

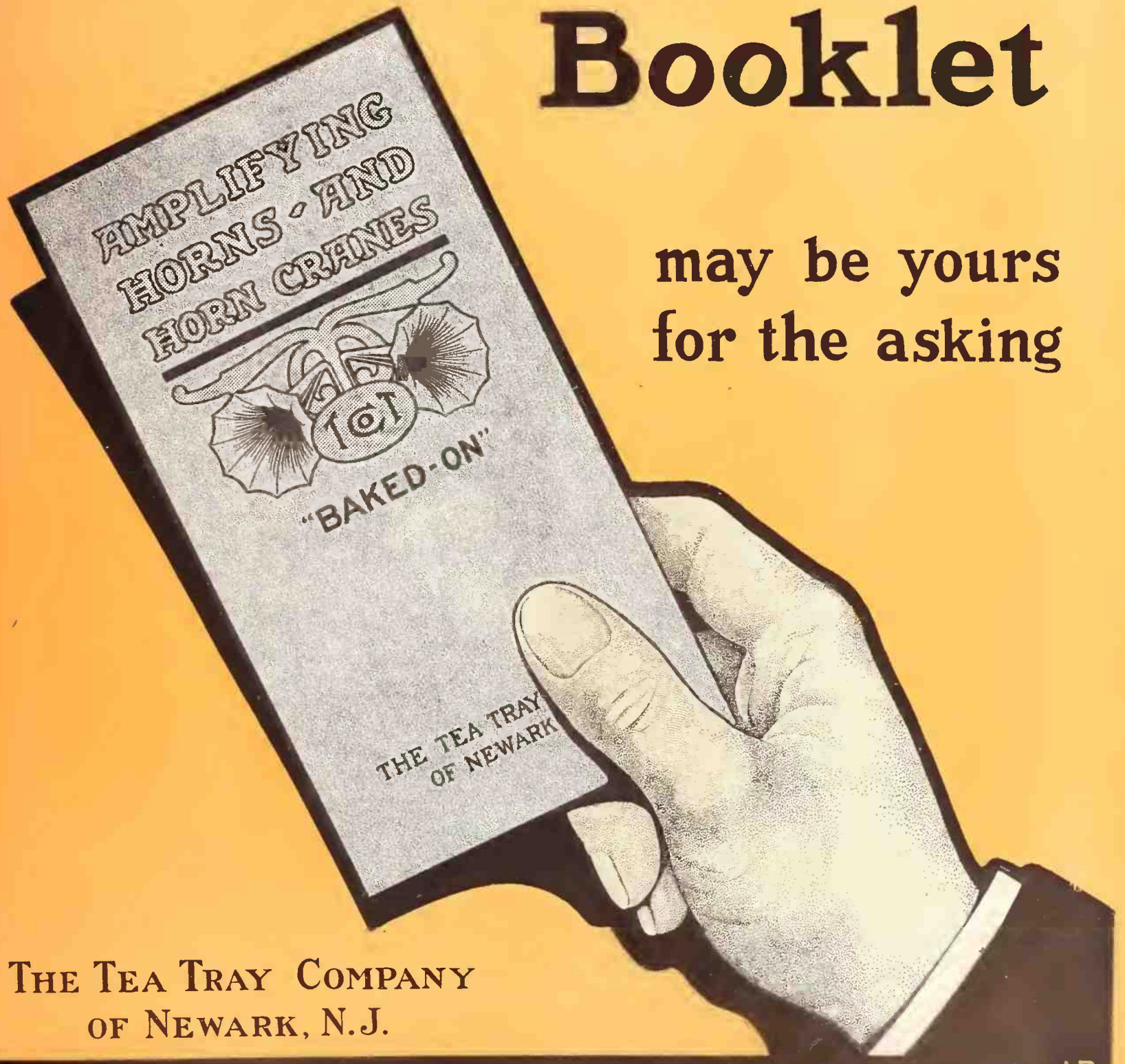
*The* **TALKING** *~*  
**MACHINE** *~*  
**WORLD** *~*

AND  
 NOVELTY  
 NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 15, 1906

# This Handsome Booklet

may be yours  
 for the asking



THE TEA TRAY COMPANY  
 OF NEWARK, N.J.

HB





*The attention of agents and dealers generally is particularly called to the excellence of the Imperial 10-inch Disc Record. This record is a masterpiece and cannot be equalled by any disc on the market.*

THE IMPERIAL produces cash results, and cash results are what we, in the record business, are after. The Imperial "makes good" every time. The customer is satisfied and comes back, not "at you" but "to you," and buys again. The Imperial is like coffee—it must be found in every household—and it is the clearest, loudest and best record ever made. It lasts, too, and can be had in all the latest songs and hits.

With the Imperial on your shelves you can turn money over rapidly and often. The margin of profit in handling these goods is large. But why say more? If you have the record you know all about it. If not, send for samples. They speak for themselves.

**"L. & C. Needles," too—BEST**

**LEEDS & CATLIN CO.**


53 East 11th Street

**NEW YORK**

GET OFF AND MAIL TO  
LEEDS & CATLIN CO.  
53 East 11th Street, New York  
Send me details of your talking machine.  
Name.....  
Address.....

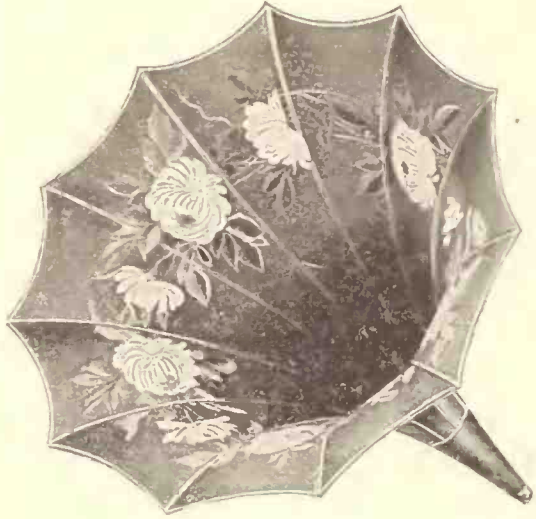
# Announcement

With reference to a circular which has been recently sent to the trade, claiming that all flower horns infringe certain patents referred to, we desire to reassure our customers by saying that these statements are without proper foundation and no one should allow himself to be intimidated by them. The patents referred to are not so broad and comprehensive as it is sought to make them appear, but are really narrow and limited in their scope and cover only restricted features, which we do not use in our horns. We have thoroughly investigated the matter and take pleasure in assuring our patrons that none of the numerous styles and kinds of horns manufactured by us, infringes in any possible way any rights under said patents or any other patents.

We would furthermore call attention to the fact that our reputation as pioneers in the horn industry and our standing as manufacturers, are based upon the principle of depending upon our own energy and industry, and of advancing and developing the art in which we have worked. We have made many improvements in horns and in the manufacture of horns since we first entered the business, and we have taken out patents continuously on all the developments which we have made, so that we now hold a long list of patents fully protecting all our products. These patents, together with our long experience and familiarity with the horn industry, enable us to assure all our customers that they may buy our product with the fullest confidence. When purchasing horns see that you get those bearing our trade mark 

**THE TEA TRAY COMPANY OF NEWARK, N. J.**





ALL HORNS BEARING  
THIS TRADE MARK



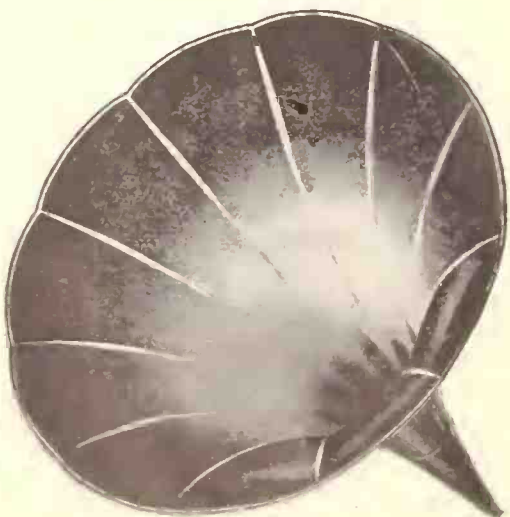
ARE FINISHED IN  
"BAKED-ON" ENAMEL



## Back of Every Horn

we sell is a guarantee of high quality. We do not aim to produce an article merely for the show it makes, but for the service it gives. Our horns are beautifully hand painted in an endless variety of striking and exquisite floral designs, and the colors are then "Baked-on." This gives our horns a permanency of color that simply cannot fade, crack or flake off. These two features in our horns, good looks and honest wear, are the primary causes of our success.

**THE TEA TRAY COMPANY  
OF NEWARK, N. J.**



ALL HORNS BEARING  
THIS TRADE MARK



ARE FINISHED IN  
"BAKED ON" ENAMEL





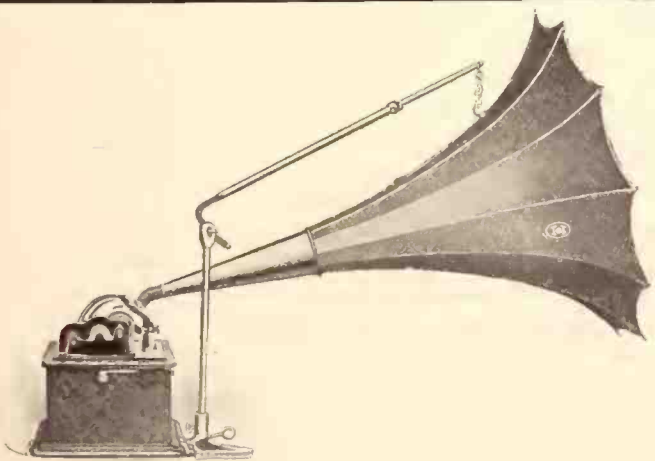
**Established 1867**

**PREMIUM AWARDS**  
Centennial Exposition, Philadelphia, 1876  
World's Fair, St. Louis, 1904

## **A Few Facts Concerning Horn Cranes**

- ¶ We were the originators of the Horn Crane.
- ¶ The patent records alone will prove that much.
- ¶ The first application for a patent on Horn Cranes was made by us, on February 1, 1902.
- ¶ Like many other good things, our Horn Crane soon had many imitators. But, in all these, the embryonic seed born in the original was naturally lacking.
- ¶ That's why we always have and always shall continue to supply Horn Cranes, "born of ripe experience," to an intelligent and progressive trade.

**THE TEA TRAY COMPANY  
OF NEWARK, N. J.**



# Disc Cabinets for the Holidays

A superb line of twenty different styles to select from, ranging in prices from

**\$13.00 to \$350.00**

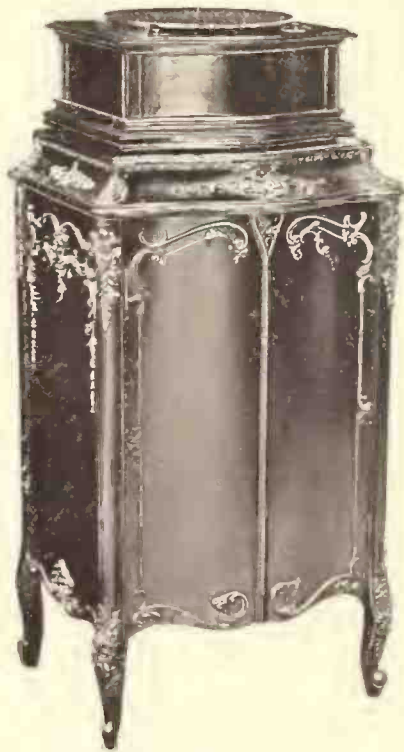
Dealers Discount apply

An important and profitable branch of every Talking Machine establishment.

Catalogs furnished free of charge on request, and supplied with your order for Cabinets.



An exquisite Mahogany Cabinet for the Victor VI.  
Price - - - - - \$65.00



The most artistic and beautifully constructed outfit on the market  
Price, in Carved Mahogany, complete with Victor V. \$250.00  
Price, in 22-Kt. Gold Leaf and Burnished, complete with Victor VI, - - - - - \$350.00



Our Matchless Silver Gray Outfit  
Price - - - - - \$125.00

## Our Leaders

Call at our exhibition rooms and inspect them before ordering your Holiday stock

**VICTOR DISTRIBUTING AND EXPORT CO.**

77 Chambers Street, New York City



# The Talking Machine World

Vol. 2. No. 12.

New York, December 15, 1906.

Price Ten Cents

## CHEERFULNESS IN BUSINESS.

The Talking Machine Industry Demands an Optimistic View of Life from Its Followers.

Every talking machine dealer should be an optimist, or at least act the part in the presence of customers. It will pay him in many ways; first, because a good humor is contagious and once his patron's mood becomes a jovial one, he is ready to listen and enjoy. Then the dealer should let him hear one of Billy Golden's laughs. If that does not fetch him, one of Arthur Collins' coon songs will, and before he returns to his normal condition of seriousness, he will have purchased several records surely.

And it is all so easy, Mr. Dealer. Get into the habit of laughing. When you see a joke in the paper while on the car en route to your store in the morning, laugh at it. There is bound to be a little humor in it, and that laugh will put

## HOLIDAY DISPLAY.

The Importance of Decorating and Properly Arranging the Stock on Display—Competence and Originality Will Always Win Out—Some Pointers for the Holidays.

Now that the holiday period is with us, the wide-awake talking machine dealer will find the time opportune for giving a little extra attention to his showroom arrangement and advertising. There is a peculiar and undefinable "something" in the air at this season that makes almost everyone willing to part with money without the use of force, and while this spirit of giving is in them it's up to the dealer to get his share.

The stock rearranged and set off with a liberal supply of evergreens festooned 'round about will take on a surprisingly inviting appearance. In the window one or two handsome machines and an assortment of records and accessories should be cleverly arranged and decorated with evergreen, ribbons, appropriate mottoes and several of the numerous recognized tokens of holiday cheer.

When the aforementioned matters are arranged it is time to produce business-getting advertisements. Take liberal space in the local papers, calling attention to your special arrangements for handling the rush, and talk like you really expected a crush that would fill the sidewalk, just to show your confidence in what you have to offer. Then dwell upon your special decorations and invite visitors to look them over. When the preceding details have been mentioned, call attention to the singular appropriateness of a good talking machine as a gift, and the easy terms at which one may be obtained.

The reader will be drawn by curiosity to visit the store and look at the decorations and the holiday goods, and be induced to inquire regarding prices and terms. With a good salesman at hand a sale may be readily closed on a satisfactory basis.

A musical instrument of any kind appeals to the average giver from the fact that its usefulness is not merely temporary, the styles do not change in a year or two, or even in ten years, and it is always a source of pleasure not only to the owner but also to friends.

A "talker" does not cost as much as many pieces of jewelry, and does not have to be kept from view in a safe deposit vault to prevent it from being stolen. There are many other advantages connected with such a gift that should interest the holiday shopper and make him a customer.

Take advantage of the season to boom your business in a way that will make the people in your vicinity remember you during the rest of the year when they desire articles in your line. It is an opportunity that occurs only once a year and should not be allowed to slide by.

## "TALKERS" IN ART CASES.

The Next Development May be Along This Line—Machines to Conform With Music Rooms of Wealthy People.

Talking machine manufacturers are united in the opinion that with the recent introduction of machines costing several hundred dollars each, the trade has reached a point where the next advancement will be in the direction of machines and cabinets made to special order, just as art pianos are made.

Where a talking machine and the necessary fixtures fill a prominent place in a room it is but natural for the possessor to desire them to harmonize with the rest of the furnishings, and the easiest way to accomplish this end is by having the talker and cabinet made to order in the finish and style desired.

As a development, it will not find the large companies unprepared, for the making of the regular line of elaborate outfits has acquainted them with what is wanted in the fine work.

## REVIEW OF NEW YORK TRADE.

Marked Improvement in the Retail Situation—Society Has Taken Up the Talking Machine—Songs in Foreign Tongues Are Favorites.

The retail talking machine trade in New York which has not been normally brisk for several weeks, has at last awakened and is now in winter trim. The various dealers say that the demand is for the best class of instruments, and that the price now averages \$50 for all kinds. The dealers along Fifth avenue naturally carry only the most expensive machines and records, to meet the wants of the class of patrons that frequent that thoroughfare. Society has taken up the talking machine, and there are several dealers who do practically nothing else but what is known as a carriage trade; that is, customers who come in their carriages.

In other parts of the city, both the disc and cylinder machines, have their devotees, and with plenty of money in view, their patrons select the best machines that they carry, and a good supply of records. Much of this business is done on the instalment basis, but it is a rare thing that a payment is defaulted, and a machine sent back. The dealers also say that they have lost but comparatively few through dishonest patrons. One dealer says that he believes the good influence of the music compels honesty.

While the topical songs are ready sellers, there is a steady demand for religious and patriotic music. The various nations which form our cosmopolitan population are insistent in their demand for songs in their native tongue, and whenever records are made in their language they meet with a ready sale. The east side dealers look for an excellent winter trade, and say that the talking machine is becoming more popular every day, and it is an extremely poor family that does not feel that it can afford to purchase one of some description.

## COLD STOPS ROCK'S ECHO.

Cliff Does Not Repeat Sound When Thermometer Is Low.

Advices from Dawson City, Alaska, tell of a phonograph rock cliff which exists some forty miles up the Yukon River. A correspondent in the northern city gives the following account of its weird echoes: "At first the echo is a mere whisper, and then it reverberates louder and louder until it reaches the full volume of the human voice, yet it always repeats from the same place and not from different distances like the ordinary echo. The most mysterious thing in connection with the rock is that when the thermometer registers 40 or more degs. below zero there is no echo, or, as the Indians say, the echo freezes. In the spring, when the snow melts and the ice gets out of the rivers the echo thaws out. Then can be heard the voice of the traveler, the deep, long, dismal howl of the wolf and the whistling of the winds of the previous winter."

## CHATTANOOGA CO. INCORPORATES.

An application for charter for the Chattanooga (Tenn.) Phonograph Co. was filed last week by Frank H. Atlee, W. G. H. Thomas, John L. Atlee, Jr., Geo. H. Patten and L. M. Thomas, with a capital stock of \$10,000. This company will, according to its charter, buy and sell phonographs and other musical instruments, and will commence business right away.



"HE HOLDS IT IN FRONT OF HIM."

you in condition to conquer gracefully the trials of the day.

When a rural gentleman from the country calls and says he wants to buy a "funnygraff," laugh at him. He won't mind in the least, but will think you "an uncommon pleasant feller," and then when you demonstrate one machine after another from the hundred-dollar Concert Grand down to the ten-dollar Gem, and he still fails to arrive at a decision, do not become discouraged, but put on some very funny records, the funniest you have in stock, and watch Hiram double up with mirth. Soon with the tears of laughter thick upon his "specs" he will probably say, "By Gosh! that machine's so durn funny, it'll most tickle Mandy to death. I'll take it, Bub, an' them funny record tunes, too."

See, Mr. Dealer, you've made a sale, and your merry mood did it. That laughter is contagious is proven by the fact that Hiram chuckles all the way home, just thinking about you and the records he heard in your store, and when he alights from his spring wagon and removes the purchases he has made in the city, he finds the talking machine among them. He holds it in front of him, and once more the flood of merriment sweeps over him. But that is only a rivulet of the mighty stream of uproarious mirth that will resound through the farmhouse when the family gather in the evening for the concert.

It pays to cultivate the art of laughing, and no one can resist the jolly fellow who is always smiling and courteous. He gets the customers while Mr. Grouch wonders why business is so dull. As you want to be one of the jolly fellows with a big business, Mr. Dealer, this little story is at your service.

HOWARD TAYLOR MIDDLETON.



# NOTICE TO DEALERS!

SALES OF

## Petmecky Multi-Tone

Self-Sharpening

## Needles

United States Patent Allowed

All Foreign Patents Pending

**Exceed  
One Thousand Million  
Annually**

It's the LOUD, SOFT, INTERMEDIATE TONE—all in one—NEEDLE

For use on all Disc Talking Machines

PLAYS TEN RECORDS, any size, any make, THROUGH WITHOUT  
INJURY

UNSURPASSED IN PURITY OF TONE REPRODUCTION

FAMOUS FOR STANDARD OF QUALITY—UNIVERSALLY PRAISED

Write or wire for samples of Petmecky Multi-Tone Needles, Interesting  
Booklet on Needle Lore, Testimonials, and Price Quotations on 5,000 to  
1,000,000 lots. Prompt deliveries guaranteed.

### PETMECKY COMPANY

SOLE MANUFACTURERS

Suite 506, New York Life Building, KANSAS CITY, MO.



## JOBBER ELECT OFFICERS.

The Eastern Talking Machine Jobbers' Association Adopt Constitution and By-Laws and Select Important Board of Officers—Most of the Leading Members of the Trade Now in the Association—Some Interesting Addresses Made—All Working for Better Trade Conditions Throughout Eastern Territory.

At the meeting of the Eastern Talking Machine Jobbers' Association, held at the Hotel Breslin, New York, last summer, it was decided to incorporate the association. The dull season and the fact that many jobbers were away delayed final action, and practically nothing was done, until a meeting of the committee, authorized to handle the incorporation of the association, was held in the salesrooms of the Blackman Talking Machine Co., New York City, Friday evening, November 16. The committee then decided to merge the old association into an incorporated body, and arranged for another meeting, November 23, in the same place.

This was the first annual assembling of the new association, and as such an election of officers was held, to hold office until the third Monday of next July, as follows: President, W. D. Andrews, Syracuse, N. Y.; vice-president, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; treasurer, S. B. Davega, New York City; secretary, A. H. Jacot, of the Jacot Music Box Co., New York City. These officers represented re-elections with the exception of Mr. Jacot, who succeeded J. B. Kelsey. The board of directors included the above officers and W. A. Pardee, of Pardee-Ellenberger Co., of New Haven, Conn.

A constitution and by-laws, to conform with the certificate of incorporation, were adopted, as well as important resolutions, dealing with trade matters in general. Several applications for membership were received and accepted. Printed copies of the resolutions will be sent to the members as soon as possible, as well as such jobbers not members, but who are in the territory covered by the association, and whose applications would be desirable. The meeting was well attended, and addresses by W. D. Andrews, J. N. Blackman and others proved that the interest in the organization was increasing rather than otherwise, and that the membership would steadily receive further additions. The matter of credits came in for particular discussion, and a simple, but very effective plan of making reports was made a part of the constitution and by-laws. The necessary blanks for reporting were forwarded on the fourth of this month to all members.

The next meeting will be held during the week of the Automobile Show at Madison Square

Garden, New York, January 12 to 19, the place and exact date to be announced later. This time was decided on, as it is likely that a large number of out-of-town jobbers will attend the show, and therefore a meeting of the association besides.

Vice-President Blackman, in speaking of the association, said: "The dispatch with which matters were handled proved that there will be no occasion hereafter for trade papers to inquire what has become of the Eastern Talking Machine Jobbers' Association. We never had a more satisfactory meeting, as far as getting right down to business is concerned, and the general opinion was that we had at last conquered the credit question in a way that would bring immediate results. Since this meeting I have personally secured three new members, and have no doubt that others will follow as soon as they realize the benefits to be derived. The information regarding credits will be valuable for use by members during the holiday time, when accounts run very high. The association now has 39 members, and by referring to the list appended it will be seen that they include some of the best known houses:

"American Phonograph Co., Gloversville, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. C. Aschbach, Allentown, Pa.; Theodore F. Bentel Co., Pittsburg, Pa.; Bettini Phonograph Co., New York; Blackman Talking Machine Co., New York; J. F. Blackman & Son, New York; Sol Bloom, New York; Frank E. Bolway, Oswego, N. Y.; Boston Cycle & Sundry Co., Boston, Mass.; S. B. Davega, New York; I. Davega, Jr., New York; Douglas Phonograph Co., New York; Eastern Talking Machine Co., Boston, Mass.; Eclipse Phonograph Co., Hoboken, N. J.; Edison Co., Newark, N. J.; Flint & Brickett Co., Springfield, Mass.; Forsyth & Davis, Kingston, N. Y.; J. A. Foster Co., Providence, R. I.; William Harrison, Utica, N. Y.; Jacot Music Box Co., New York; James H. O'Dea, Paterson, N. J.; Pardee-Ellenberger Co., New Haven, Conn.; Penn Phonograph Co., Philadelphia, Pa.; Powers & Henry Co., Pittsburg, Pa.; Victor H. Rapke, New York; Stanley & Pearsall, New York; Benjamin Switky, New York; Talking Machine Co., Rochester, N. Y.; Victor Distributing & Export Co., New York; John Wanamaker, New York; Thomas Wardell, Lowell, Mass.; Alfred Weiss, New York; William Werner, Easton, Pa.; Western Talking Machine Co., Philadelphia, Pa.; Musical Echo Co., Philadelphia, Pa.; H. A. Weymann & Son, Philadelphia, Pa.; Wells Phonograph Co., Philadelphia, Pa."

## ELECTION RETURNS BY GRAPHOPHONE.

Talking machines vs. the megaphone received

a practical demonstration election night at the Free Press office, Detroit, Mich. Hundreds of persons stood in Lafayette avenue and heard the returns called out from the horn of the big Columbia graphophone that was stationed in a window on the second floor.

As fast as the returns—both city, county, State and national—were received, new records were made and the Columbia did the rest. Every one was able to hear every word, and the way the cheers went up for the various favorites showed that there was no question about the vast audience being able to understand everything.

It is the first time the talking machine has been used in Detroit to entertain such a large crowd, and the experiment was most successful.

## UTILIZING STORE WINDOWS.

A Splendid Form of Advertising That Is Open to Every Talking Machine Dealer and Which Brings Big Profits to the Man Employing It.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago can't help but mark the contrast that greets his eye to-day. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passer-by had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste.

But to-day it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in these same windows and you see something. You see, back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad. that appeared the day before, describing the very articles you saw in the window.

A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as a publicity expert very properly says. The most cultured admire a fine exhibit. The most ignorant are influenced by it. The great mass of shoppers are swayed by it. Dollars and cents are hypnotized by it, and the merchant who is wise always remembers this.

Arthur C. Erisman, manager of the Columbia Phonograph Co.'s store in Toledo, O., is one of the hustling and successful talking machine men in that section of the country. He has the knack of capturing high-class trade, and has built up a splendid following in his city.

# VICTOR SERVICE

WHY WE CAN GIVE YOU THE BEST

We are the only Victor distributors in the East who devote an entire store to the Victor line. We have the space and facilities for carrying at all times as large and complete a stock of Victor machines and records as that carried by the factory.

We can guarantee to ship all orders the day they are received. Our shipping department is located in the very heart of the wholesale district of Boston with its numerous daily express collections covering every point in the United States; it employs a large and efficient force who give their entire time and attention to the filling of Victor orders.

We place all records in separate envelopes immediately upon receipt from the factory and deliver them in the same envelopes. Thus the retailer receives his records in the best shape to handle and in as perfect condition as when shipped from the factory.

JOBBER and DEALERS in  
**Disc Records**

**DO YOU USE  
ENVELOPES?**

Our envelopes are used by  
75 per cent. of the largest  
jobbers.

Their superiority is proved  
by the numbers of duplicate  
orders we receive.

Ten different styles and  
sizes. Samples and prices  
on application.

**M. STEINERT & SONS COMPANY**

DISTRIBUTORS OF

VICTOR TALKING MACHINES—VICTROLAS, AUXETOPHONES, HERZOG FAMOUS DISC CABINETS

35-37 Arch Street

BOSTON, MASS.



## THE QUAKER CITY NEWS BUDGET.

Jobbers and Retailers Conservative in Their Reports of Business—Musical Echo Co.'s Good Report—Interesting Chat With Horace Sheble—To Introduce a Combined Talking and Moving Picture Machine After the First of the New Year—Cost of Brass Ascends—An Australian Visitor—Bauer Co.'s New Quarters—College Songs Favorites—Old Operas Wanted—Victor Advance—Phonograph Parties—Records of Christmas Carols and Songs in Demand—Talking Machine as a Barometer—Penn Co.'s Display—Good Business With Wells Co.—The News of the Month Set Before Our Readers Briefly But Interestingly.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 10, 1906.

Talking machine jobbers and retailers are conservative, as a rule, in their reports concerning business. From fair to fairly good is the general opinion expressed as to November trade. At present writing holiday trade is just commencing, and it is expected to be very good, although many frankly say they hardly expect it to be up to last year's high-water mark. Said one large retailer: "When the holiday business comes it will come with a rush—this year. That's my opinion of it. In the aggregate it will be quite satisfactory, but not what we would like it to be."

The Musical Echo Co., Chestnut street, have the good fortune to be very busy, and sales continue good on all lines. The talking machine concerts given in the company's fine music hall have much to do with the good trade enjoyed, backed up by good salesmanship and pushiveness.

Steady business is reported by the main branch office of the Columbia Co., Chestnut street. Trade, they say, has shown no spurts, but has kept at a good, steady pace, which, all things considered, is satisfactory. The several retail branches are going along on about the same plan.

In a trade chat with The World Horace Sheble, secretary of the Hawthorne & Sheble Co., Jefferson and Howard streets, said: "Our company is 'snowed under' with business. We have more business than ever before by fully 100 per cent. In the past four months we have turned out three times as many goods as we did the corresponding time a year ago. Trade as we find it is in a very healthy state, and we are very sanguine of the outlook. Busy in the factories? Yes, indeed. We have more hands employed now than ever before. We have two plants in Philadelphia and one at Bridgeport, Conn., and all are running at full capacity. Mr. Hawthorne, who is at Bridgeport, will return permanently to Philadelphia some time during the coming month. There is need of additional executive management. We have been so busy we haven't wanted additional salesmen. We will be glad to catch up with orders before planning to take on additional salesmen. Have we anything new? Yes; a new illustrated song machine—a machine which will play and have moving picture accompaniment. We expect to get it out after the first of the new year. It is a question whether we will sell the machines or operate them under our management. We have not decided the matter yet. There is no machine on the market that will accomplish what our machine will. It is fully covered by patents, and will add to the attractiveness of amusement arcades and similar places. Our new line of artistic flower horns we put on the market, believing the time had come when a better grade of goods were wanted. Sales of the horns have increased to that extent that we are now selling numerically as many flower horns—high-grade goods—as we do of the cheap goods. We do everything connected with horn manufacturing. We are employing 600 people. All metals have advanced in price. As an instance: I recently placed a contract for brass, and it cost us \$8,000 more than the same contract cost us last year. We recently received orders for over 25,000 assorted horns from a domestic firm, and another for 5,000 horns from a firm in England. We are at present turning out an average of 1,700 finished horns per day, and they retail at from one to twenty-five dollars. The principal demand to-day is for the flower type horn. The buyers seem to prefer nickel-plated ones. We have one of the largest nickel-

plating plants in the East, and are running four dynamos in order to produce sufficient electrical current. Horns being quite bulky goods, we average from three to five carload shipments per day. No; we have no trouble in getting cars. We have recently purchased and installed a large amount of additional machinery, and will install more when we can get it. On some of the machinery ordered the best delivery we could get was one year. During the past sixty days we have installed forty machines, consisting of lathes, drills, planers and automatic screw cutting machines."

Frank Albert, of J. Albert & Son, Sydney, Australia, was a visitor the past month to the Hawthorne & Sheble Co. headquarters. Albert & Son are large Edison jobbers and dealers, and carry a large stock of the H. & S. Co. goods. Another visitor was F. M. Prescott, representative of the International Record Co., at Berlin, Germany. He reported that trade in Germany was very good.

The Bauer Co., manufacturers of Stewart banjos, banjo drums and Bauer mandolins and guitars, largely handled by talking machine dealers, recently removed to 726, 728 and 730 Girard avenue, in the Germania Theater Building. Said President E. Bauer, of the company: "We took a lease here November 21, and have just moved in. The quarters are more central, have good light and conveniences. No; we hardly required more room, as our business has got down to a regular level water mark. Trade is going along steadily. We are having good business on our banjo drum. We closed a large contract with a Melbourne, Australia, firm the past week. The demand for our other lines is very good, and the trade outlook is quite satisfactory."

"College songs take well in this neighborhood," said a West Philadelphia retailer. "I have numerous calls for records having favorite college songs on them. You see, I'm near the University of Pennsylvania, with its hundreds of students, and, as a rule, every mother's son of 'em likes music in some shape or another. Many of them are excellent performers on various musical instruments. They have their glee, mandolin and other clubs, and generally go in for music and singing. They show a partiality for talking machines, and in their quarters, during proper hours, many of the students have high old times listening to new and old songs, glees and other phonograph pieces. I can't say the records the students buy are excessively classical; in fact, they usually go in for something fast and devilish—but that's natural, you know. Youth will be joyful and merry, and I don't blame them for enjoying themselves after their long hours of study."

"Business is picking up," reported the Philadelphia Phonograph Co., North Eighth street. "If the record manufacturers will only get up records of popular operas like 'Erminie.' I believe they would sell better than 'Il Trovatore.' The latter is favored by lovers of music of a classical order, but does not take with the general run of people."

In a trade chat Manager Brown, of the advertising department of the Victor Talking Machine Co., Camden, N. J., said: "We are growing. Business in 'talkers' and accessories is booming all over the country. We are thousands behind in orders, but are doing everything we can to keep distributors supplied. Our innovation, the complete opera of 'Il Trovatore' on twenty records has been a great success. Our advertising is being increased, not diminished. We have taken one of the big electric signs at Broadway and 37th street, New York City. It is between

the Manhattan and Metropolitan theaters, and will be seen by countless people daily. We arranged to have it lit up December 9. It can be seen as far down as 26th street. The new addition to the Front and Linden streets (Camden) plant is almost completed, and we expect to occupy it in about 50 days. Work on the new laboratory and office building, opposite the main plant, is progressing. Forms for concrete are up to the first floor. We are away behind on orders for both Victrolas and Auxetophones, but are vigorously trying to supply distributors. We have just issued our new catalogue of machines, horns and accessories supplied by the Victor Co. The general outlook is excellent for business and holiday trade promises to be exceptionally brisk. C. G. Childs, manager of the laboratory, has been busy since the arrival of great operatic stars recording Red Seal records. The export department reports a big increase of business."

President Eldridge R. Johnson, of the Victor Co., is at the main plant, and will probably remain in Camden all winter. He is well pleased with the business situation. Vice-President Leon F. Douglas is reported happy in California, where he is enjoying a vacation. George D. Ornstein, manager of the sales department, took on several additional salesmen the past month, and all hands are very busy. Improvements of various kinds have been made in and about the large Victor plant, all with a view to expediting work and getting out orders.

A phonograph party was a novelty enjoyed by a number of North Philadelphia young persons the past month. Only young men and women owning phonographs were invited, and each guest brought a "talker" and fireworks. Tunes were played without titles being made known, and a dozen "just out" records were given as a prize to the one correctly naming the largest number of pieces played. The "booby" prize was a new needle. A midnight supper ended the party, which was voted to be enjoyable in every way. The idea bids fair to spread, and phonograph parties may yet become numerous.

Fred Thielmann, 1721 Columbia avenue, is pushing sales of Edison talking machines and records with success. He is having a good pre-holiday demand for medium-priced talkers, and has sufficient stock on hand to meet almost any demand.

At 1036 Spring Garden street, F. B. Elkinton, Jr., is making good show window and store displays of Edison, Victor and Columbia goods. Trade is reported satisfactory and holiday business gives promise of being usually good.

Jonas Shaw, retail dealer in phonographs, Camden, N. J., has purchased the property at 2611 Westfield avenue, where he has been located for a number of years. He will make a number of improvements in order to keep up with increasing business. It is quite likely he will increase his stock of talking machine goods.

"We are fairly busy," reported the Keystone Phonograph Co., North Eighth street. We anticipate a good holiday trade, are sticking to one price, and exploiting goods by making attractive window displays."

The Eastern Phonograph Co., North Eighth street, reports seasonable good business. A line of handsome record cabinets has been added.

"You could tell it was near Christmas," said a Ninth street jobber, "by the number of Christmas carol and song records being called for. To the extent that holidays create a good demand for special pieces appropriate to the occasion, they are a good thing, and help us to dispose of lots of records that otherwise might remain in stock almost indefinitely. The manufacturers have fortunately thoughtfully provided song and music records for almost every holiday and occasion, so that we are enabled to fill almost every demand—even from faddists and cranks; in fact, we can get up special records when wanted. We have a singer come and warble or play the tune wanted on a recorder, and there you are—special tunes made while you wait! I feel sorry for certain unknown persons who, this coming Christmas, will listen to an original Christmas carol composed by a well-meaning youth, who labors under the delusion he is both poet and musician."





## They'd rather have a Victor than the money

That's the way customers who buy a *Victor* feel about it. They look upon the money as well-spent and are more than satisfied with the *Victor* and the store that sold it to them.

They get their full measure of fun and enjoyment out of it and keep on buying new *Victor* records all the time.

Think what such customers are worth to you—what great opportunities are before you in the sale of

## Victor Talking Machines and Records

It's more than a matter of dollars and cents. Your business constantly grows larger and goods will keep on piling up.

What are you doing to get your full share of this desirable business? To get in touch with those of the 56,000,000 magazine readers, reached monthly by our advertising, who live in your immediate neighborhood?

Local newspaper advertising, circulars, window displays, are the biggest kind of helps and are profitably used by any number of dealers.

It's surely worth the effort on your part and you can be certain it will bring results.

### Victor Talking Machine Company Camden, N. J.

**P.S.**—A host of other dealers find this plan profitable and it should also be a good thing for you: Place standing orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them). Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

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| <p>Albany, N. Y. .... Price Phonograph Co.<br/>                 Altoona, Pa. .... W. H. &amp; L. C. Wolfe.<br/>                 Atlanta, Ga. .... Alexander-Elyea Co.<br/>                                                 Phillips &amp; Crew Co.<br/>                 Baltimore, Md. .... Cohen &amp; Hughes.<br/>                                                 E. F. Droop &amp; Sons Co.<br/>                                                 H. R. Eisenbrandt Sons.<br/>                                                 Wm. McCallister.<br/>                 Birmingham, Ala. .... E. E. Forbes Piano Co.<br/>                 Boston, Mass. .... Oliver Ditson Co.<br/>                                                 Eastern Talking Machine Co.<br/>                                                 M. Steinert &amp; Sons Co.<br/>                 Bridgeport, Conn. .... F. E. Beach Co.<br/>                 Brooklyn, N. Y. .... American Talking Machine Co.<br/>                 Buffalo, N. Y. .... Robt. L. Loud.<br/>                 Canton, O. .... The Klein &amp; Heffelman Co.<br/>                 Charlotte, N. C. .... Stone &amp; Barringer Co.<br/>                 Chicago, Ill. .... Lyon &amp; Healy.<br/>                                                 The Talking Machine Co.<br/>                                                 The Rudolph Wurlitzer Co.<br/>                 Cincinnati, O. .... The Rudolph Wurlitzer Co.<br/>                 Cleveland, O. .... W. H. Bueseber &amp; Sons.<br/>                                                 Collister &amp; Sayle.<br/>                                                 The May Company.<br/>                                                 Eclipse Musical Co.<br/>                 Columbus, O. .... The Perry B. Whitait Co.<br/>                 Dallas, Tex. .... Thos. Goggan &amp; Bro.<br/>                 Dayton, O. .... The Fetterly Piano Mfg. Co.<br/>                 Denver, Colo. .... Knight-Campbell Music Co.<br/>                 Des Moines, Iowa. .... Edward H. Jones &amp; Son.<br/>                 Detroit, Mich. .... Grinnell Bros.<br/>                 Dubuque, Iowa. .... Harger &amp; Blish.<br/>                 Duluth, Minn. .... French &amp; Bassett.<br/>                 El Paso, Texas. .... W. G. Walz Co.<br/>                 Galveston, Tex. .... Thos. Goggan &amp; Bro.<br/>                 Grand Rapids, Mich. .... J. A. J. Friedrichs.<br/>                 Harrisburg, Pa. .... S. A. Floyd.<br/>                 Honolulu, T. H. .... Bergstrom Music Co.<br/>                 Indianapolis, Ind. .... Carlin &amp; Lenox.<br/>                                                 C. Koehring &amp; Bro.<br/>                 Jacksonville, Fla. .... Metropolitan Talking Machine Co.<br/>                 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.<br/>                                                 J. F. Schmelzer Sons Arms Co.<br/>                 Little Rock, Ark. .... O. K. Houck Piano Co.<br/>                 Los Angeles, Cal. .... Sherman, Clay &amp; Co.</p> | <p>Memphis, Tenn. .... O. K. Houck Piano Co.<br/>                                                 E. E. Forbes Piano Co.<br/>                 Milwaukee, Wis. .... McGreal Bros.<br/>                 Minneapolis, Minn. .... Minnesota Phonograph Co.<br/>                 Mobile, Ala. .... Wm. H. Reynolds.<br/>                 Montreal, Canada. .... Berliner Gramophone Co., Ltd.<br/>                 Moorhead, Minn. .... H. Backenheimer.<br/>                 Nashville, Tenn. .... O. K. Houck Piano Co.<br/>                 Newark, O. .... Ball-Fintze Co.<br/>                 New Haven, Conn. .... Henry Horton.<br/>                 New Orleans, La. .... Nat'l Auto. Fire Alarm Co.<br/>                                                 Philip Werlein, Ltd.<br/>                 New York, N. Y. .... Bettini Phonograph Co., Ltd.<br/>                                                 Blackman Talking Machine Co.<br/>                                                 Sol. Bloom.<br/>                                                 C. Bruno &amp; Son.<br/>                                                 I. Davega, Jr.<br/>                                                 S. B. Davega.<br/>                                                 The Jacot Music Box Co.<br/>                                                 Landy Brothers.<br/>                                                 Stanley &amp; Pearsall.<br/>                                                 Benj. Switky.<br/>                                                 The Victor Distributing &amp; Export Co.<br/>                                                 The Regina Co.<br/>                 Omaha, Neb. .... Piano Player Co.<br/>                                                 A. Hospe Co.<br/>                                                 Nebraska Cycle Co.<br/>                 Peoria Ill. .... Chas. C. Adams &amp; Co.<br/>                 Philadelphia, Pa. .... C. J. Hepp &amp; Son.<br/>                                                 Musical Echo Company.<br/>                                                 Penn Phonograph Co., Inc.<br/>                                                 Wells Phonograph Co.<br/>                                                 Western Talking Machine Co.<br/>                                                 H. A. Weymann &amp; Son.<br/>                 Pittsburg, Pa. .... Theo. F. Bentel Co.<br/>                                                 Pittsburg Phonograph Co.<br/>                                                 Powers &amp; Henry.<br/>                                                 Standard Talking Machine Co.<br/>                 Portland, Me. .... Cressey &amp; Allen.<br/>                                                 Portland Talking Machine Co.<br/>                 Portland, Ore. .... Sherman, Clay &amp; Co.<br/>                 Providence, R. I. .... J. Samuels &amp; Bro.<br/>                 Rahway, N. J. .... Regina Company.<br/>                 Richmond, Va. .... The Cable Co.<br/>                                                 W. D. Moses &amp; Co.</p> | <p>Rochester, N. Y. .... The Talking Machine Co.<br/>                 Rock Island, Ill. .... Totten's Music House.<br/>                 San Antonio, Tex. .... Thos. Goggan &amp; Bro.<br/>                 San Francisco, Cal. .... Sherman, Clay &amp; Co.<br/>                 Salt Lake City, Utah. .... Carstensen &amp; Anson Music Co.<br/>                 Savannah, Ga. .... Youmans &amp; Leete.<br/>                 Seattle, Wash. .... Sherman, Clay &amp; Co.<br/>                 Sioux Falls, S. D. .... Sioux Falls Talking Mach. Exchange.<br/>                 Spokane, Wash. .... Eiler's Piano House.<br/>                 St. Louis, Mo. .... O. K. Houck Piano Co.<br/>                                                 Koerber-Brenner Music Co.<br/>                                                 St. Louis Talking Machine Co.<br/>                 St. Paul, Minn. .... W. J. Dyer &amp; Bro.<br/>                                                 Koehler &amp; Hinrichs.<br/>                 Syracuse, N. Y. .... W. D. Andrews.<br/>                 Toledo, O. .... The Hayes Music Co.<br/>                                                 A. J. Rummel Arms Co.<br/>                                                 Whitney &amp; Currier Co.<br/>                 Washington, D. C. .... John F. Ellis &amp; Co.<br/>                                                 S. Kann &amp; Sons Co.</p> |
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Fill out,  
cut off, and  
mail this  
Coupon  
to-day.

**CUT ALONG THIS LINE.**  
 Victor Talking Machine Company, Camden, N. J.  
 Please send me illustrated catalogue of Victor Machines and  
 Records, with full trade information and names  
 of my nearest distributors.

Name.....  
 Street.....  
 City.....  
 State.....  
 F.....



He was here t'other day, and recorded his 'inspiration.' If he comes again the hands say they will go on strike. But, as I view it, we must take the bitter with the sweet. That young man 'paid his way,' and so I'm satisfied."

W. P. P. Bradley, representing the International Record Co., Auburn, N. Y., is here for two or three days. Dependent on locality, he says trade is fair to very good. In the West business is quite brisk.

"We can sell rag-time records to colored persons," remarked an Eighth street dealer; "but Orangemen won't buy 'Wearin' o' the Green.' To quite an extent we can tell the nationality of a customer by the records he purchases. When there's opera in town we know it, as a rule, on account of the demand for selections from it. The talking machine is quite a barometer of many things of current event."

The Keen Co., Eighth and Cherry streets, have sublet part of their large store to a retail cigar dealer. The company reports that trade picked up very well the past month and is now much better than it was. They have had a good call for the Victor "Il Trovatore" records. They have just added a large stock of International Record Co.'s records.

At the Wells Phonograph Co.'s office, North Ninth street, a representative said: "Holiday business is just starting, and it is too early to say what it will be. Our November business was good—in excess of that a year ago at the same period. We could have sold a lot of Victrolas if we could have got them. Of course our mainstay is Edison business, and we have in a most complete stock of records to meet any demand."

Among recent trade visitors were: T. O. Esibel, retail dealer, Bridgeton, N. J.; George Arnold, retailer, Glassboro, N. J.; J. P. Jones, retailer, Sunbury, Pa.; B. Brown, Coatesville, Pa.; Fred T. Sheeter, Clearfield, Pa. Almost all of them gave cheerful reports of trade conditions.

The Western Talking Machine Co. have removed from South Ninth street to 41 North Ninth street, where they occupy basement, first

and second floors of a good sized building. Manager Rynick said they had far better facilities and far more room. Trade keeps up quite well, and the outlook is cheerful.

S. Ford has retired from the Disk Talking Machine Co., and is now salesman with Lyman & Co., musical instruments. The Disk Co. is undergoing a change of ownership. S. S. B. Campbell and William L. Zeigler, both of whom were formerly with the Columbia Co., are now managing the Disk Co., and later on may have something to say. Mr. Zeigler stated business was improving, and the prospects good for holiday business.

"Trade is moving along very nicely, both in our wholesale and retail departments," said Manager Lewis, of the Lewis Talking Machine Co. "The main trouble we have is to get the goods we want, not to sell them. We are entirely out of \$45 machines." Edward Smullen, salesman with the company, is now a happy Benedict.

At the Penn Phonograph Co.'s large warerooms on South Ninth street, the offices have been moved back in order to display a large number of record cabinets made by the Herzog Art Furniture Co., of Saginaw, Mich. Business the company reported to be fairly good, with bright outlook for brisk holiday trade. Five sound-proof booths, 8 by 12 feet, permit salesmen to give excellent demonstrations.

The fact that there is a strong undercurrent of feeling in jobbing circles against manufacturers who, through concerns they are charged with owning or controlling, are selling to jobbers' customers should be noted. One large jobber the past month lost a large order to a concern which, he states, he found to be owned virtually by the manufacturing concern of whom he had bought his goods. "There is trouble ahead," seems to be the general impression of more than one jobber, "unless manufacturers religiously protect the interests of legitimate jobbers."

The Georgia Phonograph Co. is the title of a new firm of Columbia jobbers and retailers who have opened up in Columbus, Ga.

## HOW EDISON CONCEIVED THE IDEA.

Of Reproducing the Human Voice Through a Mechanism Called the Phonograph,

In conversation the other day a friend of Thomas A. Edison volunteered the information that it was his belief that the wizard conceived the idea of the now popular phonograph from a mountain echo. Said this friend: "Mr. Edison was driving one day in the West Orange Mountains when a friend, who was with him, shouted to a farmer and inquired something about the locality. Mr. Edison leaned back in the carriage as the words of his companion were reverberated from hill to hill. Mr. Edison spoke at once and said, 'Why not reproduce the voice?' and that led to experiments. Speaking of Edison's wonderful faculty of invention, a graduate of an Eastern university recently said, 'Edison has that peculiar and extra quality of mind which enables him to so embody the conceptions of practical use, and he has the power to embody these conceptions in such a way that they can be reproduced by the hand of man. Together with this quality of the imagination, Edison has that manual dexterity which enables him to put his ideas into such concrete form that a man not possessing any of the extraordinary gifts of Edison practically can apply these ideas and utilize them not only for amusement and business as the phonograph is used, but also for the advancement of the human race, as in the case of the phonograph.'"

The Colonial Government having experienced considerable difficulty in obtaining laborers for work on the Queensland plantations, hit upon an original plan which has proven very successful. Native laborers at present employed were induced to speak into a talking machine their satisfaction with their treatment and the wages. The records thus made were sent to the Pacific Islands and reproduced for the benefit of the natives, with the result that many were induced to go to Queensland.

**WHEN PLACING YOUR HOLIDAY ORDERS**

**REMEMBER**

That we are exclusive **VICTOR JOBBERS**, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

**WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY**

**NEEDLES**

**PERFECT**

**MEDIUM**

**QUIET**

These are the brands manufactured by us. They stand for **A1 QUALITY**. Millions of these styles are sold by us every month to satisfied customers. **ARE YOU ONE OF THEM?**

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

**Place your orders promptly if you wish shipment before the Holidays.**

**AMERICAN TALKING MACHINE COMPANY**

586 FULTON STREET,

BROOKLYN—N. Y. CITY

**Largest Talking Machine House in the City**



### GOOD REPORTS FROM ST. LOUIS.

Manager Clancy Assumes Duties at Columbia Co.—De Wolf Hopper Mr. Ramsdell's Guest—Hearst Buys Records—Thiebes-Stierlin's New Talker Department—Koerber-Brenner's Big Trade—Trade Situation Analyzed.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 8, 1906.

The talking machine trade in every department is in a most excellent condition, and all are having a difficult time in getting goods. The record demand is especially good, and there is a heavy call for the best grade of machines.

T. P. Clancy assumed his new duties as local manager of the Columbia Phonograph Co., on Monday, November 19. W. C. Fuhri left on Saturday, November 24, to assume his new duties as superintendent of the Western territory, with headquarters in Chicago. This concern reports trade very good.

D. S. Ramsdell, manager of the St. Louis Talking Machine Co., reports trade at its best, with no signs of cessation. He states that their only trouble is in getting goods. This concern sold their first Auxetophone recently to a prominent local citizen.

One day recently Mr. Ramsdell had as a guest the famous actor, De Wolf Hopper, who was playing an engagement here. After hearing a few records he expressed his great pleasure and made arrangements for a Victor No. 6, to be used at a theatrical party supper, which he gave later in the week. A feature of the affair was the record, "Casey at the Bat," which is Mr. Hopper's own personal production, which was played several times, much to the pleasure and gratification of Mr. Hopper and his guests.

W. R. Hearst, recently a candidate for Governor of the State of New York, spent a day here on his way to Mexico. While here he purchased over \$100 worth of records from Mr. Ramsdell.

Eugene Ketterer, a bright and progressive young man, who has been with the Conroy Piano Co., has been appointed manager of their talking machine department to succeed T. T. Clancy, resigned. He reports trade very good, and ahead of last year.

The Western Talking Machine Co., it is stated, have retired from business here. Their stock was purchased by the Silverstone Talking Machine Co.

The Silverstone Talking Machine Co. have added another room to their store, which gives them 100 by 20 feet more space.

The Thiebes-Stierlin Music Co. opened up their new talking machine rooms on the first floor of their building on Monday, November 25. As stated, this department is in charge of S. R. Brewer, and it is thoroughly modern in its arrangement, and is being greatly admired.

The Koerber-Brenner Music Co. report a very heavy talking machine trade, and are having considerable trouble in getting goods.

Mr. Wilson, sales manager of the National Phonograph Co., was a recent visitor here.

### RECORDS SUITED FOR HOLIDAYS.

Heyward Cleveland, the manager of the retail branch of the Columbia Phonograph Co., at 372 Broadway, has issued a list of music especially adapted for the holiday season. It comprises a full line of selections of carols and choruses, recitations, Yule-tide songs and tunes, old-fashioned dances, and songs of old, comprising in all thirty-seven different selections. The list is printed in colors on a small four-page folder, and is intended by him for local distribution. In making the selection, such records as are found in both cylinder and disc catalogues were chosen, so that the possessor of either style of machine could reap the benefit. During Thanksgiving week Mr. Cleveland gave another exhibition of his ability as a window dresser, decorating one of the show windows with "jack-o-lanterns" made of genuine pumpkins, lighted from within by electric lights, and a party of young people dancing the minuet. Both of these called attention to the list of dancing records put forth by the Co-

lumbia Co., and which would take the place of an orchestra for the Thanksgiving Eve festivities. The window attracted a great amount of attention and greatly assisted in the sales of graphophones and records.

### TERRIBLE MYSTERY SOLVED.

A Happening at the Martha Washington Hotel—Foreigner's Voice Heard Where Women Only Hold Fort.

A scandal was averted in the Martha Washington Hotel a week or so ago, according to the New York correspondent of the Chicago Tribune, by the efficient sleuthing of the house detective. The hour was late and all the elderly spinsters' slumbers were untroubled, when a strange sound was heard, a man's voice above the parlor floor—at 12 o'clock. Curl papers and kimonos were the costume most in vogue among the whispering group that gathered in the hallway. They listened, and once again a man's voice disturbed the conventional halls of the hotel.

"Je vais faire des emplettes ce matin," observed the intruder. "Je vais, tu vas, il va," he added in a clear tone.

It couldn't be the watchman or the clerk. It clearly was a stranger, a foreigner. A bunch of curl papers and kimonos detached themselves from the shuddering group and marched down to the office.

"Where's the head bell girl," demanded their owner.

"She has gone home, madam," said the clerk. "What can I do for you?"

"There is a man—a creature—a foreigner, upstairs."

Kimonos and curl papers withdrew discreetly into the shadows at the approach of the house detective. The latter approached the door of the bedroom and listened.

"Je connais le fils du jardinier," asserted the incriminating masculine voice. "I know the son of the gardener," it added, obligingly.

The house detective thundered at the door.

"What is it?" asked a startled feminine voice.

"There is a man in your room."

The door flew open and revealed the indignant face of the occupant.

"Man, indeed. I'd have you know that I'm studying French out of a phonograph, and if those old—"

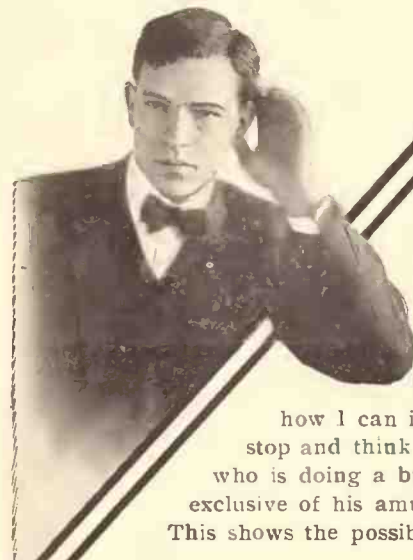
There was a soft murmur of curl papers receding, and the hall was clear.

### ONE ON CAL. STEWART.

Cal. Stewart, of Uncle Josh fame, bears a strong facial resemblance to the once great exponent of the free coinage of silver, William Jennings Bryan, and the following story is told illustrative of that fact. Not so very long ago, when he was making a tour through the West, he went out on the rear platform of the last car while it was making a brief stop in one of the towns en route. He noticed that a large number of people hastily gathered around the car, and imagined that his fame had been conveyed to them through the multitude of records reproducing his melodious voice. After letting them take a good look at him, he retired to the inside of the car. In a few minutes the porter came in and said: "Is you Mistah Bryan? Dem folkses outside wants you to make dem a speech." Rumor has it that "Uncle Josh" was so upset that he could not get off a funny speech for two whole hours, and any one who is familiar with him will appreciate what that means.

### TALKERS FOR VIENNA CONSERVATOIRE.

The Gesellschaft der Musikfreunde, who are the governors of the Vienna Conservatoire, have decided to establish a collection of talking machine records for the use of that institution, thereby following the example of the British Museum and other well-known educational authorities. It is intended to preserve records made by all pupils when leaving who have gained prizes at the Conservatoire, and in addition many records by distinguished ex-students have been secured.



# Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.—and just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of \$15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

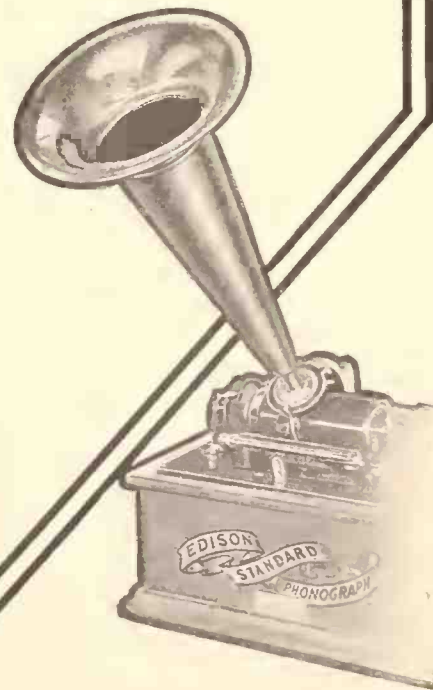
### I. C. S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of Language Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not find out in detail what I can do for YOUR particular business? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools

Scranton, Pa.





## TALKING MACHINE AND TELEPHONE.

Here Is an Up-to-Date Method of Keeping in Touch With Your Customers, Mr. Dealer.

One cannot peruse a daily paper or magazine nowadays without his gaze falling upon an article on the talking machine and its constantly increasing popularity. The following, which is taken from the Philadelphia Record, emphasizes this fact:

"Sunday is not a busy day for the telephone girls, especially in the central part of the city, so, to fill in the time they have invented an amusement. When calls are infrequent the hello girls will ring up some friend who has a phonograph and get it on the wire. This is quite easy and consists of merely placing the transmitter before the big horn of the phonograph. Sometimes a dozen girls will be listening to the phonograph at the same time. The private



HEARING THE LATEST RECORDS.

branch operators in the newspaper offices and those business houses which keep their 'phones open on Sunday morning are also in on the fun. On a very dull Sunday morning there are frequently 25 hearers in all parts of the city of a phonograph that is playing far uptown."

Is there not a great opportunity here for the display of inventive genius? Could not an instrument be invented which when attached to the receiver of a telephone would throw the sound out into the room with great volume and clearness even though the phonograph was far away? Think for a moment what this would mean to you, Mr. Dealer. When your new list of records arrived, your operatic selections, for instance, and there was one which you thought might appeal particularly to a certain customer, you could call him up on the 'phone and let him hear it in the comfort of his own fireside, and in all probability get his order for others at the same time. A man is never more approachable than when, after a good dinner, he is ensconced in the luxurious depths of an easy chair, basking in the aroma of a highly-flavored Havana. Let us picture the scene:

His telephone is at his elbow, and when you ring him up, he picks up the receiver joyfully with the remark, "I'll bet that's Jones, the talking machine man. Hello! Is that you, Jones? Got some more records in, have you? All right, put one on; I'll be glad to hear it."

Then follows a telephonic phonographic rendition of a comic song which tickles him mightily, and he expresses his appreciation as follows: "Say, Jones, old man, that's a corker! Got any more like it? What! lots of 'em? You have? Well, say! I'm in a talking machine humor tonight; send a boy up with your whole list, will you? You will? All right, thanks. Good-bye."

Even the present development of the telephone admits of this method of keeping in touch with your customers, and it will pay you to give it a trial. I only make this suggestion after numerous experiments which have proven the scheme entirely practical. Only the other evening a

friend of mine gave a phonograph concert in his home at which selections were rendered by several talking machines in different parts of the city, and the effect was novel to say the least.

As above stated, a talking machine concert by telephone is possible at the present time, but if an amplifying device could be thought of to attach to the receiver and magnify the volume, it would mean a huge fortune to the inventor, and you, Mr. Dealer, should work your brain overtime and endeavor to win this fortune. No one is more closely in touch with both telephone and talking machine than yourself, and the idea may come to you "all in a bunch," who knows?

HOWARD TAYLOR MIDDLETON.

## PIANO DEALERS AWAKENING

To the Fact That the Talking Machine Proposition Is a Profitable One and Are Therefore Taking the Advice of Friends in Adding Talking Machines as a Side Line.

That the music trade have finally and fully awakened to the fact that the talking machine proposition is profitable and entirely creditable, the experience of those who have added this department is of value to the "doubting Thomases" who still linger on the fence. For example, the following is related of one of the shrewdest and most successful piano dealers, who had held off from taking on talking machines for special reasons:

"You see," said the music dealer, "my next-door neighbor was in the talking machine line, and I noticed he was doing a fine business. We had agreed that if he refrained from handling sheet music I would keep my hands off his line. All well and good. After a while, however, the neighbor commenced selling sheet music, and then I immediately put in a talking machine department, and it paid from the start; in fact, this department alone pays the rent of my store, with something over. Then, besides, not a few customers have become interested in pianos and small goods, and this is an additional profit—possibly that I would never have had but for the talking machine. To sum it up, a music dealer who does not put in talking machines is a chump with a big "C."—Music Trade Review.

## A HANDSOME CATALOGUE.

The Ball-Fintze Co., Newark, Ohio, have just issued a very complete catalogue devoted entirely to talking machines and accessories. It comprises some seventy-two pages, the illustrations embracing everything from needles to elab-

orate machines and cabinets. Carrying cases, record racks, cranes, numerous styles of horns and tools of all kinds are also included. The book itself is convenient in size, nicely bound, and is very artistic typographically.

## TO PHONOGRAPH NOISE NUISANCE.

Proof of What We Suffer to be Obtained by Mrs. Rice's Society.

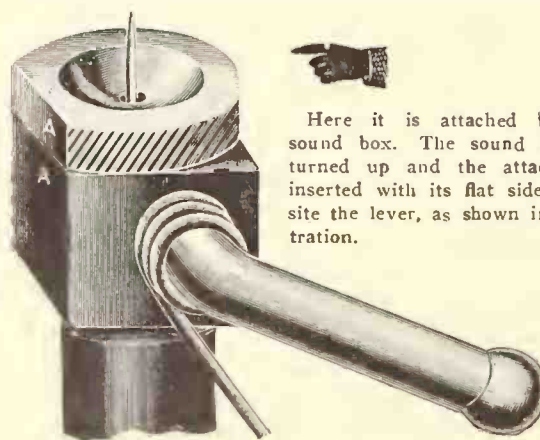
Mrs. Isaac L. Rice, of Riverside Drive, through whose efforts unnecessary tooting by craft in the waters hereabouts has been suppressed, is organizing a society to quell the strident voices and noises of the town, particularly in the neighborhood of hospitals. The blowing of horns by vendors; the jangling of the junk cart bells, the discords of the hand organs and the German bands and the cries of the sellers of vegetables, ice and coal will be tackled, and the board of health will be asked to banish all of them. Mrs. Rice says that the bedlam of sounds around the hospitals has been responsible for the deaths of patients of sensitive temperament who had undergone operations and needed absolute quiet to get sleep.

Many eminent men and women are members of the new society, and the applications for membership are coming in fast. Mrs. Rice will not give out the names of the members until December 15, when the organization will be completed. One of the members, who is connected with a big phonograph manufacturing concern, is working on a specially sensitized record that will be used in phonographs put in the wards of hospitals to gather in the sounds that float in from surrounding streets. The phonographs will not be put into the hospitals until after the organization of the society, and at its meetings the members may hear what sort of things the hospital patients have to hear. It is not unlikely that certain parts of the records may be expurgated, especially those that are taken in near the gas house district. The sounds are to be reproduced in the volume they have when they strike the ears of patients.

Owing to the prevalence of rabies among the dogs of Hartford, Conn., the authorities ordered every dog muzzled, unmuzzled dogs to be shot wherever seen by policemen. Sedgwick & Casey, Victor dealers, took advantage of the situation to decorate the plaster Victor dog in their window, with a muzzle, a heavy collar and a strong chain. The effect tickled the crowds who stopped to look in the window, and they couldn't help seeing the portions of the line that was displayed.

## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO



## SHALL BUSINESS BE RESTRICTED?

Some Pertinent Comments by Traveling Men Regarding the Danger of the Talking Machine Business Being Overdone.

One of the wholesale representatives of a large New York jobbing house fears that the talking machine business may be overdone through too many small dealers getting in the field. He has recently returned from a trip through New York state, and in regard to the subject said to The World: "Many of the towns I struck were practically at a standstill in the talking machine business. The trouble was that nearly every store had dabbled into the business to a greater or lesser extent, and barber shops, hardware, dry goods, drug and nearly every other kind of a store was advertising them for sale. The result was there was a glutted market and miserable assortments of records and no chance of placing new orders. I believe that restrictions should be placed on dealers, and that they should be in proportion to the number of inhabitants in any town or city. Too many dealers has a tendency to kill any article, particularly the talking machine. The stocks of records are invariably small, and many of those handling machines regard them as a toy, and the sale of which is only an incident or accident in their business, and are perfectly willing that the purchaser should buy records wherever possible. These conditions do not exist to such a great extent in the large towns and cities, but in places of ten thousand and under. I think that the matter of territorial rights could be taken up by the talking machine trade to advantage."

## TALKING MACHINES IN INDIA.

India is a great country for talking machines, and thousands of them are in use there. The native who can command the price wants a talking machine, and the records he delights in are those which reproduce the native songs. The American machine leads, and there is room for more.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

**EDWARD LYMAN BILL**  
 Publisher. 1 Madison Ave., New York

## TALKERS AND SENTIMENT.

According to a Leading Dealer the Talking Machine Is Associated With Some of the Most Sentimental Happenings of the Day, Thus Helping to Keep Alive the Most Beautiful Side of Humanity—Interesting Chat.

Except when a phonograph is turning out some such pathetic melody as "A Message from Home, Sweet Home," one rarely thinks of that instrument in connection with real sentiment, and yet it has a use of this kind that is growing rapidly all over the world. "It has become a common thing," remarked a man in the business, "for elderly persons to come into my store, have records made, and take these records off with them to their safe deposit box to be given to their children after death. It is pathetic to hear a man of middle age speaking into a phonograph the speech he wishes his children to remember him by. Sometimes he has the speech prepared in writing; again he may have simply a few notes from which he elaborates his little address. As a rule, these remarks are brief moral lectures, and are usually beautiful, since they are so simple and so sincere."

Fathers of families are not the only ones who put the talking machine to such sentimental usage nowadays. It is not an uncommon thing to have a mother accompanied by a child go into a shop where such things are sold to have a record made of some childish speech that will be sent to the little one's father, who is a long distance from his family. Only the other day the newspapers printed a story of a woman in Denver who is dying of a lingering illness talking into a phonograph every day that her husband might have a record of her voice after death came to her. Now and again one hears of sweethearts using the talking machine for the same purpose—a case in point being that of an elderly bachelor of this city, who begged the woman he is in love with, but who would not marry him, to talk into his phonograph that he might always be able to hear the sound of her voice. The capabilities of the machine were doubly illustrated in this particular instance, since the woman spoke for the record in French.

A still more striking illustration of the sentimental uses to which the machine has been put has been furnished to one firm that manufactures these machines in a Connecticut city. There are many Hungarians in the town, and of late the superintendent of the factory has been surprised by several of these Hungarians going into his office and asking to have speeches in their native tongue recorded on the machines he makes. Inquiry showed that these foreigners had discovered that there were phonographs in their native towns, and they were sending the records home to be reproduced as a surprise for their parents and friends. Naturally, these little speeches were of a particularly affectionate nature.

That the use of the talking machine in this particular manner is growing rapidly is shown by the increase in the sales of blank records, and also of the numbers of persons who go into the shops where the machines are sold to not only have speeches recorded, but also to have messages reproduced. There is never any charge made for this work beyond the original cost of the blank records, since such accommodations are recognized as being a good advertisement for the machines themselves.

"Laugh and grow fat" is an old saying, but laugh and grow prosperous is the new version made possible by the "talker." When you have tried over your laughing records, have you ever noticed the similarity of the tones—all made by the same man. George Johnson, a negro with a most infectious laugh, has made his living for several years by making entire laughing records and parts of records where humor was unconfinned. He is paid from \$1 up for his "songs" and he has been known to sing over fifty songs in one day and come up smiling at the end.

## A good start for the New Year

Make up your mind that you are going to give your customers the best kind of service during the coming year—better than they can possibly get elsewhere—and don't let your jobber stand in your way.

If your jobber isn't prompt in filling your orders, it's out of the question for you to give prompt attention to the wants of your customers—so long as you hold on to that jobber. Better jack him up and get on with a new one right at the beginning of the year.

You ought to get in touch with a jobber who appreciates your business and shows it by looking after your interests. Long waits for goods, with numerous promises, will then be a thing of the past, your business will run along easier and you'll be on a better footing with your customers.

We can give you the kind of service that will be the greatest help to you. An unequalled assortment of fibre cases, English needles, trumpet horns and other accessories, besides a complete line of Victor talking machines and records; and shipment always made the same day the order is received.

Why not write for a copy of our latest catalogue and see if there isn't something we can do for you right now?

### The Victor Distributing and Export Company

77 Chambers Street New York





Does your office boy sometimes forget to note a telephone call received during your absence, or is he ever unable to give you a verbatim report of what was said?

Then you need a telegraphone.

Do you ever give or receive an order, or transact business of any kind over a 'phone, and sometimes get into misunderstandings as to just what was said or was not said?

## Then you need a Telegraphone

It will be but a short time before you discover that you cannot get along without an instrument which will automatically record every message which comes or goes through your 'phone, to be reproduced whenever and as often as you may choose, in the very tones and inflections of each speaker.

Even when no one is in attendance in your office, "Central" will say to the one who calls you up: "The gentleman is out, but talk your message into the 'phone; his telegraphone will repeat it to him as soon as he comes in."

Don't you want to know all about this wonderful yet simple invention?

With your permission, we should like to mail you, postpaid, a complimentary copy of our illustrated *Telegraphone* booklet describing this unique invention, which is already beginning to exert such far-reaching influence upon the scientific, social and commercial life. *To avoid all chance of error* in mailing this booklet, please write very plainly:

Your first name spelled out:	Middle initial:	Your last name:
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Our object in the free distribution of these interesting booklets is primarily to inform the public of the practical capabilities of this remarkable discovery, and so by returning this blank, with the particulars asked above, you will be placing yourself under no obligations whatever to us. But in the belief that you will wish to take advantage of a most unusual opportunity to make a small, safe and very profitable investment, we shall mail with the booklet full information as to how you may secure a few shares of a limited issue of treasury stock, which is about to be made.

Cut out this blank  
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**Sterling Debenture Corporation**

61 Pine Street, NEW YORK CITY

**Buffalo Times**—"The one weakness of the telephone as a means of communication—that it keeps no record—has been eliminated."

**Washington Post**—"There is no scratching sound, the words coming from the machine as clearly as from the human throat."

**Cleveland Plain Dealer**—"A thoroughly practical piece of office equipment, for which the demand has already outrun the supply."

**Pittsburg Gazette**—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."



## GREAT PROSPERITY PREVAILS

In the Talking Machine Trade in Baltimore—Demand Is for High-Priced Machines—Victors in Big Demand at Eisenbrandt's—Other News from the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., December 10, 1906.

The talking machine business in this locality is experiencing unprecedented prosperity, and the many agents for the various machines in this city universally proclaim that trade far exceeds their fondest expectations, and that the demand for the machines has almost doubled during the past year.

It is not the cheap machine that is most in demand, which is exceedingly gratifying, but the high-priced talking machine that seems to be wanted by the public, and the day of the sale of the cheap instruments seems to be numbered.

George A. Gustin, agent for the Columbia Phonograph Co., 231 North Howard street, stated that the business is unusually good, and that the demand for the Columbia phonograph has increased remarkably during the past few months, and that before the month has passed they will be able to report the greatest business in the history of the company in this city.

William Wigley, who carries a full line of the Victor talking machines and the Zonophone, claims that business is fine, and far better than he expected it to be, and that the recent dull times in the piano trade has not in the least affected the talking machine business.

"I am selling just about twice as many Victors this year as I did last year," stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, "and they are all mostly high-priced machines; in fact, the demand for the machine and all automatic instruments is rather phenomenal."

The firm of Cohen & Hughes, who carry a line of the Victor talking machine, are very optimistic over the talking machine business, and one of their salesmen ventured to state that the business they are now doing far excels their expectations.

## MAY USE GRAPHOPHONE.

The Grand Jury Thinks Seriously of Introducing New Method of Taking Evidence.

The ancient traditions of the grand jury room sustained a shock the other day at St. Joseph, Mo., when George F. Standke, the manager of the Columbia Phonograph Co., appeared before that body to demonstrate the use of the graphophone in the taking of evidence.

Standke placed his machine on the table, next to the big blank book in which it is now the practice to transcribe the evidence of witnesses in long hand, by means of pen and ink, and it was observed that the pens were of the modern steel-tipped variety and not quills, as currently reported. The patriarchs of the jury gathered about the machine, surveying it with the complacency of a red Indian contemplating a mechanical toy.

The demonstrator put the mouthpiece to his lips, touched a spring that started some little wheels to whirring, and, speaking in a loud voice, said: "This is a practical demonstration of the graphophone before the grand jury of Buchanan County, Missouri, with a view to securing a recommendation of the device to the county court, and a request that the court purchase such a machine for the taking of evidence before the grand jury. The advantages of the machine are accuracy, speed and secrecy."

It was observed that a tool with a tiny chisel-shaped point had been plowing a thin shaving of wax from a cylinder, the shaving about the size of a No. 40 thread. The operator then changed this tool for another one, put it back at the starting point, held the mouthpiece in the direction of the jury like a megaphone, and again touched the spring. Then came a voice, like an echo of Standke's words: "This is a practical demonstration," etc. Some of the jurors looked sur-

prised, others pleased, and others again bewildered.

Some objections were imposed by Foreman John E. Lonsdale.

"That machine," he said, "would take the testimony of a witness all right, but how about the questions of the jurors? First I ask a question, then Mr. Noland asks one, then Mr. Hull, then Mr. Andriano—the questions coming from every point around the table, first here, then there—how would the machine catch those questions?"

"Well," said the demonstrator, "I would suggest that you appoint some member of the jury to operate the machine, as you would now appoint one of your own number to write the record. Let him speak both the questions and answers into the machine."

"A good many of our witnesses are Polaks," said Joseph Andriano. "Will the machine record the Polish language?"

"Yes; Chinese, for that matter," was the answer.

After some other questions, relating to the manner of transferring the records to typewriting, which were answered, the demonstration closed; Mr. Standke bowed himself out; the scribe of the jury dipped his pen in the ink, and the inquisitorial body resumed the broken thread of its investigations.

It is possible that the grand jury may recommend to the county court that a graphophone be purchased by the county.

## THE PROGRESS OF MUSIC

Has Really Been by Mechanical Means, Although Some Slurs Have Been Bestowed on Modern Media of Interpretation.

A great deal has been said recently concerning the effect of mechanical music upon people and upon the quality of music itself. Some great musicians believe that the piano player, talking machine and other mechanical instruments that have been devised for the reproduction of music, are going to be the ruin of musical taste and of development of musical genius. But once in a

while we are enabled to see the other side of the question, and recognize the tremendous impetus which mechanical or self-playing media have given to musical appreciation. Some good reasons for this view are given by Collier's in a recent issue:

Although we speak loosely of sweet sounds as musical, music proper exists in nature not at all. It belongs utterly to art. When Lorenzo said to Jessica: "There's not the smallest orb which thou behold'st but in his motion like an angel sings," he spoke beautifully, but in metaphor. Music is the most artificial of the arts, and therefore to some minds, like that of Pater, the purest, since form and meaning are identical. It has also been generally accepted as the most religious. Beethoven exclaimed: "I know that God is nearer to me in my music than to others." And Luther said: "Next to theology I give to music the highest place and honor; and we see how David and all the saints have wrought their godly thoughts into verse, rhyme and song." It seems rather strange, therefore, that this art, being the most ethereal, should be the one which promises to be most mechanically produced. Its progress has been dependent upon mechanical invention, until the orchestra reached its present state, and now every effort of inventive science is turned on the elimination of the human player. Whether or not this effort shall succeed entirely in giving the very best, it is certain to result in giving music of considerable quality a larger place in the lives of millions, and therefore it ought to be one of the most spiritually valuable directions of modern scientific progress.

G. Marconi, the inventor of the wireless telegraph, and a member of the experimental staff of the Columbia Phonograph Co., will shortly return to America with his bride, an Irish lady of title. Owing to the activity recently displayed by various parties in the wireless telegraph field in America, Mr. Marconi deemed it advisable to visit this country and assure himself that his interests were safe and that his patents were not being infringed upon.

SEND FOR CATALOGUE OF

## Blackman Record Cabinets

For CYLINDER and DISC RECORDS

JUST ISSUED



No. 120—HOLDS 294 RECORDS

Our New Cabinet Catalogue illustrates 23 different styles and it will be hard to "Beat It." There are 13 for phonograph records and 10 for disc. List prices from \$10.00 to \$75.00, and the BEST QUALITY for the money in every case. We furnish all styles in either OAK or MAHOGANY. Capacity of phonograph styles, 100 to 375 records; disc styles, 120 to 200 records.

All styles are FINISHED ON ALL SIDES, except the \$10.00 one. All Disc Cabinets hold 10 and 12 inch records.

Blackman Cabinets are fine examples of cabinet work and are an ornament to any parlor.

Every Blackman Record Cabinet is HANDSOME, SUBSTANTIAL, REASONABLE, RELIABLE, and represents BEST quality.

Catalogue and price list furnished on request to dealers who write on business letter-head.

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 Chambers Street

NEW YORK CITY



# Talking Machine Jobbers and Dealers



## DO YOU KNOW

That we manufacture the first complete line of Full Spun Brass Horns, and Spun Bell Horns placed on the market?

That we were the first manufacturers to market a complete line of Flower Horns?

That we have followed up our original conceptions by improving and adding to our line of Horns until to-day we manufacture more styles, kinds, sizes and varieties than are made by any other manufacturer? We do this in order to suit each particular customer.

That we were among the first to manufacture Horn Stands and Horn Cranes, and have constantly improved them?

That our present line of Machine and Record Carrying Cases have developed from our years of experience in making them?

That we own or control a vast number of patents, covering not only our present methods of construction, but many more as well?

That our goods are all sold through our own jobbers? If you desire to know of a jobber in your locality where you can see them, write us.

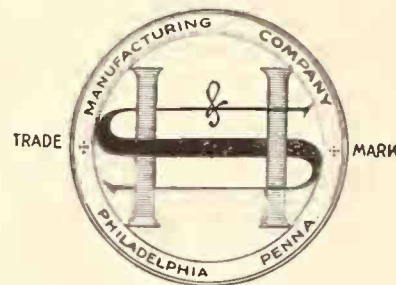
We do not make these statements to sing our own praises, but simply to set you thinking.

If you want the latest goods, of the best manufacture, embodying the most progressive ideas,

Look for this Trade-Mark



IT IS A GUARANTEE  
OF QUALITY



## Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.



**PRESCOTT'S INTERESTING VIEWS.**

The President of the International Talking Machine Co. Says There Are No Trade Restrictions in Europe—Disc Prices Abroad—The World's Business Divided—Talent Better Paid in Europe Than Here—New Copyright Bill Will Help Europeans—Royalty in Europe Not Felt.

Not only is F. M. Prescott, president and general manager of the International Talking Machine Co., Berlin, Germany, one of the most conspicuous men of the talking machine business in any quarter of the globe, but he is also an interesting and impressive conversationalist on trade topics. Shortly after his arrival in New York from abroad, on the "Friedrich der Grosse," of the North German Lloyd line, direct from Bremen, his first trip home in five years, "to eat his Thanksgiving turkey and see his friends," as he expressed it, he chatted informally with The World as follows:

"We are working under no restrictions in Europe; that is to say, there are no fundamental patents, only constructive patents. All you



F. M. PRESCOTT.

need is a knowledge of the process of manufacturing, with sufficient capital, and then you can go ahead entirely free to produce and dispose of your output. The only important cylinder records on the Continent are those of Edison, the Columbia and Pathé Frères in France, the local makers having long since ceased to exist. This, however, is not true of Great Britain, where the cylinder business is fully equal, if not more important than the disc business. the Russell Hunting Co., Ltd., the Edison Bell, Ltd., being the principal local manufacturers. Fully seven-eighths of the product are discs. There are about 20 manufacturers of disc records in Germany alone, but the large majority are small concerns, and not heavily capitalized, and the quality of work is inferior. We get much better prices than are obtained in the United States. For example, four sizes are made, 7 inch, that sells for 60 cents; 10 inch, for \$1.20; 12 inch, for \$1.80; 14 inch, for \$2.40, as turned out by the Gramophone & Typewriter, Ltd., and our company, on which there is a uniform trade discount of 33 1-3 per cent. for domestic sales, and 40 per cent. for export.

"The trade in the United States is not what I consider commercially profitable, in view of the prices prevailing, unless the turnover is tremendous. That is to say, it has got down to the level of a staple line, in which the margin has been cut to the bone—down to hard pau. Were it not for the Berliner patent my company would manufacture its goods here and get the same prices we command in any part of the globe, strictly on quality and repertoire.

"You know," continued Mr. Prescott, with earnestness, "the world, in so far as the sale of their product is concerned," has been divided between the Gramophone & Typewriter, Ltd., of London, England, and the Victor Talking Ma-

chine Co., Camden, N. J., the latter controlling South, Central and North America, and that part of Asia not included in the British colonies. The Edison, Columbia and Zonophone are also well-known in these countries. We, however, operate everywhere, and with a catalogue of 14,000 titles do a splendid business at our prices. I have always believed that there will always be a sale for records at a good price, hence our aim of high quality. Now, we have been in business only three years, and a catalogue of this size is no small accumulation, when it is considered that the European Gramophone catalogue represents 23,000 selections—a fair comparison. You see, the catalogue must be fully developed for each country in which you do business in order to command sales.

"The 'talent' here is not nearly so well paid as with us. For instance, the prices of the recording laboratories in America range from \$2, the lowest, to the average of \$5, sometimes reaching \$10. On the other hand, our figures are nearer \$20 to \$25, and not infrequently running up to \$200 per song, and that not for the so-called celebrity artists, either. In Egypt I paid an Arab 40,000 francs (\$8,000) to sing 40 songs—\$200 apiece. We sell quantities of records in Egypt, Arabia, Turkey and Asiatic territory. The religious feeling is extremely strong in these countries, and the Moslems are zealous worshippers, so that records of extracts from the Koran, and of their hymns and holy pieces sell freely. Sheet music is unknown in these countries, hence the talking machine is therefore regarded with much favor.

"The matter of copyright is bothering us little, if any. Our company has already arranged with the leading publishers in Europe, some of which are exclusive arrangements, and the rest only the right to use the same as any other parties. We are also fully protected on all the Italian classical music owned by the house of G. Recordi, of Milan, Italy. This house is strongly identified with the Societe Italiana de Fonotipia, Milan, which is a sister company of our Odeon Co., in Berlin, and which Fonotipia Company control the Recordi rights for the world.

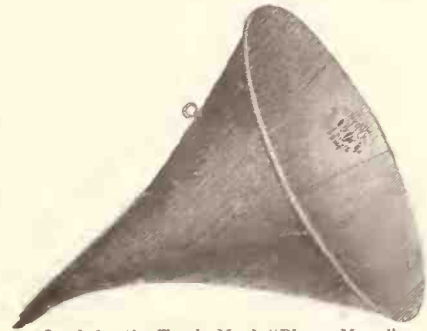
"In the event of the passage of the new copyright bill in the United States we would, to a certain extent, have rights on the European classical music in the United States, which the local companies here have not yet acquired. Besides the copyright feature, we have also tied up with contracts for a long term of years, or either for their natural life, many of the best artists of Europe who sing in Covent Garden, London; Grand Opera, Paris; The Scala, in Milan, and Royal Operas in Berlin, Vienna and other European capitals.

"The copyright royalty is already in effect in Europe, being in France and Italy. The manufacturing companies do not feel this, as it is small, usually 5 per cent. on the list price, which amounts to about 3 cents per record, which has been added to the retail price, so that the public really pay for it. Suits are now before the courts in Belgium, Hungary, Austria, Germany and Spain, and we expect favorable decisions in all of these countries within two or three years, if not before. A talking machine record is certainly a form of music, no matter how it may be argued to the contrary. Berliner acknowledged this in the selection of the Greek word 'gramophone,' written 'sound.' The reproductions of sound appertain to the ear, and this in turn effects the feelings or soul, if you please. I believe Europe is further advanced in many respects in the talking machine line. This is because there is not so much patent restriction, and the competition is much freer to develop and make improvements than in this country."

Mr. Prescott left for Europe on December 1 by the steamship "Patricia," of the Hamburg-American line.

Siegel-Cooper Co., the New York department store, who handle the Victor talking machines, advertised the line quite extensively just before Thanksgiving, and adopted a seasonable conceit in the form of a turkey gazing into a horn.

**FIBRE FIBRE**  
**The "MEGA"**



Look for the Trade Mark "Phono Mega"

(ORIGINAL MODELS)

DESIGNATION	LENGTH	BELL
Junior "Mega"	22 in.	13 1/2 in.
Medium "Mega"	27 in.	17 in.
Senior "Mega"	30 in.	23 in.

**FINISH**

(INSIDE)	(OUTSIDE)
ROAD CART RED	TUSCAN RED
TWILIGHT BLUE	ROYAL BLUE
MOSS ROSE	MOSS GREEN
APPLE GREEN	MOSS GREEN
LAVENDER	MOSS GREEN

GOLD NECK GOLD HOOP  
BAKED GLACE FINISH

**The "MEGA" Recording**



Length, 25 in. Bell, 6 1/2 in.

**FINISH**

(INSIDE)	(OUTSIDE)
TUSCAN RED	ROYAL BLUE
GOLD NECK	GOLD HOOP
BAKED GLACE FINISH	

These models are without a peer for general all around satisfaction.

Our literature will interest every live Dealer. We shall be pleased to send it to you upon request.

We'd like you to know our product. We know you'd like it.

If your Jobber cannot supply you, write us direct.

A Type, Style and Price for Every Requirement.



Trade Mark Registered.

Makers, E. A. & A. G. SCHOETTEL,  
Broad Street, Maspeth, Queens Co., N. Y.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

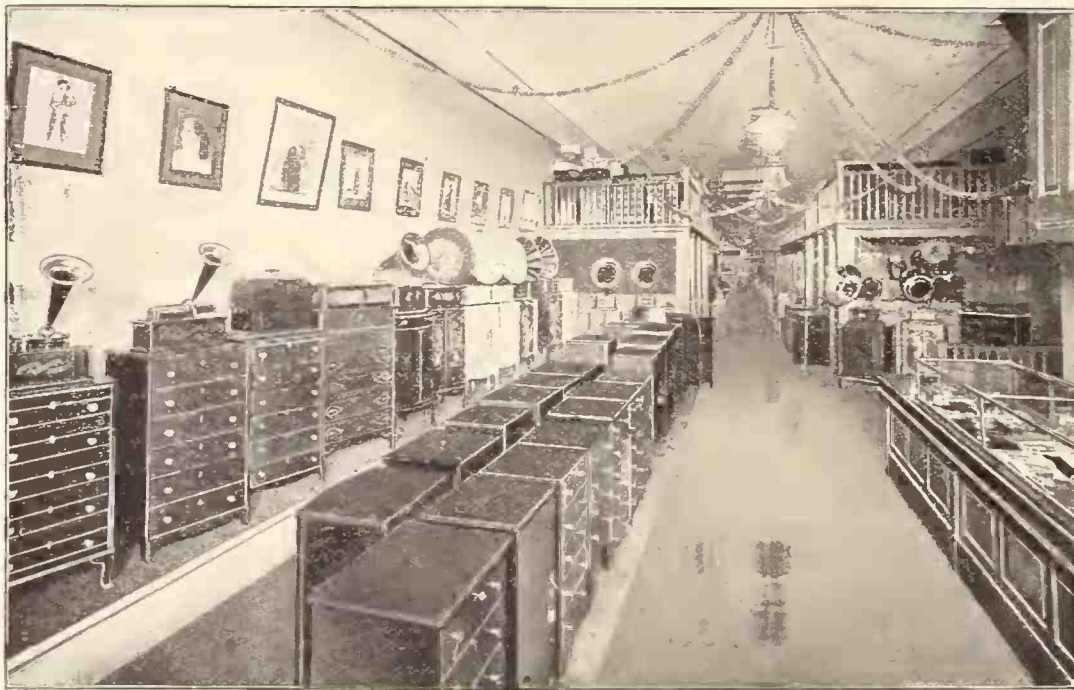
# DOUBLE STOCK

Last season's experience taught us a lesson. We have twice the stock on hand and have never been so well prepared to fill orders. In buying from us you are sure to receive

NEW—FRESH GOODS.

*Our salesroom is at the disposal of dealers.*

*Bring your customers here, if you like.*



*If you have a customer for a high grade Cabinet or outfit—we will help you make the sale—no charge.*

We carry the complete Edison Foreign Catalogue in our usual liberal quantities.

The largest stock of Repair Parts for all types of machines.

Perfect in Manufacture and Material.

New Price List ready—you should have one.

Don't forget our Record Cabinets are the kind that last.

Worth buying if you sell on installments.





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

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elbill," New York.

NEW YORK, DEC. 15, 1906

WITH the present issue, The World rounds out two years of existence—busy years, too, they have been, for this trade newspaper institution and the industry which it represents. Both have grown at a phenomenal rate. And what a marvelous expansion there has been of the talking machine trade the past few years! It has developed from modest beginnings to an industry which contains institutions whose annual sales run well up in the millions, and there are those who believe with The World that the industry is still in an undeveloped state, almost that of infancy; that its future will be more brilliant than its past.

THE progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its steady onward march will be at once amazed to note its expansion month by month. One well-known member of the trade remarked recently that even a comparative brief absence from the trade prohibited one from keeping in touch with its marvelous development. This is true, and the up-to-date business man, whether manufacturing, jobbing, or retailing, must keep in the closest touch with every branch of the industry in which his interests lie.

WE have received communications that would run into the thousands, almost, from admirers in various parts of the earth congratulating The World upon its admittedly fair policy and the encouragement which it has given to the talking machine industry everywhere. Such kindly words are stimulating. It has been our aim to make each issue of The World better than its predecessor, and to keep thoroughly in touch with the times. In these days when express trains are tearing across the continent at the rate of a mile a minute, when the motor enthusiast is constantly taking his life in his hands in an effort to clip a second or two off the speed records, and when the captains of industry are vie-

ing with each other to see which can get the most done in twenty-four hours, the newspaper, whether devoted to the public, or to a special trade, must needs keep pace with the times. Indeed, among all lines of commercial activity the press may be said to lead in the maximum of accomplishments in a minimum space of time.

WE cannot complete the two years of our existence without expressing our appreciation to our many advertisers and subscribers in all lands for the generous assistance which they have given us, all of which has helped to make this journal a power for good in the talking machine trade. It shall be our aim at the beginning of the new year to make improvements wherever possible in the paper, so that we may wield a greater influence for trade weal than ever before. A trade newspaper has no right to exist unless it is helpful and is an educational force to an industry, and The World has endeavored to live up to its early declaration of principle, and to work fearlessly and independently along lines which must tend towards the broadening of the entire trade.

THE year 1906 has been in every respect a record breaker, and just now the holiday trade is at its height. Jobbers have profited by the experience of a year ago, and during the summer months prepared for an active fall trade by getting in all the stock possible for early fall distribution. As a result fewer sales have been lost by reason of lack of stock. As we view the talking machine field it must be admitted that the industry is in better shape than ever before, and that a most successful year will be closed for all departments of the trade. The great factories have been rushing to their utmost capacity with day and night shifts to take care of the jobbers' orders, and they have been fairly successful in so doing, although at this time of writing, the aggregate of orders which are unfilled would amount to hundreds of thousands of machines. The demand for the medium and high grade machines has been unprecedented, and during this month probably more of the high priced creations will be sold than any previous month since the industry was established.

THERE seems to be no dearth of legal complications in the industry, and it might be expected, too, that in a new trade where there are so many creative minds at work that there would be at once a clashing of interests and ideas. There are a number of important matters which have not been adjusted as yet in the courts, and probably the new year will mark many new cases which must materialize. It is said upon excellent authority that there will be some new talking machine creations which will not infringe upon present day inventions, and that these new factors will rightfully claim a good share of trade attention.

IT would not be surprising to see remarkable changes in the talking machine within the very near future. Many of the inventors have worked along lines in which they have sought to produce results with old theories without encountering legal obstacles which should prevent their manufacture. Some, however, have gone entirely out of the generally accepted theories and have blazed the way along new paths, and from information which is supplied us it would seem that before the new year is well advanced there will be some new factors in the talking machine field which will tend toward

its broadening and its further progress. The reproduction of sound in various forms is attracting the most inventive minds of the country, and it is reasonable to expect that surprising developments will be the result of this application of gray matter to the solution of a problem.

THE industry has developed so rapidly that there is to-day really a dearth of expert salesmen who have an accurate knowledge of the needs of the selling department of the business. It is not every one who can sell talking machines and accessories. To begin with, a man must know something about the machine, its possibilities, in order to interest trade which may be somewhat skeptical and may possess the old-time prejudice against talking machines which dates from former years when crude creations were in vogue. The sale of talking machines must be treated just as carefully as any other branch of trade. Salesrooms must be attractive, and should be in the charge of competent, trained men and, as we have stated before, the industry has expanded so rapidly that it has not produced experts in sufficient quantity to meet the present day demand.

SOME of the music dealers who have taken on talking machines have treated them indifferently—have placed the departments in the hands of men who know nothing about the educational qualities of the machine, or possessed no knowledge of how to exhibit them properly, and as a result many of these departments have not paid. To obtain any measure of success to-day it is necessary to have an objective point in view, and to work energetically and confidently toward it. You cannot accomplish a definite object with a makeshift plan, and no matter what line a man is selling, a great deal depends upon the personal feeling which his customer has for him and for his knowledge of the goods which he offers for sale.

SOME lines of merchandise naturally impose restrictions on the man who sells them. In disposing of certain classes of goods he is deprived of many selling helps and pointers commonly employed by other salesmen. One of the surest tests of the man's ability is to find the greatest number of talking points in proportion to the number of restrictions which his line placed upon it. Another equally sure test is the use he is making of such talking points when he has discovered them. Now the talking machine of to-day possesses many excellent talking points which, if thoroughly understood by a salesman and shown off to excellent advantage, will be sure to impress a customer. To-day there are many talking machine outfits sold at retail from \$100 to \$300, and to successfully close such sales requires the exercising of some ability, therefore a salesman should inject the same enthusiasm into the talking machine business that he would into any other trade where he hopes to win increased remuneration.

BUSINESS to pay to-day must be run along systematic and correct lines, else the merchants will be sure to meet with disappointments. With the good times so general, and so many people who have the money to buy talking machines, there is every reason why the business should continue to expand, but the demand for talking machines will not come unless every one interested does his part fully in creating and accentuating interest in the talking machine.



## RECORDS OF NOTABLE MEN.

Academy of Science in Vienna and Leading Institutions in the Country Doing Splendid Work for Future Generations.

Reference has been made in The Talking Machine World on several occasions to the splendid work which the Academy of Science in Vienna is accomplishing in securing records of notable men and fast dying dialects for the use of posterity. The record office of the Academy has again been enriched with records of five expeditions which supply interesting material for the study of philological science.

Professor Dr. J. Schatz gathered in North Tyrol and Voralberg specimens of German dialects on 41 cylinders. Dr. Poch had taken with him a phonograph of the record office to New Guinea, and had sent back 32 excellent records, which contained the language and music of the natives, especially of the Monumbo tribe. Particularly interesting are the war songs with drum accompaniment, and the drum signals with which the tribes are in communication from vilage to vilage. Dr. Felix Exner recorded in India old Sanscrit songs and brought 68 unapproachable records of same. Franz Scheirl, who specialized in Pinzgau dialects, supplied 32 cylinders to the record office.

In addition to these, Field-Marshal Lieutenant Frerherr von und zu Eisenstein placed at the disposal of the record office cylinders made in connection with his trip to South America. These were made with an Edison phonograph. As well as the language and dialect records mentioned above, a quantity of records of the voices of celebrated personalities have been lately acquired. The recording of the voices of famous individuals is being carried on systematically.

The record office expects shortly the return of an expedition from Australia, and this spring a machine and a supply of blanks is being sent to Greenland, where Dr. R. Trebitsch and Dr. von Eissler will make records for the record office.

That the talking machine is also recognized as an instrument of scientific value in this country is demonstrated in the action taken recently by directors of the Smithsonian Institution of Washington, of Harvard University, and of Yale. At the Smithsonian they are making a collection of talking machine records of the various dialects of our Western Indian tribes to reserve them against the time when the Indian tongues shall have disappeared from human speech. The Smithsonian people began this work as far back as the time of the Buffalo Fair, when they had all of the Indians at the fair speak into the machines for records. As an evidence of their appreciation of the fact that they were to go through some important ceremony, the Indians arrayed themselves in full war paint and all their other toggery, and the wildness of their appearance created a mild panic for a moment in the building where the records were made.

Harvard and Yale are using their collections of these records in connection with the departments of ethnology and philology, the chief feature of the Harvard collection at present being a record of a speech by Emperor William.

## IT PAYS TO "PLUG ALONG."

A Lesson Which Is Worth the Attention of Ambitious Talking Machine Men.

Jim Smith opened a little talking machine store on a small street in Smithville. He had no clerk, did his own buying and selling, kept his own books, delivered the purchases after shutting up time, had the place open early in the morning, kept it neat and clean, and worked like a horse.

A traveling salesman, who had sold him his first bill of goods, came around at the end of six months, and sang out, "Well, Jim, how goes it?"

"Just a-plugging along," said Jim.

The next year Jim had a clerk. He had taken down a partition, and was using a back room for his larger stock of goods. He was only taking

thirty days' time on his goods, instead of ninety. When the breezy salesman blew in and cheerily called out, "How are you doing, old man?" Jim managed to say:

"Just a-plugging along."

Three years later, Mr. Smith had his sign over a larger store on Main street. He had two clerks—a girl to look after the cash and the books, and a boy and wagon for the delivery of goods. He arose as early and worked as hard as ever. Paid cash for his purchases, and took advantage of the discounts. But he was the same quiet, persistent fellow as at first, and the salesman who had sold him the first bill of goods was mighty glad to keep his trade. When he came in he would say, "Well, Smith, how are you to-day?"

And Mr. Smith, without raising his voice, would answer:

"Just plugging along."

Smith to-day owns a big retail and jobbing talking machine store, and sends out his own traveling men. He is rich, respected, and one of the leading men of his place. And when any man says to him, "Smith, old fellow, you have been mighty successful. How in the world did you hit it at your age?" he never raises his voice, but says in the same old tone:

"Just plugging along."

## BIG INCREASE IN BUSINESS.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, claim their increase in business during the past few months has been simply phenomenal. They attribute these conditions to several causes. First, healthy condition of the talking machine trade; second, prosperity of the entire country; third, the progressive and up-to-date line of talking machine supplies they are manufacturing.

The preferential tariff on talking machine records from England to Australasia is now only 20 per cent. ad valorem, whereas other countries have to pay an impost of 30 per cent.



**THE ACME OF SIMPLICITY AND PERFECTION**  
 TO RETAIL AT \$1.25 FOR EDISON AND COLUMBIA MACHINES ASK YOUR JOBBER  
**THE IDEAL FASTENER CO.** 143 LIBERTY STREET  
 NEW YORK CITY



# FROM OUR CHICAGO HEADQUARTERS

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

Holiday Trade Inaugurated Under Cheering Auspices—Looks Like the Biggest December Trade Ever Done by Local Jobbers and Dealers—A Progressive Dealer Is Con. Hogan—Victor Talking Machine to be Handled by Hillman—Topham Resigns from Columbia Co.—Will Engage in Business on His Own Account—Cable Organization Being Perfected—Fuhri Takes Charge of Columbia Headquarters—Some Further Changes—Thompson Resigns from Rothschilds—Salter Mfg. Co. Have Big Demand for Cabinets—Abercrombie's Success—Progress of the Chicago Case Co.—Lyon & Healy's Language Department—Wurlitzer Co.'s Holiday Trade—Big Orders for Babson Bros.—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 10, 1906.

The holiday trade is on with a rush, and from all indications on State street and Wabash avenue, the talking machine is receiving even more than the ordinary amount of attention. All the departments are doing an excellent business, and this promises to be the biggest December the local retailers have done. All the principal concerns are using unusual space in the dailies extolling the merits of the talking and singing machine, as one advertiser aptly puts it, for holiday gifts. The jobbers are having a splendid trade. October was rather below expectations, but the November business was remarkable, and at the present time wire orders are numerous and urgent, indicating a brisk business in the country as well as the large cities. As a rule, there seems to be little trouble in filling record orders promptly, but there is a shortage on some types of machines. Altogether supply conditions seem to be considerably better than last year.

Con. Hogan, of Ashland, Wis., and one of the largest retail dealers of that State, was met at Babson Bros. last week. Mr. Hogan has worked up a large business under unusual difficulties as he is absolutely blind. He is a standing reproach to the discontented as in spite of his affliction he simply radiates good cheer and optimism. He is an enthusiastic reader of The Talking Machine World, by proxy, and keeps thoroughly posted regarding the developments in the talking machine business in the larger future of which he is a strong believer.

The talking machine department of Hillman's, under the management of Mr. Israel, is going to make a strong feature of the Victor in the future.

Virginius Moody, city sales manager for the Talking Machine Co., swung the deal, and secured an initial order of very ample proportions.

Richard Topham has resigned as traveling representative for the Columbia Co., with whom he has been connected for five years, and will engage in business on his own account, selling machines and supplies direct to the dealers. He is now completing his lines, and will shortly open an office and salesroom in the loop district. He expects to have his new device of his own invention for cylinder machines ready for the market early in the year. He ranks among the "old-timers" in the trade, as he first began selling talking machines in 1898. He is by the way the son of James S. Topham, the veteran case maker of Washington, D. C.

C. W. Long, manager of the talking machine department of the Cable Company, is rapidly getting his organization perfected. James R. Milne, who enjoys the reputation of being one of the crackerjack salesmen of the trade, has joined the forces of the talking machine depart-

ment, and is now on a trip through the Northwest. E. O. Zerkle, now with the Robert Johns Co., goes with the same company January 1. J. G. Shepherdson has taken hold of the installment department, and is pushing his end energetically. The offices of the department have been moved to the wholesale quarters on the third floor of 250 Wabash, occupying ample space fronting on Wabash avenue. Here are to be found Mr. Larue, whose especial care is the wholesale department, and Mr. Shepherdson, installments, while Mr. Long has a private office to himself. The company recently advertised in the dailies, offering prizes consisting of Columbia outfits, to school children sending in the largest lists of owners of talking machines, and as a result they have a valuable directory of thousands of record buyers.

Harry Tilt, traveling out of Pittsburg for the Hawthorne-Sheble Manufacturing Co., in the interests of the jobbers of that city, will spend the holidays at his home in this city.

W. C. Fuhri, for the past nine years in charge of the St. Louis office of the Columbia Phonograph Co., arrived in Chicago on November 26 to assume the duties of district superintendent. He has charge of all the territory formerly covered by both the Chicago and St. Louis offices. H. L. Willson, who was promoted from assistant manager to manager of the Chicago office when Mr. Dorian went East, left on the 20th for New York to assume an important position in the executive office. C. F. Baer has been promoted from assistant manager to manager of the Chicago office. November was one of the largest months in point of sales the Chicago office has ever known.

A. S. Thompson, buyer and manager of the talking machine department of Rothschild & Co.,

## PROMPT SHIPMENT

We are exclusive distributors of

## Edison Phonographs and Records

Largest Edison stock in the West.

250,000 records now on hand.

Orders filled the day received.

## BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

CHICAGO, ILL.



has tendered his resignation, effective January 1. Mr. Thompson went with the house and organized the talking machine department eight years ago. He certainly deserves great credit, as he had developed the talking machine department to its present large dimension, while having the entire charge of the toy, sporting goods and camera departments. He was the originator, at least in Chicago, of the dollar-down dollar-a-week plan. He has not yet concluded arrangements for the future, but has several propositions under consideration. His successor at Rothschild's has not yet been appointed.

The Salter Manufacturing Co., this city, are very busy shipping record cabinets, their new styles recently introduced having met with instant favor with the trade. They have so increased their capacity as to enable them to prepare for the holiday rush, and are able to ship promptly from stocks any of the excellent styles of disc and cylinder cabinets in their catalogue.

Frederick Sheppy has returned from a trip to points in Michigan and Canada which resulted in some good orders for Crescent tone regulators.

November proved the heaviest month the Talking Machine Co. has experienced since Manager Geissler took charge a year ago.

C. B. Abercrombie 7106 South Chicago, is a jeweler, who has worked up a remarkable talking machine business. He makes a point of carrying every record in the Edison catalogue. He makes big horns his long suit, and it is said that his sales of 56-inch horns in a retail way would do credit to many a jobber.

G. A. Jenks is a new addition to the retail force at the Columbia's main store at 88 Wabash. He came here from Davenport, Iowa, where he managed the talking machine department for his brother-in-law, R. F. Smallfield, since the inception of the latter's business.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, returned last week from a trip to the Victor factory, which he found decidedly busy.

R. M. Brown, manager of the Kimball piano

store, 9119 Commercial avenue, South Chicago, has added Edison talking machines.

The Chicago Case Co. have been having a notable business on their extensive line of machine horn and record cases. The many changes made in the cabinets of some models of machine has made it somewhat difficult to carry out their idea of carrying cases in stock for every machine made, but they have managed remarkably well under the circumstances and their enterprise in keeping pace with the times has won them many new friends in the trade.

Kreiling & Co. are experiencing a steadily increasing demand for the "Tiz-it" all metal ball and socket horn connection for cylinder machines. They have recently made a number of shipments to Europe.

The language department at Lyon & Healy's is not experiencing the dullness which one would suppose would be its lot during the holiday season. Manager Lewis is laying stress on the advantage of a holiday gift which is an educator as well as an entertainer. He has placed 350 language outfits since he established the department.

At the Rudolph Wurlitzer Co., both the wholesale and retail talking machine departments were found busily engaged in caring for the holiday trade. The magnificent new store furnishes them with facilities for handling business in marked contrast to those of a year ago. The company have established a phonographic language department. Mr. Mestraud, traveling representative of the language department of the International Correspondence Schools, has been demonstrating the system to visitors at the store for the past two weeks.

Manager George M. Nisbett, of Babson Bros., wholesale, 304 Wabash, was just entering the 119th order received in the day's mails when The World representative called. The firm's jobbing business is exceeding all expectations entertained for it when it was inaugurated a few months ago. They carry an enormous stock of Edison records and are making quick shipment.

Lyon & Healy are sending to the trade a list of 250 records, which their stock book shows to

be the largest sellers. It is referred to as of particular value to beginners making up an order for the first time, and who naturally wish to avoid "dead stock."

### CHICAGO'S AUTOMATIC TRADE.

Skelly Mfg. Co. Replace Victor Novelty Works—Boyd-Harrison Co. Build Up Profitable Trade—Moving Picture Machines Profitable Side Line—Chandler Fine Display—Regina Sublima a Big Hit and Big Seller.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., Dec. 10, 1906.

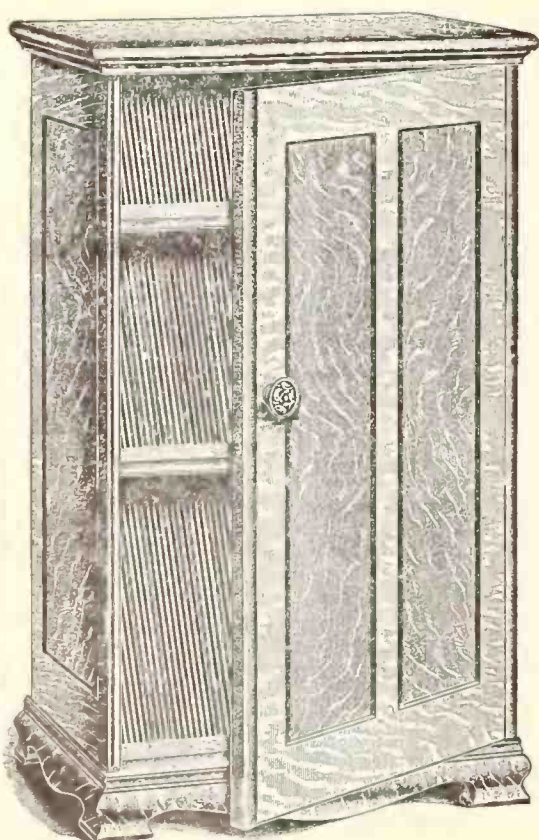
When the Victor Novelty Works, 81 South Jefferson street, incorporated and commenced business a few years ago they made nothing but vending machines. Recently, as the trade is well aware, they have put a high-grade coin controlled talking machine on the market, and they are now conducting this branch of their business under the name of the Skelly Manufacturing Co., in order to avoid any confusion of name with that of the Victor Talking Machine Co. They have given their machine the name of the Concert-o-phone—a decidedly descriptive name, as it is equipped with the Columbia Twentieth Century graphophone reproducer, securing a loud, clear tone, carrying to every corner of the largest room, although the volume of tone can be reduced at will by means of a good tone regulator.

The Boyd-Harrison Co., 6 and 8 Madison street, are having an excellent trade on the Standard and Favorite electric pianos. Not only are they placing a number of machines locally, but they are doing a nice wholesale business with dealers as well.

A number of Western talking machine dealers find moving picture machines a profitable side line. A visiting dealer said: "We frequently received inquiries from parties desiring to give moving picture exhibitions on the road, but hesitated to go into the business, fearing that they were not equipped with the requisite knowledge and facilities to handle it. This is not the

MANUFACTURERS OF

## TALKING MACHINE DISC AND CYLINDER RECORD CABINETS



No. 705

### NEW STYLES JUST OUT

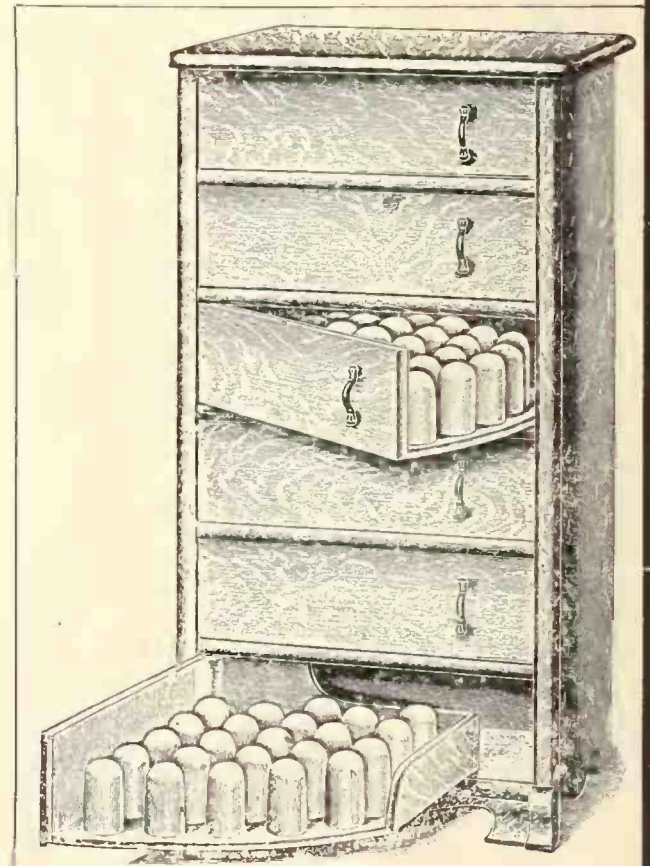
Artistic and attractive in design, finished better than any other make now offered to the trade.

A sample order will convince you that our goods are the best, and our prices are the lowest.

We do not only solicit your trade, but fill all orders promptly.

New catalogue sent free.

Write for it NOW.



No. 710

**SALTER MANUFACTURING COMPANY, 102-108 N. Oakley Ave. CHICAGO**



Of Interest to  
**EVERY DEALER**  
in  
**TALKING MACHINES**

We are distributors of  
**EDISON PHONOGRAPHS**  
**RECORDS AND SUPPLIES**  
**COLUMBIA DISC AND**  
**CYLINDER GRAPHOPHONES**  
**RECORDS AND SUPPLIES**  
**RECORD CABINETS AND**  
**SUPPLIES FOR ALL KINDS**  
**OF TALKING MACHINES**

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

**Our Monthly Specials.**

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

**THE CABLE COMPANY**  
Chicago

Please send announcement of your December special offer, and put my name on your list.

Name .....

Street and No. ....

City .....

**THE CABLE COMPANY**  
*Talking Machine Department*  
**CHICAGO**

case, however, as the instructions for operating issued by the manufacturers are very complete. We have sold a dozen outfits in the last six weeks, and find it a very satisfactory line to handle."

A. V. Chandler, city representative for the National Phonograph Co., is exhibiting with a great deal of pride the two latest styles of the Edison slot machines at his office on the sixth floor of 304 Wabash avenue. One, the Eclipse, is a direct current machine, and the other, the Windsor, is run by a battery. They are equipped with improved motors, and are housed in handsome Marx Wagner cabinets.

The Mills Novelty Co. have purchased the Wonderland automatic parlor at 177 West Madison street, from W. W. Freeman, the former proprietor.

J. Blumberg, Western manager for the Regina Co., is having a remarkable demand for the Regina Sublima piano. The smaller styles, Nos. 303 and 304, are making a decided hit with slot machine operators desiring to operate a large number of instruments on account of their lesser size and weight. The automatic Reginaphone (coin-operated talking machine) is another favorite with automatic parlor proprietors on account of the small space occupied and the number of selections at the disposal of the customer.

**HAS THE TALKING MACHINE A FUTURE?**

BY C. W. NOYES, CHICAGO.

It is very hard for the general public to conceive the future possibilities of the talking machine business. The business has been considered somewhat of a fad, something that would assume a large proportion to-day and be unheard of to-morrow. From the writer's point of view this is a sad mistake, and the necessity of making a staple business of talking machines is of importance. The business depends, of course, entirely upon the fact that the American public are great lovers of music; therefore the business in itself may be classed as that of a luxury, and the talking machine, in being classed as a luxury, would enter the same field as the automobile or the private yacht or the country home, or we might have said several years ago, the bicycle.

Let us stop to consider for a moment the difference between the bicycle as an entertainer and the talking machine. In order to enjoy a spin on the bicycle it becomes necessary to change one's clothes, oil the wheel, pump the tires and work the pedals; therefore the pleasure of riding was counteracted by a certain amount of exertion. This exertion became tiresome after a while and finally became obnoxious, with the result that the bicycle was left for the junk pile. This is undoubtedly the reason that the bicycle lost its prestige so quickly.

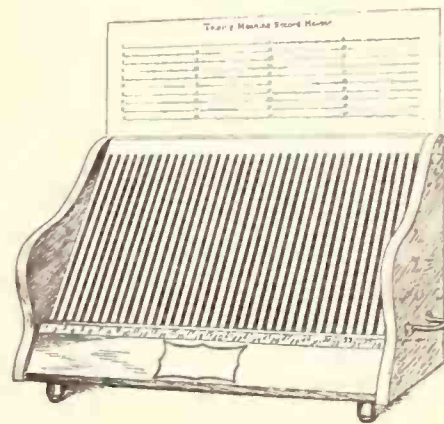
It is an undisputed fact that the American public is continually looking for the greatest pleasure to be had from the least effort. This is brought about by the up-to-date methods of the present generation, whereby the first thing to be considered is the amount of labor necessary to gain the desired end.

The talking machine is an instrument that requires absolutely no effort upon the part of the user. No matter how tired the business man or the housewife may be at the end of the day, no exertion is required to start the talking machine and produce the music that soothes and pleases. For this reason, if for none other, the talking machine is here to stay, and the business is bound to increase as the machine becomes more generally popular.

Pianos have been on the market for the past two hundred years, and more pianos are sold than ever before. Is it not a fact that people desire the greatest amount of pleasure with the least exertion; to prove this statement, consider the number of self-playing pianos that are being sold to-day.

It may be possible that the talking machine will some day be unheard of, but it is the writer's opinion that if such is the case it will be after the time that Gabriel finally blows his trumpet, and who knows but what he may use a talking machine for this purpose.

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**RECORD RACK X**



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Holding new  
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Holiday stock order  
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in Cabinets

Not a Machine held back  
For Retail business  
**We do no retail**  
Everything at your dis-  
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And, we have placed the  
Largest stock order in the  
History of our business  
We depend on your busi-  
ness only for our living

**Exclusive Victor Distributors.**



105-107-109 Madison Street,  
CHICAGO, ILL.



**SUCCESS OF ARTHUR D. GEISSLER.**

Manager of the Talking Machine Co. One of the Bright Young Men of the Trade Who is Quickly Making His Mark.

(Special to The Talking Machine World.)  
World Office, 195 Wabash avenue,  
Chicago, Ill., Dec. 8, 1906.

Arthur D. Geissler is certainly a marked illustration of the fact that a college education is not a hindrance but a positive help to a man in business, providing the man is all right. It is little more than four years since Mr. Geissler left his Alma Mater, the Leland Stanford University of California, and entered the talking machine business, yet in that short time he has



ARTHUR D. GEISSLER.

scored a degree of success and reached a position in the trade which would do credit to one boasting much longer business experience.

It was the most natural thing in the world for him to make a choice of vocations as he comes from a talking machine family. His father, L. F. Geissler, now general manager of the Victor Co., was in reality the originator of the talking machine business on the Pacific Coast, while his uncle, Ed. Geissler, is vice-president of the George K. Birkel Co., music dealers, of Los Angeles, one of the largest retail talking machine concerns on the Coast.

Arthur Geissler started his career in the talking machine trade as city wholesale representative of Sherman, Clay & Co.'s talking machine department, and the results of his efforts speak volumes for his hustling ability and also indicate

the scale on which the talking machine business is conducted in the Far West.

He opened up some of the biggest Victor accounts on the Coast, among them such firms as Clark Wise & Co., John Bruener Furniture Co. and Kragens Furniture Co., each of whom placed an initial order for \$5,000 worth of goods as retailers, mind you, not jobbers.

When his father went East in the fall of 1905 to assume the general management of the Victor Co., Mr. Geissler went with him and joined the Victor forces. He visited all the large Eastern distributors with his usual success. Probably his most important work in the East was the installation of the talking machine department of the M. Steinert & Sons Co., of Boston. He conducted the introductory series of concerts at the Boston store, and also aided in installing and developing the departments in the company's 36 branch stores throughout New England.

Mr. Geissler came to Chicago and assumed the management of the old-time jobbing house of the Talking Machine Co. in February of this year. That he has met with success is evidenced by the fact that although, with his coming, all other lines but the Victor were dropped and the large retail business formerly conducted by the company was discontinued, the business this year has shown a notable increase over that of 1905. Mr. Geissler, by the way, is the originator of the custom now pursued by all large distributors of placing all disc records into protective envelopes on their receipt from the factory, and carrying and shipping them to the trade in that manner.

Mr. Geissler was quick to enter into the social and club life of the city of his adoption. He is a member of the Athletic Club and is again displaying the physical prowess which made him a member of the Leland Stanford football and baseball teams, and afterward captain of the All-California football team. He is a member of the club's water polo team, and is its champion plunger for distance.

**COMMERCIAL GRAPHOPHONE GROWTH**

Interesting Chat With J. W. Binder Who Says That the Commercial Graphophone Business Is Increasing 33 1-3 Per Cent. a Month.

(Special to The Talking Machine World.)  
World Office 195 Wabash avenue,  
Chicago, Ill., Dec. 3, 1906.

"How is the commercial graphophone business?" echoed J. W. Binder, the manager of the Columbia Co.'s, General, commercial department, in answer to The World man's question.

"Well, you can draw your own conclusions when I tell you that the business is increasing at the rate of 33 1-3 per cent. a month. If you can show me any other branch of the talking ma-

chine industry where similar conditions obtain, I would be very glad to have you do so.

"The reason? Well, really, now, modesty forbids me to tell the principal reason; but one of the real and most potent reasons lies in the fact that the business world is feeling the need of a machine to expedite and facilitate the recording of thought. This the commercial graphophone in its present perfected form certainly does. Hence we do business. It's just like the case of the man from Arkansas who has an aversion to doctors, and believed that the best panacea for all physical ills was a drink of whisky. One day he had the misfortune to break his leg, and he straightway had recourse to his sovereign remedy. When he sobered up two days later his leg was still broken, and he sent for a doctor who helped him out. Perhaps the simile is not exactly true, because the limb of the business world is not broken with work, but it is certainly badly 'bent,' as Bert Williams would say. We supply the remedy, hence they are beginning to 'send' for us. See?"

"What am I doing in Chicago?"

"Well, now, old man, I am intensely interested in Psychic phenomena with special reference to the abstraction of the oversoul, but still, you may infer that my visit has to do with the extension of the use of the commercial graphophone. Then, I have many old and dear friends here, whom it is a pleasure to visit in spite of the fact that some of them are parsons and others perfect Fuhris."

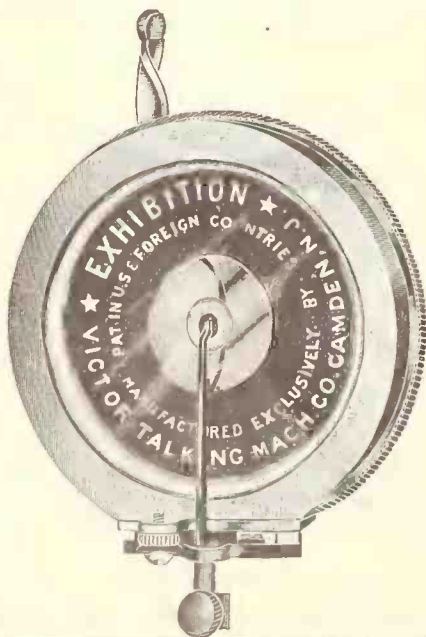
**THE YOUNG MEN'S OPPORTUNITY.**

BY C. W. LONG, CHICAGO.

[It is a well known fact that notwithstanding the wonderful development of the talking machine industry, the supply of thoroughly posted competent men in all branches of the business is less than the demand. C. W. Long, who recently assumed charge of the talking machine department of the Cable Company, Chicago, has something to say on the subject which will no doubt be read with the keenest interest by all ambitious young men.]

"There are many games of interest to those who participate in them and to their friends that command universal attention. Yesterday it was baseball, to-day it is football, to-morrow it will be something else. But the greatest game of them all, and one that we play year in and year out, is business. On some sides we hear grumbling that opportunities for the advancement of young men are not so great as they were fifty years ago, but if that same young man would stop long enough to survey the field he would find that there is room on the firing line for more successes in proportion to the increased population than his grandfather ever had. The

## DO YOU KNOW YOU CAN SELL A TALKING MACHINE MUCH EASIER IF EQUIPPED WITH A Crescent Tone Regulator?



It perfectly regulates the volume of sound and does not wear the record or injure the delicate vibrating portions of the sound-box.  
The volume of sound can be regulated without stopping the machine and changing the needle.  
The Crescent is exceedingly simple in construction and can be attached in one minute.

Made in two styles:

- No. 1. for Victor and Zonophone Disc Machines.
- No. 2. for Edison and Columbia Cylinder Machines.

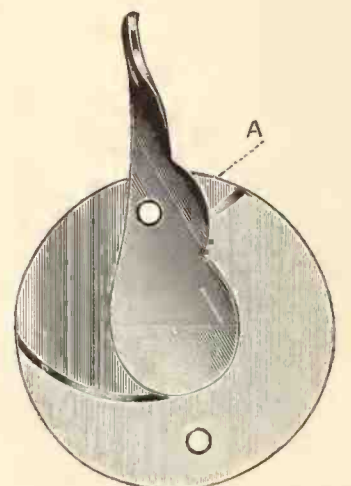
RETAIL PRICE \$1.00

Send for Sample and Discounts

We are the Exclusive Licensees for the manufacture of these goods and will protect our customers in the sale of same.

**CRESCENT TALKING MACHINE CO.**

3749 COTTAGE GROVE AVENUE - - - CHICAGO, ILL.





growth of various industries within the last few years has been marvelous. None of them have made this growth without an increase of talented working forces. On every side you see striking examples of young men holding important stations in this great game of business simply because they have entered into the game with a proper spirit.

"There is no more striking example of opportunities than that displayed in the talking machine business. Only six or seven years back talking machines were a fad to some, a marvel to others and an interesting toy to many. It was predicted that the life of talking machines would be short. Two or three years ago we were told that the industry was gradually dying, yet to-day it is ten times greater than it ever was and I assuredly believe it is still in its infancy. The prediction that every home in the United States will sooner or later contain a talking machine is to be an absolutely assured fact. The rapid strides made in perfecting the product have now placed it on a par with all the high-class musical instruments. It fills its pacific place at the fireside, as it interests every member of the family. It is possible to arrange a concert at home now of the world's greatest artists: Tamango, Caruso, Patti, Melba and many others too numerous to mention. A concert, that if arranged with the living artists themselves, it would be impossible to find an auditorium large enough to accommodate the crowds that would gather to hear them. Aside from its use in this field, there are a thousand and one other ways: it is being used to teach music, to teach languages, for the preservation of historical events and voices of celebrities. One cannot peruse the pages of The Talking



C. W. LONG.

Machine World from month to month without finding almost in every issue a new use or purpose to which it is placed. It is easy to see that each new avenue of usefulness found for the talking machine means an increased demand for men to develop the business.

"Not only has the growth been so great as to absolutely overtax the manufacturers, but it is

impossible to get sufficient employes in the various branches to properly conduct the business. I know of no field to-day that offers rapid advancement and inducements for capable young men equal to this one."

**FIFTEEN YEARS OF PROGRESS.**

The Splendid Work of the International Correspondence Schools Emphasized at the 15th Anniversary of This Institution.

The International Correspondence Schools at Scranton, Pa., well known in the talking machine trade through their system of teaching foreign languages by means of the phonograph, celebrated their fifteenth anniversary recently, and the important position which this institution has won was recognized by the leading men present as well as by the interesting speeches delivered on this occasion. Governor Pennypacker, of Pennsylvania, was present, as well as Charles Emery Smith, formerly Postmaster General and now editor of the Philadelphia Press. These, however, were only two of a small army of notabilities in attendance, representing practically every line of effort in the industrial, educational and commercial worlds.

In the fifteen years that have elapsed since President Foster established the correspondence instruction system this institution has brought light, happiness and advancement to more than a quarter of a million of ambitious Americans who now occupy positions of trust throughout the country. This does not include several hundred thousands of others who have advanced their positions by means of the language courses, thus fitting for honorable and lucrative employment many who would have remained in the "rut" were it not for this university extension scheme, for such it may be termed.

The value of the work of the International Correspondence Schools is well measured by the fact that its graduates in civil, mining and electrical engineering, as architects, as mine managers, as chemists, more than hold their own with the graduates of the best technical schools.

At the celebration of the fifteenth anniversary there were over one thousand guests, and at the grand banquet eight hundred covers were laid at the Armory. Among those present were: Dr. Homer Greene, who acted as toastmaster; and among the more notable speakers were Bishop Hoban, Bishop Talbot, John Mitchell, Elbert Hubbard, General O. F. Williams, Colonel H. L. Scott, Lieutenant Commander H. B. Wilson, ex-Congressman Connell, Congressman Dale, Judge Edwards and President Foster.

The address of President Foster at the exercises was most illuminating and convincing. It showed the great possibilities of education by correspondence as well as the splendid work accomplished by the International Correspondence Schools. Mr. Foster's system has brought the university to the student, without removing the home influence so necessary to the upbuilding of character.

**UNIQUE CHRISTMAS GIFT.**

A unique Christmas gift was bestowed upon a young man in business in the Philippines. The family purchased a talking machine, all talked into it themselves and induced everyone to do so in whom the young man had an interest, as well as many who were connected with his university. College and class songs were sung for it, jokes repeated and familiar sayings given a new lease of life; nothing was forgotten to make it the embodiment of home to the wayfarer in a far land, to whom it was dispatched that it might reach him at his solitary Christmas time.

The business of the Home Talking Machine Co., Dayton, Ohio, has been purchased by E. R. Austin, and in future will be conducted under the name of the E. R. Austin Music Co. The company have put in a line of pianos and removed to larger quarters at the corner of Fourth and Jefferson streets.

**See That Ball?**

The New  
**ALL-METAL-BALL-AND-SOCKET-SWIVEL-JOINT  
Horn Connection**



PAT. AP'L'D FOR

Increases tone volume and quality. Stops blasting. Also makes better home-made records. Soft rubber connection deadens the sound. "TIZ-IT" makes it louder and clearer. It consists of ball and socket. Ball swivels freely in all directions. Made of brass, nickel-plated and polished. For Edison Phonograph and Columbia Graphophone.

Retails at 50 cents. Regular discount to dealers.

**KREILING & COMPANY**

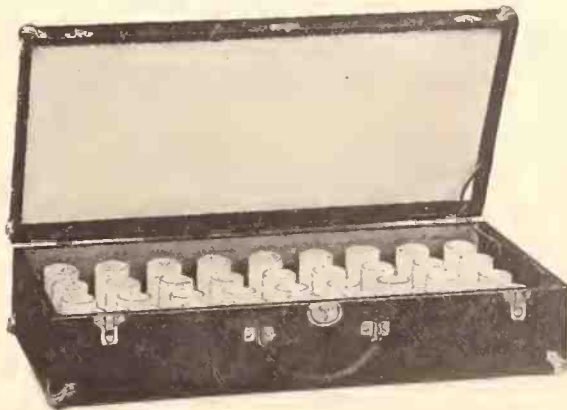
Inventors and Sole Manufacturers  
855 North 40th Avenue - - CHICAGO

**Record and Machine Cases**

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

**CHICAGO CASE MFG. CO.**

142 and 144 W. Washington Street, Chicago, Ill.





**BEKA RECORD**  
**THE BEST and CHEAPEST DISC**  
**IN THE WORLD**

*The largest and most Comprehensive Repertoire which has  
ever been compiled, in*

**GERMAN**  
**ENGLISH**  
**FRENCH**  
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**SWATOW**  
**GUAKAU**  
**PEKINESE**  
**SHANSINESE**  
**KIANGNANESE**  
**CANTONESE**

**ARABIAN**  
**TURKISH**

**HINDUSTANEE:**  
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**INTERNATIONAL CATALOGUE (224 Pages) GRATIS**

*(See description in pages 23 and 24 this issue)*

**UP-TO-DATE ADVERTISING**

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**SOLE AGENT FOR GREAT BRITAIN AND COLONIES**

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# FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

## REVIEW OF TRADE IN ENGLAND.

Business of Unusual Magnitude Reported—C. H. Miller Honored by Associates—Infringement Litigation—Some Recent Catalogues—American Songs Abroad—New Machine at Barnett-Samuels—Interesting Letter from the Wilds of Africa—Busy Times With National Phonograph Co.—Fonotipia Co. Honored by Queen of Italy—Interesting Chat on Price Cutting—Marconi in the Public Eye—The New Columbia Building a Magnificent Structure—The News of the Month in Detail.

(Special to The Talking Machine World.)

World Office, 69 Basinghall street,

London, E. C., Dec. 5, 1906.

At this time of the year the spirit of friendship is much in evidence, and it is meet that we should wish each other all happiness, a jolly Christmas and prosperity during the coming new year. I am no exception to the rule, and would therefore, before proceeding further, like to wish all who read these lines the usual hearty greetings, associated with this our festive season. My thoughts would stray on, but I had better chain them down to stern business in case I should forget to note that Brown has just borrowed a few shillings, probably in order to pay a deposit on the life of an innocent bird he fancied for his Christmas dinner. But enough of such harrowing details of humanity. I would tell you of the wonderful strides the talking machine industry has made in the United Kingdom. Of course you would say "good business is only to be expected at this time of the year." Just so; but when I say the volume of trade is now more than treble that of even this time last season, you will gather therefrom some idea of the vast progress we have made in public favor during so short a time. In London the aggregate sales are astonishing, and still more so in the provinces. It is easily seen that the general public appreciate more fully the musical capabilities of the talking machine, and this condition has been brought about not a little through the educating influence of the forceful and attractive advertising put out in the daily newspapers by some of our most prominent concerns. Everywhere one may go, to manufacturers, factors and dealers, with all the prevailing state of trade is of unusual magnitude. There is one thing,

however, that somewhat mars this splendid outlook, and that I should mention it, is but in the interest of the parties most concerned. I refer to the continued indifference of the majority of dealers to adopt for themselves pushful and original methods of attracting custom. Taking individual retailers one finds they do a fair business jogging along in a stick-in-the-mud groove, but at this time especially were they to make more endeavor to seek instead of waiting for custom, I am confident the result would surprise more than a few. Although more cylinder records are sold than flat, from all reports and observation, the latter is gaining influence so fast, that they will soon run ahead of the cylinder trade, having regard also to the fact that disc machines are much more in demand than hitherto.

### Pallas Co. Registered.

The Pallas Co. was recently registered with a capital of £1,000 in £1 shares to carry on the business of manufacturers of phonographs, etc. There was no initial public issue, and no articles of association. Registered office is at 10 Ironmonger lane, London. The manager stated in a recent interview that they are engaged in perfecting a few details of their machine, which will be ready shortly.

### "Here's a State of Things."

The state of trade may be gathered from a little incident that occurred when last I called upon the American Talking Machine Co. There was a rush of air and Mr. Nottingham was upon me. Gasping out that he was too busy to stop for the usual chat, he vanished, leaving me to ponder over the consequences of large bank balances.

### C. H. Miller Leaves for the States.

C. H. Miller, of the Columbia Phonograph Co., said farewell to his associates and sailed for America November 10. Mr. Miller is going to the dry climate of the far Southwestern States of America to live an open-air life for six months, as he found the climate of London was undermining his health. Five years ago he entered the employ of the Columbia Co. in their London establishment, and by his talent and industry quickly made his way to a position of trust and responsibility. When the retail branch in the West End was opened up he was placed in charge, and under his capable management it showed constantly increasing sales. He was

largely instrumental in securing the order from Sir Tollemache-Sinclair for the graphophones and records for over 300 British hospitals and asylums, and arranged all the details of the presentation of the outfits to the institutions. Although resident in London for six or seven years, Mr. Miller was one of the few Americans who had never crossed the Atlantic, having arrived in England via the Pacific, Australia and the Suez Canal. When he reaches Chicago for his Christmas turkey he will have circumnavigated the globe. As a souvenir of his long association with them, his fellow employes presented Mr. Miller with a handsome solid leather kit bag, with every traveling requisite. Marion Dorian, assistant general manager, made the presentation in a graceful speech, to which Mr. Miller modestly replied, after which there were farewells and best wishes from all for his complete restoration to health.

### David Bruce & Co. Bring Suit.

On the 27th of October last a writ was issued in the Chancery Division of His Majesty's High Court of Justice by David Bruce & Co., Ltd., the assignees of Gardner's patent, against the "Gramophone & Typewriter, Ltd.," to restrain them, the defendants in the action, from infringing Gardner's patent and for damages for infringement of such patent. The patent referred to covers the application of screw attachment to the diaphragm of sound boxes for the purpose of regulating sound waves.

### A Circular from Edison Bell Co.

The Edison Bell Co. have sent the following letter to their factors: "Dear Sirs—We are not satisfied with the amount of business done in our British-made phonographs, and are determined that the public must be reached more effectually than heretofore. With this object we intend to adopt other than the present selling methods. As this measure is considered imperative and is not directed against the interests of our factors, we give them the opportunity of returning all E. B. Gems they may wish to return out of their stocks within seven days of this date, and we will allow the full price charged, and defray the cost of carriage back to us. Will you please advise us if you have any Gems to return, and oblige, etc. (Signed) J. Hough, manager." In this connection the Edison Bell Co. have written me as follows: "With regard to our machines,

# THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer's Price \$1.50

You can afford to pay duty on this and then have a better line than any in the States.

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

**HOWELL BROS.,** St. John St., CLERKENWELL, LONDON





**PATHE FRERES—LONDON**  
**PATHE FRERES—LONDON**

# PATHE'S DISC



ONCE YOU HAVE HEARD  
 PATHE'S DISC YOU WILL  
 NEVER BUY OTHERS.

PATHE'S DISCS ARE PLAYED  
 WITHOUT A NEEDLE, HENCE THEIR  
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES  
 FOR DISCS IS PAST WE GIVE YOU THE  
 GREATEST STAR ARTISTES AT ONE  
 UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE  
 PATHE DISC IS OBTAINED BY  
 USING A SAPHIRE POINT, THERE  
 IS NO CHANGING THE NEEDLE,  
 GIVES THE NATURAL VOICE.

PATHE'S REPERTOIRE  
 CONTAINS OVER 20,000  
 SELECTIONS DRAWN FROM  
 ALL PARTS OF THE WORLD.

# PATHE'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)  
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

**PATHE FRERES—LONDON**  
**PATHE FRERES—LONDON**





THE  
"KNOCK DOWN"  
SEARCHLIGHT  
HORN

Style—Red Gold Striped "Knock Down."  
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE



# THE "KNOCK DOWN" SEARCHLIGHT HORN

A LARGE HORN IN A SMALL BOX

The "Knock Down" is the regular Searchlight Horn, so constructed, as to be easily taken apart.

Size 21 x 29 for Cylinder Machines  
Size 21 x 22 for Disc Machines

Finished in red and blue  
Plain or decorated

The manufacturers warrant it to be the strongest and only acoustically perfect horn in the world.

The Jobbers and Dealers in these horns are protected by United States letters patent.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

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CONROY PIANO CO.,	- - - - -	St. Louis, Mo.
DOUGLAS PHONOGRAPH CO.,	- - - - -	New York
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J. W. JENKINS SONS MUSIC CO.,	- - - - -	Kansas City, Mo.
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R. S. WILLIAMS & SONS CO., Ltd.	- - - - -	Toronto, Canada
RUDOLPH WURLITZER CO.,	- - - - -	Cincinnati, O.



## FROM OUR LONDON HEADQUARTERS—(Continued).

we are making a special appeal direct to the trade, and have every belief that the change in our policy will be productive of a very considerable increased trade in the phonographs made by this company. We are having a very large demand for our new extra-long records, a demand to such an extent that it was entirely unexpected. The first parcel of 12 titles had a wonderful run upon them, and we are even now a large number of orders in arrear. We have just got out another parcel of 24, composed of very popular titles, including Christmas records, which, no doubt, will bring a lot of orders from all over the country.

**Decision Not Yet Announced.**

No judicial decision has yet been given in respect to the recent action between the National Phonograph Co. and the Edison Bell Consolidated Phonograph Co., Ltd., reported in our last issue, in which the Judge refrained from giving a decision at the time.

**Lyonaphone Co.'s New Catalogue.**

The Lyonaphone Talking Machine Co. have just issued a neat little catalogue of the Zonophone and Sterling Hebrew records. The list is tabulated in a manner easy for reference, and is a most useful adjunct to any dealer's business. Mention should be made of this firm's sound box. It is their own make, and they claim it to be one of the best upon the market. Styled the Lyonaphone Opera Sound Box, it is worthy of its name, as a recent test proved beyond a doubt. In tonal qualities it is all they claim for it, and dealers should write to Messrs. A. Lyon & Co., 75 City road, London, for further information.

**Williams & Walker's Songs in England.**

Who is it that does not remember "In Dahomey"? In London and the province the theatrical company of American negro comedians who presented that musical oddity met with unqualified success. The names of their principals, Williams and Walker, were familiar to all ac-

quainted with the entertainment world, and every small boy on the street was whistling "I'm a Jonah Man," one of the hits of the piece. Both these comedians are under exclusive contract with the Columbia Phonograph Co. to make Columbia cylinder and disc records. In the Columbia December supplement the song, "Nobody," is announced, sung by Bert Williams, with orchestra accompaniment, No. 33,011 in Symphonic and No. 3,423 in 10-inch disc. "Nobody" is a song from Williams and Walker's new production, "In Abyssinia." The humor is quaint, and Williams' style in rendering the song is absolutely inimitable.

**Some Musical Robbers.**

The premises of the Singaphone Co. (Ltd.), of High Holborn, were recently broken into, but no material loss seems to have resulted therefrom. The affair created unusual interest as the prisoners had apparently been indulging their musical taste by playing over a few records.

**Barnett Samuel's Best Sellers.**

"Its the machine of the season," said Messrs. Barnett Samuels, when I called upon them. This remark was made with reference to the Excelsior phonograph which that well-known firm are now making a special feature of—made in an extra solid oak case and driven by gearing the feed screw, the motor is nearly silent while running, so that perfect regulation and even running is assured. This machine retails at 32s. 6d., and strongly appeals to dealers, owing to the large margin of profit which it allows. It has already met with a phenomenal sale, which is most gratifying to Messrs. Barnett Samuels. Another feature about this special line is that it runs two records at a wind, and can be rewound while running. The Edison Gem is also a splendid seller, owing to its reliability and attractive appearance, not to mention its popular price. The "Gem" is received well, not only by dealers (who find the sale most profitable), but by the public, who seem to have taken a particular liking to it.

Another popular line is the cylinder La Belle machine, which has a feed screw and retails at the low figure of 1 guinea. The firm claim this line to be one of the most reliable machines of its kind on the market. Messrs. Barnett Samuels are sole agents for the Dulcephone—made in three sizes, and retails from 32s. 6d. up to 6 guineas.

Their new catalogue is well gotten up, and is profusely illustrated with all kinds of machines and accessories, etc., suitable for disc and cylinder machines. One item which merits a few remarks is a specially fine needle, which is exclusively made in England for this company. They are packed up in artistic metal boxes, containing 200 in each. Messrs. Barnett Samuels are sending post free a sample box to any dealer that cares to test them. The price of same is such that will allow a good profit.

**Arranging Christmas Windows.**

Enterprising dealers may now be seen busily engaged in arranging their Christmas window show. Many original dressings are to be observed in London districts, and much public attention—and certainly "trade"—is thereby secured.

**The Graphophone in Africa.**

A most interesting letter has recently been received from the wilds of Africa by the Columbia Phonograph Co. The writer, Mr. Pontell-Weatherly, F.R.G.S., well known as explorer and big game hunter, has some good things to say about the graphophone which invariably accompanies him on his journeyings. After describing the sensation it created on board ship on the voyage out, he goes on to speak of its reception during his progress through Africa: "At Biera it was played nightly for a week at the earnest request of the townspeople. At Tete it was kept going morning, noon and night for the month I was there. The Europeans at the Nirsate Gold Mines, five days north from here, have written over and over again, 'Do come up and bring your graphophone.' As to the natives about here

# HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES  
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:  
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail <b>1/-</b> Price	<b>"WHITE" RECORDS</b>	Retail <b>1/-</b> Price
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*We Call Special Attention to the Great Improvement in November Records*

## COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE" RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

*Write us for Full Particulars and List of Factors*

**The General Phonograph Company**

Limited

26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND



## FROM OUR LONDON HEADQUARTERS—Continued.)

—they crowd in from all parts on the chance of hearing it—it is called the Wo bi—their nearest approach to Woah, Bill!—a song they all love. It does me good to hear the black crowds, all eyes and teeth, roaring with laughter when they get over their first shock and fright at hearing a human voice issuing from a box. All the way up the Zambesi from Chinde to Tete and 150 miles northwest of Tete, to where I am now, near the Suangwa, it has drawn crowds, and been instrumental in helping me very materially to recruit carriers."

## The "Perfecta" Means Perfect.

"The sale is enormous, and the price is small, so it is well understood why and wherefore they go," so said Messrs. Laudel Phillips, who have the sole agency, and they claim that this human phonograph has caused a complete revolution in the talking machine industry, and that at a distance of some yards you can actually hear the artists taking breath, so perfect is the "Perfecta" in action.

## Tremendous Sales of Beka Records.

In a talk with Mr. Ruhl, sole British agent for the Beka record, I elicited the fact that such huge sales had never been known before. We are sending them out at the extraordinary speed of thousands per week," said Mr. Ruhl, "and if this unprecedented demand on our resources proves to be continuous we shall be absolutely compelled to arrange for more commodious premises. The entirely unsolicited testimonials that we are constantly receiving is convincing us more and more of the reputation these records are making for themselves. Moreover, their reception has amply recompensed us for the time and trouble that we have taken in placing thoroughly good selections on the market. Messrs. Carl Lindstrom's talking machines are generally recognized as thoroughly sound and reliable productions, so much so, that Mr. Ruhl says sales are enormous and their popularity is evident."

## Murdock &amp; Co.'s New Disc Record.

Messrs. Murdock & Co., the well-known factors of Farrington road, are just now experiencing a very busy time. In the course of a chat, Mr. Fulton said that the demand for records is unprecedented in the history of the firm. Particular mention should be made of the new disc record, the "Favorite," of which Murdock & Co. have recently taken up the sale. Mr. Fulton reports the "Favorite" as being a favorite all-round, and the Zonophone and Beka also. There is a huge call for both, and the great and only difficulty is the inability of the manufacturers

to keep ahead of the demand. "Generally speaking, disc records are becoming more and more popular," said Mr. Fulton. "Our present sales are quadruple those of last season, and by next year we shall no doubt require to double our space for stock." The "Tournaphone" marketed by Messrs. Murdock, is a really good machine, and is finding much favor with the public. Judging from the present satisfactory state of business, my informant was of opinion that this Christmas will turn out the best ever felt in the talking machine industry.

## Manufacturers Experience Busy Times.

Manufacturers everywhere seem to be having a very nice time of it. They cannot turn the goods out fast enough, orders being overdue in dispatching, and in consequence the telephone bell, messengers and stenographers are in constant demand. This hustling spirit seemed to pervade the air and suggest good news to come, as I crossed the threshold of Messrs. Pathé Frère's premises. L. H. Courant had many good things to tell me of, most particularly respecting their new disc record and machine. He spoke: "The splendid reception accorded to our new goods is most gratifying to all, and will encourage us in our desire to obtain and increase our list of first-class artists. We already include in our repertoire a large number of selections from most of the best operatic singers, which records we sell at the exceptional price of 3s. Our whole list contains over 20,000 different selections, and we are adding to this as fast as necessary, having regard to quality and popular taste. We are working at high pressure on the Christmas records, and other orders keep us going without cessation, but, thanks to our huge factory capacity, we are confident of fulfilling all demands."

## Prominent Advertisers in General Press.

Among prominent advertisers in the general press, it may be noted that the "Columbia" and "National" companies are the most persistent, which fact is of itself sufficient proof that the old proverb "a penny saved is a penny earned" is not true in advertising; it is "a penny well spent that earns others." The advertisements are well written, and the striking display speaks of an experienced publicity man behind the scenes. It is this sort of advertising that will do more to introduce and popularize the talking machine among the masses than all other forms of publicity. Only the best media are chosen, and thus the best results follow. Much credit is due to the advertising managers of both firms, i. e., James Van Allen Shields, of the Columbia, and

C. E. Maryon, of the National, who are responsible for this excellent work.

## United States Tariff Deplored.

Mr. Sterling, of the Russell Hunting Co., seriously deplores the prohibitive tariff in the States, and says that if America would only be good enough to adopt the preferential system he would at once open a new department to deal with the numerous orders, that would most accurately be the outcome of the large quantity of American inquiries, that the company are so continuously receiving.

Mr. Sterling estimates that out of over 150,000 records turned out each week by his firm, every single one is sold—each order that comes in is for seldom less than 500 of a series, and taking the Alexandra Prince concertina record alone, about 4,000 are sold weekly—hundreds of American inquiries are made for this concertina record, which only proves the popularity of same, and makes one wish that there were a few more such records on the market. Another big seller is the Scott Skinner records, which consist of over 200 violin solos. This Scotch artist has made a reputation for himself, not merely as an executant, but as a composer, and the 200 different violin solos are all his own compositions.

The Russell Hunting Co. have a fine selection for the Christmas trade. Carols, marches and minstrel records, to any amount, so that, however great the rush is, every one will be pretty sure to obtain whatever they want. Every department is working overtime, orders are coming in by every post, and this Christmas is expected to eclipse all others, as far as trade is concerned for the above company.

## General Phonograph Co. Prosperity.

"We are doing splendid business," said Mr. Latham, of the General Phonograph Co. The "White" record is a fine seller, and what is more gratifying still, they give the utmost satisfaction to all concerned. Both dealers and public alike appreciate the recent tonal improvement adopted, and we are constantly receiving letters of satisfaction, some even asserting that it is undoubtedly the finest shilling record on the market. Asked as to the general condition of business, Mr. Latham pointed to a rack containing 200,000 records, and said that if they liked they could send them all out to-morrow night, and still be full up with orders. It is owing to this heavy demand for ordinary stuff that the General Phonograph Co. are not issuing a large Christmas supplement, but in their November

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the  
"Michael Casey" Series.  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

### "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

### Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, Discs & Cylinders  
DUPLICATING and MOULDING

Try our London Popular Record

### PHILIP NEALE,

PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired.  
Special terms to the trade. City address and price  
list on receipt of postal. No job too small—no job  
too large.

### Have You a London Representative ?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

### LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lincs., England.





## FROM OUR LONDON HEADQUARTERS—(Continued.)

issue some grand selections will be found, such as "We Parted on the Shore," by Harry Lauder, and "Wire In, My Lads," by Arthur Guilbert. These and a dozen others are going well.

Mr. Latham informs me that the firm are working day and night, the orders are increasing all the time, and all the energies of the firm are required to cope with the rush.

**Gramophonitis.**

E. B. C. unfortunately has neighbors who own a cheap machine. As a result, E. B. C. is sad, for he relieves himself of the following pathetic lines in the column of our contemporary, *The Daily Chronicle*:

What's wearing me to skin and bone?  
My neighbor's grinding gramophone.  
Why do I hold my head and groan?  
I'm tortured by that gramophone.  
The whirring noise, the dreary drone,  
The terrible, ear-splitting tone,  
The screeching of that gramophone,  
What is the crime I can't condone?  
The starting of that gramophone,  
What ails your Darby, Dearest Joan?  
An "itis" after gramophone,  
When I am dead, write on the stone:  
"Gone where there is no gramophone,"  
For him no penance shall atone,  
The wretch who works that gramophone.

**National Phonograph Co. News.**

The National Phonograph Co. also report business as exceptionally strong. This pleasant condition is attributed partly to the systematic advertising campaign which they have instituted in the best class daily and weekly publications. The Edison Phonograph monthly (the national company house organ) has met with much favor among dealers who appreciate suggestions and hints helpful to their business.

In a chat with C. E. Maryon, who formerly worked in the States with Mr. Edison, and now controls the advertising department of the National Phonograph Co., I was told that this year's business had completely eclipsed that of last year, and although a few pessimists had remarked that the talking machine industry was on the wane, he (Mr. Maryon) felt confident that no business offered more possibilities and possessed brighter prospects.

A most enticing list of records for the new year has been compiled, comprising some very gay tunes, to the number of ten, and good results are anticipated. A comic song sung by a new artist, Fred Owen, is expected to create a great sale, owing to the pretty and easy melody, combined with the refined and amusing words, not to mention that this is the first record Fred Owen has made for the Edison Co. Records have also been made by Miss Florrie Lord, Victoria Monks, Peter Dawson and many others, so that whatever the musical taste may be the National

Phonograph Co., as their new list will show, have thought of all.

**The Sterling Recorder.**

The "Sterling Recorder" is the title of a neat house organ issued by the Russell Hunting Record Co., who, in their introduction, or, as they say, "The reason for it," is all-sufficient. With four distinct lines of records—Sterling, Odeon, Fonotopia and Linguaphone—the ordinary channels of communication between the company and their huge army of dealers, was too limited, hence the "Sterling Recorder." It is well printed, and the contents, apart from the news devoted to the company's products, comprise many interesting features and good advice to dealers. Any dealer handling the goods of the Russell Hunting Co. can receive a copy each month on application to the company at 81 City road, London.

**Using Commercial Talking Machines.**

The Clement Talbot Motor Co., one of the best known motor houses in the world, and the British-American Tobacco Co., one of the principal firms in the tobacco trade, are among the latest firms who have adopted the "Columbia" office graphophone for handling their correspondence.

**Royal Appointment to Queen Margherita.**

The Fonotopia Co. have just had the honor of receiving the royal appointment to H. M. the Dowager Queen Margherita of Savoy, and have been granted the right to use the royal coat of arms. The high honor bestowed upon the Fonotopia Co. is but evidence of the general excellence of their goods, and needless to say, such a signal mark of favor has caused much satisfaction and is highly appreciated by the directors.

**Will Take Back Old Records.**

Messrs. Sterling & Hunting announce that they are prepared to take back old, worn-out or broken "Odeon" and "Fonotopia" records at the following liberal scale of allowance:

"Odeon" standard size, 10d. each; "Odeon" concert size, 1s. 8d. each; "Odeon" opera size (12 inch), 2s. 10d. each; "Odeon" grand opera (13¼ size), 3s. 4d. each; "Fonotopia" 10¼-inch records, 1s. each; "Fonotopia" 12-inch records, 1s. 8d. each; "Fonotopia" 13¼-inch records, 1s. 8d. each. As the company point out, these allowances are considerably more than the actual value of the old material, but the offer is made in order to encourage their dealers to push the sale of "Odeon" and "Fonotopia" records.

**Phonetic Documents on File.**

Phonetic documents are the latest additions to our national museum collections. Instead of the cold, dead records of parchment, paper and ink, we are to have the living word as it is issued

from the lips of king, preacher, singer or artist preserved by the phonograph record for future generations to listen to.

**How Bad Men Are Influenced.**

Gramophones, like other musical instruments, speak to us in a musical sense only, but if they could tell the story of their purchase it is certain we should possess means of romance and adventure, undreamed of in relation to talking machines. An extraordinary instance of this was related in a London police court recently. It was stated that the prisoner, after stealing money went into the shop next day and bought a gramophone from the very assistant from whom he stole the money, and paid for it with about half the sum he had stolen from him.

**Marconi's Latest Invention.**

Signor Marconi is evidently gifted with a brain of almost limitless inventive capacity. Out of the many inventions associated with him, wireless telegraphy stands out most prominently, but from this he turned his skill toward improving sound reproduction and recording in connection with the Columbia Phonograph Co. Pending the development of his ideas in that direction, Signor Marconi is reported to be at work on still another device, by which, through the medium of electricity, two typewriters are connected with each other, the writing of one being automatically reproduced by the other in any desired place. Details are not available, but the usefulness of such an invention will be generally recognized.

**Views on Price Cutting.**

The Russell Hunting Record Co., Ltd., are strong advocates of price maintenance. "Cutting," they consider an iniquitous and dangerous practice. These are short, to-the-point views, which, in these times of unfair competition, will be more than appreciated by legitimate dealers. An example is given in the Sterling Recorder. A retail dealer thinks he will get a splendid advertisement and greatly increased trade if he cuts a halfpenny off the price of some well-known article. He does so, but pretty soon his competitors cut to the same level on the same or perhaps a different article. Dealer No. 1 finds his advantage gone, so he cuts still lower, a move followed by No. 2, and the rest. The public take an interest in the conflict, and No. 1 to maintain as he thinks, his lead cuts again, and still his competitors follow. In self-defence No. 1 cuts again on the same line, or maybe on another, No. 2 follows and so the game goes on; in time, becoming so unhealthy, as to cause one or the other to shut up shop. In two trades Price Maintenance Associations have been formed by agreement between manu-

**CARL LINDSTRÖM, G. m. b. H.**  
BERLIN

*LARGEST Continental Manufacturer of All Kinds of*

**TALKING MACHINES**

**Best Quality**

**Best Workmanship**

**Best Value**

Agent for England and Colonies:

**O. RÜHL,** 6 and 7 Red Cross St.  
London, E. C., England

To whom all inquiries should be addressed



## FROM OUR LONDON HEADQUARTERS—(Continued.)

facturers and retailers so that the latter finds a living profit assured him. So successful have been these associations that proprietary articles which are not "protected" are only served when actually asked for, other lines being pushed instead. The Russell Hunting Co. have taken up no uncertain stand against cutting the prices of their goods, which are sold on the firm understanding that fixed prices shall not be cut, and an intimation to uphold this policy, if necessary by legal proceedings. A few delinquents have already been brought to book, several injunctions having been obtained to enforce the one-price policy in many districts. This is indeed commendable action, and were all manufacturers to follow suit, this nefarious practice would practically soon cease to exist. The Russell Hunting Co. are prepared to promptly act upon information from members of the trade who believe that it is being resorted to either secretly or openly in any neighborhood.

## "Finest Talking Machine Ever Built."

At the Columbia Co.'s new premises in Oxford street, there is just now a window display which is attracting a good deal of attention, so much, indeed, that it is frequently difficult to get along the pavement for the interested crowd at the front. The exhibit is a most elaborately constructed Columbia graphophone appropriate-



MAIN FLOOR NEW COLUMBIA BUILDING.

ly described on the window card as "the finest talking machine ever built." The instrument is of the same general character as one which was made by the Columbia people for the Emperor of Japan. The horn and certain parts are plated with 18-carat gold. The cabinet, in this case, is set off with an artistically carved thistle device at once suggestive of Bonnie Scotland, and on one side is a solid gold plate, by Messrs. Tiffany, bearing an inscription which explains the significance of the Scottish emblem and gratifies curiosity as to who is to become the happy recipient of this extraordinary fine instrument. This reads, "Presented to Sir J. G. Tollemache Sinclair, Bart., by the Columbia Phonograph Co., General," and one at once understands that this is the graceful means the Columbia people have selected for commemorating their association with the genial Scottish baronet in his recent munificent scheme of distributing gramophones to the various hospitals and charitable homes throughout the country. Sir Tollemache, who is himself an enthusiastic gramophonist, will, we are sure, think very highly of this beautiful memento.

Aside from the altitudinous prices paid opera stars for making records, domestic "talent" receive remuneration which the average person might consider adequate. That is to say, the best known tenors have a yearly income of six or seven thousand dollars, and the others not far behind.

## THE NEW COLUMBIA BUILDING.

Description of This Palatial Establishment Which Is Handsomely Equipped—Headquarters of the European General Manager.

(Special to The Talking Machine World.)

World Office, 69 Basinghall street, London, E. C., Eng., Dec. 3, 1906.

One of the finest buildings in this city devoted exclusively to talking machines is that just occupied by the Columbia Phonograph Co. at 64-66 Oxford Street West. Its location is most desirable, as this part of Oxford street is crowded almost the entire day with shoppers and sight-seers, while in the evening the theatre and concertgoers pass the building in thousands. The imposing front catches the eye long before the building is reached, and the attractive window display makes it impossible for anyone to pass without giving it due notice.

The building, which is of stone, consists of five stories and basement and is finished throughout in the most thorough manner, the entire woodwork being of solid mahogany, French polished. The ground floor and basement are given over to the sales department, where are also located the offices of the local manager, his clerical staff and salesmen. The commercial grapho-



THE NEW COLUMBIA BUILDING, LONDON.

with due regard to accessibility and efficiency of operation.

The lighting and ventilation of the building are most admirable, nothing being overlooked in this connection. The structure is lighted throughout with electricity, and the equipment is in sympathy with the general scheme of architecture.

The Columbia building is the newest one on Oxford street, and, as can be seen from the cuts herewith, has a handsome frontage and is as high as the regulations permit. The fact that the show window projects somewhat beyond the building line gives a splendid opportunity for window display. In the interior view herewith, a portion of the counting house is shown, also Mr. Bradt's office. In the foreground is a special machine designed for presentation to Sir Tollemache Sinclair, referred to elsewhere in the

## THE LYON-A-PHONE Opera Sound Box

The best sound box on the market.

**SOUNDS LOUD AND CLEAR.**

The price is right—11/6 retail—and all foreign and colonial dealers are invited to write for special terms. We hold a large stock of accessories, all makes of machines, records and novelties. We will send lists post free upon request. Write to-day.



**11/6**

**A. LYON & CO., 75 City Road, London, England**



London letter. The walls are adorned with paintings of the Royal family and other celebrities.

The entire cylinder record catalogue is represented in the cases along the wall, and the beginning of the disc racks is also shown. Considered from any and every standpoint, the new Columbia building is a credit to all concerned in its erection, furnishing and operation.

### GEN. BOOTH AND THE COLUMBIA CO.

The Famous Salvation Army Leader to Make Records Exclusively for This Company.

(Special to The Talking Machine World.)

World Office, 69 Basinghall St.,

London, E. C., Dec. 6, 1906.

The Columbia Phonograph Co. have just closed an exclusive contract with General William Booth of the Salvation Army, whereby that famous leader will make records for the Columbia Co. He has already made some very successful ones in both disc and cylinder. It goes without saying that General Booth's records will be in great demand by his followers, who now number millions all over the world. This connection is a very important and valuable one for the Columbia Co.

### NEWS FROM THE EMERALD ISLE.

Nomenclature of the Auxetophone Altered—To be Known in Great Britain as the Auxeto-Gramophone—Handel's "Messiah" on Talker Attracts Big Crowds—Edison Business Phonographs for Belfast Technical Institute.

(Special to The Talking Machine World.)

Belfast, Ireland, Dec. 3, 1906.

The nomenclature of the Auxetophone has been altered; it will henceforth be known in the British Isles as the "Auxeto-Gramophone." The local interest in this marvelous machine remains unabated; indeed, a fresh stimulus was imparted to it on November 27, when the "greatest of all oratorios," Handel's Messiah, was rendered from twenty-five gramophone records in the large public hall of the Y. M. C. A. headquarters, this city. The appreciation of the audience was evidenced not only by the applause which greeted each selection, but by the "dead" silence which was creditably preserved during the performance. The clearness, enunciation, pitch, tone, expression, "timbre" and quality of the voices of Miss Perceval Allen (soprano), Madame Dews (contralto), John Harrison (tenor), and Charles Knowles (bass) were reproduced so naturally as to astound those present. Flattering opinions of the Auxetophone were freely exchanged and found their echo in the laudatory notices which appeared in the Belfast papers the following day, in one of which, the Belfast Evening Telegraph, an exhaustive article occupying half a column faithfully records the sensations of its clever writer—evidently a musical expert—whilst listening to the instrument. The Auxetophone concerts on Saturday evenings at Ulster Hall still continue to draw huge audiences. The public is indebted to Mr. Osborne for these delightful musical events.

Edison products are being purchased with avidity in this city. Sterlings are very popular; Whites are good sellers, but the manufacturers seem unable to cope with the demand. Pathé and Columbia records are moving steadily. The "boom" for Gramophone and Zonophone goods remains undiminished.

The popular principal of the Belfast Technical Institute, Francis C. Forth, A. R. C. Sc. I., in order to successfully cope with his onerous labors, has installed in his typewriting department three Edison business phonographs, to which he dictates all his correspondence, thus effecting a considerable saving of time. Mr. Forth is a gentleman who is thoroughly up to date, an excellent organizer and a business man of no mean order, who merits the respect and esteem entertained for him by all sections of our citizens.

Quite a fund of merriment has resulted from T. Edens Osborne having mailed his clientele and

and friends artistic post cards representing "His Master's Breath," a mirth-provoking picture of a dog with a "knowing" expression in the act of smelling a funnel placed in a jar containing Irish whiskey. Evidently the owner of the dog is not a believer in aqua pura, "Adam's ale" being probably considered unpalatable without the addition of Ireland's national beverage!

### RECORDS AS CHRISTMAS PRESENTS.

American Soldiers in Our Foreign Possessions Anxious to Procure Them—A Good Idea.

Our soldiers quartered in the various island possessions are oftentimes at a loss for something whereby to pass their leisure time profitably if possible. In order to relieve the monotony of the situation, kindly disposed persons have been in the habit of sending numbers of books and current magazines, and in a letter of thanks for same, one of the soldiers suggested that records for both disc and cylinder machines be sent to the various posts. As there are many Victor, Edison and Columbia machines owned by the different companies in the army the contribution of records for use on these machines would do much to bring cheer to the boys in their lonely camps.

The suggestion is a good one. Talking machine records cost much less than a book, even a cheap edition, and certain styles can be had for the price of an ordinary monthly magazine. Where a book is usually read only once by a man and only one can enjoy it at a time without necessitating some one reading aloud, a record could afford simultaneous pleasure to an entire company or even a battalion if desired, and may be enjoyed times without number, either for the selection itself or for the dance music it offers.

Talking machine owners who have records in good condition of which they have become tired can show kindness of heart with very little expense by sending them to the authorized depots from whence they will be dispatched in bulk. The Globe, 5 Dey street, New York, will receive such items if marked "For the soldiers," and see that they are forwarded.

In these days of perfected talking machine records it is only the deaf and dumb man who need not fear having his speech preserved in record form, and even he is in danger of having his sign language reproduced by the moving picture machine. To make a verbal contract nowadays binds one just the same as a written one if a "talker" is near, much to the dismay of certain unscrupulous persons.

### HENRY J. HAGEN ASSUMES CHARGE

Of the Recording Laboratory of the Universal Talking Machine Mfg. Co.

Nov. 26 Henry J. Hagen assumed the management of the recording laboratory of the Universal Talking Machine Mfg. Co., a promotion most deserving. It will be remembered that Mr. Hagen recently returned from a record-making trip to Europe and South America, and in referring to the business possibilities of the latter continent quoted the speech made by Secretary of State Root when in Buenos Ayres—namely, that during the past twenty-five years the United States had enjoyed unexampled prosperity, and he predicted that for the next quarter of a century South America would have its turn and be blessed with equally prosperous conditions. This prophecy, Mr. Hagen believes, will be realized to the letter, for, as he says, "The Argentines are right up to the minute, and it is an elegant country."

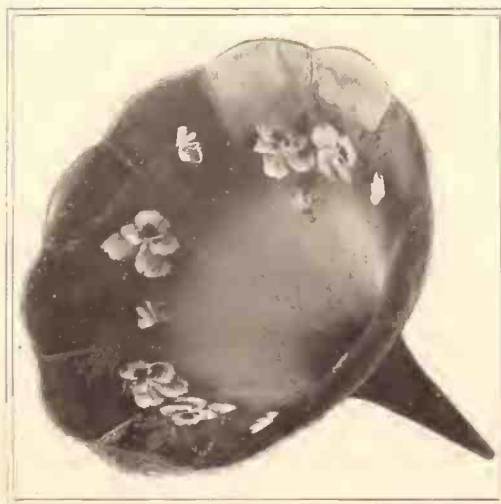
### FABER'S TRITE REMARKS.

H. C. Faber, the busy Victor man in Colfax, W. Va., has recently issued some clever advertising matter for local use. He has also favored us with the following effusion which will quickly convince the reader that Mr. Faber's bump of humor is far from being a dent. Besides complimenting the publication, he airs some sensible views of the Sousa episode:

"In reading The World from 'kiver to kiver,' I take particular notice that you are not in the business alone for your benefit, but to benefit its readers and to give extra good hints on more than one point. I have gathered a few hints myself from its columns, and do not hesitate to blow my horn about it either, with no affront at all to the venerable Jon Fillup Soozy. Here is a Sousalette—crowds of 'hayseeds' and others are going over to Pittsburg this week to hear the great bandmaster. If it had not been for the talking machine this crowd would not have gone two miles to hear him, his exploits on the talking machine having advertised him as no other advertising could have done. The Victor machine seems to have a good lead in this vicinity, and this shows that the people are getting civilized and want the best that money can buy."

It appears that S. S. B. Campbell, recently manager of the New York office of the Columbia Phonograph Co., General, has not gone to Europe, but is in Philadelphia, connected in business with E. G. Gibson, the expert and inventor of the "Exhibition" sound-box.

## FLOWER HORNS THAT SELL AT SIGHT



If you are a jobber, write us; we will send you a free sample. All we ask is that you compare it with any others on the market as to construction, color and decorations.

**We Guarantee Every One  
Not to Fade!**

They are the handsomest and most attractive line manufactured to-day. We defy competition as to quality of workmanship. Our prices are low. Ask your jobber if he carries them. If not, write us. We will refer you to a jobber in your locality who does.

**Newark Tinware and Metal Works**

53 N. J. R.R. Avenue, Newark, N. J.



On or before March 1st, 1907, the

## **NEW YORK VITAK COMPANY**

will put on the market their

### **NEW MODEL**

# **Motion Picture Machine**

This machine will be made of the best materials that can be procured, and will be so constructed that any length film can be used of the Vitak size, from 5 feet to 200 feet (32 pictures to the foot).

It can be used for home or private entertainments, throwing a picture from 6 to 8 feet in width. The lenses and finish will be of the best, and will be equipped with a light that will produce about 3,000 candle power on the film.

We have had so many requests for a machine of this type that we decided to build one as soon as possible. These machines will be absolutely guaranteed in every particular, and will sell to the consumer for **about \$30.00 or \$35.00.**

We are desirous of hearing from those who wish to handle this model machine, and we will endeavor to have such parties view and examine it at the earliest possible date.

---

## **New York Vitak Company**

**26 Cortlandt Street,**

**NEW YORK CITY**



## TIMELY TALKS ON TIMELY TOPICS.

Considering the tremendous growth of the talking machine trade during the past year, business in quarters where it was exceedingly lively last fall has suffered a slump. To be sure, the manufacturers of machines, records and prime essentials have no reason to complain, because their plants have been urged to producing the limit of capacity, even with the enlargements and increased facilities. The experienced jobber, expressing an individual opinion, declares that the inability of the factories to supply goods when most needed, eventually served as a wet blanket on the public's enthusiasm, trade fell away in consequence, and has never been recovered. Others are of the opinion there are too many dealers, which means a dividing up of sales and the development of a spirit of rivalry so fierce as to render impotent the wholesomeness of fair competition. In the aggregate the volume of business has measurably increased, but the elements of distribution are not on so satisfactory a basis, it appears, as they were at this time last year. The current month, however, is up to the mark, and it is predicted business will continue brisk and active until late in the spring.

With the new year both the Victor and Columbia companies are expecting to put on the market a grade of entirely new records for which great things are expected. Those who have had the privilege of an advance hearing are as enthusiastic as the experts relative to their salability, not to mention the marked improvement in reproductive qualities.

Both of the jobbers' associations—Central States and Eastern—are in a healthy condition, as may be ascertained by the reports of their recent meetings appearing elsewhere in this issue of *The World*. The jobbers of the Middle West have kept steadily before them the practical benefits bound to accrue when a fixed object is kept in view. They sedulously avoided "bad breaks," with results most satisfactory to the members and the betterment of trade economies. The Eastern Association, inclined to be diffuse in their methods at the beginning of their career, suffered a temporary eclipse in consequence. The revival of interest in this excellent organization is evidenced by the increased membership and the return to the "simple life" and business-like methods. Associations conducted on the lines laid down by these two bodies are necessities which every careful jobber aiming to carry on a legitimate, profitable and honorable trade admits. Furthermore, manufacturers heartily approve of such organizations, and en-

courage their formation and maintenance, while the right-thinking and acting dealers are not at all averse to their existence so long as they are fair and just in the enforcement of the credit rules and regulations.

Talking machine men with an eye to the future regard the South American countries as the land of promise, one literally flowing with milk and honey, if properly developed. To be sure, exact information concerning the possibilities of the business is confined to those who have been on the ground and studied the situation. The few Americans sufficiently informed who are in this fortunate position are enthusiasts, and declare the exportation of talking machines, records, etc., can be trebled if gone about in the right way, and goods suitable to that market are made. This is being looked after now more closely and intelligently than ever before, and the results are beginning to show for themselves.

What *The World* had to say last month about "dubbing," or the counterfeiting of records, aroused no end of comment on the part of persons either directly interested or favoring the practice. People of this mind seem to be satisfied they can buy a record in the open market, and having acquired title by purchase are at liberty to duplicate it ad infinitum, providing the factory marks or identifying designations of the original manufacturer are not repeated. For example, they hold a Caruso record can be so treated, and no restraint can be invoked, either in law or equity, even if in the ordinary course of sale it is so represented. If such is a fact, why should anyone seek to secure exclusive rights in artist talent, if their work is open for spurious duplication by simply refraining to repeat certain marks of identification? The sound lines are the same absolutely, for every time a new reproduction is made another result is obtained, the human voice never being twice alike. It is an interesting question, no matter how it may be regarded, and doubtless legal advice of no mean caliber has been sought by partisans of the gentle art of "dubbing."

The results from the use of celluloid in records have not come up to expectations in the past, the material not lending itself to the smoothness of finish so greatly desired. Recently, however, experiments have been more successful, and the manufacturers aver some startling revelations may be looked for. The veterans in the record-making business, however, are skeptical.

A good story is told by a candidate for record honors who had been doing considerable church work. The relator is a talented woman, who requested a "test" of her voice, and visited one of the leading laboratories for the purpose. In speaking of the incident she said: "This is my first experience of the kind, but I was treated so courteously and deferentially that I could not help but contrast it with the treatment received at the hands of church committees before whom I have appeared for examination relative to my application for choir singing. The members of these committees on more than one occasion have almost openly insulted me by their remarks. The talking machine people, on the contrary, who are no doubt overrun by applicants, were politeness and patience personified, proving they must be a superior grade of men from those who are constantly being held up as models of all that is supposedly fine and elegant in life."

Music publishers should ponder this piece of advice from an expert: "The average arrangement issued by the music publisher is totally inadequate for recording purposes in the laboratories of the various talking machine companies,

owing to the fact that each laboratory has its own special musical organization, demanding special musical treatment. Many meritorious publications are rejected as unavailable for recording through not being instrumentally adapted." In other words, it is a unique branch of work.

Commenting upon the increased importation into the United States of shellac during the past couple of years, due to the increased consumption in the talking machine trade, the promoter immediately had a scheme for cornering the market. "Why," remarked the man with gray matter to burn, "it is easy as rolling off a log. There is but one source of supply, India, and all it requires is a little nerve and some money." But being long on nerve and short on finances, the plan has never developed beyond the incipient stage.

A group were discussing the mechanical feed in connection with the last decision on the Berliner patent covering the swinging arm or free-moving stylus, and several opinions were freely expressed that such a device was of easy accomplishment; in fact, several entirely successful appliances of this kind had been seen, etc., and so forth. Then one of the listeners, who had followed the mechanical side of the trade since a boy, spoke up: "Now, gentlemen, you can say what you please about mechanical feeds to get around the Berliner patent; but it is not practical. I know a thing or two about talking machine mechanics, and for the past month myself and a skilled man have devoted our time to originating or proving if such a movement is possible, and I tell you it is not. The reproducing point will travel in the groove and is controlled and governed by it, try how you may to avoid the movement." The silence that followed this ex cathedra announcement was dense enough to cut with a knife, and the conversation drifted into other channels immediately.

According to the most celebrated medical men of Paris the tenor voice is becoming rarer and rarer, and the most eminent authorities prophesy the speedy extinction of the species, hence we note again the value of the talking machine which preserves for all time the voice of the leading tenors of our time, insuring to those who love the tenor arias a continuance of that delight which comes to those who love to hear the high C of their favorite tenor singer.

An Englishman who had been visiting the United States learned a thing or two about New York apartments before his return to "the old country." On being asked by those of a curious turn of mind how he enjoyed his visit, he said dolefully: "All but the fact, that to save me soul I could not get a decent bath! Every time I got into the tub the talking machine in the next apartment commenced to play 'God Save the King,' and, of course, you can see for yourself I had to stand all through it."

\* \* \* \*

"We have barrels of records," is the sign in the window of one of the large talking machine warerooms in this city, and as a proof, a barrel filled with records is tipped over in the window and a number of records are scattered about, as if spilled out of the barrel. Other barrels, with the heads in them, with the inscription "records" in big letters painted on the sides, act as stands to display a large line of talking machines. Horns of all sizes and descriptions are scattered around, the whole making a very novel window display, and one that attracts attention. Another sign in the window reads: "If you are athletic and break a record bring it to us and we will make an allowance for it in exchange for a new one."

## FOR SALE

One Revolving Wire Edison Phonograph Record Holder; capacity, 1,000; for \$20; brand new; reason for selling, lack of room. R. C. Bollinger Music House, 704 Garrison Avenue, Ft. Smith, Ark.



Mr. Dealer!

Do You Realize  
that to Own a  
**Victory  
Cash  
Register**

means MONEY, besides a systematized business to you? Do you realize that it will stop those little leaks in your cash drawer, which are now a constant puzzle to you? Are you aware of the fact that even a small leak will eventually sink the biggest ship? If so—then why wait any longer? Protect your money and order a Victory Cash Register at once, under a two-years' guarantee, or your money back if not thoroughly satisfied.

DESCRIPTIVE CATALOG ON APPLICATION

"Victory" \$65.00  
"Victory Jr." \$40.00 Less 10% for Cash

Easy Payments If Desired  
**H. C. MEHDEN**

Phone 145 Amsterdam Ave., New York  
3445 Columbus



# VICTOR wins first prize again over all others



The Victor Talking Machines and Records were awarded the Gold Medal which is the first prize and the highest award over all other talking machines at the Lewis & Clark Portland Exposition, confirming the award of the First Prize at the St. Louis and Buffalo Expositions.

## Three Straight First Prizes

Buffalo 1901 St. Louis 1904 Portland 1905

Can this leave any possible doubt in your mind as to which talking machine is best?

Prices \$17, \$22, \$30, \$40, \$50, \$60, \$100. Write for Art Catalogue.

New Monthly List of Records on sale at all Music Houses and Talking Machine Dealers, January 1, 1906

Victor Talking Machine Company Camden, N. J.

**VICTOR**

The throat of Caruso is a magic, intensely powerful and sensitive instrument and the spirit's soul on fire sends through this machine the vibrations which we know as Caruso's voice.

The Victor is another throat, strong, sensitive and true, and it brings to you—without any effort—some of the most beautiful and most interesting music that has ever been recorded in the history of the world.

Obtainable by Easy Payments through Victor dealers

Here are the six principal styles of the Victor with their prices. Most any Victor dealer will be glad to make it easy for you to buy Victor Machines and Records by your paying a small sum down and a small sum per month—no pay as you enjoy. After a while the payment stops, but the enjoyment is endless.

To see how easy it is to get a Victor, write to the Victor Talking Machine Co. Camden, N. J. and we will send you a copy of our Art Catalogue.

**VICTOR**

8-inch Records, 35¢

A new size—ready May 1st

Twelve new high-class 8-inch Records

Some of the 50 Popular Records At Dealers May 1st

**"Home Sweet Home"**

Sung by Adelina Patti on the Victor

It would be hard to get out of the world, to say the least, if it were not for the Victor.

This historical song, recorded by Adelina Patti on the Victor, is one of the first songs recorded in Europe on a Victor.

It is one of the most beautiful songs ever recorded, and it is one of the most popular songs in the world.

12-inch Size, \$5 each—Ready June 1st

**Artists who are proud to perform for the Victor.**

Nearly everyone knows Sousa's Band, but not one-tenth of the people of the United States have actually heard it. Richard Wolf Heppner, with his Spence's Band—all have a national fame, but how many of them have you ever heard?

You can hear anyone and everyone of these great singers, great bands, great entertainers—and a hundred more—on the Victor. They sing for you, play for you or bring in the mood to you whenever you feel an inspiration. Think what an inspiration to millions today and in years to come.

Victor Talking Machine Co. Camden, N. J. U. S. A.

**Caruso and the Victor**

Caruso, the greatest tenor of modern times, makes records only for the Victor.

Caruso's every note on the Victor is the most wonderful achievement in the history of sound recording. In the Victor records you can hear the voice of the greatest singer of the world.

The Victor Talking Machine Co. Camden, N. J. U. S. A.

**VICTOR JUNIOR**

**GRAMOPHONE**

**\$10.—**

Other styles \$17 to \$100

**The First and Only Good Ten-dollar Talking Machine.**

Sold by Victor Distributors on the Easy Payment Plan

For full details fill out and mail us coupon to-day

**Victor Talking Machine Co. Camden N. J. U. S. A.**

Berliner Gramophone Co., of Montreal, Canadian Distributors



"His Master's Voice"

This advertising is handed to you every month. Are you a Victor Talking Machine Co., Camden, N. J., U. S. A. Be

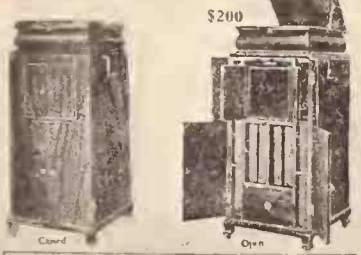


**VICTOR**



**Brings Back the Old-Time Melodies**  
 World Southern melodies sung and played upon the old-time thrill!  
 led ideas. Low instruments and facilities record bring with the rich  
 of these brilliant songs in full perfection. You have never  
 in such a lady and power till you have heard them on the Victor  
 Here are a few out of thousands.

**A New Kind of Victor**



**Victor-Victrola**

**The Ideal Drawing-Room Entertainer**

So many people of means and taste demand the character of drawing-room entertainment which only the Victor can supply, that we have designed this superb new instrument, with the best of all moving parts, and able to play one hundred and fifty records and accessories easily accommodated in a handsome mahogany cabinet—an ornate drawing-room.

By opening or closing the cabinet the music is made loud or soft as desired. The Victor is a perfect drawing-room entertainer. It is the ideal instrument for guests to such a refined, varied means can be enjoyed.



**The Throat of a Thousand Voices**

No matter what the price, every Victor is built with the painstaking accuracy and sensitiveness that has made the Victor the greatest musical instrument in the world.

You can now have the Victor on the installment plan. A Cash Victor 100 dollar model is available for \$10.00 down and \$10.00 per month for 10 months. Victor Talking Machine Co. Camden, N. J.



**The voice by the fireside—**  
 The world's greatest living artists sing for you in your home. Any time, anywhere, Eames, with her silvery soprano, Placon, with his splendid bass, and a score of other stars, voice the lyric beauty of Gounod's great opera, "Romeo et Juliette," and a hundred other masterpieces of music.  
 You listen and forget it's the Victor; it is the perfect living voice. The foremost artists of the musical world have chosen the Victor to perpetuate their voices, because it reproduces every note, every tone, body and soul. The voice of the Victor is the human voice.  
 Every Victor "Red Seal" record is a masterpiece of music.  
 Victor Talking Machine Co. Camden, N. J.



**How Victor Records are made**

People have been wanting to know for years how the Victor records are made. We can tell you in what manner the notes and shadings of the living voice are reproduced on the wax. The process is a most interesting one, and the popular ballads and songs are made in a most perfect manner.

Victor Talking Machine Co. Camden, N. J.

**A million dollars could not bring all these artists together for a single performance. Yet you can hear them as often as you like on this \$10 Victor.**

Francis X. Bushnell, Caruso, Sembrich, Scott, Weber, and other great artists are recorded on the Victor. The Victor is the only instrument that can reproduce the human voice with all its original sweetness, clearness, and individual quality.

Victor Talking Machine Co. Camden, N. J.



Reg. U.S. Pat. Off.

**"Voice"**

**The Victor is the only instrument that actually reproduces—not "imitates"—the human voice with all its original sweetness, clearness, and individual quality.**

**Victor VI Price \$100.**

"Why, that is the singer herself!" people exclaim on hearing the Victor for the first time. "That is Eames! That is Sembrich! That is Caruso! I never heard anything like that before. That is no machine. It is the real thing!"

Yet this wonderful Victor—which includes the music of all other instruments and of the world's greatest voices—costs only \$100 for this most beautiful and elaborate style; and other Victors range from \$10 to \$60.

**Can you afford to do without this ideal enjoyment in your home?**

Victor distributors sell Victors on the easy payment plan. Or for full information about the various styles, with instrument information, fill out the attached coupon.

**VICTOR TALKING MACHINE CO. CAMDEN, N. J.**

**FILL OUT—CUT OFF—MAIL TODAY**

ordered into 56,000,000  
 anything to get your share?  
 Gramophone Co. of Montreal, Canadian Distributers."



## TALKING MACHINE MEN OPPOSE

Certain Sections of New Copyright Bill—National Phonograph Co. Join Opposing Forces—Paul H. Cromelin Bears Brunt of Fight.

(Special to The Talking Machine World.)  
Washington, D. C., Dec. 14, 1906.

The hearings before the joint patents committees of the Senate and House were resumed on the 7th inst., and the sessions were of the most interesting character from start to finish. The talking machine people had a chance to present their arguments on the 10th, the previous days being given up to the book writers and music publishers. "Mark Twain" (Samuel Clemens), the world-renowned wit and humorous writer, made a strong plea for the bill Friday, the editor of "The Century," R. V. Johnson, following with an undivided advocacy of the entire measure.

Unexpectedly Frank J. Dyer, premier counsel for the National Phonograph Co., made a strong argument against subdivision G of section 1. This is the particular division of the proposed law against which the talking machine trade are contending. Its complete text follows, the italicized words presenting the amended parts since the first introduction in June last:

"To make, sell, distribute or let for hire any device, contrivance or appliance adapted in any manner whatsoever when used in connection with any mechanism to reproduce to the ear or to cause the said mechanism to reproduce to the ear the sounds forming or identifying the whole or any material part of any work copyrighted after this Act shall have gone into effect, or by means of any such device, contrivance, appliance or mechanism publicly to reproduce to the ear the whole or any material part of such work."

Mr. Dyer's statement was listened to closely, from the fact that at the previous hearings Horace Pettit, counsel for the Victor Talking Machine Co., surprised the automatic instrument manufacturers by advocating the passage of the bill with reservations. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, stood the brunt of the fight, and being a lawyer of experience his address was followed attentively. An outline of his remarks may be gleaned from his circular to the trade, printed on page 48 of this issue of The World. The music publishers and composers were represented by a strong delegation, and at times the running debate was quite acrimonious. It now looks as if a compromise bill will be accepted, in which the talking machine interests will be exempt, the same as in the British copyright bill recently enacted.

## LOOK OUT FOR STOLEN MACHINE.

Thomas Riddel, of 151 Seventh avenue, Brooklyn, advises us that one of his customers to whom he sold a Victor Second No. 3722, latest model, has had his machine stolen. If this should be offered to any member of the trade for sale or repair, it will be well to hold it and advise Mr. Riddel.

## CAN YOU DECIPHER IT?

The following telegram was recently sent by the Sampson Music Co., of Boise, Idaho, to Graves & Co., Edison's jobbers, in Portland, Ore.: "Rush; express twenty Bullfrog; waiting:

preacher rockingchair; manmooncoon; softly; Fisher's, Sailor's, Jackson's, Chip, Campmeeting, Downfarm, Chowder, Housetops, Twobullfinches, Widowsplea, Turkeystraw."

At first sight it reminds one of the work of the literary inclined gent in Ward 8, Bloomingdale, but closer inspection indicates that each word represents the first word or words of the various record titles popular in Idaho.

## TALKER COMES IN HANDY

And Takes Place of Orchestra In Emergency Case in Western City.

A prominent vaudeville act consisting of manikins performing on a miniature stage, with elaborate scenery and beautiful electric lights, owed a large portion of its success to the remarkable way with which the figures keep time with the music.

Only long training made this perfection possible, and when upon opening up for a week in a western town it was discovered that the music had been lost or mislaid, consternation reigned. The local orchestra had only one piece out of the eight or ten used in the act, and to get satisfactory results at the first trial with new music was next to impossible.

As a last resort one of the attaches thought of the talking machine. The local dealer was visited and nine out of the ten pieces of music desired were found in his stock of records, and for the tenth, which, by the way, was "In a Cosy Corner," a very similar composition, "Laces and Graces," was substituted.

A large machine was rented and placed in the first entrance of the stage, where it gave better results than were often obtained by a full orchestra. Even when a duplicate supply of orchestra music was received later in the week it was not given out, but the "talker" was retained in service.

Upon coming back to the metropolis it is said the owners of the act will look over the various makes of "talkers" offered and will select a large machine and a supply of records to carry with them on their travels, in order to insure themselves against being caught "musicless" again. In all the smaller towns where poor orchestras are the rule it is proposed to use the talking machine exclusively.

## SOME "TALKER" LITIGATIONS.

The appeal of the American Graphophone Co. against the Universal Talking Machine Co. and the American Record Co., joint defendants, on the Jones patent, for duplicating disc records, was on the calendar of the United States Circuit Court of Appeals, second circuit, for a hearing Tuesday. Judge Hazel's opinion, rendered in the lower court February 19 last, declaring that the process alleged to be infringed had been anticipated by the prior state of the art, and dismissing the bill of complaint, is under review. Decision was reserved.

The suit of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, in contempt proceedings, was up before the United States Circuit Court, New York, November 30. Decision was reserved.

## DUTY ON TALKERS INCREASED.

According to the revised Canadian tariff list the rate of duty has been increased from 25 per cent. to 30 per cent. under the general tariff and from 16 2-3 per cent. to 20 per cent. under the preferential tariff on phonographs, graphophones, gramophones and finished parts thereof, including cylinders and records therefor and mechanical piano and organ players.

## TEA TRAY CO.'S NEW CATALOGUE.

The Tea Tray Co., of Newark, N. J., call attention, in a very beautifully and originally conceived advertisement on the cover page of this issue, to their new catalogue which has just been issued. It is a most interesting publication, and

contains illustrations and descriptions of all their specialties, which are so well and favorably known the world over. There are also some other announcements from this company in this issue of The World, which will interest the trade. The Tea Tray Co. are experiencing a great demand for their goods this season, and notwithstanding their tremendous resources they have been kept on the qui vive filling orders.

## EDISON'S MANY INVENTIONS.

Thomas A. Edison is said to have more inventions than any other living man. In the patent office at Washington there is a department marked Edison where an array of over 300 patents are to be found. Those who see this exclaim; "Oh, Edison can't last much longer. He is working himself to death." And yet every year finds additions. "Mr. Edison's work as an inventor," said Mr. Dyer, who has charge of the legal department of the Edison laboratory, "as shown by the records in my office, extends over a most varied field. In addition to his better-known patents granted in connection with the development of the electric lamp, the phonograph, telegraph, telephone, ore-milling machinery and storage batteries, I find that the inventions include vote recorders, typewriters, electric pens, vocal engines, addressing machines, methods of preserving fruit, cast-iron manufacture, wire-drawing, electric locomotives, moving picture machines, the making of plate glass, compressed air apparatus, and many others. In the line of phonographs he has secured 101 patents, on storage batteries 20 patents, on electric motors 20 patents, on telegraphs 147 patents, on telephones 32 patents, on electric lights 169 patents, on dynamo 97 patents, and on ore-milling machinery 53 patents. When it is remembered that an incandescent lamp consists simply of a carbon filament in an exhausted glass globe, the ingenuity in devising 169 different patentable modifications and improvements on such devices appears really marvelous."

## BRIEFLETS.

A. P. Petit, for a long time sales manager and buyer, is no longer connected with the Douglas Phonograph Co., New York, having resigned on the 6th inst., on account of poor health. After "A. P.," as he is familiarly known, has recovered his "robust," he will be back in the business with "four feet." His brother, A. S. Petit, having finished his special services with the Leeds & Catlin Co., has resumed charge of his Baltimore store.

New year's calendars have been received from T. Edens Osborne, the prominent talking machine factor of Belfast, Ireland, and H. C. Menden, the cash register man, of 145 Amsterdam avenue, New York. They are both handsome productions.


Devereux Elmes, for a long time in charge of the order department of the Douglas Phonograph Co., New York, an expert of acknowledged attainments, is now with the Edison Storage Battery Co., at Orange, N. J., one of the big coming propositions and the very latest organization of the world's wizard, Thomas A. Edison.

The next meeting of the Eastern Talking Machine Jobbers' Association will be held January 16, at the salesrooms of the Jacot Music Box Co., 39 Union Square, New York.

The Schmelzer-Arms Co., Kansas City, Mo., have just issued a very complete catalogue of talking machines and supplies, which is worth investigating.

### 210

## Cylinder Records



can be stored in this Cabinet. Has 5 Drawers provided with Iron Stops to prevent the Drawers from being pulled out too far.

**WOOD PEGS**

The only Pegs that will stand the wear. The best selling Cabinet on the Market. Size: wide, 22 in.; deep, 18 1-2 in.; high, 34 in.

No. 42 Cabinet.

**FEIGE DESK CO.,**

2076 Genesee Ave., Saginaw, Mich., U. S. A.

**SPALDING & CO.**

109-113 W. Jefferson St., Syracuse, N. Y.

JOBBERS

**COLUMBIA MACHINES and RECORDS**

Also Athletic Goods, Fishing Tackle and Cutlery



**WHAT MAKES A GOOD SALESMAN?**

Is the Interesting Question Discussed in the Following Little Talk, Which Talking Machine Men Should Ponder Over.

"What makes a good salesman?" was the question which a well-known ambassador for a talking machine institution was asked the other day. He replied, instantly, "What makes him? Nothing makes him, he makes himself.

"What I mean is this. The gift of selling goods as a traveler, and in building up and holding a trade, is not bestowed by the waving of a wand, or any of this fairy godmother business. It comes through natural adaptability, hard work, reliability and a right point of view.

"For a dozen years I have been able to do one thing. To feel sure that no matter what questions might be asked or investigations pursued, I was in a position to make myself good at both ends of the line—with the house that sent me out, and the one to which I sold the goods.

"In other words, I have reported each transaction just as it was. If there is anything unpleasant to explain, I would rather sit down at the time and write the house all about it than to gloss it over or evade it until I got home, and then be hauled up about it. My people learned long ago that they knew all about my deals as I went along and that there were no strings hanging out to be gathered up or afterclaps to make trouble. And so with my customers. I tell them the exact truth, and they have come to take my representations as the truth. I have lost sales by it, but have more than made them up in the long run. A young traveler can make no greater mistake than to believe that the bird in the hand is worth more than all those other ones in the bushes; the effort he may make to get that one may drive the others away forever."

"That is as to reliability. How about industry?" was asked.

"It seems almost needless to discuss that,"

was the answer. "It is an essential of our business that a man should be industrious. No man can last a year at it who is not a hard worker. The house don't send a man out to look at the scenery. His pay and hotel bills are going on all the time, and other fellows are out looking for the business he is after. The house don't expect me to spend Tuesday night in bed in a hotel at Chicago when I can make time by putting it in on a sleeper between Chicago and St. Louis. Nor am I expected to spend the evening at a theatre in Philadelphia, when I can save a half day by going to Baltimore between dinner time and bed time. Of course, if I have to remain in Philadelphia over night, my going to the theatre is all right.

"I like to see you loaf around," said the old man to me once, 'as you seem to enjoy it so. But I want you to take your fill of it when here at the store, as I don't want to feel you are doing much of it outside.'

"Yes, hard work; more hard work; and still more hard work. That is the main thing in this line.

"Is it a serious business? Say, have you noticed one thing? The newspapers and the comic papers don't have one joke on 'the drummer' where there used to be a hundred. The public conception of the salesman—and in many respects the salesman himself—has changed immeasurably in the past decade and a half. The loud-voiced, drinking, dirty-story telling, flirting and offensive drummer of popular fiction is never heard of any more. He is gone entirely; if he ever existed in as unpleasant a state as he was painted. I admit that there were some men of that sort, but they have been frozen out, or are blacking boots somewhere.

"The traveling salesman who represents a house of any standing has got to be a proper representative of that house. He must, to win the best success, be a gentleman; be clean minded, temperate, educated to a certain extent; a good talker of good sense; a man who carries an impress of honesty of mind and respectability."

**DON GILBERTO'S PUBLICITY.**

The Paducah, Ky., Dealer Goes President Roosevelt One Better in Simplified Spelling.

Talk about phonetic or simplified spelling, the official list is only a poor weak imitation, as a perusal of the following advertisement will prove. Opera goers will especially appreciate certain parts of this advertisement of a Paducah, Ky., talking machine dealer which came to our notice recently:

DON GILBERTO,

THE TALKING MACHINE MAN OF PADUCAH.

As we are in the midst of hot weather and sleeping is torture at the present time, and these beautiful moon-lights we have at present. Come one come all and hear his music at 606 S. 4th Street, produced by the only talking machine, not only of U. S., but of the world. The Victor and the Zon-o-phone talking machines from \$10 to \$100 put within the reach of the poor as well as the wealthy. Remember that these machines are the

LEADING MACHINES OF THE WORLD.

Remember my records for sale are 8-in., 35 cents; 20-in. 60 cents; 12-in. \$1.00.

We have high-class operatic records from \$1.00, \$2.00, \$3.00, \$4.00, \$5.00. All the latest leading opera singers from Addalena Patti, Marcella Sasembrich, Carauso and Sourate and Gazorz and a great many other celebrated artists of this kind. I will play any piece before purchasing it, so you can see that it is perfect. We don't sell second-hand machines or records. Every machine is guaranteed and every record is perfect and new. We don't give discounts nor CUTS in PRICES. We carry a full stock of needles and we will repair your broken machines at liberal prices. We will take pleasure in explaining the mechanism of your Zon-o-phone. I have 500 new and latest music from ragtime to the most celebrated operas, and from the greatest bands, both America and Europe and Orchestra pieces. My concerts will be from 7 p. m. to 10 p. m. No piece played twice and we play from 75 to 100 pieces every night. Remember that you can buy the Victor machine, it is no trouble but a pleasure. We will take pleasure in showing you about either the Victor or Zon-o-phone machines, also care of records.

I remain your talking machine friend

DON GILBERTO,

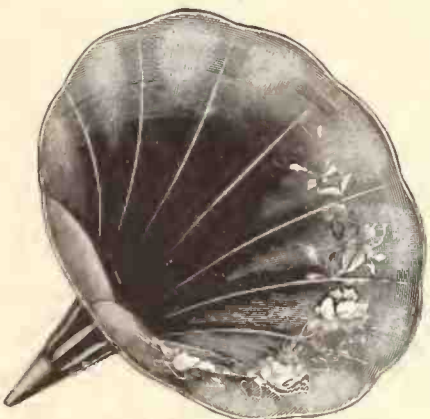
THE TALKING MACHINE MAN of Paducah, and don't you forget it. 606 S. 4th St., Paducah, Ky.

However, with all its faults, the advertisement is more convincing than many that are more grammatical and contain perfect spelling.

**REGULAR AND DECORATED "MEGA" FLOWER HORNS**

26"x16½"—JUNIOR AND SENIOR SIZES—32"x23"

We Control  
The "MEGA"  
in Maine  
New Hampshire  
Vermont  
Massachusetts  
and  
Rhode Island



**REG. FLOWER**

IN 6 COLORS

**DEC. FLOWER**

IN 4 COLORS

Attractive Prices  
to the Dealer and  
Jobber. Send for  
descriptive sheets

**NEW MODEL TEA TRAY CRANES**

No. 200

No. 228

Ready for Delivery

ALL DEALERS SHOULD SEND TO US

For Our New Up-To-Date List of

**"LIVE ONES"** 250 BEST SELLING RECORDS ON EDISON LIST

**PHOTOS OF THE TALENT**

Making Victor and Edison Records. Finely Mounted. Retail 35 Cents Each. Send for List and Dealers' Prices.

**New England Agents for**

HERZOG DISK AND CYLINDER RECORD CABINETS

SYRACUSE WIRE RECORD RACKS

RAPKE RECORD TRAYS AND LABELS

H. & S. RECORD AND MACHINE CASES

T. T. CO. METAL FLOWER HORNS

MELLOW-TONE ATTACHMENTS

LYNN RECORD BOXES AND CASES

PLACE AUTOMATIC RECORD BRUSHES

H. & S. UNIT DISK RECORD STOCK RACKS

REPAIR PART CABINETS

Prices on Application

We have on hand the Largest and Most Complete Stock in New England of

**VICTOR MACHINES AND RECORDS  
EDISON PHONOGRAPHS AND RECORDS**

And All Supplies

Our Shipping Facilities are Unexcelled

"PROMPTNESS" IS OUR MOTTO

**THE EASTERN TALKING MACHINE CO., 177 Tremont St., BOSTON, MASS.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agent for HERZOG DISK and CYLINDER RECORD CABINETS



NEILSON C. DURAND CHATS

Of the Improvements in the Edison Commercial Phonograph.

(Special to The Talking Machine World.)  
World Office, 195 Wabash avenue,  
Chicago, Ill., Dec. 10, 1906.

Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., was in Chicago last week consulting with C. L. Hibbard, who has charge of the Western office or the "business phonograph." "We are continually striving to perfect the Edison system in the minutest detail," remarked Mr. Durand, "and any possible improvement looking to the convenience of dictator or operator is carefully considered and tested." As an instance, Mr. Durand produced a new dictation blank, on which, under the reproduction of the scale, are such legends as "listen for corrections," "cancel," "rush," "additions," "telegram," "extra carbons," etc., and from which lines are to be drawn to the appropriate point on the scale.

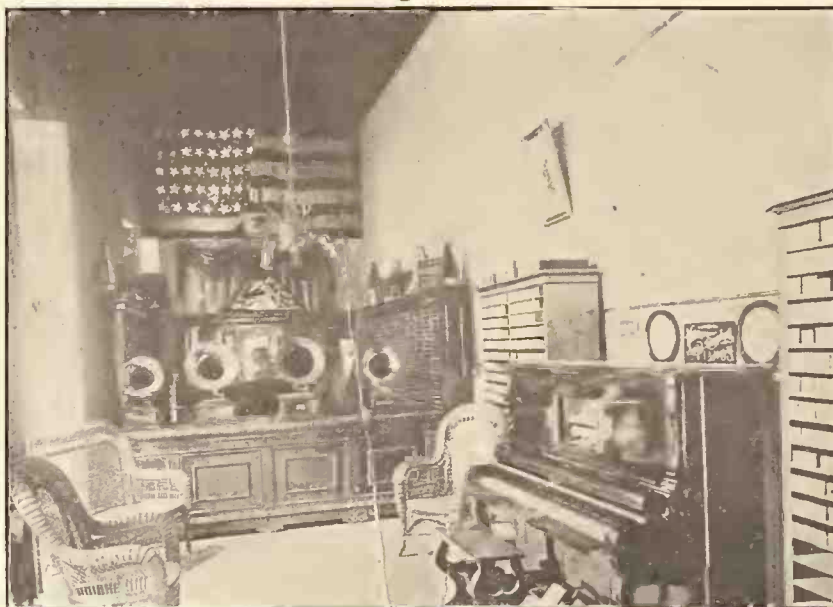
Mr. Nelson Durand demonstrated the latest improvement to the business phonograph, which consists of a neat and attractive crane detachable and quickly adjustable on the front of the cabinet holding a long, slender horn for receiving dictation which does not necessarily have to be spoken into the horn in the old method of using the speaking tube. The horn is connected to the phonograph by a ball joint, so that by a simple turning of the horn to the ear instant repetition is secured in case the dictator has been interrupted. Furthermore, the crane holds the horn in such a manner that it may be quickly swung out of the way and the cover placed on the machine.

IMPERIAL RECORDS FOR DECEMBER.

- 10-in. disc; 60 cents each
- CORNET SOLOS BY BOHUMIR KRYL, WITH ORCH. ACCOMP.
- 45303 The Whirlwind Polka.....
- 45304 The Better Land.....
- 45305 Eileen Allanna.....
- 5316 The Lost Chord..... Sullivan
- BARITONE SOLOS BY FRANK C. STANLEY, ORCH. ACCOMP.
- 44823 You're As Welcome as the Flowers in May.....
- 45301 Two Little Sailor Boys.....
- 45302 Ain't You Coming Back to Old New Hampshire, Molly?..... Hatton
- 45322 The Vicar of Bray.....
- 45323 God Save the King.....
- 45324 Scenes That Are Brightest (from "Maritana")..... Wallace
- 45325 Three for Jack..... Squire
- 45326 Ho, Jolly Jenkins (Friar's Song from "Ivanhoe")..... Sullivan
- 45327 In the Good Old Summer Time..... Evans
- 45328 Yes, Let Me Like a Soldier Fall..... Wallace
- 45344 The Sailor's Grave..... Sullivan
- 45345 Land of Hope and Glory..... Elger
- With Piano Accompaniment.
- 45317 The Song That Reached My Heart..... Jordan
- 45319 My Sweetheart When a Boy..... Morgan
- 45320 Chorus, Gentlemen!..... Lohm
- 45321 The Befearer..... Darnley
- TENOR SOLOS BY HENRY BURR, WITH ORCH. ACCOMP.
- 45329 I'll Sing Thee Songs of Araby..... Clay
- 45330 In Happy Moments (from "Maritana")..... Wallace
- 45331 Angels Guard Thee (Berceuse de Jocelyn)..... With Piano Accompaniment.
- 44936 While the Leaves Come Drifting Down.....
- 45318 Eileen Allanna.....
- BAND SELECTIONS.
- 44868 Cavalleria Rusticana (Selections).....
- 44878 Largo.....
- 44880 Men of Harlech—Quickstep.....
- 44968 Way Down Upon the Suwanee River.....
- 45310 Whirlwind Polka..... Levy
- 45311 Sonelle..... Tschaiakowsky
- 45312 New Colonial March..... Hall
- 45313 Imperial Edward March..... Sousa
- 45314 A Little Boy Called Taps..... Morse
- 45315 Navajo..... Van Alstyne
- 45337 The Geisha..... Jones
- 45338 Pomp and Circumstance March..... Edger
- 45339 Cloche de Corneville.....
- 45340 The Orchid..... Godfrey
- 45341 Pinafore..... Sullivan
- ORCHESTRA SELECTIONS.
- 44984 Vals de las Golondrinas (Waltz of the Swallows).....
- DESCRIPTIVE ORCHESTRA SELECTIONS.
- 44889 President Roosevelt's Inaugural Parade.....
- 44846 Down the Pike at the St. Louis Exposition.....
- 45342 The Musical Yankee.....
- 45343 I'm Crazy 'Bout a Big Brass Band.....
- CHARACTERISTIC SHORT TALKS.
- 44850 Schultz's Trip to Chicago.....
- 44851 Schultz on the "Man Behind the Gun".....
- SPECIAL CHRISTMAS CAROLS—SOLOS WITH CHOIR—ORGAN AND ORCH. ACCOMP.
- 45332 O Come, All Ye Faithful.....
- 45333 Christians: Awake!.....
- 45334 Hark! The Herald Angels Sing.....
- IMPERIAL ORCHESTRA.
- 45335 Selection of Christmas Carols.....
- BARITONE SOLO. FRANK C. STANLEY, WITH ORGAN ACCOMP.
- 45336 Star of Bethlehem.....

An enormous sale has been reported by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, on their new line of artistic flower horns. In these horns they have aimed to cater to a better class of trade, believing that the public would appreciate a high-grade, handsome horn of neat and attractive design.

C. CUSTIN'S HANDSOME TALKING MACHINE STORE IN HAVANA, CUBA.



C. Custin, Havana street, No. 94, Havana, Cuba, has long been a center for talking machines, not only in the island, but for the West Indies. His establishment is well arranged, for

he is a large handler of musical instruments, and handsomely decorated. The accompanying view is that of the talking machine department of this institution.

HERE AND THERE IN THE TRADE.

The National Phonograph Co. say: "It is with considerable satisfaction that we say that we are in splendid shape at the factory to take care of the needs of the trade. Never in the history of the phonograph has our factory been working so smoothly as it has for months past. It is difficult ourselves to believe that the output is fully 50 per cent. more than at the same time a year ago, when our entire manufacturing and selling forces were at their wits' ends to keep the trade appeased. While we are fully sold up all the time and cannot accumulate a surplus, the orders are so promptly filled that jobbers do not need to write letters begging for goods, and a world of correspondence and unnecessary work is avoided."

Next month the first series of Zonophone grand opera records will be put out by the Universal Talking Machine Mfg. Co., either "Cavalleria Rusticana" or "Faust," complete, and will run 16 records of the first named and 26 of the latter, in 12-inch size. A special 24-page bulletin, in which the scenes from the respective operas will be illustrated in half tones, accompanied by a description, will be issued in connection with each of the series.

A new edition of the numerical catalogue of records will be issued in January by the National Phonograph Co. It will be form No. 1020 and will have the January records and all changes in both domestic and foreign lists up to January 1. In addition to this numerical catalogue the company shall issue an alphabetical catalogue of domestic records to and including January. The latter is a new catalogue with the company.

J. Williams, of the American Talking Machine Co., Brooklyn, N. Y., who has invented several sound boxes of merit, is spoken of as one of the best informed men on the history of sound reproduction. His researches run back to the ancient Egyptians and his collection of uata is curious and interesting.

Fred C. MacLean, general manager of the Sterling Debenture Corporation, who are marketing the securities of the American Telephone Co., New York, returned this week from a trip of several weeks' duration in the West. Mr. MacLean is giving special attention to the commercial development of the Telephonograph, work in which he is eminently successful.

On and after the first of December the general offices of the Universal Talking Machine Manufacturing Co. were removed from 28 Warren street, New York, to their factory, Camp and

Mulberry streets, Newark, N. J. The export department, under the management of F. Long, will remain permanently in New York, and at the Warren street address until the place is leased, which may be shortly, negotiations with another talking machine concern now being under way. Manager Macnabb will be in New York, between the laboratory and the downtown place, three days a week.

Well defined reports are in circulation that the final settlement of the legal controversy between the New York Phonograph Co. and the National Phonograph Co., and other Edison interests, are on the eve of definite completion. The suit has been dragging along in the Federal and State courts for years, and recently it reached a stage where the attorneys of the complainants got scrapping among themselves. The National Co. have lately secured advantages which are said will wipe the whole thing off the map in short order.

RECORD CABINETS IN GREAT DEMAND.

Two or three years ago the sale of record cabinets was so small that dealers and jobbers did not find it advisable to carry a stock. This was not due to a lack of demand, but principally because the cabinets on the market at that time were so cheaply made that they could not be depended on, and were not worthy of consideration as cabinets.

About a year ago the cabinet field was recognized as a large and important one, and the result is that some jobbers are now carrying a stock of from one to two carloads on hand all the time, and making a special feature of this business. The Blackman Talking Machine Co., of 97 Chambers street, New York, are doing a very large business in cabinets, and have just issued a very handsome catalogue, illustrating 23 styles of record cabinets, which they furnish in either oak or mahogany. Their advertisement in this issue emphasizes the importance that is now placed on the cabinet business, and also shows the necessity of supplying the demand thoroughly.

THE "KNOCK-DOWN" SEARCHLIGHT HORN

Our readers cannot fail to be interested in the illustration and description of the "knock-down" horn illustrated and described in the advertisement of the Searchlight Horn Co. elsewhere in this issue. It marks another step in the progress of this institution whose wares are apparently greatly in favor, judging from the constant enlargement of their establishment in Brooklyn. The demand for the Searchlight horn this winter is exceeding all expectations, according to the members of the company.



## TRADE NOTES FROM BOSTON.

Operatic Concerts All the Rage at Steinert Hall—Decorated Windows Attract Crowds—Eastern Talking Machine Co. Are Taxed to Fill Orders—Boston Cycle & Sundry Co.'s Trade System Popular—Osgood's Success—Expansion at Columbia Co.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 12, 1906.

Full operatic concerts by means of the talking machine are the hit of the town just about now. The firm of M. Steinert & Sons, Victor agents here, tried the experiment of a Victor concert of "Il Trovatore" in Steinert Hall, and had the hall packed. Since then other firms have taken the cue, and operatic concerts are to be the rage here this winter. It will make a fine advertising feature.

An enormous increase in the demand for talking machines has been noticed here since the last week in November, the approaching holidays and the suitability of these instruments for presents being the dominant factor. The demand for high-grade goods continues to increase, notwithstanding the steady inability to get a sufficient supply from the factories.

The dealers here are awakening to the fact that one way to advertise at this time of the year is to make the exterior of the store and particularly the windows as attractive as possible with wreaths of holly and evergreen, etc., and most of them are rising to the occasion with vigor and judgment.

The recently enlarged shipping facilities of the Eastern Talking Machine Co. are being taxed to their utmost because of the demand for goods for which they are headquarters. Chief among these are the Mega flower horns, the Herzog disc and cylinder record racks and the wire racks and cabinets. The recently formed department for the sale of parts, etc., is making great headway. Both the Edison and the Victor lines are being pushed with vim.

Only the fact that they haven't got room enough to do any more business prevents the Oliver Ditson talking machine department from being one of the biggest propositions in the city. Plans are under way, however, to provide additional floor space, and then there will be some humping. The Victor line is handled exclusively here, and the demand is for the higher grade of selections—grand operas going particularly well.

The fine tray system which was invented by the Boston Cycle & Supply Co. has become a big factor in the business of the dealers, great or small, and this firm is continually enlarging its facilities for the manufacture of the trays and the carrying cases for records, which it makes also. Manager Andrews is one of the greatest hustlers in the business. He is making a special effort, too, on Searchlight horns.

"The talking machine as a big business proposition" is the subject which can be dwelt upon with profundity at the store of C. E. Osgood Co. Disregarding their famous catch-line advertisement, "When in Doubt, Buy of Osgood," the members were inclined to believe at first that such a branch would not be a success, so they gave it only a limited space. Within a year it had doubled the volume of its business, the room occupied by it had been enlarged, and now the manager says, "We must have more room, for we can't handle the business in this small space." C. E. Osgood Co. are headquarters for Edison goods and also for those of the Tea Tray Co. and Hawthorne & Sheble.

The Winchell Co. have given up their wholesale business until such time as they can secure an Edison contract, then they plan to boom things. Until then they are pushing the Regina instruments of all kinds and are making a big hit with them.

At the Columbia Phonograph Co. additional salesmen have been put on, because of the increased trade, and there is a general air of prosperity. Great attention is given at this store to the window displays, the two fine windows lending themselves well to such work. It is a rare thing to go down Tremont street and not have

one's attention attracted to some unique idea in window decoration in this store. Most of the attractive ideas thus presented are due to Manager Blakeborough.

There is little doubt but that the holiday trade this year will be bigger than ever before in the history of the business. Talking machines have now come to be a necessity rather than a luxury, and the multitude of ways in which they are of service adds to the volume of trade in both machines and records.

## THE BONCI VOICE ANALYZED.

Record Manufacturers Making Overtures for the New Tenor's "Talent"—Exalted Royalty Named—Opinions of His Voice.

Competition for the control of the Bonci records is by no means tame. The representatives of the European firm controlling the record rights of Alessandro Bonci, the new tenor of the Hammerstein Grand Opera Co., New York, are evidently driving stiff bargain, comparing the recent operatic star with the emoluments enjoyed by Caruso, whose vocal outpourings are the exclusive property of the Victor Talking Machine Co., for a period of years. Naturally the impression Signor Bonci would make concerned the American record makers, and his initial appearance in "I Puritani," was regarded in the nature of a test, as the talented Italian singer has been heralded as the "man with the pipes," far and away beyond the unfortunate hero of the monkey cage episode. It is said that a royalty of \$2.50 per record has been demanded for each and every Bonci record, a price that has given pause to even the most enterprising firm of the loftiest ambition to supply the American public with the newest musical sensation. Therefore, the opinion of competent critics on the Bonci voice will be interesting, and as a contribution to the intelligence of the situation the following is quoted from the New York Tribune:

"Comparisons are unavoidable, but those who are seeking for the highest pleasures that may be found in the singing of men will probably go to hear Signor Caruso, for the sensuous charm of his voice, and Signor Bonci, for an exemplification of much finer artistic skill. In nearly all the things which enter into the art of vocalization he is incomparably finer than his rival at the Metropolitan Opera House. His tones are impeccably pure, his command of breath perfect, his enunciation unrivaled by any singer now before the local public, his phrasing also, his sense of proportion, symmetry, repose, exquisite. The voice is a pure tenor, with a tinge of that pallid quality from a love of which we have been weaned by the tenors who have won our favor since Campanini was with us, but it has a fine nobility in the highest register, and in all its phases it is as completely under his command as are the keys of the pianoforte under the diabolically ingenious fingers of Roseuthal. He achieved a triumph."

## MOON'S HOLIDAY ADVERTISING.

Charles Moon, manager of the Columbia Phonograph Co.'s store at 704 West Walnut street, Des Moines, Ia., began his holiday advertising on December 1, and the present rush of business proves the wisdom of his course. The ads. are written with special regard to the fitness of Columbia machines for Christmas presents and their general superiority as means of entertainment.

H. C. Faber, Colfax, W. Va., advertises the Victor talking machines in his locality in a very effective manner by means of cards and dodgers. His forte is quality, and he dwells upon that point in a most convincing way, emphasizing especially the work done by the great grand opera stars for the Victor. Mr. Faber handles the entire Victor line from the ten dollar machines to the Auxetophone at \$500, and also the various sizes in records.

# Save Money !!!

Write us for New Quotations on

## FLOWER HORNS

## DAUGHTY CRANES

## KOMPAKT HORNS

## THE NEW JERSEY SHEET METAL CO.

9-11 Crawford Street

NEWARK, N. J.





## “Well Bought is Half Sold”

That's a sound old business proverb.

Half of business shrewdness and success consists in buying goods which are already half sold because a demand for them has been created. People know about them, want them, are asking for them. That's just the case with

## Columbia Cylinder Records

They are *half sold* as soon as they are put in stock. Liberal advertising explains to the public *why* and *how* Columbia Records are *superior to all others*. It creates a demand for these superior cylinder records which no other make of record *can satisfy*. Those who have used Columbia Records won't thereafter buy an inferior kind. It's Columbia or nothing. And for the dealer who does not carry Columbia Records *it's* that dealer's loss.

COLUMBIA RECORDS CREATE A TRADE OF THEIR OWN, and they hold the trade they create.

People *will* have the *perfect vocalization* found only in Columbia Records.

They *will* have the only records free from harsh, scratchy noises—the Columbia.

They *will* have the record that gives the *best operatic* artists *at their best*, the *WIDEST VARIETY* of entertainment, *vaudeville* or *operatic*, such as is offered *only* by Columbia Records.

*Columbia Disc and Cylinder Records fit all machines.* You don't have to lose a customer because you haven't the right record.

The Columbia Record is always the *right record* for any make of machine.

Here's the summing up of the advantages of Columbia Record trade:

**BIGGER SALES, INCREASED TRADE, PROTECTED PROFITS.**

Columbia Disc or Cylinder Records, remember, fit all machines.

Get in touch with us through your jobber or direct.

### COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE



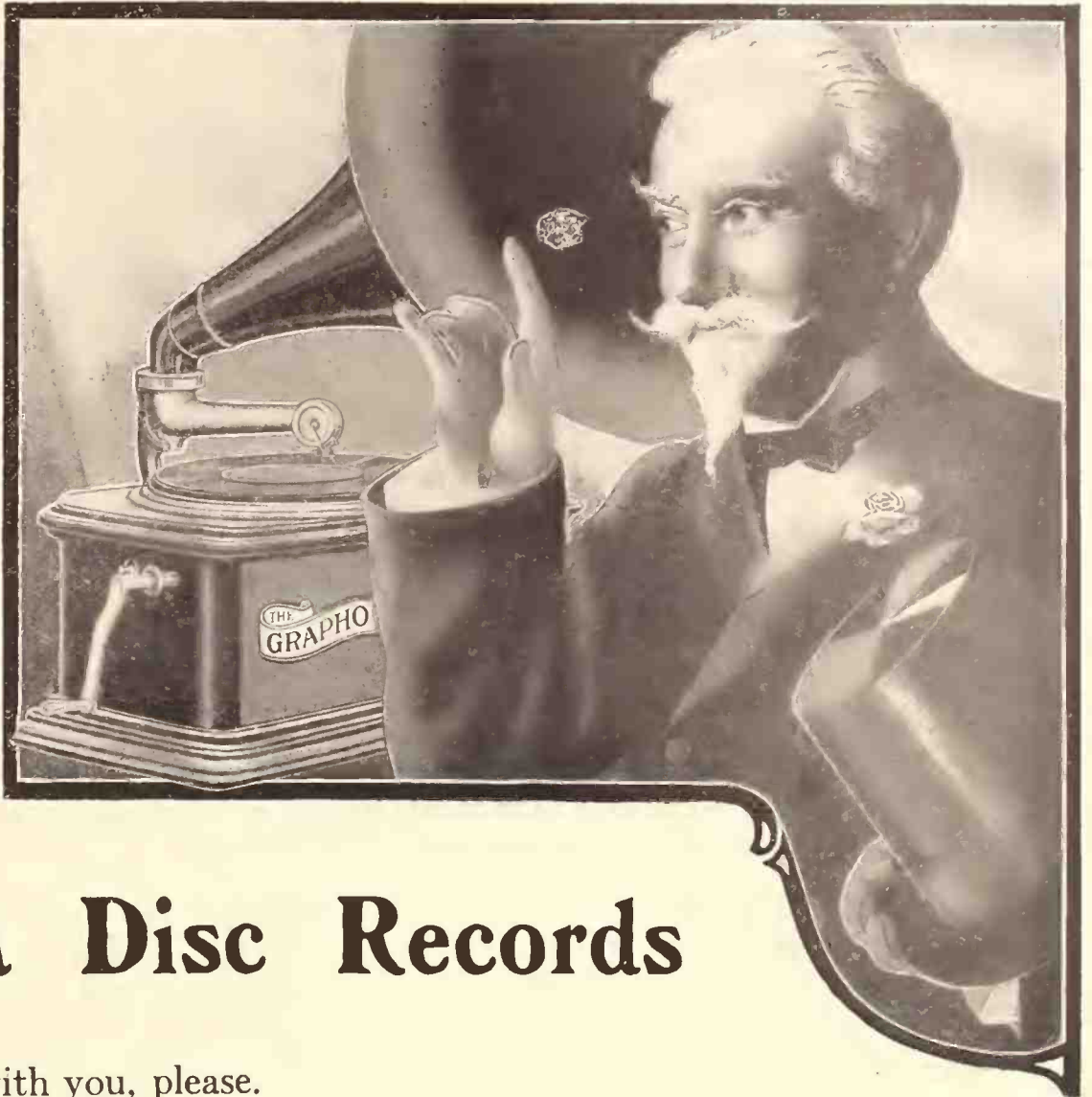


Music Master—

“When I listen to the Columbia record, I wonder why anyone should buy the other kind.”



If you are the dealer who is not supplying the demand we have created for



## Columbia Disc Records

Then just a word with you, please.

You can make *two sales* of Columbia Disc Records where you can make but one of any other kind.

**YOU** can do it because others are doing it. At the same time you are giving your customers the best records made.

The smoothest, hardest, most durable of all Disc Records are the Columbia.

They are the most perfect in tone, articulation and enunciation; absolutely free from the grinding, scratchy, wheezy sounds which are so prominent in other records.

Here's the proposition: Sell Columbia Disc and Cylinder Records and *double your business*.

As Columbia Records fit all machines, you never have to turn away a customer because you are unable to satisfy him with a record.

One sale of Columbia Records is the germ of a profitable business. You can't sell anything but Columbia Records to those who have once used them. The dealer may say "Just *one* sale lost—that's a little thing."

It's a *big* thing. It's a *customer* lost. The germ of a big trade lost. It's like destroying the one grain of seed corn which in the ripened ear multiplies a hundredfold. *The customer for Columbia Records comes back again and again and brings his friends.*

You can't know *what you lose* by not carrying a stock of Columbia Records. But you can easily *put in a stock of Columbia Disc and Cylinder Records and*

**FIND OUT HOW MUCH YOU GAIN.**

Give the jobber your order *now*, or write to us direct.

### COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE





### BUSINESS ON BETTER FOOTING

In All Departments of the Talking Machine Industry—General Manager Geissler's Views on the Situation.

The factories in all lines are embarrassed with orders, and every facility is being employed to satisfy the demand, if only partially. To illustrate the manufacturing situation the following official statement, issued by General Manager Geissler, of the Victor Talking Machine Co., Camden, N. J., responding to an inquiry from their advertising department, reflects the general state of affairs:

"We are overwhelmed with orders. From all corners of the earth orders are pouring in upon us in such volume that we are compelled to apportion our product very carefully, and without discrimination. We must handle the distribution of the product of our factory during this temporary machine famine in a manner to acquit ourselves with unquestionable honor in the eyes of every distributor. In presenting these conditions to our distributors and dealers, you must be careful to explain to them that these partial shipments of their orders is their salvation as well as our only solution of the situation. Ask them to put themselves in our place, and reason out how in any other way we can appease the voracious appetite they are exhibiting for Victor goods. You must explain to our friends that we are doing all that we can to relieve the situation; show them in the pages of 'The Voice of the Victor' the new factory buildings under way—tell them of the increased facilities we will have for manufacturing Victors. Present these facts to our distributors and dealers in such a manner that they will be able to appreciate the subject as fully as though they were here and saw with their own eyes what we wish to impress upon them."

### THE EDISON EXCHANGE PROPOSITION.

The statement last month to the effect that the exchange proposition had been disposed of was hardly correct. It was a fact so far as the trade shipments to us were concerned, but it was far from correct as representing the situation at Orange. The men in the specially created "Exchange Department" have had the time of their lives in trying to straighten this matter out. It would be hard to imagine a greater tangle than these shipments were in early in November.

Scores upon scores of shipments arrived with one or two cases short. Such shipments could

only be set aside till the missing cases came in, and many shipments are still waiting for the missing parts. These broken up lots not only caused trouble, but they made it impossible to send jobbers and dealers credit for their shipments. Many complaints from the trade were received, but as the delay was beyond our control we could only explain the situation and ask the complainants to wait. Those still waiting will appreciate how impossible it is to send them the credit papers until we get the complete shipments. We are doing everything in our power to dispose of the whole proposition.—Edison Phonograph Monthly.

### HOUSTON A BUSY TEXAS CENTER.

Some Large Advertising Results from Discussion Over Shipments—The Annual Fall Carnival Attracted Fifty Thousand Visitors to City—Some Handsome Decorations by the Talking Machine Dealers Much Admired.

(Special to The Talking Machine World.)

Houston, Texas, Nov. 30, 1906.

This is the storm center of Texas in talking machine activity. For the past two years the trade has done heavy advertising, and sales of machines of all makes have been enormous. Although not quite as brisk trade as heretofore, no special complaints are offered. In one day last month an Edison dealer made 103 shipments. A rival disc dealer came out and asked for proof. A wager of \$100 was made, and the following Sunday all the newspapers contained three-quarter page ads. of the 103 shipments, with fac-simile letters from each of the express and railroad companies, stating how many shipments each one had forwarded on that date, the total of which made up the 103 shipments, thus verifying the claims made by the firm in its first ad. It happened to be a corporation, and each of the officers and directors signed the ad. Eight hundred dollars was spent in broadcast advertising of this matter, and it created the biggest sensation of the year in talking machine circles of Texas.

It is estimated that 50,000 strangers attended the annual fall carnival, called the No-tsu-oh (spells Houston reversed), which was held here from 12th to 17th. A great deal of decoration was indulged in by all the talking machine dealers. In addition to page ads. in the newspapers and carnival programmes, the Texas Phonograph Co. placed on all available buildings immense signs 50 feet long, with but two words, "Edison Phonographs." Together with Taylor

Bros. they had erected and obtained a permit from the City Council to erect across Main street the most gigantic sign ever seen here. One fellow said it reminded him of 23d street and Broadway, so great was the illumination. The daily papers commented on this enterprise most favorably.

### NEW COPYRIGHT BILL.

Important Circular Sent Out by the President of the American Musical Copyright League—Some of the Reasons Why Certain Sections Are Opposed.

Paul H. Cromelin, president of the American Musical Copyright League, under date of December 1, sent out the following circular letter to the trade:

"Permit us to bring to your special attention a clause in the copyright bill now pending before the Committee on Patents, which if enacted into law will be a direct blow at the owner of every piano-playing instrument, talking machine, music box or other mechanical playing instrument in this country.

"Section 1, sub-section G, is revolutionary and in violation of the Constitution of the United States, in that it extends the protection of copyright to mechanical devices which reproduce musical and other sounds, which devices belong exclusively to the domain of the patent laws. An attempt was made to convince the committee that this clause was inserted for the benefit of musical composers, but indisputable evidence was presented to prove that it was inspired by certain manufacturing interests who, through its passage, would be enabled to control the entire mechanical musical instrument trade, enriching themselves at the expense of the public by raising prices and jeopardizing the interests of independent manufacturers who have invested millions of dollars in their enterprises.

"Section 8, sub-section B, is also particularly vicious, in that it permits foreign composers to tax the American people, extending extraordinary copyright protection which they do not have in their own country, and which is not granted in any foreign country to American composers. On the contrary, the trend of legislation is in the direction of the greatest freedom to reproduce copyrighted compositions mechanically to the ear. The new German copyright law (1901), and the new British musical copyright act (1906), declare in express terms that mechanical reproductions shall not be construed to be violations of copyright.

"Modern mechanical players are distinctly American inventions. They are doing much good in an educational way, as they afford the masses an opportunity to have in their homes music which only the wealthy classes in the great cities could heretofore enjoy. The highest courts in this country and in England have decided that mechanical reproductions to the ear do not violate the copyright. We respectfully ask you to use your influence to insure to the American people not only the rights which they now enjoy, but that you will demand for them privileges equal to those enjoyed by citizens of other countries. This can best be done by using your influence in the committee to secure not only the elimination of the offensive sections now in the bill, but also the addition of an express provision such as found in the new British copyright bill, preserving to the people their liberty to reproduce copyrighted pieces mechanically to the ear.

### A CANADIAN VISITOR.

Arthur F. Tero, the Canadian manager of the Columbia Phonograph Co., of 107 Yonge street, Toronto, was a visitor to the headquarters of that company for a few days the closing days of last month. In speaking of the outlook in Canada, he said to The World: "The prospects are very bright for all classes of talking machines, and I look forward to a good fall business. The Canadians are proverbially slow in taking up anything new, but when they once get started, they go to the limit. They have just started in buying talking machines, and they will soon have the fever."

## Wells Phonograph Company

LEADING JOBBERS

## Edison and Victor Machines and Records

SOME OF OUR SPECIALTIES:

"Never Slip" Belt Dressing—  
retails 10 cents.

Tea Tray Flower Horns—  
Searchlight Horns

H. & S. Artistic Flower Horns

K. D. Record Trays and Rapke  
Labels—the only system for keep-  
ing records.

"Phono Vita"—a lubricating oil  
especially for phonographs.

A Price List Sent for the Asking

We Have An Exceptionally Fine Line of

## DISC and CYLINDER CABINETS

Write for Prices and Illustrations

45 North 9th St.

PHILADELPHIA



## PRACTICAL SUGGESTIONS AND COMMENTS.

### REGARDING PATENT EXTENSION.

We are in receipt of a letter from H. J. S., Detroit, Mich., asking if it is possible to get an extension of a talking machine patent and what it is necessary to do. In reply we may say that extensions are only grantable by special act of Congress and are very rare. An invention must be extremely meritorious and the circumstances work great hardship upon the inventor before any extension is likely to be granted. An inventor is entitled to an extension only when the rewards received by him are not commensurate with the benefit conferred by his inventive act. "The value of the invention must be demonstrated either by experience or by the nature of the process or instrument, and not rest upon any conjecture or on the mere assertion of the inventor." If the failure of proper compensation has resulted from negligence on the inventor's part, no reason exists for an extension, and the application would probably be denied.

### POLISHING AN ALUMINUM HORN.

A dealer in the South writes that he has a talking machine horn made of aluminum, and wants to know how it can be polished. One of the best methods that can be adopted for this purpose is as follows: Place in a bottle equal parts by weight of olive oil and rum. Shake until emulsified. This is used like an ordinary polishing paste. Another way is to mix together emery powder and tallow until a paste of suitable consistency for use with a rag is formed. The final polish of great brilliancy is given by using rouge and turpentine on a mop. The third method is to use Vienna chalk on chamois skin and finish with the rouge.

### AN IMPROVED HORN THE LATEST.

A horn which is intended to be an improvement on the ordinary article of this kind has been invented by G. H. Young, of Glasgow, Scotland. It is his opinion that a majority of the horns now on the market are lacking in timbre and quality and emit a metallic sound, even when provided with more or less globular enlargements between the apex and the mouth. His proposition is to so shape a horn that it is provided with a space corresponding to the human palate or to the belly of the violin, by means of which the sounds produced may be properly developed and a closer reproduction of the original obtained. In carrying out the invention the horn is provided, intermediate be-

tween the apex and the mouth, and preferably on its upper side, with a chamber which approximates in width to that of the ordinary horn and rises above the normal outline of an ordinary horn. The chamber merges by returning curves into the apex of the horn at one end, and into the mouth at the other end. Between the chamber and the actual mouth of the horn is a throat of somewhat lesser area. The mouth is elliptical, the major axis of the ellipsis being horizontal. With a view to obtaining the full effect due to the shape the horn is preferably made of thin glass.

### METHOD OF PACKING DISCS.

Dealers and jobbers in talking machines have had considerable trouble from time to time in the matter of packing shipments for transmission with care, and it is interesting to note how a correspondent of our London contemporary, the Talking Machine News, treats the subject: "In the case of single-sided records put two back to back in a record envelope—Columbia envelope preferred. Take cardboard box; put twenty envelopes in the bottom of it, lace on the top of these the records in the envelope. Put two empty envelopes over these and then two more records enclosed again in envelope back to back. As many as eighteen can safely be sent in this way. No space should, of course, be left in the box, but it should be filled up with envelopes—wool shavings—or paper the size of the envelopes, care being taken not to crumple in any way. Then put cardboard box into a wooden case, which should be only slightly larger, and fill up all round with shavings. In the case of double-sided records one only should be put in the envelope. On no account should pieces of paper smaller than the record be placed between the surface of the record and the envelope, as this smaller piece of paper is sure to leave an impression on the record with the result that the record will scratch horribly."

### POSITION IN MAKING RECORDS.

A subscriber of The World in Los Angeles writes: "In the course of my business here as a talking machine dealer, I have had a number of inquiries regarding how best amateurs might make their own records, and would like a little enlightenment on the following subjects: 1. In making a record, how close should one stand in singing a solo and how close for a quartette? 2. Should one use a recording horn? 3. Should

one use different recorders for single voice, quartette and banjo music? 4. At what speed should machine run in making records? 5. Do you harden the records in any way after making them? I notice that blank records are of a lighter color than molded records.

If we mistake not, this subject has been covered in part or in whole in former issues of The World, but it will bear repeating again. Our reply, courtesy Edison Phonogram, is as follows: 1. Both should stand as close to the horn as possible without causing the high notes to blast. Professionals who have been making records for years have to experiment for distances with every master record made, and you must do likewise to get the exact information. 2. Yes, to get the best results. 3. This is done in professional record making, but unless you have had considerable experience with recorders you will probably do as well with our regular recorder. 4. 160 revolutions a minute. 5. The master records are not hardened. They are used to make molds, and from these molds are manufactured the Edison gold-molded record. This is made of a harder, darker-colored composition.

### CLOGGING OF THE SAPPHIRE.

James S. Stetson complains that after running a disc record several times the sapphire becomes clogged with small pieces of hair or wool. The remedy for this is almost obvious. The disc should be kept perfectly clean. If this cannot be accomplished by means of a camel's hair brush we would advise using recordite where the records are absolutely dirty and the tracks clogged. In the past good effects were secured by means of benzoline.

### ABOUT SPEED REGULATION.

Inquiries about speed regulation seem always "live," and we have had no less than three letters on this subject from different parts of the country within the past few weeks. In a recent issue of The World a simple but effective plan of calculating speed was mentioned, namely, to let the machine run for one and one-quarter minutes with record off, and speaker arm down. If the machine has traveled two inches in that time the speed is correct, namely, 160 revolutions to the minute. This method does away with complicated fractions, and according to those who have tried it, is absolutely correct.

### EXPERIMENT IN VIBRATIONS.

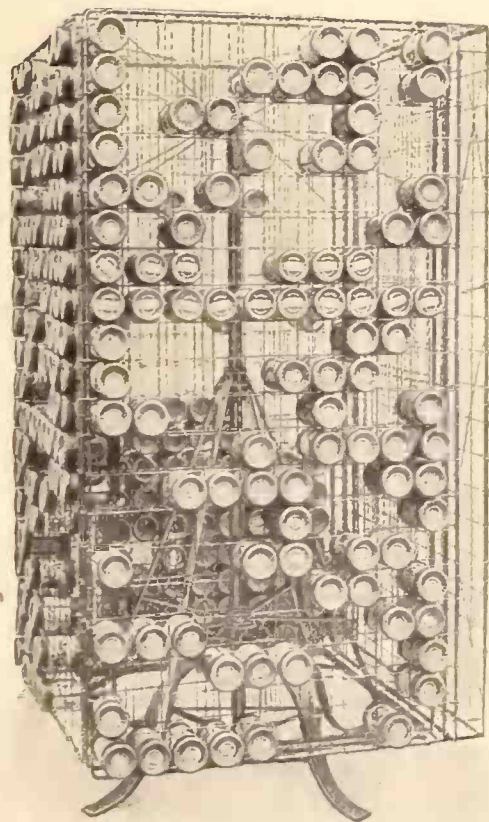
Talking machine men who are interested in acoustics and in the practical side of the business generally will be interested to know that if you strike a thin wine glass while you hold it by its stem it will emit a certain note, in most cases a pretty deep note. On approaching the glass rapidly to your mouth and shouting into it the same note as loudly as possible, the vibrations of the glass being thereby extended, it will be shattered into fragments. This used to be a favorite experiment of Lablache, the famous singer, who would thus break, one after the other, as many glasses as were handed to him.

### IMPORTANCE OF CLEANING RECORDS.

"Recordite," a new product in the talking machine field, is fast proving itself indispensable to those dealers and jobbers who have tested its value in keeping the disc stock in perfect condition. It may be said that what soap is to the body "Recordite" is to the disc. One might just as soon conceive of cleansing himself and removing all dirt lodged in the minute pores of the skin by lightly dusting with a cloth, as to think that the same process would accomplish satisfactory results with a dirty disc record. It is marvelous the amount of new life Recordite adds to old records, too. There is now a large demand for Recordite, and any dealer can make a nice fat profit by handling it. The announcement of the Recordite Co. elsewhere is worth reading.

### IMPROVEMENT ON REPRODUCERS.

Curtis A. Smith, of Elgin, Ill., is working on an improvement on reproducers for talking machines of which great things are expected. Mr. Smith was recently granted a patent on a sound modifier which is very simple. The sound,



## One Thousand CYLINDER RECORDS

That's the Capacity of

## THE MONARCH Revolving Rack

You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in

**NOW**

Catalogue of the complete "Heise System" of racks on application. Shall we send it?

**Syracuse Wire Works**  
SYRACUSE, N. Y.



# More Sales



More sales and profitable sales are what the average business man is seeking, and it is a fact that more sales have been made by the wise men in the trade who have handled the various products of the Regina factory this year than during any previous twelve months in the history of the music trade.

There are good reasons for this.

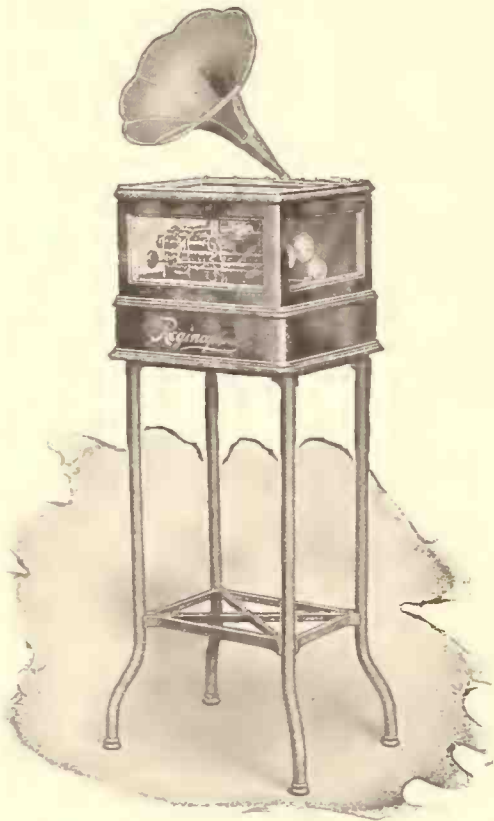
To begin with, the Regina Family never was so attractive as at present, and never before covered so fully every possible specialty. Each Regina product fills a certain requirement in the trade, and each special creation has a definite purpose.

Space does not permit us to enumerate the many excellent selling qualities of the various Regina products, but here are some specialties which will be of peculiar interest to talking machine men and novelty merchants everywhere.

Do you know what the REGINAPHONE is?

If you have not seen it, you have missed a money-maker. It is a music box which plays the sweetest tunes, and a talking machine—combined. It is an ornament to any parlor, and has given intense delight to thousands of users all over the land. It is really an attractive feature in your warerooms, and many talking machine dealers have found it to be a big seller.

Another notable Regina product is a NEW AUTOMATIC REGINAPHONE which will play six cylinder records. This coin operating novelty has sprung into instant popularity, and it has been difficult to supply the demand for the machines as rapidly as they are desired by dealers to be placed in cafes, arcades, depots and all kinds of public resorts.



There is nothing like this on the market, and it has the charm of novelty together with the strength of the REGINA name.

The REGINA MUSIC BOXES—and the REGINA is the acknowledged queen of the music box family—have been found to be splendid sellers by those dealers who have exploited their merits properly.

There is no instrument to compare with the Regina for musical sweetness, and it is made in an almost endless variety of styles to suit every taste and every pocketbook.

If you have a REGINA alliance you can rest assured that your business will have an added selling strength by reason of the attractive specialties which we put forth.

We shall be glad to mail catalogues covering in detail information concerning all members of the REGINA family.

THE **REGINA** CO.

Main Office and Factory: **RAHWAY, N. J.**

BRANCHES:

Broadway and 17th Street, NEW YORK

259 Wabash Ave., CHICAGO

95 Summer St., BOSTON

Manufacturers of Regina Music Boxes, Reginaphones, Regina Chime Clocks, Reginapianos, Regina Sublima Pianos : : Also Distributors for the Victor Talking Machine Company : :



after coming from the reproducer, is sent through a tube and then into the horn. In this way the blasting and blaring which is so objectionable in many machines now is eliminated, and a soft, well rounded sound results. The shrill sound of high notes is also softened by this invention. The modifier is so constructed that by opening a valve the sound goes straight to the horn, without going through the tube. His reproducer is more complex, and, owing to the fact that patents are pending on it, Mr. Smith is keeping its construction a secret. He has a model of it completed, and in connection with his modifier it produces ideal music.

**ACOUSTICON USED IN CONGRESS.**

Invention of K. N. Turner, of New York, by Which Members Will be Able to Sit in Their Offices and Hear All the Debates in the House—Herbert Parsons Its Sponsor.

(Special to The Talking Machine World.)  
Washington, D. C., Dec. 8, 1906.

Representative Herbert Parsons, Chairman of the New York County Committee and the successor of B. B. Odell as the Republican boss of New York State, made a speech in the House yesterday two hours after the House had adjourned. The purpose was to test an acousticon placed on the Speaker's desk and connected by wire with the room of the Committee on Ways and Means.

The experiment was a great success, and Eliot Woods, the architect of the Capitol, will install an acousticon in the House and connect it with the new office building more than a block distant. By this means members will be able to sit in their offices in the new building and hear all the debates in the House.

The acousticon is the invention of K. N. Turner, of New York. It is a black disc resembling the ear piece of a telephone and about as big around as a tomato can. The instrument is much more sensitive than the telephone, and records and multiplies every sound. The sound is delivered through an ear piece something like a telephone ear piece. If wished, the acousticon will spout out the conversation through a horn in a tone clearly audible in a large room; by simply turning a switch the sound is muffled so that it can only be heard through the ear piece.

Mr. Turner is also the inventor of the dictograph, which he has installed in the office of Mr. Woods in the Capitol. This is on the same principle as the acousticon. It is connected by wires with the desks of stenographers, clerks

or secretaries in other rooms. A person talks in an ordinary tone of voice in any part of the room, and the sound is transmitted to the person for whom it is intended. A conversation can be carried on, as there is a horn attachment to the dictograph. It is similar to a telephone, except that it is not necessary to talk into a transmitter nor hold an ear piece to the head.

**A "TALKER" ENTHUSIAST**

Is Napoleon Washington Williams, Who Is the Owner of 11 Machines and 4,500 Records.

Some persons might think that Napoleon Washington Williams leads a lonely existence in the big three-story brick house at the southwest corner of Greene and Apsley streets, Germantown, Pa., of which he is the sole occupant. But Mr. Williams says he never experiences a sense of solitude.

Why should he when, at a moment's notice, he can secure for his amusement the greatest singers in the world, the most famous musical organizations of the present time, the comedians and vocal entertainers of all degrees and conditions? That appears to be the philosophical view which Mr. Williams takes of his hermitage.

Mr. Williams, who is past the allotted three score and ten years, may not have the personal acquaintance of the famous opera singers, and others who help him while away the long hours of the day and night, but that he has been entertained by them, and in his own house, too, more frequently than any other individual in Philadelphia is a certainty. He enjoys their company through the medium of the phonograph.

In 1890 Mr. Williams first listened to a talking machine. He liked it and bought one. Then he bought another. As the new makes were placed on the market he added one of them to his collection, until now he is the happy possessor of eleven machines and 4,500 records.

These records include every variety of canned sound, from the minstrel monologist's humorous vociferations to the soul-inspiring compositions of the great masters. Mr. Williams possesses a breadth of appreciation seldom contained in the individual make-up. Hence his unusual assortment of talking machines and records.

Nor is he content with the amplitude of his present collection. He is constantly adding to it, and hopes to make it the greatest of its kind in the world.

Being something of an inventor, Mr. Williams

has improved on many of his talking machines. He has devised a number of sound chambers which, he says, make for purity of tone and increase the value of the machine. His inventions, however, are not for sale. He uses them principally for his own enjoyment, but many of his acquaintances who possess talking machines benefit by his ingenuity.

"No; the neighbors don't object," said Mr. Williams in answer to a query as to whether there had ever been any complaints concerning the continuous operation of the phonographs.

"Why," he continued, "I have seen as many as eighteen baby coaches in front of my house while the machines have been working, and children frequently line-up on the sidewalk to enjoy the music.

"Often, when the neighbors have company they come to me and ask me to start the phonographs going. In summer time I have had a machine at the front window, another at the back window, and a third at the side window, all going at the same time. The neighbors appear to enjoy it."

**HAYNES BUYS OUT MAGRUDER**

In Richmond—Adds Zonophone Line to Stock—Delighted With Richmond—Business Outlook Good With This Progressive Dealer.

(Special to The Talking Machine World.)  
Richmond, Va., Dec. 7, 1906.

C. B. Haynes has purchased the entire stock of Magruder & Co. at 729 East Main street and added it to his already complete store at 602 East Main street. This makes Mr. Haynes one of the largest exclusive talking machine dealers in the South. The Magruder Co. was formerly the Ray Co., and was for a long time managed by C. D. Warren.

It will interest the many friends of Mr. Haynes to learn that he is delighted with Richmond and considers it one of the best distributing points in this section of the country—it is the gateway to the South.

Mr. Haynes has also added to his extensive Edison line the Zon-o-Phone machines and their entire catalogue of 10-inch disc records.

Business with Mr. Haynes is simply immense, and he expects this activity to continue for some time to come.

**THOS. C. HOUGH'S NEW STORE.**

(Special to The Talking Machine World.)  
Minneapolis Minn., Dec. 8, 1906.

J. W. Jones, formerly manager of the talking machine department for William Donaldson & Co., has become manager of the new store just opened in the Orpheum Theater Building, 27 South Seventh street, by T. C. Hough, the oldest and best-known Edison dealer and jobber in the Twin Cities. The new store will have a complete stock of both Edison and Victor machines and records, and the best facilities for displaying and hearing the same. Mr. Hough has purchased the complete stock of William Donaldson, who has discontinued the talking machine business.

**EDISON OPENS RECORDS FOR FEBRUARY.**

Supplement No. 5, of Edison grand opera records, which will be shipped in time for delivery before January 28, 1907, include the following selections:

- B. 41—"Nobil donzella." "Gil Ugonotti" (Meyerbeer)  
Sung in Italian, orch. accom. . . . .  
By Mario Ancona, Baritone
- B. 42—"Guardate, pazzo son." "Manon Lescaut" (Puccini)  
Sung in Italian, orch. accom. . . . .  
By Florencio Constantino, Tenor
- B. 43—"Gebet, "Allmächtige Jungfrau." "Tannhäuser"  
(Wagner) Sung in German, orch. accom. . . . .  
By Mme. Rappold, Soprano
- B. 44—"Bello siccome un angelo." "Don Pasquale"  
(Douizetti) Sung in Italian, orch. accom. . . . .  
By Antonio Scotti, Baritone
- B. 45—"Willst jenes Tags." "Der Fliegende Holländer"  
(Wagner) Sung in German, orch. accom. . . . .  
By Alois Burgstaller, Tenor

J. Frank Stanton is the latest addition to the traveling staff of the National Phonograph Co., and will look after trade in Delaware, Maryland, West Virginia and Virginia. Mr. Stanton was formerly a dealer at Bridgeport, Conn.

Write at once for circulars of

# RECORDITE

IT

Cleans, Preserves, Polishes and Lubricates  
DISK TALKING MACHINE RECORDS

Stops that Scratching Sound  
Keeps Tone Clear and Brilliant

**RECORDITE CO.**  
1907 Park Ave. New York City



**They Make**



**While You  
Sleep . . . . .**

They make money---big money. The Pianova Coin Operated Players contain special features which lift them above the ordinary coin operating machines. They are an attraction to every cafe or public place.

Manufactured in 44 and 65 note, with or without nickel-in-the-slot attachment.

The agency for this player is at once the best kind of a money-making proposition for the dealer. The business blends perfectly with talking machines, and dealers will find it to their advantage to correspond with us.

The sooner you get in touch with our proposition the sooner you'll be increasing your income.

---

**THE PIANOVA CO.**

117-125 Cypress Avenue

New York City



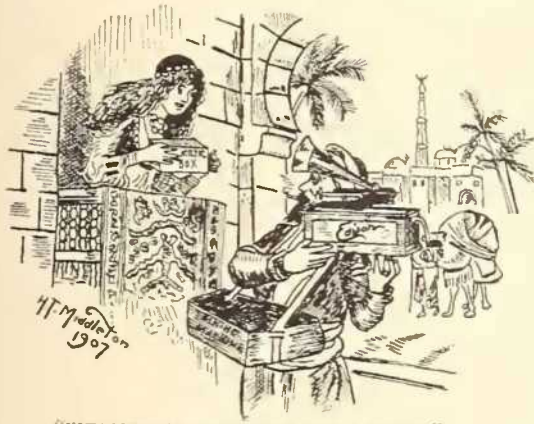
**THE TALKING MACHINE IN EGYPT.**

Also a Short Talk on the Attitude of the Press Toward the Talking Machine.

The ever-increasing popularity of the talking machine is given no better demonstration than that of its presence in the countries considered somewhat slothful by us strenuous Americans.

A friend of mine fresh from a tour of the Holy Land informs me that he was astonished at the number of talking machines he encountered while on his trip. In Cairo especially it was looked upon as a thing of wonder and enjoyment. He spoke of an Egyptian vender who went about the streets with a phonograph strapped on in front, pausing wherever he found an audience to play some selection which he thought might delight his hearers to the purchase point.

"The last I saw of him," said my friend, "he was explaining the wonders of his instrument to a demure little maid, who, leaning from a



"VIVACIOUSLY DICKERING FOR A TRADE."

balcony with an antiquated music box in her dainty hands, was vivaciously dickering for a trade."

I simply mention the above to show that the talking machine is gaining prestige so fast that ere long even the most skeptical will be forced to admit that it is an instrument of merit and not a toy or mere mechanical wonder.

I fail completely to understand why so many people of intelligence, and particularly the gentlemen of the press, continue in their apparent ignorance of the great improvements that have taken place in the talking machine during the past few years. In one of the leading magazines for November, 1906, there was published a lengthy article entitled, "The Phonograph," which ended as follows: "The graphophone possesses the same essential principles of the phonograph, the greatest difference being that it employs a wax-coated cylinder of pasteboard instead of one of all wax." Note the positive absurdity of this statement, and yet it was probably written conscientiously and with no intention to be inaccurate. There is nothing that is hurting the talking machine industry more at the present time than newspaper and magazine articles written by people who do not know their subject thoroughly and who consequently make gross mis-statements. And there is no excuse whatever for

this, because in the very magazine from which the above quotation regarding the graphophone aud phonograph was taken, there appeared a well-written advertisement which explained in a clear and pleasing manner the up-to-date talking machine and records. However, the time is not far off when this greatest instrument of modern times will become so necessary as well as entertaining that even these gentlemen of the press will brush the cobwebs from their brains and learn with surprise that graphophone records are not pasteboard.

The whole world is recognizing the talking machine. Not only does the Egyptian vender appreciate its value and laud its name through the streets of Cairo, but even the African chieftain hears his favorite war song chanted by his warriors through the horn of the talking machine, and I am willing to wager my worldly goods that to-day he is in closer touch with the workings of both machines and records than some of our learned American journalists.

This state of affairs is sad but too true.

HOWARD TAYLOR MIDDLETON.

**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., Dec. 10, 1906.

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

**NOVEMBER 12.**

Batavia, 11 pkgs., \$786; Berlin, 233 pkgs., \$1,930; Bombay, 11 pkgs., \$313; 6 pkgs., \$124; Bradford, 77 pkgs., \$494; Buenos Ayres, 8 pkgs., \$461; Callao, 9 pkgs., \$359; Cienfuegos, 12 pkgs., \$158; Colon, 5 pkgs., \$271; Corinto, 10 pkgs., \$212; 7 pkgs., \$505; 3 pkgs., \$196; Hamburg, 1 pkg., \$100; Havana, 10 pkgs., \$202; Havre, 7 pkgs., \$302; La Guayra, 8 pkgs., \$100; Leeds, 97 pkgs., \$624; Liverpool, 4 pkgs., \$490; London, 14 pkgs., \$745; 3 pkgs., \$427; 2,256 pkgs., \$21,027; Manchester, 189 pkgs., \$1,128; Melbourne, 5 pkgs., \$203; Milan, 20 pkgs., \$1,089; Newcastle, 82 pkgs., \$544; Rio de Janeiro, 6 pkgs., \$281; Sheffield, 57 pkgs., \$362; St. Petersburg, 10 pkgs., \$346; Vienna, 10 pkgs., \$336.

**NOVEMBER 19.**

Antwerp, 27 pkgs., \$1,721; Auckland, 3 pkgs., \$230; Bangkok, 1 pkg., \$122; Barcelona, 5 pkgs., \$96; Berlin, 245 pkgs., \$2,058; Belfast, 31 pkgs., \$221; Bombay, 3 pkgs., \$120; Bradford, 52 pkgs., \$331; Bristol, 25 pkgs., \$164; Buenos Ayres, 29 pkgs., \$1,588; Cardiff, 8 pkgs., \$300; 51 pkgs., \$347; Demerara, 1 pkg., \$400; Glasgow, 37 pkgs., \$349; Guayaquil, 2 pkgs., \$112; Havana, 20 pkgs., \$497; 10 pkgs., \$385; Leeds, 97 pkgs., \$620; Liverpool, 198 pkgs., \$1,263; London, 53 pkgs., \$8,000; 38 pkgs., \$2,691; Manila, 9 pkgs., \$641; Manchester, 159 pkgs., \$962; Newcastle, 81 pkgs., \$531; Para, 13 pkgs., \$610; Southampton, 34 pkgs., \$2,782; Singapore, 32 pkgs., \$1,870;

Sheffield, 56 pkgs., \$354; St. Petersburg, 19 pkgs., \$940; Sydney, 140 pkgs., \$2,090; 453 pkgs., \$18,562; Tampico, 11 pkgs., \$168; Valparaiso, 18 pkgs., \$186; Vienna, 47 pkgs., \$628; Yokohama, 18 pkgs., \$1,400.

**NOVEMBER 26.**

Acajutla, 5 pkgs., \$131; Berlin, 235 pkgs., \$1,691; Bombay, 37 pkgs., \$608; Bradford, 23 pkgs., \$148; Bristol, 40 pkgs., \$567; 60 pkgs., \$438; Brussels, 85 pkgs., \$610; Calcutta, 11 pkgs., \$425; Cardiff, 50 pkgs., \$323; Glasgow, 81 pkgs., \$1,237; 33 pkgs., \$928; Guayaquil, 1 pkg., \$121; Havana 10 pkgs., \$423; 5 pkgs., \$123; 31 pkgs., \$433; Havre, 18 pkgs., \$835; Hong-Kong, 4 pkgs., \$160; Hamburg, 12 pkgs., \$89; La Guayra, 3 pkgs., \$117; Leeds, 95 pkgs., \$623. Lodz, 6 pkgs., \$128; Liverpool, 192 pkgs., \$1,215; London, 67 pkgs., \$5,028; 77 pkgs., \$1,782; 2,185 pkgs., \$18,500; Manchester, 157 pkgs., \$949; Milan, 5 pkgs., \$132; 12 pkgs., \$213; Newcastle, 81 pkgs., \$522; Rio de Janeiro, 6 pkgs., \$102; Santos, 9 pkgs., \$110; Shanghai, 74 pkgs., \$309; Sheffield, 55 pkgs., \$354; St. Petersburg, 47 pkgs., \$2,526; Vera Cruz, 8 pkgs., \$132; 13 pkgs., \$840; Vienna, 45 pkgs., \$2,069; Warsaw, 9 pkgs., \$304.

**DECEMBER 3.**

Berlin, 270 pkgs., \$3,183; Bradford, 96 pkgs., \$592; Bremen, 2 pkgs., \$100; Brussels, 85 pkgs., \$610; Buenos Ayres, 102 pkgs., \$5,384; Campeche, 2 pkgs., \$244; Cardiff, 50 pkgs., \$312; Christiania, 5 pkgs., \$174; Cienfuegos, 23 pkgs., \$426; Colon, 2 pkgs., \$130; Corinto, 11 pkgs., \$160; Hamburg, 5 pkgs., \$220; Havana, 7 pkgs., \$224; 12 pkgs., \$334; Havre, 102 pkgs., \$638; Leeds, 30 pkgs., \$246; Limon, 7 pkgs., \$290; Liverpool, 310 pkgs., \$1,931; London, 25 pkgs., \$1,875; 2,045 pkgs., \$22,513; 5 pkgs., \$1,135; Manchester, 176 pkgs., \$1,022; Newcastle, 13 pkgs., \$112; Rio de Janeiro, 27 pkgs., \$378; St. Petersburg, 27 pkgs., \$899; Tampico, 2 pkgs., \$173; Valparaiso, 4 pkgs., \$480; Vera Cruz, 25 pkgs., \$1,036; Vienna, 28 pkgs., \$724; Warsaw, 9 pkgs., \$332.

**RECEIVER FOR ILSEN & CO.**

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1906.

Judge Littleford in the Common Pleas Court of Hamilton County, Ohio, on the petition of George Ilsen, has appointed Scott Bonham receiver for the business of Ilsen & Co., the well-known Edison jobbers at 2537 West Sixth street. He gave a bond for \$33,000 covering the estimated value of the assets. The business is being continued by the receiver.

The business troubles of Ilsen & Co. were brought about through some differences between George Ilsen and his brother Oscar. The former claims that the latter has not furnished sufficient capital, and moreover opinions differed as to the methods of conducting the business. While the liabilities are large, it is claimed that the assets will be ample.

Everything points to a big winter trade in "tireless musicians" ("talkers").

**Rapke Horn Crane, No. 15**

**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 1 3/4 lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN CRANE, No. 15**

PATENTS PENDING

PRICE, . . . \$1.50



**Mr. Dealer!**

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

**YOUR JOBBER**

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**



**WONDERFUL THINGS ACHIEVED.**

By the Talking Machine—A Saleswoman in a Chicago Store Tells Some Interesting Stories of Her Experiences.

"Talking machine cranks are the worst in the world," was the emphatic verdict of one of the clever, wide-awake women who has been selling talking machines in a Chicago music house for many years. "I've got so that what they say goes in one ear and out the other, for I've heard tales of wonderful things, from people hearing who never have heard before to preserving the cries of pet kittens, until I'm sick of it all.

"Why, there used to be a fussy old woman come here once a month, regularly, for two or three years, to get a record of the barking of her black-and-tan dog. It's a fact. If the dog barked clearly and loud she was happy, and if it refused to bark at all she was miserable. Sometimes it barked kind of hoarsely and then she'd wrap it up in a blanket and take it home to treat the beast for a cold. She must have twenty or thirty records of that dog's yawpings somewhere around the house. One day she came in, sadly, and told me the dog had died. I was glad to hear it, but I didn't tell her so.

"Another 'fiend' was a man. He lived somewhere out around Rogers Park. He had a craze for catching the voice of everything around the place. He got records of his two dogs' barks, the mewling of his cat, the singing of his wife's canary, and the screeching of a parrot. He finally got up at 4 a. m. for a week, trying to catch his rooster crowing. He got that, too, but he wasted a dozen records before he succeeded."

Another female crank wanted to get her daughter's laugh "down fine." Again a medical student "wanted a talking machine for the purpose of recording the breathing and suffering of dying people." A customer also told with great gusto of the value of the talking machine as an aid to securing divorce and alimony. It seems that her husband was in the habit of

talking in his sleep, and he made some extraordinary statements which the wife duly recorded on the machine. When faced with the evidence he succumbed. What next!

**ASCHBACH'S HANDSOME STORE**

Formally Opened to the Public on Dec. 5th—  
Large Talking Machine Department.

The formal opening of the renovated and enlarged store of G. C. Aschbach, 539 Hamilton street, Allentown, was held on December 4, and was attended by several thousand enthusiastic citizens of the city. With more than twice the space of the old store, the hosts were enabled to handle the crowd without the slightest inconvenience, and in the future will be able to take care of their increasing trade much more satisfactorily than they were able to in their previous quarters.

One of the features of the great establishment was the complete talking machine department occupying three rooms on the second floor. Complete Edison and Victor lines are handled by this house, and at the present time over 30,000 records are carried in stock, with that department of the business continually increasing, owing to the careful attention given it.

**SHORTAGE OF VICTROLAS.**

The Demand Has Exceeded All Expectations and Demonstrates That the People Will Buy High Priced Goods of Merit.

The enthusiasm and success attending the introduction of the Victor-Victrola is phenomenal, according to the representations of jobbers and dealers, who complain bitterly of the exasperating shortage of machines. Establishments unable to obtain a sufficient stock have ceased calling the attention of their trade to this great seller, knowing it would be a work of supererogation. The Victor Talking Machine Co. are apparently of the same mind, as expressed in the

appended statement recently issued to the trade:

"No musical instrument has ever received the absolutely unanimous indorsement as has been accorded the Victor-Victrola. The Victor Co. take great pride in saying that this grand instrument has slipped right into a place that must have been waiting to be filled. They are 'gobbled' up by the consumer before they have barely reached the distributors' or dealers' store, and the Victor Co. are powerless to stem the tide by being unable to supply even a small percentage of the demand. Single telegraphic orders for as many as 200 to be shipped immediately have been received, and wires for from 12 to 50 are frequent. To meet this great demand preparations are under way that will more than quadruple our present capacity for making Victor-Victrolas."

Of course, nothing succeeds like success, consequently the remarkable demand for Victor-Victrolas has caused others to sit up and take notice, with the result that machines of similar reproducing properties and like appearance, but not bearing the Victor Co.'s name, are expected to be placed on the market about the first of the year, possibly later. Preparations with this end in view are under way, and then possibly more litigation will ensue.

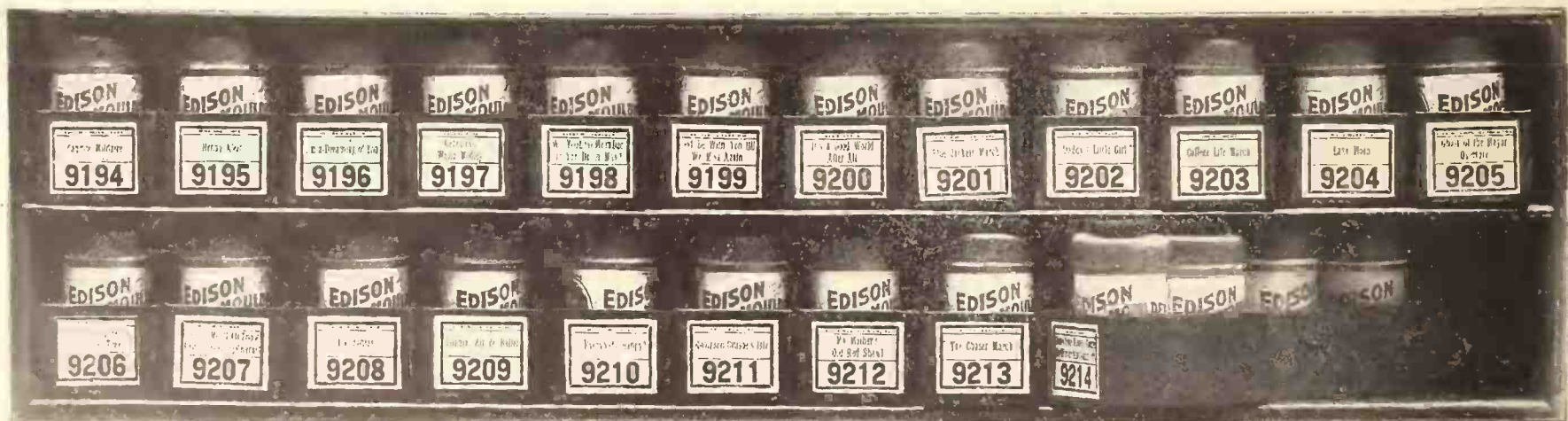
**NATIONAL PHONOGRAPH CO.'S OFFICE BUILDING.**

In the new office building of the National Phonograph Co., at the northwest corner of Fifth avenue and Eighth street, New York, formerly a residence of the American Ambassador to France, an elevator will be installed, and a new marble facade (now brownstone) will ornament the lower stories. Plans to this effort were filed by the architects last week. The cost of the improvements will be \$10,000, and the company expect to occupy the premises along near the first of February, removing from 31 Union Square. The private offices of the leading executives will be sumptuous affairs.

# INCREASE YOUR RECORD BUSINESS

## THE TRAY SYSTEM FILLS THE LONG-FELT WANT

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

*Sold to the trade in complete outfits, consisting of 1350 Trays and Labels for every Edison record listed in the Domestic catalogue.*

MANUFACTURED BY **BOSTON CYCLE & SUNDRY COMPANY,** *J. M. LINSCOTT, Manager*  
84 Hanover Street, **BOSTON, MASS.**



**PECULIAR LAWS IN TEXAS.**

Chicago and New York Jobbers Have Had Bad Luck Shipping Goods to Unreliable Dealers—Trade Not Quite as Good as Last Year—No Talking Machine Exhibits at the Recent National Fair—Appreciation of H. M. Holleman—Other News of Interest.

(Special to The Talking Machine World.)

Sau Antonio, Texas, Dec. 1, 1906.

Although the winter season has opened well, business is not near as brisk as last year this time. This is a mystery to most dealers, since it is a well-known fact that good times prevail over the entire State. It may be by reason of the fact that a large number of new dealers have opened up, thus causing additional competition and a consequent division of business generally. There are now eleven dealers in Sau Antonio, and it is reported another jobber will open here soon.

Mr. Leeds, of Leeds & Catlin Co., New York, passed through here recently en route home from a successful trip to the Pacific Coast, where he states trade is booming.

C. W. Noyes, of Chicago, representing Hawthorne & Sheble Manufacturing Co., called on the trade throughout Texas last month.

M. A. Grant has opened a talking machine store in Galveston under the name of Unique Talking Machine Co., handling the Hawthorne-Sheble line.

Chicago and New York jobbers have had bad luck shipping goods to unreliable Texas dealers, and considerable has thus been lost. Under the Texas laws merchandise cannot be attached, and when shipment is made and goods get in a dealer's store it is apparently up to him whether or not he cares to pay for them, so far as forcing settlement by law is concerned. One Texas jobber states that he has 52 bad accounts on his books for past twelve months, some of the dealers actually defying him to collect the bill. In one instance gun-play came nearly into a mix-up, but the jobber lost out, and although he has a judgment against the merchant he cannot touch any of his goods nor his \$10,000 residence, Texas homestead law making it exempt.

At the recent International Fair held here none of the dealers made a talking machine display. Last year five dealers exhibited. Thousands of country people came into the city, and it would seem as if there were plenty of opportunities to sell talking machines.

When talking machine men like H. M. Holleman, president of Texas Phonograph Co., get to making speeches the papers marvel. Here's what the Houston Daily Post of recent date says:

"A speech by H. M. Holleman upon the subject of 'Publicity,' delivered recently at a meeting of the South and Southwest Texas Industrial Development Association, held in Yoakum, attracted considerable attention, inasmuch as it embraced some pointed ideas, and new methods of publicity. He advocated various kinds of publicity in special cases, but stated that for steady results, general publicity and actual solid returns nothing compared with the daily paper and nothing ever would. He stated that the person who did not get results from advertising in the daily papers did not rightly utilize the space he purchased. The right kind of copy will, in every instance, bring the results. The advertiser might as well learn that indiscriminate advertising is like indiscriminate purchasing, generally useless.

"Mr. Holleman is not a theorist, but a practical advertiser. Three years ago when he came to Texas and advertised Sylvan Beach extensively its patronage increased marvelously. He then began a systematic and extensive campaign of publicity for the Texas Phonograph Co., of Houston, exploiting the Edison phonograph. Two years ago there were only a few of this type of machines in Texas. To-day there are thousands as a result of the advertising they did. Many a Texas merchant can learn a great deal by investigating the success of these peo-

ple. The company has paid 3 per cent. quarterly dividends regularly and last year passed over to the surplus account several thousand dollars. They are shipping hundreds of machines every month. On one day last month their shipments ran up to 103. Mr. Holleman saw the force of such an argument, immediately engaged nearly a page of space in this paper and let the world know about it. In order that no one could doubt the accuracy of the claims, he secured receipts from the express companies, had facsimile etchings made thereof and included these in the ad., giving additional strength.

"With the bountiful crops just harvested in Texas advertisers can certainly get results now and no mistake will be made in using large space, is the opinion of Mr. Holleman."

**THE PETMECKY MULTI-TONE NEEDLE.**

Arrangement Made to Expand the Business Materially—Headquarters Now Located at New York Life Building, Kansas City.

(Special to The Talking Machine World.)

Austin, Tex., Dec. 9, 1906.

The great demand for the Petmecky Multi-Tone Self Sharpening Talking Machine Needle (upon which United States patent has been allowed and foreign patents are pending), has made it necessary to increase the facilities for its manufacture and distribution, and to that end the Petmecky Multi-Tone Self Sharpening Needle business, and the patent on the needle for the United States and all foreign countries have been sold by Mr. Petmecky to strong Kansas City, Mo., interests, and hereafter the sale and distribution of the needle will be from the general offices of the Petmecky Co., Suite No. 505-506-507, New York Life Building, Kansas City, Mo., to which address all orders and communications from now on should be sent.

As the factory output of these needles will forthwith be materially increased, all orders for needles hereafter will be completely and promptly filled, thereby relieving the dealer from the delays which have so often occurred in the past. The standard quality which has always been one of the strong points of the Petmecky Multi-Tone Needle since its introduction will be maintained.

At the fair recently held in San Antonio, Tex., there was exhibited the Dubinski automatic phonograph, a talking machine contrivance for use in public places. These phonographs are made in San Antonio.

**McGREAL BROS.' GREAT BUSINESS.**

Selling from Forty to Seventy-Five Machines a Day—Higher Priced Instruments in Demand—Senator Spooner's Purchase.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 7, 1906.

L. E. McGreal, of McGreal Bros., in talking about trade conditions to-day, said: "Our business is very good indeed, both wholesale and retail; in fact, our wholesale business is much stronger at this time than we expected it would be, as we were not looking for any especial rush until about the 10th or 15th. Since the first of the month, however, orders have been piling up on us at the rate of 40 to 75 machines a day, and large quantities of records. Our trade seems to be running altogether to the higher priced instruments, both Edison and Victor, and we can notice that the more wealthy class of people are beginning to realize the advantage of talking machines for home entertainment."

McGreal Bros. had the good fortune to sell Senator John C. Spooner a \$100 outfit a day or two before he left for Washington.

Will Hope, representing the National Phonograph Co., was in Milwaukee this week. He reported business as excellent all through Wisconsin and the Northwest.

**SELLING MACHINES IN SMALL TOWNS.**

Several of the large talking machine dealers have taken up the question of the wisdom of selling machines and records in districts in which there is no dealer through the medium of local agents on a commission basis. Under existing contracts with some of the companies this method of doing business is practically prohibited, as they are not allowed to make any rebates. But they believe that if they could follow out their business on this line they could greatly increase their sales. A New Jersey dealer has been making a bid for business by giving concerts at the various homes in his locality, and says that when he has once got a family thoroughly interested in a talking machine as an entertainer the rest comes so easy that it seems a shame to take their money.

The board of governors of the Vienna Conservatory have arranged for a library of talking machine records made by the pupils of each graduating class who have won prizes for the work in the conservatory. Voices of many ex-students who have become prominent will also be placed in the collection.

# WRITE US FOR PRICES

## ON CRANES STANDS AND HORNS

We can give Interesting Prices and can make Immediate Shipment.

**ECLIPSE PHONOGRAPH CO.**  
203 WASHINGTON STREET, HOBOKEN, N. J.



## THE OLD AND THE NEW METHOD

Of Carrying a Record Stock Discussed by J. Newcomb Blackman Who Speaks Further of the Necessity of Up-to-Date Equipment.

In a recent interview with J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., the subject of the necessity of a proper system for carrying records was discussed, and Mr. Blackman gave his experience as follows:

"When I first started in the talking machine business in 1897 a record catalogue was issued, but to find a dealer who carried a complete catalogue stock was like looking for a four-leaf clover. We used to carry our records in peg boxes, offering a selection of bands, orchestras, vocal solos, etc., and a customer did not consult a catalogue as a rule. It was a case of looking over the dealer's assortment and making a choice accordingly. This plan continued very largely until the introduction of the dealer's contracts, which made it impossible to offer any price inducements, either by a cut in price or otherwise, and by the time the moulded record was placed on the market, the public expected and were satisfied to pay the restricted price. They were satisfied not only because they knew they were buying at rock bottom prices, but the quality of the goods proved that they were getting full value.

"It was realized by the dealer as well as the public that competition must exist, however, even in the face of restricted prices, and enterprising dealers, therefore, knew the advantage a dealer, who carried a complete stock, would have over a competitor who had only a small part of the catalogue. It was natural for the record buyer to give his patronage to the dealer who offered him a complete catalogue stock to select from. The service cost no more, and the record was purchased for the same price. The increased demand, together with the larger stocks necessary, soon gave the successful dealer confidence, and the old plan of stocking records is now as much a back number as one of the records of that time would be if offered for sale at the price of a moulded record. A customer now buys his records very much as he asks for a railroad ticket. He does not expect any special price, but he does insist on your having what he calls for and without delay.

"I have carefully watched the success of our dealers in the last two years, and almost, without exception, found that a dealer, carrying a complete stock and using a system, whereby all records are in numerical order, so that any number can be found immediately, or the customer informed that it is not in stock, he has made steady progress, and usually at the expense of other dealers in his locality who did not adopt up-to-date methods. It has also been proven that the use of record labels, containing the number and name of the record selection on the front of wire racks, or record trays, not only removes the desire to put off ordering records, but really makes it a pleasure, for every vacant space, together with the label, tells the complete story. It also provides a wall catalogue and encourages the customer to purchase records, which his eye might not locate in the catalogue. A system of carrying records, together with the attractive appearance of a store always wins with the customer, and the dealer who uses every spare moment in learning every point regarding machines and records he sells, enjoys the confidence of the prospective customer.

"In most cases where dealers accuse their competitors of using unfair methods and cutting prices, their principal argument has been the loss of a certain sale that they think they should have made. They do not seem to realize that the impression that they make on the prospective buyer not only by their remarks, but by the appearance of their store and their methods, either encourages or discourages a purchase. The sooner the dealer realizes that, to get the full benefit of his profit which the price restriction is intended to give him, he must give his customer

a full measure of service, his sales will increase and his complaints will be less. My policy as a jobber is not to simply sell a dealer as much as possible, but help him in turn to get his profit, for it is the continued patronage that insures success.

"Dealers and jobbers are selling restricted goods, and the service is what counts. The jobbers that are giving the best service are reaping the benefit, and in a town where there are several dealers, the up-to-date ones, who are always awake to use a method that insures the best service, are making fast inroads on the business of their competitors. The talking machine business is a paying one, but a dealer who expects to make a big success must not overlook any small details that will cause his customer to go elsewhere."

## TWENTY-TWO STORES IN TOLEDO.

A City Well Provided With Talking Machine Establishments—Berdue's Clever Window Display—Concerts Much in Vogue.

(Special to The Talking Machine World.)

Toledo, O., Dec. 8, 1906.

Complaints are being heard among talking machine dealers here regarding the overcrowded condition of that field. Despite the fact that there are already twenty-two stores in the city, more than in any city of much greater population, there are rumors that a new store is about to be opened. At present, however, despite the number of dealers in the field, business is reported as being very good.

C. E. Berdue, who has a store on Cherry street, has attracted considerable attention recently through the handsome window displays he arranges. He changes them frequently, and keeps the public wondering what next.

The J. L. Flanery Piano Co. have built up a great business, aided largely by their plan of giving talking machine concerts in their hall, which are always well attended.

The Whitney & Currier Co. are also giving a series of "talker" concerts on the fourth floor of their building, where a hall has been arranged, and called the Victor Concert Hall. The concerts will be held every afternoon.

## NEW USE FOR TALKING MACHINE.

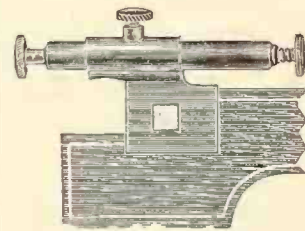
That the talking machine may be used as a means of livelihood very satisfactorily, even without the elaborately decorated environment of an arcade, is proven by a negro couple who may be seen on the central west side almost any evening. The man, who is blind, carries the large machine and horn, together with a number of records. When a suitable corner is reached his wife places the machine on the pavement, adjusts the horn, and puts on a record, which, by the way, represents the latest and best selections, and a large crowd is immediately attracted by the music. The man extends his hat for contributions, which are generally quite liberal. When the prospect of more money ceases to be evident the woman packs up the apparatus and her husband carries it to a fresh locality. The couple say they make an excellent living out of it, and incidentally raise themselves above the rank of ordinary mendicants.

Grand opera artists visiting New York these days are enthusiastic over the talking machine.

The Theo. F. Bentel Co., of Pittsburg, Pa., who have been prominent in the talking machine business for the past ten years, state that they were the first to receive and show samples of both the Victor Auxetophone and the Victor Victrola in that city.

We are advised by the Gramophone & Type-writer, Lt., London, that a statement made in The World to the effect that they had taken the agency for the Searchlight horn for Europe is incorrect.

## JUST OUT PRUDON'S STOP GAUGE



For Phonographs.

An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard.

Price 75c.

Triumph, " \$1.00

Patented Sept. 5, '05.

In ordering state if Old or New Models. Dealers and Jobbers Supplied.

L. T. PRUDON, Mfr., 921 Demott St., W. Hoboken, N. J.



## IF YOU

Are looking for the Best in Band Instruments

it may interest you to know that hundreds of American Musicians are patronizing

The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritones, Basses of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

J. W. YORK & SONS  
GRAND RAPIDS, MICH.

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

60 YEARS' EXPERIENCE

# PATENTS

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DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.

THE NEW

## Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success \$1.00 and \$1.50 Each

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY

New York



THE NATIONAL PHONOGRAPH CO.'S RECORDING DEPARTMENT

Said to Be One of the Best Equipped Departments of Its Kind in the World—A Description That Will Doubtless Interest Lovers of Talking Machines.

One of the most interesting parts of a talking machine factory is the recording department, and that of the National Phonograph Co., specially equipped with the latest appliances in the Knickerbocker Building, Fifth avenue and 16th

street, New York, is spoken of as a model. From The Edison Phonograph Monthly's description of the plant the subjoined facts are gleaned: "We believe that it is beyond a doubt the finest and most completely equipped recording plant in the

world. It was built especially for the uses of our department. It comprises a suite of ten rooms, each arranged for some special feature of the department's work. A handsomely furnished reception room is finished in hardwoods. Expensive rugs cover the floor and interesting pictures hang on the walls. One of the latter is a mammoth frame containing the photographs of all the Edison talent.

"The first door on the left opens into the private office of Walter H. Miller, manager of the department. Mr. Miller entered the employ of Mr. Edison when the latter built his laboratory at Orange, N. J., nearly twenty years ago. He has since been continuously in the service. He has taken part in all of the important experimental work in record making at the Edison laboratory. Few men in the harness to-day have had as many years' experience in record making as he, and none in the entire world are better informed on the subject. Rugs, mission furniture, a handsome desk and more pictures of special interest comprise the room's fittings. Passing along the corridor the next door on the left opens into the rehearsal room. Here the regular Edison artists 'run over' their music with a pianist if they feel uncertain about being prepared for their work with the orchestra accompaniment. Here, too, the new vocalists get their first 'try-out.'

"Beyond the rehearsal room is one of the test rooms. This in turn adjoins the largest of the two recording rooms. It is the recording room used for band, orchestra and other instrumental work. This recording room is equipped with devices, hangings, etc., that remind one of the rear of a theater stage. The Edison military band is making a record. The day is warm and the work is arduous and unromantic. Sans coats and vests the men are quite prosaic in appearance. But how they can play!

"When the recorder reaches the end of the record the band stops. The record is removed and carried by an assistant back to the test room. A Triumph phonograph stands on a table at one end of the room. The horn faces several men sitting on the opposite side. These are W. H. A. Cronkhite and his assistants. Their function is to pass judgment upon the work of all Edison artists. Mr. Cronkhite is the official critic of the department. Since he entered the employ of the company nearly five years ago no master record has been turned over to the manufacturing department that has not first had his seal of approval. Mr. Cronkhite is a trained musician, a cornet player of no mean ability, and he possesses a well rounded, varied musical knowledge that makes him invaluable in his position.

"As the wax master record is played over all present listen intently and critically. Defects are pointed out and suggestions made. It may be too loud or too weak as a whole. One instrument may be too strong or the balance may be off. Or it may have any one of a dozen other defects. Back to the recording room go the men. The errors are explained to the band, individually or as a whole, and another record is made. Another test, and more criticisms and



VIEWS IN EDISON RECORDING PLANT, NEW YORK.

1—Reception room. 2—Manager Miller at his desk. 3—Mr. Cronkhite's private office. 4—The Rehearsal room, Mr. Benzler at the piano. 5—Making a band record. 6—Making a vocal record with orchestra accompaniment. 7—Listening for defects. 8—Making a Singing record with piano accompaniment.

WE SOLICIT  
YOUR  
PATRONAGE



Edison Headquarters

AT

OSGOOD'S

Our Complete and Comprehensive Stock include

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes, Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co's Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO. Wholesale Distributors 744-756 Washington St., BOSTON



suggestions. Back and forth go the wax masters until the right results are secured. Then the required number of masters are made for the factory. It's no easy task to make master records up to the Edison standard—records that must later be played at the Edison laboratory before a committee of twenty men, most of whom have devoted years to the mastery of record making problems of all kinds.

"Diagonally across the hall is another and somewhat smaller recording room. This is used for vocal work. It also has its own peculiar equipment of traps and things that look odd to the uninitiated. A partition runs across one corner. A recording horn projects through a curtained opening in this partition. The artists see only this horn into which they sing. The phonograph attached to the horn stands back of the partition. How it is equipped and how it does its work are department secrets that even the artists are not permitted to know. Adjoining this recording room as we work back toward the entrance is the receiving and shipping room. Its name tells its function. Then another testing room. Circumstances occasionally make it necessary to have two 'dates' at the same time. Therefore the reason for two recording rooms and two test rooms. When two 'dates' are on at the same time Mr. Cronkhite and his people have a strenuous day.

"The next room toward the entrance is Mr. Cronkhite's private office, quietly but handsomely furnished. A feature of this room is a cabinet containing the music of nearly every record in the Edison catalogue. The remaining room of the suite is the experimental machine shop, with lathes and other machinery, microscopes and a lot of other paraphernalia, only to be found in a department of this peculiar character. Their recording department came into an official existence shortly after the incorporation of the National Phonograph Co. For several years its work was conducted at the Edison factories in Orange. This was eventually found inconvenient for the 'talent,' and three years ago the top floor of 65-69 Fourth avenue was leased and fitted up for the work of the department. These quarters proved inadequate to meet the demands of our rapidly growing business, and some months ago the department moved to its present location."

The Southern California Music Co., with headquarters in Los Angeles, Cal., who do a very large talking machine business, report prospects for the holiday trade to be the best ever in that line, and they expect to surpass all records for the season.

## WESTERN JOBBERS' ASSOCIATION.

Hold Quarterly Meeting in Indianapolis—Large Attendance and Much Business of Importance Transacted—The Next Meeting to be Held on Feb. 12 in Chicago—Jobbers Enthusiastic Over Future.

(Special to The Talking Machine World.)  
Indianapolis, Ind., Dec. 6, 1906.

The quarterly meeting of the United States Talking Machine Jobbers' Association was called to order at the Hotel Dennison, Indianapolis, November 12, at 10 p. m., and every jobber in the Central West, which comprised western Pennsylvania, Ohio, Indiana and Michigan, was present, either in person or by proxy. The session was continued the following day. It was not only a well attended but a very enthusiastic meeting in every respect, and the business transacted was of the most vital importance to the talking machine business in general, and especially to the members of the association. The meeting was harmonious in every respect. By an exchange of credits bad debts were kept down to a minimum. The Hawthorne & Sheble Manufacturing Co.'s price scale was adopted. Chicago, Ill., and February 12 were the place and time set for the next meeting.

Speaking of the meeting and the aims of the association, a prominent member said: "We are going to Chicago with a solid and united front, at which time we hope to be able to show the jobbers of that city the importance of becoming members. Should we succeed in this, as we have in everything else so far undertaken, we feel that the Central States Association has then accomplished more within the period of one year than has ever been achieved by any similar body. Furthermore, we feel that we have finished the hub from which possibly the future will show the wisdom of forming a national association with the Central States as the balancing wheel.

"It is, indeed, gratifying to note how earnest and enthusiastically every member of this association throws his whole force, both personal and financial, in the interest of this association. While at first the tendency was to hold over to see what few of the leaders were going to do, since then this feeling has all been dispelled, and the desire of each man is to put his shoulder to the wheel, as the action of the association in its every move has been guided by good common sense and judgment, and every member is now a leader to further cement the relationship.

"I had the pleasure of hearing a number of jobbers say that the association has made more for them in dollars and cents than the expense

and time devoted to the meetings would amount to in years. One of the most important questions taken up at the meeting was that of a strict maintenance of prices on supplies, or, as one jobber put it, 'Why not make money on supplies as well as on machines and records?' and the unanimous reply was, 'Why not?' We, therefore, decided to stand unitedly on the maintenance of this policy."

About twenty-two members were in attendance. P. E. Ashton, Detroit, Mich., the president, occupied the chair, and Perry B. Whitsit, of Perry B. Whitsit Co., Columbus, O., the secretary, looked after the official recording of the proceedings in his customary thorough manner. The usual dinner or banquet was served at the hotel.

## RAY CO. SUE FOR \$10,000.

Claim Their Business Has Suffered That Amount Owing to the Negligence of City Officials in Not Looking After Streets.

(Special to The Talking Machine World.)  
Louisville, Ky., Dec. 3, 1906.

C. A. Ray & Co., operators of a phonograph establishment at 650 Fourth avenue, set up a claim for \$10,000 damages against the city in the form of a suit in which they allege that their business has suffered to that extent during the past year on account of the blocked condition of the avenue. They charge that the city's charter imposes upon it the duty of keeping the streets open for free and uninterrupted use of vehicles and pedestrians. On account of the large amount of construction of new buildings which has been going on along the street the plaintiffs allege that the movement of people has been greatly interfered with, and that for this reason their business has been damaged in the amount sought.

## HIS REALISM CAUSED TROUBLE.

Two young men of Brooklyn, N. Y., Joseph Dandred and Frank Gomes, met in Gomes' room recently to listen to the music of a talking machine. Among the records tried was one containing a robber's song, which is punctuated by a pistol shot. To make it more realistic Gomes produced a revolver and announced that he intended to fire it at the proper moment. Dandred protested.

"There is nothing to be afraid of," said Gomes, pointing the revolver at his friend's stomach, "I will just do this," and he pulled the trigger. The bullet struck and severely injured Dandred, who was taken to the Brooklyn Hospital and Gomes was arrested.

The incident should be a warning to all talking machine enthusiasts to be satisfied with the effects contained in the records, which are produced by experts and are not dangerous, except occasionally, when the neighbors get excited.

## SUCCESSFUL WOMAN CANVASSERS.

Jewish women canvassers, says Musical Opinion of London, are said to be among the most successful sellers of talking machines in Italian industrial centers. The machines are generally disposed of on the weekly payment system, and many are sold at twopence halfpenny per week. One of the reasons of the Jewish women's success is that they never ask for references or make any inquiries concerning the honesty or otherwise of their customers. Inquiry offends the excitable Italian workman or woman. A smart Jewess not long since confessed that it was better to lose ten machines in every hundred than not to sell any at all.

In a recent interview with Mr. Kraus, of the Ideal Fastener Co., he remarked that they have found it necessary to considerably increase their facilities for the manufacture of the O. K. horn cranes. This crane has met with such favor in the trade that the firm have been practically swamped with orders, but with their increased plant they are now in a position to fill all demands promptly.

## Holiday Anticipation

We are all primed for the rush of holiday trade. We have endeavored to anticipate every possible emergency and are prepared to take care of eleventh-hour orders. Our record bins are filled to their utmost capacity, and our stock of machines, horns, cabinets and other supplies so complete that we have no fear that our customers will suffer for lack of goods in this busiest month of the year, as far as we are concerned.

WE HAVE MADE MANY CUSTOMERS ON PROMPT  
SHIPMENTS AND EFFICIENT SERVICE. TRY US

THE PARDEE-ELLENBERGER COMPANY  
96 to 104 State Street, NEW HAVEN, CONN.



## CLEVELAND TRADE IS VERY SATISFACTORY.

Sales of the Expensive Outfits the Order of the Day—The Talking Machine a Big Holiday Seller—Moving Picture Business Thriving—Municipal Authorities Cause Trouble for Proprietors of Arcades—Big Call for Twentieth Century Graphophones—Talking Machine for Demonstration Room of Buckeye Stereopticon Co.—Other Items of General Interest.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 6, 1906.

Talking machine trade conditions in this city are good, and satisfactory with the single exception of the dealers' inability to procure promptness in the execution of orders, especially for the machines of latest production, the manufacturers being unable to meet the large and growing demand. The volume of sales is large and growing, and the business is of the most gratifying quality. Larger sales of the more expensive outfits are being made by customers who fix the limit of their outlay by their desire for the best, and with the large sales of cheaper grades the season's business is proving a winner.

The dealers generally of this city aim to carry a complete line of machines and records, and there is rarely a complaint from a customer of his inability to procure the record desired.

A number of practically minded citizens are purchasing machines for holiday gifts, which will prove not only acceptable to the recipient but a lasting source of pleasure. In several instances dealers have made sales of Victrolas, and not having them in stock have issued Christmas certificates of purchase, to be presented by the donor, for delivery as soon as they can be procured from the manufacturers. In this way, possibly as many will be disposed of as though they were in stock.

W. J. Roberts, Jr., corner of Erie and Huron streets, is a very busy man these days. He is compelled to keep open late at night to accommodate customers who are unable to leave their business during the day. He stated business was fine. He has sold a number of Victor Victrolas, and is having a fine trade all along the

line, their demand for records being unusually large.

The moving picture show business is thriving wonderfully, but the penny slot machines are not doing so well. Operation of moving picture machines on Sundays is a problem that may stir up considerable excitement in law observation circles in the near future. It is about a year since the establishment of these machines in store rooms fitted up somewhat on theatre plans became prominent in the city.

In the first instance business was devoted to the more congested downtown sections, and little or no objection to the operation of these places on Sunday was heard. Gradually, however, the business has grown until it has spread all over Cleveland, and the recent opening of a resort on Wade Park avenue near 89th street has focused the agitation on this subject. There had been little objection until these show people gave a Sunday exhibition. People living near by complained to their councilman, who is now investigating the matter. Since then other councilmen have been approached by their constituents on the same subject, and the churches have taken the matter up. It is quite probable official action in favor of or against the places will soon be demanded. These moving picture show places are now familiar sights in all districts, and it is claimed by the Sunday observance people that the gradual foothold Sunday performances in them are gaining will soon grow so strong that after a while it will be impossible to dislodge them without bitter fights. The question is one fraught with considerable interest.

Flesheim & Smith, 161-163 Ontario street, are selling a large number of Zonophones and Edi-

son machines and state business is good and improving as the holidays approach. They say there is a fine demand for records all the time.

They are having a rush of trade at the Columbia Phonograph Co.'s, covering the entire line of machines, while the call for records is unparalleled. Mr. Probeck, manager, said: "The Twentieth Century Graphophones are at a premium, and all the better grades of machines are selling best. We are just getting in an entire supply of all the new disc records. The December list is very fine and taking exceptionally well."

Mr. Probeck has constructed two booths in the center of the store, so built as to leave a passageway entirely around them. They are practically soundproof, and not only attractive but a pleasure as well to customers as the company, furnishing ample space and comfort for demonstrating purposes.

T. H. Towell, manager of the Eclipse Musical Co., stated that business had opened up very fine indeed, and that trade was good. Aside from the very satisfactory conditions he said there was nothing specially new to report. With their new demonstrating booths and enlarged record racks they are in the finest kind of position to handle the trade. In their wholesale department they are kept busy with an increasing patronage which is constantly extending.

"Business is extremely good and improving day by day," said W. H. Buescher, of Buescher & Son, 242 Erie street. "We are selling a good many machines, and the call for records is unusually large for both Victor and Edison. We are well pleased with the way trade is coming in, and the holiday trade will be unusually large. Victrolas are in great demand—we are making sales from the catalogues for future delivery. We are overcrowded in handling records."

The Buckeye Stereopticon Co., who do an extensive business in their line, contemplate using a talking machine in their demonstration rooms, 1314-1318 Schofield building. It will lend additional attractiveness and aid in their sales.

The Automatic Stamping Machine Co., of this city, slot machine manufacturers, have brought

# GROWING POPULARITY of HEBREW RECORDS



Since the last issue of this publication, much progress has been made in the quality of our Hebrew records and the latest numbers are destined to prove most popular. Dealers and particular purchasers who have examined them are more than pleased with the results.

**They are the clearest records made and delight people wherever they are sold.**

We now have out twenty new numbers which will be fully as popular as those which we have previously issued, and dealers who have a demand for this kind of records should lose no opportunity in placing their orders

at once. We are prepared to take care of our trade demands properly, and everyone doing business with this concern may be assured of the most liberal and satisfactory treatment in every way.

**DEALERS CAN MATERIALLY INCREASE THEIR RECORD TRADE IF THEY HANDLE THE HEBREW RECORDS WHICH WE OFFER FOR SALE**

If you will send for a sample order of our records you will be amazed to find how quickly they will sell. You can handle them to advantage and no stock of records is complete to-day unless it contains a fair amount of Hebrew records.

## THE UNITED HEBREW RECORD CO.

LOUIS ROSANSKY, Prop.

251-257 Grand Street

NEW YORK, N. Y.



an action in Common Pleas Court against John N. Chandler for \$2,861.13, alleging that he failed to carry out a contract to operate the company's machines at the St. Louis Fair.

W. J. Roberts, Jr., has made arrangements to do a jobbing business in the Tea Tray Co.'s products. He is also handling the Hawthorne & Sheble Mfg. Co.'s horns, which are meeting with a ready sale, especially the higher priced ones.

The Smith & Nixon Piano Co. report Christmas business starting in fine shape, and that all indications point to a big holiday trade.

H. E. Jones, manager of the commercial graphophone department of the Columbia Phonograph Co., reports that business along the particular lines of this department continues to be very active. With the arrival of the new type commercial graphophone, which is of peculiarly powerful and sensitive recording quality, he states a material increase in the already active business is to be looked for. He also notes a considerable amount of interest being taken in this graphophone by firms in outlying towns in the vicinity of Cleveland, and altogether it would seem as though the approaching year should mark the most prosperous era that the commercial machines have ever known.

Collister & Sale report business very good and daily improving. They stated there was a big demand for Victrolas and Victor Second machines, and that they found it impossible to secure a sufficient supply from the manufacturers. They are doing a fine record business, and said the December list was an exceptionally good one. Flower horns they reported taking well.

The undiscovered uses to which the talking machine will ultimately be utilized are undoubtedly many. With the certainty of death in the near future, Mrs. Edward J. Munyen, wife of a wealthy oil speculator of Fostoria, O., is daily registering her thoughts on records, so that when she has passed away, her voice from the phonograph may cheer her sorrowing husband. Together Mr. Munyen and his wife have made a tour of the world, and in each place of interest they visited, Mrs. Munyen has recorded upon the cylinder her impressions, besides much of the conversation between herself and husband.

When, some time ago, physicians pronounced her health beyond their power of relief they said her life would probably be lengthened if taken to other climates. Thereupon, though Mrs. Munyen is seventy-one years of age, she and her husband set out on the globe encircling tour. A few days ago they arrived home, and Mrs. Munyen's first act was to repeat into the phonograph her impressions of the sights between here and the Pacific coast. She has a little chest in which she keeps records, which contain comments neither her husband nor any one else have ever heard.

These will be repeated to him by the machine after Mrs. Munyen's death. "It will be like making another tour of the world with my wife," he said. He is about the same age as his wife, but is possessed of a rugged constitution and in good health.

C. H. Wilson, representative of the National Phonograph Co., stopped off in this city on his way to Cincinnati November 23.

Clement Bucroft, of the Tea Tray Co., of Newark, N. J., was visiting the talking machine dealers November 24.

### TALKER FOR SURGERY WARD.

An Innovation in the City Hospital Which Has Proven Most Popular With Patients.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1906.

A phonograph purchased some time ago by Miss E. L. Warr, head nurse of the ward at the city hospital devoted to chronic surgery cases, has proven popular with restless patients. Two or three afternoons a week "phonograph matinees" are given. Patients in other wards are now clamoring for like entertainments. Among the patients in the ward presided over by Miss Warr is Johnny Cottle, aged 8 years, whose recovery from burns received on August 18 last is largely attributed to the introduction of these entertainments. Prior to the innovation he had full sway in the ward, and was pretty much of a pet. The result was that he was continually getting hurt. He sits by the hour now listening to popular melodies, and there is hardly one that he has not memorized.

Simply another instance where the talking machine has proven a boon to humanity, and such cases are becoming very frequent.

One doctor expressed the opinion that certain music should be applied for certain ills, as, for instance, "Bill Simmons" for St. Vitus' dance. For pericarditis, "I'm Wearing My Heart Away for You"; or "Way Down in My Heart I've Got a Feeling for You"; for melancholy, "Wait 'Till the Sun Shines, Nellie"; alcoholism, "Coming Through the Rye"; mumps, "Swell Time at Coney"; chicken-pox, "C-h-i-c-k-e-n; That's the Way to Spell Chicken"; heartburn, anything sentimental—either that or a dyspepsia tablet. Cold feet—no cure.

### NEW STORE IN BOSTON.

The Tosi Music Co. is a recent acquisition to the talking machine stores in Boston, having opened handsomely equipped quarters at 279 Hanover street, corner Richmond, where they have a number of special rooms for trying the

various records as well as small parlors for ladies' use especially. They are carrying a full line of Edison, Victor, Columbia and Zonophone machines and records. Humbert F. Tosi, manager of the concern, is a wide-awake, progressive gentleman, who is destined to be heard from.

### B. G. ROYAL NOW PRESIDENT

Of the Universal Talking Machine Mfg. Co., of New York Succeeding H. B. Babson.

B. G. Royal, for a number of years connected with the Gramophone and Typewriters', Ltd., London, Eng., is now president of the Universal Talking Machine Mfg. Co., vice H. B. Babson resigned. Mr. Royal, though an American, has resided abroad for a long time, and is regarded as one of the best-posted men in the mechanics of the talking machine business, having introduced a number of valuable improvements, and for a while was closely associated with President Johnson, of the Victor Co. He will not remove his family to New York until the first of the year.

C. B. Haynes, of Richmond, Va., and Ray Co., Louisville, Ky., are new Zonophone jobbers created by H. N. Macminimen. H. R. Bruder, formerly with Henry Horton, of New Haven, Conn., is on the road for the Universal Co., and will travel Pennsylvania and New York State.

### SHELLAC FOR TALKING MACHINE.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 7, 1906.

Out of 13,000 tons of shellac exported from India, during the fiscal year, over 6,000 tons came to the United States, a great increase over previous records. According to Consul-General Michael at Calcutta, who made the report, the increase of shellac for the United States is due directly to its increased use in talking machine records.

Mr. Michael says further that there is a great field for the talking machine in India, thousands of them being already in use, mostly of American make, and every native wants a machine as soon as he can raise the price. Records of native songs are especially in demand.

### STAFF OF MEN INCREASED.

The National Phonograph Co. have enlarged their staff of men, who are engaged in the campaign of introducing their commercial phonograph in New York City. This department of their business has developed to such an extent that several new branches have been established to handle it properly, and with the new men out in the field still more rapid advancement is expected. The commercial phonograph is no longer a novelty, but is becoming an actual necessity, as with such a machine inaccuracy in transcribing notes is practically impossible. Stenographic notes may be read incorrectly and frequently are, but a spoken message cannot be mistaken.

### WILL ENTER RETAIL FIELD.

Owing to the fact that he has an unusually large stock of Edison machines and records on hand, Chas. F. Craig, who does a jobbing business under the title of the Indiana Phonograph Co. in Indianapolis, Ind., has announced his intention of entering the retail field, although still continuing wholesaling. Mr. Craig has in stock every record in the Edison catalogue, and is still ordering in order to insure against a shortage of stock when the heavy season is on, and believes he is thoroughly equipped to meet the extra demands of a retail business.

### IS THERE A SURPRISE IN STORE?

Talk of a mysterious great company, with ample capital and prospective field of magnitude to operate in, still continues to be heard. Those on the inside speak knowingly of a surprise being in store for the trade. Names, please!

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

*Playrite*  
TRADE MARK

### NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINE or RECORD. Packed only in RUST PROOF packages of 100.

RETAIL: 10c. per 100; 25c. per 300; 75c. per 1,000.

*Melotone*  
TRADE MARK

### NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Proprietor

97 CHAMBERS STREET

NEW YORK CITY



**THE TELEGRAPHONE.**

This Marvelous Instrument Recently Exhibited at the Business Show Highly Praised by Experts—Its Commercial Possibilities Greatly Developed—Winning Recognition.

At the recent Business Show held in Madison Square Garden, New York, the Sterling Debenture

tracted unusual attention. Since this marvelous instrument was first shown the public, about two years ago, the improvements made have placed it in the category of a practical commercial possibility, according to the views of competent electrical engineers, who were present and witnessed the telegraphone's performances. To quote the official description:

"By the telegraphone, the great Poulsen inven-

the invisible influence of electro-magnetism. The sound waves, even to the minutest whisper or respiration, are electrically projected into the molecules of the metal—there to remain and be reproduced until removed at will by a stronger magnet. It is the perfect talking machine, which was foreshadowed when Edison discovered the phonograph's power of doing a few of the things on cumbersome wax records that the telegraphone, by the use of magnetism, accomplishes with scientific exactness. It completes the telegraphone, where now lacking, because it makes a permanent record of all telephone transmissions."

The accompanying illustration is that of the telegraphone (spool wire type) recording a telephone conversation. This record is permanent, and may be laid away for years, or used repeatedly (its clearness and strength is not dissipated or weakened in the slightest), or the record can be obliterated instantly, and the wire used again and again. The voice or sound is recorded absolutely, and the expression of tone is flexible and true. The other type of telegraphone is the disc machine, by which the record is made on a thin steel disc, that may be sent through the mails at letter rate of two cents, without affecting the recorded sound in the slightest, and they may be used again indefinitely. It is also intimated that remarkable results have been obtained in amplifying the sounds recorded by the telegraphone. Of its many and various uses there appears to be no doubt, which are interestingly detailed in a handsomely illustrated catalogue issued by the Sterling Co. last week. The telegraphone is certainly one of the marvels of the age.

The Western Talking Machine Co., of 41-43 North Ninth street, Philadelphia, of which Adolph Weiss is the proprietor, was the subject of a column article recently in the Journal of Commerce of that city. The company have been carrying on a successful business for several years with both Edison and Victor lines and recently found it necessary to almost double the size of their quarters.



Telegraphone making a record of conversation over the telephone in a Wall Street office. Everything that passes over the line is stored on the spool wire of the machine for permanent record.

Corporation, 56 Wall street, New York, who are marketing the securities of the American Telegraphone Co., exhibited the telegraphone, the working principles and operations of which at-

tion, the human voice is recorded and stored on a simple wire, or thin sheet of steel, without wax, without indentation, without a pin scratch or mark, without the use of any agency other than

				
<h2 style="margin: 0;">Standard Metal Mfg. Co.</h2> <p style="margin: 0;">Office and Salesroom 10 WARREN STREET, NEW YORK</p> <p style="margin: 0;">FACTORY Jefferson, Chestnut and Malvern Streets Newark, N. J.</p>				
 <h1 style="margin: 0;">Standard Horns</h1> 				
<p style="margin: 0;">ARE THE ONES TO HANDLE</p> <p style="margin: 0;"><b>WELL MADE      CAREFULLY FINISHED      AT RIGHT PRICES</b></p> <p style="margin: 0;">Give entire satisfaction and increase sales. No kicks</p> <p style="margin: 0;"><i>Variety to Please All. See our New Line</i></p> <p style="margin: 0;">Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.</p> <p style="margin: 0;"><i>Every Horn Fitted with Patent Thimble End</i></p> <p style="margin: 0;"><b>Standard Horns Once Handled Always Handled</b></p> <p style="margin: 0;">LET US HEAR FROM YOU</p>				
				



# NEW TAPERING ARM ZON-O-PHONE

\$27.50, \$35.00, \$45.00, \$55.00



## THE NEW GRAND OPERA ZON-O-PHONE

The motor has triple spring, cabinet hinge top  $13\frac{1}{2} \times 13\frac{1}{2}$ , ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake; as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retails at \$55.00.

## THE CONCERT GRAND ZON-O-PHONE

The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retails at \$45.00.



# UNIVERSAL TALKING MACHINE MFG. CO.

Camp and Mulberry Streets, Newark, N. J.



**TALKING MACHINE CONCERTS**

Seem to be All the Vogue on the Pacific Coast—Clark Wise & Co.'s Good Work—Sherman-Clay Expansion—Collections Very Good—Bacigalupi's Big Trade in Edison Goods—Columbia Co. Plans for Expansion—The Cry Is for More Goods—Other News Items.

(Special to The Talking Machine World.)  
San Francisco, Cal., Dec. 3, 1906.

Talking machine concerts are the thing now, and evidently the popularity of these concerts will increase during the winter months, for although nine theatres are open, nothing better than vaudeville is offered, and many of the better class of citizens turn to the talking machine concerts in order to enjoy the higher grade of music.

Clark Wise & Co., who recently inaugurated an elaborate series of concerts with the Victor and Talkophone, have been simply flooded with requests for tickets on every occasion, and the hall has always been packed almost uncomfortably. The sale of numerous high-priced outfits has resulted from demonstrations of the entertaining qualities of the talking machine during the concerts.

Sherman, Clay & Co. have found their talking machine business increased to such an extent that larger quarters are absolutely necessary, and two additional rooms are now in preparation.

As with the piano dealers, the talking machine trade find collections very good, a large number of people dropping in every month and thereby saving the collectors a great deal of work. There is a movement under way in the various branches of the music trade in this city, the talking machine dealers included, to do away with the semi-monthly collections that have been the rule for the past fifty years, and institute a monthly collection system, thereby cutting collection expenses about in half.

Speaking of Sherman, Clay & Co.'s growth suggests the fact that there is equally prosperous

conditions throughout the "talker" trade on the Coast. Peter Bacigalupi & Sons, the representative strictly wholesale house, have been improving and enlarging their quarters. The sales in Edison goods made by this house have been of record size. Heydenfeldt & Co., who recently took on the Victor line, have been rushed continually, and from present appearances they also will have to enlarge the space devoted to this part of their business. The Columbia Phonograph Co. have stocked the local branch with an extensive line of both machines and records for the holiday trade, and have arranged with agents in neighboring towns to give graphophone concerts, as it has been found such concerts are always productive of business in the rural districts.

The present situation is perfectly satisfying. Shipments are being disposed of shortly after arrival and the cry is always "more goods."

**FRENCH GOVERNMENT'S ACTION.**

In Starting the Collection of Records of the Voices of Famous Singers Highly Commended—Will Be Preserved in National Museum for the Benefit of Posterity.

The French Government has made a step in the right direction when it started a collection of records of the voices of famous singers for preservation in a museum. The collection was started with a record of Tamagno, the great Italian singer, and the making of the record is interestingly told as follows:

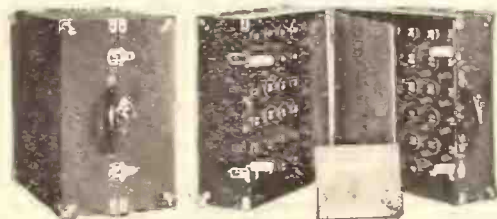
"Some three years ago Francesco Tamagno, the Italian singer, approached a talking machine company with the hope of obtaining a few records of his voice to leave as a legacy to his children. He wished them to enjoy his voice in the future, when he himself would no longer be able to sing to them. Tamagno himself was skeptical of the result, as well he might have been, for it was the first time a really great singer had sung into a talking machine, but the records were successfully made and have since

become universally known and admired. The entire laboratory staff of the talking machine concern went by invitation to Tamagno's palace at San Remo on the Riviera, where an improved recording plant was erected, and there, in his own palace, at his leisure, he made the records which are to preserve his voice for all future generations. Upon Tamagno's death, which occurred so suddenly toward the end of last year, these records possessed at once an added interest, and the French Government immediately considered the question of founding a museum wherein the voices of the greatest singers of the present day could be recorded for the edification of future generations.

"In taking the initiative in this matter, the French Government has followed the best traditions of its predecessors, who have always guarded so jealously all works of art. Tamagno's voice is the first to have been so recorded. The method employed is interesting. The records themselves, which have been made on specially prepared plates, have been enclosed in hermetically sealed metal boxes containing a chemical compound to protect them for future years. These boxes have been engraved with the date upon which they are to be opened—one in fifty years, another in one hundred years, and so on, the dates having been chosen to conform with the musical festivities which will undoubtedly take place at that time. This means that future generations will be able to enjoy the voices of artists long since dead, and who, otherwise, would have been to them only a name, and they will be able to compare the singers of their own times with those of bygone generations. We know that Malibran was one of the greatest sopranos of her time, and yet we are unable to judge whether she is to be compared with the Adelina Patti of our own days. This uncertainty will not exist in the future, for the records will permit of absolute comparison—thanks to the perfection now attained in the recording of the voices which are being placed in the museum at the Opera."

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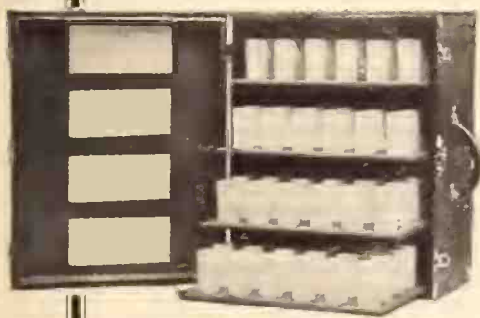
**JAMES S. TOPHAM**  
WASHINGTON, D. C.



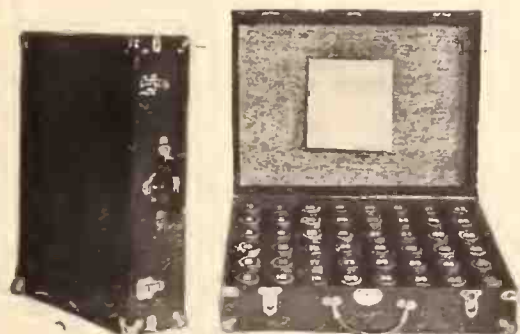
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## THE STUDY OF LANGUAGES

Among the American People is Steadily Growing Owing to the Splendid Work of the International Correspondence Schools—An Interesting Chat With Prof. Dunne.

(Special to The Talking Machine World.)  
 Providence, R. I., Dec. 5, 1906.

One of the recent visitors to this city was Professor Brian Dunne, of the International Correspondence Schools, of Scranton, Pa., who gave a most interesting demonstration of the use of the phonograph in teaching modern languages at the parlors of the Outlet Co.'s store in this city to an audience that was most enthusiastic in its appreciation of the value of this language medium. In the course of his opening remarks, Professor Dunne said in part:

"There has been considerable discussion as to the most useful phrase for globe-trotters." Some tourists maintain that it is 'Give me something to eat,' but those who have visited Italy and Turkey and India maintain that our plain, Americanized translation of 'Go away,' good, simple '23' or 'skiddoo,' is worth more than all the words on the bill of fare. The Italian knows the value of 'Va via,' and so I might take nation after nation, down to the Chinese, with their 'kiu pa' and the Japs with their 'ike,' which is close to our 'hike.' I presume, however, Italy still has a corner on the beggar market, and '23' is a valuable phrase in their midst.

"Speaking of traveling abroad, brings me to the most just criticism of United States Consul Paul Nash, of Venice, who recently reported to the Department of Commerce and Labor that not

one-tenth of the hundreds of well-educated Americans who pass through Venice yearly are capable of speaking a dozen connected words of anything but English.

"Who will dispute that this condition exists? What is the cause of this 'laxity' in language study? It is not laziness. We all know how hard many of our college men pore over their grammars and burden their minds with irregular verbs and rules. But after one, two, three, four and even five years the majority leave college or even their universities and are 'deaf mutes' as far as understanding and speaking a foreign language is concerned. This is due to the family methods in vogue and the mistaken and old-fashioned idea that the eye instead of the ear is the proper organ through which to 'acquire' pronunciation.

"Cardinal Mezzofanti did not use the eye method. He learned by speaking to wounded foreign soldiers he visited in the Italian hospitals. Other successful linguists tell a similar story. The ear must be first used to catch the sound, and then the tongue made to repeat and imitate it. The eye is merely an auxiliary to assist in the work.

"Of course, most of us who would learn languages are not able to visit sick foreign soldiers with time on their hands to put us through 'Language Conversational Exercises,' but we have a means now in the phonograph that is wonderfully efficient.

"By it any one who is not deaf can hear a French, German, Spanish or English lesson as pronounced by a great scholar in that language, and, apart from the small cost, the convenience of the tours must appeal to every would-be lin-

guist or polyglot. 'Professor Phonograph' requires but a tap on the 'shoulder' and he will speak to you, repeat phrases for you and even answer your questions."

## THAT TWO MILLION CORPORATION.

Something of the Personnel of the Atlantic Phonograph Co., in Which Messrs. Irish, Adrien and Reed Are Interested.

Speculation is very active concerning the two-million Atlantic Phonograph Co. The rating agencies have been requested for special reports, and "inside" information is eagerly absorbed. The company are located in Room 1404 at 71 Nassau street, New York, and A. L. Irish is the president, according to the statement made to The World by the accomplished lady in charge. J. L. Adrien is the secretary and O. Clayton Reed, formerly manager of the Talk-o-phone Co.'s New York office, is the assistant secretary, who is now in Toledo. B. V. D. Manley, a Toledo banker, also figures as an Atlantic Co. official. In fact, reports from reliable sources are that the Atlantic Phonograph Co. is the reorganization of the Talk-o-phone Co., taking over the plant, good-will, etc. Inquiry at the office failed to find any definite information concerning the whereabouts of Mr. Irish, and in his absence the tip seems to be one of complete silence as to the mysterious company's position in the trade or its intentions.

A new talking machine store has been opened at 219 Upper Sixth street, Evansville, Ind., by W. L. Hollingsworth.



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## M. Hohner "TRUMPET CALL" Harmonica

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76 York Street, Toronto, Canada



RECORD BULLETINS FOR JANUARY, 1907.

NEW VICTOR RECORDS.

Number	U. S. MARINE BAND, SOUSA'S BAND, VICTOR ORCHESTRA, etc.	Size
4909	Gate City March.....Weldon	10
4910	Brooke's Triumphal March.....Lietz	10
4911	Maple Leaf Rag.....Joplin	10
4919	The Dream of the Rarebit Fiend..Thurban	10
31591	My Treasure Waltz, "The Gypsy Baroa" ..	10
4920	Red Domino March—Two-Step.....Henry	10
4884	Old Heidelberg March—Two-Step.....	10
4932	A Garden Matinee.....Friml	10
31588	Foreward March—Two-Step.....Ellis	12
31592	Idle Hours Waltz.....Paige-Wood	12
31595	"Day Dreams"—Medley-Waltz.....	12
31586	Lullaby.....Fond	12
4904	The Bird on Nellie's Hat.....Solman	10
4905	Experience.....From "The Little Cherub"	10
31584	Lullaby.....Fond	12
4918	My Gal Sal.....Dresser	10
31587	Face to Face.....Johnson	12
4930	Jonah.....Chris Smith	10
4931	He's a Cousin of Mine.....Smith-Hein	10
4930	In Happy Moments—Maritana.....Wallace	10
31596	Day Dreams.....Chabney-Olcott	12
4901	Mr. Monkey "A Parisian Model".....Edwards	10
4902	A Lemon in the Garden of Love.....Carle	10
4923	Women and Men.....Iether	10
4907	Arrah Wanna.....Drislane-Morse	10
4914	Is Marriage a Failure?.....	10
4913	Praise Ye (Music from Verdi's "Attila") ..	10
31589	Gloria from Twelfth Mass.....Mozart	12
4917	Almost Persuaded.....Bliss	10
4921	I'm Sorry (From "About Town") Von Tilzer	10
4906	Honey Won't You Love Me as You Used To?	10
31590	When the Snow Birds Cross the Valley...	12
4908	Italian Specialty (Introducing Good-a-bye John)	10
31595	Cherry Hill Jerry and His "Liz".....	12
4940	Don't You Tell.....Howard	10
4915	Soldier's March (Les Soldats qui Passent) ..	8
4867	Cherry March—Two-Step.....Albert	8
4844	Wiener Burger Waltz.....Ziehrer	8
4916	St. Louis Rag.....Turpin	8
4933	Chip o' the Block.....Fogarty	8
4747	The Poor Old Man.....Bryan	8
4850	Susan, Kiss Me Good and Hard.....Helf	8
4941	Good-a-Bye, John (From "The Red Mill") ..	8
4898	When Tommy Atkins Marries Dolly Gray (From "About Town")...Cobb-Edwards	8
4929	A Message from the Dead...Ezra Kendall	8
4938	Cheer Up, Mary.....Kendis-Paley	8
4939	Won't You Come Over to My House?.....	8
4894	Le Credo du paysan.....Borel-Goublier	10
4895	Le Reve du Prisonnier.....Rubinstein	10
4896	Charité (Charity).....Faure	10
31581	Si vous ne m'aimez plus...Theolier-Goublier	12
85109	Faust—"Le parlate d'amor".....Gounod	10
85110	Adriana Lecouvreur—"Acerba voluta".....Cilea	10
85102	Elijah—"O Rest in the Lord".....Mendelssohn	10
85103	Messiah—"He Shall Feed His Flock".....Handel	10
85107	Huguenots—"Nobil Signori salute!" ("Noble Sirs, I Salute You!").....Meyerbeer	10
85108	Samson et Dalila—"Mon coeur s'ouvre a ta voix" (My Heart at Thy Sweet Voice.)	10
81085	Wiegenlied (Cradle Song).....Brahms	12
85112	Rinaldo—"Lascia ch'io pianga".....Handel	10
85113	Nur, wer die Sehnsucht Kennt...Tschaikowsky	10

NEW EDISON GOLD MOULDED RECORDS.

9434	The Mouse and the Clock (Whitney). Listen to the mouse.....Edison Concert Band
9435	Just Because (Burleigh).....Harry Anthony
9436	Gwendolyn (Hein). Comic song hit from Marie Cahill's "Marrying Mary".....Ada Jones
9437	Believe Me, If All Those Endearing Young Charms (Stevenson-Benzler).....Albert Benzler
9438	When the Flowers Bloom in Springtime (Von Tilzer).....Harry MacDonough
9439	Tramp! Tramp! Tramp! (Root). Male Duet.....Harlan and Stanley
9440	I'm Getting Ready for My Mother-in-law (Norworth).....Bob Roberts

9441	Colonial Guard March (Bonk). A catchy military march.....Edison Military Band
9442	Moses Andrew Jackson, Good-bye (Snyder).....Arthur Collins
9443	It is Well with My Soul (Bliss). Sacred quartet by mixed voices.....Edison Mixed Quartet
9444	Seems to Me I've Always Loved You (Ball).....Irving Gillette
9445	Hermosillo (Schuh). A characteristic Mexican dance.....Edison Symphony Orchestra
9446	Why Can't a Girl Be a Soldier? (Halle).....W. H. Thompson
9447	Arrah Wanna (Morse). Irish-Indian matrimonial venture.....Collins and Harlan
9448	Spring-Tide Revels (Harper).....Mrs. Alice Shaw and Twin Daughters
9449	Ballet Music from William Tell (Rossini).....Edison Concert Band
9450	The Bird on Nellie's Hat (Solman). A new comic song.....Helen Trix
9451	When Tommy Atkins Marries Dolly Gray (Cobb and Edwards).....Billy Murray
9452	I Love the Last One Best of All (Hein).....Frank C. Stanley
9453	March—"Jose" (Blum). Xylophone solo.....Albert Benzler
9454	Bonnie Jean (Snyder).....Byron G. Harlan
9455	Jealous Julie (Original).....Ada Jones and Len Spencer
9456	When Daddy Sings the Little Ones to Sleep (Vogel).....Edison Male Quartet
9457	On the Rocky Road to Dublin (Ephraim). Irish intermezzo.....Edison Military Band

ZON-O-PHONE 10-INCH RECORDS.

ZONOPHONE CONCERT BAND.	
626	La Rose—Intermezzo.....
627	March of the First.....
628	Folka de los Toreros.....
629	Preacher and the Bear.....
630	Tipperrary March.....
631	Twenty-Third Regiment March.....HAGER'S ORCHESTRA.
632	Cherry—Intermezzo.....
633	Eileen Astore—Selections.....
634	Danny Tucker—Two-Step.....
635	Down Beside the Meadow Brook—Medley Waltz
636	Dream of the Rarebit Fiend.....
637	Popularity—March and Two Step.....
638	Gobble Duet from "The Mascot".....SONGS WITH ORCHESTRA ACCOMPANIMENT.
639	Bird on Nellie's Hat.....Fred Lambert
640	Friends.....Arthur Collins
641	Iola.....Collins and Harlan
642	Jim Jackson and His Jealous Julia.....Len Spencer and Ada Jones
643	Lemon in the Garden of Love.....Billy Murray
644	Mr. Monkey.....Billy Murray
645	Somebody's Waiting for You.....Fred Lambert
646	'Tis But a Dream.....Henry Burr
647	What's the Use of Loving if You Can't Love All the Time.....Arthur Collins
648	When the Evening Twilight Bids the Day Good-bye.....Frank C. Stanley
649	When the Snow Birds Cross the Valley.....Frank C. Stanley
650	Won't You Throw a Kiss to Me.....Collins and Harlan

UNITED HEBREW RECORD CO.

December and January.	
BY MR. JUWELER.	
1257	Mit dem rebins kolach.....
1258	Der Jude in cheider.....
1259	Scholem al Israel.....
1260	Das Talesh.....
1261	Das Foigele.....

1262	Das Judische hartz.....BY MR. BERNSTEIN.
1263	Die Jernshe.....
1264	Avremele.....
1265	Hob ich ongefungen zu loifen.....
1266	My Uncle Sam.....
1267	A Tfile fun a agune.....ACCORDION SOLO BY MR. GREENBERG.
1246	Russian Walse.....
1247	Russian Kamariuskaja.....
1258	A breigas tanz.....BY MR. ROSE.
1251	Col Israel Chaveirim.....
1252	Itaichele agisund in dein Beichele.....
1253	Havamdill run a groben jung.....
1254	Chasene hobin is nit kedai.....
1255	Die goldene land.....
1256	Ich mus ongefungen lachin.....

NEW COLUMBIA XP (CYL) RECORDS.

33044	Rosebud Medley, introducing "Arrah Wanna," "When the Flowers Bloom in the Springtime, Molly Dear," "Experience," "Rosebud" (with bell solo), "Ain't You Coming Back to Old New Hampshire, Molly?" (Arranged by Chas. A. Prince).....Prince's Military Band
33045	Selections from "The Red Mill," introducing "When Love Is Young and the World Is Fair," "Whistling Song," "Go While the Goin' Is Good," "Every Day Is Ladies' Day With Me" (Victor Herbert).....Prince's Orchestra
33046	Popularity—March and Two-Step (George M. Cohan).....Vess L. Ossman
33047	Iola Intermezzo (Chas. L. Johnson).....Thomas Mills
33048	Ain't You Coming Back to Old New Hampshire, Molly? (J. Fred. Helf).....The Columbia Quartette
33049	Alice, Where Art Thou Going? (Albert Gimble)—Billy Murray and Columbia Quartette
33050	Arrah Wanna—An Irish Indian Song (Theo. Morse).....Collins and Harlan
33051	Good-a-Bye, John (Victor Herbert).....Collins and Harlan
33052	Take the Name of Jesus With You—Sacred (W. H. Doone).....Anthony and Harrison
33053	He's a Cousin of Mine (Hein & Smith).....Bert Williams
33054	In the Gloaming (Orred and Harrison).....George Alexander
33055	My Mariuccia Take a Steamboat—She's Gone Away (Al Piantadosi).....Arthur Collins
33056	Saviour, Thy Dying Love—Sacred (Robert Lowry).....Charles Gordon
33057	We'll Be Sweethearts to the End (Dave Rose).....J. W. Myers
33058	I Love the Last One Best of All (Silvia Hein).....Frank C. Stanley
33059	Sister—Marching Song (Clarence Vaughan).....Frank C. Stanley
33060	When the Flowers Bloom in the Springtime, Molly Dear (Harry Von Tilzer).....Albert Campbell
33063	In My Merry Oldsmobile (Gus Edwards).....Billy Murray
33062	The Streets of New York (Blossom and Herbert).....Billy Murray
33063	Fancy Little Nancy (Wm. Balnes).....Miss Ada Jones
33064	Jealous (F. J. Brown).....Miss Ada Jones and Mr. Len Spencer

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NEGRO SHOUT, ORCH. ACCOMP.  
33065 Turkey in the Straw.....Billy Golden

**NEW COLUMBIA B. C. (CYL) RECORDS.**

VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.  
85089 You're My Heart's Desire; I Love You,  
Nellie Dean (Harry Armstrong).....  
.....The Columbia Quartette  
BARITONE AND TENOR DUET, ORCH. ACCOMP.  
85090 Looking This Way (J. D. Van De Veuter)..  
.....Anthony and Harrison  
BARITONE SOLO, ORCH. ACCOMP.  
85091 I'm Going Right Back to Chicago (Egbert  
Van Alstyne).....Arthur Collins  
AN EAST SIDE CHARACTER SKETCH, ORCH. ACCOMP.  
85092 Cherry Hill Jerry (Lowitz).....  
.....Miss Ada Jones and Mr. Len Spencer  
MUSICAL MONOLOGUE, WITH MUSICAL INTERPOLATIONS.  
85093 The Musical Yankee (Len Spencer).....  
.....Leu Spencer

**NEW COLUMBIA 10-INCH DISC RECORDS.**

3527 Lord Baltimore March (Henry Fillmore)..  
.....Prince's Military Band  
3528 Muziky, Muziky—Pochod (Kmoob).....  
.....Prince's Military Band  
RANJO SOLO, ORCH. ACCOMP.  
3529 Popularity—March and Two-Step (George  
M. Cohan).....Vess L. Ossmau  
XYLOPHONE SOLO, ORCH. ACCOMP.  
3530 Iola Intermezzo (Chas. L. Johnson).....  
.....Thomas Mills  
MINSTREL, ORCH. ACCOMP.  
3531 Record "E," introducing "Crocodile Isle,"  
sung by Billy Murray.....  
.....The Rambler Minstrel Company  
SOPRANO SOLO, PIANO ACCOMP.  
3532 Love Time (F. W. Vanderpool).....  
.....Miss Marie Eldon  
TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.  
3533 Alice, Where Art Thou Going? (Albert  
Gumhle).....  
.....Billy Murray and The Columbia Quartette  
BARITONE AND TENOR DUET, ORCH. ACCOMP.  
3534 Good-a-Bye John (Victor Herbert).....  
.....Collins and Harlan  
BARITONE AND TENOR DUET, ORCH. ACCOMP.  
3535 Over the Lute—Sacred (Phelps and Brad-  
ford).....Anthony and Harrison  
BARITONE SOLO, ORCH. ACCOMP.  
3536 He's a Cousin of Mine (Hein and Smith)..  
.....Bert Williams  
BARITONE SOLO, ORCH. ACCOMP.  
3537 My Mariuccia Take a Steamboat—She's  
Gone Away (Al Plantadosi).....Arthur Collins  
BARITONE SOLO, ORCH. ACCOMP.  
3538 We'll Be Sweethearts to the End (Dave  
Rose).....J. W. Myers  
BARITONE SOLO, ORCH. ACCOMP.  
3539 Milo—A Romance of Turkey (Alfred Sol-  
man).....Bob Roberts  
BARITONE SOLO, ORCH. ACCOMP.  
3540 I Love the Last One Best of All (Silvio  
Hein).....Frank C. Stanley  
TENOR SOLO, ORCH. ACCOMP.  
3541 'Tis But a Dream (Paul H. Von Moltke)  
.....Henry Burr  
TENOR SOLO, ORCH. ACCOMP.  
3542 When the Flowers Bloom in the Spring-  
time, Molly Dear (Harry Von Tilzer)..  
.....Albert Campbell  
TENOR SOLO, ORCH. ACCOMP.  
3543 Rosebud—Call and I'll Come to You (Will  
Cobb).....Billy Murray  
TENOR SOLO, ORCH. ACCOMP.  
3544 The Streets of New York (Blossom and  
Herbert).....Billy Murray  
COON CHARACTER VOCAL SKETCH, ORCH. ACCOMP.  
3545 Jealous (F. J. Brown).....  
.....Miss Ada Jones and Mr. Len Spencer  
TALKING RECORD, DESCRIPTIVE.  
3546 Flanagan's New Year Call (Steve Porter)..  
.....Steve Porter  
5633 Umbrella Dance (Mazurka de los Paraguas)  
(Chucca y Valverde).....Banda Espanola  
41001 Army March No. 113 (Armeemarsch No.  
113).....Columbia Orchestra  
41048 My Dream (Mein Traum).....Columbia Orchestra  
41056 O. Thou, My Austria (O du mein Oester-  
reich).....Columbia Orchestra

**NEW COLUMBIA 12-INCH DISC RECORDS.**

TENOR SOLO IN ITALIAN, ORCH. ACCOMP.  
10568 Lucia di Lammermoor, Fra poco a me ri-  
covero (Donizetti).....Romeo Bertl  
TENOR SOLO IN ITALIAN, ORCH. ACCOMP.  
10573 Carmen, Romanza del fiore (Bizet).....  
.....Romeo Bertl  
VOCAL QUARTETTE, MALE VOICES, UNACCOMP.  
30038 Old Black Joe (S. C. Foster).....  
.....The Columbia Quartette  
BARITONE SOLO, ORCH. ACCOMP.  
30039 All In, Out and Down (McPherson and  
Smith).....Bert Williams  
MUSICAL MONOLOGUE, WITH MUSICAL INTERPOLATIONS.  
30040 The Musical Yankee (Len Spencer).....  
.....Len Spencer  
NEGRO SHOUT, ORCH. ACCOMP.  
30041 Turkey in the Straw.....Billy Golden

**COURT ADMITS PHONOGRAPH.**

Michigan Supreme Bench Decides Its Evidence  
Is Legal.

(Special to the Talking Machine World.)

Detroit, Mich., Dec. 5, 1906.

The Michigan Supreme Court has decided that a phonograph may be admitted as evidence in court to reproduce sounds which are the subject of controversy.

Frank Anderson, a hotel proprietor of Boyne City, brought a phonograph to court with records of engine tooting and car rattling to prove that the presence of a railroad near his property was a nuisance and lessened its value.

Justice Blair held that the introduction of the phonograph was permissible, provided the authenticity of the records was established.

**THE TELEPHONE CARRIES MUSIC.**

Novel Entertainment Provided at a Chicago Park—Patrons Hear a Concert Given in a Distant Hall as if the Singers Were Present.

A novel method of employing the telephone as a means of furnishing entertainment for the public was adopted with success recently in a public amusement park in Chicago. The instrument by which this was accomplished is known as the transmitophone, and consists of a set of powerful apparatus by which sound as usually received in the telephone ear piece can be conveyed through the use of a megaphone to a large number of people indoors or out of doors.

The instrument was used for transmitting vocal and instrumental solos from a room in a concert hall to three different points in the garden. The reproducing instruments were suspended in trees above the lamps and were painted black so they could not readily be seen. When used, the music sounded as if the soloists were concealed in the trees.

The producer consists of a telephone receiver specially adjusted for this class of work and provided with a large megaphone centered in the earpiece. Rubber-covered wire is used for connecting the reproducer with the sending station. The wire is run directly into the receiver, and wrapped with rubber tape to prevent moisture entering the receiver. The accompanists' transmitter is suspended in the orchestra stand. This transmitter is made highly sensitive, and is connected by a separate circuit to the sending station with the soloists' head receiver.

The reproducing receivers are connected on what is known as a closed secondary circuit; that is to say, both terminals of the secondary winding are connected to the receiver or receivers. The switch box in this installation is provided for three reproducing circuits, consisting of three cam lever keys and arranged so that the transmitting circuit can be switched to any one of the three receivers or to any two or to all three at one time. The switch box is also provided with binding posts and terminals, so that the various circuits may be readily connected.

The battery box is a neat oak case arranged for the capacity of two sets of 18 cells, with each set connected in series and arranged so that it can be connected in the circuit with 12, 18 or 24 volts to meet the necessary requirements. The batteries are connected to a spring jack so that connection with the telephone circuit can readily be made with a cord and plug.

The accompanists' transmitter circuit at the

sending station is also provided with a spring jack so that the head receiver can readily be connected with a cord and connecting plug, and in order that the transmitter may be promptly disconnected when the instrument is not in use. The granular carbon is made of the very hardest coal grains, broken in the proper size, highly polished and thoroughly cleaned to prevent frying or sizzling.

The carbon is of such a high quality that one transmitter was in use the entire summer season. At each evening's entertainment, when used continually for 15 or 20 minutes, it would become so heated from the heavy battery current that one could not bear to touch the outer cup or frame, yet the instrument has shown no signs of deterioration, and has never failed to operate.

**GRAND OPERA IN LITTLE ROCK.**

Il Trovatore Heard Through the Victor Talking Machine.

(Special to The Talking Machine World.)

Little Rock Ark., Dec. 1, 1906.

The music lovers of Little Rock, and particularly those who are especial lovers of grand opera, discovered one evening last week that a real treat was in store for them when the first few strains of the great Verdi opera, "Il Trovatore," floated out into the auditorium at Houck's music house from the new Victor Auxetophone.

The event was notable for two reasons. It was the first time the Auxetophone was heard in the city, and also the first time a complete opera was heard through the medium of talking machine records.

The entire opera of four acts was rendered on the machine, and to do this twenty records were used. The records used with the exception of two choruses and the "Di quella pira" were recorded in Milan, Italy, the home of Italian opera, and in making them the services of a caste of well-known and competent artists was used as well as the famous chorus of La Scala Opera House and an orchestra directed by Carlo Sabaino.

The concert caused considerable favorable comment regarding both the machine and records and the progressiveness of the O. K. Houck Co. in introducing these improved talkers into the city. S. H. Field, the manager of the talking machine department, was in charge of the concert.

The American Graphophone Co. have declared their quarterly dividend of 1¼ per cent. on the common stock, payable December 15.

**ATTENTION**

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**WRITE FOR PARTICULARS**

**PENN PHONOGRAPH COMPANY**

17 South Ninth Street - - PHILADELPHIA, PA.



**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., Dec. 8, 1906.

PRODUCTION OF SOUND-RECORDS. Isidor Kitsee, Philadelphia, Pa. Patent No. 836,510.

This invention relates to an improvement in records which are produced by what is called the "cutting-stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by the depth of the cut and the others reproduce these sound-waves by removing an etch-resisting film on a solid plate. In all these cases a resistance is offered to the movements of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of this invention to obviate these difficulties.

The underlying principle of this invention consists therein that an etch-resisting material is deposited on a solid surface in accordance with the vibrations of the diaphragm produced by the generated sound-waves, and as the most simple manner of depositing this etch-resisting material consists therein that the same is dissolved in a fluid and the following method is preferred: First dissolve a shellac, rosin, or other free-dissolving etch-resisting material in a fluid, preferably one which quickly evaporates, and preferably a solution of shellac in alcohol or rosin in

to the surface of said plate a plastic material capable of receiving impressions and hardening after such impressions are made.

Where it is desired that the evaporation of the etch-resisting fluid should be accelerated, the solid plate may be through artificial means raised to the required temperature; but in some cases it may be preferred not to use any evaporating fluid, and in such cases wax is heated so as to become fluid, and in this case the reservoir from which this heated wax issues should always be kept at the required temperature; but the plate on which the wax is deposited may then be cooled by any of the well-known means.

The great advantage of this process consists therein, first, that the stylus is not subjected to the retardation to which it is subjected in the processes of to-day, and, second, that the original is produced in the negative, making it possible to produce directly therefrom any desired number of positives.

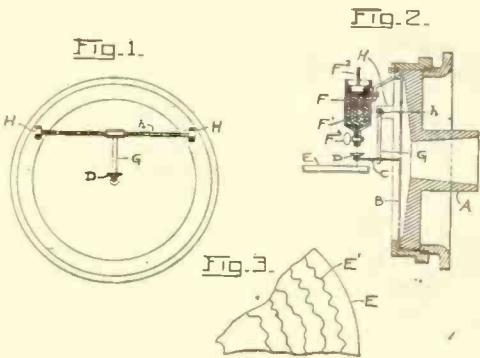
In order to explain this invention more clearly, the accompanying drawings are referred to: Fig. 1 is a plain view of a diaphragm embodying the invention. Fig. 2 is a cross-section of a recording mechanism with the invention attached thereto. Fig. 3 is a plan view of part of a record. Fig. 4 is a cross-section of a recording mechanism with the device in modified form.

PHONOGRAPH. Eugene C. Smith, New York, assignor to Hawthorne & Sheble Mfg. Co., Philadelphia. Patent No. 836,470.

This invention relates to phonographic devices, and more particularly to a device to be carried

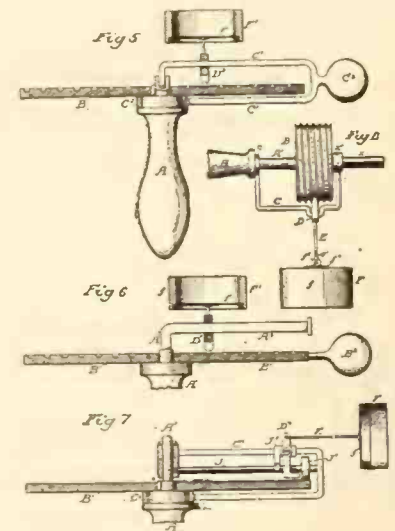
toy; and the invention consists, broadly, in the use, with a handle, of a phonographic record and a "transmitter" connected to a stylus arm or lever, the transmitter or record having rotary motion, whereby the stylus is caused to pass over the phonogram and the transmitter is actuated.

Preferably this invention consists in mounting the record non-rotatively on the handle and yoking the transmitter freely to the handle, so



hydrocarbon. A stylus is provided which is supported by the vibrating diaphragm of a recorder with an orifice and allow the etch-resisting fluid to issue from a reservoir in close proximity thereto. Beneath the stylus is then placed the solid plate to receive the record. The etch-resisting fluid should issue from the reservoir in a very thin stream, and as the stylus, with its orifice, has to vibrate in accordance with the vibration of the diaphragm proper it is obvious that the liquid will be deposited on the solid surface in a manner so as to reproduce these vibrations. After having deposited thereon the required recording-lines the plate is subjected to the process of etching, whereby such parts of the metallic plate as are not protected by the etch-resisting fluid will be depressed, leaving such parts as are protected by the fluid in relief. The so-prepared record-plate is in reality a negative of the sound-waves generated, and to produce from same a positive it is only necessary to apply

in the hand which, when whirled about will reproduce in sounds the phonograms impressed upon a phonographic "record." The object of the invention is to provide such a device of simple and cheap construction, easily manufactured, portable, and adapted to answer the purpose of a

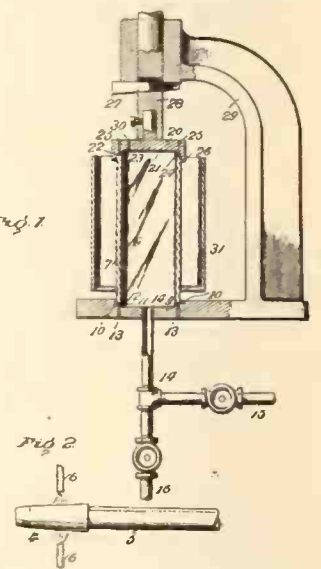
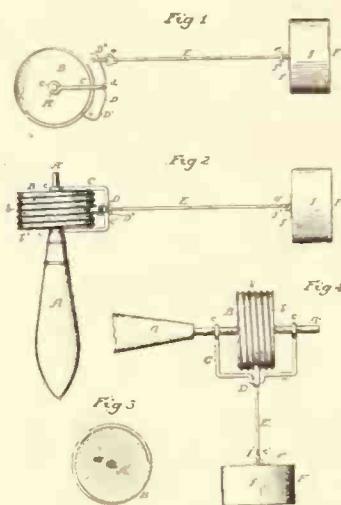


that on whirling the device about, the transmitter will have a movement of rotation concentrically about the axis of the record.

Fig. 1 is a top view of the toy. Fig. 2 is a side elevation of the same. Fig. 3 is a transverse section of the phonographic cylinder and feathered spindle on which it is carried; and Figs. 4 to 8, inclusive, are views, partly in side elevation and partly in section, illustrating other embodiments of the invention.

APPARATUS FOR MOULDING SOUND-RECORDS. Walter S. Tyler, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 836,417.

This invention relates to improvements in apparatus for producing duplicate cylindrical sound-records by impressing blank cylinders against the inner surface of a matrix, and particularly blank cylinders having a thin wall and made of materials such as celluloid, their object being generally to improve the efficiency of such apparatus in forming upon the record-blank an accurate impression of the surface of the matrix. The improvements constituting the invention may be readily comprehended from the detailed description and drawings. Fig. 1 is a vertical sectional view of the apparatus, and Fig. 2



**A Merry Xmas to All**  
Edisonia Co., Newark, N. J.

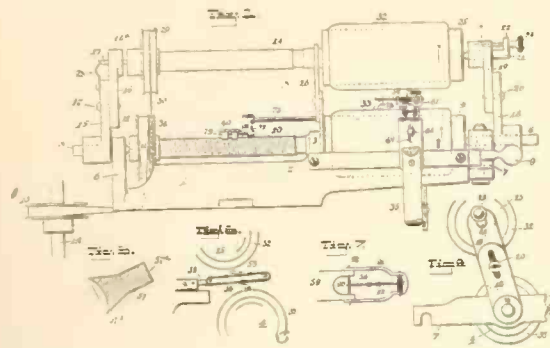
**TALKING MACHINE SUPPLIES**



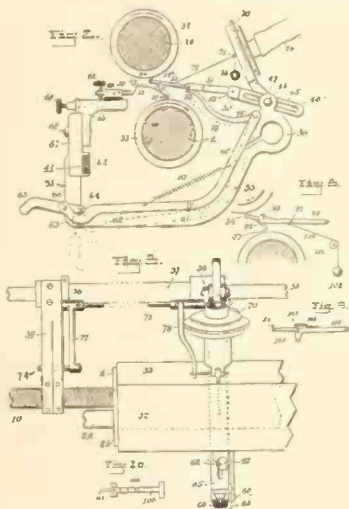
is a schematic view of means adapted to be used in preparing blank record-cylinders for use in the apparatus of Fig. 1.

PHONOGRAPH FOR DUPLICATING PHONOGRAPH RECORDS. Frank L. Capps, Newark, N. J. Patent No. 836,089.

This invention relates to improvements in phonograph-machines, and particularly to a machine for duplicating phonographic records. One of the most important features in the invention



is the device for supporting the reproducing and recording styli in operative relation to the cylinders. The device is so arranged and constructed that the recording stylus will be free to move under the control of the reproducing stylus in a direction approximately perpendicular to the



tangent of the record-blank at the point of contact of the recording-stylus therewith and will at the same time be held against movement in the direction of the tangent. This result is accomplished, preferably, by a lever mechanism comprising two levers pivoted together in the line approximately perpendicular to the tangent of the record-blank at the point of contact with it of the recording-stylus, one lever supporting a reproducing-stylus and the other lever a record-

ing-stylus, and independent supports for said levers. The support for one of the levers is preferably an adjustable one, and a weight is also preferably applied to one of the levers to insure uniform operation. This lever device couples the styli together and enables them to automatically adjust themselves to cylinders of different sizes and thicknesses. This arrangement affords a free vibration for the recording-stylus in a direction (perpendicular to the tangent) least affected by the rotation of the blank, and the device is therefore particularly free from choking and is capable of faithfully recording all of the delicate rich tones which render a record full and satisfactory. These fine tones are lost if the recording-stylus is not free to vibrate under the influence of the reproducer.

Another feature of great importance in this invention is the shape and manner of supporting the recording-stylus to produce a clean shearing cut in the record as distinguished from a scraping cut. The stylus is formed with an enlarged frusto-conical cutting-head, and is so supported that the cutting edge will recede from the perpendicular to the tangent at the point of contact with the blank. A stylus of this structure supported in this manner and free to vibrate perpendicularly to the tangent, as above explained, produces a perfect record.

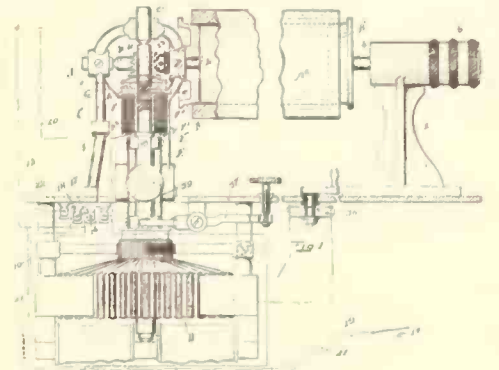
The invention will be understood by reference to the accompanying drawings, wherein Fig. 1 is a front elevation of the improved record-duplicating phonograph-machine. Fig. 2 is a sectional end elevation of the same. Fig. 3 is a detail plan elevation. Fig. 4 is a detail end view showing the removable centering, journal pins for the two mandrels. Fig. 5 is an enlarged longitudinal sectional view of the recording-stylus. Figs. 6 and 7 are detail views of a modified arrangement for supporting the reproducing and recording styli. Fig. 8 is a detail representation of another modification. Figs. 9 and 10 are detail views representing a portion of the reproducing stylus arm pivoted to the main portion to allow a slight sidewise movement.

PHONOGRAPH, Charles W. Noyes, Cincinnati, O., assignor to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 836,940.

This invention relates to an improvement in phonographs, and its prime object is to devise a machine particularly organized and adapted for office amanuensis and known to the trade as the "commercial" phonograph.

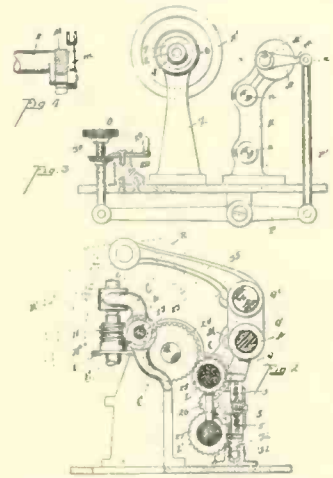
One of the objects of this invention is to provide means in connection with the main drive of the record, reproducer, and the recorder which is under the full control of the operator when in

use, so that it can be instantly started and stopped. Another object is to provide improved means for supporting the record-cylinder. Another object is to provide means for readily in-

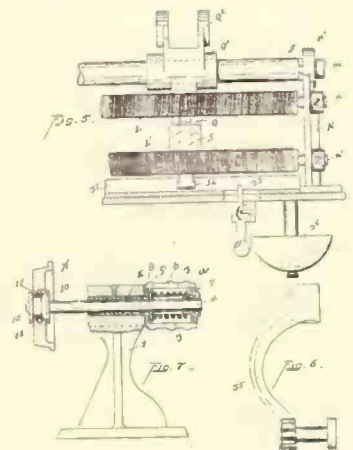


serting and withdrawing the record and maintaining a constant initial position without destroying or varying its accuracy relative to the reproducer or recorder.

Various other features of this invention are set forth in the description of the accompanying



drawings, in which Fig. 1 represents a central sectional view, partly in elevation, illustrating the main drive for the various parts, together with the electrical connections. Fig. 2 represents a cross-sectional view showing a portion of the main power driving shaft in connection with a train of gears for traversing the recorder and



reproducer mechanism. Fig. 3 is an end elevation, partly in section, showing the means for operating the reproducer and recorder traversing mechanism for controlling the direction of traverse. Fig. 4 is a section on line x x. Fig. 5 is a front elevation of a portion of the traversing mechanism for the reproducer and recorder. Fig. 6 is a top plan view, partly in section, of the recorder and reproducer supporting arm. Fig. 7 is a central vertical section of the tail-stock for supporting the record.

PROCESS OF MANUFACTURING SOUND RECORDS. Thomas H. MacDonald, Bridgeport, Conn. Patent No. 836,646.

This invention relates to the production of sound-records in a metallic tablet, and more particularly to records of the disc form. Its object is to produce with commercial economy metallic sound-records of superior quality. In carrying out the invention an original sound-record (preferably a record of varying depth) is made in the usual way—i. e., by engraving upon a tablet of the ordinary wax-like material. From this original an electrotype master is made in the usual way—that is, by first coating the wax record with a coating of plumbago or other conducting ma-

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A. HOSPE, Jr., Omaha, Neb.  
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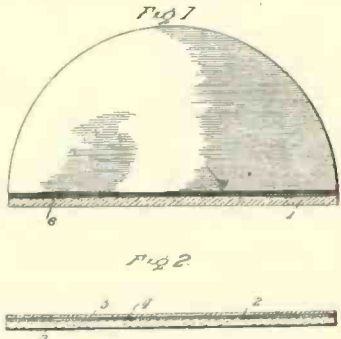
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terial and then depositing thereon electrolytically a layer of suitable metal, such as copper. The copper master is separated from the wax original and after careful cleaning and polishing is plated with a plating of metal, such as silver, which is acted upon by a metalloid. This silver-plating is preferably applied by means of the "washing" method—i. e., applied by a camel's-hair brush—rather than by electrodeposition. The copper plate is thoroughly cleaned and a silvering paste brushed over its surface. This paste is prepared by dissolving silver nitrate in water, precipitating the silver in the form of a chlorid by means of common salt, washing the precipitate and dissolving it in potassium cyanid. The solution is filtered, if necessary, and mixed with enough whiting to make a thin paste. In practice it is found that twenty-two parts of silver nitrate to forty-two parts of cyanid of potassium give good results. The metallic negative is now used for obtaining duplicates by the direct electrodeposition of the metal upon the silver-plated master or negative. To make this operation commercially successful it is necessary that a separating-film should intervene between the negative and the electrodeposited positive or duplicate, so that the two may be separated without injury to either. This film must be exceedingly thin, so as not to obliterate or modify the



form of the sound-vibrations, and it should be uniform, continuous, and capable of being readily applied and renewed. These and all other conditions necessary to insure success are met by subjecting the silver-plated negative to the action of a chemical agent, such as the sulfid of an alkali or alkaline earth. Potassium sulfid has given the best results thus far obtained. Sulfur fumes have also been successfully used. In carrying out this part of the operation a weak solution of potassium sulfid prepared by dissolving one-half ounce of the sulfid in one gallon of water is flowed over the metal negative and at once poured off. This causes the formation of an exceedingly thin but uniform and continuous light-brown film of a sulfid of the metal acted upon (in this case sulfid of silver). The surface is then washed with clean water and placed in the plating-bath. A duplicate record of the desired thickness is now deposited electrolytically, copper being the metal preferred. The surfaces of the negative and positive can now be readily separated by introducing the blade of a knife between the edges at any point. The duplicates may be then polished and finished in any suitable way, as by nickel-plating. Duplicates made in this manner are not only very durable, but they have acoustical qualities of a very superior order, readily distinguishable by the ear from records made in wax or other plastic material. The noticeable characteristics are fidelity to the original sounds and a very rich and agreeable tone quality.

The formation of the separating film (in the form of a salt or compound of the metal constituting the surface of the negative) may be accomplished in other ways. For example, the silver surface may be oxidized by heat or other method of oxidation and fair results obtained; but the best mode now contemplated of applying the principle of said invention is that stated above. Other modifications will readily suggest themselves to persons skilled in the art to which the invention relates. The negative can be used for the production of a large number of duplicates; but the separating-film must be renewed after every two or three duplicates.

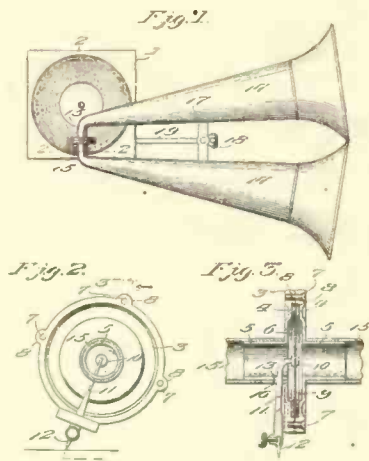
For the purpose of graphically illustrating the invention, reference is made to the accompany-

ing drawings, in which Fig. 1 is an isometric sectional perspective view showing a tablet with a record formed thereon having an electrodeposition superimposed upon the record-face of the tablet, and Fig. 2 is a cross-sectional view showing the negative formed by the electrodeposition properly backed and a record electrically deposited thereon with a separating film between the metallic negative and the record thus deposited.

GRAPHOPHONE. Justin J. Hammer, Red Bluff, Cal. Patent No. 836,032.

The invention relates to an improvement in graphophones comprehending specifically a means for intensifying the sound reproduced by the instrument.

The main object of the present invention is the production of a sound-box of a particular construction, in the use of which the sound-waves are



taken from each side the diaphragm, whereby to intensify the quantity and improve the quality of the sound.

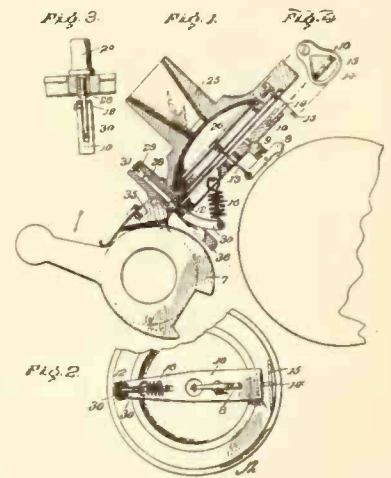
Fig. 1 is a plan view showing a graphophone provided with improved sound-reproducer. Fig. 2 is an enlarged section on line 2 2 of Fig. 1. Fig. 3 is a section on line 3 3 of Fig. 2.

SOUND REPRODUCER. Thomas H. MacDonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 835,544.

This invention has reference to the construction of sound-reproducers for use with sound-records of the varying depth type. Such reproducers have heretofore been constructed so that the reproducer as a whole or the stylus-carrying member thereof is pivoted and rests by gravity on the sound-record. This gravity-reproducer has certain well-known utilities, such as adjusting itself to and faithfully tracking the sound-groove and bearing with uniform pressure upon the tablet. These results are practically indispensable to successful sound-reproduction in talking machines.

Efforts have heretofore been made to substi-

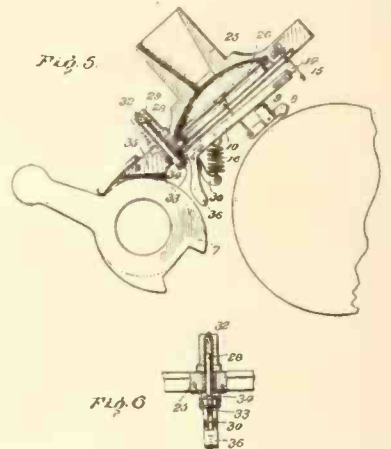
tute spring tension for the weight and at the same time secure the above-mentioned indispensable results. These efforts have not been entirely successful from a commercial standpoint, since the structures were either too complicated



for use in the hands of any but skilled experts or else were too expensive to manufacture, and in some instances both of these objections obtained.

The object of the present invention is to secure by the use of spring tension the same practical results heretofore obtained by the use of a weight, while at the same time providing a structure which is simple in operation and may be cheaply constructed.

The inventive idea involved in the present invention may find some variety of mechanical expression, but, generally speaking, it consists in combining with the diaphragm and a stylus connected therewith a pin journaled to turn in the frame of the reproducer in a plane approximately perpendicular to the diaphragm, which pin carries a spring tending to press the stylus against



the sound-record. This affords a structure that may be cheaply manufactured, is perfectly simple in operation, and is thoroughly effective

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since the spring and all the connected parts move with the pin, which is journaled in the frame as above described.

Furthermore, the present invention not only secures high efficiency in sound-reproduction, but it results also in an economical and durable construction. The floating weight is dispensed with and its place is taken by a relatively light plate to which the stylus-bar is pivoted. Moreover, the spring acts when the reproducer is not in use to hold the supporting-plate firmly against a stop, thereby preventing rattling and greatly diminishing the liability to injury. A reproducer of the improved construction can operate at one angle to the horizon as well as at another, whereas the ordinary gravity-reproducer will only operate advantageously at the particular angle for which the weight has been calculated.

In the best form in which the invention has thus been applied, the reproducer and diaphragm have no movement perpendicular to the tablet, the stylus being pivoted to a supporting-plate hinged so as to move perpendicularly to the tablet, and the spring being applied to this supporting-plate. When the reproducer is brought into its operative position, the pressure of the stylus on the tablet lifts the supporting-plate from its rest or stop and puts the spring under tension or compression, as the case may be.

The spring is attached not to a fixed part of the frame, but to a pin or bar which is hinged or swiveled to turn on an axis at right angles (or approximately so) to the diaphragm. The stylus is pivoted to this same bar, so that the spring being carried entirely by the swinging part of the reproducer has no tendency to force the reproducing-point out of the sound-groove. On the contrary, experiment shows that the construction herein described gives better results in tracking than reproducers previously in use.

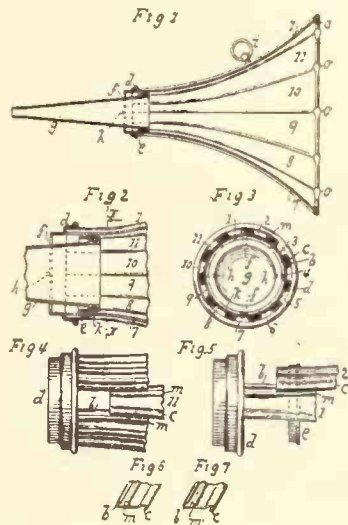
Fig. 1 is a sectional view through the center of the diaphragm, illustrating a reproducer constructed in accordance with the invention. Fig. 2 is a bottom plan view thereof. Fig. 3 is a partial end view of the hinge. Fig. 4 is a detail of the guard and stop. Fig. 5 is a view in cross-section of a modified form of the mounting. Fig.

6 is a detail in section of the hinge thereof.

**SEPARABLE PHONOGRAPH-HORN.** Edward Weislowits, New York, assignor to Nettie Weislowits Newark, N. J. Patent No. 835,338.

This invention enables a horn to be brought to practically flat condition or its elements or sections to be slipped apart and superposed to occupy but little space.

This invention is illustrated in the annexed

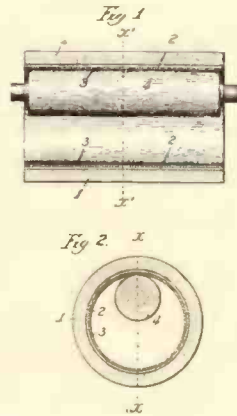


drawings, in which Fig. 1 is a longitudinal section of a horn embodying this invention. Fig. 2 is an enlarged view of part of Fig. 1. Fig. 3 is a section along x x, Fig. 1. Fig. 4 shows a horn element or section partly out of place or not slipped fully home. Fig. 5 is a view of two sections or horn elements partly engaged. Fig. 6 is a detail. Fig. 7 shows a modification.

**DUPLICATING PHONOGRAPH RECORDS.** Varian M. Harris, Chicago, Ill., assignor of one-fifth to Robert Burns, same place. Patent No. 837,061.

The present invention relates to that method or process of manufacturing duplicate phonograph records of celluloid or other like material in which a mold is used having a negative matrix formed in its interior surface or bore and into which negative matrix surface the duplicate phonograph record in the form of a thin-walled cylinder is pressed to impart to the periphery of such cylinder a positive impression from such negative matrix surface; and the object of the present improvement is to provide a simple and efficient method for use in the manufacture of their cylindrical phonograph records and with which the production of the duplicate records can be effected in a rapid, certain and positive manner.

In the accompanying drawings, illustrative of the present invention, Fig. 1 is a longitudinal section on line x x, Fig. 2, of an apparatus adapted to carry out the present method; Fig. 2, a transverse section of the same at line x' x', Fig. 1.



**TALKING MACHINES FOR CHILDREN.**

Helicou Hall, the Socialistic colony established on the outskirts of Englewood, N. J., by Upton

Sinclair, of "Jungle" fame, is fully up to date in one particular at least. There is a large room on the ground floor devoted entirely to talking machines, where children and their elders may go in idle moments and hear the latest compositions rendered in approved style. Not a half-bad idea for keeping the colonists contented with their peculiar lot.

**PARSONS' LATEST INVENTION.**

**A Pneumatic Device for Increasing the Volume and Richness of the Tone of Stringed Musical Instruments.**

A recent cable from London conveys some information regarding another invention of Chas. A. Parsons, the inventor of steam turbines, and several devices for improving the talking machine. It reads as follows: "Two huge trumpets resembling ventilating shafts on an ocean steamer, which have been in use during the past week in the Queen's Hall Orchestra, have been looked upon by many promenade concert patrons as part of an improved system of ventilation.

"The supposed ventilators are, however, parts of a new invention by the Hon. Charles Parsons, called the auxetophone. The auxetophone is a pneumatic device for increasing the volume and richness of the tone of the stringed instruments, and is worked by air supplied by a blower in the basement of the building.

"The auxetophone consists of a small comb-like valve made of aluminum, which is connected to the front wood of the instrument near the 'bridge,' and vibrates in response to the natural tones produced by the player. This valve controls the exit of the air from a small box fed from the blower into a large spiral shaped trumpet, which emits sound waves identical in quality and intonation, but richer in tone and larger in volume than those produced by the instrument itself unaided by the auxetophone."

The inventor claims that the device is practicable not only for the double bass but for every instrument in the string band. It suggests the possibility of decreasing the often prohibitive cost of producing modern works in which the orchestration is so elaborate that a large number of strings are required to balance the brass and wood. The auxetophone may make it possible for a quartette to do the work of the sixteen first violins and twelve seconds.

**TO TRANSMIT HUMAN VOICE.**

**Denison Man Invents Instrument for the Purpose.**

(Special to The Talking Machine World.)

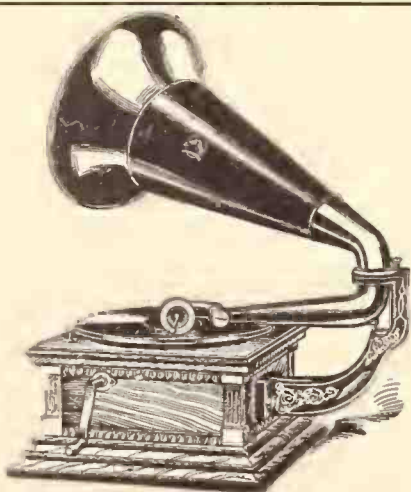
Denison, Tex., Dec. 1, 1906.

J. L. Bowman, of this city, says he has perfected an instrument for transmitting the human voice through space without the aid of wires. He will leave soon for San Francisco to investigate inventions about the same line. Mr. Bowman's instruments will transmit the voice but a short distance through space, but he expects to overcome that difficulty. He claims that his invention is superior to one lately perfected in France, in that no batteries are used.

**Some Facts Worth Considering**

**T**HE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

**National Musical String Co.**  
New Brunswick, N. J.



**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.



## With the Makers and Sellers of Automatic Specialties

### IMMENSE GROWTH OF BUSINESS.

Closing the Greatest Year in the History of the Automatic Specialty Trade—The Industry Broadening Out and a Wider Recognition Obtains of the Merits of the Musical Specialties Now Put on the Market—Arcades in Southern States—Municipal Authorities Not Treating the Industry Fairly—Amusing Incident in China—Slot Machines Strong Favorites With Arcade Men and Everything of Merit Selling Well.

With the close of the present month we turn our backs on what has been the most prosperous year this trade has ever known, and one which will long be remembered as the "great automatic renaissance". Some might think this statement merely word painting, but to one who has studied minutely the marvelous growth of this industry from the oblivion into which it had sunk, and saw it gather in its harvest from all parts of the globe, the propriety of using that term will be apparent. Many extensive changes have been brought about during the year of 1906, and as the industry grows new fields of effort seem to open out before it.

Arcades which for some time have found foothold in the Southern States have been compelled in many instances to exclude the negro from among the patrons on account of the deep animosity between the two races. It is, therefore, apparent that a large amount of custom was lost by parlor managers in these sections. Taken as a whole, the negro is music loving, and will, without a thought for the morrow, spend his last sou for the sake of a hearty laugh or a new tune from the talking machines. Then again in many localities his race is by far in the majority. Yet it was but very recently that the slot machine has been utilized by the race as a lucrative investment, and it remained for a negro to see the opportunity and gather together capital to undertake the enterprise in a proper manner. In foreign countries the slot machine undoubtedly has a brilliant future, though at the present time a number of difficulties present

themselves which, to say the least, are perplexing. Location has nearly everything to do with the success of an arcade. Unlike a theater its one great attraction lies in the seductive glare of its electric lights, the bright colored signs or the sound of music from the automatic pianos and talking machines. Situated on a lively thoroughfare with crowds constantly passing it will invariably prove a gold mine. But placed on the quieter side streets its intake is bound to be limited, for few even among its most enthusiastic devotees will take the time to hunt one up. The arcade is one of those things that draws us to it on the impulse of the moment, not by any prematurely defined thought. It is in securing a location that the arcade man finds his greatest difficulty in Europe. Here the peculiar laws in vogue governing leases on property offers a bulwark both annoying and hard to surmount. Leases on nearly all property are taken out covering a span of ninety-nine years. These locations are handed down from father to son, or in a few cases sold to an outsider; but the purchaser is liable for the time remaining until the expiration of the lease. Desirable locations on the large avenues are held mostly by old established houses. These, unless in the case of a failure, would not relinquish their proprietorship. Then again, although the arcade is undoubtedly a wonderful money making venture, an inventor must needs think twice before tying himself down to a centennial contract.

\* \* \* \*

Slot machines hold a strong attraction for the public of to-day, but they are not a necessity, and taking into consideration all the advancements possible during a century to come, it would be a far-sighted seer indeed who could gauge their effect on the people of twenty hundred and six. China has proved a most fertile field for these devices, many elaborate arcades having been fitted out in Peking, Shanghai and other of the large cities. Automatic pianos, talkers, illustrated songs, moving pictures and vending machines have proven the most popular. But for the strength testing apparatus, the Chinaman has little use.

An amusing incident, which occurred in one of the arcades located in the Celestial Empire, is worthy of note. When the vibratory machine called "The Doctor" first came on the market the enterprising manager of this arcade promptly sent in his order. This machine is built in the form of a man of giant size, with amazing muscular development, and is gilded and gotten up in striking style. In his hands rests an iron bar, which the operator takes hold of, after depositing his coin, and receives the vibrations. Soon after its installation up walked a pigtailed sou of Confucius to inspect this new wonder from the land of the "Melicanman." Curiosity finally got the better of him, and being egged on by his countrymen, who had gathered around, he took his stand and deposited a coin. At once the machine commenced to get in its work. With a rumble and a jar it promptly started to shake the Chinaman in the most approved manner, not, however, wholly appreciated by him, for with a shriek of terror he prostrated himself before this unknown god from over the seas, and on recovery beat a hasty retreat. As funny as it may seem, this did not prove so amusing to the manager, for it was many a day and only after the greatest efforts that he could convince his superstitious patrons that his place was not "velly blad medicine," to be given a wide berth.

\* \* \* \*

In this country arcade men are having more or less trouble with the municipal authorities. The question whether the parlors must obtain theatrical licenses is now before the courts. Some of them have none and others are operating under showman's licenses, for which they pay \$25 a year. The police contend, however, that they must obtain theatrical licenses, which cost \$500 a year.

In the meantime, these minions of the law, instead of enforcing other legal ordinances, disregarded right under their noses and fastening down the lid, make themselves unusually officious when dealing with arcade men.

### BIOGRAPH HAS CAUGHT PARIS.

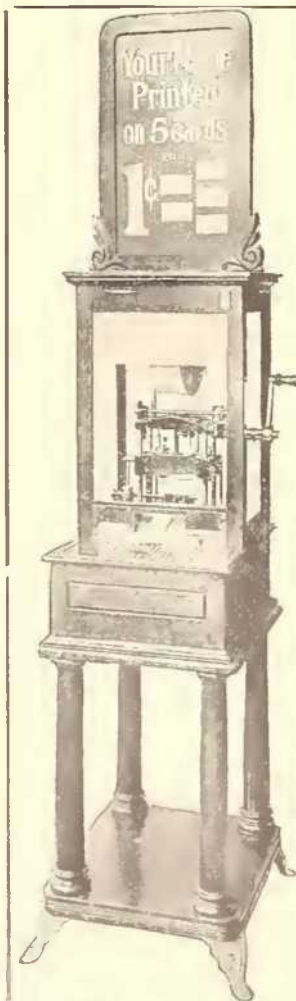
Becoming Quite a Fad—Budding Playwrights Are Sorry Now That They Quarreled With the Boulevard Managers.

A dispatch from Paris says that young French playwrights are in despair. Parisian audiences prefer the cinematograph to their curtain raisers. Hitherto a young dramatist took his first step on the ladder to fame when some indulgent manager consented to use his virgin effort as a curtain raiser. Then when he attempted a four-act play his name was already familiar in theatrical circles, therefore his chances of success were naturally greater than if he had been entirely unknown.

A recent quarrel between several boulevard directors and the Society of Dramatic Authors, which is all-powerful in France and which furnishes all curtain raisers, resulted in an unexpected innovation.

"We had to have something to act as prelude to the big performance of the evening," one well-known manager explained. "When our source of supply for one-act plays was cut off, we looked about for something else. I happened to be passing a cinematograph establishment one night, and the dense crowd in front of it suggested to me that a half hour's amusement of that sort would take just as well in the legitimate as in vaudeville."

His scheme proved to be a happy one, for after the theatre-goers began to grow accustomed to this novel entertainment they welcomed it with more enthusiasm than they did the traditional curtain raiser. It was especially popular with the "family circle." Then after a time it was



## THE CARD PRINTER

Prints any desired name on five cards for one cent

It is the latest and most popular coin-controlled machine. It has met with the unqualified approval of all slot-machine people and where placed on exhibition has been continually surrounded by crowds waiting their turn to print their names.

This machine is not a novelty, one that will lose its earning power within a month or two, but a machine furnishing a useful article in constant use. This machine will pay in any location such as hotels, railroad stations, waiting rooms, summer resorts and department stores, as well as any amusement place such as penny arcades, theatres, summer parks, etc.

As a money maker it has no equal. It will pay dividends of from one hundred to five hundred per cent. per annum, according to location and the coin used. It has earned \$42 a week operated with a penny. The Card Printer can be changed to operate with a five-cent piece.

The cost of material for cards and ink is nominal and shows an enormous profit. It is the most attractive slot machine now on the market. The entire works and all movements made by the mechanism in setting up type and in feeding, cutting and printing the cards are in plain view of the operator.

The works are nickel-plated and enameled. The cases are quartered oak. The Printer occupies floor space of fifteen by twenty inches. Weight boxed and ready for shipping 150 lbs.

For further particulars, address

**The Card Printer Co.,** 79 East 130th Street,  
New York City.



# The Picture-Phone

==== AND ====

# MUSIC-PHONE

THE ONLY AUTOMATIC, COIN OPERATED DISK RECORD MACHINES

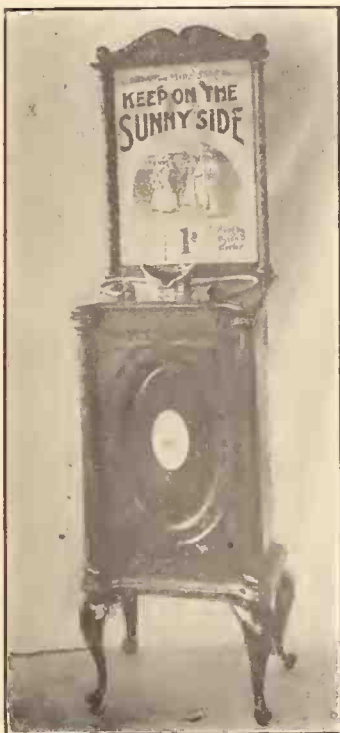
Each 8 inch record has an earning capacity of \$8.00 to \$12.00 Comparing the cost of these machines with their earning capacity proves them to be the *lowest priced machines* ever placed on the market

**PICTURE-PHONE**

Illustrated Song Machine uses  
Disk Records

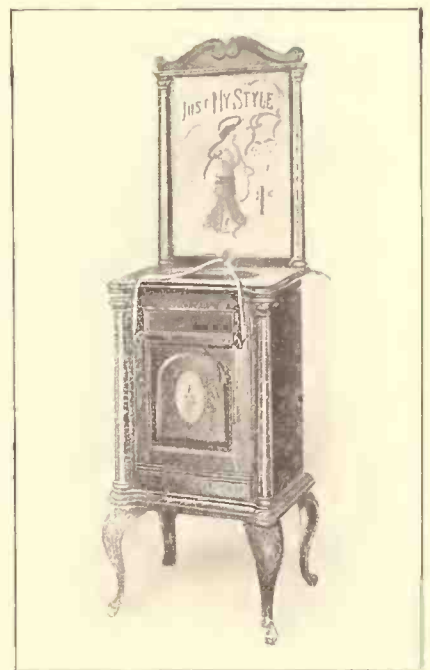
**FOR ARCADES, PARKS, RESORTS,  
CAFES, HOTELS, etc.**

**MUSIC-PHONE**  
Uses Disk Records



Extract from letter received from the largest user of slot machines :

“We certainly can congratulate you on the general appearance and the strong, accurate, mechanical workmanship of your machines. They certainly are the ideal machines of their class.”



**They Prove Themselves  
ANOTHER BIG HIT**

## THE GYPSY QUEEN

READY IN THE SPRING

*Almost Human—the Most Wonderful Production Ever Credited to America.*

SHE TELLS YOU YOUR FORTUNE and draws the cards—NEVER TWICE ALIKE. Moves her eyes—bows and turns her head—her lips move while talking—and her breathing is perceptible. Place your orders now for spring delivery.

👉 **JOBBER AND DEALERS:** We will send you a sample package (10) of our **PRACTICALLY INDESTRUCTIBLE NEEDLES** for 50 cents. They prolong the life of the record—improve with use—impart real musical quality.

Write for catalogue, prices, terms, etc.

**VALIQUET NOVELTY COMPANY**

91-93-95-97 Green Street

NEWARK, N. J., U. S. A.



noticed that the box owners, who usually appeared just as the curtain was falling on the short opening play, began to arrive at 8.30. Decidedly the cinematograph was a success.

The quarrel between the Society of Dramatic Authors and the managers has ended, but the latter are so delighted with their new arrangement that they refuse to return to the old way.

"What chance have we now?" complained one young dramatist to The World correspondent. "Before the managers tried this cinematograph scheme they hadn't any idea that their audiences would endure such a thing. If this difference between them and the society hadn't come up, we should never have had this difficulty to contend with. Our profession is hard enough, but now it is worse. It is only natural that, when a manager sees that such a comparatively cheap device as moving pictures draws the crowd, he won't go to the expense of staging a play, paying the actors and the Dramatic Authors' Society, to say nothing of the fees he must give us, the authors."

The military governor of Paris, Dalstein, complains that the cinematograph is responsible for making the regulation army uniform ridiculous. Civilians dressed as sergeants, corporals and privates are posed against a background of barrack walls and, before the photographers, perform all manner of unseemly antics which are later shown for the amusement of the boulevard theatre-goers. When Prefect of Police Lepine heard that fun was thus poked at the dignity of the army he ordered the photographers and their accomplices, the bogus soldiers, locked up.

#### BIOGRAPH CO. DOUBLE OUTPUT.

Increase Factory Facilities and Install a Remarkable Equipment.

The Biograph Co., keeping pace with the enormous demand for its film productions, has just completed alterations and improvements in its Hoboken, N. J., factory, which will result in

the doubling of the company's output. The factory is a modern four story steel and brick fireproof structure, and the automatic machinery used in the development, printing and drying of films is so remarkable that one of the big technical magazines has now in preparation an extensive article describing it. Everything used in the manufacture of biograph films, i. e., cameras, printers, perforators, developers, dryers, etc., is the product of the Biograph Co.'s own mechanics. It is said that the recently installed battery of automatic printers have a speed fully double that of any hitherto in use. The dark rooms are all substantially dust proof and are so arranged that they can be as completely cleaned and sterilized as a modern hospital operating room. Up to the present time a night shift has been working on biograph films, but it is hoped with the increased capacity of the plant night work will not be necessary. The Biograph Co. report phenomenal sales abroad, as well as in this country, on "The Tunnel Workers," its latest sensation.

#### RECENT INCORPORATIONS.

Universal Registry & Amusement Co., 763 Broad street, Newark, N. J.; to manufacture merry-go-rounds and amusement devices; capital, \$50,000. Incorporators: William Moore, New York; Maxwell Keane, Newark, N. J.; Frederick Wetjen, Jersey City, N. J.

People's Amusement Co., 419 Market street, Camden, N. J.; to manufacture mechanical amusements of woods, metal, etc., carousals, toboggan slides, etc.; capital, \$800,000. Incorporators: William J. Henderson, Walter P. Bishop, Matthew Stothart, Jr., all as above.

Electric Vaudeville Co., 111 Market street, Camden, N. J.; theatrical proprietors, etc.; capital, \$25,000. Incorporators: Joseph B. Campbell, J. K. Nevins, Charles J. Hepburn, as above.

Novelty Amusement Company; theatres, etc.;

capital, \$10,000. Incorporators: Thomas R. Finucane, Harry P. Sickles, William B. McCallum, Rochester, N. Y.

\* \* \* \*

Grand Vaudeville House; entertainments, concerts, etc.; capital, \$1,500. Incorporators: Elias Margulies, 150 Rivington street, New York; Wolf Fein, 421 Chester street; Jeudah Cogut, 183 McKeenan street, both of Brooklyn.

\* \* \*

Chicago Automatic Merchandising Co., Portland, Me., machinery; capital, \$300,000. President and clerk, M. W. Baldwin; treasurer, C. E. Eaton, both of Portland, Me.

#### HERE AND THERE IN THE TRADE.

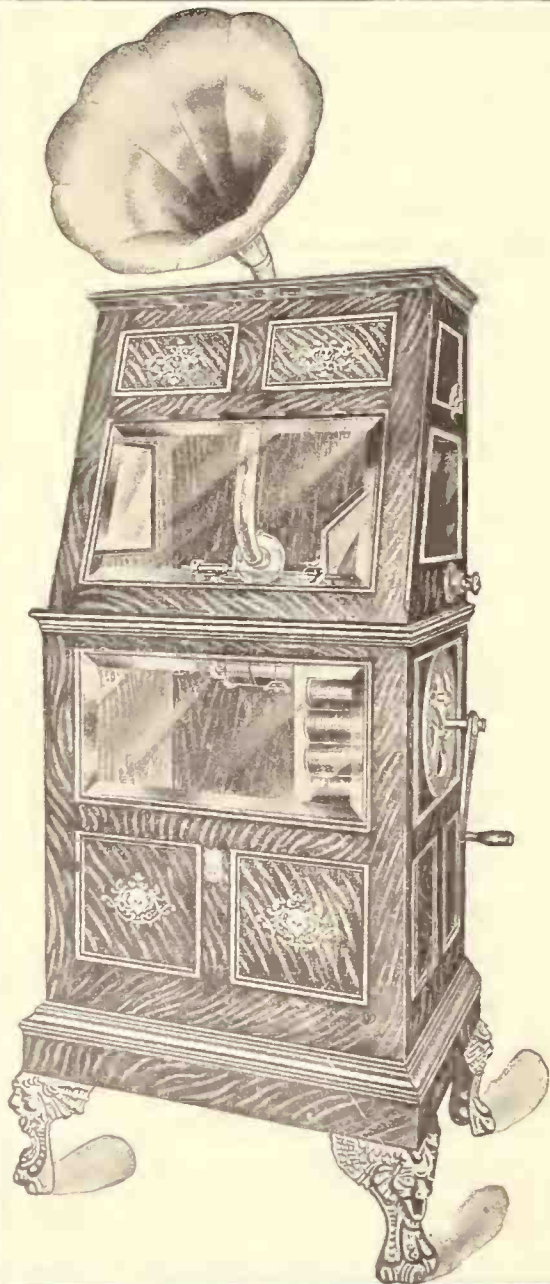
Some of the Latest Developments in the Trade Interestingly Set Forth for the Benefit of Our Readers.

The American Mutoscope & Biograph Co., 11 East 14th street, this city, have brought about an exchange of their mutoscopes with the Automatic Vaudeville Co., whereby they will substitute their new type "E" machines for the "D" type now being used by the latter company. This will leave on their hands a large number of the "D" machines, which, though second hand, are in perfect condition and are great money getters.

These machines, which this company are now offering at rock bottom figures, are a great bargain for any one entering in this field.

Augustus C. Faulkner, a prominent negro in the South, has collected a large amount of capital for the purpose of opening arcades in Birmingham, Ala.; Richmond and Norfolk, Va., and Washington, D. C., that will cater exclusively to the negro population.

The pistol range is a new automatic contrivance which has many attractive and meritorious points to recommend it. It offers an endless



## The Concert-o-Phone

*"Latest and Loudest"*

A NEW DEPARTURE IN COIN-OPERATED  
TALKING MACHINES

Has the Columbia Twentieth Century Loud Speaking Graphophone, equipped with the best tone regulator on the market.

Uses any cylinder record on the market, including the new Columbia 6 inch B. C.

Operator has choice of 25 selections.

Simple in operation. Does not get out of order.

RETAIL PRICE, \$325.00

Write for Catalog and Terms

## SKELLY MANUFACTURING CO.

81 South Jefferson Street = CHICAGO



*You can make more dollars with the Regal Agency than with any other automatic music producer on the market.*

## REGAL

---

The Regal Player is the best on the market! It operates easier than any other, and it will make money wherever it is located in places of public resort. The agency of this wonderful creation is worth many dollars to the up-to-date dealer.

Don't overlook it.



The Regal "44"

The above illustration will give a fairly correct idea of one of the Regal styles. It is splendidly finished, attractively cased, and is an ornament which the owner of any cafe or public resort will be delighted to have in his place. It earns more money than any other coin operating machine on the market. We have hundreds of letters on file to demonstrate the truth of this statement.

## REGAL

---

Talking machine dealers can largely increase their income by a Regal alliance. It makes money easy, and it's money that most men are in business for. The coin operating business blends perfectly with the talking machine trade, and dealers who have secured the agency for this popular product have been more than pleased with the splendid results which they have obtained through the Regal.

# THE REGAL PIANO AND PLAYER CO.

889 Southern Boulevard, NEW YORK, N. Y.



amount of entertainment and pleasure to the public, and is adapted for arcades, parks and cafes for practising the most popular art, marksmanship. The coin is placed in the slot of the pistol, aimed and shot against the slot bull's-eye. If the coin enters the slot the player gets it back, else it drops in the cash box inside the cabinet. The best marksman will make about one bulls'-eye to three miss shots. The pistol range consists of an elegant hardwood case, on which is mounted a neatly finished metal and glass case containing the shooting apparatus, with nickel-plated revolver in front. The rear can be easily opened with a key to adjust the slot or bulls'-eye attachment.

One of the most complete lines of slot machines in this industry is that carried by the Caille Bros., of Detroit, Mich. Their specialties are noted throughout the trade for their money making features, and they have won a reputation for always keeping abreast of the times. Their new automatic battery changer will save time, money and mistakes. Twenty dollars, or any desired amount of change, is placed in one drawer to make change from. Money received to be given change in full dropped in coin slot above drawer. For pennies, cuts off five pennies at once. For nickels, cuts off either two or five nickels at once. Arcade men will find this device of great help to the cashier in making change during rush hours.

The Automatic Stamping Machine Co., of Cleveland, O., are now manufacturing a useful and popular slot device. This machine will print and emboss any name and address on aluminum medals for five cents. The medals are made in various styles, and are used for identification key rings, trunk and baggage checks, souvenirs of cities and expositions, pocket pieces, umbrella marks, etc.

The New York Vitak Co. are now busily engaged in perfecting a motion picture machine which will retail at about \$30. This machine will compare with any machine on the market and can not only be used for home use, but for entertainments and public events of all kinds. "The Vitak," their small machine, has met with the universal approval of the talking machine trade. Jobbers and dealers who are handling them have found them great sellers. In

**\$63.45** IN ONE WEEK



A Talking Scale in Kinsley's Restaurant, Chicago, took in this amount gross, leaving the owner \$47.59 clear profit after paying the location 25 per cent. of the receipts.

**EXTRACT FROM NEW YORK SUN**

"The man in the box is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel eater."

**AT THE WORLD'S FAIR**

At the Louisiana Purchase Exposition, held at St. Louis, Mo., one hundred Talking Scales were operated in competition with a like number of other coin-operating automatic weighing machines, the receipts from which were nearly 100 per cent. more than those of any other scale. This fact establishes the superiority of the Talking Scale. It is the biggest money-getter of any legitimate coin-operating machine in the world. Send for illustrated circular.

**THE UNITED VENDING MACHINE CO.**  
CAXTON BUILDING, CLEVELAND, OHIO

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFIELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**

11 E. FOURTEENTH ST., NEW YORK

**The Mutoscope** Oldest and Best Known Slot Machine

"The Backbone of the Automatic Parlor Business"

Showing Moving Pictures in their Most Attractive Form

fact the demand has been so large that notwithstanding their greatly increased facilities; they have found it impossible to make shipments promptly.

The Rosenfield Manufacturing Co., 591 Hudson street, this city, are busily engaged in fitting out some new arcades in Europe and Shanghai, China. This company are among the oldest in the industry, and their product is universally used and liked. They are now about to place on the market a new weighing machine, which they claim is by far the most accurate ever made, every one of which is guaranteed as to accuracy and wearing qualities.

The card printer manufactured by the Card Printer Co., 79 East 130th street, this city, has proven itself one of the greatest money makers ever produced. One very desirable feature about the machine is its perfect adaptability to any location. Talking machine men could add materially to their income by installing one of these card printers in front or in their stores. For further particulars see their advertisement which appears in this issue.

The Valiquet Novelty Co. are just completing another gem, "The Gypsy Queen." This automatic lady nods her head, shuffles the cards, and in a low sweet tone tells you all about your faults, when you're going to marry, how many times the stork will pay you visits, etc., etc., and incidentally takes all the pennies you have. She sure is on to her job and will coin money for her owner. The Valiquet Co. have changed the name of their "Discophone" machine to "Music Phone."

One of the best paying coin operating machines introduced during the past ten years is the Talking Scale. This is an automatic device that calls out in a clear and audible tone the weight of the person standing on a scale. Sounds impossible, doesn't it? Well, that's just why everybody that sees it, whether or not they want to be weighed, step right up and drop their coins. This machine is a combination of two well-known inventions—the talking machine and a scale—and has proved a decided hit wherever it has been introduced. We quote the following interesting extract from the New York Sun: "The man in the box is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel eater." For further information see their advertisement which appears in this issue.

**TALKER AND ILLUSTRATED SONGS.**

How Earl Crabb of Indianapolis Utilizes the Talking Machine as a Singer of Illustrated Songs.

Earl Crabb, manager of the Exhibit Parlors, Indianapolis, has the reputation of being a bright, shrewd young business man. For years Mr. Crabb held to the idea of using a talking machine as a singer of illustrated songs. To this end he made a number of experiments, trying out one new thing after another as they appeared, only, however, to meet with failure in every case. A year or so ago he abandoned the idea as hopeless and, so to speak, forgot all about it. Recently, and quite by accident, Mr. Crabb heard a BM (Twentieth Century Home) graphophone perform in an Indianapolis store. Right there and then the old idea came back to him and he reluctantly decided, as he himself puts it, to make one last experiment. Accordingly a BM graphophone was sent to the Exhibition Parlors for trial. The rest of the story is briefly told. Today the parlors contain a wooden box or stand covered with green plush and neatly trimmed in gold; upon this is mounted a BM graphophone equipped with a \$50 silk finished flower horn and over all is a nickel rod or rail bearing a sign which reads "The Humanophone." To quote Mr. Crabb: "The vocalist who sings for the graphophone possesses talent of a much higher order than I can obtain locally, and now that I am able to get a machine which does the singer ample justice, I can see no reason in the world why I should adhere to the old-fashioned plan. Besides, I need the money."

**THE BLOT REMOVED.**

The duke's manner was visibly constrained in the presence of his affianced.

"I cannot marry into a family," he was saying as gently as possible, "whose wealth was accumulated in trade."

She trembled in spite of her efforts to appear calm.

"Do you lay that imputation upon my house, your grace?" she asked.

He bowed sadly.

"'Tis false!" she shrieked. "The money that came from the cafe only paid expenses. The profit was all in the Peerless nickel-in-the-slot piano."

"Darling, can you ever forgive me?" he exclaimed, sinking upon one knee.

"Edward!"

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Des Moines, Nov. 27. 1906.

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Please rush piano ordered, we need it badly, we depend on your instrument and use no other now.

We think it is in a class by itself and we will always be glad to recommend it for you. We can show anyone in ten minutes why it is the best, because we know the piano game pretty well.

Very truly yours,

(Signed) B. F. ELBERT, Pres.

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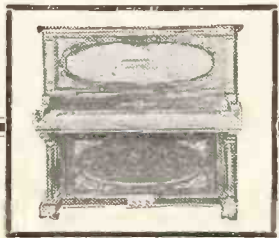
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# WHEN AN EDISON PHONO- GRAPH DRAWS A CROWD



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Write for catalogue, terms and the name of a nearby jobber who can supply you.

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