reached the little room undiscovered. Lifting the cover of the trunk, extracting the machine, and beating a hasty retreat was the work of a moment.

Mr. Belmont was waiting for me outside, and together we carried the paraphernalia over to his cottage, situated about a hundred yards from the stables, and fronting on the road. Arriving there we made the necessary changes to the machine, started it going, and listened.

The vital moment was at hand. Would my experiment bring us a clue, or had my weary vigil come to naught? Our suspense was short-lived. After the first whirr came a jumbled roar of words, entirely unintelligible; then the following statement came from out the horn, while our hearts beat high with tense eagerness and expectation:

"Jim, Sir Godfrey ain't a goin' to win that race. Do you think I'm such a blamed fool, as to let 'em offer so big? Garrett says to me, 'Charlie, old man Belmont, easy. You fix Godfrey's feed with a dope powder now and then; just enough to put him on the bum for the big race, an' that roll of dough I showed you yesterday is yours.' You boys kin go to the devil, but I'm goin' to win that roll. Godfrey's had one dose already an' he'll git the rest. No, you can't stop me. Tell the boss? If you do I'll blow you d—d head off, you ——" The reproduction ceased as the little sapphire ball sank with a hiss off the end of the cylinder.

We sat in silence for a moment, then Belmont murmured, half to himself and half to me: "And to think that I have kept Tom Blucher for years, when I know he was no good, because he had a big family and—"

"Are you sure of your man?" I broke in. "Sure? Of course I'm sure; I'd know that draw among a thousand. So Garrett's crooked too, is he? Well! Well! Well! But I'll fool them," he went on. "Thank God the rest of the boys are straight; the record proved that. I will keep a man in Godfrey's stall day and night until after the race, and Garrett, even if he is a race track king, and a crooked one at that, will come out second best this time."

Then he honored me with a look of genuine admiration that was very satisfying—"Shackleford, old man, you're a wonder," he said.

NEWS BUDGET FROM PHILADELPHIA.

L. F. Geissler at His Desk—New Victor Style —Trade Conditions Very Britk With Hawthorne & Sheble Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 11, 1905.

L. F. Geissler assumed his duties as general sales manager of the Victor Talking Machine Co., Camden, N. J., September 27, and naturally there was more or less perturbation in the ranks concerning his policy; for he is clothed with the power to do things, and judging from his high reputation as the managing partner of Sherman, Clay & Co., of San Francisco, he will make a record for efficiency.

The Victor Co. are getting ready for the market a machine to sell for \$250. The cabinet is to be of satinwood, and the metal work is said to be incrustated with precious stones. This is one of the latest reports from Camden via the wireless.

To forestall and avoid any complications with their "dog" trade-mark, the Victor Talking Machine Co. have pre-empted the cigar rights by bringing out a "smoke" of their own under the name of "His Master's Voice." The cigar is of the Book panatela size, and of such a quality that even "cranks" on the subject admit its excellence. The brand has been duly registered in Washington, and the company's executive officers have since been regaling themselves. The public is also clamoring for the goods. Purchasing Agent Troth declares, as they are of a superior character. Manager Mitchell, of the V. D. & E. Co., New York, smokes nothing else, and he likes them.

The Victor Talking Machine Co. are now distributing a small mirror with a celluloid back, that bears their trade-mark (the Victor dog and machine), and around the edge of the mirror is punched numerous holes, so that it can also be used as a pin cushion. These mirrors are already in great demand.

Mr. Sheble, of the Hawthorne & Sheble Mfg. Co., of Philadelphia, reports trade conditions with them as exceptionally fine. They have just taken another mill, where new and expensive machinery has been installed so as to be able to turn out their product to better advantage.

Mr. Sheble further states that their flower horns are meeting with such exceptional sales that they are obliged to run this department overtime, and that the growing demand seems to be on the expensive type flower horns, which he believes will gradually supersede the cheaper styles entirely as the general public becomes more familiar with their attractiveness, and better results in reproducing.

C. V. HENKEL ENTERTAINS.

C. V. Henkel, treasurer and general manager of the Douglas Phonograph Co., 89 Chambers street, New York, on September 19 celebrated his birthday with a spread at Zeiler's restaurant. It was a quiet but enjoyable affair, and Mr. Henkel was warmly congratulated for his successful management of the company, which was spoken of as one of the growing factors of the business. The following guests were invited: J. A. Maenblich, of the Universal Talking Machine Co.; Walter L. Eckhardt, with the Columbia Phonograph Co.; General Geo. E. Ornstein, manager of sales, Victor Talking Machine Co., Camden, N. J.; E. A. Hawthorne, of the American Record Co.; Wm. Pitzer, of the legal department National Phonograph Co.; A. P. Pett and John Keiser, with the Douglas Phonograph Co.; Walter Miller, manager recording department National Phonograph Co.; J. Kerns, of Kerns Music Co., Jersey City, N. J.; E. S. Oliver, manager Douglas Phonograph Co., Newark, N. J.; Max Landay, of Landay Bros., and Victor H. Rapke, New York City; Pat Powers, Buffalo and other places; Harry Enders, manager Musical Echo Co. Also the following "stalwarts": Cal Stewart, Albert Campbell, Arthur Collins, Byron S. Harlan, Fred M. Hager, H. M. Mahant. The latter is reported as having told a lot of laughable Yiddish stories. A few days subsequent Mr. and Mrs. Henkel visited Boston for a few days to commemorate their eighteenth wedding anniversary.

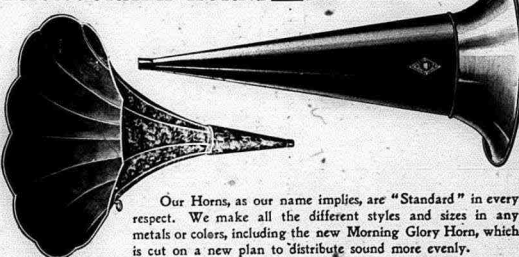
SINGING FOR UNIVERSAL CO.

Sig. G. La Purna, a native of Palermo, Sicily, has been engaged to sing for the Universal Talking Machine Manufacturing Co. He is a baritone of great distinction, and will be a valuable aid in making more popular the foreign record list of this company.

STANDARD METAL MFG. CO.

MANUFACTURERS OF

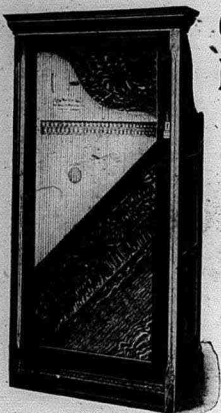
PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

FACTORY: Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM: 10 WARREN STREET

Greatest Line of Automatic Instruments on Earth



THE WURLITZER HARP—A Refined Attraction.



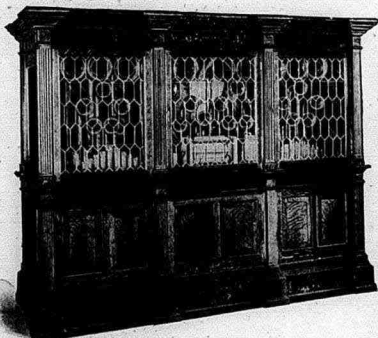
THE TONOPHONE—King of Electric Pianos.



THE PIANO—44-Note Electric Piano.



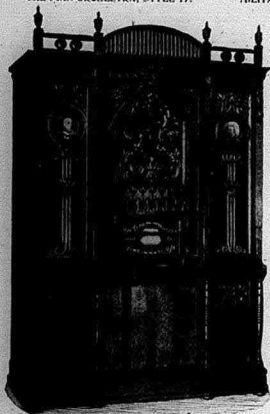
THE PIAN ORCHESTRA, STYLE 17.



MILITARY BAND ORGAN—For Roller Skating Rinks, Amusement Parks, Etc.



THE PIAN ORCHESTRA, STYLE 19.



THE PIAN ORCHESTRA, STYLE 20.

DEALERS

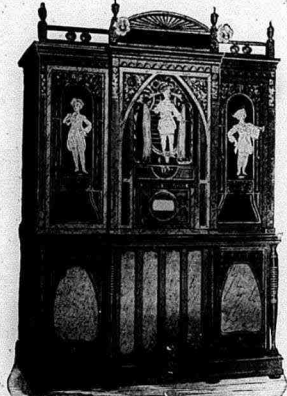
Will find it profitable to handle this, the greatest line of money makers on Earth for Hotels, Cafés, Drug Stores, and Resorts of all kinds.

EXCLUSIVE AGENCY IN UNOCCUPIED TERRITORY.

Here is an opportunity for a Lucrative Business with small capital.

Write To-day.

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO



THE PIAN ORCHESTRA, STYLE 25.

A HUSTLING PLACE IS PITTSBURG.

Changes and Renovations at the Columbia Quarters—Powers & Henry's New Store—Bentel Co. Expand—Skelley Department Store Handle Machines—Mahoning Talking Machine Co.—Edison Jobbers Busy.

(Special to The Talking Machine World.)

Pittsburg, Pa., October 12, 1905.

There are things doing all over this district in the talking machine trade. Large, warm things—things, withal, which make for keener competition, with the inevitable betterment in business methods which are the natural concomitants of such a condition. If there were proof needed, one would but have to cite the elegance of the language in the foregoing sentences, and then contrast it with the kind of stuff that was doled out to talking machine men in the not remote past. Further comment becomes unnecessary.

To recapitulate briefly some of the "things" which are doing in the Pittsburg field, The Columbia Co. have torn out the interior of its store at 615 Penn avenue, and entirely rearranged the shelving and display rooms so that one would hardly recognize the place. The front, too, has been handsomely decorated, and Manager McMurtry says he has just begun. Speaking of this gentleman, it is apropos to state that notwithstanding he just came into the Pittsburg field from Kansas City, his September business exceeded that of the 1904 September, and beat the previous month by a gratifying margin.

In addition to the rearrangement of the store, Mr. McMurtry has practically "rearranged" his entire staff. The bookkeeping department is now in charge of "Tony" W. Rook, formerly of the New Orleans office, who has the reputation of being the first man to get his reports to the executive office at the close of each month.

Among the other "importations" whom Manager McMurtry has brought to Pittsburg are H. B. Bibb, formerly of the St. Louis office; R. C. Traster and E. W. Kuenster, from Kansas City. Mr. Bibb has played a large part in the reconstruction of the local office, and is one of the most competent men from a technical standpoint in the talking machine business. Mr. Traster has been given charge of the installment business, and Mr. Kuenster will travel out of Pittsburg. The commercial end of the Pittsburg office remains in charge of J. W. Binder, who organized the department a little over a year ago. Since he did nearly a thousand dollars' worth of business in the first six days of October, Manager McMurtry says he "can stay."

But these are only a few of the "things" which are doing in Pittsburg. Messrs. Powers & Henry, in their handsome new store at 619 Penn avenue, two doors below the Columbia store, have been "raising Cain" themselves. They have a beautifully fitted up store, a fine stock of new Edison, Victor and Columbia records, and Manager Henry, who has charge of the store, says business is coming in zolis. The residents in the square on Penn avenue, between Sixth and Seventh streets, have no reason to suffer for lack of musical entertainment. Two Columbia Twentieth Century machines, one in either store, keep the fun going all day long. Sometimes the machines are "damned with faint praise," but this has no effect whatever on the merry war.

The Theodore F. Bentel Co., just a block up on Liberty avenue, are also a big factor in making things lively in the present state of the local trade. Recently elected a director in the Haeckthorne-Shoble-American-Record Co., Mr. Bentel has been appointed the Western distributing agent for that concern. He has a full line of their goods, and the addition of these to his already large stock of Victor and Edison goods, has necessitated his doubling the size of his storeroom. He is making a heavy run on the new machines, which are just being put out by this concern, having adopted the plan of giving a machine with every \$25 purchase of American records.

The H. C. & J. K. Skelley department store of McKeesport has just opened a large and well equipped talking machine department. They will

carry a full line of Edison, Victor and Columbia goods.

Joseph A. Pyle, one of the bright young men who have been developed by the Columbia Co., leaves Pittsburg this week to take up the work of selling the commercial graphophone in Detroit. Mr. Pyle knows the commercial machine in its mechanical aspects perhaps better than any other man in the service of the Columbia Co., and there is little doubt but that he will meet with a large measure of success in his new field.

Henry P. Keely, the dealer in all kinds of talking machines in the East End district, has just sold his twentieth Premier graphophone. What Mr. Keely don't know about the needs and tastes of his patrons may well be left out of the calculation.

The store of the Mahoning Talking Machine Co. in Youngstown, has been entirely redecorated and refitted. The enterprising proprietor, Mr. F. J. Spenseller, a former Pittsburg newspaper man, deserves to be congratulated upon its appearance. Business, Mr. Spenseller reports, is growing nicely.

The Edison jobbers in this city, including Kaufmann Bros., H. Kieber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co. and the Talking Machine Co., report an increasing volume of business for this fall. The merits of the present Edison goods, both in machines and records, are keenly appreciated by purchasers. The Edison territory here is splendidly worked, and with good results.

COMING HELPLESSNESS OF MAN.

The mechanical peg is a difficulty which has not escaped the attention of the present Parliament, says Charles Edward Jermingham, in London Truth. The special commission which was recently appointed to inquire into the matter has issued an interim report, and the following evidence of one of the witnesses examined is of especial interest:

- Can you write? No; I use a typewriter.
 Can you sing? No; I use a phonograph.
 Can you play any musical instrument? No; I use the pianola.
 Can you sew? No; I use a sewing machine.
 Can you draw? No; I use a kodak.
 Can you walk? No; I use a bicycle, a motor car, a tram car or a train.
 Can you see? No; I use glasses.
 Can you hear? No; I use a trumpet.
 Can you digest? No; I use digestives.
 Can you sleep? No; I use narcotics.
 Can you form an independent political, literary, or ordinary opinion? No; I belong to an "organized" political party and take my opinions in this direction from the wire-pullers. As regards literature and art, I receive my impressions of those matters from the reviews in the newspapers and in ordinary circumstances I follow general public opinion.
 Can you breathe? No; I use artificial respiration.

POPE PIUS MUCH PLEASSED.

Cardinal Merry Del-Val, secretary to Pope Pius X., has written the Victor Talking Machine Co., congratulating them on their great success in securing an exact reproduction of the Gregorian Chant, which is now being so generally used in the services of the Roman Catholic Church. There is an increasing demand for these records from choirmasters in all parts of the country, who are now introducing Gregorian plain songs in their choirs.

Walter L. Eckhardt, manager of the wholesale department recently created by the Columbia Phonograph Co., general, returned to New York last week from a two weeks' trip around the Western trade. He never had a warmer or more hearty reception along the line, and sold a bunch of goods. Mr. Eckhardt assumed his new office on Tuesday making his headquarters at 50 West Broadway, where the executive staff holds forth.

How to get
trade
and hold it

"Have what the
people want when
they want it."

Keep this motto before you all the time and you will come out at the right end of the horn.

Keep your stock right up to the minute. Don't be "just out" and give your customer a chance to go elsewhere if you can help it.

When a customer comes to your store at all, he should be counted as one of your regular customers. He will be if you take care of him properly and give him what he wants. If you happen to be out, know where to get what you want without delay.

We're ready to help you get trade and hold it. Anything you want in Victor machines, records and accessories or such specialties as trumpet horns, fibre cases, English needles, you can get from us quick.

We won't keep you waiting for the goods. We won't fill you up with promises and make it necessary to stand your customers off. We will fill your order at once and send it to you as fast as the railroads will carry it.

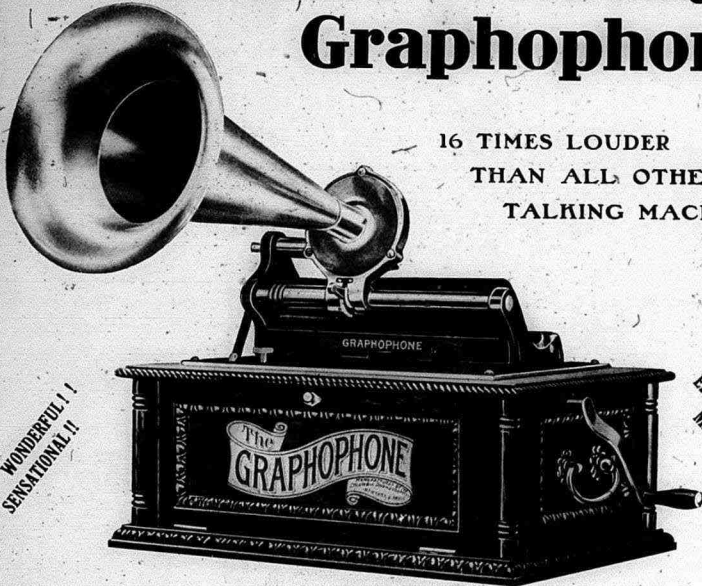
Let us send you copies of our latest catalogues. Write to-day.

The Victor Distributing
and Export Company

77 Chambers Street New York



"Twentieth Century" Graphophone



16 TIMES LOUDER
THAN ALL OTHER
TALKING MACHINES

WONDERFUL!!
SENSATIONAL!!

EPOCH
MAKING!!

STYLE PREMIER, \$100.00

THE MOST MARVELOUS TALKING MACHINE EVER CONSTRUCTED

OUR GUARANTEE: "It reproduces the Human Voice with all the Volume of the Original."

ABSOLUTELY NEW PRINCIPLES

PATENTED IN ALL CIVILIZED COUNTRIES.

THE LATEST INVENTION

Reproduces Columbia and all other Cylinder Records.

New! Twentieth Century Cylinder Records **HALF FOOT LONG.**

SPLENDID FOR DANCING PARTIES.

A PERFECT SUBSTITUTE FOR THE ORCHESTRA

ASTONISHING RESULTS. MUST BE HEARD TO BE APPRECIATED.

SOLD BY ALL UP-TO-DATE DEALERS

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Creators of the Talking Machine Industry. Owners of the Fundamental Patents
Largest Manufacturers in the World

Grand Prix, Paris, 1900. Double Grand Prize, St. Louis, 1904

OUT OUT COUPON AND MAIL TO-DAY

COLUMBIA PHONOGRAPH CO., Gen'l
90-92 W. BROADWAY, NEW YORK

Please send me Twentieth Century Graphophone literature and list of half-foot records

Name.....
Address.....
City or Town.....
State.....

100,000 RECORDS ALWAYS IN STOCK

JOBBERS

EDISON

PHONOGRAPHS
RECORDS, ETC.GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

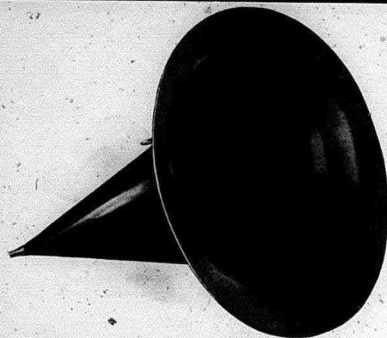
Salesroom, 89 Chambers Street
Cable Address, Doughtyphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINESN
O
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Y

The most remarkable Horn as yet produced.

Equals in volume a horn twice its size.

Its tone quality has never before existed.

Handsome Lines. Absolutely Seamless.

Impervious to all climatic conditions.

Neat, Light,
Compact.Polished Jet Black Outside—
Dark Maroon Inside.Rich and Elegant,
but not Gaudy.No. 5, for Phonograph
No. 6, for Victor Taper Arm

Price \$7.50

GILBERT

Repeating Attachment for Edison
Home and Triumph Phonographs.The only satisfactory device for the purpose.
SIMPLE. Readily attached—no drilling. Easy-
ly adjusted.PRACTICAL. No weights or springs required
to operate it.POSITIVE. Works as long as motor does
—absorbs no additional power.

For Home, Price \$6.50

For Triumph, Price 7.50

In ordering, state if for old or new models.

WE ARE THE EXCLUSIVE DISTRIBUTORS FOR OUR
TERRITORY. DEALERS AND JOBBERS SUPPLIED.

Nova Fibre Horns

We are Exclusive Selling Agents for this
Popular Flower Horn.

No. 1 —32 x 21—for Phonograph.

1½—24 x 17

2.—32 x 21

2½—24 x 17

3.—19 x 17—for Taper Arm.

3½—19 x 17

4.—26 x 21

4½—26 x 21

No. 1, 1½, 3½ and 4½—Tinted outside, flowered inside.

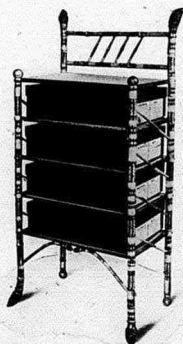
No. 2, 2½—Tinted inside. Plain outside gold stripe. Colors

Red, Blue and Green.

Nos. 3 and 4—Red inside. Black outside. Gold stripes.

Perfection

Bamboo Cabinet

A Practical Low Priced Cyl-
inder Record Cabinet.STRONGLY
CONSTRUCTEDEquipped with 4—24 Peg
Boxes.Packed 2 to a crate.
Send for Prices and Discount.

STYLE NO. 150

TIMELY TALKS ON TIMELY TOPICS.

The Phonographische-Zeitschrift, of Berlin, has an amusing story of how some of the women of America make regal incomes through the sale of talking machines. According to our contemporary they must be businesslike, musical, and last, but not least, pretty. No objection to "grass widows," and they must be not younger than 25 nor older than 40. After a practical course in construction, information aient handling, etc., they are turned loose in cabs, hansoms, cabsriolets, etc., with or without the talking machines and records, and whether on a social or on a business basis they must reach people unreachable by the ordinary canvasser. Their evenings must be given over to social doings where, while being entertained, they are supposed to entertain by means of the talking machine—in short, according to the German information, they are making enough to own Fifth avenue residences. These ladies, who must be pre-eminently respectable, are supposed to live in "New York, Cincinnati, Ohio, Brooklyn, St. Louis, and New Jersey." What next from our German cousins?

"Regular customers? Well, I should say," replied the cashier in a Broadway automatic vaudeville place, to a Sun man. "There are people who have been coming in at least once a week ever since the place opened. They go the rounds and pick out the music that suits them. The machines are changed weekly, and there is often a special feature, like the voice of the Pope or Joseph Jefferson. The people have their fancies, too. That young fellow over there with long hair combed back—d'ye think he'd listen to a ragtime song? Well, I think not. It's classic for him. And that old gentleman—he's one of our oldest and most regular customers. He looks grim, but he's got a sentimental spot in his heart and always picks out music like 'When the Harvest Days Are Over, Jessie Dear.' Take This Letter to My Mother," and the like."

The talking machine has become very popular among the Chinese in this country who congregate in the evenings at some laundry or other assembling place to listen to their native songs. These solos are sung into the instrument at Vancouver, San Francisco, New York and other cities containing Chinese theatres, and some of the records, it is said, are made in Hong Kong. To the occidental accustomed to harmony and a rhythmic combination of tones even in ragtime, the Chinese music is worse than some vaudeville singers. This may seem impossible, but it is true, nevertheless, and if you don't believe it just stop and listen the next time you pass a Chinese laundry when the happy Manchus are working their talking machine overtime.

The State Historical Society of Nebraska is utilizing the talking machine for the purpose of making records of the music and songs of the

Indian tribes of that State. The different camps have been visited and some splendid records made which will be handed down to posterity. The voices of the principal chiefs, the war songs of the different tribes, as well as their incantations of sorrow and joy, are faithfully preserved.

A prominent jobber in sending out his general printed matter encloses a slip headed, "economy in needles is extravagance in records," then clinches this broad and trite statement by adding: "A cheap or worn needle will ruin a five dollar record in two minutes. Is it economy to save \$1 on a thousand needles (one mill each) and wear out expensive records and then not get proper reproduction? Aside from economy, the reproduction depends on the needle almost as much as upon the sound box." True every word, and the soundest kind of wisdom.

It is almost a work of supererogation to speak of the condition of trade or quote opinions to prove the point. Manufacturers and jobbers are rushed with orders, and the latter complain of their difficulty in getting goods sufficient to meet the demands of their trade. Dealers are in the same pleasant frame of mind, though the selling season, from their standpoint, has not fully opened, consequently they expect a splendid business not only up to and through the holidays, but beyond. Road salesmen were never busier, and their orders are large and reports of the rosier possible character.

Complaint is loud and frequent against the small jobber. It is held that the small jobber is a nuisance, and that as a matter of principle he should be relegated where he belongs, namely, to the ranks of the dealer. Firms holding this opinion state, and truly, that this class of dealer is no jobber, in the commercial sense of the word, and that he so designates himself in order to reap the benefit of the extra discount; and in this way interferes materially with the legitimate operations of the sure-enough jobber, who carries heavy stocks and invests large capital in his enterprise. These arguments cannot be denied, nor can the fact be ignored that the initial stock of the dealer is placed at too low a figure. The minimum amount is so small that in order to take advantage of the price one will misrepresent himself in order to buy goods for a few friends, never intending to deal in the goods regularly. As a matter of fact and justice no person should be classed as a dealer unless his first bill will be at least total \$200. And even then evidence should be submitted that a store is to be maintained. In short, both the proper jobber and recognized dealer should be better protected.

While great strides have been made in perfecting records, and many produced are really marvelous in their beautiful sound-reproducing qual-

ties, a yet greater degree of perfection has been reached in the laboratories. The cost of manufacture, however, is so great that they are so far outside the commercial pale. Great efforts, however, are being made to reduce the expense, and then, experts say, the ideal record will be realized.

"It's a funny thing," said the restaurant man, "but did you ever know that music had an effect on people while they are eating?"

"No," replied the man at the cashier's desk. "In what way?"

"Well, I'll tell you. Do you know the tune our talking machine is playing now?"

The other listened.

"Star Spangled Banner," he responded, promptly.

"Just so. Now watch those at the tables. Do you notice how slowly they are chewing their food. Every one seems to have plenty of time, although it is the rush hour. But just wait."

He walked over to the machine and, removing the record, placed on another. It was "Dixie" with variations. Immediately there was a quickening of jawbones. Knives and forks moved up and down with great rapidity.

"See the change?" queries the restaurant man.

"Should say I do," was the reply. "They are forcing the food down like every second was an hour."

"You should see them when I put on a still faster tune."

"I don't think I would care to. I suppose if you put on an Irish jig they would all have acute indigestion in five minutes. What do you do if a man comes in without any teeth?"

"Oh, I put on a dirge or something that will keep him from getting excited and swallowing his food without masticating. Oh, there are tricks in all trades."

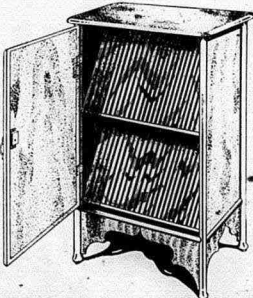
The Universal Talking Machine Mfg. Co., New York, have abandoned their "monkey" trade-mark and have adopted another device, already registered in the patent office, embodying the figure of a child listening intently to the dulcet tones of a Zonophone record, with the legend attached, "On Speaking Terms." The pictorial representation is striking and effective. Some years back the company contemplated the adoption of the

"Sphinx" idea, with the words "It Would Move a Heart of Stone." The original drawing is now in the possession of Manager Macnabb, and he is preserving it in the archives of the company.

The latest get-rich-quick scheme is the portable phonograph, which an enterprising Italian has substituted for his street piano. In carrying on this new venture he is assisted by his wife, who carries the records. The wife adjusts the records and winds the crank, so that the man's sole duty consists of holding out a cup for pennies. Their repertory is not large, but is selected with discretion, including popular songs and an extract from a recent famous trial. This scene, the Italian says, always calls forth a shower of change from women.

This week Roth & Engelhardt, proprietors of the Peerless Piano Player Co., were advised by the secretary of the jury of awards of the Lewis and Clark Exposition, Portland, Ore., that the highest award and gold medal had been bestowed upon the Peerless coin operated pianos shown at the Eilers piano exhibit. This following closely upon the honors bestowed on this firm by the authorities at the St. Louis World's Fair, forms a grand tribute to the excellence of these instruments which must cause the manufacturers, Roth & Engelhardt, to feel a deep sense of pride and pleasure.

The Rudolph Wurlitzer Co., Cincinnati, recently placed an order with the Victor Talking Machine Co. for 1,500 machines and 25,000 records. They intend to stock up very heavy for the fall trade and dealers can secure prompt attention, as well as filled orders. This well-known house is having a phenomenal trade.



BETTINI PHONOGRAPH CO.

LIMITED

THE MOST CENTRALLY LOCATED
JOBBER'S OFAll Phonographs, Supplies and
Accessories.156 West 23d St., Adjolene 6th Ave. NEW YORK
Telephone, 3173 Chelsea.

NOTE THE FOLLOWING STORES:

F. G. LOFFELER, 245 Bergin Ave., Flatbush, N. Y.
P. G. WARNER, 117 Court St., and 1212 Bedford Ave.,
Brooklyn.
P. SIFTANT, 1826 Fulton St., Brooklyn.
J. DUCHI, 190 Myrtle Ave., Brooklyn.
P. HANSEN, 1080 Bedford Ave., Brooklyn.
SOL. LAZARUS, 1058 First Ave. and 1425 First Ave., New
Y. J. HOYLE, 152 Montgomery St. and 24 Exchange Place,
Jersey City.

SOME DISTINGUISHED VISITORS.

The Western Sales Force of the National Phonograph Co.—Visit Factory at Orange.

George M. Nisbett, manager of the Chicago office of the National Phonograph Co., and his seven salesmen, paid a visit to the factory at

It was the first visit to Orange of most of the salesmen, and they obtained a much better idea of how phonographs and records are made than they had before known. They also found the plant a much larger proposition than they had anticipated. Mr. Edison met the party at the laboratory and gave each a cordial hand shake and a pleasant greeting. The occasion was the



The seven salesmen are standing in the back row, and reading from right to left they are: W. C. Patrick, L. R. Chandler, F. L. Fritchey, W. Hope, A. H. Klobar, M. G. Kresch and A. H. Chandler. In the center of the front row are Mr. Edison and W. E. Gilmore, President of the Company. Mr. Wilson, General Sales Manager, sits at the right, and L. C. McCleskey, Advertising Manager, at the left.

Orange, N. J., during the week of August 28. They reached New York on August 28 and spent the two following days inspecting Mr. Edison's laboratory and the various buildings which comprise the factory of the National Phonograph Co.

first time that the Western salesmen had ever met together, and on the second day the wish was expressed that they might be photographed in a group. A happy combination of circumstances made it possible to get Mr. Edison, William E.



Geo. M. Nisbett, Western Manager.

Gilmore, president of the company, and C. H. Wilson, general manager of sales, to join the group. The picture is reproduced herewith through the courtesy of the Edison Phonograph Monthly. Mr. Nisbett was detained in New York and to the regret of his faithful co-workers could not be included in the picture. This will explain why this photograph is here given separately.

Thursday and Friday were spent in seeing New York and its nearby resorts. On Thursday night President Gilmore gave a dinner in honor of the party in New York. When the party left for Chicago Friday night they had absorbed enough material to tell interesting stories to the trade for some weeks to come.

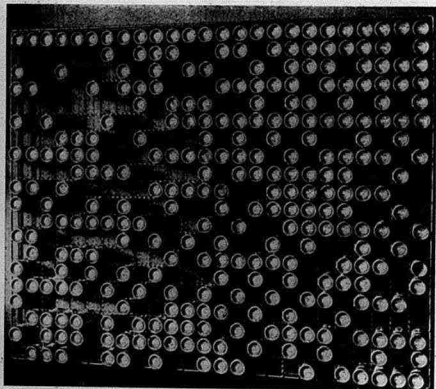
John Bros., prominent music dealers of Harrisburg, Pa., have enlarged their talking machine department and given it a separate room, which is equipped in up-to-date manner. G. L. Grove is the manager, assisted by Frank Knoke.

Henry E. Parsons, who recently opened a music store at North Adams, Mass., wisely put in a talking machine department, handling both the Edison and Victor lines.

Recommend the World to your friends.

"SAVE RACKING YOUR BRAINS AND BEGIN RACKING YOUR RECORDS"

OUR WIRE RECORD RACKS SAVE TIME, TROUBLE AND CUSTOMERS



The illustration herewith presents a view of our 500 opening Cylinder Record Racks, No. 123. These are made in various sizes, fully explained in our general price-list, which is free for the asking.

We also make Wire Racks for the holding of Disc Records, and the reception that both lines have met with at the hands of progressive dealers is the best evidence of their merit.

Your Stock Cannot Be Kept Well Unless You Own This Rack System

Special designs to fit special conditions of space will be made promptly. Tell us what space you can devote to it.

With one or more of these Racks you can economize in space, know at a glance just where your stock stands, and you can save the time of clerks and customers, because every record is in plain sight.

The largest houses are equipped with dozens of these racks and they have saved their whole cost in facilitating the keeping and handling as well as in the absolute immunity from dust and breakage. Get a catalogue. Write for it now.

SYRACUSE WIRE WORKS, 315 EAST WATER STREET, SYRACUSE, N. Y.

AMERICAN GOODS IN IRELAND.

Notes from Belfast of Interest to Manufacturers on This Side of the Water—T. Edens Osborne Has Great Call for American Made Machines and Records.

(Special to The Talking Machine World.)

Belfast, Ireland, Oct. 6, 1905.

The forthcoming season's outlook—based upon the autumn trade—in North of Ireland is very hopeful, the orders already executed by one of the principal Belfast factors being considerably in advance of any previous year.

The managing director of the National Phonograph Co., Ltd., London, J. H. White, visited Belfast on the 22d of August and booked a large order from his factor (Mr. T. Edens Osborne) for Edison "Gems," "Standards" "Homes" and "Triumphs."

The "Twentieth Century" Columbia Graphophone reached this city early in September from America, and has created quite a *furor* at Mr. Osborne's well-known talking machine depot, where Saturday evening concerts are given on both the graphophone and gramophone, to the delight of dense crowds who assemble in front of his warehouse.

Mr. Mellero, manager of the British Zonophone Co., London, paid a flying visit to Belfast on the 10th of September, and booked a large order for October 7 and 10 records from his factor, Mr. Osborne, who also ordered 2,400 of the new 5-inch Zonophone records, which are retailed at nine pence each in the British Isles.

F. C. Forth, A.R.C.Sc.I., principal of the Belfast Municipal Technical Institute, has been most favorably impressed with the I. C. S. Language System, which was lucidly explained to him by Mr. Osborne, who holds a stock of these marvelous language records, and who demonstrated to the satisfaction of Mr. Forth and his staff of teachers not only the capabilities of the Edison Phonograph as a language teacher, but the excellence of the I. C. S. records, which were such an agreeable surprise that the loud and accurate reproduction of a French lesson created unstinted and enthusiastic eulogy.

A large import of "Carmen" disc machines reached Belfast from Germany a few weeks ago, and Mr. Osborne reports that dealers and the public generally have been buying them with avidity. They are retailed in the city where the White Star liners are built at twelve shillings and six pence, the first purchase of a private buyer being generally six 7-inch or twelve 5-inch Zonophone records, which are supplied with the "Carmen" for one guinea.

The Neophone attachment and Neophone disc records, also the new double-sided "Blue" Odeon disc records, have just been introduced to the North of Ireland by Mr. Osborne, but sufficient time has not elapsed; however, to test the merits of these goods.

The cylinder records of the Columbia Phonograph Co. (Gen'l), London, which reproduce the "Ave Maria" and "The Benediction" recorded by the late Pope (Leo XIII.), have drawn many visi-

tors to Mr. Osborne's reception room in Belfast. An official certificate accompanies each record, also printed copies of the selections in Latin and English.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Oct. 9, 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:

SEPTEMBER 11.

Bahia, 7 pgs., \$128; Copenhagen, 7 pgs., \$126; Glasgow, 21 pgs., \$3,000; Hamburg, 4 pgs., \$1017; 6240 pgs., \$3,806; Havana, 6 pgs., \$234; Havre, 20 pgs., \$1,886; Limon, 9 pgs., \$119; Liverpool, 5 pgs., \$350; 59 pgs., \$506; London, 514 pgs., \$8,782; Manila, 23 pgs., \$1,827; Manchester, 5 pgs., \$197; Progreso, 44 pgs., \$1,021; Rio Janeiro, 18 pgs., \$1,271; Santo Domingo, 5 pgs., \$169; Sydney, 249 pgs., \$5,296; St. Johns, 2 pgs., \$123; St. Petersburg, 14 pgs., \$551; Tampico, 4 pgs., \$113; Valparaiso, 36 pgs., \$2,572; Vienna, 6 pgs., \$280; Yokohama, 18 pgs., \$1,153.

SEPTEMBER 18.

Adelaide, 206 pgs., \$5,050; Auckland, 64 pgs., \$1,420; Barcelona, 26 pgs., \$209; Berlin, 28 pgs., \$2,420; Caliao, 6 pgs., \$343; Guayaquil, 22 pgs., \$225; Hamburg, 3 pgs., \$125; Havana, 8 pgs., \$277; 17 pgs., \$606; 26 pgs., \$1,259; Havre, 8 pgs., \$278; La Guayra, 3 pgs., \$113; Liverpool, 7 pgs., \$350; 1,636 pgs., \$14,522; Melbourne, 11 pgs., \$448; Milan, 2 pgs., \$140; Para, 6 pgs., \$345; Santiago, 9 pgs., \$133; Shanghai, 8 pgs., \$361; Vera Cruz, 4 pgs., \$115.

SEPTEMBER 25.

Berlin, 371 pgs., \$4,598; Bombay, 90 pgs., \$1,022; Buenos Ayres, 144 pgs., \$6,895; Havana, 24 pgs., \$658; Hamburg, 1 pgs., \$286; Glasgow, 6 pgs., \$160; 12 pgs., \$1,089; Havre, 13 pgs., \$720; Kingston, 10 pgs., \$127; 12 pgs., \$419; London, 1,157 pgs., \$14,998; Milan, 18 pgs., \$1,039; Para, 22 pgs., \$686; Rosario, 15 pgs., \$361; Santa Marta, 3 pgs., \$108; Savannah, 1 pgs., \$174; St. John, 12 pgs., \$4,253; Tampico, 4 pgs., \$113; 4 pgs., \$110; Valparaiso, 71 pgs., \$2,023; Vienna, 14 pgs., \$761; Wellington, 22 pgs., \$939.

OCTOBER 2.

Alcoa Bay, 8 pgs., \$146; Berlin, 341 pgs., \$5,732; Bombay, 32 pgs., \$231; Buenos Ayres, 7 pgs., \$210; 7 pgs., \$918; Caliao, 8 pgs., \$580; Glasgow, 31 pgs., \$1,314; Guayaquil, 10 pgs., \$288; Hamburg, 8 pgs., \$155; Havana, 6 pgs., \$109; 97 pgs., \$2,409; Havre, 20 pgs., \$893; Larnaca, 2 pgs., \$120; London, 36 pgs., \$10,708; 1,192 pgs., \$14,458; Mazatlan, 6 pgs., \$214; Manchester 75 pgs., \$395; Milan, 49 pgs., \$1,445; Pointe A Pitre, 3 pgs., \$100; Santos, 32 pgs., \$1,754; Sydney, 60 pgs., \$901; Sheffield, 35 pgs., \$727; St. Petersburg, 12 pgs., \$293; Vera Cruz, 5 pgs., \$158; Vienna, 35 pgs., \$1,032; Valparaiso, 4 pgs., \$457; Warsaw, 4 pgs., \$141; Wellington, 62 pgs., \$1,531.

VICTOR DEAL IN CANADA.

Berliner Gram-o-phone Co. Will Act as Sole Distributors for the Dominion.

(Special to The Talking Machine World.)

Montreal, Can., Oct. 9, 1905.

Arrangements have been consummated with the Victor Talking Machine Co., Camden, N. J., by the Berliner Gram-o-phone Co., Ltd., of this city, whereby the latter will act as sole distributors in Canada for the Victor talking machines and records. This of course includes the famous Red Seal records, which are so popular throughout the world. This move will be quite welcome to the large colony of Americans on this side of the border, who will now be able to secure simultaneously with their publication in the United States, all the latest records issued by the Victor Co.

MESTRAUD TAKES CHARGE.

A. C. Mestraud, the well-known phonograph expert, has taken charge of the speaker department of the Puritan Phonograph Co.'s new factory at Bennington, Mass., in order to experiment on a new speaker which is said to be unequalled and which will probably be ready for the market in the early part of next year. Mr. Mestraud will then resume his position with the H. H. Newman Co., of this city.

MEDICAL MEN ENTERTAINED.

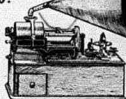
During the recent meeting of the Medical Society of the State of Pennsylvania, held in Scranton, Pa., the members were entertained at a conversation conducted by President Thomas J. Foster and the directors of the International Text Book Co., in the new large I. C. S. Instruction Building, at Ninth street and Washington avenue. The vast extent of this enterprise dawned upon the visitors through the exhaustive "exhibits" provided in the different lecture rooms, in which everything in the art and mechanical worlds was demonstrated, and nothing was more enjoyed than Edouard Lamaze's explanation of the I. C. S. method of teaching language by phonograph. Music was provided by Bauer's Orchestra and refreshments were served during the evening.

The International Correspondence School organized fourteen years ago in two small rooms, now own and occupy five buildings in this city, covering seven acres of floor space, and have a capital of four millions of dollars.

Recent visitors at the laboratories of the National Phonograph Co. were: Messrs. Rustamji Jamsedji Noorhoy and S. J. Noorhoy, of Khetwara, Bombay, India, representing the Standard Trading Agency, who were escorted by Senor Cabanas, of the Foreign Department. They have been on a tour through Europe and America, and will reach home again about November 1, after having visited thirty cities in Europe and America, and traveling over 25,000 miles.

ECLIPSE

ECLIPSE
PHONOGRAPH
CO.



EDISON
PHONOGRAPHS
AND
RECORDS

ESTABLISHED 1900

A good trade name, and particularly appropriate when connected with our progressive methods of doing business. We job Edison Phonographs and Records, and make a specialty of the rapid filling of orders.

We carry the largest and most complete line to be found in the State of New Jersey. TRY US with an order.

YOU GET THE GOODS

ECLIPSE PHONOGRAPH CO.

A. WM. TOENNIES, Proprietor

205 Washington St., Hoboken, New Jersey



In a city of 300,000 population, one dealer alone sold over \$180,000.00 worth of *Victor* goods in three months.

That dealer worked and advertised and made money.

How about you?

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

PRACTICAL SUGGESTIONS AND COMMENTS.

TALKING MACHINES AND SHORTHAND.

Talking machines are unquestionably a decided aid to the teacher of shorthand. Indeed many of the most important business colleges in America use them for the purpose of giving the students proper dictation practice. Through their means a student can take dictation at graded speeds, working up from forty or fifty words per minute until he reaches the maximum speed. Any one who has had to read to a student of shorthand knows what an awful burden this is, and how tiresome it becomes in a short time. With a talking machine at hand the student does not require to impose upon his relatives and friends, but in the quiet of his room at the time most convenient he gets all the speed practice he requires.

NICKEL-IN-THE-SLOT DISC MACHINE.

From Julius Wellner we are in receipt of the following communication: "I notice that E. Kluge, Jr., inquires for a nickel-in-the-slot disc machine in 'Practical Suggestions and Comments' of your issue of September 15, 1905. In reply to the same wish to state that the writer is the inventor and manufacturer of a coin operated disc machine. This machine changes its needles and records, no manual assistance necessary except the dropping of a nickel and the machine does the rest. The operations of the machine are as follows: Upon the dropping of a nickel in the slot the sound box comes forward with a new needle in, plays the record, at the end of the record the sound box is brought out of playing position, the needle ejected, the sound box goes back to its starting point where it receives a new needle, then the record is lifted from the turn table and shifted in the uppermost receptacle of the record magazine and the record in the lowermost receptacle of the magazine is brought on the turn table. Another nickel will repeat these operations. The record magazine holds one dozen of 10-inch records. The mechanical movements of the machine are displayed in a glass case, which adds greatly to the attractiveness of the instrument."

NEW REPEATING ATTACHMENT.

A new repeating attachment, the invention of Solomon Farb, will soon be ready for the market. Two points of recommendation for this device are its extreme simplicity, being made from one punching of sheet metal formed into shape and the reasonable price at which so good an attachment can be sold. The Edison Co. of Newark, N. J., have secured the sole agency.

DIAPHRAGMS FOR REPRODUCERS.

Writing in regard to diaphragms for reproducers for talking machines, Wm. F. Hunt, Wanatah, Ind., gives it as his opinion that something besides mica, glass or metal, a substance more porous, will have to be used before perfection in naturalness of tone is reached, especially so in vocal reproductions. He says: "Whether I am right or wrong in this opinion, at any rate

it will have to be admitted that the present diaphragms produce a sharpness of tone which is quite the most unnatural part of a reproduction. Furthermore, I think that the art of recording has reached a higher point of perfection than the reproducer. Many a record is considered poorly recorded when the fault lies really in the reproducer. Many reproducers work quite well on a certain few records, but bring forth bad results from most records. I have one reproducer in my possession which will bring forth good results from records that all other reproducers that I have ever had would play in a defective manner, and this experience has led me to be of the above opinion. It is also very likely that if the present reproducers could be greatly improved, much of the difficulties now experienced in recording would be overcome."

EXPERIMENTS IN SOUND VIBRATION.

W. O. Field, of London, who has been experimenting with sound vibration as applied to talking machines, writes: "I have constructed cones, or small trumpets, of cardboard or similar material, of varying lengths and taper and I find that these, when affixed to the reproducer and held lightly in the hand, communicate the vibrations very distinctly. This is not very astonishing taking into consideration the material employed, but I have gone further, using a tube of 1 ply garden hose with $\frac{1}{2}$ -inch bore, and at a distance of three feet from the diaphragm, the vibrations emanating from such a record as the Over the Waves waltz, by Meny's Hungarian Orchestra (which, as you know, is particularly *dissonando*), are very distinctly felt. My experiments were carried out with an Edison machine, fitted with a C reproducer. The facts being as stated, it occurs to me, in order to overcome the frequently harsh reinforced vibrations arising from the use of such a powerful reproducer, in conjunction with a metal horn, that the interior of such horn should be covered with a lining of some material such as felt, canvas, or the like, but which in use should not be damped, as suggested by some, because in that case condensation ensues, to the detriment of the sensitive properties of the diaphragm, especially to those of mica, and "mushy" reproduction is the result."

COMBINED DISC AND CYLINDER MACHINES

The last issue of the Photo-Trader and Recorder says: "The Talking Machine World, of New York, comments upon the likelihood of a combined disc and cylinder machine being one of the inventions in the near future, and suggests that if this invention is already thought out, that in all probability it is 'sleeping peacefully on the shelf of one of our manufacturers.' This is not the case here in England, for in the Deux-phonie Mr. Thomas, of Wolborough street, Newton Abbot, has brought before the trade the identical idea in concrete shape. There is not the slightest doubt the good combination machine

will command an immediate demand, and we do not believe that its advent will affect the sale of either cylinder or disc models to any appreciable extent. We might add that we have received an intimation that there is yet another model of this class of 'sleeping beauty' on the way."

AN INGENUOUS SPEED GAUGE.

John Otto, manager of the retail talking machine department of the Chicago branch of the Rudolph Wurritzer Co., has devised an ingenious and accurate speed gauge for the Edison machines which his house handles in a large way. With it anyone can readily adjust his machine to exactly 160 revolutions per minute, the speed fixed by the Edison people as that producing the most perfect results. The device is simply a nickel plated blank an inch and five-eighths in length. It is used as follows: Put the speaker arm as far as it will go to the left hand side of the machine, with the reproducer up. Start the machine, lowering the reproducer and time the machine. Exactly at the end of one minute, stop the machine. If the speed gauge fits accurately between the speaker arm and the butt end of the machine, you have the required speed of 160 revolutions. If it does not fit exactly, the speed can be increased or diminished as the case may be. The Wurritzer Co. are giving these speed gauges to their patrons.

A RECORD OF THOS. A. EDISON'S VOICE.

I. W. S., Portland, Me., writes asking: "Is there procurable a record containing any significant utterance of Thomas A. Edison, the well-known inventor?" As far as we know, no such record exists and while there is no doubt in the world that some such record would be exceedingly popular, yet we believe that the National Phonograph Co. have not been successful in inducing Mr. Edison to consent to make such a record. It goes without saying that he would make it if he at all felt inclined that way.

NEW SOUND BOX FOR DISC MACHINES.

In reply to an inquiry we may say that the Hawthorne & Shelle Mfg. Co., of Philadelphia, Pa., are just placing on the market a new sound box for use on disc talking machines, which will be known as the H. & S. sound box. It is claimed that this article marks a new departure in sound reproduction, as it is constructed on an entirely new principle, whereby the diaphragm itself acts as the spring to move the needle arm in one direction, and a small coil spring, whose tension can be instantly adjusted, moves the needle arm in the opposite direction. With this construction the manufacturers claim it is possible to obtain a more delicate adjustment than can be secured by the old methods, and consequently the full effect of the indications in the disc record are correctly transmitted to the diaphragm, and a surprisingly clear, brilliant tone results. The H. & S. sound box is equipped with an adjusting screw, whereby the tension of the coil spring operating on the needle arm can be instantly altered so as to produce different effects, and the operator can thereby suit his own ear in the character of the tone

Buy From Headquarters

We manufacture all styles of Disc and Cylinder Record Cases, Machine Cases and Horn Cases for all makes of Talking Machines.

Our Goods are found in every city. Why not have the best? A sample order will convince you; allow us to send you a catalogue.

Chicago Case Manufacturing Company

142-144 W. Washington Street

CHICAGO, ILL.

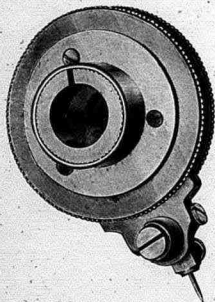
The H. & S. SOUND BOX

Marks a new departure in Sound Reproduction.

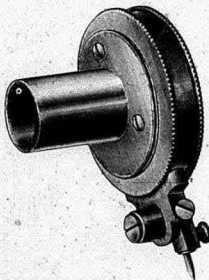
Constructed on entirely new principles.

Gives a clear, brilliant, natural tone.

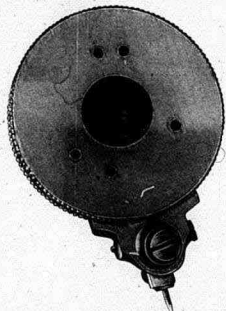
You do not realize what is recorded on a Disc Record until you hear it reproduced with an H. & S. Sound Box.



No. 100, H. & S. Sound Box.
For use on Victor Tapering Arm Machines. Price \$5.00.



No. 200, H. & S. Sound Box.
For use on old-style Disc Graphophones, old-style Zonophones, Talkophones, and all straight-arm Machines. Price \$5.00.



No. 300, H. & S. Sound Box.
For use on Tapering Arm Zonophones. Price \$5.00.

Order H. & S. Sound Boxes by Number.

The H. & S. Sound Boxes are finely made throughout and handsomely finished. They are adjusted with laboratory exactness. No Disc Talking Machine is complete without it is equipped with an H. & S. Sound Box.

Hawthorne & Sheble Mfg. Co.
MASCHER AND OXFORD STS. PHILADELPHIA, PA.

We manufacture everything in the nature of Talking Machine Supplies.

desired, and it is possible to secure the best effects from each individual record. The diaphragm used on the H. & S. sound box is the well known Nobley metal diaphragm. As the diaphragm is constructed of metal, it is not affected by atmospheric changes as is the case with mica; cannot be readily broken, and runs absolutely uniform. The Hawthorne & Sheble Mfg. Co. are placing the sound box on the market in three different styles, namely, No. 100, for Victor tapering arm machines; No. 200, for old style disc graphophones, old style zophonones, talkophones, and all straight arm machines; No. 300, for tapering arm zophonones.

IMPORTANCE OF REPRODUCER.

In reply to an inquiry we may say that the reproducer is certainly one of the most important parts of the Edison phonograph. This reproducer has a small button-shaped sapphire point, highly polished, which adjusts itself to every indentation of the record and causes every tone to be reproduced with remarkable fidelity. So nicely does it do its work that there is an entire absence of the harsh and disagreeable scratching sounds caused by reproducers having a destructive effect on the records.

MODULATOR FOR DISC MACHINES.

In reply to an inquiry, we may say that a modulator for disc talking machines is made by the Star Novelty Co., of Grand Rapids, Mich., and the principle on which the results are attained is one of the simplest known to modern physics, namely, a damper applied to a resonant body at the point of greatest vibration (same principle is applied in adjustment of all resonant vibrating bodies), and in this case it forms a backing to the needle arm, thus stopping those wild vibrations (caused by unevenness of the record and which distort the tones), and holds all the tones at a common level with each other, thus making the records more distinct. The modulator removes the scratching sound in the largest degree, as scratching is produced mainly from unevenness of the record, which is overcome to the greatest perfection possible outside of per-

fect records. The ability to obtain any strength of tone will be appreciated by all lovers of music as it is an admitted fact that some records, and records in particular, are very piercing in their tone in an enclosed room. The variations of tone can be made at any time while the instrument is playing. No stopping of the machine required to adjust it. There is no loss of detail in the semi-tones or low notes no matter what the modulation is.

SOME PROBLEMS IN RECORDING.

The much-discussed topic of record making was the subject of analysis recently by the expert of The Talking Machine News, of London, who received this complaint: "I cannot make a proper record, for if I get too near the horn there is an echo produced, and if about one foot away the result is exceedingly weak." If a position close to the horn makes too loud a record and another position farther away one too faint, it should be true in this case, as it undoubtedly is in the case of professionals, that a midway distance should give satisfactory results. I have suggested in the preceding paragraph the cause and remedy for "echo," but as to "advice on making records," the subject is a broad one, and success depends in such large measure upon composition of blanks, their careful shaving, the temperature of the wax, degree of sensitiveness of the diaphragm used, the position, shape and leverage of the cutting stylus, size and shape of horn and, some think, the material of which the horn is made, and a thousand and one little but important details.

RATTLING REPRODUCERS.

The same correspondent has a reproducer which rattles. That, of course, is a fault. It also has a great deal of play, laterally and otherwise. That is not a fault, provided the joint is tight. A reproducer must have a certain amount of play in order to be able to take up any inequalities in the record. But if my correspondent is sure that it is the reproducer and not the horn which rattles, I should advise him to get a new one and to be critical in the selection of it, or to have a new diaphragm substituted for his present

one. It is possible that all that is wrong is that the gaskets are loose and require to be tightened. **THE PHENOMENA OF VIBRATION.**

A stone thrown into water produces ripples; in the same way, if you strike something—as a drum—there are ripples in the air, and the disturbed atmosphere reaches the ear as a sound. The slower the ripples or vibrations, the deeper the sound. The deepest audible sound in a musical instrument is that of the great 32 feet pipe of the organ of St. Paul's Cathedral, London, which gives sixteen vibrations a second; that is probably the deepest sound that the human ear can catch. You listen to it, rolling through the sacred edifice like distant thunder, and a little thought will enable you to realize that there may be sounds inaudible to you, but which you can feel. The deep tone pervades your entire being until you have some doubt whether you really hear or feel it. The thunder of the cataract of Niagara produces a note with exactly half the number of vibrations of the big organ pipe; that is, eight. You cannot hear the note, but it can be recorded by delicate instruments, and you can feel each of the eight waves beat against your ear drum. The great volcanic eruption of Krakatoa produced a musical note of four vibrations a second. It was registered by meteorological instruments in different parts of the world.

EDISON'S VALUABLE LOT OF RECORDS.

It is said that Thomas A. Edison has, in his house in New Jersey, hundreds of metal sheets bearing records of the observations made by many of the distinguished visitors who have called upon him. He never asks his visitors for their autographs or photographs, inviting them instead to speak or sing a few words into a phonograph. The plates he keeps in a cabinet under lock and key, occasionally taking a few of them out and running them through a phonograph for his own amusement.

M. H. Hanna, the well-known talking machine dealer of Seattle, Wash., is having an immense demand for talking machines and records from the U. S. Army post at Ft. Davis, Alaska.

10-INCH ZON-O-PHONE RECORDS

\$1.00 Each

OCTOBER LIST.

\$10.00 Dozen

ONE OF OUR BEST LISTS OF TWENTY-FIVE RECORDS EVER ISSUED.
WE WILL ADD TWENTY-FIVE NEW 10-INCH RECORDS EACH MONTH.

ADVANTAGES.—Our Record thread is finer, thus making our record play longer than other 10-inch records. Our material is harder and surface smoother (less scratches).

Zon-o-phone Concert Band.

- 246 **Berceuse de Jocelyn**
By Benjamin Godard. An effective well balanced record, each instrument is heard with a very pleasing effect.
- 247 **Giggle March**
By Chauncy Haines. A bright catchy march with a particularly good bass and full round tone.
- 248 **Grotto March**
Military march introducing some very fine trumpet and brass effects.
- 249 **Happy Helms**
Characteristic march introducing Do, Ds, Wacht an Rhein, etc.
- 250 **Overture to Semiramide**
Introducing some fine reed effects and the oboe introduced has a fine tone quality.

Hager's Orchestra.

- 251 **Cicopatra Flanagan**
Characteristic record introducing some great oboe, string and pizzicato effects.
- 252 **Peter Piper, March and Two Step**
By S. R. Henry. Played in two step time, introducing clop effects. A good addition to our dance list.
- 253 **Waltz—Sweet Smiles—"Les Souvires"**
Favorite waltz introducing some great orchestra effects.

Xylophone Solo by Mr. E. King with Orchestra Accompaniment.

- 254 **Galop Bravours**
A marvelous record. The tone is very good and the execution very rapid and clear.
- Oboe Solo by A. Bertram with Orchestra Accompaniment.**
- 255 **Then You'll Remember Me**
An old favorite song played as an oboe solo by one of New York City's greatest soloists.
- Flute and Saxophone Duet by Messrs. Mazziotta and Porpora.**
- 256 **THIS Serenade**

This is a soft and pleasing record of this favorite section and is of very fine tone quality with some fine orchestra effects.

Songs with Orchestra Accompaniment.

- 257 **Bright Eyes, Good-Bye** J. W. Myers
Catchy march song by Williams and Van Alstyne, members of "In the Shade of the Old Apple Tree."
- 258 **Everybody Works but Father** Bob Roberts
Lex Lusk and his great song hit of the season. It is sung and whistled in every city and featured by Sonja's Band.
- 259 **Good-Bye, Maggie May** J. W. Myers
March song by Paul Barnes, with a very catchy melody.
- 260 **Biram Green, Good-Bye** Billy Murray
The country chap falls heir to a lot of money and comes to New York to cultivate the city boys, but falls into the hands of the gold brick and green goods men.

- 261 **How'd You Like to be the Czar** Bob Roberts
Comic song on the trials of the Czar of Russia, illustrating some of the incidents in the late war.
- 262 **Jasper, Don't You Hear Me Calling You** Daney
Played by Collins and Harlan Jasper's is so fond of sleep he will not get up even in the day-time. His wife tries to wake him while Jasper is making a deal for the Subway and Flat Iron Building.
- 263 **Message of the Old Church Bell** Frank C. Stanley
Beautiful song introducing chimes and many fine orchestra effects.
- 264 **My Yankee Irish Girl** Billy Murray
By Theo. Morse. A very catchy song.
- 265 **Pals Good Old Pals** Byron G. Harlan
A pledge between two school boys and how faithfully this pledge was kept.
- 266 **Put Me in My Little Cell** Billy Murray
Frank Daniel's big hit in "Sergeant Bruc."
- 267 **Starlight** J. W. Myers
The latest hit by Theo. Morse.
- 268 **The Whole Dan Family** Bob Roberts
One of Albert Von Tilzer's hits telling of the trials the friend who writes the Dan Family to visit him.
- 269 **Late Will "Till the Sun Shines, Nellie** Byron G. Harlan
Late ballad by Harry Von Tilzer.
- 270 **Would You Care** Frank Howard
Chas. K. Harris' popular waltz song.

UNIVERSAL TALKING MACHINE MFG. CO. 28 WARREN ST. NEW YORK



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 IMPORTANT -- Advertisements or changes should be forwarded to reach this office not later than the 9th of the month and, where proofs are required, by the 13th. To this rule we can make no exception. Advertisements arriving too late for insertion in the current issue will, in the absence of any instructions to the contrary, be inserted in the succeeding issue.

Long Distance Telephone Number 1745 Gramercy.

NEW YORK, OCTOBER 15, 1905.

THE fall trade promises to be unusually large in talking machines, and from every section of the country come the most glowing reports concerning the output of talkers. There is no reason why the talking machine men should not enjoy the fullest measure of prosperity which seems to be coming to all lines of trade during the fall. A careful survey of the trade situation in all sections of the country causes us to believe that this year will be a record breaker in almost every line of trade, and talking machine dealers, no matter where located, should reap a satisfactory share of the good things that are now going around. There will certainly be an increased demand for talkers, and the dealers should be unusually active up to the remainder of the year.

MANUFACTURERS are evidently doing their share to stimulate trade, judging from the advertising which has been recently put forth, and it is up to the dealers to show their ability in producing results in the retail line. A good many of them understand how to sell talking machines better than they did last year. If they hope to win success they must be well up to the forefront with their hustling propensities, for business success comes from never tiring of doing. The law of business growth is to do and to do it now. It is to keep close to the trade proposition at all times.

A TALKING MACHINE dealer has in his stock an asset which possesses a distinctive charm over many lines of merchandise. It has a power of attraction for the public which can be used to business advantage. The talking machine pleases and interests, and the power to please is a selling asset which can hardly be estimated.

TAKE it in personality: What can be more valuable than a personality which always attracts and never repels? It is not only valuable in business, but also in ever other field of life. Now, if one has a line of merchandise which possesses an individuality in that it has the pow-

er of reproduction of language and music, it possesses at once an attraction which should be a great selling force. But in selling talking machines one cannot afford to simply let the machine sell itself. It is the time for action, and not for indifference regarding business.

GOOD, hustling dealers will win substantial monetary results this fall by exhibiting talkers in the manner which their peculiar position demands. The charm of the talker should be interestingly presented to the public, and it should be a positive presentation, never halting, for business success lies in continuous effort along a certain line.

DEALERS and jobbers who use live methods will win big results this fall. It is the time for action, and general conditions warrant over-stepping the lines of conservatism. Conservatism may be all right, but it is just as dangerous to be too conservative as to be over optimistic. The happy medium is a good business essential, but where there is business it pays to strike for it.

THE talking machine is going to play quite a part in the political campaign this fall. In various States some prominent speakers propose to have their oratorical gems of thoughts reproduced at a number of points where it will be impossible for themselves to appear. In England the talker has been used for election purposes, and in this country it bids fair to assume considerable prominence within the near future. Mayor McClellan speaks a number of languages, and if his voice gives out he could talk several times a night to the polyglot population of New York through the mediumship of the talker.

ONE of the gentlemen who has been closely associated with the talking machine trade for years, recently remarked to the World that the advance of the talking machine seemed almost incredible.

Most persons who have heard the old talker, with its squeaky tone, are startled to-day when listening to some of the latest results from the improved machines. It seems as if we are rapidly approaching perfection, and that nearly all of the old defects which existed formerly have been remedied. It is a fact that on a good machine the human voice in song or speech can be so exactly reproduced that the presence of the living mouth can be detected by the eye only. It seems almost impossible to predict a greater advance in song reproduction. But this is the age of wonders, and the talking machine people have given substantial proof of their ability as well as ingenuity to overcome many difficulties, and the talker is destined to play a more important part in our daily lives as time rolls on.

A GLANCE through this issue of the World will show that the field is steadily developing, and that inventive minds are constantly employed in developing accessories which may be used in conjunction with the talker business. Before the appearance of this publication the trade had no means of intercommunication, and now that the World has appeared regularly it has been instrumental in cementing or bringing together an industry, and without a doubt it will play an important part in its future. There is no other medium which is devoted exclusively to the talking machine interests, and it may be truthfully said that the paper fairly reflects the

present size and importance of the industry, and that it is considered by all to be a helpful adjunct. We know of no paper enterprise which has ever been launched that has met with such strong indorsement and hearty encouragement as the World. Each month adds greatly to its clientele, and we believe that each month adds to its usefulness to all departments of the trade.

THE talking machine is being employed in many singular ways these days, all tending, however, to the betterment of humanity. In European countries it is being utilized not only in missionary work, but the societies who are laboring for the eradication of innumerable so-called evils, such as smoking, cursing, drinking, are bringing people to a realization of the enormity of their offences by "heart to heart" talks from talking machines in the poorer quarters of leading cities. Societies established for a better knowledge of hygienic and moral laws are also utilizing the talking machine. So who can say that it is not playing a noble part in the uplifting of humanity? The eloquent address of a distinguished orator or preacher is carried into the furthest corners of the earth where few would or could visit, and thus good is effected. People who consider the talking machine as simply an amusement factor oftentimes overlook the splendid work which it is doing in all parts of the world, bringing knowledge, pleasure and comfort to millions of people.

IN some of the largest business establishments of this country the talking machine has superseded the work of the stenographer, and if it continues to grow in popularity in commercial life, it is only fair to presume that in time it will have replaced the typewriter almost entirely. The improvements which have been made in the commercial talking machine have been so great that business men are at once interested in them, particularly as they lessen the labor for the departmental heads.

THERE is to-day a constant demand for novel, original and striking ideas in talking machine advertising. This is said in no spirit of disparagement of the advertising that has been done, for some of it takes exceedingly high rank, but the subject affords a lavishness in treatment which should interest illustrators in a large way. There are some lines of trade which it would be difficult to exploit in an attractive manner, but the talkers give some range for the illustrator's fancy. The more attractive special products can be exploited, the more it will assist their sales. Even the best merchandise does not sell itself. The ad-smith must know how and where to strike at the public in the most interesting manner.

DIFFERENT countries now are taking up seriously the matter of the preservation of the voices of men of prominence through the medium of the record. If some of our wealthy talking machine manufacturers would donate a certain sum to be devoted for the establishment of a national collection of the voices of our prominent men it would certainly be the means of attracting great attention to the talking machine and its faithful and permanent registration of sound. There is really more insight than appears at the first blush. Speeches of leaders in our political life might be listened to with great interest by coming generations through the mediumship of these marvelous inventions of our times.

WILL DELIVER ADDRESSES.

Prominent Dayton Manufacturer Devises Scheme of Reaching His Agents Throughout the Country Through the Talking Machine—Heart to Heart Talks Possible.

(Special to The Talking Machine World.)

Dayton, O., Oct. 11, 1905.

The use of the talking machine in the sphere of commerce is steadily broadening and leading business men are not only utilizing it in their offices for purposes of dictation, but John H. Paterson, president of one of the largest manufacturing concerns in this city, has devised a plan which is certain to be simulated by other large manufacturers throughout the United States. He proposes, through the machine, to talk directly at least once a month to every one of the agents selling the product of his factory throughout the United States.

Sitting in his office in Dayton, this busy manufacturer will deliver addresses on different phases of the business. These will be kept on the talking machine records and will later be relayed by the machine to the ears of agents throughout our country.

The talking machine will get in its greatest work at the conventions where once each year in the large cities of the country the agents of a given district meet. It has been the custom of the company to have a number of officials from the Dayton headquarters attend each of these conventions, and lecture to the agents, explaining new points, giving suggestions about the work and making "ginger" talks to inspire the men with a spirit of hustle and determination. A trip around the circuit of the conventions lasting six weeks was too irksome for one man. Hence the president began wondering what arrangement he could make to secure the same results with less labor and time.

He could not bring all the agents to Dayton each year, nor would a personal representative quite take his place. Finally he thought of the

talking machine. That would reproduce his own words in his own voice. Immediately he set about to put the scheme into effect, and at all the coming conventions President Paterson and other officials of his company will address the salesmen through this medium. He has thus solved the old problem of inability to attend more than one meeting at the same time, for he will often be speaking at two or three conventions the same day, and just as many times will be delivering a different speech at each place.

GREAT ACTIVITY IN BOSTON.

Edison and Victors in Siegel's New Store—Houghton & Dutton's New Department—Fine Edison Display—Manager Bobzin's Good Report—Business Doubled.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 42, 1905.

The talking machine business in Boston seems to be expanding more and more every month. The volume of business is greater and every month there seems to be more warerooms.

In the big new department store of Henry Siegel Co. the talking machine department is given a very attractive location. The Edison and Victor machines are handled and the business since the store opened has been especially good. The department is under the management of Sol Bloom, the music publisher.

The talking machine department at the store of Houghton & Dutton has been removed to a fine location at the corner of the building, where the windows can be seen from a long distance in four different directions. The store is managed by the Boston branch of the Columbia Phonograph Co., and has proven very successful. Plenty of space has been given it, and the instruments make a very fine showing. There are a number of light, airy demonstration rooms enclosed in glass, and, altogether, the department is an ideal one.

Large photographs of Thomas A. Edison and a fine display of the Edison instruments are features of the window display at the remodelled store of the Eastern Talking Machine Co. There seems to be about four times as much room there than there was before. The front of the building is very attractive and in very good taste. The use of plenty of glass makes the interior very light and pleasant. Manager Taft reports an increasing sale of Edison machines and records, particularly on high-grade goods.

The Victor talking machine department at Oliver Ditson Co.'s doubled the amount of business in September of this year over that of last year. "It's the best department in the store," declares Manager Bohzin, "and we never have a kick from a customer about the Victor machine or its records. The new improvements have made the Victor sell better than ever."

M. A. Tenney has opened a fine large store at 25 Holland street, Somerville, where he carries the Edison and the Victor instruments. He has an excellent demand for records, because the Boston Traveler has placed hundreds of talking machines in this district by its subscription plan, and new records go "like hot cakes." Mr. Tenney is much pleased with the trade he is getting on machines for the home.

JENKINS CO.'S INVITATION CONCERTS.

The J. W. Jenkins Sons' Music Co., of Kansas City, have been attracting large crowds to the establishment by the inauguration of a series of talking machine concerts, at which the audience has enthused over the magnificent singing of Semberich, Melba, Eames, Campanari, and other artists of that class heard through the medium of the Victor talking machine.

The Bettini Phonograph Co. have recently issued a very attractive folder, showing an inexpensive record cabinet suitable for cylinder and disc records. The cabinets are gotten up with great taste.

The Neophone DISC Phonograph

(SYSTEM DR. MICHAELIS.)
Patented in U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, etc., etc.

GENUINE NEOPHONES

From 30/- to £10.10.0

NEOPHONE ATTACHMENTS

15/- each complete

Neophone Discs can be played on any Disc machine by means of this attachment.

Neophone DISCS

9-inch, 6d. each; 12-inch, 1/- each

Neophone GRAND OPERA DISCS, 9-inch 1/2; 12-inch 2/-

20-inch Discs 10/6 each

Complete overtures on one Disc, "Bohemian Girl," "Foot and Puppet," etc. PERMANENT SAPPHIRE REPRODUCER. NO NEEDLES TO CHANGE. Unbeatable discs unsurpassed in purity and fullness of tone. CHEAPER THAN CYLINDERS.

THE NEOPHONE HOME RECORDING APPARATUS

Price 30/-, complete with 6 9-inch Blanks

This apparatus removes the last bar to the universal popularity of the Disc Machine. By means of this simple, yet very effective device, Discs can be made at home with surprising success.

DEALERS! You might as well make money early in the season.

WHILE YOU WAIT you turn cold away.

THE NEOPHONE CO., Ltd.

149-153 Rosebery Ave., LONDON, E. C.

Telegraphic Address, DISCOPHONE, LONDON.

Telephone No. 5124 HOLBORN.

"Put money in thy purse."—Shakespeare.

Neophone Model IV. £4.10.0.

The NEOPHONE represents the greatest improvement ever made in the Talking Machine art. It combines all the advantages of two systems—Cylinder and Disc. There are no needles to change, the concert reproducer supplied being fitted with a Genuine Sapphire. The Records are unsurpassable. Dr. Michaelis, the well-known expert, has devoted many years in producing an instrument and records which, while embracing all the advantages of all other makes, should yet be sold at a price bringing them within reach of all. The result is as you realize that the advent of the high-grade records at 6d. each (small size) and 1/- each (large size), will mean immensely increased sales, and dealers who have not yet handled our goods would do well to enter a sample outfit without delay.



The Edwin A. Denham Co. MAIN OFFICES
31 Barclay Street, New York

RECORD DEPARTMENT: Denham Building, New York (26 West 33d St.)

OUR TWO LEADERS:
The Denham CLARION Phonograph
AND
The English Talking and Musical Post Cards

The Denham
CLARION

Phonograph :: 1906

With Aluminum Horn.

IT BEATS THE BAND

(Registered Trade-Mark.)



Licensed under the U. S. Patents of
The American Graphophone Co.

Sold under strict price maintenance
contract, to bona fide dealers only.

The Clarion is new. It
should not be confused with our
German "**Lyra**" phonographs, for
which we employ a somewhat similar,
though less expensive, base.

It is listed at a **remarkably low figure (\$5.50)**, and is sold to the trade at **exceptionally large discounts.** Your profit is about the same as on a \$10 phonograph. Your investment is comparatively insignificant.

It is not sold by us at retail. All retail orders and inquiries are referred to the nearest dealer in Denham phonographs.

The horn is one of the great points of The Clarion. It is a triumph, both as regards its acoustic properties and its appearance. **The horn is of aluminum, spun in one piece.** It measures 9 inches at the bell.

Another unique point is our combined trumpet support and **anti-slipping device**—an important improvement which has already resulted in Europe in an unprecedented demand for our phonographs.

The base and all the working parts are brightly nicked.

It is strongly built and simply constructed. **We will replace free of charge any part received in damaged condition.**

The CLARION has come to stay. It is offered in comparison with any other phonograph now on the market at double the price, and we have still to hear from a single disappointed customer.

Place your orders now. The Clarion is turned out by our factories at the rate of 15,000 a week, but owing to the popularity and success of our new **anti-slipping device** the European demand is so greatly in excess of that of previous years that we counsel our American customers to send in their orders **now**, in order to insure prompt deliveries.

English Talking and
Musical Post Cards

THE LATEST EUROPEAN NOVELTY.
MANUFACTURED IN LONDON.



Highly artistic illustrated Souvenir
Post Cards, each bearing a **transparent celluloid disc record** $3\frac{1}{2}$
inches in diameter.

They can be played on any disc
phonograph.

The Selections are exclusively English and American.

Indestructible. They can be played any number of times and can be mailed in the usual manner, without injury to the record.

The records are transparent—they do not detract in any way from the appearance of the Post Cards.

Can be profitably retailed at low prices.

The Edwin A. Denham Co. 31 Barclay St., New York

NEW YORK

PHONE, 6924 CORTLANDT

BERLIN

LONDON

NEW PEDAGOGIC WRINKLE.

Chicago Launches Plan of Learning Cornet Through the Medium of the Talking Machine—Company Formed to Exploit This Method of Instruction.

(Special to The Talking Machine World.)
World Office, 1362 Monadnock Block,
Chicago, Ill., October 12, 1905.

Chicago stands sponsor for the very latest in instruction by mail or express. No matter whether you live in Podunkville, Idaho or Freezatska, Alaska, you can now learn to play the cornet under one of the greatest, if not the greatest, cornetists in the world, who will be remarkably patient with you. He will play all the exercises for you, not only once, but many times, until you are sure that you have them exactly. Not only this, but every once in a while, even while you are in the elementary stage, he will play you a solo just so you can have an ideal ally before you. Steve Crean, he of interna-



NEW SCHEME OF TEACHING CORNET.

national reputation, is the teacher. The medium through which he expects to give personal instruction to hundreds of pupils located all over the country, is the graphophone. The student uses a standard cornet instruction book, and receives at the outset a Columbia graphophone and a set of ten cylinder records, each record reproducing one lesson. A solo record is given with each course. After the lessons have been mastered and the records returned the second course, consisting of ten lessons, is sent. At the end of the third course the graphophone becomes the property of the student. A company has been formed to exploit this method of instruction, composing Steve Crean, president; J. J. Voss and A. E. Clark, under the name of the Steve Crean System. Ultimately they expect to teach the flute, piccolo, clarinet, oboe, French horn, alto horn, baritone and trombone in a similar manner, employing expert performers on the different instruments to make the records. The office of the company is at 94 Dearborn street. The company use on all their literature the illustration produced herewith, "The Spirit of the Teacher," the phantom figure in the background being the astral body of Mr. Crean, who is anything but a phantom in real life. In his hand he holds the

instrument, with which he makes the records, a Conn-Conqueror cornet, and that's no phantom, either.

CHANGES IN COLUMBIA STAFF.

The recent changes in the policy of the Columbia Phonograph Co., general, New York, are as follows: Walter L. Eckhardt, manager of the New York store, and John H. Dorian, manager of the Chicago store, have been assigned to duty in the executive office, New York, Mr. Eckhardt to assume duties in connection with the development of the wholesale business and Mr. Dorian similar duties in connection with the retail department. S. S. B. Campbell, manager of the installment department of the New York store, has been appointed manager in charge of the Greater New York stores. He will be assisted by Earl Goodwin, whose successor as manager of the Patterson, N. J., store is Mervin E. Lytle. J. A. Goldrup, late assistant manager of the New York store, goes to Providence as the manager of a splendidly appointed store that has been opened in that city. C. W. Smith has been transferred from the St. Louis store and made manager at Kansas City. New stores have been opened at Lancaster, Pa., with William E. Stidham as manager, and at Camden, N. J., with Theodore E. Goodwin as manager.

THE VICTOR IN SEATTLE.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 10, 1905.
Sherman, Clay & Co. have opened a branch of the Victor agency in their Seattle store, giving that department full control of the Northwestern territory. They have just sent an order of stock amounting to about \$40,000, and the Seattle branch will be ready to do business about the middle of October. Hitherto Sherman, Clay & Co. controlled the entire Pacific Coast trade of talking machines from the San Francisco office. The change is an important one.

BIG ORDER FOR NEEDLES.

The Universal Talking Machine Mfg. Co. have a standing order with a German manufacturer for 25,000,000 needles, taking 5,000,000 monthly. This can be increased 2,000,000 on cable order. The greater portion of the needles come from Germany or England, and but two American manufacturers, one in Newark, N. J., and the other in Lowell, Mass., are known in this connection.

SCRANTON RECORD EXCHANGE FAVORED.

(Special to The Talking Machine World.)

Scranton, Pa., Oct. 10, 1905.
A brand new scheme has just been placed in operation in this city. The Scranton Record Exchange, which opened at 437 Spruce street, have arranged to afford a change of records for owners of graphophones and other talking machines. By paying a membership fee of \$10 per year the subscriber secures twelve records and the privilege of exchanging them once a day for twelve other records. Under this plan the subscriber will be enabled to have a constant change of records from one year's end to the other by the payment of only \$10.

EDWIN A. DENHAM CO. INCORPORATED.

The Edwin A. Denham Co., New York, was incorporated last week at Albany, with a capital of \$200,000. Edwin A. Denham is president, D. J. Denmore, treasurer, and H. M. Yeomans, secretary. In addition to their place at 31 Barclay street, they will also occupy quarters in the Denham building, 28 West 33d street, which will be known as the company's record-selling department.

Victor H. Rapke has closed his store at Avenue A and 79th street, New York, concentrating his city business at the main office, 1661 Second avenue. His branch in Newark, N. J., is doing a fine trade.



Edison Assures Perfect I. C. S. Records

International Correspondence Schools, Scranton, Pa.

GENTLEMEN:—In your efforts to secure a perfect language record for instruction purposes, I am pleased to state that the master phonograph records, approved by authorities and submitted to me, will be reproduced at the laboratory by my Gold Mould Process, which assures an accurate and unchangeable product for any number of duplicates, virtually placing the language in a standard form. Furthermore, these special records will reproduce the human voice in the most perfect and natural manner.

Yours sincerely,

Thomas A. Edison

This is why we guarantee pronunciation reproduced by the I. C. S. records to be absolutely correct. The master records are first approved by the highest authorities in the land, and then perfectly reproduced in standard form by Mr. Edison's Gold Mould Process.

So dealers who handle Double Service not only have a "good thing" which can nowhere be equalled, but something that increases their business from 10 to 30%. It will cost YOU 50 cents and the coupon below to try it.

International Correspondence Schools, Box 918, Scranton, Pa.

I enclose 50 cents, for which please send me Demonstrating Record containing 4 languages, advertising literature, and folders on the I. C. S. Language Courses. I am an Edison dealer in good standing.

Name

Address

A MONEY MAKER FOR DEALERS

Our No. 33 Disc Record Cabinet holds

120 Disc Records as large as 12 inch. Has Drawer for used and unused Records. Write for Catalogue. SPECIAL—Our No. 10 Office Desk \$18.00.



FEIGE DESK CO. 2088 Genesee Avenue, SAGINAW, MICH., U. S. A.

COLUMBIA MANAGER WITH A RECORD

(Special to The Talking Machine World.)

Pittsburg, Pa., October 10, 1905.

Elmer A. McMurtry, whose picture is reproduced herewith, is the gentleman who recently succeeded W. E. Henry in the management of the



E. A. MCMURTRY.

Columbia Phonograph Company's office in this city. He is a talking machine man of ten years' experience, of Scotch-Irish descent, and entered the St. Louis store of the Columbia Company about ten years ago. He began as stock boy, and by merit and pluck steadily worked his way up in the six years that he was in that office. From

there he was sent to Memphis, and a year later to Indianapolis, where he remained one year, and was then transferred to the important Kansas City office, where he remained for one and a half years, coming from there to take charge of the Pittsburg field.

Asked as to his policy in the conduct of the Pittsburg office, Mr. McMurtry smiled and said, "I have no new policy to inaugurate. Every customer of this store, whether he be a dealer buying thousands of dollars of goods per month, or an installment customer whose account covers less than a score of dollars in a year, will receive the same 'fair and square' treatment. This I shall insist on."

REDUCTION IN PRICES:

All talking machine users, as well as those engaged in handling records as jobbers and dealers, will be interested in reading the advertisement of the American Record Co., appearing in this issue, wherein they announce that after Oct. 15 the list price of American 10 1/2 records will be 60 cents each, or \$7 per dozen. The 7-inch record will also be reduced to 35 cents each, three for \$1, or \$4 per dozen.

These new prices on disc records will make a difference in the sale of cylinder goods and will place the "c" line in a better position to successfully compete with the 25 and 35 cent cylinder records. A member of the firm, chatting to The World on this move, said: "The past history of the talking machine business has demonstrated the increased demand made for the goods by having a popular price on records; many more machines are sold and a greater interest is taken by the consumer in the machine as an entertainer.

It has been predicted that a popular price on a disc record would more than double the business now being done, and we feel certain this prediction will prove true."

The American Record Co. have accomplished wonders with their now well-known "Blue" record. Sales are reported as being doubled monthly and the already large output of American records is expected to be greatly increased by the change in prices. New machinery is being installed and the factory facilities are being increased to handle the volume of business already assured.

EDISON ALWAYS DISCOVERING.

A writer in the New York Times who recently visited Thomas A. Edison's little world of music at West Orange, N. J., had much of interest to say regarding his wonderful personality and the various inventions in which he is interested. In this connection the writer says: "In the phonograph department I was privileged to hear a novelty that will surprise the public shortly. I asked Mr. Edison if he did not think the phonograph complete.

"It's getting along," he said. "Oh, yes, it's a useful thing, but we are improving it all the time, discovering new things about it and with it."

"So it is with Edison, his work is always before him, unfinished; one thing accomplished inspires new ideas upon which new plans are based."

Fourteen thousand dollars has been expended by the Eastern Talking Machine Co., Boston, Mass., in decorating and improving the interior and exterior of their store on Tremont street.

Leading Jobbers of Talking Machines in America

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

PITTSBURGH'S HEADQUARTERS for
EDISON AND VICTOR
and everything else in Talking Machines, Records and Supplies
75,000 Edison Records in stock
25,000 Victor Records in stock
Buy from Headquarters
The Theo. F. Bental Co. 632-634 Liberty Street, Pittsburg, Pa.

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

EDISON ZONOPHONE JOBBERS
"Mellor's stands for Melody"
Everything Made in the U.S.A.
319-321 Fifth Ave. Pittsburgh

Sherman, Clay & Co., San Francisco
PACIFIC COAST DISTRIBUTION
VICTOR TALKING MACHINES
REGINA MUSIC BOXES
"Reliable" Self-Playing Piano
(ENDLESS ROLL, NICKEL DROP)
Send for Catalogue and Prices

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs and Records.
100,000 Records
Complete Stock Quick Service

EDISONIA CO.
NEWARK, N. J.
All Talking Machines
and General Supplies

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

Minnesota Phonograph Co.
37 E. 7th St., St. Paul 518 Nicollet Ave., Minn.
THE BIG TWIN STORES, JOBBERS IN
Phonographs, Edison Records and
all kinds of machines and records.
40 different style horns. Orders filled same day as received. Try us NOW!

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines
and Records.

PERRY B. WHITST I. M. WELLER
PERRY B. WHITST CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs, Records and Records
Jobbers and Records
Most complete line of Talking Machines,
Records and Supplies in the west. Orders filled promptly

Atlanta Phonograph Co., Inc.
J. F. RILEY, Mgr., ATLANTA, GA.
Edison—That's All.
Get our prices on Horns and Supplies.

Eclipse Phonograph Co.,
Hoboken, N. J.
jobbers Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey.

PITTSBURGH PHONOGRAPH CO.
VICTOR and EDISON
JOBBER and JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.
Only authorized Victor Jobbers in Pittsburg.
Write for Catalogue.

Northwestern Dealers
who buy their Edis— Goods from us get quick service and close to 10% of the records ordered. We carry the stock and take good care of our dealers. Try us.
McGREGG BROS., Milwaukee, Wis.

PRICE PHONOGRAPH CO.,
EDISON JOBBERS
Phonographs, Records and Supplies
Dealers near any of our stores can get what they want quick. No order too small or too large to have our attention.
Main Brooklyn Store, 1260 Broadway, Brooklyn, N. Y.
Other Stores: 510 St. Ave., 600 Grand St., 129 Broadway
Ave. Up State Headquarters: 305 Main St., Poughkeepsie.

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

TALKING MACHINES ON PACIFIC COAST

A New Business of Such Inherent Merit as to Positively Push Aside and Relegate Other Departments to the Background—Clark Wise & Co. Fall in Line—School of Music Will Use Talking Machine as Teacher.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 9, 1905.

Some music houses are enterprising and "can see." Others, it would seem, add a department devoted to talking machines only after the customers have clamored at the gates long enough for them. But once placed in stock, they ask no favors and the dealer, aroused from his reverie or disabused of his prejudice, frequently sits in his office and watches with widely opened eyes the crowds that frequent the rooms but so recently comparatively vacant.

Really, your correspondent, a musical critic by profession and one who a few months since sneered at the idea of becoming a talking machine convert, is today an enthusiast. When before the Victor, for instance, and listening to such voices as Tamagno's, Caruso's, Meha's, Michallow's, and others of the Victor Red Seal category, I sit as one enthralled, enjoying yet instinctively endeavoring to ply my profession of critic. So well are intonation, phrasing, breathing and the accompaniment brought out that I almost fall to considering if this wonderful, mysterious musical instrument, which seems to photograph all others, is not likewise to supplant all others. Why any longer ply any instrument—perhaps only indifferently—when the most beautiful and perfect music is poured out upon you at so much per disc? I have seen music teachers spellbound before a Victor, studying, learning a lesson from a hard rubber disc replica of Meha's voice—seeking a tutor in the talking machine!

The commercial side—does it pay? Well, does it pay to sit at a desk and O. K. credits, as I have seen them, of \$100, \$200, \$300, and \$400 at a time, to the best people in town—sold by practically an errand boy to enthusiastic purchasers. Piano business? Well, I'm told by several dealers it isn't "one-two-three" with a fine talking machine department, with its cash or good credit, short terms, stock turned twice a year, and your profits in your hip pocket at inventory time. What wonder that aggressive, appreciative piano merchants are entering the talking machine field.

Clark Wise & Co. are adding a big department for talking machines to their store. Their

business in this line has increased so remarkably of late that they are compelled to give it their undivided attention. A little while ago they hardly thought of their talking machine department except spasmodically, and now they are just full of talking machine talk.

Kohler & Chase have some sort of agreement with the S. F. Chronicle in the shape of a talking machine subscription contest. The scheme works beautifully, and the talking machine department of that firm is crowded most of the time. The firm give regular concerts at the hall, which are remarkably well attended and meet with unqualified success.

The Von Meyerinck School of Music will introduce the talking machine as a teacher. Mrs. Von Meyerinck will tell the machine all she knows about singing, and the machine will then be placed at the disposal of the pupil, who thus will be able to learn his lesson more thoroughly. This is the first time in San Francisco that the talking machine is employed in a bona fide musical conservatory. It will be interesting to watch the result.

Trade Backlund, manager of the far Western interests of the National Phonograph Co., is well pleased with the way trade has opened up this fall. He is having an immense demand for Edison machines and records, and the prospects are that the present winter will witness an increase in their output in this section of at least fifty per cent.

TRADE NOTES FROM ST. LOUIS.

(Special to The Talking Machine World.)

St. Louis, Mo., October 10, 1905.

Trade for the month of September in talking machines is reported to have been quite good, although some dealers state that the last two weeks of the month showed a falling off. All are optimistic and look for a fine fall and winter trade. Large orders are now being placed for holiday goods.

D. S. Ramsell, vice-president and manager of the St. Louis Talking Machine Co., returned on Monday, Sept. 2, from his wedding trip.

George Ornstien, manager of the travelers' department of the Victor Talking Machine Co., spent one day here recently.

Geo. M. Nisbett, Western Manager of the National Phonograph Co., with headquarters in Chicago, was a visitor here last week.

Mr. Mitchell, special traveling salesman of the Talk-o-phone Co., spent last Saturday here.

F. E. Miles, manager of the talking machine department of the O. K. Houck Piano Co., Mem-

phis, Tenn., was here last week to witness the annual visitation of the Velled Prophet.

Frank Madison, traveling representative of the National Phonograph Co., was a recent visitor here.

Walter A. Eckhardt, wholesale sales manager of the Columbia Phonograph Co., arrived here yesterday on a business visit.

THAT "DOG FIGHT" RECORD.

Causes Quite Some Trouble and Discussion During Indian Summer.

A correspondent of a daily paper, writing of his impressions of a phonographic performance as heard in his neighborhood, in a complaining tone, expresses himself as follows:

"Half a dozen, a dozen times a day a dog fight in its most realistic form is performed, apparently to the unalloyed delight of my neighbors. A hoarse voiced tough announces the terms of the fight in tones only possessed by the variety of mankind of which he is a representative. 'Stop that dog, please!' he calls out again and again, as his eloquence is interrupted by the barking and yelping of the dogs, and the crowd he is addressing yells in impatience for the fight to begin. At last the fight is on, and if you were actually assisting at it, in defiance of the penal code, you could hardly get a more realizing sense of the elevating amusement. The talking machine tells the whole story. If the dog fight was actually taking place on the lawn and the referee of humanity had gathered there to see it, the proceedings would hardly be more weak than they seem in this machine reproduction. I have never had the privilege of witnessing a dog fight, but from repeated hearing of that phonograph's report I feel as if I had now subjected myself to criminal arrest for violating the law by sneaking into that sort of ring."

As is well known in the trade this is the "dog fight" record which was a great seller at one time. It is not the reproduction of an actual canine scrap, only imitations by a human voice. Its vogue has fallen off greatly, but is still in some demand.

PROF. STARR'S VISIT TO AFRICA.

Prof. Frederick Starr started last week en route to the Congo Free State, where he expects to be the guest of one of the native kings, studying the various interesting tribes in his domain. He will also carry on the depths of Africa, field work on ethnology and anthropology, similar to the investigations he has made among the Indians of Mexico and his own country.

Prof. Starr, who is one of the faculty of the University of Chicago, has spent several years in the jungle, and goes prepared for all sorts of eventualities. He took with him a couple of talking machines and several thousand records. He hopes to bring back some very important and valuable data regarding that unknown section of darkest Africa.

MANIFEST THEIR ESTEEM.

I. F. Geissler, who retired recently as secretary of Sherman, Clay & Co., San Francisco, to assume the business management of the Victor Talking Machine Co.'s business, was recently made the recipient of a very fine token of the esteem of the employees of that concern in the shape of a beautiful open-face gold watch and fob, the watch containing Mr. Geissler's monogram on the back and an inscription inside presenting the gift.

A DUET WITH TALKING MACHINE.

A German music hall singer has hit upon quite an original idea. He has a large talking machine containing records of his own voice with which he sings a duet. The two voices blend very prettily and give the audience an idea of how perfect a record may be made and reproduced when in the hands of a good singer.

No. 531 Holds 175 Records



No. 531

Has convenient sliding shelves. Push one door and both close at same time.

MAKERS OF
DISK
AND
CYLINDER
RECORD CABINETS

Write for Booklets and Prices. They will interest you. Catalog just out. Have you got it?

THE UDELL WORKS
Indianapolis Indiana



Our advertisements in the magazines tell the public how good *Victor* Talking Machines are.

Your advertisements in your papers say: "Here are those good *Victor* Talking Machines and Records."

Opportunity is money. You are wasting money if you don't say to your townspeople: "Here are the *Victor* Records and Talking Machines."

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

WURLITZER AS AN AUTOMOBILIST.

Well Known Member of Cincinnati Trade Enjoys the Sport of Kings.

(Special to The Review.)

Cincinnati, O., October 9, 1905.

Rudolph Wurlitzer, son of the founder of the great Wurlitzer establishment of this city, has recently joined the enthusiastic army of automobilists. Mr. Wurlitzer believes that there is no



sport so invigorating and none so exciting in many ways. He hasn't as yet compared records with other auto owners in regard to how many does and chickens they have killed on a single trip, but after a thrilling experience with his new car a local artist pictured him according to the accompanying illustration. His friends will hardly believe that his usually steady nerves had relaxed to such an extent as to betray fear, for that is not one of Mr. Wurlitzer's characteristics.

USED IN TEACHING.

A Talking Machine Now Installed in Williams College for the Purpose of Teaching Languages to Students.

(Special to The Review.)

Williamstown, Mass., Oct. 12, 1905.

Prof. Asa Morton, head of the French department of Williams College, has introduced a novelty in his classes. He has hired a talking machine, and while abroad secured one of the leading French scholars and orators to read into it, in order to obtain records, which would give the correct and up-to-date pronunciation of French. He obtained records that covered a whole book, and now he has them at Williams.

Prof. Morton keeps his machine in No. 8, Hopkins Hall, and he has furnished every member of his class in French with a key to the room. By this arrangement any one belonging to the class can start the machine at any time and thereby get the benefit of correctly spoken French.

TALKING MACHINE IN COURT.

Court Stenographer Uses it for, First Time in Trial Cases—Talked Into Four Machines.

(Special to The Talking Machine World.)

Bridgeport, Conn., Oct. 11, 1905.

For the first time in this State, and it is believed for the first time in New England, the talking machine was introduced in the court stenographer's office for the purpose of rapidly reproducing the testimony in a murder case heard a few days ago, and it worked so successfully that hours of time were saved in the transcription of the stenographic notes of the trial. Four machines were in use.

After taking all the testimony in the court, stenographer George Hawley would retire to his office, and there dictate into these four machines at the rate of 150 to 200 words a minute, the testimony of the case; the record would reproduce this testimony, and from these records the typewriter would take dictation. Thus by 10 o'clock each night during the trial was accomplished what hitherto it has taken two stenographers, alternating, until 9 o'clock the next morning to dictate to the typewriters.

To perform this truly marvelous feat of reporting requires first a man of more than average skill in note reading, for he has to dictate from four piles of copy to four machines, and these machines are running at a fast speed and there is no time for studying pot books. That Mr. Hawley has done this so admirably as to win the commendations of the attorneys and all connected in the trial of this case proves his efficiency and the important part that the talking machine is in future likely to play in court trials.

DEATH OF A FAMOUS MAN

Whose Family Have Played an Important Part in Talking Machine Development.

Henry Cowen, of Henry Cowen & Co., Berwick-Upon-Tweed, Scotland, writes us as follows:

"Dear Sir:—The enclosed cutting from the Scotsman, newspaper, may interest your readers, as being from the leading paper of the native city of the famous Bell family. In Edinburgh to this day, although it is some time since the principal members ceased to dwell there, the name Bell, and articulation are congnate terms. It seemed to me part of the nature of the entire family to be interested in sound of all descriptions, and the hearers' they have conjointly testified on the commercial world are beyond estimate."

The clipping to which Mr. Cowen refers is as follows:

"A distinguished native of Edinburgh has passed away in the person of Professor Alexander Melville Bell, father of Mr. A. Graham Bell, the inventor of the telephone. Mr. Bell, who died at Washington, D. C., on the 8th inst., in his 87th year, belonged to a family of vocal physiologists. For over twenty years he was lecturer on elocution at the University of Edinburgh, and at the New College. He then succeeded his father in the same capacity at University College, London, his place in Edinburgh being taken by his eldest son, Melville Bell, whose promise of a distinguished career was cut short by an early death. His brother, David Charles Bell, occupied a similar position in Dublin, and was author of several works of a professional character. Mr. Bell's son, the inventor of the telephone, was following what may be said to be the family calling, and specially in the teaching of speech to the deaf and dumb, at the time he invented the instrument which has made him so famous. Besides numerous works on vocal physiology, Mr. Bell was the author of several books on stenography. His name, however, is better known by the remarkable invention of what he aptly named "Visible speech"—a system of universal alphabets or self-interpreting physiological letters for the writing of all languages in one alphabet. It is a system that indicates by alphabetical characters the utterances and modes of action of human speech, the characters themselves being shaped so as to recall to

the eye the position of the speaking organs in every conceivable manner required for the production of sound. In 1870, having lost two of his gifted sons and anxious as to the health of the remaining one, Mr. Bell retired from University College, and by medical advice removed to Canada. There, later on, he became Professor of Philology and Linguistics at Queen's College, Kingston, Ontario. In 1880 he removed to Washington to be near his son. He was an admirable elocutionist, and his Shakespearian readings had a great success in the States. Many a prominent actor and many a preacher, especially in the old Free Church, benefited much from his teaching, and the memory of his charming personality will not be altogether forgotten in this country."

ADJUNCT TO RECORDING.

Very Handy for Amateur Record Makers as it Softens the Hard Blank.

A handy adjunct to recording is Recorderz, which we have received from Mr. R. S. Wilshire, of Leicester. The purpose of Recorderz is to soften the often too hard blank supplied for amateur recording, so that a louder record may result from its use than would otherwise be the case, and experiments on our part have justified this claim. We treated the second half of the surface of a blank cylinder with the solution, and then used it to make a record covering the whole cylinder. The first words of the reproduction were on the faint side, but towards the end, when that part of the cylinder we had treated with Recorderz was reached, the volume was much increased. We should mention that half-an-hour was allowed to elapse between making the record and reproducing it, and this should be done in all cases. Following this, says the Talking Machine News, we tested the further quality claimed for Recorderz of thoroughly removing the old record and allowing the cylinder to be used a second time by cleaning off all the old markings and making a new selection on the cylinder. Upon reproducing in due course we found that no trace of the former record remained to spoil the second. We should add that some care is necessary in using the solution, particularly with regard to shavings, which have a tendency to cling to the moistened surface.

DEATH OF TAMAGNO

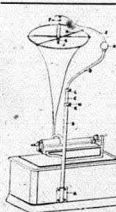
Francesco Tamagno, the famous tenor, who died on August 31, at Varese, Lombardy, was well known in the realm of talking machines, his records being very popular. He will best be remembered for his marvelous singing in Otello, Verdi having selected him to create the name-part. He was the son of a restaurateur, and was born in Turin in 1851. His voice was of enormous power and his histrionic gifts were considerable. He made his debut in Un Ballo in Maschera, and afterwards appeared at La Scala in Ernani.

Kershaw & Wardell have commenced the manufacture of "phonograph repeaters" at Lowell, Mass.

RAPPE'S SPECIALTIES

Rappe's Upright Horn Supports

(Patents Allowed)



Model No. 1, List, \$2.50
Model No. 2, List, \$3.00

These two models are for use on Cylinder Records and will support any size Horn.

Rappe's Numbers
With Titles

Rappe's Numbers
Without Titles

Order Through Your Jobber

Victor H. Rappe

Manufacturer and Jobber

1661 2d Ave., New York

Price 50c.



ANY TONE YOU WANT WITH INSTRUMENT IS PLAYING LOUDEST TO THE SOFTEST. ABSOLUTELY REMOVES SCRATCHING. NO DAMPENING OF TONE.

RECORDS MADE CLEARER AND MORE DISTINCT.

DIFFERENT SIZES FOR VARIOUS SOUND-BOXES. THE ONLY ONE THAT DOES THE WORK.

FITS OVER FACE OF SOUND-BOX AND PAD.

TOUCHES NEEDLE BAR.

SCIENTIFICALLY CONSTRUCTED.

HUNDREDS OF SATISFIED USERS.

DESCRIPTIVE CIRCULAR ON REQUEST.

STAR NOVELTY CO.
GRAND RAPIDS, MICH.

STIMULATING TRADE IN PITT ST.

A Story of the East Side—How Competition in That Section is Being Met—Talking Machines Used to Draw Folks to Rival Shops.

Pitt street has its sorrows. This time it is an overdose of music. Also there is unrest in the Delancy street section house because the reserves never snow when they are going to be called upon to quell a riot.

Cheap Joe, who has a little shop in the basement of 9 Pitt street, started the trouble.

"My business," said Joe to a friend, "is on the level, but the shop is six steps down and the people don't come. I'm going to get a talking machine."

That was last Monday. On Tuesday Joe went to Grand street and got the best he could for \$25. When he started the machine in the afternoon a small crowd gathered. Every time a song was played the machine was stopped a few minutes until Joe could wait on his customers. Then a new record was put in. Joe did a rushing business on Tuesday night, and nearly all of Pitt street for two blocks stood on the sidewalk or stuck heads out of the windows.

There is another candy store at 10 Pitt street, run by Isaac Sommit. Sommit wasn't to be outdone, and long before the music store in Grand street had been opened he was standing in front of the door counting over the \$30 he had resolved to invest in a rival barker for his business. Wednesday afternoon he let the concert in Joe's begin first, but after the crowd of children had attracted a number of grownups, Sommit put the big brass megaphone attachment on and wound up the instrument. Joe's machine was playing "Meet Me down at Luna, Lena," when the strains of the Yiddish wedding song, "Chusen und Kolde Mozartel" rent the air. Sommit's machine sounded like a thirteen-inch gun beside the Krag-Jorgensen crackle of Joe's, and the crowd made a mad rush across the street.

All day Thursday there was a duel of flats and sharps between 9 and 10 Pitt street. When the sun had set and the tired residents had finished their suppers and were sitting on stoops and fire escapes, a third photographer joined in. Rachael Rosenblom, at 15, had caught the fever, and caught it bad. If Sommit's machine all but drowned the music made by cheap Joe's sleep disturber, Miss Rosenblom's outdid both.

Pitt street was packed when the third instrument butted in. The horses of the blue line cars of Avenue D were picking their way through, and big Sims the cop was trying to clear the tracks without using his nightstick.

Miss Rosenblom's machine struck up "Kim Kim Smelke a Heim." Cheap Joe's was playing "Bunker Hill," and Sommit's a musical parody on the Russian national anthem. The pinchoke game in Mandelbaum's broke up and everybody rushed into the street to see the parade they thought was coming over the Williamsburg Bridge.

CHINESE BAND OR ORCHESTRA MAKING RECORDS IN CHINA.



The accompanying photograph is that of a Chinese orchestra or band, which George K. Cheney is making in Shanghai for making Victor records. In forwarding the picture to his

New York friends, Mr. Cheney writes an interesting story of his experiences, and adds he is meeting with great success in that picturesque land of the "Far East."

Pitt street couldn't get to sleep until early this morning, and then Mandelbaum said:

"If I don't get an injection, I'll get a brass band!"

MR. FEINBERG'S SUCCESSFUL TRIP.

(Special to The Talking Machine World.)

Ogajah, Neb., Oct. 11, 1905.

I had the pleasure of meeting here to-day Mr. Feinberg, who represents the Zonophone machines and records in the Northwest. In the course of a chat he said: "I left Chicago, which I make my headquarters, about the 15th of August for Mt. Waukeg, where I was successful in obtaining an order for jobbers' quantity from McGee Bros. I did some missionary work through the State of Wisconsin for them and turned a good many dealers' orders over to them. I recently started a jobber in St. Paul, viz., the Minnesota Phonograph Co. I have been working through the States of Minnesota, North and South Dakota, and scarcely made a town without getting dealers' orders for zonophone machines and records. The orders of the States above mentioned I turned over to the Minnesota Phonograph Co. and received many letters of thanks and duplicate orders from Lawrence H. Lucher, proprietor of the Minnesota Phonograph Co. I am now covering the States of Nebraska and Iowa, and expect to return to my headquarters at Chicago about the 15th of November, where I will spend several weeks, working the jobbers and dealers in the Windy City. I will also call on the premium users in Chicago with the zonophone premium machine, which is positively the best and the cheapest on the market to-day."

Believers in publicity are making money.

TO-DAY.

We shall do so much in the years to come,
But what have we done to-day?
We shall give out gold in a princely sum,
But what did we give to-day?
We shall lift the heart and dry the tear,
We shall stant a' goss in the place of fear,
We shall speak with words of love and cheer,
But what have we done to-day?
We shall be so kind in the after while,
But what have we been to-day?
We shall bring to each lonely life a smile,
But what have we brought to-day?
We shall give to truth a grander birth,
And to steadfast faith a deeper worth,
We shall feed the hungry-ribs of earth,
But what have we fed to-day?
—Nixon Waterman.

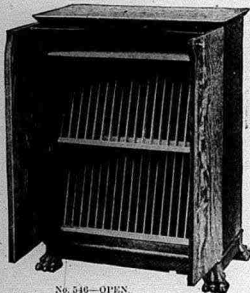
"VICTOR DOG" WALL SIGNS

S. P. McCluskey, Scranton, Pa., have placed a dozen "Victor dog" wall signs, 10 x 22 feet, about the city. They are made of sheet metal, and are splendid reproductions of the famous trade-mark. The Pennsylvania Sign Co., Allentown, Pa., were the makers, and consequently are creditable productions.

Photographs of the new Hawthorne-Sheble record-filing system have been mailed to some of the jobbers recently. This new system of carrying disc records has elicited favorable comment.

The music publishers of New York are discussing ways and means for compelling the record manufacturers to pay for the privilege of using their publications.

Dr. E. F. O'Neill, traveling for the Universal Talking Machine Mfg. Co., New York, makes his headquarters in Kansas City, Mo.

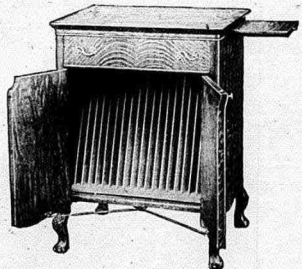


No. 546—OPEN.

Our Cabinets
Lead!

Place your order with
your jobbers. They all
carry them in stock

HERZOG
ART FURNITURE CO.
Saginaw, Michigan



No. 558—OPEN.



(Special to The Talking Machine World.)

London, Eng., Oct. 5, 1905.

The latest advices from Germany are to the effect that the talking machine business in that country is in a very prosperous condition. The output and sale of machines have assumed enormous proportions, and it is estimated that during the last year something like three million disc records and an equal number of cylinder records were sold. In fact, the dealers of Frankfurt-on-Main alone sold over \$75,000 worth of machines and accessories during the past twelve months. Berlin has done even better, and wherever one travels the talking machine is found to be a factor of tremendous importance. Many of the novelties which were so much talked about for the past few years have not been materializing, and attention is now being given entirely to the betterment of the machines and records. The double-faced record is constantly growing in favor, and the Beka Record Co., the makers, have now decided to place a double-sided disc on the market.

That enterprising institution, the Neophone Co., Ltd., 119-123 Roschery avenue, E. C., have just issued their new catalogue which contains much of interest for dealers and others desiring talking machines and supplies. Full information is given of the Neophone "home recording attachment," which enables the amateur or any of his friends to sing into the receiver and be sure that an absolutely true reproduction of the sounds will be the result. Hitherto this was impossible by owners of disc machines. This recording attachment can be fitted to any disc machine in a few seconds. This disability being removed, there are endless possibilities, the records being absolutely the slaves of the operators. In the indulgence of musical recreation the disc record must prove of the highest value, because the individual performer, whether pianist, violinist, flautist, et hoc, can have the rendering repeated at any time, and thus approximate the actual to the ideal performance. In this way the neophone is of present and future benefit to all who would be musicians, and its educative value is without question. The Neophone Co. have a magnificent line of records by eminent artists and leading bands now in hand. P. J. Packman, who is chief of their recording and technical department, is a gentleman of marked ability, and his skill is manifested in the records produced by this house.

A record that is much in demand at the headquarters of the National Phonograph Co., Ltd., is "The Torchlight Dance" played by the band of the Kaiserin Augusta Garde Grenadier Regiment. The composition is credited to Prince Joachim Albrecht of Prussia, and the record is said to have been made under his personal direction, and was his gift to the Crown Prince of Germany and his bride on their recent marriage. Extended references have been made to

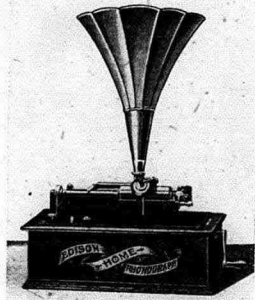
this dance, which is always an indispensable feature in a wedding in the Royal House of Prussia. During the "dance lighted wax tapers are borne in the hands of pages, which show off the magnificently robed participants in the dance. The record is one of unusual excellence, and when it reaches the States will doubtless be in demand—at least among our Teutonic friends.

The talking machine is now finding its way on the stage, and will soon occupy a place of prominence with the great stars of the day. One of these machines was recently heard in a "turn" at one of our leading music halls and scored a great success. There are great possibilities for the talking machine on the stage as soon as the people become educated to its possibilities and scope.

The other day I was present at a trial of some discs of the Kaiser Franz Grenadier Regiment, imported from Germany. They were surprisingly fine. The reproduction was clear, strong, and of good quality. There was an entire absence of hissing and blasting.

PERFECTION UPRIGHT HORN SUPPORT.

The Douglas Phonograph Co., New York, have just placed upon the market the "Perfection" upright horn support, a combination of horn support and sound modifier. It is very simple in construction and easily attached; the device being



merely slipped over the speaker handle. The appliance will fit any style of Edison phonograph. The horn is held in an upright position and the sound being discharged against the ceiling, it is claimed to be distributed evenly to every corner of a room.

P. H. R. Bradley, chief of the International Record Co.'s road staff, was in New York last week. Of course his order book was the gainer by the visit.

The Val. A. Reis Music Co. have added the Victor goods to their line of talking machines and records handled in St. Louis.

Talking machine concerts, both public and private, are now in great vogue.

A HELP TO BUSINESS

TRADE publications are to-day admitted to be a helpful adjunct to every industry. In pianoforte THE MUSIC TRADE REVIEW is the oldest publication, and since 1870 it has held a position in the front ranks of trade journalism throughout the world. It is published weekly, and contains from fifty to sixty pages of interesting matter covering every department of music trade life, including a technical department which is of obvious benefit to those who desire practical information concerning the industry. Its new features are relied upon for their accuracy. Each week there is not only a careful presentation of trade matter in all parts of the country, but valuable suggestions worth many times the cost of the paper. The annual cost is \$2.

No other journal in the world has received such high exposition honors as THE REVIEW. It was awarded the Grand Prix at the Paris Exposition of 1901, a diploma at the Pan-American of 1902, a silver medal at the Charleston Exposition of 1903 and a gold medal at the St. Louis Exposition of 1904. Similar honors have never been bestowed upon any other journalistic enterprise.

THE TALKING MACHINE WORLD contains condensed news of the talking-machine line, lists of all records which are issued monthly by the various manufacturers, a technical or instruction department, and information containing the latest inventions and developments. It is the only paper published in America devoted exclusively to the interests of the talking-machine trade. The cost is but a trifle—50 cents a year.

There is a dearth of practical information for the tuner, and to supply the needs in this direction "The Piano" or Tuners' Guide was prepared. It is pronounced by experts to be the most practical and common sense work of this kind issued in the world. It is cloth bound, illustrated and contains over one hundred pages. Sent to any address in North America, Canada, or Mexico, for \$1.

EDWARD LYMAN BILL,

Editor and Publisher.

Offices: No. 1 Madison Ave., New York.

The Only Perfect Repeating Attachment for Standard and Home Phonographs Ever Made.



Full Particulars will be Ready Nov. 15th.
See Issue of That Date.

EDISONIA CO., Sole Agents, NEWARK, N. J.

TRADE NEWS FROM ALL POINTS OF THE COMPASS

Sol Bloom, the prominent music publisher of New York, who controls the talking machine department of Simpson, Crawford & Co., and also that of Henry Siegel & Co., Boston, has leased an entire building at 3 East 42d street, where he will handle the lines he now carries on a large scale and as an independent establishment. He will not relinquish his interests in the places above named. The building, which is 38 by 100 feet, four stories, is now being altered to suit the business, and will be occupied when completed. A lease for twenty-one years has been taken by Sol Bloom, which is now an incorporated concern.

The Columbia Phonograph Co. are now presenting to the trade their "Champion," "Sterling" and "Majestic" aluminum tone-arm graphophones. Another style known as the "Imperial," with a motor that runs a smaller number of records than the "Majestic," will be sold for \$75. It will be mounted in the same style of cabinet that is used with the "Majestic." This type of machine is a new departure, particularly in respect of introducing the hollow, aluminum tone-arm, through the use of which a tone is secured that is natural and mellow.

The Blackman Talking Machine Co., 97 Chambers street, New York, have made a special price of 15 cents on the Place automatic chip brush, which removes lint and dust from records automatically. It saves the sapphire from wearing flat and can be adjusted to any Edison phonograph. They have also issued a new dealers' price list which possesses many unique features that must appeal to the trade.

The Chicago Case Mfg. Co., whose announcement appears elsewhere in this issue, are man-

ufacturing a line of cases which are rapidly winning their way into a great deal of favor in the trade. They are good, serviceable, lasting goods, conscientiously made and attractive in appearance, and are made to fit all types and makes of machines. Dealers and manufacturers will find their wants satisfied by looking up this concern. They also make a complete line of musical instrument cases of all kinds.

Recently the eight solid silver cups won during the summer by "Another Old Maid," the speedy yacht owned by Henry B. Babson, president of the Universal Talking Machine Co., were on exhibition at their office, 28 Warren street, New York, and greatly admired for their artistic beauty. Several stand two feet high. During the past week Mr. Babson made another of his famous flying trips West. In fact, he is on the go so continually that his business friends wonder how he found the time to sail his boat.

Anything which tends to improve the quality of tone on a talking machine is a feature worthy of every dealer's careful attention, as improvements in this direction tend to stimulate business and open up new fields. The new H. & S. sound box for disc talking machines, which is being placed on the market by Hawthorne & Sheble Mfg. Co., is something that will pay all dealers to look into.

Every well-equipped talking machine store in the United States to-day is utilizing the artistic wire racks made by the Syracuse Wire Works, Syracuse, N. Y., in their equipment. Their attractive appearance, durability and all-round excellence enable them to appeal to a widely increasing constituency. The Syracuse Wire Works

report a very large business in this line, and recently have been sending large quantities of racks to big jobbing houses who are installing this system for both cylinder and disc records, among the latest being the J. F. Schmeizer & Sons Arms Co., Kansas City; Lyon & Healy, of Chicago, Kaufmann Bros., Pittsburg, and numerous other leading houses.

Loring Leeds, of the Leeds & Catlin Co., 53 East 11th street, New York, on the 10th started for the West on a prolonged trip. He will go to the Coast, calling at the principal intervening cities, and is not due to return before the Christmas holidays. The company will increase their pressing plant at Middletown, Conn., over \$10,000 above their original calculations in order to meet the demand for their goods. Their new line of cylinder records will be ready about November 1.

A suit threatened against the Minnesota Phonograph Co., St. Paul, Minn., by a company which formerly held that title would be a proceeding of exceeding interest in certain quarters. There would be a showing up that might not be reliable. As the matter stands the complainants have been cordially invited, in fact, solicited, to go ahead.

Harry Jackson, who has a chain of stores in New York and vicinity, has swung out a new electric sign of striking design in front of his Bowery place, bearing the legend, "Jack the Record Breaker."

The "Northern Star," published in Belfast, Ireland, and dated September 30, contained a very extended notice of the Twentieth Century Graphophone, which was brought to the attention of the press and people of that city in the form of a very elaborate recital given by the local jobber and dealer, T. Edenk Osborne.

D. R. Weed & Sons, Mattawan, N. Y., are sending out a fine post-card photo of Thomas A. Edison to their trade.

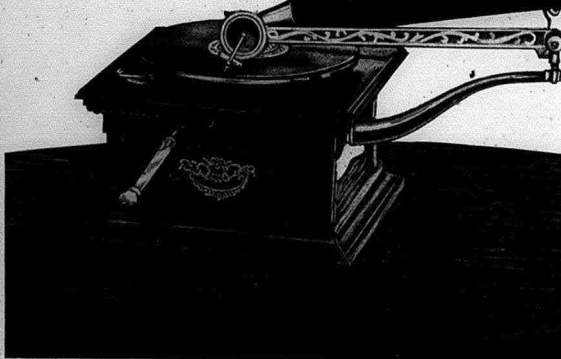
Imperial Disc Talking Machine

THE TALK OF THE TRADE.

Cabinet, 12½x12½ inches; quartered oak, piano finish. Turntable, 10 inch, for any size record. New Combination brake and speed regulator. Exhibition or Concert Sound Box. Mechanically perfect.

Rogers Manufacturing Co.

147 West 23rd Street, NEW YORK CITY.



Price \$11.50 net
to Dealers.

Exclusive Territory and
Agencies.

- The following Hebrew musical selections are sung by the famous Hevner Quartette.
- 1165 Die Arbeiter von der Frühlings...
 - 1167 Kibitz (cont.)
 - 1168 Die 4 Chasidim...
 - 1169 Snu Weisnshel...
 - 1170 Die 4 Tze Lekezer (Gospoherne Hevner)
 - 1171 Jurdick kum abeim
 - 1172 Gert on wosh mihsel in Gerich...
 - 1173 Die 4 Hevner Sports...
 - 1174 Tzup Hevner...
 - 1175 Die Hevner's Mr. Brewer...
 - 1191 Kinder, Kinder...
 - 1193 Die Shaloch Movel...
 - 1194 Die Shtet, Ierusalem...
 - 1196 Die Tzelein (cont. Antilevrom Suddat)
 - 1197 Oif Iener Seit...
 - 1198 Ich Huelo Abem...



From the N. Y. American.

THE EDISON MUSEUM.

Some of the Marvels Displayed Which Were Evolved in Earlier Days.

Visitors to the Edison laboratory at Orange, N. J. always find the room containing the models of those inventions which Mr. Edison evolved in his earlier days most interesting. Some of these inventions are little known to the unscientific public, though they may be, and probably are, in everyday use among scientific men.

In the galvanometer room, constructed without a speck of iron, so as to keep away all magnetic influence, are the models of the different inventions ranged along the sides of the room in glass cases. Here and in adjoining rooms we find the models of the phonograph duplex, quadruplex, multiplex, and phonoplex telegraphs, the Edison dynamos, the pyro-magnetic motors and generators, the microphone, the electric pen, the Edison-Sims torpedo, the different telephone transmitters, the megaphone and the magnetic separator, most of which, perhaps, are too well known or too scientific for description here.

There are, however, other models which cannot be passed over. There is, for instance, Mr. Edison's first invention—the Edison vote recorder. This interesting invention comprises a system by which each member of a legislative body can, by moving a switch on his desk to right or left, register his name on a sheet of paper under the "ayes" or "nays."

The paper was chemically prepared, and when the paper was closed an iron roller passed over the paper, under which was the type signifying the member's name. The current passing through the chemically-prepared paper caused the discoloration wherever the type came in contact with it, and the name was accordingly printed on the paper. At the same time the vote was counted by a dial indicator which was operated by the same current. It was an ingenious and reliable "voter"—in fact, too reliable to meet with public favor.

Then there is the model of the phonomotor, or vocal circuit. This was one of the most remarkable of all Mr. Edison's scientific "toys," and was evolved in the course of his experiments with the telephone and the phonograph. While engaged in these acoustic researches Mr. Edison found that the human voice was capable of considerable energy, and he therefore constructed an instrument containing a mouthpiece and a diaphragm, to the center of which he attached a brass rod carrying a steel pawl.

This pawl acted on a ratchet wheel with very fine teeth, mounted on a shaft carrying a flywheel and driving a colored disc by means of a cord. Then when the spool spoke of sang into the mouth-piece the vibrations of the voice caused the pawl to impinge upon the teeth of the ratchet wheel, and thus produced a rapid rotation of the flywheel and the colored disc. A continuous sound gave the flywheel such momentum that there was considerable force needed to stop it. On the word of no less an authority than the inventor himself there is no difficulty in boring a hole through a board or sawing wood with the human voice by means of this little invention.

Few readers, perhaps, have heard of the "grass-hopper" telegraph, one of Mr. Edison's earliest inventions, the model of which is also preserved in the galvanometer room. This "grasshopper" telegraph made it possible to hold communication between telegraph stations and moving trains, and the remarkable feature of the invention was the absence of any special wire between or along the railway tracks. Induction alone served to transfer the currents from the apparatus in the train to the ordinary Morse wires alongside the track, and the currents thus induced in the wires did not in any way interfere with the ordinary business carried on over them.

The apparatus on the train and at the stations along the lines consisted of an ordinary battery, an induction coil with a vibrator, a Morse key and a pair of telephone receivers. By means of

the induction coil the current from the battery was transformed into a rapidly alternating, highly penetrative current capable of producing a similar current in neighboring wires or apparatus.

The effect was a continuous humming sound heard in the phonetic receivers, this being broken into the dots and dashes of the Morse system by means of the key. The roofs of the cars were all connected together to the instruments, and these were connected to the earth through the car wheels and the track. By means of this simple and inexpensive system messages could be transmitted across an air space of 600 feet intervening between the wires and the cars.

A FEW NEEDLE POINTS.

Bard Bros, who recently opened a distinctively talking machine store in Wheeling, W. Va., report that their trade has been very gratifying so far. Their locality, right on the main street of the city, is one of the best, and with their practical knowledge of the business these young men will become big factors in the development of the business in West-Virginia.

Wm. McArdle, representative of the American Record Co., and Hawthorne-Sheble Mfg. Co., claims to be a yellow fever immune. He is now on his return from a trip through the South and reports great progress in that section in talking machine business. Ten-cent cotton has made the South prosperous and Southern jobbers and dealers report a marvelous development in the trade.

At the meeting of the board of directors of the Bettini Phonograph Co., held at their offices and warehouses, 156 W. 23d street, this city, a number of important measures relative to the future policy of the company were discussed, and steps taken to inaugurate a more expansive policy.

Last month the Douglas Phonograph Co., New York, placed an order with the National Phonograph Co. amounting to \$54,000, and for immediate delivery. This is said to be the largest single order ever placed with the N. P. Co. Another approximating it in size is said to be on the way.

American Record Co. Jno. O. Prescott, laboratory manager, has made some important additions to their expert laboratory corps. It is the opinion of many of those qualified to judge, that recent improvements in the art of recording, developed by Mr. Prescott, will place the American record on a still higher plane of perfection in the art of record making, and latest records produced are marvelous for sweetness and accuracy of tone reproduction.

"Can't I sell you one?" queried the phonograph agent. "It will store up everything you say and repeat it to you later."

"Gosh, no!" replied the rural party. "I've got a wife tew home that kin dew all av that, by hen!"

The Columbia Phonograph Co. have opened a branch store at Broadway and Mickle streets, Camden, N. J., which is under the management of T. R. Goodwin.

Get Blackman's New Price List

"BLACKMAN IS WHITE AND HIS PRICES ARE RIGHT"

We have just issued a NEW PRICE LIST with DEALERS' DISCOUNTS and NET PRICES on EDISON and VICTOR MACHINES, RECORDS and a COMPLETE LINE OF SUPPLIES.

THE PRICES WILL INTEREST EVERY DEALER

It don't matter WHERE YOU ARE OR WHO YOU BUY FROM, DEALER, it will pay you to send for this PRICE LIST to see our PRICES ON SUPPLIES. EVERY EDISON OR VICTOR DEALER CAN HAVE ONE.

SEND FOR ONE NOW AND SAVE MONEY

NOTE—We are NOW the SOLE SALES AGENTS of the PLACE AUTOMATIC RECORD BRUSH and will quote NEW PRICES to DEALERS and JOBBERS that will give everybody a FINE PROFIT. WRITE for new prices.

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Proprietor
"THE WHITE BLACKMAN"

97 CHAMBERS ST., NEW YORK

Some News in The Novelty World

Specialties which may be carried as a side line by dealers

Sheet Music as a Side Line.

Many of our dealers are now carrying sheet music, with great profit, in connection with their talking machine business, and buying the pieces as the new records come out. Nearly every family has a piano nowadays, and it is obvious that if a member likes a record very much, he would be inclined to purchase the selection in sheet music form, or, vice versa. And sometimes also not for the music alone but to obtain the words, all of which are often indistinguishable through the machine. In some stores the department is maintained with a view to increasing the number of visitors to the store. This is accomplished by placing a piano in the department and employing some one to play any piece in stock that may be requested by the visitors. In this way the store is made more entertaining, and at the same time many catchy pieces of music, or talking machine records, are sold that perhaps would have been slow movers.

In many of the stores the popular pieces are mentioned at very low figures, in their advertisement, with the stipulation that no mall orders will be accepted. This serves to bring the purchasers into the store, and is a material aid toward the selling of your other lines of goods, and other pieces of music. Presently it is a good plan to advertise to give away a sheet of music to each customer who purchases a stipulated amount of talking machine goods or in connection with a sale of one specific article. It is not necessary to tie up a lot of money in establishing a sheet music department; on the contrary, a moderate sum will suffice. One large publisher estimates that the cost of stocking a department with enough music to make a good showing is under \$200 and the "World's" novelty

department will be pleased to furnish, upon request, a list of such stock as it would be advisable to carry, together with other details. In case you did not care to invest in a piano, it would be gladly furnished by any dealer with the permission to place his card on it and also say sale you might make through its use he would give a certain per cent. on, thereby adding materially to the profits of this department.

Sporting Goods and Novelties.

Well, Mr. Talking Machine Dealer, how is your business in sporting goods and novelties going? Have you been able to fill your orders promptly? Have you succeeded in getting your share of the profits? Or have you found yourself unprepared and forced to see your competitor enlarge his custom while you sit idle with no one but yourself to blame.

We are now in the midst of the fall trade. Everywhere there is big business to be had by the man with push, ambition and brains. Are you one of these? For a man of this character there is no dull season. When business is poor he is spending his spare time on plans and schemes for the future when trade is brisk. He does not desist from these tactics, but is ever on the outlook for improvement. "Improvement," that is the cry of the American people today, and is the secret of the success of our nation.

Cold weather will soon be here, and with it comes the winter sports. Skating has never been more popular and we strongly advise you to get in connection with the manufacturers early. Don't put things off until to-morrow—that day never comes and is unknown to the progressive merchant. I look over the catalogues and make out your orders, for the call for these goods come

with a rush, heralded in by the first cold snap.

Think! Decide! Then act quickly and you will have no cause to look back on a lost opportunity.

Illustrated Song Machine.

The new illustrated song machine of the Rosenfield Manufacturing Co. is bound to meet with great success and be widely sought after by all the parlors in the country for it is just what the public has wanted since the first automatic talking machine was placed on the market, and the listener drew a mind's picture as the words and music were repeated to him. This and more is accomplished by this machine, for as the song progresses, each phase is illustrated by beautiful reproductions in transparent colors, with all the delicate shades of nature. The whole is given up with great taste and will be from every standpoint an attraction well worth of consideration.

Postal Card Pillows.

Morton E. Dunn, buyer for the Adams Dry Goods Co., New York, in a recent interview, said: "Postal card pillows are a fad at present, and promise to be a very popular method of making good substantial sofa pillows, because leather is almost indestructible when used for this purpose. Almost every lady has some one leaving the city or she has friends or relatives in various parts of the world. The scheme is to have her acquaintance send a leather postal card, when a sufficient amount has been received, they are placed edge to edge and end to end and sewed with strong silk thread. When a square is completed which equals the size of a regular pillow top it is then ready for a leather back or some heavy material, such as art ticking. They are then finished with a pillow cord or with a tassel placed upon each corner. The scheme is to

The AUTOMATIC MARVEL OF THE AGE!

THE ROSENFELD ILLUSTRATED SONG MACHINE (for Arcades, Cafes and all Public Places).

No Storage Battery Necessary; operated by simply connecting them to any Electric Lighting Circuit, direct or alternating. Fluctuations in voltage positively do not affect the speed, as in other direct current machines.

ILLUSTRATED SONG MACHINE.

All songs beautifully illustrated. Greatest money-maker ever placed on the market.

Over 2,000 of our talking machines now in use. Here are a few of the Penny Arcades or parlors entirely equipped with them. Drop into the nearest and satisfy yourself that our machines do the business.

MACHINES OPERATED BY DIRECT CURRENT.

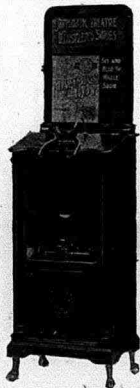
SURPRISE VAUDEVILLE CO., 142 East 14th Street, New York City, 50 Machines.
 PEOPLES VAUDEVILLE CO., 173 West 22d Street, New York City, 20 Machines.
 PEOPLES VAUDEVILLE CO., 125th Street and Lenox Avenue, New York City, 50 Machines.
 PEOPLES VAUDEVILLE CO., 1472 Third Avenue, New York City, 20 Machines.
 THE AMPTONIAN, 1259 Broadway, New York City, 25 Machines.
 SCHAFFER & CO., Canal Street, New Orleans, La., 50 Machines.
 MIDLAND MACHINE CO., 178 State Street, Chicago, Ill., 20 Machines.
 SCHAFFER & CO., 210 State Street, Chicago, Ill., 20 Machines.
 ROY MAUMALS, 750 Market Street, San Francisco, Cal., 20 Machines.
 HARKIN & TERRY, Town Avenue, Los Angeles, Cal., 20 Machines.
 E. MCGRAW, Baltimore, Md., 10 Machines.
 ANSTON, MICHAEL & KIRBY, 714 East Baltimore Street, Baltimore, Md., 20 Machines.
 ANSTON, MICHAEL & KIRBY, 714 East Baltimore Street, Baltimore, Md., 20 Machines.
 WILLIAM E. BURGAR, 228 Market Street, Philadelphia, Pa., 25 Machines.
 JOSEPH KILPATRICK, 100 South Washington Street, Boston, Mass., 20 Machines.
 SUTHELAN ELECTRIC CO., 320 Central Street, Lowell, Mass., 15 Machines.
 C. W. FALGOUT, 100 South Washington Street, Boston, Mass., 20 Machines.
 M. ZISTOVICH, 300 State Street, Chicago, Ill., 20 Machines.
 C. W. FALGOUT, 100 South Washington Street, Boston, Mass., 20 Machines.
 A. G. BERENSON, Farson Park, Nantucket, Mass., 10 Machines.
 EAST PROVIDENCE WATER CO., East Providence, R. I., 10 Machines.
 "WHITE CITY," Chicago, Ill., 40 Machines.
 DELOMO AMUSEMENT CO., 169 East 125th Street, New York City, 40 Machines.
 FAYRELAND AMUSEMENT CO., 624 Washington Street, Boston, Mass., 25 Machines.
 J. M. SUFFERINS, 934 Pennsylvania Avenue, N. W., Washington, D. C., 10 Machines.

MACHINES OPERATED BY ALTERNATING CURRENT.

PEOPLES VAUDEVILLE CO., 2781 Third Avenue, New York City, 10 Machines.
 WEINBERGER & WEISS, 1015 Boardwalk, Atlantic City, N. J., 25 Machines.
 MAGUIRE & PHILLIPS, 218 Main Street, Dallas, Texas, 10 Machines.
 AMERICAN ARCADE CO., 311 River Street, Troy, N. Y., 10 Machines.
 DIAMOND NOVELTY CO., Syracuse, N. Y., 15 Machines.
 LENTZ & WILLIAMS, 418 Farmington Street, Omaha, Neb., 10 Machines.
 AMERICAN ARCADE CO., Limited, 125 St. Lawrence Street, Montreal, Can., 50 Machines.
 AMERICAN ARCADE CO., Quebec, Can., 20 Machines.
 AMERICAN ARCADE CO., Ottawa, Can., 20 Machines.
 W. B. BENNETTUM, Reading, Pa., 10 Machines.
 R. CASCAMBA, 109 Thames Street, New York City, R. I., 10 Machines.
 DIAMOND NOVELTY CO., Schenectady, N. Y., 20 Machines.
 DIAMOND NOVELTY CO., Schenectady, N. Y., 20 Machines.
 W. W. COLE, Omaha, Neb., 10 Machines.
 "ELECTRIC PARK," Newark, N. J., 10 Machines.

WE MAKE A COMPLETE LINE OF SLOT MACHINES. WRITE FOR CATALOGUE.

ROSENFELD MANUFACTURING COMPANY, 591 HUDSON STREET, NEW YORK CITY.



see how many postal cards one can procure from as many different places as possible.

Cameras and Supplies.

Now is the time for the dealer in cameras and photographic supplies to take a careful inventory of his stock and make out his orders for Christmas goods, for this trade has no stipulated time for beginning, but comes staggering in, four to six weeks ahead, gradually increasing as the 25th draws near, when it comes in a rush. It, therefore, behooves all those who are desirous of obtaining the best results to be ready with a supply to satisfy all comers.

Business in this line has been especially good this fall, the ideal weather tempting thousands into the country, where nature, in the glory of her autumnal array, drove them to the camera to preserve the beauties, to which heretofore they had been blind.

Have you been caught with the goods on? If not, why?

Business doesn't come to you, you have got to go after it. New Yorkers are at present looking for the mysterious Mr. Raffles, with \$300 attached to his person, but it is better to search for the man who is always on the jump for business, who in adversity as well as prosperity greets you with a smile and a hearty good-morning when you find him. Hold him, for he is priceless, and will make your success in whatever line you are in.

How to Make Sales.

The success of a talking machine salesman depends more than anything else on his ability to meet all statements and questions pertaining to his line—to explain accurately, plainly and to the point all its intricacies. The success of the house depends on the salesman, therefore it should be their first consideration to see that their representatives are thoroughly posted.

How to do this?

The Regina Music Box Co. used a method which is well worth its weight in gold, and did much toward founding their success, namely, in compiling a Primer, or Encyclopedia of All Music Boxes and Salesman's Guide. Every Thursday night was given over to this work, first taking their own various grade machines, questions were asked, and comparisons made. Mock sales, etc., in which the man acting as salesman tries to make his customer buy a higher grade machine than he asked for; the point to be gained by the latter, to advance the many arguments used by different prospective purchasers and endeavor to trip the salesman.

Machines of the competing manufacturers were then discussed, their weak points found and explained, all being duly taken down by a stenographer. By this method each profited by his neighbor's experiences, doing away with years of hard work, not to speak of the many risks of lost sales necessarily run in obtaining them. Planning a general campaign, each stuck to it, the result being there was no discord—all worked in unison on the one desire, the success and welfare of their house.

ELECTRIC VIOLIN THE LATEST

Novelty Which Bids Fair to Be Very Much in Demand in Automatic Parlors.

(Special to The Talking Machine World.)

World Office, 1362 Monadnock Block,

Chicago Ill., October 12, 1905.

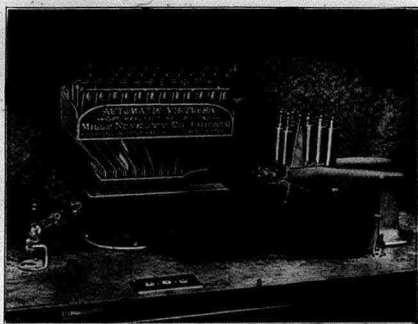
The very latest in automatic musical instruments is the electric violin, which is just being placed on the market by a local company. It is certainly a wonder from a mechanical standpoint, and the effect secured is surprisingly good. The violin and the operating mechanism is con-

tained in the upper section of a handsome cabinet of quarter-sawed oak, and is exposed to view through a heavy French plate glass. The lower section contains the motor, automatic cut-off and music roll. The upper back of the case is arch shaped, and forms an effective sounding board.

When a coin is dropped in the slot, or when arranged for home use a button is pressed, the motor is started and the power is transmitted by a silk cord belt to the violin in the upper section of the cabinet. A contact cylinder, carrying the music roll of Arabian finger paper, fed by a secondary cylinder of rubber, revolves, and as the perforations pass given points contact is made with one or more phosphor bronze springs, and an electrical current passes to finer magnets resting over the graded finger board. Each of these magnets attracts an armature connected with a finger operating rod acting on the violin strings.

The same current which controls the finger operating rods acts simultaneously upon one or more electro magnets placed upon an arm which extends over the body of the violin and bridge at which point four conical eulaliid discs, one for each string, revolve. Four of the electro magnets control the pressure and four control the operation of the discs upon the strings, these discs, of course, performing the office of the bow

when operated by hand. The volume of tone is equal to four ordinary violins, as the four strings are generally played simultaneously, and an orchestral effect is thus secured. Provision for tuning the instrument is made, and this can be done, it is said, by one who is not himself a musician by means of a special roll of the perforated paper and the use of certain push buttons. A



THE ELECTRIC VIOLIN.

good general idea of the operating mechanism can be obtained from the accompanying illustration and the above description.

Horace Sheble, vice-president and treasurer of the Hawthorn-Sheble Mfg. Co., issues an open challenge to any manufacturer, jobber, or dealer to compete with him for an acceptable prize for a test of skill on the golf links.



The Records manufactured by the United Hebrew Record Company are pronounced by all the Phonograph dealers of the United States to be

**The Loudest, Clearest
Records Ever Manufactured.**

Thirty numbers are ready for shipment. You will make no mistake by ordering them in advance. Send for September, October and November supplements. All the thirty numbers are positively the latest, most popular songs of the Jewish stage.

THE UNITED HEBREW RECORD CO.,
257-61 GRAND STREET, NEW YORK.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

"B & R" Cylinder Records

We have the latest songs his ready weeks ahead of other makes. Used universally by Phonograph Parlors. Write for catalog. Manufactured by
Burke & Rous, 334 and 336 Fifth Ave., Brooklyn, N. Y.

Do you wish to increase your income?

We can tell you how it can be done with but little expense or effort on your part. If your stock consists wholly of talking machines you will find that a well-selected line of musical instruments will add to the attractiveness of your store. If you have the celebrated

Durro

Viollins, Bows, Strings, etc., you will find that your musical friends know at once of their high standing. Artists prefer them.



Then we have all kinds of Accordeons, Mandolins, Guitars and Harmonicas, at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods.

Write for catalogue.

BUEGELEISEN
&
JACOBSON
113-115 University Place
Corner 13th Street. NEW YORK

PRESERVED FOR POSTERITY.

How the Colloquialisms of To-day Will Sound in the Ears of the People of Next Century.

Some day the talking machine will be so utilized that ordinary conversation can be caught and preserved in cases for examination by future generations of school men. Only think what an advantage it would be to us if somebody had invented the talking machine in Chaucer's time. We should know that English speech for a different matter from that which now appears to us. Lamentations are heard now and again over the disappearance of flexibility in our language. We say that it is losing its poetry, its symbolism, that it has ceased to grow, that it no longer expresses shades of meaning. What rubbish! The fact is, that for one way of expressing a thought in Shakespeare's day, we have a dozen on the Bowers in this twentieth century. Suppose for a moment that the perfected machine has overheard and recorded a dialogue on the East Side between a resident and a missionary, and some philologist or etymologist or the curator of fossil expressions finds the record a century hence and puts it into the machine to do a turn. What a disclosure it would be of the fertility and variety of our English language. Imagine a bit of it:

Missionary—Is that man lit?
Bowers Statesman—Naw, he's got a bun.
"I didn't observe that he was eating buns."
"Come off! I said, he's got a skate."
"Skating in summer! How very unusual!"
"Rats! What's dis you're givin' us? Dat kalone's got a slant—he's all lighted up—he's full o' budge—booze—bug juice."
"What an extraordinary variety of afflictions! Is it catching—any of it?"
"What—jags catchin'? Gee, I wish day was. I'd get near myself."
"Jags? I understood you to say it was buns."
"So I did. It's de same 'ting. He's on a lat."
"I didn't happen to notice any bat."
"Well, you're a blind one. You want to get next to a spittle factory, you do. Why, you could see a mulligan like that half a mile."
"Is his name Mulligan?"
"I dunno what his name is. I said he's got a brannigan."
"Dear me! Won't you tell me what is the matter with the man?"
"You make me tiréd. I been tellin' you for de last half hour. He's been hittin' de can—chasin' de duck—rushin' de growler. He's been strainin' red-eye throo his face. He's been paintin' his tonsils wit' Delancey street varnish. He's been gettin' loaded. He sees twins. He's gettin' snakes. De menagerie is after him. But de cops is wise. They'll have de hurry wagon out."
"It must be dreadful to be so afflicted."
"Afflicted nothin'! He's up to de neck in purple joy."
"I cannot yet understand."
"Ah, fade away! Back to de buksaw. Can't you tell when a jay-like dat has been lookin' at de rosy?"
"Who is Rosie?"
"Gwan, youz! He's drunk."

HIGHER DUTY ON DISCS SUSTAINED.

The Board of United States General Appraisers have overruled a protest filed by R. F. Downing & Co., of New York, it being held that discs for gramophone records are dutiable at the rate of 45 per cent, ad valorem under the provision in the tariff for "manufactures of metal." The importers maintained that these articles should be admitted as "electrotype plates," with duty at 25 per cent. This claim is deemed untenable by the customs court.

The trustees of the British Museum have expressed their willingness to receive carefully selected phonographic records of the voices of distinguished living men. The records will be for posterity only, and will in no circumstances be available for contemporary use.

STIMULATES MUSICAL TASTE.

The Importance of the Talking Machine as a Factor in This Connection Emphasized—Very Happily by Mr. Slater.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 19, 1905.
"It is my candid opinion that the phonograph is one of the great agents in educating the middle classes to a higher appreciation of good music," remarked James Slater, of Knoxville, Tenn., as the sounds from a phonograph swept through the lobby of the Plankinton. "When the first instruments came out songs and jigs of a low order from a musician's standpoint were the most popular selections. The typical song vied with the humorous monologue. Take the catalogue of any disc or record manufacturer to-day and you will be surprised to find that every grand opera and oratorio is represented in the list. Dealers will tell you that the demand for grand operatic selections can hardly be supplied, while the topical song is relegated to the background. Every leading star of the operatic firmament has been impressed by the manufacturer who reproduces their best work on the records which can be bought for less than the admission to one performance."

HOW A FAMILY WERE MADE ONE.

St. John C. Nixon, of East Sheen, S. W., writing to our London contemporary, The Talking Machine News, says: "Perhaps the following little story may interest both you and your thousands of readers. I have a married sister who lives in Chicago. She has only been there about six months and, of course, is not quite settled down after leaving home. Hitherto we have always written to her in the usual way, but three months ago it occurred to me that we might speak to her, through the talking machine. I bought an Edison recorder, and a small recording horn, and on a never-to-be-forgotten night my mother, father, brother, and self all spoke into the talking machine. We sent the record out to her, and eagerly awaited the result. Alas! it never reached its destination. Six weeks ago we all tried the experiment again, on two cylinders packed in a strong wooden box. Imagine our feelings, Mr. Editor, when the following letter came to hand a few days ago: 'My darling Mimmo (my mother's nickname), I have heard you all speak! It seems too marvelous—here in my own dining-room, to hear you speak, just as if you were sitting here. Fred's cousin has lent me his talking machine, and now I know all your messages from memory. I have cried my eyes out; I couldn't help it. I did so want to answer you when you spoke. I looked down the spout of the thing to see if I couldn't see you. It seemed impossible that you were not in the room. I like to hear you talk, and yet it has upset me very much. It makes me feel so terribly depressed, as I want to see you all so awfully. Needless to say another box of records is on its way out there.'"

A NEW STYLE CARTON.

The National Phonograph Co. will hereafter send out their records packed in a new style carton which is very effective in every respect. It is slightly smaller in diameter than the carton recently used and is lined with felt, which fits snugly around the record, holding it firmly in place, without scratching the surface. The box has no spools such as held the record in place in the old carton, but it has the countersunk cover and bottom peculiar to the latter. All records hereafter made will be packed in this new box.

John Rose, who has a well-equipped talking machine establishment, in Astoria, has opened a new branch store at Flushing, N. Y., and has put in a full Victor line, though an ardent Edison follower as well. His two places are described as models in arrangements. He also turns a nice trick in pianos, of which he carries a good stock.



There are four *Victor* pages in this issue. Three show pictures of operatic artists; one shows pictures of popular artists.

Three to one—our business is just the other way, and more, too; but there is good advertising in Grand Opera.

Are you getting your share?

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



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

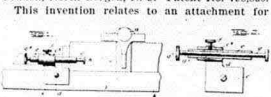
(Specially prepared for The Talking Machine World.)

Washington, D. C., Oct. 12, 1905.
Some very important patents relating to talking machines and appliances therefor have been recorded at the Patent Office during the past four weeks. Their extent and importance can be estimated from the list which follows herewith.

MEANS FOR CONNECTING AMPLIFYING HORNS TO TALKING MACHINES. John H. B. Conger and Chas. J. Eichhorn, Newark, N. J., assignors to the Tea Tray Co., same place. Patent No. 798,876.

This invention relates more particularly to the attachment of amplifying horns to the sound boxes or speakers of talking machines, although it obviously may be utilized in any other similar connections; and the objects of the invention are to secure a tight fitting joint without looseness or rattling, to enable the same to be quickly and easily connected or disconnected and to obtain a simple and inexpensive construction. Referring to the accompanying drawings, Fig. 1 is a side view of the improved device connected to a horn, and Fig. 2 is a plan of the same. Fig. 3 is a cross-section upon line x, Fig. 2; and Figs. 4 and 5 are detail sectional views of modified constructions of the fastening means.

ATTACHMENT FOR PHONOGRAPHS. Louis T. Prudon, North Bergen, N. J., Patent No. 798,830.
This invention relates to an attachment for



talking machines and is in the nature of a gage for stopping the carriage of a phonograph at any desired point in order to make repetitions of a record without repeating portions of the record which precede the part that it is desired to repeat.

Fig. 1 is a diagrammatic view of a phonograph, showing a preferred form of the invention applied thereto. Fig. 2 is a sectional view of the attachment through the center of the adjusting rod, and Fig. 3 is a transverse section of the same.

ATTACHMENT FOR PHONOGRAPHS. Felix A. Milette, Laconia, N. H., assignor on one-half to George A. Collins, same place. Patent No. 798,816.

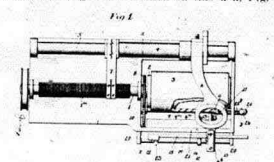
This is a device or attachment adapted to be

applied to talking machines and has for its object to provide an attachment whereby the operating mechanism of the phonograph will be stopped when the reproducer reaches the end of the record. Much annoyance has been experienced where many phonographs are exhibited, by reason of the fact that the phonograph may reach the end of the tune or speech when the attendant is at a distance, and hence cannot stop it, especially as the sounds produced at the end of the tune or speech are exceedingly unpleasant. By means of this attachment the phonograph will stop automatically at the end of the tune without requiring to be touched by any one.

Fig. 1 is a front elevation of a phonograph with attachment applied thereto, portions of the front wall and top of the case and of the baseplate being broken out. Fig. 2 is a front elevation with mechanism in position. Fig. 3 is a plan view with invention applied. Fig. 4 is an enlarged plan and horizontal section in detail of invention in position on the baseplate. Fig. 5 is an enlarged vertical section. In Figs. 1, 3, 4, and 5 the parts are in the position assumed when the brake is off and the phonograph is in operation. In Fig. 2 the parts are in the position assumed when the brake is set against the brake-wheel and the operating mechanism of the phonograph stopped.

PHONOGRAPH. Geo. Webster, Christiansa, Pa. Patent No. 799,122.

Fig. 1 is a plan view of as much of an Edison phonograph as is necessary to illustrate this invention. Fig. 2 is a section on line x x, Fig.



1. Fig. 3 is a view similar to Fig. 2, but showing the cam on the worm-shaft in the position of having just elevated the arm which carries the reproducing devices and the lower end of the rod carried thereby in engagement with the screw-thread of said worm-shaft. Fig. 4 is a section on line y y, Fig. 1. Fig. 5 is a detail

of the lower end of the arm 13 and the rod 12 carried thereby, showing the lower end of the latter in engagement with the shorter slot in said arm. Fig. 6 is a similar view to Fig. 5, but showing the rod 12 rotated to engage the longer slot of the arm 13.

The object of this invention is to provide a simple and efficient device for phonographs where by the record may be readily caused to be repeated in whole or in part.

GRAMOPHONE. Conrad Hilgenberg, Chicago, Ill. Patent No. 799,055.

This improvement relates to that part of the gramophones described as the "reproducer" and the connections with that part and the horn, and the object is to provide a cheap and simple device by which one or more horns may be attached to the ordinary

purpose of increasing the sound and improving the tone of the instrument.

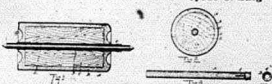
Fig. 1 is a perspective view of the gramophone with device attached. Fig. 2 is an enlarged view, partly in section. Fig. 3 is a detail view of a conical box forming part of device. Fig. 4 is an inside plan view of the box shown in Fig. 3.

SOUND-AMPLIFIER PHONOGRAPH. Richard B. Smith, Darlinghurst, Sydney, New South Wales. Patent No. 799,412.

This invention relates to improvements in devices for amplifying sounds from phonographs or like machines, an object being to provide a reproducer comprising a plurality of diaphragms so arranged as to be acted upon synchronously, whereby the sounds from the several diaphragms will be so blended as to be emitted from the sound-horn as a single sound, and much more distinct than is possible with the ordinary reproducer.

Fig. 1 is a side elevation of a sound-amplifier for phonographs with a portion of the casing removed. Fig. 2 is a sectional view of a portion thereof carrying the record-points. Fig. 3 is an end view thereof. Fig. 4 is a perspective view of one of the weights employed. Fig. 5 is a modification diagrammatically illustrated, and Fig. 6 shows another modification.

RECORD-ROLL FOR PHONOGRAPHS. Cyrus C. Shig-



ley and Sherman H. Paxton, Hart, Mich. Patent No. 800,331.

"I DARE YOU"

To send me your order for next month's new Edison, American, Victor, Zonophone or Columbia records.

If You Do, I'LL Fire It Back to You.

(BUT IT WILL BE FILLED.)

Send for my complete alphabetically arranged list of all makes of records. This is issued monthly.



JAMES I. LYONS
Wholesale Only
194 E. VAN BUREN ST.
CHICAGO, ILL.

The object of this invention is to provide an improved record-roll for phonographs which will produce a loud, distinct, and full tone, which is simple in structure, economical to produce, and durable in use.

A structure embodying the features of the invention is illustrated herewith. Fig. 1 is a central longitudinal sectional view through the improved phonograph record-roll, the mandrel-shaft E being shown in full lines. Fig. 2 is a detail cross sectional view of the structure appearing in Fig. 3. Fig. 3 is a side elevation view of the mandrel sleeve. Fig. 4 is an end elevation view of the mandrel sleeve D looking from the right of Fig. 2.

GRAMOPHONE MODULATOR. Frank N. Foster, Grand Rapids, Mich., assignor of two-fifths to W. Claud Price, same place. Patent No. 759,898.

This invention relates to improvements in devices for modulating the sound of a grapho-



Fig. 1

Fig. 3

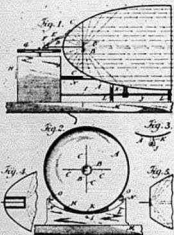
phone; and its object is to provide a simple, cheap, and effective device that may be readily attached to the sound-box of the graphophone as ordinarily constructed.

The invention consists, essentially, of a suitable apparatus adapted to be readily attached to the sound-box of a graphophone, a yielding member mounted on said support and adapted to yieldingly engage the stylus-bar of the graphophone, and means for adjusting the tension of said member to vary the tension of the disc, whereby the action of the sound-producing mechanism may be more or less modified at pleasure, and applied and detached as required.

Fig. 1 is a front elevation of the sound-box of a graphophone with device attached thereto; Fig. 2, a plan view of the same, and Fig. 3 a perspective detail of the device detached.

TALKING MACHINE. Richard A. Anthony, New York, assignor of one-half to Amelia V. V. Anthony, same place, and one-half to Albert R. Ledoux, of Cornwall-on-the-Hudson, N. Y. Patent No. 759,773.

Fig. 1 illustrates an elevation, partly in vertical section, of the invention. Fig. 2 illustrates



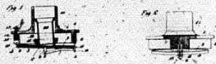
an elevation of that which is shown in Fig. 1 seen from the right. Fig. 2 illustrates a detail of construction. Figs. 3 and 4 illustrate vertical sectional views of modified constructions.

Under this invention the shape or contour of the horn is materially altered, giving to it the general shape of a parabola, and the diaphragm or tone-producing device of the instrument is located in or near what is called the "focus" of the parabola, so that the tone-waves projected by it impinging upon the interior walls of the parabola are deflected thereby at such angles that they pass in parallel lines directly forward, out from the mouth of the horn.

PHONOGRAPHER BROOMER. Peter Weber, East Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 800,890.

This invention relates to various new and useful improvements in phonographic recorders;

and in order that the invention may be better understood, attention is directed to the accompanying drawings, forming part of this speci-



cation and in which Fig. 1 is a vertical sectional view of one form of the device, and Fig. 2 a section on line 2-2 of Fig. 1.

SOUND REGULATOR FOR GRAMOPHONES, PHONOGRAPHS AND LIKE INSTRUMENTS. Albert Conze, Berlin, Ger. Patent No. 800,987.

Heretofore the rendering of selections of instrumental or vocal music by talking machines has been accompanied by peculiar incidental scratching sounds, as well as the disagreeable scratching noise made by the point of the reproducer; and the object of the invention is the elimination of these unseemly sounds and noises as far as this is possible. The drawing represents an elevation of a gramophone, the horn of which is fitted with the improved regulator.

NOW USED IN SUNDAY SCHOOLS.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1905.

The popularity of the talking machine for all lines of work is being emphasized daily. The Chicago office of the Columbia Phonograph Co. recently received a call from C. E. Hagck, general secretary of the Cook County Sunday School Association, who requested that a graphophone entertainment be given at a Rally Day meeting of Interdenominational Sunday School Superintendents of Cook County, Illinois. Previous meetings of this kind have been entertained by a vocal quartette. It is Mr. Hauck's idea to have the graphophone used for entertaining scholars in every Sunday School in Chicago and vicinity. The Chicago office has arranged to meet this request and hope to be able to delight the many

children who will be attracted by this entertainment.

DOUGLAS PHONOGRAPH CO. NEWS.

C. V. Henkel, treasurer and general manager of the Douglas Phonograph Co., who made a trip to Buffalo, N. Y., on special business of importance, returned to New York last week. A. P. Peitl, chief of staff, and Mr. Henkel's right-hand man, starts for the West this week. The company put in a new safe of mammoth size recently, and now John Kaiser feels better, as his "wad" is certainly proof against attack.

FACTORY REMOVED TO AUBURN, N. Y.

The factory of the International Record Co. has been removed from New York City to Auburn, N. Y., only the laboratory being retained in the former place. C. H. Woodruff, the treasurer of the company, will be the general manager at the factory, and the information was given that O. D. La Dow, who formerly occupied this office, is no longer on the salary list. P. B. R. Bradley will continue to travel for the company.

SOME RECENT VISITORS.

Among the visitors to New York last week were: George E. Ornstein, sales department Victor Talking Machine Co., Camden, N. J.; W. Jury, vice-president and general manager of Johnston's, Ltd., Toronto, Canada; Henry Winkelman, manager talking machine department, Oliver Ditson Co., Boston, Mass.

F. M. Atwood, who handles the Edison phonographs and American records in Memphis, Tenn., has removed to new quarters at 116 North Main street, where he will be in possession of four thousand feet of floor space. This will give him a splendid opportunity for broadening out his business.

The Udell Works have issued a very handsome little volume devoted to cabinets for holding disc and cylinder records. Every dealer should have a copy of this handy volume.

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, 35 inches; Bell, 15 inches

Price, \$10.00

PETER BAGICALUPI, Gen'l Agent, 786-788 Mission St., San Francisco, Cal.
Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS and ACCESSORIES

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



BUFFALO 1901.



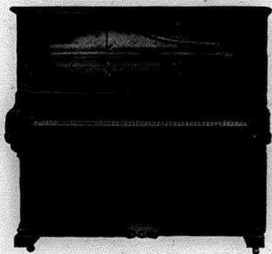
St. Louis 1904.

Coin Operated Pianos are played 10 to 14 hours per day and they never can be TOO GOOD. To use the BEST offered is safeguarding your own profits through your customer's good will.



PEERLESS

is the Original Coin Operated Piano, and has been granted the Highest Awards by International Juries at two World's Fairs, and on October 5th by the Jury of Awards at Lewis & Clark Exposition, Portland, Oregon.



STYLE D.



STYLE 44.

ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK



Get Your Share of the Edison Holiday Trade

THE sales of Edison Goods are outnumbering those of all other talking machines. Our aggressive advertising in the leading magazines is creating a brisk demand for Edison Phonographs and Gold Moulded Records. There is an exceptionally large profit in these goods, and prices are strictly maintained. Get in line now and get your share of this good business.

A Good Business Bringer

Edison's Improved Phonograph must not be confounded with the ordinary talking machine with its scratchy, noise-screeching blasts. The new Edison is a distinctly high-grade automatic entertainer—a hundred times more versatile than the piano-player or the music box. The best music stores are adding the Edison line—not only for the handsome profits, but the desirable line of customers it brings in the store. You ought to look into the matter. Write to your nearest jobber or to us for full information.

National Phonograph Co., 59 LAKESIDE AVE. ORANGE, N. J.

FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.
 Allegheny, Pa.—Henry Braun.
 Allentown, Pa.—C. C. Aeschbach.
 Atlanta, Ga.—Atlanta Phonograph Co.
 Baltimore, Md.—F. Droop & Sons Co.
 Bangor, Me.—S. L. Crosby Co.
 Birmingham—The Talking Machine Co.
 Boston—Boston Cycle & Sundry Co., Eastern Talk Machine Co., Iver Johnson Spg. Ctr. Co., C. E. Osgood Co., Reed & Reed.
 Brooklyn, N. Y.—D. Matthews' Sons, Price Phonograph Co.
 Buffalo, N. Y.—A. Powers.
 Canton, O.—Klein & Heffelman Co.
 Chicago—James I. Lyons, Talk Mach. Co., The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Halson Bros., Lynn & Healy.
 Cincinnati—Hsen & Co., Rudolph Wurlitzer Co.
 Cleveland—Eclipse Musical Co.
 Columbus—Terry B. Whitist Co.
 Dallas—Southern Talking Mach. Co.
 Dayton, O.—Nicholas & Dohse.
 Denver—Denver Dry Goods Co., Heat Music Co.
 Des Moines—The Vim Co., Hopkins Bros. Co.
 Detroit—American Phonograph Co., Grinnell Bros.
 Easton, Pa.—William Werner.
 Elmira, N. Y.—Elmira Arms Co.
 El Paso, Tex.—W. C. Waik Co.
 Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
 Fort Dodge, Iowa—Early Music House.
 Fort Worth, Texas—Cummings, Shepherd & Co.
 Gloversville, N. Y.—American Phonograph Co.
 Harrisburg—S. K. Hamburger.
 Houston—Texas Phonograph Co.
 Hoboken, N. J.—Eclipse Phonograph Co.
 Indianapolis—Craggley Co., Kipp Bros. Co., A. B. Wall & Co.
 Kansas City, Mo.—J. W. Jenkins' Sons Music Co., A. B. Wall & Co.
 Kingston, N. Y.—Forty & Davis.
 Knoxville—Knoxville Typewriter and Phonograph Co.
 Lancaster, Ind.—A. B. Wall & Co.
 Lincoln, Neb.—H. E. Sides Cycle Co.
 Louisville, Ky.—A. Ray.
 Lowell—Thos. Wardell.
 Memphis—F. M. Atwood, O. K. Houck Piano Co.
 Middletown, Conn.—Caulkins & Post Co.
 Milwaukee—Schneider & Sons Arms Co.
 Minneapolis—Thomas C. Hough.
 Mobile, Ala.—W. H. Reynolds.
 Montgomery, Ala.—R. L. Fenick.
 Nashville—Nashville Talk Mach. Co., Magruder & Co.
 Newark, N. J.—A. O. Peill.
 Newark, O.—Ball-Fitzke Co.
 New Bedford, Mass.—Household Furnishing Co.
 New Castle, Pa.—W. C. De Forest & Son.
 New Haven—Pardee-Elmhenger Co.
 New York City—Bettini Phonograph Co.
 Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davaga, H. S. Gordon, Harry Jackson, Jacob Music Box Co., Victor H. Rapke, Siegel-Copper Co., John Wansmaker, Alfred Weiss.
 New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
 Omaha—Omaha Bicycle Co., Neb. Cycle Co.
 Orange, N. Y.—Frank E. Bolway.
 Paterson, N. J.—James K. O'Dea.
 Philadelphia—Festucher Furniture Co.
 Peoria, Ill.—Peoria Phonograph Co.
 Philadelphia—C. J. Herpe & Son, Ltd.
 Pittsburg, Pa.—F. H. Herpe & Son, John Wansmaker, Wells Phonograph Co.
 Western Talking Mach. Co., H. A. Weymann & Son.
 Portland, Me.—F. Brestel Co., Inc.
 Kaufmann Bros., H. Kiebler & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Talking Machine Co.
 Portland, Me.—W. H. Ross & Son.
 Poughkeepsie, N. Y.—Price Phonograph Co.
 Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co.
 Samuels & Bro., A. T. Scattergood & Co.
 Quincy, Ill.—Quincy Phonograph Co.
 Reading, Pa.—Reading Phonograph Co.
 Richmond—Magruder & Co.
 Rochester—A. J. Deninger, Mackie Piano Co. & M. Co., Giles K. Miller, Talking Machine Co.
 San Antonio, Tex.—H. G. Rees Optical Co.
 San Francisco—Peter Bickelstein.
 Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
 Syracuse—Ackerman & Co., Technical Supply Co.
 Springfield, Mass.—Flint & Brickett Co.
 St. Louis—The Conroy Piano Co., O. R. Huck Piano Co., Western T. M. Co.
 St. Paul—W. J. Anderson, Thomas C. Hough, Minnesota Phonograph Co.
 Syracuse—Hayes Music Co.
 Toronto—K. S. Williams & Sons Co., Ltd.
 Trenton, N. J.—Scott Blank Book and Stationery Co., John Sykes.
 Troy, N. Y.—Finch & Hahn.
 Utica—Clark-Horrocks Co., Arthur F. Ferriss, William Harrison, Utica Cycle Co.
 Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
 Washington, Ga.—Geo. E. Yuanna.
 Williamsport, Pa.—W. A. Myers.
 Winnipeg—K. S. Williams & Sons Co.
 Worcester, Mass.—Iver Johnson Sporting Goods Co.