

The Talking Machine World

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Price Ten Cents

BOSTON'S TRADE HAPPENINGS.

Manager Bobzin Shows How the Talking Machine Will Help Cultivate a Taste for Music, Especially for Vocalism—Changes in Personnel of the Talking Machine Trade—Big Trade in Edison Records—Business Outlook Good—Talking Machine Witness in Law Suit—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 10, 1905.

In a conversation recently with the Boston representative of the Talking Machine World, Chas. Bobzin, manager of the talking machine department at Oliver Ditson Co.'s gave some interesting ideas as to the value of the talking machine in an educational way.

"A talent for art is rare, but it is given to nearly every one to cultivate a taste for art," is a true saying," said he. "The reproduction of vocal records by the Victor voice cameras, as I have come to call them, will help cultivate a taste for vocalization, and the art of singing, compelling listeners to understand and interpret intelligently the most difficult arias, the most difficult recitatives, the most dramatic operatic selections; in fact, every conceivable form of vocalization that appeals to the head or the heart.

"The records are reproduced from the performances of the greatest artists in their respective lines in the whole world. The reproductions are absolutely perfect, and in the higher grade machines, when one cannot see the machine that is reproducing, it is no stretch of the imagination when I say that nine out of ten people out of every hundred are convinced that they are listening to the artists themselves.

"I believe I am right in saying that the talking machine is one of the greatest factors in the education of the people that has ever been invented. It is not confined in its usefulness alone to the realm of music, but in the study of languages, the development and transaction of business; taking of testimony and in countless other ways. It will be many a long year before we shall see anything equal it. Personally, I believe that the disc records are the only ones that will last and make good."

Recent changes in the personnel of the talking machine trade have taken the form of a checker game, apparently. When J. H. Dransky retired from the presidency of the Boston Musical Instrument House, he was succeeded by J. W. Winchell, then manager of the Columbia Phonograph Co. Now Mr. Ormsby has entered the employ of the Columbia Co. as retail manager. J. H. Wagner, who has been the retail manager for the Columbia Co., has gone with Mr. Winchell to the Summer street store, and after January 1 will go on the road for them in connection with the jobbing business to be opened then. Mr. Winchell's place has been taken by H. A. Yerkes, recently manager of the Columbia Co.'s store at Detroit, Mich. Mr. Yerkes has an enviable record, and is well equipped for the management of a big city store.

Many changes have been made at the store of the Winchell Co. since Mr. Winchell took charge. New exhibition rooms have been built, and there are now seven cylinder record rooms and two big disc record rooms. A salesman is assigned to each room. They are all carpeted and fixed up in comfortable style. A new room is being fixed

up for the exclusive use of the Regina music boxes also.

A new corporation to conduct a wholesale business in talking machines of all kinds has been formed in Boston. It is the Langley Phonograph Co., of which Percy D. Langley is the head. Its cash capital is \$25,000, and it will do a wholesale business only. It will occupy the basement rooms of the Winchell Co. on Summer street, and the two concerns will work together.

The reduction made some time ago in the price of Edison records has caused a very noticeable increase in the trade done by the Eastern Talking Machine Co., the principal distributors of Edison machines and records here. Manager Taft is daily tightening his grip upon the situation. The changes in the store have all tended to increase the amount of business done. The recent introduction of the aluminum arm has been a factor in increasing sales. The Victor Co. have now added further stimulus to sales of disc records by reducing the price.

The general business outlook in Boston is bright. It has been found that the reductions made in the price of records has brought more money into the coffers than ever came in before, and that the demand for high-grade machines, even up to the price of \$100, still continues to be on the increase.

For the first time in the legal annals of the United States the sound record of a phonograph was admitted in evidence in the Superior Court Tuesday in a "noise" damage suit against the Boston Elevated Railroad. It was not, however, without strenuous objection on the part of General C. W. Bartlett, late Democratic candidate for Governor, coming for the defense, that this novel proceeding was permitted.

Judge Wait, in overruling the objections, said they were practically the same as those made against the admission of photographs and radiographs as evidence.

The machine was placed on a table facing the jury, and then a voice was heard from the horn, saying, "Record No. 7."

This was followed by a light rumbling, as of a street traffic, and the voice announced: "The train is now at the Beach street station."

The rumbling continued, somewhat louder than before, and the voice announced: "A tip-car is now passing."

A heavier rumbling, which grew louder, was heard, and the voice announced: "The train has just started."

This was followed by an increasing noise and the announcement, "The train is approaching."

The noise rose with the characteristic clatter and bang of a passing train, and diminished to that of the usual traffic of the street. The voice was heard for the last time, saying, "The train has passed."

MME. EAMES LISTENS TO HER VOICE.

The Famous Soprano Hears Records for Which She Has Been Paid \$1,000 Apiece and is a Friendly Critic at a Noted Assemblage at Lyon & Healy's.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 5, 1905.

During the recent visit to the city of Mmes. Emma Eames on her concert tour she visited the great emporium of Lyon & Healy, accompanied by Sig. Emilio de Gorzoza, a member of her company. They were attracted by the window pictures, and famous singers who had sung into the records of the Victor and were induced to visit the fourth floor and hear the machines sing. It was with some difficulty that Mme. Eames was prevailed upon to hear her own records.

"Oh, really, you know, this is embarrassing," she said. "I should much prefer hearing some

one else's voice. I know I shall have almost a guilty feeling to hear my own songs."

But at last she consented to have the records inserted and to pass judgment upon them. The prima donna was to choose the numbers. She asked first for the aria, "Thou, Brilliant Bird," from David's opera, "The Pearl of Brazil." It was sung by a noted soprano, but there was one phrase of it which did not harmonize with the aesthetic ideas of Eames.

"Oh, no, no," she said, as though the phrase had hurt her, "that is sloppy, sloppy. Let me show you how it should be done."

The machine was hushed and the glorious voice of the diva, without orchestra or accompaniment of any kind, took up the strain and sang it to the end.

"There, isn't that better?" she said, when she had finished, and the audience by applause gave assurance that it cared more for the voice which came "at first hand."

Then the beautiful voice from Gounod's "Roméo and Juliet" rang out into the room. The room itself is small, but the hall outside was crowded with men and women and children, who had gathered for the impromptu concert. Most interested of all was Emma Eames, for it was her own voice which she heard coming from the machine.

"And so that is the way it sounds, is it?" she asked, when the last note had died away. "Until I heard my voice as recorded by the machine I never knew just how it sounded. At first I didn't recognize it at all. There is a physiological reason, we are told, why we never can catch our own tone production. That and my enunciation I never had been able to understand before. It is wonderful. I think this," and she waved her hand toward the machine, "might be called a good teacher. But it scares me; it is so truthful."

"I think I never was so nervous in my life as when I sang for those records. Why, the first nights in new operas—even the first night of my first opera—didn't compare with it for a pulling on the nerves. The fact that it was so indelible was not comforting. If now and then one is not in the best form or a note is not exactly what could be wished, it is all over in a minute; but when a song is sung into one of these machines, it is there to stay and it can't be changed. Oh, it wasn't easy, I assure you."

It would appear that Mme. Eames should hold nothing against the machine—she receives \$1,000 for five songs, sung at one sitting. Many singers have been prejudiced against allowing records of their voices to be made. They scarcely could contend that it cheapened them, considering the sums paid; still there were those who refused at first to sing. Among these Mme. Nellie Melba was most obdurate. She asserted that she was superstitious, and felt that if she allowed her voice to be manipulated through a machine she might find that it was lost in every other way. In some ways—perhaps the offer of \$15,000 for four songs had something to do with it—she finally was persuaded to sing, and since then there has been no authenticated report that her voice has suffered.

A NOTICE FROM MANAGER WILSON.

C. H. Wilson, manager of sales of the National Phonograph Co., has notified all jobbers, under date of November 15, that advance orders for new records would be accepted for shipment under one name and address only. The privilege has been taken advantage of to send a part of the order under special markings, so as to save the expense of repacking. The company, under this notification, states: "We must absolutely refuse hereafter to pack any orders whatever in separate lots, or containing special markings, and would, therefore, request that hereafter your advance order for new records be sent us complete in one order."

NEW YEAR ADS!

The New Year is coming and you will need counter advertising copy.
I write new, elegant, store, paper and follow-up advertising of the highest grade.
Try me—I guarantee results.

R. E. GRANDFIELD, Fall River, Mass.

Complete Your Stock for the After-Holiday Trade in Edison Gold Moulded Records

THOUSANDS of Edison Phonographs will be given as Christmas Gifts. Almost all of these will go into homes that are not supplied with Edison Gold Moulded Records. This, as you know, will mean a big Record business. The new owners of the Phonograph will start their Record collection with their favorite well-known songs and music, selections from the operas they like best, and records that have been recommended. The "Edison habit" grows, and each month will find them ready customers for the new monthly list.

The Monthly List Reaches Many Millions of People

It is given complete in our full page advertisements in the leading magazines and people are invited to your store to hear as many of the Records as they wish. If you want to hold the trade of these customers we send you, and increase your sales to the maximum, you must carry the Records they call for. You can't substitute, or you can't ask your customer to wait. If you do, they will either change their dealer, or, as is often the case, the sale will be lost. We are spending thousands of dollars to create the demand. You should grasp the opportunity by meeting it with a full line of Records. Look over your stock and order to-day.

National Phonograph Company

Lakeside Avenue, Orange, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago

See List of Jobbers on Back Cover

DISC RECORD PRICES REDUCED.

The Move of the Victor Talking Machine Co. Created Quite a Stir in the Trade—The Columbia Phonograph Co. and the Universal Talking Machines Co. Meet—The American Record Co. Made Reduction Some Time Ago—What General Manager Lyle of the Columbia Co., General Manager Geisler of the Victor Co. and Leading Jobbers Have to Say.

Since the announcement, on December 1, by the Victor Talking Machine Co., Camden, N. J., of a reduction on their disc records, the trade directly interested in this line of goods has been perturbed, to express it mildly. The new prices follow: Seven-inch, 35 cents (reduced from 50); ten-inch, 60 (from \$1); twelve-inch, \$1 (from \$1.50). The ruling figure for dealers to be: 21, 40 and 60 1/2 cents, respectively. On red seal and foreign black label records, however, the prices would remain unchanged. A clever system for stock in the hands of jobbers and dealers, an inventory of which was required to be turned into the Victor Co. within forty-eight hours of the preliminary notice, was also outlined, and of which the details are given below.

The Columbia Phonograph Co., General, met the cut the same day on their seven and ten inch disc records, with ten-inch reversibles at \$1, and promptly notified the trade to that effect, together with a change of license, and all exchanges were withdrawn. The American Record Co., having previously reduced their figures, no further change was made. The Leeds & Catlin Co. reduced their Imperial ten-inch record from \$1 to 60 cents. The Universal Talking Machine Mfg. Co. stated their prices would not be definitely decided until December 15, but in the meantime their nine and ten inch records could be sold at 60 cents, seven-inch, 35 cents; that the wholesale or dealers' price on their ten-inch records would be 35 instead of 40 cents; also an extra discount of 5 per cent. would be made on all zophone machines. The company will discontinue their nine-inch record in sixty days, and then they will be used for premium machines only. The International Co., according to their New York representative, believed the policy of his company would remain unchanged.

Among other circular letters sent the trade by the Victor Co. are the following:

Flooded with Congratulations.

"Already we are flooded with congratulatory telegrams from our dealers. The following telegram from one of our largest dealers is typical: 'We received, you couldn't have given the trade and public a finer holiday gift. Ought to double the business. Inventing today.' We have been, and are at present, working night and day in the pressing plant to get ready to take care of the vastly increased business that will follow this move, and while we have not been able to accumulate a stock of all numbers on account of our vastly increased business (November of this year following a chronic record of an increase of almost 100 per cent. over November of last year), we shall do our very best to take care of the retail propositions that we have assumed in our proposition of yesterday to the distributors and

dealers. We should like very much to have our contract in form so that we might have sent it out to your dealers with this record notice, but changes therein necessitated by this move caused a postponement for a few days."

Company's Attitude Toward the Dealer.

Camden, N. J., Dec. 1, 1905.
To the Dealer—We have for a long time believed that the prices for our records were too high to reach the great popular demand. The reason we have not reduced the price before was on account of the large manufacturing cost and insufficient capacity to take care of the increased demand. We have reduced the cost by the use of automatic machinery and increased the capacity at the same time, and therefore have decided to reduce our prices on December 1, 1905.

RETAIL PRICES—DEALERS' COSTS.

The reduced retail prices are: 7-inch record, 25 cents; 10-inch record, 60 cents; 12-inch record, \$1 each; no dozen rates.

Dealers' costs are: 7-inch record, 21 cents; 10-inch record, 40 cents; 12-inch records, 66 2/3 cents.

CHANGE IN LICENSE.

All our records have been licensed for sale under the express condition that they shall not be sold to the public at a less price than the price noted on the label attached to each record, or on the boxes containing the same, and no license has been granted to sell to the public at a less price.

All 7-inch records heretofore licensed to be sold to the public at 50 cents are now licensed to be sold to the public at 35 cents each; all 10-inch records heretofore licensed to be sold to the public at \$1 are now licensed to be sold to the public at 60 cents each; all 12-inch records heretofore licensed to be sold to the public at \$1.50 are now licensed to be sold to the public at \$1, without any reduction for purchases made in quantities. No other modification of the said licenses attached to the said labels is made whatsoever. The said records are licensed to be sold to the public only under and subject to all the other conditions noted on the said licenses.

INCREASE IN PROFIT AND SALES.

Take the 10-inch record for illustration—your margin of profit will be 50 per cent. on investment, as there will be no dozen prices. When you consider that most of the records sold at retail were formerly sold by the dozen, or about 83 cents each, or at 38 per cent. profit, you will see that your margin of profit on investment is larger than it was under the old price. We fully believe that the reduction will increase the sale of Victor records, 100 per cent., and that you will make much larger profits than you have in the past.

PROPOSITION TO REBATE—EXCHANGE PRIVILEGES.

As regards your present stock, would say that the Victor Co., at a cost of over \$100,000 to itself, has decided to stand most of the difference by allowing you to purchase just as many 10-inch records as you have in stock, at 20 cents each, which makes your average cost for those records you have on hand and your new ones 45 cents each, as per the plan on opposite page. All exchange of records will be discontinued thirty days from date. Any person desiring to avail himself of this privilege during the next 20 days must do so at the old prices and terms.

NO REDUCTION ON RED SEAL OR FOREIGN RECORDS.

This reduction in price does not include any of the Red Seal records or the foreign Black Label records. These prices will remain unchanged. We believe that this will not only greatly increase the sale of Victor records, but will encourage the sale of machines as well.

Yours very truly,

LEON F. DOUGLASS, Vice-President.

Columbia Phonograph Co.'s Action.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., made the following official statement on behalf of his company:

"The Columbia Phonograph Co. realized the wisdom of a change in list prices of disc records, and with such thought in mind have for the last year been working steadily toward this end, and to-day have a factory fully equipped with an ample supply of the most modern machinery to meet the extraordinary demand which such a change is bound to produce. The present time, however, seemed inopportune to make a change first, because it has always been our policy and desire to give our patrons sufficient notice of any change in price, and, second, because dealers were naturally counting on the holiday season to realize the profits which their earlier investment naturally entitled them to.

"You ask what percentage of increase in sales of records will result. The question is somewhat difficult to answer. I should say, at least, from three to four hundred per cent., and returns from our retail offices to date would indicate that this estimate is none too large. It may interest your readers to hear that the sale of our higher grade machine has been a most noticeable part of our business during the past few months. We have had an unusual demand for the twentieth Century and other high price Columbia machines. Yes; we shall have a number of specialties, for an institution like this never rests upon the vintage ground now."

Jobbers Express Their Opinions.

Why this sudden step was decided upon by the trade declare they cannot fathom, but subsequently the Victor Talking Machine Co. stated the "change was entirely unannounced, although at an expense to ourselves of over \$100,000." The jobbers are inclined to be critical, however, and a few opinions are cited, as follows:

C. V. Honkel, treasurer and general manager of the Douglas Phonograph Co., said: "The jobbers did not know anything about this until 2 p. m. of December 1, and then only by a vague telegram. The dealer has our hearty sympathy.

THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF
Amplifying Horns



Mulberry and Murray Streets,

NEWARK, N. J.

If this reduction had been deferred until after the holidays, then the loss would not have been so great. Both the jobbers and the dealers are loaded up, and our dealers complain bitterly. The reduction is undoubtedly a good thing, but it is not timely. The rebate proposition offered is far from satisfactory.

"Newcomb Blackman," ("The White Blackman"), proprietor of the Blackman Talking Machine Co., said: "I will say this, that the move is a good one but inopportune. We buy on the blind order principle, with the assurance of the Victor Co. that what does not sell may be returned, on a basis equitable to both of us, but the plan does not work that way. It seems, of course, the new price knocks the exchange argument into a cocked hat, but I must say the dealers do not approve of this policy. The volume of business will be increased, as a matter of course. I venture the prediction, however, that the drastic order will be modified."

The expressions of opinion advanced generally in regard to the cut were so varied that there was hardly a point on which all agreed, excepting that it was the suddenness of the move that took all by surprise. A reduction was anticipated, but that it would go into effect prior to the first of January was not thought of for a moment. As one expressed it: "The present discount, and the abrogation of the exchange of old discs for new on the basis that heretofore existed, is by no means satisfactory. If the percentage of profit had remained the same, we would have welcomed the cut, as it would have meant an increased sale of talking machines as well as records, but as matters now stand we feel that the extra profits made by selling a few more machines will be more than offset by the loss on records."

General Manager Geissler's View.

Chatting with L. F. Geissler, general manager of the Victor Co., this week on the situation, he said: "We have had a great influx of mail from our distributors as well as dealers in Victor goods throughout America. Ninety per cent. of these letters are both grateful for the reduction in price and highly appreciative of the rebate proposition as made by ourselves at such great expense to this company. Naturally, we could not please everyone. We suppose that if we had arranged a plan which would have wiped out every objection, there would have been some dealers shrewd enough to invent other causes for complaint. The fact remains that this is the first time, within our knowledge, that any talking machine company has made any rebate whatever when reducing prices on their records."

"It was not obligatory on us to do so, but our directors felt that an arrangement that would enable all the dealers to sell their stock on hand at a good profit to themselves rather than a loss would leave, with us, the impression that we had treated all our customers with eminent consideration, and, although done at an enormous cost to ourselves in cash, we were under the impression that this would be preferable to stagnating business by sending out, say, a sixty-day notice of reduction, which would only have been followed by an immediate cut on the part of other manufacturers, which, in its effect, would immediately illustrate the error of advance notices."

Price Cutting Reprisals Unlikely.

The week has been one of excitement and uncertainty concerning the outcome of the reduction on disc records. The manufacturing companies were not long in lining up on a common price for their product after the first break was made, although each subsequent announcement was awaited with apprehension. It was believed a price-cutting war might ensue, but the reports are of so reassuring a tenor that "nothing is doing" in that line, and the agitator of troublous times is again out of a job. It is agreed that the cut in price is a good thing, but rather premature, considering the proximity of the holidays, and under these circumstances the future must prove itself, notwithstanding the opinions heard, the most worthy of which are at variance, to express it mildly. As it stands, trade cannot

be caught up with, and it is believed that with the more favorable prices prevailing that business will be tripled and, possibly, crippled, for lack of capacity and facilities. Every company is snowed under with correspondence, the outcome of which will be awaited with considerable interest by all concerned.

STIMULATES MUSICAL TASTE.

The Talking Machine Has So Educated the People in the Smaller Cities that They Now Demand the Best From Visiting Concert Companies.

I have often seen it stated that the phonograph is a means of cultivating a taste for the better class of music among the people, and from experience I have found this to be a fact. Only a few years ago, when the price of a talking machine was not within the reach of people of ordinary means, I noticed that most especially in the smaller cities and hamlets, a traveling musician, an organ grinder or a "barn-stormer" show proved a great attraction and was received with the warmest of welcome. The people, most in particular those of the rural class, were anxious to hear music, regardless of quality—anything. Just so it had some of the characteristics of music about it. But there has been a decided change since the talking machine has made its way into many of the homes. The Italian organ grinder and his cunning friend, the "monk," are things of the past. The traveling musician is now rarely if ever seen, and now class shows are getting scarce. People have been cultivated to the best class of music and entertainments through the marvelous little entertainer—the phonograph—and the above-named class of vendors could now not get a hearing, to say nothing of a recompense for their labor if they put in an appearance. Some time since, a gentleman who is somewhat of a musician himself, remarked to me: "These talking machines, I tell you, have spoiled matters for the average musician. One could not get any appreciation from the people now unless he is a first-class performer on an instrument." And it is true. Another evidence of the phonograph's power as an educator to the better class of music is that many people, especially of the rural class, who possess less knowledge of the musical art than their city brothers, when they first purchase a talking machine their selection of records will be composed of popular music, but after they own a machine for a time they begin to pick on some of the classic selections. It is evident that the phonograph has a great future before it, and will replace many other instruments of amusement, as I believe it has a wider scope of usefulness than any other musical device, all that remains necessary is for the manufacturers to keep pace with the times in their improvement, and from present indications they have in the past year certainly put forth every effort to this end. To state that the present products of the best manufacturers in this line are wonderful, is not expressing it, but I may believe that another twelve months will have present results deeply in the shade. And as a gentleman who has listened to some of the latest makes of machines, I was playing for him the other day, remarked: "Wonderful! wonderful! Where will this end?"

WM. F. HUNT.

The long-drawn-out contest between the New York Phonograph Co. and the National Phonograph Co., Thomas A. Edison, et al., on appeal to the United States Circuit Court of Appeals, New York, which was set down for December 5, was postponed until the 14th. Even then the case may not be reached if the calendar is not clear, though both sides are ready. The appearances were: Louis Hicks for complainant appellee; Dyer & Dyer, F. H. Betts, William Pelzer for defendant appellants.

The Victor Talking Machine Co. are sending out a series of lessons in salesmanship, which are exceedingly clever. They convey to dealers much that is helpful in keeping stock in condition, in developing and consummating sales.

AUTOMATIC MACHINE POPULARITY.

Wonderful Development During the Past Twenty Years—All Slot Machines of a Musical Nature Are Now in Great Demand and the Business is Steadily Growing in Size and Importance.

There have been few developments in the industrial field to compare with the growth in popularity of slot machines of all kinds in this country. Devices of this kind, crude it is true, have been before the public off and on for several centuries past, but they have been rather curiosities than utilized in a commercial sense. It is not, however, of the past, but of the modern phase of this industry that we now speak and particularly of its growth during the past twenty years. The first machines were brought from England about the year 1880, and were of the weighing machine class. Next, and probably among the first of American manufacture, were card and counting devices. Millions of dollars were made through these mediums, until the law shut them down throughout the Union. The legitimate business really began in the United States with the gum vending machine invented by Doremus, of better box fame. On December 16, 1890, William Rosenfeld, now of the well-known Rosenfeld Mfg. Co., patented the fortune teller, which he placed in drug stores, etc. Soon after American men of means began to take up the making of slot weighing machines on a large scale, there being at the present time no less than 15,000 in the States, which are not sold, but placed on the percentage basis, paying on the average \$3 a month each. It is understood that no less than \$100 a day, or \$36,000 per year, is now being paid by this company to the Manhattan Street Railroad Co. of Greater New York for the privilege of placing one machine at each station. This you'll see that when such men as Senator Platt, Russell Sage, Howard Gould and D. O. Mills invested large amounts in the industry they did so, knowing the big field open for such thoughts, and the ample reward for their forethought. It seems almost astonishing the great fascination these machines hold for the public, and the sudden impulse to dive into one's pockets for stray pennies if you but pass by one of our modern arcades, many of which are veritable miniature palaces. Here you may find all kinds and sizes, with an ever changing programme. There are vending machines for gum, candy, soda, post cards, etc., phonographs playing all the popular music, moving pictures, muscle and lung testers, punching bags, with register, automatic pistol and rifle ranges, and many others, all of which are masterpieces of the mechanics' art, perfected only after years of study and enormous expense. The great financial point of this business is the comparatively small cost of keeping the machines running. True, the first outlay is large, but where can you find an other investment paying 300 to 500 per cent profit a year. The automatic piano has won for itself a place at the top of the ladder among these veritable "money grabbers," and is an attracting widely sought after by arcades, cafes, talking machine stores, hotels and restaurants. Profitable new attractions are appearing, placed on the market by progressive manufacturers who are kept working overtime to supply the public's demand for something new and novel.

The Blackman Talking Machine Co., 97 Chambers street, New York, have found an extra heavy demand for their new style pointed bell flower horn, and the fact that they are quoting the same low prices as they did on the old style is a sure sign that the dealers and consumers will find it to their advantage to refer to their advertisement in this issue and write them for prices and particulars.

With special Edison, Victor and Columbia rooms, and a splendidly appointed repair department, O. F. Kaufman, Reading, Pa., the music house is reported as doing the retailing business, of that section. John Kunst, the manager, is making an enviable record in this line.



Every month we are telling 46,000,000 people in the United States that the *Victor* Talking Machines and Records are good enough for such artists as Caruso, Patti, Sara Bernhardt, and dozens of others, to endorse, and of wide enough range to delight every kind of person in the world.

We also tell the public that you are glad to play any of these records for them.

The only thing that we can't tell is your name and address.

You can make a lot of money out of our advertising, by simply telling the people in your own town that you are always glad to play for them any *Victor* Record.

You will get a lot of people in your store—all of them possible buyers of a *Victor*. You will sell Talking Machines to many, and those people will come in again and again after Records.

A crowded store is a money-making store. There is no exception to this rule.

THE VICTOR TALKING MACHINE COMPANY

CAMDEN, N. J.

29 P. S.—One of the most valuable "hints" to a keen dealer is:

Place standing monthly 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 Bulletins furnished free for this purpose.

POINTS FOR TALKING MACHINES.

Important Decision by the Board of General Appraisers on the Protest of the Universal Talking Machine Co. Which is of Great Interest to Manufacturers and Dealers in All Parts of the Country.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 11, 1905.

Steel points or pins used for reproducing sound in talking machine records are not needles in the tariff sense, a question settled by a decision of the Board of General Appraisers on a protest of the Universal Talking Machine Mfg. Co. against the assessment by the New York Collector of Customs. The opinion in full, written by Judge Fischer, and filed November 22, follows: "The merchandise consists of small pointed steel implements, about five-eighths of an inch in length, made from round steel wire, valued at more than 4 cents per pound, and used in talking machines for the reproduction of the sound waves by pressing against the revolving 'records.' Duty was assessed thereon at the rate of 40 per cent, ad valorem and 1½ cents per pound, under the provisions of paragraph 127 of the tariff act, and they are claimed to be dutiable property at 25 per cent, under paragraph 165 of said act as needles not specially provided for.

"In G. A. 4928, and in many other decisions of the board before and since, it was held that the term 'needles,' as used in the tariff law, is to be limited to articles that answer the dictionary definition of the word, and that it does not include every metaphorical application of the word which fancy or imagination may make use of, either in connection with the minute articles here under consideration or with the huge timbers employed in shoring up buildings, known colloquially as needles, to say nothing of the monolith famous as Cleopatra's Needle." These precedents would be conclusive against the contention herein set up, without further argument, but that counsel for the importers has endeavored by testimony to show that such a commercial un-

derstanding exists as would justify under the law the classification of these articles as needles.

"Three witnesses were produced on the part of the importers, all of whom testified on direct examination that these goods were known at the time of the passage of the present tariff law as needles. The testimony of one of the witnesses was somewhat affected by the circumstance that in a catalogue of talking machine supplies which he offered and which was admitted in evidence, the articles are referred to as 'needle points' and as 'points,' but nowhere as 'needles.' Another of the witnesses admitted, on cross-examination, that he could not recollect under what name the goods were sold prior to 1897. The third witness endeavored to explain the discrepancy between the first witness's testimony and the catalogue designation, but finally admitted that the terms 'needle points' and 'points' in the catalogue meant the whole article and not merely the sharpened end, as she at first claimed.

"Against this the government produced two witnesses, both of whom had been in the business of manufacturing articles of the same character and size as those in question, differing only in the temper of the steel, for years prior to the introduction of talking machines in the present form, and they testified that such goods were known, bought and sold as carding pins, or as pins, and that they were used in the manufacture of card clothing. In addition, one of these witnesses had, prior to 1897, dealt in these identical points for talking machines, and he stated that they were known as pins or gramophone pins. Documentary evidence, in the shape of letters and orders, which were admitted, supported his oral testimony as to this fact. It may be added that the manufacturer of the goods under protest describes them in the invoice as 'points for talking machines.'

"On the whole record, we find that the articles in question are not needles, either in the popular acceptance of the word or in a commercial sense, that the practice of calling them needles, which now obtains to a limited extent, has arisen since the enactment of the present tariff, and that

they were known prior to that time and up to the present as pins or points. We hold, accordingly, that the points are not dutiable as needles, but fall within the provisions of paragraph 137 as articles manufactured from round steel wire. The protest is overruled and the decision of the collector affirmed. Nothing in this opinion is to be construed as modifying in any degree the views we expressed in G. A. 4838 as to the limitations of the tariff significance of the word 'needles.'"

About four or five years ago talking machine needles or points were imported as "headless nails," at the specific rate of 3½ cents per pound.

TRADE NOTES FROM ST. LOUIS.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1905.

Talking machine trade for the past month is reported good, and some concerns report that they are reserving some nice orders for just before Christmas delivery. There is a general expectation of a good holiday demand.

P. E. Conroy, president of the Conroy Piano Co., one of the fathers of the talking machine trade, is decidedly enthusiastic on the present conditions, and the future of the talking machine as an entertainer.

He states that in his opinion each year will show a very substantial improvement over the preceding year from now on.

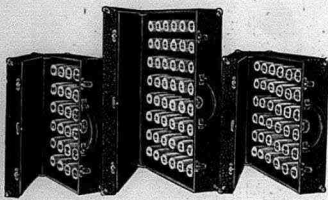
Vice-President and Manager Ramsdell, of the St. Louis Talking Machine Co., reports their trade quite satisfactory, and that he expects a large holiday trade.

J. Frank Mahret, formerly attached to the Victor Co., at Camden, N. J., is now sales manager for the St. Louis Talking Machine Co.

The Columbia Phonograph Co. report an active volume of business being transacted at their two stores here, and are pleased with prospects.

George C. Sagar, formerly with the Columbia Phonograph Co., Omaha, Neb., is now manager of their retail sales department here.

Cases for Talking Machines and Records



We are the largest manufacturers in the United States of Cases for carrying all kinds of Talking Machines and Records, and make the only complete line.

Our Horns, Cranes, Stands

and Sundries are acknowledged to be the Standard of Quality.

See that this Trade-Mark is on the Talking Machine Supplies you purchase.



Hawthorne & Sheble Mfg. Co.

Mascher and Oxford Streets

PHILADELPHIA, PA.

"CAUGHT WITH THE GOODS"

Or How a Talking Machine Startled and Sobered a Poker Crowd.

Three of the sinful players in a four-handed poker game that took place very recently in a West Seventy-fifth street room were married men. The young man in whose room the game went on is a bachelor.

At 1 o'clock in the morning the lunch rose and stretched, preparatory to getting down to a final hour of all jackpots, and the host got results after doing some interesting things with a shaker.

After mixing the drinks the young bachelor disappeared behind a screen for a moment, reappearing so quickly, however, none of the other men noticed he had been out of their sight.

The young bachelor picked up his drink and stood talking with his three friends, when all hands were electrified by the reproachful strains of a feminine voice proceeding along the following lines:

"So here you are, are you, and it's almost time to get up for breakfast!

"Don't you dare try to tell me it's only midnight! I've got my watch right here under my pillow, and I have been looking at it every blessed minute for the past four or five hours!"

"Go away! Don't you dare have the presumption to try to kiss me!"

"You've been drinking again, too, and where's your promise? Don't you think I can smell your horrid drinking breath?"

"And don't you tell me that you haven't been playing cards again, after all of your promises! Don't you dare to deny it!"

"Before you went out you promised me faithfully you'd be back by 10.20 o'clock, and here it is almost daylight!"

"You are a perfect brat, and you know you are!"

"Coming tumbling into your home at this hour of the morning and thinking you can just smooth things over and make everything right by—don't say a word! I won't listen to you!"

"Oh, I know perfectly well what you want to say—that there were several initiations at the lodge, followed by an important business meeting, and that you, as the secretary, had to remain to the last, despite your pleadings to be allowed to come home to your dear little wife!"

"Your dear little wife, indeed! Lots you care for her, you cruel, wicked, inconsiderate thing, you!"

"And me, slaving and toiling and working my finger nails off, with only one servant, morning,

noon and night, and not a thing to wear that is fit to be seen, while you carouse and gamble with the pack of wretches who are just bleeding you!"

"I just wish my poor, dear mother knew how you were carrying on, so I do! She would come to me by the very first train!"

"Don't you dare, sir, to breathe one word against her!"

"She is all I have, so there, now—boo-hoo! I wish I had never left her, so I do—boo-hoo! I just think that she would not rest in her bed if she knew how scandalously you were treating me, unfeeling thing—boo-hoo!"

"There is the milkman at the basement door this very minute, and you staying out playing poker till such a time!"

"And of course, you have lost all your money, and I'll have to go right on wearing my summer clothes until it's about fifty degrees below zero!"

"Oh, I know—you haven't even got coffee to go to the office, and—"

"What is that you are saying, Jack?"

"You won two hundred and thirty-five dollars!"

"Jack! Jackie! Jackie! Jackie-boysky! You don't mean it! And you're going to get me that cream lace dress that we saw in the window the other evening, and have my seal coat made over, and—Jack, did you really win all that money? Well, you dear old thing, you! Well, I always did think you were the loveliest old cute thing," etc., etc.

The three married men listened to the first five or six expressions from the screened talking machine with open mouths and somewhat worried countenances, and then the bachelor host went over and pulled away the screen, revealing the talking machine.

"Kind o' natural—the same old junk, hey, fellows!" said the married men to each other, when the talking-machine cylinder had run out.

THE NEW REGINAPHONE

A Coin-Operated Multiphonograph Combining Many New Features Placed on the Market by the Regina Co.

The Regina Music Box Co. have just placed a new musical novelty on the market in the shape of a multiphonograph, which they call the Reginaphone. This instrument, which is designed to be coin operated, consists of six spindles revolving around a common center. When phonographic records are placed on the spindles, they will reproduce, one at a time. The mechanism is so arranged that when a coin is placed in the receptacle, the spindle is put in motion, the re-

producer brought in contact, and when the end of the record is reached, it is automatically brought back to its first position, the spindles revolve sufficiently to allow a new record to be brought into position, and the machine is automatically locked, ready for starting with a new coin. It can be used either with ear attachments or with a horn. A sample is on exhibition at their warerooms at 11 East 22d street, New York.

TO MAKE THE "STEREOPHONE."

A Combination Phonograph and Moving Picture Machine to Produce Illustrated Songs to be Made in Indianapolis, Ind.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 9, 1905.

A new device to be known as the Stereophone will soon be manufactured in this city. This novelty, which was recently perfected by E. L. Crabb, is a combination phonograph and moving picture machine, used to produce illustrated songs, lectures and monologues.

The machiné is so arranged as to have the different scenes correspond with the words of the song, whatever it may be. It is constructed in the simplest way possible. It consists of a common Edison phonograph and a series of pictures similar to those used in the old-fashioned stereoscope, fastened together by tape at either end. The pictures are moved on a roller connected with the cylinder of the phonograph by a small rubber belt.

Fastened at the top of each picture is a small aluminum clasp that holds the picture in position as the song progresses. These clasps as they swing around catch on a small copper arm projecting from the reproducer of the phonograph. As the reproducer slides along the record and from under the clutch that holds the picture in its place, that picture falls and another rolls into the same position. The clasps are arranged to slide along the top of each picture, thus forming a perfect union between the scenes and the words of the song.

Mr. Crabb also invented an arrangement in connection with the stereophone to make the songs repeat. When a coin is dropped into the machine it strikes a small wire, which releases a weight attached to the reproducer by a miniature pulley, which pulls the reproducer into its original place. It was awarded a patent on the repeating device July 18, 1905. He has also applied for a patent on the combination in connection with the pictures.

GOLD BADGE FOR J. W. MYERS.

The Popular Singer Honored by a Daughter of Uncle Sam.

For many years J. W. Myers, New York, has been making baritone records, and is now attached to the Victor Talking Machine Co.'s singing staff. Evidently his efforts are appreciated,

for recently he received from an unknown American admirer—a lady it is presumed—residing in Yokohama, Japan, the following letter: "For the pleasure four songs have given me on the Victor, I beg of you to accept the small trifle you will please find inclosed. The meaning of the same is 'Long life to you'; and in return it would give me much pleasure to receive your likeness, if you will send it to me." The token is a small fourteen karat gold badge, about half the size shown in the cut, with "long life to you" cut in it in Japanese characters.

The World extends its sympathy to B. Guy Warner, the proprietor of several stores in Brooklyn, N. Y., also treasurer of the Bettini Phonograph Co., New York, on the sudden and untimely death recently of his estimable wife. Her loss is a severe blow to Mr. Warner, as he has quite a family of small children, and the sadness of the occurrence is therefore doubly severe.

No. 531 Holds 175 Records



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

MAKERS OF
**DISK
AND
CYLINDER
RECORD CABINETS**

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

THE UDELL WORKS
Indianapolis Indiana

No. 531.

100,000 RECORDS ALWAYS IN STOCK

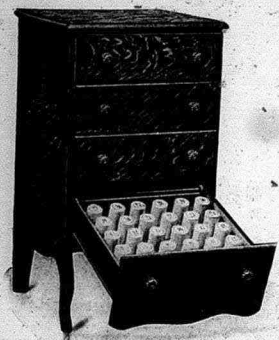
JOBBER

EDISONPHONOGRAPHS
RECORDS, ETC.GENERAL SUPPLIES
FOR
CYLINDER MACHINES**Douglas Phonograph Company**MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORTSalesroom, 89 Chambers Street
Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

Style 130. Capacity 120 Records.
 " 140. " 180 "
 " 150. " 252 "

Perfection Cabinets

== FOR ==

Cylinder and Disc Records.

60 STYLES and FINISHES of CYLINDER CABINETS

30 STYLES and FINISHES of DISC CABINETS

Our Cabinets are properly constructed of Seasoned Material—High Piano Polish.

Chiffoniers equipped with pegs and Music Cabinets constructed to hold discs have had their day.

Perfection Cabinets are constructed for the purpose intended and can be sold on installments—They last.

Equipped with Eureka Index Cards.

WE FIND IT DIFFICULT TO KEEP SAMPLE CABINETS IN STOCK
—ORDER NOW AND PROVIDE FOR YOUR HOLIDAY TRADE

Eureka Alphabetical Index

For the Cataloguing and Ready Location
of Cylinder Phonograph Records or
Disc Talking Machine Records.

The ordinary Index Card furnished with Record Cabinets provides merely for a list of the Records contained in the Cabinet.

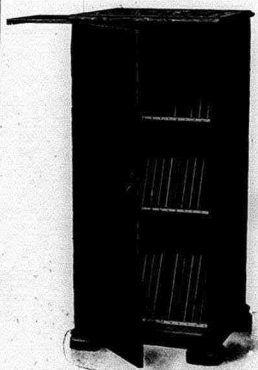
It is frequently necessary to search through the entire list to locate a desired Record.

The *Eureka Alphabetical Index* locates any catalogued Record immediately and insures its return to proper place in Cabinet.

Bound, Imitation Sheep. 35c.

Black Leather. 50c.

Every owner of a Record Cabinet needs this index.



Style 230. Capacity 225 Records.
 " 200. " 150 "
 " 240. " 300 "

PRACTICAL SUGGESTIONS AND COMMENTS.

EXPRESSION IN RECORDS.

Joseph Slater, of Los Angeles, Cal., writes: "It seems to me that manufacturers should devote more attention to musical expression in the making of records. There is ample power and tone, and even quality, but there is still absent from many of the records that subtle life, that light and shade, which would tend to do so much to make the talking machine and its records absolutely natural if not artistic. In commenting thus, do not take me as lacking in appreciation of the wonderful advance in record making. Some of the records are remarkably fine and far from expressionless, but there is still room for improvement. Much of the prejudice existing to-day against talking machines is due to that class who buy a machine and the loudest possible records and plays unceasingly until the neighbors are both weary and indignant."

A QUESTION OF NEEDLE POINTS.

Considerable discussion has been going on in the trade and between experts as to which style of needle yields the best results with a minimum amount of wear on the disc. The advocates of the long tapering point claim that it goes to the bottom of the groove and gives a purity of tone impossible with any other style. The adherents to the needle having a short and thick point contest their grounds, saying that a needle with a tapering point has too much play in the channel, and wears off the sides of the walls, causing the scratching and increasing the blasting. They say the other needle fits exactly in the channel, and gives off the vibrations with greater strength and better tone quality than is possible with the other style. To obtain the soft tone effects with this needle they advocate making the shank longer.

ANOTHER POINT OF VIEW.

Speaking on this subject a London writer says: "I am inclined to think that the older style of blunt-pointed needle did not wear out the record quite so quickly as the new sharper pointed ones. There may be exceptions to this rule, but I have not come across them as yet. But what the maker's claim for the new needles is increase in volume and clarity of tone. And this I think is, in fact, obtained by the use of them. Well, then, the probable diminution in the number of times the record can be played has as a set off these other advantages. Disc users must balance one against the other, and choose for themselves which they think the most advantageous. It lies between those who take a long time to grow tired of a record and those who do not."

ECHOING RECORDERS.

"The loudest and best recorder I have in every other respect has an echo," so writes a correspondent of the Talking Machine News, and he

inquires how he is to remedy it. As pointed out, an echo is caused by a too deep and too wide cutting of the recording sapphire destroying the side walls of the sound groove, thereby permitting the reproducer point to swing from one groove into the other, and so reproduce the additional sound that we call the echo. A record which contains an echo cannot be cured, but there is no reason why a recorder cannot be prevented from making an echoing record. It needs only to make a lighter cut. This can be brought about by relieving it of some of its weight, or the use of a blank cylinder composed of slightly harder wax would accomplish the same result. Or the leverage of the sapphire holder might be slightly altered, but this last is a delicate operation and I should not recommend it unless my correspondent is an expert. His recorder is an excellent and satisfactory one, because it is sensitive and cuts well; its only fault is that it is a trifle too good—that is to say, it cuts just a little too deeply. Lighten it a little, relieve it of a featherweight of its pressure on the wax, and I think your problem is solved."

THE WARPING OF RECORDS.

In answer to an inquiry, the head of one of the laboratories for the manufacture of disc records, in speaking of their proclivity to warp, says that so long as the dealers and consumers stand them on edge they cannot fail to meet with such results. He said: "Owing to the inequality of the thickness of a record, and its susceptibility to the action of temperature, the very moment they are placed on edge the grooved side contracts more rapidly than the back, and a warp is the result. This narrows up the grooves, and often breaks the walls, causing an imperfect tone. If they are laid flat and piled one on top of another all danger of warping will be obviated. I think a rack, on which the discs could be laid horizontal, would be far superior to those now on the market."

A NEW IDEA INVOLVED.

We have received the following communication from a gentleman in Malden, Va., who writes:

"As a subscriber to your valuable paper, I shall thank you very much to accommodate me with the following information in connection with the Columbia Co.'s New Twentieth Century Graphophone:

"1. Is the principle on which this reproducer is constructed an entirely new idea, as claimed by them, or is it an old one which has been experimented with before?

"2. Is the mechanism such as is likely to be getting out of order, and constantly causing trouble, as you think it will work, giving the same degree of satisfaction as the ordinary types of reproducers now in use?

"3. Is the reproduction when rendered on this machine any more distinct than on the others?

"4. What, in your candid opinion, is its success in all points, and especially a musical one?

"5. Do you think the machine at this stage has been perfected, and would you recommend that a prospective purchaser buy now or better wait a while in order to get better results?"

QUESTIONS ANSWERED IN DETAIL.

In order to give the information sought for in these questions, The World submitted them to Paul H. Cronin, vice-president of the Columbia Phonograph Co., who was courteous enough to answer them as follows, paragraph by paragraph:

"1. The principle involved in the mechanism of the Twentieth Century Graphophone is absolutely unlike anything else in the art. Briefly speaking, the sound is relayed by a system of levers which increases the amplitude of vibration, making a reproduction which is just as loud as the human voice. On all former styles of talking machines the reproduction was dependent upon the reproducing ball finding its track in the record itself, the vibration of the

diaphragm being influenced purely by the up-and-down motion, depending upon the depth of the cut of the record for its force. By the new principle this is relayed or reinforced.

"2. The machines which age being installed are, to the best of my knowledge, giving entire satisfaction.

"3. The reproduction is not only more distinct, but it is distinctly in a class to itself, being so different that the reproduction from the Twentieth Century machine is not to be considered as in the same class as the reproduction from ordinary talking machines.

"4. The success of the reproductions from this machine are dependent largely upon the character of the original record; in other words, many of the records which were originally made very loud with a view to having them reproduced on ordinary machines, do not give the very best results on the Twentieth Century machines, which greatly increases the tone of any ordinary record.

"5. While we are quite pleased with the development and progress made in the art, we do not believe that any of our machines are as yet perfect, and are quite convinced that there will be constant and steady improvement from month to month; nevertheless, we would consider it very bad policy for a person who contemplated buying a machine to delay his purchase on this account. We do not know what your correspondent proposes to do with his instrument—whether he intends to have it in his home, or as an advertisement, or use it for giving concerts—and, this being the case, it will be very difficult for us to advise him whether or not he should purchase. We are prepared, however, to say that the machine will undoubtedly create a sensation in his community, as it will more than fulfill all the claims we make about it."

HUMOR IN THE TALKING MACHINE.

Hester W. Allis says that few owners of talking machines realize the great versatility of this machine as a source of amusement. By its use the following experiments may be carried out. In addition to the machine itself, a recorder and a few blank records will be needed.

"Speech by Tom Thumb." The machine must be speeded up as high as possible, and the above announcement recorded on a blank in a deep, loud voice. The machine should be quickly slowed down to about eighty revolutions per minute, and the speech or monologue recorded at that speed, care being taken to articulate distinctly. When the blank is full, the reproducer may be substituted for the recorder, and the machine brought up again to high speed, at which the announcement was made. When the record is reproduced at this speed, the result will be the loud voice of the announcement followed by a rapid, pinched-up little voice making the speech.

"A Whistling Duet, by John Smith." This startling announcement through the horn would create much surprise. Put on a blank; and, after the speed is at about 160 revolutions, whistle some popular piece of which you know the second part. When the record is full, set the recorder back to the beginning again without stopping the machine. When the recording point gets to the commencement of the piece, the first part will sound faintly in the recorder, thus giving the

DO YOU SELL THE

"Crescent Tone Regulator"?

If you don't you are losing money. They are made to fit Taper Arm Machines. Anyone can attach them and the tone can be regulated while machine is in operation. The best selling accessory in the Talking Machine line.

Price, \$1.00 each
Discount same as on machines.

MANUFACTURED BY

Crescent Talking Machine Co.
3749 Cottage Grove Ave., Chicago, Ill.

NOTICE

DEALERS: It will be impossible to make deliveries on our repeating device before February 1st, 1906. Your first order must not be for more than three attachments, as there are only 5,000 on our first order.

Guaranteed or Money Refunded



EDISON COMPANY

Newark, N. J.

NEW PRICE ZON-O-PHONE 10 Inch Records

60 cents or better. Effective December 1st.

We have not definitely decided on our new prices, but will arrange same not later than December 15th. In the meantime Zon-o-phone 9 and 10 inch records can be sold for 60 cents and 7-inch records for 35 cents.

Orders received since December 1st will be billed at new prices as soon as established.

December List.

ZON-O-PHONE CONCERT BAND.

- 301 **First Brigade Illinois N. G. March.** This record opens with a fife and drum corps. When the drum corps is nearly through, the regular signal for the band to begin is introduced by two crashes of the cymbals, after which the band begins the march. In the middle of this march the drum corps and trumpets are again introduced with great effect, after which the band continues.
- 302 **Grenadier Patrol.** A very effective record introducing a great piccolo and tuba effect. The selection itself has a very foreign melody, yet quite catchy.
- 303 **Matador-Intermezzo Two-Step.** The reproduction of horses hoofs are very bright and effective, while the castanets in the trio are especially characteristic.
- 304 **Overture to Poet and Peasant.** The heavy brass effects are fine, while the rapid execution of all the reed instruments is very brilliant.
- 305 **Sundown at West Point.** After the evening drill the "Sound Off" is given and the counter march is started by the band. This is a very bright march and shows off the various instruments of the band to advantage. Next the buglers sound that favorite part of the drill call "Sundown." Then the cannon goes off on the last note of the field music which is a signal for the Stars and Stripes to be hauled down for the day. The roar of the cannon is drowned by the favorite "Star Spangled Banner" which is the end.

HAGER'S ORCHESTRA.

- 306 **Bells of St. Paul (Descriptive).** Christmas record. The orchestra is very heavy and has many organ effects. The chimes, which are played as a solo part, are very loud and clear and particularly effective with the orchestra.
- 307 **Medley Overture Wait 'Till the Sun Shines Nellie.** A particularly bright and catchy record containing the following song hits: "Wait 'Till the Sun Shines Nellie," and "What You Going to do When the Rent Comes Round." Introducing some good clog effects.
- 308 **Selection of Reels and Jigs.** This is a very good selection of jigs. The orchestra opens the record playing the "Irish Washwoman," then the piccolo follows with a bagpipe effect.
- 309 **Uncle Sammy March and Two-Step.** Introducing some fine bell effects. Composed by the writer of "Blaze Away" and "Smoky Mokes."
- 310 **Winona (A Wigwag Woogie).** A very catchy selection and can be used for dancing the two-step. This record introduces some splendid violin effects.

CHIMES.

- 311 **Adeste Fideles (O Come All Ye Faithful).** These are very effective chime records and are a perfect reproduction of the large chimes used in the cathedral tower.
- 312 **Hark the Herald Angels Sing.**
- WHISTLING SOLO BY JOE BELMONT WITH ORCHESTRA ACCOMPANIMENT.**
- 313 **Birds and the Brook.** A very fine whistling solo with bird effects and a good orchestra accompaniment.
- SONGS WITH ORCHESTRA ACCOMPANIMENT.**
- 314 **Birthday of a King.** By J. F. Harrison. A Joyous Christmas Song composed by Mr. W. H. Neidlinger.
- 315 **Bye Bye, Ma Eva, Bye Bye.** Duet by Collins and Harlan. A bright coon song. Eva explains she was not flirting but the wind blew a cinder in her eye and she had to blink, but the dusky coon is not satisfied with her explanation.
- 316 **Hand of Fate.** A Burlesque Melodrama, by Miss Ada Jones and Mr. Len Spencer. A realistic vaudeville sketch. The villain tries to force the heiress to marry him and so gain possession of valuable papers.
- 317 **Holy City.** By J. F. Harrison. This favorite selection is so well known it does not need any comment.
- 318 **I Will Magnify Thee O Lord.** Duet, by Miss Corinne Morgan and Mr. J. F. Harrison. A very pleasing record of this beautiful sacred selection.
- 319 **Load That Father Carried.** By Rob Roberts. A clear, distinct record, sure to be another popular success, composed by Mr. James B. Mullen.
- 320 **On an Automobile Honeycomb.** By Harry Tally. One of the biggest hits in "The Ham Tree."
- 321 **Pals.** Duet by Miss Ada Jones and Mr. Len Spencer. A Bowery scene "He's Me 'Pal," big hit. The dialect is especially good, making this one of the most attractive numbers.
- 322 **Rocked in the Cradle of the Deep.** By J. W. Myers. A clear, distinct record of this beautiful bass solo with a fine orchestra accompaniment.
- 323 **Still as the Night.** Duet by Miss Corinne Morgan and Mr. J. F. Harrison. This old time favorite is well rendered by these popular artists.
- 324 **We'll Be Together When the Clouds Roll By.** By Frank Howard. A new waltz ballad, with a very catchy melody composed by Kerry Mills.
- 325 **Yankee Boogie.** By Rob Roberts. The big hit from "Fritz in Tammany" composed by Eng. Schwartz.

We will add 25 new 10-inch Records each month.

Advantages of Zon-o-phone Records.

- 1st. The record thread is finer, enabling us to get more on a record.
- 2nd. The surface of the record is smoother than any other disc record (less scratch).
- 3rd. Our material is harder and tougher, making it wear longer.
- 4th. Our tone quality is mellow and natural, not high pitched and metallic.
- 5th. We list more new late "hits" each month than any other Company.

We were the first to list the following records:

In the Shade of the Old Apple Tree.	Just Across the Bridge of Gold.	Moondust Serenade.
Yankee Doodle Boy.	Everybody Works But Father.	The Whole Damn Family.
Yankee Boogie.	Happy Heinie.	

UNIVERSAL TALKING MACHINE MFG. CO.

28 WARREN STREET, NEW YORK

cue and the pitch for the second, which should be recorded not quite so loudly as the first.

INTERESTING MODIFICATIONS.

Several modifications of this experiment will suggest themselves. The first attempt may not be perfectly successful, but that need not be considered a drawback, as a spoiled record can be easily cleaned with a rag and a little kerosene. The rubbing should be lengthwise of the cylinder till the lines are all removed, after which a soft cloth is rubbed around the record to give a polish. Hard or gold molded records may also be cleaned in this way, which fact suggests another amusing trick. This will call for two records, preferably talking selections, which are exact duplicates. One of these is "doctored" by cleaning off the latter half, the rest being protected by a piece of writing paper wrapped around and secured by an elastic band. On this blank space various remarks should be recorded, which should be very different from those originally there. The good record is to be played through first. While saying that you will repeat it, the second one is quickly substituted in the machine, and, of course, starts off exactly like the first one. When the "doctored" portion is reached, however, a change will be noticed, but cannot be accounted for by the hearers.

ANOTHER EXPERIMENT.

By taking two records of entirely different character, cutting each in two and putting on a half of one and a half of the other, we can often jump from the sublime to the ridiculous by quickly flipping the reproducer across the gap, from one to the other. With care the thinner half of one of these records may be slipped halfway on, in a reversed position and when made to run true, will produce everything backward. A curious thing about such records is that the voice one heard in the proper direction is instantly recognized when reversed, but is, of course, unintelligible.

A bit of news floating about is that Henry B. Ibbson, president of the Universal Talking Machine Mfg. Co., New York, is to join the ranks of the benedictis. The young lady is a Philadelphia, accomplished, handsome and wealthy.

Flint & Barker, Worcester, Mass., the largest house furnishers in that part of the State, have added a talking machine department, and will handle the Victor and Edison lines. The initial order was sold by F. C. MacLean, representing the Douglas Phonograph Co. Arthur Stone, of the firm will be in charge of F. & B.'s T. M. annex, in which they anticipate a generous business.

It has been decided to change the name of the Victor phonograph (battery current playing standard size record) to "Balmoral." This change will take effect as fast as new literature is printed, beginning with the new edition of the National Phonograph Co.'s catalogue.

A PHILANTHROPIC BARONET

Donates 1000 Disc Graphophones and Thousands of Records to Hospitals, Asylums and Infirmarys in London.

Sir J. G. Tollemache Sinclair, Bart., formerly a member of Parliament from Calthnesshire, Scotland, and who has devoted much time to art, music and literature, recently placed an order with the London store of the Columbia Phonograph Co., Gen'l, for one hundred disc graphophones, together with three thousand six hundred ten-inch Columbia disc records. These are to be donated by the baronet to London hospitals, asylums and infirmarys for the amusement and instruction of the inmates of these different institutions.

Sir Tollemache, who is a cultured musician and poet, has long been an ardent patron of the graphophone. He has bought and presented to his friends numbers of machines and records. His own collection of records is large and chosen with the nicest discrimination. Being such an enthusiast it naturally suggested itself to a man of Sir Tollemache's well-known benevolence that here was a new medium by which he could confer happiness upon a large number of his poorer brethren, and he promptly acted upon the inspiration.

In advising the guardians and committees of the different institutions of his wish to present a graphophone he made use of the following language: "I know of no way in which so much happiness can be secured at the same cost as by a graphophone." It has well been said that the noble action of Sir Tollemache Sinclair in presenting graphophones to the sick and afflicted ought to inspire some of our American philanthropists to do the same for some of our institutions of a similar character.

BEFORE THE COURTS.

Monday, Tuesday and Wednesday of this week argument was heard in the case of the American Graphophone Co. against the Universal Talking Machine Mfg. Co. and the American Record Co. The latter were joint defendants charged with infringing the patent of Joseph W. Jones for the process of duplicating disc records. This is held to be a fundamental invention, and the hearing was before Judge Hazel, United States Circuit Court, pugily part, New York, who reserved decision. Philip Mauro and C. A. L. Massie appeared for the complainants, and Henry Pettit and S. O. Edmunds for the defendants.

RICH TO MAKE VIOLIN RECORDS.

Thaddeus Rich, the clever young violinist who played recently with such distinguished success at the private concert of the Mendelssohn Club, and who was heard last Saturday in a musicale at the White House, and in a formal concert at Carnegie Hall last night, is about to make a number of very valuable violin records for Mr. M. A. Miller, who is identified with the Pathé Freres records in this country. Mr. Rich is using a rare old violin which has special tone properties suitable for record making, and Mr. Miller expects wonderful things from Mr. Rich's efforts. Young Rich was born in Minneapolis, and displayed unusual talents at an early age. He studied with some of the great masters who are most enthusiastic regarding his future. His opinions in Europe are highly eulogistic. He is the son of Major Rich, secretary of the McPhail Piano Co., Boston, one of the most genial and accomplished men of the industry.

A WARNING TO DEALERS.

Notices have been mailed to dealers in both New York and Brooklyn, by L. Kaiser, warning them against advancing, under any circumstances, money in response to requests in his behalf which they may receive by telephone. Two dealers have been victimized during the past week, hence the above warning.

FOR LOWER FREIGHT RATES.

Geo. N. Nisbett, of the National Phonograph Co., Actively Working Toward This End.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 11, 1906.

Geo. N. Nisbett, general manager of the National Phonograph Co., this city, is as before reported in "The World," actively working toward securing a reduction in the freight rates on talking machines. In a recent talk he said:

"We have filed a petition and made application to the Western Classification Committee for a reduction in rates on phonographs and phonograph records, from one and a half times first class to first class in less than car lots, and third class in car lots, and have preface our contention for this application by stating that the representative business men of the West recognize the utility of our product and that they realize that to successfully introduce same on a basis that is on a paying basis it is very essential that transportation charges be brought into line, in order to do business at a profit, and that while we are doing a fairly good business in the West we feel justified in saying that it would be increased 300 per cent. by granting the reduction prayed for. As further matters of interest, we have demonstrated to the Classification Committee that the average value of phonographs shipped last year did not exceed \$12. The average weight per cubic foot is 15 1/2 pounds, the average value per cubic foot, \$2.57. Another strong point that we have brought forward is the value, loading capacity and commercial necessity, in comparison with articles analogous thereto:

"First.—A musical instrument, and as such is entitled to the same rates as musical instruments, boxed, N. O. S. first class, pianos, automatic pianos, boxed, etc.

"Second.—They are in use commercially for didactic and educational purposes, and as such are entitled to the same rates as other articles used for educational purposes, such as books, as an illustration, from which knowledge is imparted.

"Third.—The commodities mentioned below are of greater value and of less loading capacity, and in a large measure are no more of a commercial necessity—photographic material, N. O. S. boxed; millinery, N. O. S. boxed; perfumery, boxed; toys, N. O. S. boxed, etc., and we could add innumerable other citations."

In this move Mr. Nisbett has the hearty support of the entire trade, as it will be the means of helping dealers and jobbers to get their goods at fair transportation rates. The matter will come up for consideration before the classification committee which meets in Los Angeles, Cal., some time in January. Manufacturers, dealers and jobbers generally should help the cause along by petitioning the board and keeping up an active agitation until justice is secured.

Samuel Siegel, the celebrated mandolinist, whose records as made for the Edison, Columbia and Victor companies, are so very popular, is appearing in concert with great success this season.

Trade Notice

The Lyric is proving itself the master of Diaphragms, as it positively overcomes all the blasting sounds and develops a higher degree of intensity for which it has received the highest honors among some of the best records in the world.

The Lyric has become a necessary feature in every talking machine store, and is now a ready seller. It helps you to sell records. They are furnished to you all complete with crosshairs in ready to put into reproducers which saves you all the labor, trouble and extra expense with crosshairs. Every one is perfect, and when properly put in all trouble is ended. They will last, without any change whatever. We want you to hear, and compare its musical qualities with any of the best. The Lyric is ready to put into your hands less and extra attention.

Good salesman can arrange for sale here. Terms upon application or may enclose two discs for packing and mailing sample. Trade only.

Lyric Mfg. Company,
118 and 120 Market St., Newark, N. J.

RAPKE'S Label and Tray Systems

FOR EDISON RECORDS

Will also furnish Trays for the Labels if wanted.

MISS MARIE HARELLE

Silver Threads Among
the Gold

9162

From now on each Label will bear the fac-simile signature, "Victor H. Rapke," trade mark.

ORDER THROUGH YOUR JOBBER.

VICTOR H. RAPKE MANUFACTURER
AND JOBBER
1661 Second Avenue, New York

PACIFIC COAST NEWS.

The Business of Graves & Co., of Portland—
Great Edison Exhibit—Other News.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 8, 1905.

Two carloads of Edison records and phonographs have arrived in Portland from the Edison laboratories in Orange, N. J. This is said to be the largest shipment of phonographs ever sent out to the Pacific Coast. It is destined to complete the stock of Graves & Co., who have been made jobbers for Edison goods in the Northwest.

As one would naturally expect the already large retail store at 328 Washington street would have to be expanded considerably to accommodate in proper classified arrangement a stock of 50,000 records and several thousand phonographs. In addition to the big stock of stringed and band instruments, and the complete stock of supplies kept for the trade, saying nothing of the immense stock of sheet music which occupies one entire wall of this big retail and wholesale establishment. When this demand for more room confronted F. W. Graves, the head and founder of the house, a man who has grappled with and solved successfully many knotty financial problems, he proposed to his associates that a lease be taken on the Arcade Theater building, standing at the rear of the store. Naturally enough this looked like extravagant expansion to many. The wisdom of the step taken is now apparent. Where theatrical stars delighted thousands of people, phonographs now perform a similar mission. The space occupied by the auditorium and stage of the old theater has been divided into four phonograph parlors, each having individual finish and different furnishings. One of the front parlors occupied by Edison machines is finished in blue and gold, with a canopy ceiling studded with electric lights. Adjoining on the front is a beautiful phonograph parlor devoted to Victor machines and records. Here are carried a complete stock of the matchless records

of the Victor, representing alone thousands of dollars.

The old galleries of the theater are fitted up with cabinets which skirt every nook and corner of the walls, holding, it is estimated, 25,000 records. In all the departments of this big establishment over 10,000 square feet of floor space are utilized. Taken as a whole, the phonograph parlors of Graves & Co. are acknowledged to be the finest by far in the United States.

These phonograph parlors are crowded all day long with customers, and the interest manifested in the marvel of the times. Two years ago it was said that buying phonographs was a fad, but the wave of interest which swept over the country at that time has steadily increased. As F. W. Graves has truly said: "The manufacturers of phonographs at small cost render it possible for every home to have the advantage of hearing the best singers. The influence, it must be taken for granted, is good. It makes home more attractive by furnishing wholesome amusement during the long winter evenings. The more phonographs that are sent out the sooner others become interested. Thus our sales have continuously increased from the inception of this business nine years ago. We are pioneers in the phonograph business in Portland, and are in a position to accurately measure the public regard for this form of amusement. There are hundreds of homes in Portland with phonographs, representing investments from \$25 to \$1,000. All find amusement and profit in these machines. As one man who is somewhat careworn by the monotonous routine of business, said a few days since, 'I had better pay you \$50 for home amusement that will cheer me up than pay the doctor \$500.' This at least signifies that we oftentimes are forgetful of what pleasant pastime is within our reach, and overlook means of happiness that are easily at our command."

Clark Wise & Co. report remarkable success with their talking machine department. Last Saturday they sold as many as 100 records.

Leonard Georges has just returned from the Seattle branch of the Victor talking machine agency, and reports a most astonishing business in records and machines.

The San Francisco Chronicle is still giving away talking machines with subscriptions to the paper. No doubt this is a profitable inducement. The Bulletin, too, has adopted the same scheme.

Talking machines seem to be a favorite choice for Christmas presents this season.

Although the people seem to use their judgment in selecting talking machines, and every store is able to sell the same, the majority of purchasers want Victor records and Sherman, Clay & Co. are busy filling orders for the other houses.

By the way the one dollar Victor records have been reduced to sixty cents. Clark Wise advertised the reduction in the papers this evening. You ought to see the scramble.

The department stores are now carrying a large stock of talking machines which shows how much interested the general public is in these instruments.

RECORDS FOR CHINA.

The first batch of sample records has been received by the Victor Talking Machine Co., Camden, N. J., from George K. Cheney at Shanghai, China. Being Chinese records, there is little, if any, difference between male and female voices, but are declared to give excellent results. Mr. Cheney is expected to remain in the Orient for at least a year yet making masters.

In a suit for royalties against Sol Bloom, music publisher, on the melody, "Laughing Waters," Fred W. Hager, leader of the zonophone orchestra, was awarded a verdict December 17. The case was before Judge Leventritt, special term, Supreme Court, Part 6, New York, for three days. About \$1,000 is involved, and in giving the complainant an accounting, the defendant was required to make a return within ten days. It appears, the contention was over a difference of interpretation of a contract between the parties, the court sustaining Hager's views.

"There is always room for one more" loses its force when you see the Ideal.

The Newest Idea in Racks--"The Ideal"

A Space-Saving and Time-Saving Rack For Disc Records



PRICE \$30.00

HERE'S A RACK for Disc Records, occupying a space only 30 inches square, standing 5 feet, 6 inches high and holding 2,400 Records. That's proof of saving of space in storing of Records.

It revolves, so that without moving a step, you are within reach of any desired record.

Surely, that is proof of considerable time-saving.

It keeps the records free from scratches, dust and dirt and shows at a glance when stock of any number is getting low.

Hence, it does a stock clerk's work.

It helps in selling goods, because the customer is attracted by its unique and cleanly appearance.

Thus, it pays for itself in that way alone.

We manufacture Wire Record Racks of a wide variety of sizes and styles, for Cylinder and Disc Records and will cheerfully send complete catalogue to dealers who write us of their business stationery.

Syracuse Wire Works,
Syracuse, N. Y.

TRADE NOTES FROM THE WEST.

Considerable Buying for Gift Purposes—Edison Commercial Department—Wurlitzer Co.'s New Quarters—Lyon & Healy to Handle I. S. C. System—Columbia vs. Vim Ligation—Star Novelty Co. Very Busy—Columbia Graphophones for Institute.

Telephones: Harrison 1521. Automatic 2904. World Office: 1362 Mondakodk Street. (Special to The Talking Machine World.) Chicago, Ill., Dec. 7, 1905.

While the holiday trade with the retailers can hardly be said to be in full blast as yet, considerable buying for gift purposes is already going on, and the indications are for a more than normal if not an absolutely record breaking business. The jobbers are literally swamped with business, and are having hard work to fill the eleventh-hour orders from dealers for holiday goods. Record sales with both retailers and jobbers are most excellent.

Western Manager Nisbett, of the National Phonograph Co., says that he never had such trouble in filling orders in his life. While buying by the larger jobbers commenced unusually early it has continued, and the smaller trade are now simply flooding them with "hurry up" business. Nelson C. Durand, manager of the commercial machine department of the National Co., is now here getting that branch of the business started at the Chicago headquarters. It will have finely fitted up rooms on the sixth floor of the building, which was recently acquired for that purpose.

The Rudolph Wurlitzer Co. have made remarkable strides in Chicago under the capable management of Edward Uhl. A milestone in their progress will be marked next spring, or the early summer, by their removal to a large building at 266-268 Wabash avenue, which they have leased for a period of twenty years at \$12,000 a year, and which they will remodel and improve at a cost of at least \$12,000. The company, which are large dealers in Edison and Victor machines, will undoubtedly greatly increase its talking machine department in the larger and more centrally located building. They are making some very attractive holiday window displays.

Lyon & Healy are now pushing very energetically the Edison machines in a retail and wholesale way, as well as the Victor. They are doing some excellent advertising on the Edison in the daily papers. They have fitted up a record room for the Edison on the fourth floor, which is a model apartment for the purpose.

They are also preparing to handle the Interna-

tional Correspondence Schools' system of instruction in French, German and Spanish through the medium of the Edison phonograph. This department will be located on the first floor, and J. Foster Davis, of the International Schools, is now here looking after its installation.

The Vim Co. generally manages to have a job lot of suits for price cutting pending against it. The Columbia Phonograph Co. brought suit against the Vim Co. in the United States Circuit Court, before Judge Beetha, on November 23, and he granted a restraining order pending the motion for injunction.

The case came up on the 20th, and a temporary injunction was granted pending an appeal. The action against the Vim Co. was on because the Vim Co. it was claimed, sold Columbia ten-inch disc records at less than \$1, the price at which they were licensed to be sold; 59 cents was the price advertised by the Vim Co. Attorney Elisha L. Camp appeared for the Columbia Co. and Gustave Nelson for the defendant.

It will be remembered that the Victor Talking Machine Co. brought suit against the Vim Co. on July 29 last, as stated in The World at the time, to restrain them from selling records of the Victor Co. at less than the Victor Co.'s established prices provided on the labels on their records.

The further history of the case is thus stated by Clarence N. Goodwin, attorney for the Victor Talking Machine Co., who said:

"The Vim Co. is a cut-rate house at 65 East Lake street. For the protection of its dealers the Victor Talking Machine Co. maintains the standard price on all its goods. This has enabled them to improve the quality of their lines without increasing the price.

"The Vim Co. cut prices on Victor goods—has been doing it for some time. On July 29 the Victor Co. filed its suit in the United States Circuit Court, and set out the patents under which it manufactures its goods, and that attached to each record or machine manufactured by it was a notice that the goods were licensed to be sold to the public at a price not less than the price marked on the label in each instance.

"Judge Kohlsaat entered an order restraining the defendants from selling the complainants' goods for less than the prices marked on the labels, and the defendants demurred to the bill. The demurrer was overruled, and the defendants were ordered to answer by the first Monday in September; and a temporary injunction was issued restraining them in the same manner as noted above.

"The defendants did not answer, and an order was entered defaulting them and taking the bill

as confessed—or, as the lawyers say, taking it pro confesso.

"The injunction issued has been violated by the Vim Co.; the court entered a rule on the defendants to show cause why they should not be adjudged in contempt for doing so, and the matter was referred to E. B. Sherman, master in chancery, to take proofs."

"Both sides closed their proofs November 28, and the defendants applied to Judge Kohlsaat for an order setting aside the default and permitting them to file an answer to the bill. The motion was denied."

The Star Novelty Co., Grand Rapids, Mich., are having a fine demand for their Star Modulator. They have shipped out a good many "gold-plated modulators, in the Roman gold to match the finish on the gold-plated Victor, the last order going to Stanley & Pearlman in their new store in Fifth avenue, New York. They are getting re-orders all the time, thus showing that the trade have confidence in the article.

Otto Young & Co., wholesale jewelers, Chicago, are now jobbing Columbia graphophones energetically, and are carrying a large stock to meet the demand for their trade.

The Chicago office of the Columbia Phonograph Co. have just received an order from the Illinois Institute for the Blind for a commercial dictation machine. The use of this machine naturally opens a remarkable opportunity for blind typewriter operators, as they reach a high degree of proficiency, but would be out of the game entirely if they were not able by this means to dispense entirely with shorthand.

The Chicago Case Mfg. Co. are having a remarkable demand for their talking machine, horn and record cases. They make machine cases for every type of talker that is made.

AMUSEMENT PARLOR FOR PITTSBURGH.

(Special to The Talking Machine World.) Pittsburgh, Pa., Dec. 11, 1905.

Adolph Zukor, of New York, is the lessee of the Rafferty building at 221-223 Fifth avenue, now occupied by Kleber's music store. He is the proprietor of nearly a score of high-class amusement parlors, having eight in New York, five in Boston and one in Buffalo, as well as other cities. He proposes to occupy the first and second floors of the Fifth avenue building with one of these resorts, where will be slot machines, phonographs and other penny amusements. These two floors will probably be made into one story, with a wide balcony around it, and the estimated cost of the remodeling is put at \$30,000. Before agreeing to this sort of tenant Gilbert T. Rafferty sent a representative to New York, who found that the amusement parlors there as conducted by Mr. Zukor are strictly high-class and are considered an advantage in a business way to the streets where they are located. The rent will be about \$20,000 a year.

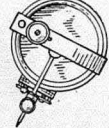
CHANGES IN COLUMBIA STAFF.

Among the recent changes in the Columbia Phonograph Co.'s service are the following: Kenneth Johns, late assistant manager of the Columbia Phonograph Co.'s store at Cincinnati, has been appointed manager of the Detroit store, his successor as assistant manager of Cincinnati being Mr. R. J. Whelan; Mr. J. P. Booker, of the Memphis store, has been appointed manager of the Denver store; Mr. J. P. Kelly, of the St. Joseph store has been appointed manager of the Omaha and Lincoln stores; Mr. R. P. Bartlett, formerly an employe of the St. Louis store, and who has been with the Hollenberg Music Co. for the past year, has been placed in charge of the Memphis store as acting manager; Mr. M. W. Brooks, formerly a salesman in the St. Louis store, has been appointed manager of the St. Joseph store, and Mr. George C. Sager, formerly of the Omaha store, has been transferred to St. Louis as a salesman.

J. G. Williams, a prominent bookseller of Worcester, Mass., has a well appointed talking machine department.

STOP FOOLING

WITH UNSATISFACTORY DEVICES AND GET THE STAR MODULATOR FOR DISC MACHINES, WHICH GETS AT THE ROOT OF THE TROUBLE



Pat. Sept. 19, '05.
Detached.
RETAIL AT
\$1.00

A BIG PROFIT TO THE DEALER.
TO SHOW IT IS TO SELL IT.

ASK YOUR JOBBER; IF HE HASN'T IT, WRITE DIRECT.
SEND 50 CENTS FOR SAMPLE, NAMED SOURCE BOX WANTED FOR.

Dealers in disc records are aware that the indentations of the sound-waves on the records are lateral, i. e., on the sides of the groove, and not on the bottom, as they are on the cylinder records, and in the manufacture of records all parts of the material of which they are made is not of the same hardness, and does not always fill the mould or die in which they are made, thus leaving soft spots and small notches not caused by the sound-wave.

As the needle passes these spots, which are in all records, cheap and expensive ones also, the spring of the point and resile bar against the diaphragm cause it to make a "scowp" (slight as it is) into these spots, producing the "scratch" and "squeak" so painfully evident. By putting an equal pressure against the outside of the needle-bar, as we do with the Modulator, the needle point does not dig into these spots, and "scratching" and "squeak" is almost entirely eliminated, and music is as near perfect as it can be made without perfect records, which we do not ever expect to see.

As tension (with thumb-screw) is tightened the vibrations become quicker in the diaphragm, and every shade and detail of the tone is made finer and necessarily more distinct. The greater the tension, the softer the music, as the vibrations are not so long, and in this manner we obtain any strength we want. As will be understood by one who has a knowledge of the laws of physics, this device eliminates in the most scientific manner the defects inherent to Disc Machines. Any variation made while playing.

STAR NOVELTY CO., Office, 61 & 63 Porter Block, Grand Rapids, Mich.

Important Announcement!

Because of Improved Manufacturing Facilities,
We Announce the Following New Prices of

COLUMBIA DISC RECORDS

7-inch records now 35 cents each
10-inch records now 60 cents each
10-inch reversible records now \$1.00 each

LIBERAL DISCOUNTS TO THE TRADE

COLUMBIA RECORDS ARE THE BEST

Grand Prix, Paris, 1900

Double Grand Prize, St. Louis, 1904

CHANGE IN LICENSE:

All 7-inch, 10-inch and reversible 10-inch Columbia disc records heretofore licensed to be sold to the public at 50c., \$1.00 and \$1.50, respectively, are hereafter licensed to be sold to the public at: 7-inch, 35c.; 10-inch, 60c., and reversible, 10-inch, \$1.00 each.

No dozen price.

All exchanges withdrawn.

Columbia Phonograph Co.

*Pioneers and Leaders in the
Talking-Machine Art*

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

COLUMBIA

Improved Lyric Reproducer Graphophones

The first thing to be considered in a talking machine
is the Reproducer

The Improved Lyric Reproducer is a Wonder

THREE NEW MODELS



Type B. E.—"Leader," \$30.



Type B. F.—"Peerless," 40.



Type B. G.—"Sovereign," \$50.

Liberal Discount to Dealers

The new 1906 cylinder graphophone is the finest cylinder machine ever placed on the market. Through the introduction of the New Improved Lyric Reproducer, the best possible tone is secured. If you deal in talking machines you should handle the best.

The Graphophone Is the Best!

It has received the Highest Honors wherever exhibited.

The great distinguishing feature of the Graphophone is

Simplicity of Construction

The "Peerless" and "Sovereign" Styles use the "Twentieth Century" half foot long Cylinder Records as well as the well known X. P. Records.

Columbia Graphophones, both cylinder and disc, and Columbia Records surpass all others.

New Price for Disc Records: 10-in., 60 cents each; 7-in., 35 cents each.

Columbia Phonograph Co., General

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

90-92 West Broadway, - - - New York City

Cut out Coupon and mail, to-day



COLUMBIA
PHONOGRAPH
COMPANY,
GENERAL

No. 90-92 West
Broadway, New York.

For Size—Please send
me, free, complete literature
concerning your new im-
proved Lyric Reproducer
Graphophone, Dealer's Con-
tracts, Discount Sheets, etc.

Name

Address

T. M. W.

COLUMBIA MANAGER SURPRISED.

Business Associates of George W. Lyle Surprise Him by a Magnificently Equipped Library.

George W. Lyle, general manager of the Columbia Phonograph Co., was pleasantly surprised recently by his associates composing the managers in the service of the Columbia Co.

Mr. Lyle has completed the erection of a very handsome residence at Hackensack, N. J. On returning home recently he found a committee composed of Edward D. Eastman, president of the company; Paul H. Cromollin, vice-president; J. H. Dorjan, assistant manager; and W. L. Eckhart, manager of the New York branch and others, assembled in a magnificently appointed library. This room had been completely fur-

Spanish leather. Everything is in perfect harmony, even down to the bronze lamp, together with many rare volumes, and Mr. Lyle says with good reason that he has the best appointed library in Greater New York, and the best men in the world for associates.

GOVERNOR HOGG AND THE "TALKER"

Speech Dictated for Machine Scores Tremendous Success at Political Banquet—How the Governor Became Interested in the Phonograph—Dictating the Hunting Cry—Uses Machine for Speeches and Records for Preservation.

(Special to The Talking Machine World.)

Dallas, Tex., Dec. 8, 1906.

"I note the Texas papers carry a daily report of the illness of Governor Hogg," remarked a well-known talking machine man a few days ago. "For it is well known that he is by far the most popular man in the State. He also has many eccentricities and is constantly doing something to upset the plans of the trusts or big railway systems. But the interesting portion of the Governor, so far as the talking machine industry relates, is the fact that, although sick in bed at a hotel in Fort Worth he conceived the idea of dictating a speech upon a blank record, and having it reproduced at the political banquet spread recently at Dallas in honor of the Texas legislators and prospective gubernatorial candidates. The speech was reproduced by the Twentieth Century Columbia graphophone, in charge of Robert R. Souders, of Dallas, Texas representative of the Columbia Co. It was the most cheered speech delivered during the evening, or rather, the night, inasmuch as it lasted until nearly 5 a. m.

Governor Hogg's interest in talking machines dates back to last summer when, in a peculiar manner, he was induced to purchase an Edison phonograph. H. M. Holleman, of Houston, president of the Texas Phonograph Co., visited the Governor at his magnificent summer home near Columbia, and during the long, hot afternoons would entertain the Governor and his family with music on a phonograph he brought along.

One day, while the phonograph was playing, the Governor's boys were arranging a hunting expedition, but could not blow the horn in the proper manner to assemble the dogs. The Governor, who weighs about three hundred pounds, said: "Holleman, stop that music; boys, come here, by gattings! let me show you how to raise those dogs, although I have not curled my mouth to that horn for a long time." Almost instantly he was surrounded by a howling mob of fifteen of the best hounds in south Texas, who had recognized the familiar blow of the Governor's horn.

They were yelping, barking and howling, anxious for the chase. The more the Governor blew the fiercer became the barking of the dogs, until they had all arrived. "Now, boys, go hunting to your hearts' content, and by all means, learn to toot your own horn."

They had proceeded less than fifty yards when the phonograph let loose, and called back every one of those dogs, Mr. Holleman having, in the meantime, slipped on a blank record, and recorded the entire proceedings. The Governor was so elated over its success that he purchased an Edison machine, and now has one of the most complete outfits in Texas, and spends considerable time dictating thereto his speeches and sayings for future preservation.

DESIRABILITY OF SOUND-PROOF ROOMS.

Mention has been made in the news columns of The Talking Machine World of jobbers and progressive dealers providing sound-proof rooms for demonstrating. The wisdom of this is self-evident, for the necessity of having sound-proof rooms in which records can be tested is becoming more and more obvious. In order to pay well, the talking machine business requires just as careful treatment as other special lines of trade, and when it receives it will show just as gratifying returns. The business cannot be treated indifferently and stowed away in some obscure portion of an establishment if expected to pay well. It is more than could be expected of any other line. The sale of talking machines requires just as correct treatment as other trade specialties. It is pretty sure to respond to progressive environment and return dealers excellent results for any legitimate outlay. The question now uppermost is what particular model or arrangement gives the most complete results.

RECENT INCORPORATIONS.

The Rogers Specialty Co. was incorporated with the Secretary of the State at Albany on December 8, for the purpose of handling phonographs and other specialties in that line, with a capital of \$4,000. Directors: G. M. Rogers, L. V. Wildman and Mary A. Rogers, all of this city.

The Dallas Talking Machine Co., of Dallas, have filed a certificate of incorporation with the authorities of Texas, with a capital of \$5,000 for the purpose of buying and selling talking machines. The incorporators are: D. H. Spencer, W. T. Russell and George N. Gross.

M. Drollet & Son, of Kankakee, Ill., has purchased the talking machine business of E. H. Tower, on Schuyler avenue, that city.



GEORGE W. LYLE

nished by them during his absence to business that day down to the minutest detail, and presented to Mr. Lyle by his business associates as a token of their appreciation of his splendid services in the upbuilding of the Columbia business. Measurements for the bookcase and fittings had been carefully taken and the work prepared according to specifications, so the final arrangements could be made within a short time after their delivery. The fittings are in solid mahogany, and the chairs are upholstered with

WATCH THIS SPACE

FOR THE GREAT THINGS IN

PHONOGRAPHS

AND

Imported Phonographic Novelties

For 1906 SEASON, now being gathered in Europe by our Mr. E. A. Denham

THE EDWIN A. DENHAM COMPANY

INCORPORATED

Main Office, 31 BARCLAY STREET, NEW YORK

London

Washington

Berlin

NOTES FROM THE "EMERALD ISLE."

Irish Dealers Meet in Dublin—Gramophone Popularity—Many Concerts Being Given—Osborne's Shipments Extend the World Over—Columbia Graphophone Heard in Theatre—Mr. Edison Much Thought of in Ireland.

(Special to The Talking Machine World.)

Belfast, Ireland, Nov. 30, 1905.

The gramophone has now acquired a phenomenal popularity in music-loving Ireland, and business in that wonderful instrument is going ahead "by leaps and bounds"; this is doubtless owing not only to the marvellous evolution of this "talker," but to the growing taste for classical—in contradistinction to commonplace—music, and in this connection the Gramophone Co., of London, have every reason to congratulate themselves, their laudable efforts to elevate the tone and character of their selections having been appreciated by dealers and the public generally. Should there be any likelihood of gramophone records becoming vulgarized, a death-blow would result from which the business in these goods would not easily recover. As an enterprising firm the Gramophone Co. have few rivals in the British Isles.

Quite recently their English manager, S. W. Dixon, organized and personally attended a meeting of Irish dealers at the Granville Hotel, Dublin, in order that the latest designs of instruments, etc., might be inspected, but especially that an opportunity might be thereby afforded of "feeling the pulse of dealers respecting a number of special records by Irish artists, before placing them on the market; needless to say those present felt honored by their principals having thus "taken them into their confidence" as regards the suitability of the records alluded to. I would respectfully suggest that the precedent thus set by the Gramophone Co. might be advantageously followed by talking machine manufacturers generally.

Within the past few days a gramophone dealer

—R. Gordon Smyth, of Belfast—has been appointed traveling representative of the Gramophone Co., his territory being Ireland and Scotland. No one better qualified could have been selected, and the fact that he is a staunch supporter of "price maintenance" is much in his favor. It is hoped that he will exert his energies in detecting "price cutters," and other irresponsible and dishonorable dealers who surreptitiously disregard the terms of their agreements, and have all such suspended in order that a respectable business should be maintained in a healthy condition. Mr. Smyth, on behalf of his principals, is now organizing two gramophone concerts, which are to be held in the largest hall in Belfast during the present month, and which should act as a fillip to the trade of local dealers.

Since Mr. T. Edens Osborne, of Belfast, acquired the Irish factorship of zophonones and zophone records, the output of zophone production has been much greater than he had anticipated, and he looks forward confidently to an immense business in these goods.

What I might term Mr. Osborne's "trade radius" is constantly extending. Last week he received and executed an order for "Gregorian Chant" gramophone records from Bunker Hill, Ill., U. S. A. A fortnight ago he sold and dispatched a gramophone and large lot of gramophone and zophone records to Buenos Ayres, Argentine Republic. A month ago he received an order from Foochow, China, for a gramophone and records, and about same time he secured another order for a taper arm zophone from Invercargill, New Zealand.

The same gentleman has just been favored with an important trade appointment, namely, the sole factorship for Belfast and district of the Russell Hunting Record Co.'s "Sterling" phonograph records.

The largest music hall in Belfast is "The Palace," which on November 1 was crowded to overflowing by the elite of Belfast, who were attracted to a matinee performance of "A Cigarette

Maker's Romance," and to witness the fine acting of Mr. Martin Harvey. For an hour and a quarter prior to rise of the curtain, the immense audience were entertained by Mr. T. Edens Osborne, who, by means of the new sound-magnifying Columbia graphophone succeeded in demonstrating how clearly, loudly and effectively that instrument could reproduce bands, songs and other selections. The programme, which embraced some thirty-six items, was in the hands of each one present, and the capabilities of the machine were not only much appreciated, but looked upon as "a bolt from the blue." Indeed, the "early-door" gathering was a record one, being the largest that had ever been known at The Palace.

I cannot conclude without stating how very much your wonderful wizard, Mr. Edison, is respected here, and how general is the feeling in Belfast that the phonographic products of the Edison laboratory are still unexcelled.

HEARD 75 MILES DISTANT.

Telephone Carried Talking Machine Entertainment for Big Audience from Philadelphia to Atlantic City.

(Special to The Talking Machine World.)

Atlantic City, N. J., Dec. 9, 1905.

A talking machine entertainment, repeated by telephone to an audience over seventy-five miles distant, was a novel feature introduced for the edification of Grangers and other visitors to the Grangers' exhibit on the Steel Pier the other day.

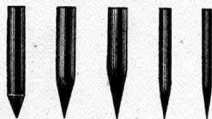
On a special wire run from the central office of an independent telephone company in Philadelphia, speeches of famous orators, renditions of renowned singers and selections by well-known bands came to hundreds of listeners.

A similar system is in use in big cities, whereby hospital invalids and patients in their private homes may listen to sermons that prominent clergymen are delivering in their pulpits, but this is said to be the first time that an audience has been entertained at so great a distance.

Do You Use Our Needles?

EVERYONE WHO DOES USE THEM RE-ORDERS. THERE MUST BE SOMETHING IN IT. GET IN THE SWIM—ORDER TO-DAY.

NEEDLES.



PERFECT 1/16" PERFECT 2/16" PERFECT MEDIUM QUIET 3/16"

Wholesale-Retail

We can give you the lowest possible price for first-class needles. We do not handle any inferior grades. Everything purchased from us guaranteed to be the best obtainable.

VICTOR GOODS

The recent reduction in the price of VICTOR RECORDS brings the VICTOR within reach of everyone.

If you are a dealer in talking machines, and do not handle the VICTOR,

SEND US YOUR ORDER AT ONCE.

If you already have them, STOCK UP.

We are exclusively VICTOR jobbers.

The "ADJUSTABLE" Sound Box

This is something entirely new and is acknowledged by experts to be the best they have ever heard.

HAS A TWO-INCH DIAPHRAGM.

Jobbers and Dealers should PRICE \$5.00.

GET WISE.

LIBERAL DISCOUNTS. SAMPLES READY.

AMERICAN TALKING MACHINE COMPANY

1586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



EDWARD LYMAN BILL, Editor and Proprietor.

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J. W. TIGER.

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Chicago Office: E. P. VAN HARBINGEN, 1262 Southnack
Block.

Telephones: Harrison, 1521; Automatic, 2904.

Philadelphia Office: Minneapolis and St. Paul:
E. W. KRIVYAN, W. C. TOANER.

St. Louis Office: San Francisco Office:
CHAS. N. VAN BUREN, ALFRED METZGER, 425-427 Front St.

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ing matter, \$75.00.

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

IMPORTANT—Advertisements or changes should
reach this office not later than the 9th of the month and,
where proofs are required, by the 7th. 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.

NEW YORK, DECEMBER 15, 1905.

TALKING machine men in all sections of the country have excellent reasons to enjoy the holiday season to the utmost. Their business stockings are well filled, because the year's trade has been the most satisfactory in every way that has ever been enjoyed in the talking machine trade—or, better, we may say with appropriateness the talking machine industry; for it has, in fact, reached to the dignity of an industrial position. Few people have an adequate idea as to the rapid advance which has been made in the special department of trade life to which the Talking Machine World directly appeals.

THE talking machine trade has many millions of invested capital in it, and gives employment to thousands of hands. There are factories employed in the production of machines, parts thereof and records in many cities throughout the land, and there are thousands of men who make a livelihood by selling these admirable products of the human brain not only in every nook and cranny of this country, but in all parts of the world as well.

THE manufacturers of talking machines have exhibited commendable enterprise in the exploitation of their products, and generous advertising on their part has been a decidedly helpful influence to the dealers who are offering their wares to the public in every section of the Union. The industry is destined to be progressive, because the men behind the principal establishments realize fully the advantages accruing from patronizing regular lines of publicity. This we see emphasized in their advertisements in the leading periodicals, which are, in the main, attractively prepared so that the general buyers are interested.

TALKING machines must be advertised liberally, and no one realizes the truth of that statement better than the men who are directing these infant industries. Infant they are in development, and they have wonderful

possibilities of great stature which will come with maturing years.

There are to-day developments and improvements going on which will steadily better the products in every way, and as they appeal directly to the masses, there must be an ever-widening distribution.

The export trade has been steadily growing, and the products of our American factories are shipped to all quarters of the globe.

RECORDS are made in every language, and dealers have found that the sale of records has been an important branch of the business, and one of the most important recent trade moves was announced at the first of the month when large reductions were made in the prices of records. A reduction was made without any previous intimation, and there has been much discussion in trade circles since this interesting announcement was made.

One of the reasons advanced for the cut in prices is that trade may be materially increased through the widening possibilities which it is believed will come, for it is presumed that people will buy more records than ever before when they are cheaper. This move, some well-posted men say, should increase the sale of records from two to three hundred per cent.

THERE are some who say that this move presages another one which will reduce the price of records still further. We question the accuracy of the latter expression, for while the record-producing plants to-day are thoroughly equipped with the latest automatic and labor-saving machinery, yet we do not hold the belief that any of the manufacturers will cut prices lower than they are at the present time, so it may be assumed that the present lists will remain stationary for quite a period.

ONE of the important announcements in this connection is the fact that all exchanges of records will be discontinued after January 1. While this move will occasion considerable criticism, and will no doubt create a considerable difference of opinion as to its ultimate effect upon the trade, yet it will bring about new conditions. The exchange principle exists in many lines, and in the piano player industry it has been found to work most satisfactorily. It has really assisted the sale of music rolls to a remarkable degree. Whether the same rules would not apply to the sale of talking machine records is a matter of difference of opinion. There are some who believe that the exchange privilege should remain a fixed principle in the industry.

ANOTHER point, too, that should be considered in this move which must act to the advantage of the trade is that it is destined to increase and encourage the sale of talking machines. Therefore, it would seem as if the new year would open up with prospects materially brightened for all of those interested in the talking machine trade, whether in the manufacturing or retail department. There is no factory producing the whole instruments, or parts, or specialties, which has not been busy throughout the entire season, and some of them have been putting on night shifts—a fact which shows that the people are clamoring for talking machine records. So when the curtain falls on the old year, it will descend upon a trade that has been remarkably prosperous and which may

look forward with the brightest hopes and expectations for the new year which promises even better things.

WITH the present issue, The Talking Machine World closes its first year of existence. When it appeared last January there were many who looked with some degree of doubt upon its success. They felt that the time had not yet arrived when the talking machine trade could maintain a trade newspaper wholly devoted to its interests. We entertained no such feelings. We had absolute confidence in the willingness of the trade to support a paper just as soon as the ability and impartiality of the forces directing the publication should be demonstrated. The first issue was a modest paper of some eighteen pages, and for the last part of the year it has required forty pages each issue to fairly cover the various interests represented in our columns; therefore, viewing the work of the year, we may take a pardonable pride in the results which we have accomplished.

WE stated that the talking machine trade was in its infancy; that it had possibilities greater than were apparent to those who could not view it broadly, and it should be the aim of this publication to help the development of trade, and to assist in every way the industry by the diffusion of accurate news matter and items of technical and personal interest, so that the entire elements of the industry should be drawn together in a cohesive whole. It is generally conceded that the influence of this publication has been broadening and encouraging to the trade. We could not, however, have accomplished what we have during the past twelve months without the encouraging hand extended by our friends in every section. There are many to whom we are indebted for sympathetic interest in our endeavor, and for an encouragement of the strongest kind, which has helped to make this publication a successful one. Those friends are many who have proven their unselfish interest in our work, and as it is a physical impossibility to send personal messages to them all we shall embrace this opportunity of extending to our readers, who are also our friends, in every part of the world, hearty Christmas greetings, and many thanks for the favors shown us during the past twelve months. May the Yule Tide logs burn brightly for them.

PLANS are now under way for materially broadening the influence of this publication, and we trust that when another year closes that we shall have been able to have shown such substantial advancement, and have added many thousands of subscribers to our rapidly growing list. We may say that The Music Trade Review, which is a part of this trade newspaper organization, has devoted for more than a year, from two to four pages weekly to talking machine affairs. This publication was the first in the music trade industry to encourage the development of the talking machine trade among the piano and music dealers. Advertisers who have patronized its columns have found the results to be more than satisfactory.

The Review is the oldest music trade publication, and has been published continuously since 1879; therefore, with the two publications under one control we feel that we are in the best position possible to cater to the interests of the talking machine men in every department of trade life.



A Wonderful Record Saver

*A Marvelous Sound Reproducer is the New
Taper Arm TALK-O-PHONE Equipped
with the Ingenious Mechanical Feed*



APPRECIATING that the grating, grinding noises of all disc reproducing machines are obnoxious, we have been experimenting for the past year to perfect a **Talk-o-Phone** that would be entirely free from all foreign sounds and only reproduce the pure musical tones.

We found that the dragging of the needle in order to propel the reproducer across the record was the cause of all the trouble. To obviate this we invented the **Mechanical Feed**, a device to propel the reproducer across the record, entirely independent of the needle.

The marvelous, clear reproductions resulting from this new device must be heard to be appreciated. This, too, is a great record saver for there is no chance to scratch the needle across the record.

It will be observed that the **new Talk-o-Phone** operated on this principle gets entirely away from the old fundamental principle of reproducing machines, namely, the needle feed. Our patents on this new device are very broad, and this arrangement cannot be used on another machine. We do not operate under any shop rights or license from anyone.

Dealers selling reproducing machines should write immediately for our full descriptive matter and for prices on the **new Talk-o-Phone**. If you are interested in supplying your customers with the only machine which brings out from disc records the pure musical tone only, you must have a sample of this **new Talk-o-Phone**.

THE TALK-O-PHONE COMPANY, 10 Skokie St., Toledo, O.



"Double Service"

THE Present

THIS is the practical age. Both the giver and receiver of Christmas presents find most satisfaction in gifts that are useful. *Why not bring this powerful argument to bear in advocating the Phonograph as a Christmas gift?* This you can easily do by selling the

I.C.S. LANGUAGE SYSTEM

with
Thomas A. Edison
PHONOGRAPH

This doubles the value of the Phonograph. Not only does it provide amusement, but it is the most perfect teacher of foreign languages in the world. The I. C. S. Language Courses, taught with the Phonograph, are used and approved by United States Army and Navy instructors, and by the leading Colleges in the country. Dealers who handle "Double Service" say that it greatly increases their sales. The best part of it is that a complete selling outfit costs YOU only 50 cents and the Coupon below.

Can you afford to neglect an opportunity for better business?

International Correspondence Schools, Box 918, Scranton, Pa.

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

Name

Street and No.

City

State

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. 9, 1905.

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.

Belfast, 24 pkgs., \$104; Berlin, 456 pkgs., \$10,023; Brussels, 74 pkgs., \$608; Callao, 8 pkgs., \$1,060; Dublin, 17 pkgs., \$837; Glasgow, 32 pkgs., \$1,450; Guayaquil, 10 pkgs., \$247; Hamburg, 8 pkgs., \$112; Hull, 115 pkgs., \$714; Havana, 8 pkgs., \$205; 40 pkgs., \$2,136; 28 pkgs., \$1,738; Havre, 24 pkgs., \$484; 12 pkgs., \$150; Kobe, 57 pkgs., \$1,752; Liverpool, 266 pkgs., \$4,321; 4 pkgs., \$229; London, 852 pkgs., \$13,786; 31 pkgs., \$2,300; 29 pkgs., \$772; Manchester, 211 pkgs., \$1,630; Matanzas, 6 pkgs., \$217; Rio Janeiro, 24 pkgs., \$1,222; Shanghai, 5 pkgs., \$183; Sydney, 125 pkgs., \$2,210; Tampico, 4 pkgs., \$197; Valparaiso, 23 pkgs., \$1,214; Vera Cruz, 6 pkgs., \$179; Vienna, 17 pkgs., \$900.

NOVEMBER 20.

Auckland, 18 pkgs., \$878; Bombay, 66 pkgs., \$1,319; Buenos Ayres, 21 pkgs., \$870; Calcuttan, 6 pkgs., \$119; Callao, 8 pkgs., \$724; Calcutta, 2 pkgs., \$621; Cape Town, 6 pkgs., \$207; Delagoa Bay, 4 pkgs., \$134; Glasgow, 107 pkgs., \$2,211; Guantanamo, 4 pkgs., \$160; Havana, 12 pkgs., \$342; Havre, 1 pkg., \$1,000; Lisbon, 11 pkgs., \$305; Limon, 11 pkgs., \$248; Liverpool, 24 pkgs., \$4,147; 6 pkgs., \$191; London, 1,137 pkgs., \$12,155; 14 pkgs., \$373; Manchester, 12 pkgs., \$191; Melbourne, 27 pkgs., \$846; Milan, 72 pkgs., \$2,005; Montevideo, 3 pkgs., \$473; Newcastle, 5 pkgs., \$226; Oporto, 6 pkgs., \$178; Pernambuco, 7 pkgs., \$242; 4 pkgs., \$203; Rotterdam, 4 pkgs., \$75; St. Johns, 15 pkgs., \$314; Valparaiso, 13 pkgs., \$633; 49 pkgs., \$1,629.

NOVEMBER 27.

Auckland, 1 pkg., \$304; Belfast, 43 pkgs., \$150; Berlin, 66 pkgs., \$2,939; 30 pkgs., \$3,494; Bombay, 62 pkgs., \$218; Callao, 19 pkgs., \$725; Corinto, 8 pkgs., \$251; 3 pkgs., \$197; Genoa, 24 pkgs., \$719; Glasgow, 45 pkgs., \$3,378; Hamburg, 9 pkgs., \$151; 9 pkgs., \$104; Havana, 17 pkgs., \$401; 32 pkgs., \$1,043; 16 pkgs., \$810; Havre, 51 pkgs., \$2,355; Liverpool, 275 pkgs., \$3,194; 6 pkgs., \$118; London, 45 pkgs., \$1,123; 1,704 pkgs., \$28,808; 62 pkgs., \$985; Manchester, 2 pkgs., \$117; Melbourne, 159 pkgs., \$3,409; Para, 13 pkgs., \$143; Santiago, 34 pkgs., \$782; Sheffield, 18 pkgs., \$231; St. Petersburg, 15 pkgs., \$983; 33 pkgs., \$713; Srinley, 6 pkgs., \$291; Valparaiso, 36 pkgs., \$1,325; Vienna, 28 pkgs., \$617; 16 pkgs., \$608.

DECEMBER 4.

Berlin, 79 pkgs., \$8,100; Bombay, 43 pkgs., \$1,022; Buenos Ayres, 19 pkgs., \$449; Calcuttan, 12 pkgs., \$202; Glasgow, 76 pkgs., \$950; Havana, 9 pkgs., \$607; Havre, 15 pkgs., \$1,200; Kobe, 11 pkgs., \$205; Liverpool, 7 pkgs., \$256; 103 pkgs., \$575; London, 18 pkgs., \$399; 1,267 pkgs., \$12,825; 5 pkgs., \$508; Montevideo, 20 pkgs., \$230; Sheffield, 8 pkgs., \$380; Vera Cruz, 5 pkgs., \$150.

ENLARGE THEIR SALESROOMS.

J. E. Harding & Son, of Norfolk, Va., are live dealers in talking machines and appreciate the increased demand growing in this line in the South due to the prosperous times, and have greatly enlarged their showrooms by leasing the building, 12 Union street, adjoining their old store at 14 Union street. They have recently taken on a line of American records and report good business for the "Indians." Twelvencent cotton throughout the South has created an enormous demand among the Southern people for the luxuries, and the talking machine is not the least to be considered in this line.

The Lind & Wolf Mfg. Co. have removed to 283 Fulton street, Brooklyn, N. Y., where they have opened an imposing retail store for Victor and Edison machines. They will also handle pianos and musical instruments.

They Made MONEY

—and—

So Can You!

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go to it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordions, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

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

Make good holiday money. It is easy with our help. We can tell you how and go with the business tide when it serves.

BUEGELEISEN & JACOBSON

113-115 University Place
Corner 13th Street, NEW YORK

DISC RECORD PRICES DISCUSSED

By the Dealers and Jobbers of Pittsburgh—
General Opinion is that It Will Be Helpful
to the Business Although a Few Would Prefer
to Have It Occur After the Holidays—
Christmas Trade Could Be Better—News of
the Month Interestingly Told.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 11, 1905.

The attention of the talking machine trade in Pittsburgh and vicinity is centered at the present time upon two things. In the order of their importance these are the Christmas trade and the cut in the price of disc records.

Regarding the Christmas trade, from a retail standpoint, at this writing the consensus of opinion seems to be among the talking machine men of Pittsburgh that it might be better. From the standpoint of the jobber and the wholesaler, however, quite a different point of view obtains. These gentlemen are having all the business they can handle, and some of them are apportioning the machines which the factories send them among their dealers, so that each may have a fair representation.

There is a good reason for the slight business which obtains in the retail trade at this time. It is a well-known fact that the first week of December is a poor one for merchandising in all lines. The talking machine business is no exception. People are saving up their money and putting off possible purchases until the few weeks just prior to the holidays. Then the vast sum of money which has been hoarded up for this joyous occasion will be loosened up and the talking machine business will get its full share.

The second topic on which the attention of the talking machine trade has been focused during the past week, is, of course, the reduction in the price of disc records. In the words of the lady in whom marriage has just been proposed, with one voice they unite in crying, "This is so sudden." To follow out this comparison, we might say that as the lady does not really mean it, so no one among the many talking machine merchants in this vicinity really means that the price reduction was "sudden" to him. It is a topic which has been discussed among the well-informed—the readers of The Talking Machine World—for many months. It was confidently looked for at almost any time. Perhaps its announcement just prior to the holidays was a bit of a surprise. The idea itself was not, however, new.

Your reporter made a careful canvass of the leading talking machine dealers in Pittsburgh and vicinity, and asked them what, in their opinion,

would be the effect of the cut in price on the trade, considered from the standpoint of the jobber, the wholesaler and the retailer. We take pleasure in appending hereto a few of their replies:

Theodore F. Bentel, president of the Bentel Co., Incorporated, said: "The effect of the cut in the prices of disc records will, in my opinion, have a tendency to put the business on a more substantial basis. The abnormal conditions under which records have been sold in the past, together with unbusiness-like unreasonable exchange conditions attached thereto, have had a tendency to put a premium on dishonesty, with the jobber as well as the dealer. There is every good business reason why the new prices, terms and conditions are more satisfactory, and my belief is that they will put the business on a commercial basis." The talking machine business today is in its infancy. We say this from our nine years' experience, and we are indeed glad to see that the manufacturers have realized just what is necessary to put business on a footing commensurate with its volume."

Manager W. E. Henry, of the firm of Powers & Henry, the talking machine company, expressed himself as follows: "There is no doubt about the cut meeting the approval of the general public. It will result in a wonderfully increased trade throughout this section. As to the dealers, while some of them are not very well pleased with the discount which they are allowed, they are coming in with their orders in such a way as to literally swamp us with business. Since last Friday, the first, we have worked from fifteen to eighteen hours each day, and are away behind in our orders now. The cut coming at this time, in our opinion, was not good, for the reason that we were doing all the business that we could do under ordinary circumstances, taking care of the rush attendant upon the Christmas trade, and it would have been, in our opinion, much better had the price taken effect January 1. The retail trade has increased wonderfully since the cut, and it is the general opinion that sixty cents is sufficient for a ten-inch record. The advertising necessary to properly spread the news of the new price will stimulate interest, not only in the disc but in the cylinder goods, and as a consequence both the jobber and the dealer will reap a harvest of largely increased business."

E. A. McMurtry, manager of the Pittsburgh office of the Columbia Phonograph Co., spoke as follows: "In answer to your inquiry as to what effect the cut in disc records will have on the trade from the standpoint of the jobber, dealer and purchaser, my views are as follows: First, I believe the jobber will welcome the reduction

in price, although the difference is marring their profit to some extent, yet we believe the average jobber prefers to handle an article on which he can turn his money oftener by making larger and increased sales rather than making large profits. Second, in regard to the dealer, we believe that the reduction in price is more advantageous to the average dealer than to any others concerned. In view of the discount offered by the Columbia Co., there is still a nice margin of profit in handling the records, and in doing away with the exchange proposition it allows the dealer to handle the records in a more profitable manner. It also will have the tendency to prevent dealers from attempting to cut the price. Third, so far as the consumer is concerned, the reduction in price must be welcomed, and we believe that the average buyer of disc records will purchase many times as many records as heretofore. We know this is true with regard to the cylinder records, as we are selling millions of them to-day where we were selling thousands before the reduction in price two years ago.

In conclusion, will state we believe the price established to be a very fair one, and while the present reduction will have an effect of disturbance throughout the trade in general, for about a month, yet we believe that after the first of the year it will be the means of causing the general talking machine business to have a more settled and business-like air, and will result in the abolition of the scheme machine from the talking machine business.

Will Hamilton, of the S. Hamilton Co., said: "I am glad to note that the price of disc records has been reduced. This will put the proposition on a commercial basis, and enable the dealer to sell them the same as he would any other commodity. It should increase the sale of this class of records at least fifty per cent."

Manager Wagner, of the Pittsburgh Phonograph Co., who is specially interested in the Victor product, spoke as follows: "The cut in disc records will double my sales, both retail and wholesale. This is the price at which disc records should be sold. I know that the change will be welcomed by the consumer."

SOUND BOX ECHOES.

F. J. Spenseller, of Youngstown, who recently conducted the Mahoning Phonograph Co. there, has sold his store and the business to Mr. W. C. Norris, who will conduct the store in the future. The Bentel Co., of this city, has recently added the finer types of machines of the Columbia line. President Easton and General Manager Lyle, of the Columbia Co., spent a day in Pittsburgh recently.

Messrs. Powers & Henry, distributors for the Lyra talking machines, have had quite a successful run on these all-metal talking machines.

The Westinghouse Electric & Manufacturing Co. have, during the past month, increased their equipment of Columbia commercial graphophones by purchasing twelve additional machines. This gives them about as large a plant of commercial graphophones as there is in the country.

Manager Walter L. Eckhardt, of the Columbia Co.'s executive office, spent a day in Pittsburgh recently. He was on his way to Chicago and the West.

E. A. DENHAM OFF FOR EUROPE.

Tuesday of this week Edwin A. Denham, president of the Edwin A. Denham Co., sole importers of German and Swiss disc and cylinder talking machines and specialties, sailed for Europe. On his return, early in the new year, he will bring back a fine array of phonographic novelties for next season.

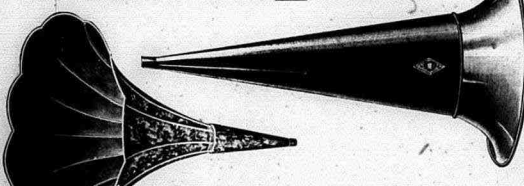
COPYRIGHT ON RAPKE LABELS.

An application for copyright has been filed on the labels used by Victor H. Rapke in the system originated by him for carrying Edison records. His priority has never been authoritatively questioned, and the Commissioner of Patents is expected to act promptly and issue his certificate to Mr. Rapke, who also claims trade-mark rights in connection therewith.

STANDARD METAL MFG. CO.

MANUFACTURERS OF

PHONOGRAPH HORNS AND SUPPLIES



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

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

Now Ready!

OWING to the Printers' Strike, which has been in progress in our city for the past three months, our wholesale catalogue was considerably delayed.

We are, however, pleased to state that the same is now ready for distribution.

Any dealer who has not received it, will kindly notify us and the same will be forwarded at once.

This catalogue contains nearly 500 pages, beautifully printed and bound, and contains many new items of interest to the trade.

Wishing you the compliments of the season,

We are yours respectfully,

The Rudolph Wurlitzer Co.

CINCINNATI

::

CHICAGO



Trade that pays the dealer

The come-again-and-again customer is the kind you want to see, the kind that means money to you. He is of your own making and is the only kind you ought to have.

You can easily have such customers if you look after their interests properly, and you can see at a glance that their interest is your interest.

Customers come to your store because they want talking machines, records, needles, trumpet horns, or whatever other accessory it may be, and they expect to get just what they want.

It's up to you to give it to them. If you satisfy them once, they will come again and again. They put your store down as the place to do their buying, and they will steer clear of your competitors just so long as you can supply their talking machine needs.

Have you been caught napping? If you're short of anything in the *Victor* line, we've got it and can help you out.

You should have the same confidence in your jobber that your customer has in you. He should be on the lookout to help you wherever he can, and should take care of your orders and send the goods to you promptly.

That is our aim, and we have the name of living up to it.

Write for our latest Catalogue. When you get it, look over it and see if we can't do something for you.

The Victor Distributing and Export Company

77 Chambers Street New York



HOW THE PLAY WAS SAVED.

Manuscripts of "A Fair Exchange" Were Burned and the Company Rehearsed into a Talking Machine from Which Copies of the Play Were Made Afresh.

A rather interesting story in connection with the production in this city last week of Henry Blossom's new comedy, "A Fair Exchange," is the fact that on Thanksgiving Day all existing manuscripts of the comedy were totally destroyed by a fire, which occurred in Mr. Blossom's apartments at 23 West 30th street, that morning. The loss of the manuscripts on the eve of the production of the new play threw author and Thomas Ross, the star, into something representing a panic, for if any of the players became sick or disabled there would be no way of getting an understudy. An effort was made to engage shorthand writers, but all that could be found refused to work on Thanksgiving day.

In the midst of the dilemma Mr. Blossom recollects a friend of his in the talking machine business, and after a conversation he procured a number of machines and records, and took them to the Berkeley Theater, where, at a rehearsal, a complete phonographic record of the play, of wax cylinders, was made. Forty-seven cylinders were used to record the twenty thousand words of the play which were spoken slowly and distinctly by the actors before the big funnel of the machine. The morning after the records were turned loose before a corps of typewriters, and the country and play were saved.

Between the second and third acts of the rehearsal the entire company, including the talking machine men, were taken to a nearby restaurant, where a Thanksgiving dinner was served to compensate in part for the many broken dinner engagements.

MME. HOMER ENTHUSIASTIC

Over Some New Victor Records—Her Comments on the Value of the Victor as a Vocal Teacher.

Mme. Louise Homer, the distinguished operatic artist, is quite enthusiastic over some new Victor records she has added to her collection, and has recently written the Victor Talking Machine Co. as follows:

"Gentlemen—I wish to congratulate you on the perfection of the new records I have just received. The fidelity with which the quality of tone of each artist is reproduced is almost startling. In addition to the pleasure you are able to give, I cannot help thinking what a privilege it is to students to be able to hear over and over again such perfect reproductions of all the famous arias and songs sung by so many of our most celebrated artists."

Mme. Homer's comments on the value of the Victor and Red Seal records in teaching the art of singing entirely coincides with the opinion of the chairman of the London Academy of Music, Mr. W. Harding Bonner, who has written a most enthusiastic communication regarding the merits of these creations, based upon a recent exhibition of the Victor at a gathering of music teachers in Earlham Hall, London:

"The greatest advantage in the use of these records by teachers lies in the fact that the student is able to listen, over and over again, to some perfectly sung phrase by the greatest exponents of singing in the world. Imagine, if you can, the cost of engaging Mr. Caruso to sing the same passage over for some twenty times! Yet this is practically what the Victor does for the student."

BYCHE & CO.'S PUBLICITY.

H. T. Byche & Co., representatives of the Victor Talking Machine Co. in Ottawa, Ont., have lately attracted much attention by reason of their splendid advertising campaign in which the merits of the Victor are brought to public attention in a most dignified and effective way. Trade in the Dominion is steadily growing.

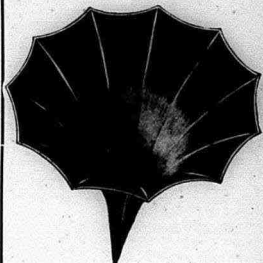
WANTED!

Old Victor Records

If you have any old or undesirable records, write us at once and let us submit our proposition. It cannot help but interest you.

FOREIGN RECORDS

Have you ever had a call for either a *Victor* or *Edison Foreign Record*? Of course, you couldn't get it from your jobber. We have recently put in a large stock of Foreign Records, and would be pleased to have you favor us with these special orders. We can fill them promptly.



Avalon Flower Horns

Our new style Flower Horn. They are superior to any other horn on the market. We are quoting some special low prices to dealers answering this advertisement. Take advantage of this, and *write to-day*.

Send us a Trial Order for either *Machines* or *Records*. We will fill them complete.

The Ball-Fintz Company

The Only Exclusive Wholesale Dealers in
Edison and Victor Goods in the Middle West

Newark, - Ohio

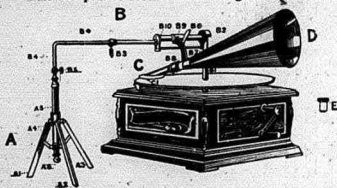


Neophone Model IV.
£4 10 0

PERMANENT
SAPPHIRE
REPRODUCER.

No Needles to Change.
UNBREAKABLE DISCS.
UNSURPASSED IN PUR-
ITY AND TONE.
Cheaper than Cylinders.

The Neophone Home-Recording Attachment



Price, 30 Shilling—Complete with Six 9-inch Blanks.

This Apparatus removes the last bar to the universal popularity of the Disc Machine. With the help of this simple but very effective device, Disc Records can now be made at home with surprising success.

THE NEOPHONE DISC PHONOGRAPH

Patented in U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia
Etc., Etc.

GENUINE NEOPHONES
from 30s. to £10 10s.

NEOPHONE DISCS
9 in., Sixpence each; 12 in., One Shilling each

NEOPHONE GRAND OPERA DISCS
9 in., One Shilling each; 12 in., Two Shillings each

NEOPHONE ATTACHMENTS, 15 Shillings each
Neophone Discs can be played on any Disc Machine
by the help of this Attachment.

20 in. Discs, 10/6 each, playing from eight to ten minutes.
Complete Overtures on each Disc: "Poet and Peasant,"
"Bohemian Girl," etc., etc.

Dealers!

You might as well make money early in the season.
While you wait, you turn coin away.



ATTACHMENT IN CASE.

The Neophone represents the Greatest Improvement ever made in the Talking Machine Art

It combines all the advantages of two systems—Cylinder and Disc. There are no Needles to change, the Concert Reproducer supplied being fitted with a Genuine Sapphire. The Records are Unbreakable. Dr. Michaelis, the well-known expert, has devoted many years in producing an Instrument and Records which, while embracing all the advantages of all other

makes, should yet be sold at a price bringing them within the reach of all. The result is the Neophone and its wonderful Records. Up-to-date Dealers will at once realize that the advent of High Grade Records at 6d. each (small size) and 1/- each (large size) will mean immensely increased Sales, and Dealers who have not yet handled our Goods would do well to order a sample outfit without delay.

WHAT OUR CLIENTS SAY ABOUT THE NEOPHONE

SOUTH SHIELDS, Aug. 31.

I write to you in reference to the Neophone Records, which I bought from your establishment a few days ago, when I was in London. My customers are delighted with them.

HOLEY, Sept. 25.

Neophone and Records came to hand, and have given entire satisfaction. I had a number of gentlemen here last night, all talking machine enthusiasts, and they will be glad to hear that they were delighted with the result.

NORWICH.

I beg to thank your assistant manager for the trouble he has taken with regard to my application for an agency of Neophone Machines and Discs.

I have been in this city over eight years in the organ building business, and, as I consider the Neophone a new and improved Talking Machine, I thought I would open a smart depot for "Machines only" and push your goods.

LONDON, Sept. 16.
I thoroughly believe in your machine, and shall do my best to push the sale of it.

FULHAM, Aug. 8.

I consider your machines superior in every detail to the machines I have previously tried.

PETERHEAD, Aug. 11.

Received the Neophone, etc., to-day. The instrument is very satisfactory, as the enclosed order will show, which I received from one of my customers as soon as he heard it.

WITNEY, Sept. 30.

Thanks for the machine and records I received to-day. I am glad to say my customer was very pleased with it, as he did not expect such a smart-looking machine.

BURTON-ON-TRENT, Aug. 6.

I am pleased to state that the Neophone, in my opinion, is the most perfect reproduction I know of, and the records are a distinct advance.

SHEFFIELD, Sept. 20.

I have booked orders for a No. 1 Machine, two No. 1 Machines, a Neophone Attachment and several dozen small records in the two days I have had the samples, and have several likely promises pending.

ALTON, Sept. 12.

We are glad to notify you that the discs last sent are a vast improvement on the previous ones, and should now certainly "catch on."

BELFAST.

The discs came safely to hand to-day and I have tried them over, and must say they are a revelation to me.

THE NEOPHONE CO., Ltd. 149-153 ROSEBURY AVENUE, LONDON, E.C.

Telephone No.
5124 Holborn

PARIS

BERLIN

MILAN

Telegraphic Address
Discophone, London

TIMELY TALKS ON TIMELY TOPICS.

Possibly the question may never be settled satisfactorily to everybody, but jobbers urge most vigorously that a distinction in the way of discounts should be made between jobbers proper and merely large dealers, no matter what the extent of the purchase. Taking the department stores, for example, which were never known to and never will sell to the trade; in fact, frankly say so—they are jobbers, and on the same footing as houses who work up business with the dealer. As was once stated, on a very appropriate occasion, jobbers who actually job to the trade should have an advantage over the dealer in some form or shape. These big department stores, from their alleged position as jobbers, are in a position to undersell—and do—the trade when it comes to putting out goods on the part payment or instalment plan. Maybe some plan to overcome this friction may be reached, but no disposition to look at the matter in that light has yet been evinced.

An expert on the question of planning store floors for a talking machine business, says: "In arranging the floor space of your retail store, bear in mind that you make your money by selling goods. The more space you can get for the proper display of your machines, the better business you will do. Following this thought to its logical conclusion, no manager will take up the choicest part of his floor space with his own private office. The bookkeeping and shipping departments, too, while highly important, are nevertheless non-producers in a direct money sense. Their quarters should be located with this thought in mind." Sound sense in every word, and highly practical. That man knows what he is talking about, and dollars to doughnuts he is a money maker and a credit to the trade.

Our foreign editors are too serious for anything—the girls say—when it comes to noting the most ordinary trade affairs. For instance, recently one of them solemnly announced that "an enterprising proprietor of a fried-fish shop had bought a talking machine for the purpose of enticing customers. This is certainly a somewhat novel proceeding for England; in North and South America, however, it is customary to have talking machines in the many boot-cleaning shops." Here talking machines are found everywhere, but why "boot-cleaning shops" specifically? Chances are a wanderlust Englishman saw one in such a place and immediately formulated the statement as of general application.

Hereafter the National Phonograph Co. will announce the publishers of the music used with Edison records. The company state that "this information seems to be in such general demand" that the names will be given with each monthly list. Music publishers will thereby obtain additional publicity for their issues, and the compliment will doubtless be appreciated.

Where a dealer is inclined to use trading stamps as an extra inducement in making sales, he should know this is a violation of the restrictions imposed by the signed agreement with the manufacturers of machines or records. The price is protected by this arrangement, and the

giving of the stamps is tantamount to cutting. It is well to bear this in mind.

It is again whispered that a German record manufacturer has negotiated a deal or combination here whereby discs will be sold even lower than the late sensational reduction on domestic goods. The records in point are of the duplex order, and all of a classical character, which the promoter believes will sell like hot cakes. As has been remarked, one cannot always sometimes tell.

A recent addition to many of the hospitals and county infirmaries in the West is the talking machine, which it is stated has a most beneficial influence on the patients. Of course, the records are selected with exceeding care. The doctors attend to this in many instances. Some years ago one would laugh if the talking machine was mentioned as a therapeutic but the world moves, and the talking machine is no longer a toy, but it is a veritable missionary for good, spreading abroad a wider knowledge of good instrumental music and of good singing.

The possibilities of the talking machine in the role of orator were demonstrated recently when D. W. Cooke, assistant traffic manager of the Erie Railroad, who was unable to be present at the recent meeting of the General Passenger and Ticket Agents' Association in the city of Mexico, sent a three-thousand word speech on graphophone cylinders, which were placed on the Twentieth Century machine and delivered through that medium to a deeply interested audience. Through the courtesy of the Espinosa Phonograph Co., representatives of the Columbia Co. in Mexico, the speech was copied afterwards on the typewriter, and printed in full in the Mexican Herald. The speech of Grand Orator Cooke, as well as the marvelous reproduction on the Twentieth Century machine, created quite a sensation at the convention.

The campaign of publicity which is being carried on by the Victor Talking Machine Co. in the leading magazines of the United States is one of the most extensive ever undertaken. Their advertisements appear in twenty magazines with an aggregate circulation of 5,500,000, and assuming that this publicity is read by five persons, we have a grand total of 27,500,000 readers. This gives an idea of the wide extent of this campaign, whose value to the dealer is simply incalculable. All that is necessary for a dealer nowadays is to announce the fact that he handles the Victor in order to secure the benefit of this advertising. The demand for Victor talking machines this year has exceeded all expectations, and the facilities of the factories at Camden, N. J., are being tested to their utmost to supply orders with dispatch.

Business with manufacturers of machines, records and general essentials and supplies is of the most remarkable character, as compared with previous years. Their facilities, notwithstanding the additional plant and equipment, are overtaxed with overtime in all the factories, a portion of the regular routine. Jobbers have been handicapped by a shortage of goods in nearly every line. One feature of the season's trade is the unusual demand for artistically designed high price record cabinets, both for cylinders and discs. It is a trifle early for buying for the New Year, but dealers are preparing for a tremendous trade.

In the business world of to-day it's the man that takes advantage of every opportunity to gain publicity who reaps the reward. Such is the case with the Central Phonograph Co. on Forty-second street, just east of the Grand Central Depot. At that point excavations are being made for trains to run to Long Island City and

many of the stores along this locality have been fenced in. One would think that this would affect their business, and so thought this progressive dealer, who promptly placarded the obstructions with the following catchy notice:

DIG DOWN DEEP—

Into your pocket until you find Five Dollars, then come to us about a Talking Machine.

Cash or Installments. We Sell 'em as low as \$30.00.

THE CENTRAL PHONOGRAPH CO.,

At the Other End of the Bridge.

The above was illustrated with the picture of a miner, and has attracted a great deal of attention.

A machine capable of playing a two-foot disc record and running a half hour continuously is in existence, and possibly within the next six months more will be heard of. In fact almost a complete opera can be recorded, and the results are claimed to be a marvelous example of sound reproduction. The motive power of this machine is not a spring, but is electrically operated, the action being smooth, uniform and harmonious.

When the copyright bill, now in the hands of the Librarian of Congress, was being discussed by the "various interests especially and practically concerned," the views of the talking machine trade were sought by the conferees. Their participation was especially urged by the music publishers, in consideration of the differences, as well as the common advantages of the two industries. From what has been learned the measure in the process of framing broadens the existing statute so as to prohibit the reproduction of copyright music unless the legal requirements are complied with. The President, in his message, has urged Congress to pass, not an amendment but a complete revision of the law. In this connection it was believed the bill would be ready for introduction early in the session; but it is now admitted unlooked for obstacles have been encountered, and possibly the conferees may not reach satisfactory conclusions for some time yet. In fact a bill meeting the views that should be adequately reflected may not be finished for Congress to act upon until a year from now. This is unfortunate, surely, but in a matter of so much importance it is better to make haste slowly than to urge the passage of a law which may prove as defective and imperfect as the present one.

Record cabinets, both for discs and cylinders, of elaborate design and beautiful finish, are becoming one of the striking developments of the trade, especially for the holiday season. The vast improvement made only during the past six months in cabinets has called forth the admiration of everyone, and the manufacturers whose artistic sense and taste have been responsible for these elegant creations are entitled to all praise for their enterprise and business foresight. Jobbers of note are in no small way to be commended, as they recognized the necessity of encouraging the producers and their introductory methods have borne fruit. Still finer and higher priced cabinets are now in the hands of notable designers, and new lines to be shown after January will eclipse anything heretofore displayed. The sale also promises to exceed all previous figures in point of value and volume.

As a source of entertainment the talking machine is conceded to have endless possibilities, but when the animal kingdom is brought under its alleged hypnotic influence that is about the limit. As an instance of the latter a correspondent describes how a couple of wandering mice were held spellbound by the playing of a band record, in which the piccolo was a distinguishing feature. Now if the rodents had only stood on their tails the wonder would have been increased proportionately. Great, indeed, is the talking machine!

Henry Horton is showing a very fine line of Victor talking machines and records in his store 422-Street street, New Haven, Conn.

Weathered Oak Record Cabinets

Our No. 26 Cabinet holds 252 Cylinder Records. We furnish it in Weathered Oak when desired. Ask your Jobber for the Feige Cabinets, take no substitutes. Don't take anything but good. Take the genuine Feige Cabinets, Catalogue free, write for it.

FEIGE DESK CO.
205 Genesee Avenue
Saginaw, Mich., U. S. A.

TRADE NOTES FROM WHEELING.

Cut in Price of Disc Records Discussed—
House's Holiday Opening—Bard's Big Trade
—Business Outlook Good.

(Special to The Talking Machine World.)

Wheeling, West Va., December 9, 1905.

The dealers in this city have but one thing to talk about, the cut in disc records. They do not like the discount which was handed them by the Victor Co. They understand that the above company has to protect itself and the way they are doing it may be all right, but the dealers would like to know who is getting the hundred thousand dollars that the Victor people say they are giving to the dealers. From the proposition which was handed out to them they are almost ready to believe that there was a typographical error somewhere. It appears to the majority of the dealers in this city that the secret of success is in having the goods, the whole catalogue of records being essential to making a success. This being true, the dealers have to carry the variety rather than large quantities of special numbers. This means that the dealer will have to have all his records shipped by express, and the profits are reduced in proportion. They hope that there may be more light on this subject later on.

C. A. House had a holiday opening November 23. The salesrooms were decorated in a very pretty manner and they entertained crowds of visitors. This firm reports very good talking machine business and expects to do a great holiday trade.

House & Herman, the exclusive Columbia dealers, have been doing some very nice advertising in their newspaper space. Their window displays are also attracting a good deal of attention. They are doing a great business on the new types of Columbia machines.

Hoel & Geisler are using every effort to make this the greatest holiday season in their history and from appearances they will succeed.

The F. W. Baumer Co. have attracted much favorable attention through beautiful window displays. They have learned the wisdom of giving the talking machine a fairer proportion of their store space and they will receive proportional returns.

Bard Brothers, the exclusive talking machine people, say that while their store is "up in the air" (being on the second floor) business is also soaring upward. The figures reached by their past month's business have surprised even themselves. They are using liberal newspaper space and are filling it with the kind of stuff that brings buyers to the store. They have filled every inch of their storage space with up-to-date types of machines and accessories. This is in line with their policy that it is impossible to sell goods you do not have to show. Consequently they propose to have the goods and to trust to the growing popularity of the talking machine in Wheeling to prove that their judgment is right.

THE TRADE IN CINCINNATI.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 11, 1905.

The Columbia Phonograph Co. attract large crowds every Saturday evening to their concerts of popular and operatic selections, played by the Twentieth Century Graphophone. Business was never better than at this moment, was the report, which the presence of numerous customers in the store fully warrants. There is a run on the Aluminum Tone Arm Graphophones which marks it as a strong favorite with buyers. The Improved Lyric Reproducer is also a favorite.

The Victor and Edison talking machines, for which the R. Wurlitzer Co. are agents, are doing a fine business, with prospects of a booming Christmas sale. In the new Wurlitzer store there will be two glass, sound-proof rooms for the exclusive use of these instruments and their records, and several other rooms in the basement. The stock will be increased 100 per cent. in order to meet the demands of the holiday buyers.

WHERE MERIT AND PUBLICITY WIN.

One of the handsomest record racks which has been placed on the market in many a day is that shown by the Syracuse Wire Works in another part of this issue. It is finding its way into some of the largest jobbing houses in the country, and is destined to have a big sale on its merits. Business with the Syracuse Wire Works is steadily on the increase, and they ascribe it in a considerable measure to their constant advertising in The Talking Machine World. This is only one of hundreds of compliments which have been paid The World recently by its patrons. There is one thing clear, however, that if the products of the Syracuse Wire Works were not up to all the claims made for them, they would never have built up such a business.

The Eclipse Phonograph Co., formerly of 265 Washington street, Hoboken, N. J., are now installed in their new and spacious quarters at 293 Washington street. Here they occupy two floors, 85 by 40 feet, the basement being utilized as a stock and storeroom. They will now be able to carry on their fast growing business of jobbing Edison machines and records with more dispatch, living up to their standard in filling orders promptly. They have a number of specialties, which they are placing before the trade, among which is the popular No. 5 horn crane, of which a cut appears in their ad. in this issue.

The first patent was allowed on the Edisona repeating attachment on November 21, 1905, with seventeen opposing claims. Other patents are pending and the orders have been coming in so rapidly of late that the Edisona Co. have decided not to accept any orders for more than three attachments to any one dealer out of the first 5,000 that are being manufactured. The steel market being so overcharged with orders, the Edisona Co. were compelled to wait seven weeks for their sheet metal.

A Holiday Chat With the Dealers

Some people have wondered how we have built such an enormous talking machine business within a few years. The explanation is easy.

The fundamental principles of this business have been rapid and accurate serving of trade interests, and our entire energies have been exclusively devoted to selling talking machines.

We believe in concentration rather than separation of interests, and dealing in talking machines exclusively has enabled us to cater to the best interests of the trade.

Again, our location enables us to supply the trade in any part of New England promptly. We make a specialty of keeping an enormous stock on hand, so that we can fill orders at once. We have nearly 14,000 square feet of floor space devoted to the exhibition and sale of talking machines, and dealers visiting Boston will find much to interest them in our establishment. They will learn more of the causes which have made our business the largest in New England.

We have a special proposition to make to the dealers before the 15th of January, and make a point right here to send in an inquiry as to our proposition. It will make dollars for you, and that is what most talking machine men are in business for. Let us hear from you and we will tell you our proposition. It will make you money—Good money. We are the original New England distributors of Victor Talking Machines, wholesalers and retailers of Edison phonographs and records.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston, Mass.

RAPKE'S NEW TALKING MACHINE.

Letters patent No. 806,289 were issued December 5 to Victor H. Rapke, New York, for "a new and useful improvement in talking machines." This device, illustrated herewith, relates to that class of devices variously known as "phonographs" and "talking machines," and the objects of his improvements are to arrange the horns used with such instruments in a novel manner, whereby an improved result is attained, and to provide certain supporting and interconnecting devices to promote efficiency in the operation of the appar-

by arranging the sound magnifying horn in a manner to discharge the sound waves upwardly, instead of following the usual practice of directing the horn toward the audience, the result achieved is that a greatly improved quality of sound finally reaches the audience.

"The manner in which I account for the improved effect is that the sound-waves ascend to the ceiling of the room in which the machine is operated, which reflects said sound-waves downwardly as from a sounding-board, they being evenly diffused in their descent and losing that harshness incident to their delivery in a direct, and therefore more concentrated bombardment. Furthermore, in prosecuting my endeavors to improve the operation of these devices, I have devised means adapted for use with a record-making apparatus as well as with a reproducing machine, whereby the contacting stylus may bear against the record with exactly that degree of pressure requisite to produce the best results, and whereby the effects of external or foreign vibrations are nullified." Nine claims were allowed, and Mr. Rapke is of the opinion that he has been granted one of the most important patents relating to talking machines issued in years.

PRESIDENT ON COPYRIGHT.

Utters Some Vigorous Words in His Recent Message to Congress on a Subject of Interest to Talking Machine Men.

The proposed copyright bill, which has been under consideration and is being whipped into shape by the Copyright Conferences held in New York, is of direct interest to the talking machine trade in more ways than one. So important in this measure to not only writers and composers, but many lines of business as well, that President Roosevelt, in his annual message to Congress, gave the subject special attention, reviewing conditions and recommending its passage in the following emphatic manner:

"Our copyright laws urgently need revision. They are imperfect in definition, confused and inconsistent in expression; they omit provision for many articles which, under modern reproductive processes, are entitled to protection; they impose hardships upon the copyright proprietor which are not essential to the fair protection of the public; they are difficult for the courts to interpret and impossible for the Copyright Office to administer with satisfaction to the public. Attempts to improve them, by amendment, have been frequent, no less than twelve acts for the purpose having been passed since the Revised Statutes."

"To perfect them by further amendment seems impracticable. A complete revision of them is essential. Such a revision, to meet modern conditions, has been found necessary in Germany, Austria, Sweden and other foreign countries, and bills embodying it are pending in England and the Australian colonies. It has been urged

here, and proposals for a commission to undertake it have, from time to time, been pressed upon the Congress. The so great an attempt to frame appropriate legislation has been made by the Copyright Office, which has called conferences of the various interests especially and practically concerned with the operation of the copyright laws.

"It has secured from them suggestions as to the changes necessary; it has added from its own experience and investigations, and it has drafted a bill which embodies such of these changes and additions as, after full discussion and expert criticism, appeared to be sound and safe. In form this bill would replace the existing insufficient and inconsistent laws by one general copyright statute. It will be presented to the Congress at the coming session. It deserves prompt consideration."

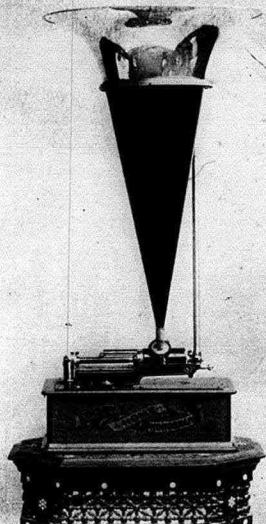
A PROGRESSIVE PERSONALITY.

J. Chas. Grosbut, general manager of the Edwin A. Denham Co., importers of Swiss and German talking machine novelties, etc. 31 Barclay street, New York, has made a record for himself as a hustler. His successful management



of the company's affairs has been marked, and in his calls upon the trade his personality has won him hosts of friends, with a booking of orders to satisfy the most captious. Mr. Grosbut is enthusiastic in whatever he undertakes, and being an indefatigable worker besides these attributes never fail to win out.

A. C. CaJacob, Wapakoneta, O., has favored us with a photograph of an exhibit of Edison, Victor and Columbia talking machines and records which he had at the County Fair this fall. In this connection Mr. CaJacob says: "Talking machines are a side line with me, but they netted me \$500 in the past twelve months on a \$1,500 investment. My town has five thousand population, with an excellent farming community. I find the talking-machine business profitable if you push it hard, and have the stock, otherwise one better stay out of it."



atus. In his specifications Mr. Rapke makes the appended declaration:

"In the course of my experiments with machines of the above-noted character, following endeavors to improve the quality of the sound reproductions therefrom, I have discovered that

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No. 532-OPEN.



No. 531.



(Special to The Talking Machine World.)

London, Eng., Nov. 5, 1905.

The two concerts promoted by the Gramophone & Typewriter, Ltd. of this city, in aid of the hospitals held in Ulster Hall, Belfast, Ireland, on November 15, were most successful functions. The hall—largest in North of Ireland—was crowded by an appreciative audience of about 2,000. The capabilities of the gramophone for entertaining a large assemblage were clearly exemplified to the delight of all present.

S. H. Sheard, who represented the Gramophone Co., was most happy in the interesting remarks with which he prefaced the rendering of each selection, his allusions to the various artists were most appropriate and lent an additional charm to an attractive programme; he was ably assisted by the newly appointed Scotch and Irish representative of the company, R. Gordon Smyth.

Quite recently (November 20) at the annual dinner of the Ulster Medical Society, held at Medical Institute, Belfast, a musical programme was executed by the Melba Gramophone, which included songs by Tamagno, Caruso, Melba, Alboni and Esty; also band and instrumental selections, many of which were enthusiastically applauded and encored. The arrangements in connection with this function were entrusted to "Ireland's biggest jobber"—T. Edens Osborne.

In future the business of the Neophone Co. will be carried on under the name of Neophone (1905), Limited. This change has been occasioned by the great development of the business which necessitated a considerably larger capital. The assets and liabilities of the Neophone Co., Limited, have been taken over by the Neophone (1905), Limited, and the business is being carried on by the same managers and staff.

The Neophone (1905), Ltd., are relinquishing their old premises at Roseberry avenue, in favor of new quarters at the corner of Worship and Tabernacle streets, which will give them a very central location.

A cable has just reached here as I write that the talking machine companies in the United States have reduced the price of disc records. This undoubtedly is an important move and may affect the prices here, but more of this anon. Prices of records in this country, however, are much lower than in the States, and in some instances much too low.

The growth of the Gaelic movement in Ireland is stimulating local manufacturers of records to produce records which may be utilized for teaching purposes in some of the schools. The plan has not entirely developed, but there can be no question that there is a big future in this line. Few have an idea of the growth in popularity of the Irish language. It has become a veritable fad in the Emerald Isle, and there can be no question that the manufacturers of a talking machine records can build up quite a trade by catering to this demand. Moreover a full course of Gaelic lessons could be given by means of the talking machine where it is difficult to procure teachers.

The National Phonograph Co. are issuing some magnificent records, their latest list being especially suitable for the Christmas holidays. They are admirable in every respect, both in volume and quality, while the songs are so understandable and the accompaniments so effective they are destined to augment the already large popularity of the records of this house.

A FEW NEEDLE POINTS.

As secretary of the Free Reading Room Association of Calvary Parish, New York, John Kaiser, chief of the traveling force of the Douglas Phonograph Co., on December 4, was presented with a set of engrossed resolutions in praise and appreciation of his work. Rev. Dr. Lewis Park, rector of Calvary Church, delivered a short and appropriate address in connection with the presentation, which came as a complete surprise to the recipient, who replied in a neat speech. Mr. Kaiser, known as "Casey" among record makers, has also charge of the association's entertainments, and having a wide acquaintance among the "talent," secures the very best, their services always being gratuitous.

The factories of the Tea Tray Co., of Newark, N. J., makers of the popular flower horns, are up against a difficult proposition, namely, to fill the orders which come piling in on them by scores. Regarding their Western trade, Mr. Beercoff, the firm's representative, echoed the "World man's" query: "What's wrong trouble selling horns? Well, I should say not. Here I am back a month earlier than I expected, for I was forced to curtail my trip in order that the factory might at least have a chance to catch up." Though business has been phenomenal this fall and winter, as good a report speaks well for the success of the Tea Tray Co.

A temporary organization of the Talking Machine Club was effected at an informal dinner at Monopin's restaurant, Fulton street, New York, Thursday evening last. Future meetings are subject to the call of President Charles V. Henkel, treasurer and general manager of the Douglas Phonograph Co. Representatives of all the manufacturing companies and prominent jobbing houses will be invited to enroll as soon as the preliminaries are effected.

A directors' meeting of the Universal Talking Machine Mfg. Co. was held on the 14th inst., at their general offices in New York.

The Empire One Cent Amusement Co. was in-

corporated with the Secretary of State at Albany, N. Y., last week, with a capital of \$15,000, for the purpose of utilizing automatic phonographs in vandeville. Directors: M. S. Eustein, Chas. Jacoby, New York, and James M. Endel, Gainesville, Fla.

From the American Talking Machine Co., 32-34 Glendardon street, Putney, London, we are in receipt of their new catalogue which is an unusually complete publication, containing practically everything in the line of machines and records made with many valuable pointers for the dealers. It is admirably printed and will do much to stimulate the business of this enterprising English institution.

T. F. Murray, the Columbia ambassador, is again away from his headquarters at the wholesale warehouses of the Columbia Phonograph Co., at 353 Broadway, New York, and is calling on his trade in various parts of the country.

O. E. Solomon, president of the Syracuse Cabinet Co., manufacturers of a combination horn holder and record cabinet—a novelty of utility and merit—was in New York this week showing the trade his new article in photographic form. Mr. Solomon secured a number of nice orders.

O. F. Kaufmann, Reading, Pa., has bought out the Reading Phonograph Co., and consolidated it with his own business.

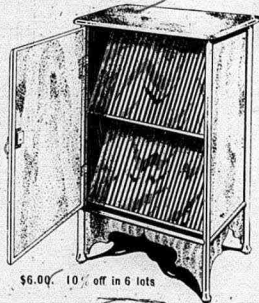
The Long's Book Store, San Antonio, Tex., has been making a very handsome display of Columbia graphophones and talking machines. A very excellent photograph of their representation has been forwarded us.

The Hall-Fintze Co., the enterprising dealers of Newark, O., are doing a tremendous business in Edison and Victor talking machines and records. A recent photograph which we had the pleasure of seeing showed two freight cars loaded with Edison and Victor talking machines, right in front of their handsome new store to which they removed Nov. 1. Their trade throughout Ohio is steadily growing.



Mr. Dealer:
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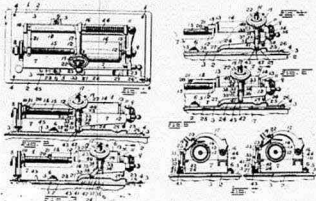
J. DIEHL, 490 Myrtle Ave., Brooklyn.
F. A. BARKER, 1050 Bedford Ave., Brooklyn.
SOL. LAZARUS, 3058 First Ave. and 1425 First Ave., New York City.
J. J. DOYLE, 152 Montgomery St., Jersey City.
WARREN & SEITZMAN, 1272 Broadway, Brooklyn.
F. G. LOEFFLER, 245 Bergantine Ave., Union Hill, N. J.; also 274 Central Ave., Jersey City, N. J.
R. G. WARNER, 117 Court St., and 1212 Bedford Ave., Brooklyn.
P. SUTCLIFF, 1536 Fulton St., Brooklyn.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)
Washington, D. C., Dec. 8, 1905.

RETURNING DEVICE FOR PHONOGRAPHS.—Solomon Farb, Newark, N. J., assignor of part to M. L. Mendelsohn and Edison Co. Patent No. 805,417.

This invention has reference to improvements in phonographs and similar sound-reproducing machines, and has for its object to provide with machines of such character a returning device or means for automatically raising the sound-reproducer and its stylus from its operative contact with the record at the end of the record and then returning the said sound-reproducer and its stylus and the usual engaging device or nut of the machine to their normal initial or starting positions without stopping or interfering with the operating mechanism of the phonograph or similar apparatus to again cause the sound-



reproducer and its stylus to be once more brought in its operative engagement with the beginning or forward end of the record.

The invention is clearly illustrated in the accompanying drawings, in which Figure 1 is a plan or top view of a phonograph and a top or plan view of the automatic returning device embodying the principles of the invention, the sound-reproducer and its stylus being shown in their normal initial positions about to be moved into operative contact with the record. Fig. 2 is a front view of the upper framework of the phonograph, the operating shaft or spindle and a record thereon, and the sound-reproducer, said view also showing in front elevation the upper portion of the usual casing upon which the said parts of the phonograph are placed, and a side view of the said automatic returning device, with a yielding post of the said returning device connected with the oscillating frame of the sound-reproducer shown in its normal initial or starting position. Fig. 3 is a similar view of the said parts, showing the said sound-reproducer and the said yielding post in their forwardly traveling relation with the record during contact or engagement of the stylus with the reproducing surface of the record. Fig. 4 is a front view of portions of some of the parts represented in said Figs. 1, 2 and 3, and a front view of the said

sound-reproducer and automatic returning device, showing the relative positions of the sound-reproducer and the said yielding post of the returning device at the end of the record; and Fig. 5 is a similar view of the same parts, showing the sound-reproducer in its raised position from the surface of the record and the relative arrangement of the parts of the yielding post of the returning device while returning to their normal initial or starting positions at the beginning or forward end of the record. Fig. 6 and Fig. 7 are transverse vertical sections.

ACOUSTIC DIAPHRAGM. John H. Van Mater, Atlantic Highlands, N. J. Patent No. 804,993.

This invention relates to an improved formation of acoustic diaphragms for recording and reproducing sound waves and the manner of using the same. The principal objects sought to be accomplished by this invention are the inclination to a central point of the waves of sound produced by the vibrations of an acoustic diaphragm and the steadying of the vibratory action of the diaphragm when in use. The first of these objects is secured by a novel conformation of the face of the diaphragm, and the second object is effected by a central spring, which acts as a governor for the diaphragm, all of which will hereinafter be more particularly set forth.

Figure 1 is a plan or face view of the diaphragm. Fig. 2 is a central cross-section of Fig. 1 on line x, and Fig. 3 shows a cross-section of the diaphragm holder with the diaphragm in place.

SOUND-CONVEYING APPARATUS. Richard A. Anthony, New York, assignor of one-half to Albert R. Ledoux and Amelia V. V. Anthony, New York. Patent No. 804,995.

Figure 4 illustrates an elevation of a so-called "talking machine" of the cylinder type, embodying the invention, furnished with a "reproducer." Fig. 2 illustrates a vertical sectional view of a reproducer combined with the improved horn. Fig. 3 illustrates a vertical sectional view of a "reproducer" combined with the improved horn.

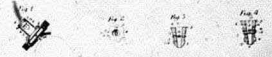


Fig. 4 illustrates a detail showing a face view of the reproducer.

The present invention relates to improvements and additions to that for which an application was filed for Letters Patent of the United States on the 29th day of October, 1904, said application being known as Serial No. 329,218, to which the inventor refers for a general description of the physical laws governing that and likewise this present invention. The apparatus now described is adapted to a much larger range of use, attendant with much more extended and important results, than were attainable under former inventions.

SOUND MODIFIER FOR TALKING MACHINES. Charles R. King, New York, N. Y. Patent No. 805,077.

The object of this invention is to provide an attachment or device for reproducers of talking machines which will modify the sound waves produced by the diaphragm and improve the tone and render more distinct the words spoken and

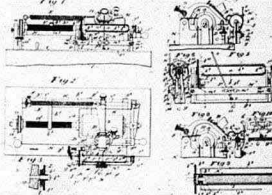


dampen the non-musical waves usually heard in such instruments.

In the accompanying drawings Figure 1 is a sectional elevation of a reproducer for talking machines having the invention applied thereto. Fig. 2 is an enlarged plan view of the sound modifier removed. Fig. 3 is a sectional elevation of the same, and Fig. 4 is a like view showing a modification.

REPEATING ATTACHMENT FOR TALKING MACHINES. Samuel Kershaw, Lowell, Mass., assignor of one-half to Thomas Wardell, same place. Patent No. 805,076.

This invention relates to repeating attachments for talking machines, and the object is to return the speaker or reproducer instantly to the start-



ing point of the record after each reproduction of the record until the motive power is exhausted or until the motor is stopped by the usual means in order to give a continuous reproduction of a musical record to accompany dancing, marching, or other rhythmical movements of the body or limbs.

The improvement herein described allows the beginning and ending of the reproduction to be made at any desired points on the record, so that, if desired, the usual "announcement" at the beginning of the record may be omitted in the

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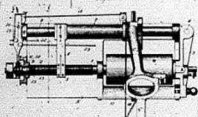
203 Washington Street,

Hoboken, New Jersey

repetition, or any desired part of the record may be used alone. In the accompanying drawings Figures 1 and 2 are respectively a front elevation and a plan of a phonograph with the improved attachment applied thereto; Fig. 3, a vertical transverse section on the line 3-3 in Fig. 7 of a part of the attachment frame, the escapement, and the piston rotary therewith; Fig. 4, a left-end elevation of the phonograph and my attachment; Fig. 5, a front elevation of said attachment; Fig. 6, a vertical section on the line 6-6 in Fig. 5 of the spring-winding spindle, showing a right-end elevation of the other parts of the attachment; Fig. 7, a vertical section on the line 7-7 in Fig. 5 from front to rear of said attachment; Fig. 8, a left-end elevation of the upper part of the phonograph and of the attachment, showing the reproducing arm of the phonograph raised by the lifter; Fig. 9, the lifter, partly in central longitudinal section, showing in plan the spindle, spring, and gear fast on the lifter; Fig. 10, a longitudinal vertical section on the line 10-10 in Fig. 11 of a part of the frame of the attachment, showing in rear elevation parts of the sliding bar and lever of the escapement; Fig. 11, a vertical transverse section of a part of the attachment frame on the line 11-11 in Fig. 5, showing parts of the escapement; Fig. 12, a vertical section on the line 12-12 in Fig. 9 of the barrel and spindle and a left-end elevation of the lifter spring.

REPEATING DEVICE FOR PHONOGRAPHS. Elmer Fletcher, Indianapolis, Ind. Patent No. 804,714.

This invention relates to repeating devices for phonographs whereby the recorder and repro-

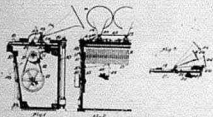


ducer is returned to its initial position after it has completed its operative movement. In the accompanying drawings, Figure 1 is a top plan view of an apparatus embodying the invention. Fig. 2 is an end view of the apparatus shown in

Fig. 1 looking in the direction of the arrow. Fig. 3 is a section on the line 3-3 of Fig. 1 looking in the direction of the arrow. Fig. 4 is a central vertical section of the clutching means for connecting the driving means with the recorder and reproducer to return to its starting position; and Figs. 5 and 6 are details of the clutching means shown in Fig. 4.

PHONOGRAPHIC INSTRUMENT. John Isakson, Clinton, Montana. Patent No. 804,694.

This invention relates to an instrument that reproduces sounds in accordance with the desire or wish of the performer and in any combination that is desired. The invention further provides a means for increasing or diminishing the volume of sound issuing from the instrument. In



conjunction with a complete manual device for manipulating keys to give the desired tone effect.

The invention is illustrated in the accompanying drawings, in which Figure 1 is a cross-section of the instrument. Fig. 2 is a view of

a little more than half of the instrument with the back board removed, and Fig. 3 is a view of a modification of the arrangement of the horns.

ATTACHMENT FOR TALKING MACHINES. Gabor Konigstein, San Francisco, Cal. Patent No. 804,177.

This invention relates to an attachment which is especially designed for use upon the movable arms in gramophones or talking machines, and which arms are swivelled and turnable, so that the points carried thereby conform to the movements of the discs by which the audible sounds are transmitted. Figure 1 shows the application of the improvement, the novel parts being indicated in full lines. Fig. 2 is an end view. Figs. 3 and 4 are side views. Fig. 5 shows a modification of the invention.

COMPOSITE SOUND REPRODUCER. Edwin Walker, Erie, Pa. Patent No. 805,600.

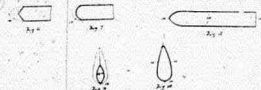
The object of this invention is the production of an instrument embodying therein or capable of performing the joint functions of the sound reproducer and horn of such a phonograph. In



other words, a single instrument is produced which serves the dual purpose of the reproducer and horn. The inventor is enabled thereby to not only dispense with the costly reproducer now

employed, but to produce a much simpler and more economical machine, and yet one giving excellent results.

In accomplishing the object of this invention what might well be termed a "vibrating horn" is employed—that is, one composed of flexible ma-



terial—and attach thereto a stylus, the material of both the horn and stylus being preferably non-metallic, whereby the metallic sound usually present in phonographs is eliminated.

The invention will be more fully understood from the accompanying drawings, wherein Fig. 1 is a perspective view of the invention. Fig. 2 is a modified form thereof in side elevation; Fig. 3, an end view of Fig. 2 in the direction of the arrow; Figs. 4 and 5, further modifications with parts of the horn broken away. Fig. 6, a section on line 6-6 of Fig. 4; Fig. 7, a section on line 7-7 of Fig. 5; Fig. 8, a section on line 8-8 of Fig. 2; Fig. 9, a detail view showing the horn of Fig. 1 with an open end, and Fig. 10 a detail view showing a horn with its upper edge formed with a lapped joint.

PHONOGRAPH REPRODUCING SOUND BOX OR HORN. Robt. Head, New York, assignor to Edwin Walker, Erie, Pa. Patent No. 805,544.

This invention relates to improvements in phonographs, wherein the inventor seeks to provide novel means for reproducing sounds which are free from objectionable harsh metallic notes and tones, such as are commonly secured by ordinary machines of this class. It is also aimed to dispense with that part of the ordinary machine commonly known as the "reproducer," which usually consists of a metallic body or



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sound box and a pliable diaphragm confined or held therein, whereby the cost of manufacture is materially cheapened.

Figure 1 is a side elevation of the improved sound box or horn for phonographs, the same being shown in co-operative relation to a phonograph cylinder and a suitable supporting stem. Figs. 2 and 3 are views in bottom plan and side elevation, respectively. Figs. 4 and 5 are views in side elevation and in end elevation, respectively of a further embodiment of the invention. Fig. 6 is a side elevation of another form of construction. Figs. 7 and 8 are views in side and end elevation, respectively, of a still further modified construction.

PHONOGRAPH ATTACHMENT. Geo. Feist and Frank Kretzer, New York, N. Y. Patent No. 805,787.

This invention has for its object to provide a simple, inexpensive and efficient apparatus which may be readily applied to a machine intermediate the reproducer and the horn, whereby the disagreeable scratching or rasping sound now produced in machines of this character may be entirely obviated or overcome, the sound rendered clearer and free from objectionable metallic qualities, and the character of the sound greatly improved.

In the accompanying drawings, forming part of this specification, wherein like numerals of reference indicate like parts, Figure 1 is a side view, on an enlarged scale, of an apparatus constructed according to and embodying the invention. Fig. 2 is a central vertical section of the same. Fig. 3 is a side view, partly in section, showing a portion of the sound-reproducing machine with the apparatus applied thereto; and Fig. 4 is a central vertical section illustrating a modified construction.

SOUND BOX FOR SOUND REPRODUCING AND REPRODUCING MACHINES. Julius Dettler, Camden, N. J., assignor to Nonpareil Machine Mfg. Co., same place. Patent No. 805,964.

This invention consists of certain improvements in connection with the sound box of talking machines, the object being to improve the character of sound produced by an improved arrangement of certain details of construction of the sound box, the stylus and its mounting, and the man-

ner of mounting the diaphragm. This invention is fully shown in the accompanying drawings, in which Figure 1 is a front elevation, and the manner of mounting the diaphragm. This invention is fully shown in the accompanying drawings, in which Figure 1 is a front elevation of a sound box made in accordance with the invention. Fig. 2 is a sectional view of the same, taken on the line a a. Fig. 1. Fig. 3 is an elevation of the box, showing the stylus-carrying mechanism; and Figs. 4 and 5 are enlarged sectional views of part of Fig. 2.

TALKING MACHINE ATTACHMENT. Julius H. Lutz, New York, assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 805,923.

This invention relates to talking machines, and has for its object to provide a simple and efficient device for supporting the sound conductor which is usually employed for conveying the sound from the vibrating diaphragm to the amplifying horn; and, further, to so arrange the said support that the reproducer may freely swing in a horizontal plane and at the same time to permit a vertical movement of the said reproducer to follow any up-and-down movement or wobbling of the record, and to always maintain the said reproducer in correct position in relation to the record. With this device it is also possible to readily and easily remove the sound conductor, together with the reproducer.

Referring to the drawings, which illustrate a specific embodiment of the invention, Fig. 1 is a side elevation of so much of a talking machine as is necessary to explain the invention. Fig. 2 is a sectional view of the same on line 2-2 of Fig. 1. Fig. 3 is a horizontal section on the line 3-3 of Fig. 1. Fig. 4 is a plan view of a portion of the sound-conducting tube. Fig. 5 is a perspective view of the supporting bracket.

MANDREL. Geo. W. Gomber, Conyngham, Pa., assignor to Hulda Gomber, same place. Patent No. 805,911.

This invention relates to mandrel construction, and the object is to provide a tablet-holding mandrel for talking machines of that variety wherein a cylindrical tablet is employed to carry the record. The device is substantially similar to that described and claimed in an application filed on September 29, 1901, in a renewal application filed on May 28, 1903, and in an application filed on January 14, 1904.

The essential feature of novelty involved in this invention is the provision of a reliable supporting medium for the tablet, the parts of which are so constructed and combined as to yieldingly receive the mandrel until the latter is forced home thereon and at the same time afford a positive or unyielding form of support for the tablet and truly center the same around the axial plane of the mandrel shaft.

PRIVILEGE OFTIMES ABUSED.

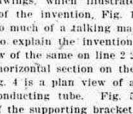
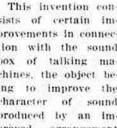
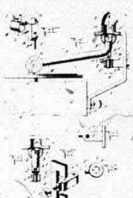
The Sending of Sample Records in Advance is Not Always Appreciated by the Trade and the National Phonograph Co. Have Been Compelled to Cut Off Pending Jobbers and Dealers.

It is not the first time complaint has been heard that jobbers and dealers abuse their privilege of having advanced lots of sample records entrusted to them in confidence by the manufacturers as a matter of convenience in placing orders. On this subject The Edison Phonograph Monthly has a timely article, even if it is intended for Edison distributors primarily, and truthfully says:

"The plan of sending samples of their new records to jobbers one month in advance of their general shipment to the trade was adopted in order that jobbers might learn by hearing them just how good they were from a selling standpoint, and be able to make out their orders in a more intelligent manner. It was recognized that without being able to hear them a jobber could not arrive at a satisfactory conclusion in making out his monthly order. Then jobbers were permitted to play them for dealers, either by having dealers visit their stores or by sending them to the stores of dealers when accompanied by a salesman. Still later jobbers who did not employ salesmen were permitted to ship these sample records from one dealer to another, with the distinct understanding that they should not be played before the public.

"All of this was done in the interest of jobbers and dealers, and it was understood from the beginning that the whole arrangement was to be purely a trade matter. It was one of which the public was to know nothing, and we endeavored to make it clear that the records were in no instance to be played to individuals outside of the trade. We regret to say that the privilege has been abused in a manner which, if continued, will compel us (National Phonograph Co.) to cut off entirely from offending jobbers the privilege of getting these samples. The latest abuse of the privilege has been by certain dealers advertising and inviting the public to hear the new records when sent to them by their jobbers. This abuse will not be permitted to continue. Jobbers must refuse to ship samples to dealers unless they will agree not to play them before the public, or we shall feel compelled to refuse to send them to jobbers who ship them to dealers, knowing that the latter will play them publicly.

"There are excellent reasons why sample records should not be played to any one outside of the trade. In the first place, it accomplishes no good to play them beyond the amusement of a few individuals who can just as well wait until the records are on the market. On the other hand, permitting them to be played in advance must necessarily be a source of constant trouble and friction. For instance, there are two or more dealers in one town. One dealer buys of Jobber A and the other of Jobber B. The sample records of Jobber A reach the town a week in ad-



Buy from Headquarters

We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our Catalogue.

Chicago Case Mfg. Co.

142-144 W. Washington St., CHICAGO

vance of those of Jobber B, or probably the latter does not send out samples at all. As a result the dealer buying from Jobber A gets the new records, plays them for the public, and gets credit for being more enterprising than his competitor. The latter, on the contrary, is fully as alive as the other dealer, and naturally feels that he has not been fairly used. There are a number of other good reasons why the abuses must not continue. It is not necessary, however, to refer to them here, for we are determined that those samples shall not be used for any other purpose than we intended when the plan was put into effect. Those who continue to offend must not find any fault if they are summarily cut off from the privilege of hearing sample records."

BIG ORDERS FOR TALK-O-PHONES.

A tremendous big order from the West has been booked for their new taper-arm Talk-o-Phone, with the recently patented mechanical feed, by the Talk-o-Phone Co., Toledo, O. Orders for this new device have been pouring in from every section of the country, and the factory is adding an entire equipment of special machinery for its manufacture on a large scale. O. Clayton Reed, the affable New York manager, is making a high record in the selling line. The deal which was reported at one time as pending between the Talk-o-Phone Co. and a German disc record manufacturer is said to have slipped into the eviglight, with the foreign end mad as a wet hen.

WANAMAKER'S BIG BUSINESS.

The Wanamaker store of New York is devoting attention these days to their talking machine department, which has assumed very large proportions under the management of Manager Bookhurst. Owing to the development of this business, it has been found necessary to give it considerable more space, so as to display to best advantage the Edison goods which they carry. This week they published a testimonial from Chas. D. Chalmers, secretary of the French Embassy at Washington, praising the Wanamaker Edison Language phonograph, and declaring that "the French pronunciation seemed excellent to me."

Leading Jobbers of Talking Machines in America

FINCH & HAHN.

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

Powers & Henry Co.

619-622 Penn Ave., Pittsburg, Pa.

Victor Distributors

Edison Jobbers

Columbia Representatives

Everything in Machine
Records and Supplies

A Million Records in Stock
including the personal records
of P. A. Powers and W. E. Henry.

PITTSBURGH'S HEADQUARTERS for

EDISON and VICTOR

and everything else in Talking Machines, Records and Supplies
75,000 Edison Records in stock
50,000 Victor Records
Buy from Headquarters
The Theo. F. Bente Co. 632-634 Liberty Street,
Pittsburg, Pa.

S. B. DAVEGA,

EDISON JOBBER
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and
Columbia Records.
32 East 14th St. New York City.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison and Victor

MACHINES, RECORDS and SUPPLIES
Quickest service and most complete stock in Ohio

EDISON
ZONOPHONE
JOBBER

"Better stands for Melody"
Mellor's
Everything Musical
That is the Best
319-321 Fifth Ave., Pittsburgh

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

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
New of
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

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

PACIFIC COAST HEADQUARTERS FOR
**EDISON PHONOGRAPHS
AND RECORDS.**

Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

EDISONIA CO.

NEWARK, N. J.

All Talking Machines
and General Supplies

HARGER & BLISH

Western Distributors for the

VICTOR COMPANY.

It's worth while knowing, we never
substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

Minnesota Phonograph Co.

ST. PAUL, MINNEAPOLIS
37 7th Street 516 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS and SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.
Edison and Victor Machines
and Records.

OLIVER DITSON COMPANY

Have the only complete
stock of
**Victor Talking Machines
and Records**

in America, and confine
themselves to retailing and
jobbing only Victor goods.

150 TREMONT STREET, BOSTON, MASS.

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

Atlanta Phonograph Co., Inc.

J. F. RILEY, Mgr., ATLANTA, GA.

Edison—That's All.

Get our prices on Horns and Supplies.

Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers
of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey.

PITTSBURGH PHONOGRAPH CO.

VICTOR EDISON
JOBBER and JOBBER

Largest and most complete stock of Talking Machines and
Records in Western Pennsylvania.
Only authorized Victor Jobbers in Pittsburgh.
Write for Catalogue.

Northwestern Dealers

who buy their Edison Goods from us get quick
service and close to 100% of the records ordered.
We carry the stock and take good care of our
dealers. Try us.

McGREGAL BROS., Milwaukee, Wis.

PRICE PHONOGRAPH CO.,

EDISON JOBBER

Phonographs, Records and Supplies

Dealers nearly all of our stores can get what they want
quick. No order too small or too large to have our attention.

Main Branch in Store: 4760 Broadway, Brooklyn, N. Y.
Other Stores: 218 2d Ave., 600 Grand St., 125 Greenmount
Ave., City State Headquarters: 203 Main St., Poughkeepsie.

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

GROWTH OF EXPORT TRADE

In the Latin-American Countries and Australia Has Assumed Phenomenal Proportions—Interesting Chat With Mr. Stevens of the Export Department of the National Phonograph Co.—A Cheering Outlook.

The unexampled prosperity of the talking machine business is not confined, by any means, to the domestic trade. Export business is keeping step with the phenomenal trade, and Walter Stevens, manager of the export department of the National Phonograph Co., bears out this assertion in the subjoined remarks:

"Has our export business increased? Why, my dear sir, it has gone ahead in the most remarkable manner. Of course, in Japan, with the war trouble, little could be expected, and in China it is also a little slow. Elsewhere, however, the National Phonograph Co. and the Edison goods are rampant. The company's European business is in the hands of our established agencies in London, Paris, Berlin, Belgium, etc. Our particular territory is the Latin-American countries and Australia, and business in those portions of the world is simply surprising. As compared with last year the increase has been fully 100 per cent., and in Australia it goes even beyond that percentage. As a matter of fact, Australia is 'phonograph mad,' and there is practically no end to the Edison business in that portion of the world. Recently we have established a branch there, and the other morning I received a cable that our man had secured a location and would proceed immediately to put things in shape. Hereafter goods will be sent our agent there as a general distributing point for the entire colony. As yet no goods are sold there on installment, but it is probable this will come along soon, as competition is very keen.

"In the South and Central American countries the preferable call is for brand and orchestral records. Operatic numbers are also very popular, and where the English-speaking people reside the ordinary popular song, instrumental and talking records, sell well, and the Edison line has a prestige that stands undimmed before the world. India is another great market for talking machines, but the distinctions of caste or class are so marked that the great call is for the highest grade of goods—especially gold-plated and the most costly records. In common with other foreign countries, the demand is for native records, and we are now in a position to satisfy all comers in this respect.

"European merchants, especially the English

and the Germans," continued Mr. Stevens, "are more favorably placed than we, so far as trade with South American countries is concerned, on account of the banks established by these nationalities and the shipping lines, but we are gradually overcoming these drawbacks, and as has been gone in the past, American enterprise and ingenuity will overcome this temporary obstacle. A new line of steamships from New York is about to be realized, and then we will be in a position to compete with anybody. Our best trade is on the west coast of South America, but business with Argentina is prospectively of the most glowing character. The Edison goods command a price, and the only objection I could offer is that our Latin-American friends are inclined to insist upon too high figures. That, of course, we cannot help. It is beyond our jurisdiction."

RECITALS ATTRACT IN LOWELL.

Columbia Co. Inaugurate This Feature—Edison Line in Big Demand—Business Good in This Territory.

(Special to The Talking Machine World.)

Lowell, Mass., Dec. 9, 1905.

The Columbia Phonograph Co., whose attractive store at 54 Central street is proving to be very popular with buyers of talking machines, has greatly stimulated trade by a series of public recitals, which have crowded the store to the doors. At the last recital the December records and several other choice creations in the record line were heard and the audience was quite enthusiastic over many of the numbers. The new tone arm disc and the new model cylinder machine used in the concert were favorably commented on.

Another store which is building up an immense business is the C. Osgood Co., 744-756 Washington street, who handle the piano with great success. They are good advertisers, and have brought the Edison to the attention of the public in a most dignified manner with results satisfactory to all concerned.

The talking machine trade at Rine's piano store is quite large, and evidence abounds on every side that this city and territory is proving to be a splendid center for the sale of talking machines.

The Powers & Henry Co., of Pittsburg, Pa., was incorporated this week, with a capital of \$50,000 for the purpose of carrying on a general music business. Directors: William M. Wood, of Pittsburg, and Patrick A. Powers, of Buffalo.

"TALKER" TRADE IN TEXAS.

Considerable Capital Now Invested in the Talking Machine Line in Texas—State Well Covered—New Comers in the Field.

(Special to The Talking Machine World.)

Dallas, Tex., Dec. 8, 1905.

The talking machine industry appears to be moving along nicely in Texas, yet recently great competition has arisen between the Kansas City, St. Louis, Memphis, Houston and Dallas jobbers as to who should secure the largest business, and, as a consequence, supplies and accessories are to be had in Texas as cheaply as in Eastern markets. At least two of the jobbers buy horns by the carload, and other accessories accordingly. Considerable capital is now invested in the talking machine line in Texas, and the field is thoroughly covered, with a possibility of the thing being overdone in the near future. It seems that every make of machine has had from two to three traveling salesmen over the territory, and while some have had good sales, there is a great deal of conservatism upon the part of dealers, since they have discovered the acute rivalry existing and desire to benefit thereby.

Veteran Salesman O'Neill, representing the New York office of the zophonone, called on Dallas dealers last week, and proceeded thence to the San Antonio fair.

R. R. Souders, with Dallas headquarters, representing the Columbia, has just returned from a trip to South Texas, spending a week at the Houston Carnival, and several days at the San Antonio fair.

Louis Book Store, San Antonio, is handling the Columbia newspaper scheme machine.

The Texas Phonograph Co., incorporated, has established a retail store at 245 Main street, Dallas, in charge of Mr. S. H. Womble, who, for the past year has traveled Texas for the same company, and has the Edison line and are great pushers of business.

J. B. Yauer, Oklahoma City, O. T., has become an Edison dealer, having recently purchased his stock from the Houston store of Texas Phonograph Co.

The Dallas Talking Machine Co. has been incorporated and become a Columbia jobber recently.

H. M. Holleman, the pioneer talking machine man of Texas, passed through here yesterday en route to Denver on a pleasure trip.


ATTRACTING CUSTOMERS.

Some of the Essentials Defined in This Connection—Holiday Buying.

In the talking machine business, the imperative duty of attracting customers calls for certain activities within the store and without. In the first place, the store itself should be inviting. Its exterior, no less than its interior, should appeal pleasantly to the public and convey to the observer a favorable idea of the proprietor and his wares. A clean, unobstructed pavement, a tasteful, prosperous-looking store front, a handsome modern sign, an attractive entrance—all these are important factors in giving to the store an individuality that appeals favorably to the public.


In this category, too, is the show window, which should be a crystallized edition of lux of the store itself, reflecting, in a striking way, not only the beauty and merit of the stock, but the enterprise and good taste of the proprietor. Brilliant lighting and effective arrangement in the window will speak volumes for the goods and service within.

And care must be taken, especially at this season, that the interior of the store is worthy of the exterior presentation—that the floors, walls, fixtures, decorations and goods are harmoniously bright and bewitching. Christmas-time is a time of joy and good cheer, of giving and receiving, of happiness and pleasure, and the spirit of the season should be reflected not only in the store decorations, but also in the unobtrusive politeness and graciousness of manner of the proprietor and clerk.



"THE WHITE BLACKMAN"

WILL GIVE YOU THE GOODS



Edison Jobber

Give me a chance to show you the prompt and careful attention I give EDISON and VICTOR orders. You lose the PROFIT and perhaps the CUSTOMER if you can't get goods quickly. I keep getting NEW CUSTOMERS and HOLD THE OLD CUSTOMERS. You will know the reason if you send a few trial orders.

Victor Distributor

"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."

Write for prices on the Improved BLACKMAN FLOWER HORNS and note the POINTS OF SUPERIORITY.

WE CAN NOW deliver the NEW STYLE PLAIN AND TONED RECORD BRUSHES for NEW STYLE EDISON MACHINES.

ONE NEW PAINTER REEL FLOWER HORNS combine BEAD BY and STRONGER and our EDISON are LOW. SEND FOR CIRCULAR and DEALERS' PRICES.

No. 10 Black and Gold stripe
No. 20 Maroon and Gold stripe
No. 30 Blue and Gold stripe
No. 40 Black Morning Glory
No. 50 Maroon Morning Glory
No. 60 Blue Morning Glory

NOTE.—Every DEALER and JOBBER should order some NEW STYLE PLAIN BRUSHES. No. 2 His New Standard of Home. No. 3 New Gon or Trumpet.

LISTS AT 15c.

We are giving everybody a GOOD PROFIT.

Prices are same on the new style brushes as old ones.

Write us.

Made in Six Styles.

GET ONE OF OUR NEW DEALERS' PRICE LISTS. We are quoting very low prices and every dealer in the U. S. can save money on supplies by buying from our Price List. Retail Wholesale and Special Quantity Prices are quoted. Write now.

Blackman Talking Machine Co.,

GET THE BLACKMAN HABIT AND YOU WILL KEEP IT

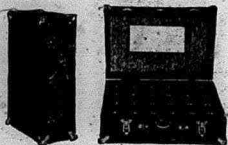
J. NEWCOMB BLACKMAN, Prop.

"The White Blackman,"

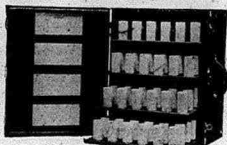
97 Chambers St., New York

TOPHAM'S RECORD CASES

Made with Solid Wood Bottoms and Dust Proof Flange

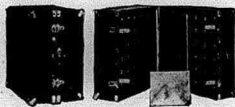


FOR 24 WAX RECORDS.

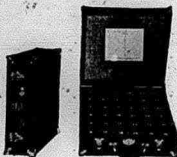


96 PEG CABINET CASE.

PATENTED.
Something Entirely New. Exclusive with Us.



FOR 72 WAX RECORDS.
Square.



FOR 36 WAX RECORDS.
Square.

THE PIONEER CASE MANUFACTURER

NATIONAL PHONOGRAPH CO.
EDISON LABORATORY
ORANGE, N. J.

ORANGE, Oct. 28

In Reply, please write
JHM
Phone-Motion Picture Institute

James S. Topham, Esq.,
No. 1219 F Street, N.W.,
Washington, D. C.

Dear Sir:

Referring to your recent request, relative to our business relations, we take pleasure in advising you that during the ten years or more in which you furnished us exclusively with our Carrying Cases, we have found your goods to be satisfactory in every respect, and our business relations likewise pleasant.

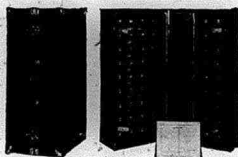
Yours truly,

National Phonograph Company,

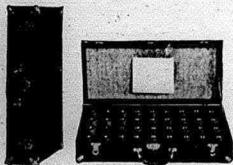
Per

JHM/JME

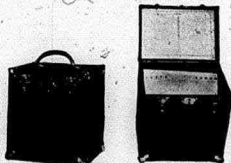
Send for Sample Line



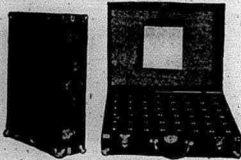
FOR 72 WAX RECORDS.
Oblong.



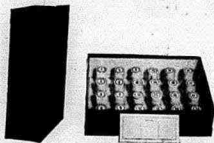
FOR 36 WAX RECORDS.
Oblong.



MADE FOR 10-IN. AND 12-IN. DISC.



FOR 48 WAX RECORDS.



MADE FOR 12 AND 24 RECORDS.

THESE Cases and Boxes are for the safe storage and Carriage of Phonograph Records. They are the same style and quality I have been manufacturing for the past fifteen years, supplying the leading concerns in the country, such as The National Phonograph Co., and the American Graphophone and The Columbia Phonograph Cos. I have been constantly adding improvements from time to time until they are as nearly perfect for the purpose intended as can be, and at the same time the prices are lower than heretofore.



CARRYING CASES FOR ALL MACHINES.

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

JAMES S. TOPHAM, WASHINGTON, D. C.

329	American Army Life March
329	Oberonchasing Potpourri
329	Tell Me, Pretty Maiden
329	What a Friend We Have in Jesus
332	Whisper and His Dog-Caprice
Hager's Orchestra.		
333	Composia Wallace
334	Medley Two-step from "Moonshine"
334	Medley Two-step from "The Earl and the Girl"
336	My Yankee Irish Girl—Medley March and Two-step
337	Selections from "Pitts in Tammany Hall"
337	Silver Hoop March and Two-step
339	The Whistlers—Intermezzo
339	Waltz from "The Opera House"
340	Central Olive Oil Back—Intermezzo
341	Fate Fisher Maid and Her Carthage
342	Golden Wedding
342	Just Getting Sleazy
343	Have You Seen My Friend Brown, Miss Ada Jones
343	How'd You Get to Be So Wise, Mr. Henry
345	In Old Madrid
345	Just a Little Looking Chair and You, Billy Murray
347	Musical Yankee
348	Nothing from Noddy Leaves You
349	Robinson Crusoe Isle
350	Somebody's Sweetheart I Want to Be—Harlan

AMERICAN RECORD CO.'S BULLETIN NO. 3.

Regimental Band of the Republic.		
001234	The De Molar Commandery March
001235	Happy Home
001237	Our Director March
001237	Ye American March
The American Symphony Orchestra.		
001238	The Church Parade
001239	The Mouse and the Clock
003240	Star of Bethlehem
003241	Victor Solo of Henry Harlan with Orch. Accom.
003241	Just Idle Dreams
003242	I'm Getting Sleazy
003245	Nothing but Noddy Leaves You
Victor Solo with Orch. Accom.		
003244	Bye-bye, My Love, Bye-bye
003245	Nigger Loves His Possum
003246	On the Banks of the Rhine with Victor Solo
003247	Kister
003248	Starlight
003249	The Girl from the U. S. A.
003250	Harlan and Stanley
003250	I'm Trying So Hard to Forget You
003251	World You
003252	Forty-Six Minutes from Broadway
003253	Just a Little Looking Chair and You
003254	Banjo Solo, Vess I. Osman
003254	Medley—My Irish Molly
Descriptive Specialties.		
003255	Flanagan's Night Out
003256	Punch and Judy
003257	A Barnyard Serenade
Victor Solo with Orch. Accom.		
134	Jimmie and Maggie at the Hippodrome
Spencer & Jones		
135	In Bandana Land
137	Everybody Works but Father
139	Bright Eyes, Good-bye
140	Just Because She Had that Winning Way
Collins		
144	The Chaser March
146	The Whole Dam Family
147	Hiram Green, Good-bye

VICTOR CO. OFFER PRIZES

In Connection with the Issuance of a Prospectus of Salesmanship Lessons.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1905.

A splendid idea for stimulating business and educating dealers throughout the country is that conceived by the Victor Talking Machine Co. of this city, who have just sent out a prospectus of Victor Salesmanship Lessons. It is, in brief, a study of salesmanship problems, and contains contributions of practical business men who have written the results of their observations in an interesting way, which will be of decided value to all Victor dealers. In this connection, by the way, the Victor Co. offer \$1,000 in prizes. This gives a practical side to the matter that must attract. In the prospectus they say: "From the series of twenty lessons ten subjects have been chosen for competition. Sometimes the answer will be simply a bit of your own experience in work on the selling floor; sometimes it will take the form of a window display or newspaper advertisement, sometimes—but we won't tell you all about it beforehand. It is enough to say that there will be something for the exercise of every man's special talent.

"You don't have to be a skilled writer to compete for these prizes. This is not an literary competition. It is a competition on methods of salesmanship. It is what you have to tell or suggest, rather than the way you tell it, that will win the prize. There will be ten capital prizes, \$50 each.

Linenoid Horns

37 Styles 15 to 55 in. 22 to 315
Manufactured by
CRANE BROS., Westfield, Mass.
Discount to Dealers

for the best answer sent in on each one of the ten prize subjects, and fifty consolation prizes, \$10, for the five next best answers on each prize subject."

NEW ZON-O-PHONE CATALOGUE.

A forty-page catalogue, containing all of their ten-inch records for the first time under one cover, has been issued by the Universal Talking Machine Manufacturing Co., and which includes the November list. The company notified the trade this week that they "have made arrangements with the Victor Co. and all Zon-o-phones are now manufactured under the original Berliner patents. This absolutely protects our customers from all suits or damages on Zon-o-phones and Zon-o-phone records." A window record with hanger—their first—was put out by the company a few days since.

LEEDS & CATLIN'S NEW PLANT.

After unavoidable delays of over a month, occasioned by the failure to deliver machines, the new plant of the Leeds & Catlin Co. started on December 1. Fifty new pressing machines and tables have been installed, the last lot going in Friday week, and everything is practically in readiness in all departments. The factory will have a capacity of 15,000,000 disc records yearly, and under a patent just taken out by "Ed." Leeds, of the firm, this output can be doubled without increasing the equipment. The making of cylinders will follow shortly, when surpassing records from the "latest" point of

view are promised, their repertoire being especially rich in grand opera music. A reproduction in fac-simile, and of gigantic size, has been made of the company's "Imperial" record for wall advertising purposes.

NEW STYLE PLACE BRUSHES READY.

The Blackman Talking Machine Co., 37 Chambers street, New York, who now control the patent rights and are manufacturing the new style automatic record brush, announce that they now have ready for delivery the new style Place brushes to be used on all of the latest type Edison phonographs, and they have made no change in the prices. The No. 2 brush will fit the new style Home or Standard, and the No. 3 will fit the new style Gem or Triumph phonographs. These models can also be used on the old style machines. They report that they are selling large quantities of these brushes, and the liberal discounts that they give both the jobber and dealer make it profitable for all concerned.

E. R. Barklow, general manager of the Bettini Phonograph Co., 156 N. 23d St., New York, has arranged the business of the company so that it is forging ahead in splendid form. His stock of Victor and Edison goods, as well as his foreign specialties are full and complete and easy of access, while the demonstrating booths are neatly and tastefully planned. Manager Barklow is entitled to entire credit for all these substantial signs of prosperity. The company are the sole jobbers in Greater New York for the disc line of the International Record Co.

The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

Sixty Cents



JAMES I. LYONS

Wholesale Only

194 E. VAN BUREN ST.
CHICAGO, ILL.

Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service

"OUR DEALERS SUCCEED"

We job all makes of machines and records

Send for our complete alphabetically arranged list of all makes of records.

THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

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

The Nicklin Coin-Operated Piano

THE ONLY Perfect Coin-Operated Piano.

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