

The TALKING MACHINE WORLD



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

THIS IS IT

The life of Arcades
Holds the trade in Cafes
Easily increases your receipts

Right Player, right price
Establishes trade wherever placed
Guaranteed income for the speculator
Attracts and holds attention anywhere
Limit to its earnings never reached



THE REGAL PIANO AND PLAYER CO. 891 Southern Boulevard
NEW YORK

15-01
P. 27



1906 IS HERE

The New Year, with all its prosperity prospects, is in our midst.

If you want your business to grow, and the next 12 months' profits to show larger than the last, you must

Start the New Year Right

Just how prosperous 1906 can be made for you will depend entirely on what records you handle.

Indian Records are the best by any test



Dealers everywhere are making money selling them at the new flat prices retail :

- 7 inch Records - 35 cents each
- 10 " Records - 60 cents each

which we established October 14th, 1905.

If your business is not as profitable as you wish, write us and we will tell you

HOW TO MAKE IT PAY

AMERICAN RECORD COMPANY HAWTHORNE, SHEBLE & PRESCOTT

SALES MANAGERS

SPRINGFIELD,



MASS.



The Talking Machine World

Vol. 2. No. 1.

New York, January 15, 1905.

Price Ten Cents

PITTSBURGIANS SATISFIED

With the Talking Machine Business for the Past Year—Notable Feature of the Trade Was the Demand for High Grade Outfits—Columbia Co. Lease New Quarters—The Outlook for the Year Satisfactory.

(Special to The Talking Machine World.)
Pittsburg, Pa., Jan. 10, 1906.

The January round of the dealers in talking machine goods throughout Pittsburg showed that the holiday business had come up to and exceeded all expectations. There were none to kick. All reported the best business in the history of the trade. Another interesting fact stands out. An analysis of the machines sold shows that there were more high grade outfits sold and a correspondingly smaller number of the cheaper grades. In many instances persons who had purchased machines formerly exchanged these out-of-date instruments for new and improved ones. Many holiday purchasers were from that class of men who could write their checks for six figures if they cared to.

There could be no more gratifying single fact than this to start the new year. With such an experience behind them, the manufacturers can go ahead on lines which are no longer experimental, and there is no doubt but that the machines which will be put on the market during the coming year will be of a constantly advancing grade. In talking over this phase of the business with the president of one of the largest manufacturing concerns during his recent visit to Pittsburg, he said: "I believe that during the coming year there will be no machine in our catalogue which will sell for less than \$20." This is as it should be. The bane of the talking machine business is and has been the cheap machines which have been put out in the past. These were badly adjusted, poorly constructed mechanically, and their reproduction was at all times bad.

Manager McMurtry of the Columbia Co. has just closed a lease for the six-story building at 636 Penn avenue, and has already a force of carpenters at work fitting the same up for occupancy by the different departments of the company. The building will be known as the Columbia Phonograph Building. It is a modern fireproof structure with a handsome terra cotta front and will be of itself a constant advertisement for the business of the company. It is hoped to occupy the building by the first of February.

Messrs. Powers & Henry of the Talking Machine Co. have enlarged the capacity of their store by adding a room on the second floor, directly overhead, and connecting the same with their ground floor by a handsome stairway. The windows of their store during the holiday season were perhaps the most tastefully decorated of any talking machine store in the city. The basic colors used were white and gold, and the effect was very striking indeed.

The talking machine department of the music store of the S. Hamilton Co., which was opened just before the holidays, had a very prosperous month. Their display of Edison, Victor and Columbia goods was a good one, properly arranged and admirably handled.

Merrill L. Bardwell, formerly of the Powers store in Buffalo, has returned to Pittsburg and entered the employ of the Columbia Phonograph Co., in charge of floor sales.

Michael Bard, of the firm of Bard Bros., of Wheeling, spent a few days in Pittsburg early in

WANTED

Capable man to take charge of our talking machine repair department. We are jobbers of both Edison Phonographs and Victor Talking Machines. Nobody but a competent man and a rustler need apply. Address Dept. D,
J. W. JENKINS' SONS MUSIC COMPANY,
Kansas City, Mo.

January. Bard Bros. have been exceptionally successful in their new venture in Wheeling, and the senior partner looks forward to winning still greater laurels in the future. Their success only shows what can be accomplished when there is specialization in the direction of selling talking machines.

In course of an illustrated article the Pittsburg Post says some complimentary things of the enterprise of the Theo. F. Bentel Co., and adds: "They carry at all times about 100,000 cylinder records and 50,000 disc, ranging in price from 35 cents up to the grand opera records at \$5 each. They supply over 750 dealers in Pennsylvania, New York, Ohio, West Virginia and Kentucky, from the wholesale department. In the retail department machines and records are sent all over the world, including South America.

"Over 2,300 active retail customers buy from the firm weekly, and they dispose of about 50,000 Edison records every month. Among their customers are numbered many Pittsburg millionaires. The institution is the largest purchaser of Edison records in the country.

"The Theo. F. Bentel Co. is capitalized at \$100,000, all paid in, and is officered as follows: Theo. F. Bentel, president and treasurer; W. J. Tipper, vice-president, and Edwin E. Natcher, secretary.

"The firm believes in judicious newspaper advertising, and, like John Wanamaker, lays aside 2 per cent. of its income for this purpose. This was the result of a long correspondence had with Mr. Wanamaker on the subject by Mr. Bentel. When first starting into business Mr. Bentel took up the question of advertising with Mr. Wanamaker, and suggestions were passed back and forth and finally a decision was reached as to the percentage of income to be used for advertising."

BYRON G. HARLAN AS SANTA CLAUS.

The Well Known Singer Helps Elks to Bring Christmas Cheer to Needy Children.

The Orange (N. J.) Lodge of Elks fittingly exemplified that "charity" is of the fundamental principle of the Order on last Christmas day, when 350 needy children were made happy.

Mr. Harlan was the inspiration of the entertainment and chairman of the committee that undertook the affair. Santa Claus was personated by Mr. Harlan, who amused the boys and girls by his actions and funny songs. In addition to the Christmas tree there was a big turkey dinner, and also an entertainment of Edison's moving pictures and music.

Expressions of pleasure were on the faces of all present, and the poor mothers with infants in their arms and the little ragged children who received shoes, stockings, sweaters, mittens and underwear were too happy to believe it true.

Perhaps none really got more pleasure out of it than did Mr. Harlan. He said his mother suggested the idea to him when he was out West last summer. He thoroughly believes "a good deed well done" is always a pleasure.

LYON & HEALY'S NEW DEPARTMENT.

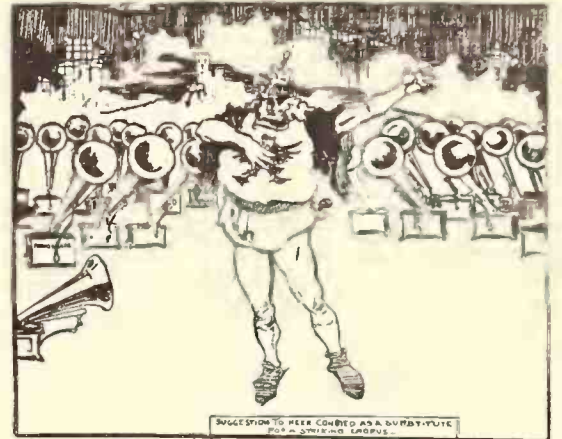
(Special to the Talking Machine World.)
Chicago, Ill., Jan. 12, 1906.

Lyon & Healy have opened another department to their already large and growing business. In the last four weeks they have sold over thirty complete outfits for the study of French, German and Spanish. L. L. Lewis, B.A., who is in charge of this department, has had considerable experience with these courses. He is an honor graduate of Queens University. He prepared himself for a trip to Cuba and Mexico in less than a year, taking spare time outside business hours with one of these outfits. The International Correspondence Schools of Scranton are the authors and editors of these courses,

SUBSTITUTES FOR OPERA CHORUS.

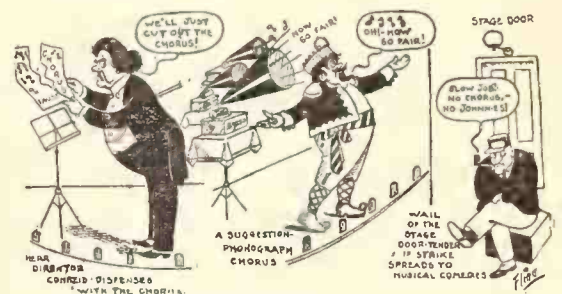
The Gentlemen Who Deal Out Humor for the Daily Papers Utilize the Talking Machine in This Connection Most Effectively.

The strike of the chorus at the Metropolitan Opera House during the past few weeks has been the subject of much jocular comment in the New York papers, and all sorts of suggestions for substitutes were made to Director Conried by the cartoonists. For instance, the clever artist of the New York Times conjured up the following idea of a talking machine chorus to take the place of the missing artists:



The idea might have been acted upon were it not for the fact that Herr Conried compromised and paid the twenty-five dollars per week demanded by the strikers.

The cartoonist of The World some days later worked up a somewhat similar idea in another form, which is worthy of reproduction, as it shows what a place the talking machine has won in the minds of leading cartoonists as well as literary men.



It is very probable that had not Herr Conried acceded to the demands of the chorus some such substitute as talking machines would have been welcome. Indeed, the experiment would be highly interesting, apart from the humor of it.

VICTOR CO. CHANGES PLAN.

The Victor Talking Machine Co. have changed their plan of sending out sample records to dealers and distributors. Hereafter the regular monthly records cannot be sold to the consumer or retailer until the 28th of the month preceding the date of the supplement. In other words, the February records cannot be placed on the market at the regular retail or wholesale prices until January 28. Nevertheless the samples of same are forwarded to the distributor on the first of the preceding month. Same can be shown to the dealer, but not sold.

GOLD MINES!

The properly conducted store, properly advertised, is really a gold mine. Keep your men busy—let me write your advertising. Write me to-day.

R. E. GRANDFIELD, Fall River, Mass.

CAPITAL NOW \$10,000,000.

The American Graphophone Co. at the Meeting Held Last Week Increased Their Capital to the Foregoing Amount and Changed the Par Value of Their Stock from Ten to One Dollar Per Share—Directors Increased to Seventeen—Splendid Report of the Year's Business.

At the annual meeting of the stockholders of the American Graphophone Co., held at Bridgeport, Conn., on the 8th inst., the report of the president was received and showed not only a sound and healthy condition of the company but a continuation in growth and enlargement. In view of the rapid growth of the business and the constantly increasing demand for the Company's output making a further increase in capital desirable, it was voted, upon the recommendation of the Board of Directors, to increase the capital stock of the company from \$5,000,000, which had consisted of \$2,500,000 preferred and \$2,500,000 common stock, to \$10,000,000, consisting of \$2,500,000 preferred and \$7,500,000 common stock. It was also voted to change the par value of the stock from \$10 to \$100 per share, and to increase the number of directors to seventeen.

The annual statement of the American Graphophone Co. for the year ended September 30, 1905, shows an increase in net earnings of \$105,283, and an increase in surplus of \$91,104. The income account, with comparisons, is as follows:

		Increase.
Net earnings	\$803,643	\$105,283
Other income		*31,565
Charges, depreciation, etc.	174,094	47,627
Preferred dividends	117,210	24,864
Common dividends	54,067	30,033
Reserve account	160,000	*120,000
P. & L. surplus	298,272	91,194

*Decrease.

OPEN COIN-SLOT PARLOR.

Gordon Bros., of Worcester, Mass., have opened a coin slot parlor in Lawrence, where they have a very fine line of Edison goods.

WHY NOT QUARTERLY BULLETINS.

In Place of Monthly Lists—The World Opens Its Columns for a General Expression of Opinion on This Subject.

The question has arisen among manufacturers of records as to the wisdom of issuing a quarterly bulletin of new records in place of the monthly lists now appearing.

We do not know that any company has definitely decided to follow this course, but the matter is being considered from all sides, for and against. We would like to see a general expression of opinion from dealers and jobbers, and we offer the columns of this paper for an open discussion as to the wisdom of this move and its probable effect on the trade, if it should be universally adopted.

The scope of this question is broader than it appears at first glance. We believe that a thoughtful consideration of this matter by the trade at large will bring out some valuable suggestions. Let us hear from you, gentlemen.

TALKING MACHINES AS A SIDE LINE.

A Leading Small Goods Man Descants on This Feature of the Trade and to Good Purpose.

A large retailer in musical merchandise, in speaking of the talking machine business as an auxiliary to his business, said to The World in the course of a conversation bearing upon that subject: "When I first took the matter into consideration, I could see nothing in it, and for a long time looked upon it as a detriment to any business. I found out, however, that some of my customers wanted these machines, and if I could not supply them, and the records as well, they would go elsewhere, and in so doing, would in all probability buy more or less musical merchandise, so I placed in stock a few machines as an accommodation. In a short time I found that instead of conflicting with my interests they

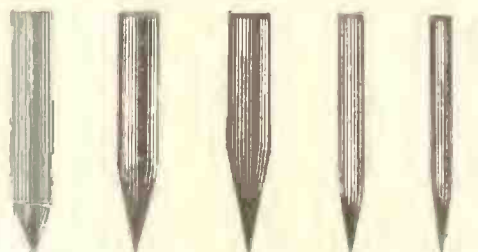
were of a direct benefit to my trade as they were the means of bringing in customers that had never before visited my place, and through the sale of a few records or a machine was able to sell them a good bill of my other wares. Later, I found that the talking machine was a good seller the whole year around, while much of my other stock moved only at stated seasons, and that the sale of a talking machine meant a continued revenue from records. I now regard the talking machine part of my business as one of the most important, and have gone to a great deal of expense to properly take care of it by the erection of booths, etc. The man who says it is only a passing fad and cannot be made to pay, has never gone at it in the right way, and cannot handle any class of musical merchandise profitably. In the talking machine business, like any other branch of the musical trade, a dealer must study his customer. If I see that the desire is for classical and sacred music, I never think of offering a coon song or a piece of rag-time music except by request, and when I am in doubt I pick out some excellent rendition of some one of the old time favorite songs that appeal to all classes. Another thing I have learned, and that is never to judge the size of a bank roll by the dress worn by the customer. There are many successful dealers in talking machines in the country at the present time, and as each year rolls on I expect to see the number greatly augmented. I regard the business as still in its infancy, and as perfection comes nearer, the time will come when the talking machine will be a fixture in almost every home where there is any love for music. I see that sometimes it is spoken of as the 'poor man's' instrument. I take notice that the rich are becoming the best customers, and enjoy it as much as the poorest."

At the regular directors' meeting of the Betini Phonograph Co., 156 West 23d street, New York, on the 10th inst., the strong showing made by Manager Barklow was favorably commented upon and commended. The company is doing an excellent business.

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.



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

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

LARGEST TALKING MACHINE HOUSE IN THE CITY.

TIMELY TALKS ON TIMELY TOPICS.

Music publishers may have their grievances against record manufacturers, but the properly informed know that the existing copyright law affords them no protection, so far as court decisions to date have dealt with the question. More's the pity; but facts cannot be overcome by frenzied statement conceived in error and expressed in bias and prejudice. A contributor, signing himself "Silas Deane," in an esteemed contemporary, begins a violent tirade by saying: "The latest thing that has come to afflict the sheet music business is the free phonograph record." Then he goes on and gives rein to opinions which are not only untruthful and misleading, but is the veriest balderdash to those at all familiar with the methods followed in choosing selections for making records. "Talent" are not on the same footing as in the music trade; their usefulness depending entirely on their specific adaptability. The idea of music publishers engaging to buy records if their melodies are used is preposterous, if the leading companies are aimed at; for they require a signed agreement covering certain conditions of sale, the violation of which is no light matter. The free distribution of records is therefore out of the question. In this particular instance a little information is a dangerous thing, and the voicing of it in the manner described ridiculous in the extreme.

Jack of all useful trades is the moving picture machine, which has been successfully applied to natural science research, microscopy, electrical and physical phenomena, medical science, chemistry and anthropology, and, latest of all, to a native devil dance in Borneo. The march of civilization is so rapidly taking undeveloped peoples beyond their native customs that it is of the greatest importance some means should be adopted for placing them on record. And in

this work the moving picture is the ideal agent, for by its aid is obtained a truthful and permanent record of native ceremonies and customs.

With the frequency which the amplifying horn is referred as an indispensable adjunct in the reproduction of sound by means of the talking machine, news comes that an invention is nearing perfection to supersede the horn entirely. The sanguine prophet of this revolutionary innovation declares that not many moons will wax and wane before the hornless machine will be a practical and commercial success. The mechanism employed and the results obtained are described as akin to the music box. Possibly advocates of the horn may have something to say concerning this alleged latest discovery, and in that event the controversy may be conducted in a manner more forcible than elegant.

Jobbers and dealers who failed to see far enough into the future to gauge the overwhelming holiday trade that ensued, were greatly bothered for lack of goods to meet the demand. It is not stating it too strong to say that the exceptions were few, indeed. An Eastern jobber of the earliest experience in the trade and of impeccable financial standing, must have been wise to the coming events which cast their shadow before, as he placed his holiday order for his leading line in June last. In other words, he got in on the ground floor, and when the trying times came along and the clamor for goods the loudest, this jobber was happy with a full supply, and his reward was proportionate to his wisdom. Further comment is needless.

Speaking of the shortage of stock, one of the manufacturing companies, on behalf of their sales department, said: "It is due the general manager of sales to say that no official of this company

has worked harder in the past four months to apportion fairly and equitably among the jobbers the output of machines. It has been his daily task to sit down with a tabulated sheet showing the orders on file and designate how each day's output should be shipped." As this pressure has now been relieved, the company suggests (the advice is of general application) that unfilled orders should not be cancelled, "for the sale of talking machines has ceased to be a matter of seasons. It is an all-year-round business, with less variation in volume each month than many lines generally regarded as more staple. The sooner this fact is recognized the better it will be for all concerned." No truer words were ever penned, and events since the first of the year—only a few brief days—prove this assertion beyond a doubt.

A prominent New Jersey physician, who has an unenviable reputation for his unintelligible writing, not so very long ago had occasion to leave instructions for a nurse who had charge of one of his patients. Learning that they had a correspondence school phonograph in the house he dictated his message, and found it such a successful means of communicating his wishes to both patient and nurse that he is seriously thinking of purchasing several and installing them in homes where the care of a nurse is a necessity. He knows that they can easily misinterpret his writing, but cannot fail to understand his verbal instructions when delivered by means of a phonograph.

One of the shrewdest men in the trade, eminently successful and president of a concern with a world reputation, in advising with a buyer and jobber, told him to treat his customers all alike as to price. "Have one selling figure on your machines, records and accessories, and stick to it," he remarked, "until Hades freezes over. Any other policy is hazardous, if not suicidal." These observations came up in the course of a conversation regarding the status of jobbers as such as distinguished from dealers who are only heavy

Announcement to the New England Trade

Our talking machine business has grown so steadily and rapidly, that for the third time in six years we have found it necessary to remove to larger quarters. We have just had completed the largest stock department for records in the United States at our headquarters, 48 Hanover street, covering an entire floor containing 10,000 square feet, devoted solely to the wholesale trade. With our new facilities we are enabled to carry in stock at all times records in sufficient quantities to take care of the largest orders. To our patrons we are sincerely appreciative for their favors and to those dealers who have not favored us we invite them to call or communicate with us, and we will use our best endeavors to make their dealings with us pleasant and profitable for them.

BOSTON CYCLE & SUNDRY CO.



Sole New England Distributors for Special Lines of Flower Horns

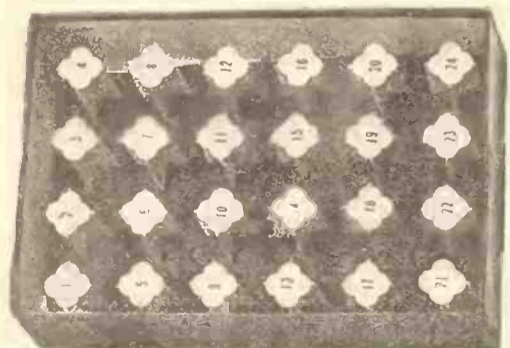
The Kind That Sells

Write for Quotations

We get our New Edison Records from the factory by Express and ship to dealers the same day received.

Send us your FEBRUARY ORDER

Manufacturers of "LYNN" Record Boxes and Cases



The Best Made

NEW ENGLAND DISTRIBUTORS OF
The New Zon-o-phone and 10 Inch Disc Records
 NEW PRICES. NEW DISCOUNTS 75,000 EDISON RECORDS ALWAYS IN STOCK

BOSTON CYCLE & SUNDRY CO.

J. M. LINSOTT, Mgr.

48 Hanover Street

BOSTON, MASS.

buyers, a matter which has been referred to in previous issues of *The World*. Judging from present practices, which the future may change, though it does not seem likely, the discussion seems fruitless and a waste of time and energy. It is held the manufacturers are disinclined to make any distinctions. That one time a company of high standing, with transactions in every section of the globe, had three different discounts; but the plan would not work, so it was surrendered and the system adopted now in vogue on sales to jobbers and dealers, with no intermediate differences as to terms than is allowed on quantity purchased. So the applicability of treating all alike in this connection is readily recognized.

Elsewhere in our news columns the details of several sales making the highest records ever known are given. It looks as if 1906 is to go so far ahead of any previous years as to render comparisons "odorous," according to the predictions of an authority. If sales of such magnitude are already materializing, what may be expected when things are in full swing.

The time and attention devoted by the retail dealers in talking machines to their window displays for the holiday season proved conclusively the fact that if a dealer wants to sell anything it must be shown to the public. The dealers as a whole were exceedingly well pleased with the December trade, and in the volume of business pronounced it fully up to their expectations. There is a general feeling that they would have made more money if the price of records had been maintained up to January 1, but that loss was partially made up by the increased sale of both records and machines. Most of the dealers are preparing for the spring and summer campaign, and will carefully watch for any novelty connected with the talking machine business that will yield an additional profit. There is a growing tendency on the part of many of the dealers to confine themselves to one line of products, owing to the cost of carrying complete stocks of all makes and being unable to return unsalable goods, or to get rid of them on the "bargain counter." Many dealers had on hand a number of used records, which they had taken in exchange, and which under the new rules they could not return. These they have been selling at any price as "slightly used."

Samples of the National Phonograph Co.'s grand opera records were in the hands of the jobbers on the 2d of the month, as per advance announcement circulars. The records will be shipped the dealers with their regular February order. While the demand for these beautiful records was expected to be large, the actual orders placed exceeded the estimate of General Sales Manager Wilson over 100 per cent. The business of the company for the year is calculated on a new high-record basis. On December 31 they were behind 50,000 phonographs of the various sizes actually booked for delivery.

At a meeting of the Western Railroad Classification Committee at Los Angeles, Cal., talking-machine interests will petition for a reduced rate on their goods—the classification to be first class, instead of one and a half, as now. The leading manufacturing companies, jobbers and dealers will be represented before the committee. The classifying of freight is based on its fragility, but the trade are prepared to present proof that not a single case of talking-machine goods has been damaged in transit, a record unequalled in any line of business, due to the care with which packing is looked after. The rate prevails west of the Mississippi river only.

In announcing that their new cylinder, standard size, records would be on the market about February 1, Leeds & Catlin Co., New York, also state they have no idea of making a six-inch record. As Mr. Leeds remarked: "In our judgment the time for the six-inch record as a commercial proposition has not arrived. Of course, companies who manufacture a machine to use with the half-foot record are in the proper position. As

it is their own affair, and know their own business best, it would be presumptuous on our part to criticise. Our company makes records only, and not machines, and for the present, at least, we do not contemplate entering that field. When the six-inch machines become generally distributed, both in the trade and with the public, then it will be time for us to commence making cylinders of that dimension."

A gentleman who began to feel that the conversation and manner of speech in his home were not as pleasant and refined as they ought to be, was one day reading Robert Burns' poem addressed to a louse he had seen on a lady's bonnet at church. When he came to the verse

"O, wad some power the giftie gie us,
To see oursel's as ithers see us"

he made a new version, as follows:

"O, wad some power the giftie gie us,
To hear oursel's as others hear us!
It wad frae monie a blunder free us
and foolish notion."

After a little reflection he said to himself, "The talking machine's the thing," so he purchased one and asked a friend to select some day when neither he nor any member of the family knew what was to be done and have recorded every word spoken in the sitting room of the home. When the records had been made they were given to the assembled family. One after another began saying, "I didn't say any such thing!" Ah, but there were the words and the voice, and the very tone of expression. Curiously enough, the gentleman found that he himself was often shown to be one of the rudest of all.

But he says that phonograph has wrought a moral revolution in his home, and he would not part with that one lesson for a thousand dollars; and often now he murmurs to himself:

"O, wad some power the giftie gie us,
To hear oursel's as others hear us"

God bless Bobby Burns and the man that invented the talking machine.

The year 1905 was one of unexampled prosperity to the entire country and great strides were made in all industrial businesses. In few other industries have greater advances been made than in the manufacture of talking machines, observes the Edison Phonograph Monthly. The growth of the business has been of a phenomenal character and quite beyond the expectations of even the most optimistic men connected with it. Regarded but a few years ago as a fad that would soon run its course, the phonograph has, by its rapid evolutions, won widespread recognition as an article quite as staple as a piano and as likely to endure.

Had a prophecy been made a dozen years ago that a phonograph store would ever be opened in the ultra fashionable shopping district of Fifth avenue, the prophet would have been regarded as only fit to make a "maniac" record on the phonograph of that day, but one of the most perfectly appointed retail warerooms in the city has been opened by Stanley & Pearsall at 541 Fifth avenue, almost in the shadow of Delmonico's and other noted establishments of that famous thoroughfare. George A. Stanley, the head of the firm, who was until a short time ago the manager of the talking machine department of the Jacot Music Box Co., is a veteran in the business, having been actively engaged in it for the past sixteen years, and has seen the talking machine develop from a scientific toy to a work of art that adorns the homes of the wealthiest in this city of great riches. In their new warerooms they carry the Victor line only and cater to the trade that is found in that thoroughfare. They believe that business promises great things for the future, and by looking at their patrons it can easily be seen that the millionaire enjoys the tuneful melodies as thoroughly as his less fortunate fellow citizen, laughing at the coon songs and ragtime melodies as much as they.

"The phonograph has opened up a new and lucrative field for professional musicians," remarked the manager of a talking machine establishment this week. "Quartettes and soloists

are in demand for the production of the records, and some of the large manufacturing establishments have orchestras in their employ to furnish all the latest musical gems. Like the piano, the phonograph has come to acquire a recognized place in most homes, and its perfection has raised it from the plane of a mere curiosity. Grand opera stars now sing for the manufacturers, and their voices are reproduced with remarkable distinctness. It is to the lesser musicians, however, that the phonograph is proving most profitable. Many gain steady engagements with the record manufacturers, and the wide sale of the machines is bringing to the notice of the public deserving singers who might otherwise be a long time in attaining popularity to which they are justly entitled."

A new variety of clocks now made in Europe speaks the hours instead of striking them, through an ingenious application of the phonograph. Many nervous people who object to the strident and often harsh sounding bells proclaiming the hour and half hour will appreciate a softly modulated voice announcing the time.

The French inventor has made clocks with speaking discs of various kinds to serve as alarms. You can be awakened by the vigorous crowing of a cock or the sound of a well-known voice. They are arranged to call out in various degrees of modulation, some loud enough to rouse the heaviest sleeper.

As alarm clocks, they should in time, supersede all others, for the discs can be changed as often as necessary, so that the sleeper will not become so familiar with the call as to sleep on, which often happens in the case of the ordinary clocks with bells. If a boy is awakened out of his slumbers by a loud call to "Wake up!" or "Time for school!" muttered in the familiar voice of his mother or father he is much more apt to heed it than an ordinary alarm bell.

NATIONAL PHONOGRAPH CO.

Demands of This Growing Business Necessitate the Erection of More New Buildings.

The National Phonograph Co. are steadily adding to their great manufacturing plant at Orange, N. J., and although the buildings now occupied cover in the neighborhood of twenty acres, new ones are being erected one after another in order to take care of the vast amount of business done by them. A new three-story concrete building, 187 feet long by 40 feet wide, was completed not long ago, and will be used for a machine shop and manufacturing purposes.

As every inch of floor space in the old buildings is being used to the best possible advantage, two new buildings are now under way for the sole purpose of manufacturing the new Edison battery which is used for running automobiles, trucks, cams and vehicles of all kinds.

Within the next ten days the new building for nickel-plating purposes will be completed. It is 287 feet long and 50 feet wide, made of concrete and steel construction. It has a 50-foot span, without any columns, and 50-foot beams, with a seven-foot monitor top for ventilation. A 20-ton crane will be used in this building to carry the heavy articles from one end to the other.

For the manufacturing of the new Edison battery the foundations are now being laid for a concrete building 600 feet long by 62 feet wide, extending along Ashland avenue, the same as the smaller one, only this one extends the length of the entire block from Charles street to Lakeside avenue. It will be four stories high. The different floors will be divided into departments.

VICTOR CO.'S GREAT BUSINESS.

It is said that the business transacted by the Victor Talking Machine Co., of Camden, N. J., during the present year will exceed \$12,000,000. In view of the expansion of their business and the arrangements made to meet it, it is certain that this wonderful record will be far exceeded in 1906.



One dealer sold \$54,000 worth

of *VICTOR* goods in three months, and the population of his town was only 100,000.

He saw the opportunity to get in on the demand we create by our magazine advertising. He realized that a part of the 46,000,000 people reached each month by the magazines carrying our advertisements lived right around him and wanted


Victor Talking Machines and Records

But he didn't depend upon us to do all the work for him. He pitched in and did some advertising on his own hook in the local papers—told people he had the *VICTOR* and would be glad to play it for them if they came to his store.

Other dealers have been just as successful by working along these lines.

Why don't you try the same thing?

VICTOR TALKING MACHINE COMPANY
CAMDEN, N. J.

 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.

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., Jan. 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

DECEMBER 10.

Berlin, 524 pkgs., \$8,613; 455 pkgs., \$7,062. Brussels, 31 pkgs., \$420; Bombay, 50 pkgs., \$766. Buenos Ayres, 59 pkgs., \$2,000; Calcutta, 19 pkgs., \$651. Callao, 13 pkgs., \$373. Cartagena, 5 pkgs., \$126. Colon, 6 pkgs., \$105. Cienfuegos, 15 pkgs., \$325. Glasgow, 46 pkgs., \$753. Hamburg, 3 pkgs., \$150; 3 pkgs., \$285. Havana, 42 pkgs., \$1,145; 20 pkgs., \$2,545. Havre, 21 pkgs., \$2,185. Iquique, 7 pkgs., \$210. La Guaira, 20 pkgs., \$467. Liverpool, 38 pkgs., \$1,905. London, 13 pkgs., \$134; 848 pkgs., \$12,864; 229 pkgs., \$4,753. Mexico, 4 pkgs., \$123. Melbourne, 184 pkgs., \$5,583. Milan, 37 pkgs., \$700. Para, 75 pkgs., \$17,491. Rio Janeiro, 11 pkgs., \$178; 20 pkgs., \$1,840. Savanilla, 3 pkgs., \$370. Southampton, 10 pkgs., \$320. St. Johns, 7 pkgs., \$285. St. Petersburg, 5 pkgs., \$214. Valparaiso, 15 pkgs., \$399. Vienna, 12 pkgs., \$346; 42 pkgs., \$1,632.

DECEMBER 18.

Berlin, 113 pkgs., \$2,100. Bombay, 10 pkgs., \$245; 34 pkgs., \$710. Buenaventura, 15 pkgs., \$199. Buenos Ayres, 6 pkgs., \$442. Callao, 1 pkg., \$150. Delagoa Bay, 23 pkgs., \$405. Genoa, 3 pkgs., \$150. Havana, 10 pkgs., \$366; 32 pkgs., \$905; 24 pkgs., \$1,057. Havre, 28 pkgs., \$1,600. Limon, 3 pkgs., \$101; 12 pkgs., \$227. London, 508 pkgs., \$9,875; 1,101 pkgs., \$16,517. Melbourne, 186 pkgs., \$5,158. Mexico, 6 pkgs., \$129. Montevideo, 2 pkgs., \$172. Milan, 6 pkgs., \$250. Neuvitas, 16 pkgs., \$477. Oporto, 165 pkgs., \$165. Rio de Janeiro, 9 pkgs., \$664. Savanilla, 4 pkgs., \$149. Shanghai, 12 pkgs., \$395. Sydney, 175 pkgs., \$4,480. Valparaiso, 65 pkgs., \$2,850; 23 pkgs., \$503. Vera Cruz, 11 pkgs., \$228.

DECEMBER 26.

Algoa Bay, 11 pkgs., \$792. Antwerp, 8 pkgs., \$388. Berlin, 129 pkgs., \$8,088; 94 pkgs., \$2,005. Brussels, 40 pkgs., \$291; 41 pkgs., \$293. Bombay, 62 pkgs., \$1,247. Buenos Ayres, 2 pkgs., \$133. Callao, 4 pkgs., \$101. Cardiff, 5 pkgs., \$105. Colon, 2 pkgs., \$121. Corinto, 8 pkgs., \$127; 8 pkgs., \$165. Guayaquil, 9 pkgs., \$302. Hamburg, 5 pkgs., \$168. Havana, 8 pkgs., \$261. Japan, 8 pkgs., \$971. Havre, 11 pkgs., \$700. La Guayra, 5 pkgs., \$113. Limon, 73 pkgs., \$143. 23 pkgs., \$348. London, 101 pkgs., \$3,655; 1,175 pkgs., \$14,935. Liverpool, 26 pkgs., \$395. Montevideo, 2 pkgs., \$3,042. Manchester, 26 pkgs., \$326. Manilla, 9 pkgs., \$140. Matanzas, 19 pkgs., \$508. Para, 7 pkgs., \$405. Santiago, 13 pkgs., \$290. Sheffield, 8 pkgs., \$864. Tampico, 25 pkgs., \$1,087. Vienna, 17 pkgs., \$413; 20 pkgs., \$466.

JANUARY 1, 1906.

Berlin, 82 pkgs., \$6,541. Brussels, 106 pkgs., \$793. Caibarien, 1 pkg., \$150. Callao, 7 pkgs., \$770. Cape Town, 7 pkgs., \$230. Cienfuegos, 10

pkgs., \$193. Copenhagen, 7 pkgs., \$194. Fremantle, 52 pkgs., \$1,292. Glasgow, 12 pkgs., \$204; 57 pkgs., \$1,085. Guayaquil, 3 pkgs., \$124; 6 pkgs., \$161. Hamilton, 9 pkgs., \$114. Havana, 8 pkgs., \$995; 97 pkgs., \$2,959. Havre, 13 pkgs., \$275. London, 11 pkgs., \$1,612. Milan, 63 pkgs., \$1,148. Progreso, 4 pkgs., \$100. Rio de Janeiro, 30 pkgs., \$1,104. St. John, 25 pkgs., \$696. Valparaiso, 27 pkgs., \$827. Vera Cruz, 5 pkgs., \$120. Vienna, 31 pkgs., \$791.

JANUARY 8.

Berlin, 86 pkgs., \$1,494. Bombay, 9 pkgs., \$197. Buenos Ayres, 160 pkgs., \$6,714. Callao, 13 pkgs., \$148. Cardiff, 11 pkgs., \$354. Glasgow, 16 pkgs., \$457. Havana, 65 pkgs., \$1,176; 10 pkgs., \$149. Havre, 7 pkgs., \$345. London, 748 pkgs., \$12,884; 1,222 pkgs., \$11,718. Matanzas, 12 pkgs., \$105. Para, 10 pkgs., \$295. Pernambuco, 10 pkgs., \$807. Santiago, 7 pkgs., \$259. Sydney, 346 pkgs., \$4,988. Valparaiso, 93 pkgs., \$1,569. Vera Cruz, 9 pkgs., \$415. Vienna, 15 pkgs., \$312.

TALKING MACHINES IN MANCHURIA.

Recent Boycott of American Goods Disappearing—Some Interesting Facts About the Trade in Talking Machines and Supplies in the Far East.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 8, 1906.

Consul-General Sammons, of Niuchwang, furnishes an interesting report on the use of phonographs, graphophones and gramophones in Manchuria. The recent boycott had the effect of creating popular prejudice toward American machines, but it is expected that this prejudice will entirely disappear shortly and that the growing demand for machines of this kind will restore the popularity of those from the United States. Mr. Sammons writes:

Phonographs, graphophones and gramophones are sold in this market in small numbers, mostly by native dealers, who purchase cautiously through Shanghai houses. A cheap style of graphophone has sold here for from \$30 to \$40 Mexican, approximately \$15 to \$20 gold. Some of these instruments, ordered three or four years ago, when the Russians occupied this port, remain unsold. The indications are that a more costly instrument of the gramophone variety will become more popular. From \$140 to \$160 Mexican is paid for the better grades by Chinese, who take very enthusiastically to musical instruments of this kind. The Chinese have peculiar ideas regarding music box trade-marks. One quite famous trade-mark, showing a dog alert to catch his master's voice as it came from the horn, proved distasteful, for the reason that it seemed to couple the canine with the human listeners. Therefore, such a trade-mark had to be altered so as to show an old man listening to the music instead of a little terrier with a quizzical, expectant expression, mystified by a human voice coming from a metal funnel.

IN THE ARMY AND ON THE STREETS.

A few phonographs have been used by the Japanese army in lower Manchuria, largely through the efforts of the Young Men's Christian

Association, and the soldiers have shown continued interest. Whenever the phonograph is in operation there is always a crowd of interested soldiers who will not leave until the music ceases. A phonograph, graphophone or gramophone equipped with a Chinese record invariably attracts a throng, the limits of which indicate the zone of the carrying power of the instrument. Records used in this part of China are made, as a general thing, at Shanghai. Those reproducing the songs of Chinese actresses seem most popular. Phonographs are frequently used in public to attract a crowd, but there are in private Chinese families quite a number of small and inexpensive instruments of various patterns, largely of the toy variety. The cheaper grades bid fair to be supplanted by the more costly instruments.

EFFECTS OF THE BOYCOTT.

It is a significant fact that many small stocks of these instruments now in this part of the world do not appear in public under the Stars and Stripes. The license originally allowed the boycott agitation resulted in many far-reaching and incidious ramifications, such, for instance, as the tendency to disguise an article of American manufacture. This catering to the boycott sentiment is reflected in the removal of "U. S. A." from many of the musical instruments offered for sale in Chinese shops. Moreover, in the Oriental mind the fact that some of the instruments do not find buyers is not wholly supposed to be on account of the obsolete style or price, but is partially due to an aversion to barter in the wares of the boycotted nation. In some instances, where the fact that musical instruments are manufactured in America is disguised, the agents remove the words "Made in U. S. A.," and notify the trade that "They come from England."

There is, nevertheless, a growing demand for musical instruments of this class, and the outlook indicates steadily increasing sales.

BUILDING UP A GOOD BUSINESS.

John F. Wilhelm, of the Eureka Talking Machine Co., 511-513 West Broadway, this city, is rapidly coming to the front as a manufacturer of disc talking machines. His new 1906 model tapering arm machine is meeting with remarkable success.

A novel feature used by Mr. Wilhelm to both sell machines and enhance the sale of records is as follows: By purchasing twenty one-dollar discs the buyer obtains a first-class machine, of which a cut appears in the Eureka's advertisement in this issue. Mr. Wilhelm is now prepared to place his instruments extensively before the trade, and has some highly interesting propositions to lay forth, which would pay those concerned to inquire about.

The National Discophone Co., New York, has applied for their discharge from bankruptcy. The application was unopposed, and it will doubtless be granted by the United States District Court in due course.

THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF
Amplifying Horns



Mulberry and Murray Streets,

NEWARK, N. J.

BUSINESS CONTINUES BRISK

In Manufacturing Branches of the Talking Machine Trade—Retail Has the Usual Relapse After Activity, But an Improvement Is Noted This Week—Cut in Price of Disc Records Helping Business.

Not a great deal of difference is noticeable between the pre-holiday week and the present time, so far as business is concerned. Retail trade doubtless has suffered a slump, but it is only temporary, judging from the activity so pronounced in jobbing circles. Manufacturers declare the demand for goods is more insistent than ever, and aver they will find it difficult to fill orders promptly for either machines or records, and then only in part. Enlarged plants and greater facilities are significantly mentioned by all the prominent companies whose goods are the staple commodities of the trade, and this information is based upon measures now under consideration by the respective directorates.

The reduction in the price of disc records is now producing results primarily anticipated, and the increased orders have justified this step, which is now known to have been inevitable, no matter what the so-called wiseacres and chronic kickers predicted. The policy of the originators of the cut is regarded by the progressivists as not only proper, but reflecting enterprise and foresight of a high order. The improvement of manufacturing conditions, it is held, cannot be curtailed or hindered in their natural course of development by the hypercritical or ultra-conservatives, who are referred to as passing judgment from a selfish consideration alone. All changes require time for adjustment; and it appears affairs in the trade have again assumed their wonted tranquillity, and satisfaction reigns supreme. A year of magnificent accomplishment is regarded as absolutely certain.

GOT FATHER TO WORK.

Hitherto Unsuspected Influence of the Talking Machine—Stimulates Lazy Men to Activity.

Another proof of the tremendous influence of the talking machine is to hand from the capital of the West—Chicago. Martin Stenstrup, of that city, is the living proof of its power to effect reform in the habits of an individual. Martin had been an industrious worker at his trade of interior decorator, but after he had taken part in several strikes the do-nothing habit got him, and he loafed around the house while his wife did washing and scrubbing to support the family.

One day Mrs. Stenstrup was stricken with a bright idea. She purchased or borrowed a talking machine, and also procured one record upon

which were traced the strains of that beautiful, pathetic ballad:

"Everybody works but father;
He sits around all day."

She set up the instrument in her home and saw to it that whenever her indolent worse half settled himself down for his day's rest, it was set in motion. When she could not tend the machine herself she had one of the little Stenstrups wind it up, again and again.

For a while Stenstrup endured the vocal reproach without flinching. At last it got on his nerves. He arose, smashed the machine, and went to look for a job. He found one, and has it yet. His reform seems to be complete and permanent.

But truly, the talking machine had to do something to redeem itself, and create a reason for its further being.

THEIR FOREIGN OFFICES.

The National Phonograph Co. have established a branch house at Calle Prolongacion del 5 de Mayo, 67-77, Mexico City, with Rofael Cabanas as local manager. The Australian house of the company is located at 340 Kent street, Sydney. It began business on January 1. Both offices are under the control of their foreign department, in charge of Walter Steves.

S. A. FLOYD IN NEW QUARTERS.

S. A. Floyd, the progressive talking machine dealer of Harrisburg, Pa., has recently moved into his new building, which is a five-story structure. He is occupying the ground floor and basement, using the entire forty-eight thousand square feet of flooring for the exclusive use of his talking machine business, to which he is devoting his entire energy. He carries a very extensive stock of both Columbia and Victor goods, and is in a position to handle both wholesale and retail. Mr. Floyd is a very popular gentleman, who is destined to be heard from.

EDWARD B. JORDAN APPOINTED.

Edward B. Jordan, who has been recently re-appointed by President Roosevelt to his second term as Internal Revenue Collector for the second district of New York State, is a prominent talking machine cabinet manufacturer in Brooklyn. He makes cabinets for the Columbia Phonograph Co.'s graphophones, and also for the National Phonograph Co.'s slot machines. His son, Edward J., Jr., runs the plant, making his New York headquarters at the noon hour at "Ye Olde Tavern."

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

MAKING SELECTION OF RECORDS.

How Plans Are Laid and Developed—Feeling the Pulse of the Publisher and Public—Some of the Good Sellers.

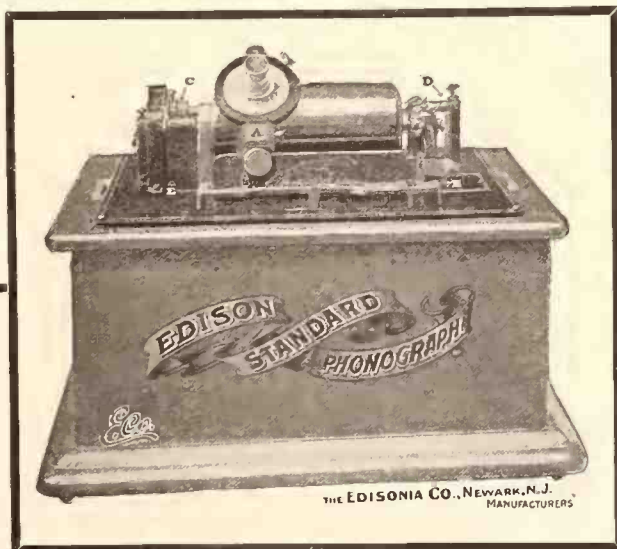
"How do I make up selections for our records?" said the manager. "It requires some experience, of course, but after all it is something like this: We have a man who calls upon the music publishers, who load him up with their publications. With one exception, no charge is made to us for the music, the understanding being they are only too glad to have their songs, selections, waltzes, marches, etc., reproduced. Then I go through all the music papers carefully to see what is being used, together with the names of the professionals, and from that we can, in a measure, judge whether they are worth while. The musical criticisms of daily papers, which are closely scanned, affords us a line on the operas and higher class music. When the selections are decided upon we pick out the 'talent' suitable to learn the piece. Here is where mistakes are occasionally made. For example, we would prefer consulting the 'talent' as to the people whose voices are best adapted for the purpose, but we found this did not work, as the parties of whom we sought advice on this point almost invariably insisted on recommending themselves for the assignments, and this plan had to be wholly abandoned. After the decision is finally made at the laboratory, then the task of learning the pieces is entered upon. Before the record is made, however, the voices or sound are tested, and the result at once 'thrown back,' from this the record maker can tell if the reproduction is of proper quality.

"We have asked publishers to designate whether their music should be sung by a soprano, tenor, baritone or bass voice," continued the manager; "but evidently they do not care to extend this courtesy, for they never comply with our request. Relying on our own resources, we must do the next best thing, and take chances. For instance, a song cannot be called a 'hit' until it is heard, no matter what kind of a 'knock-out' its publishers may believe it to be, or what is said about it in the newspapers. We have trained men who sit in the 'gallery of the gods' in theaters catering to the public through popular songs, and they seldom fail to pick the winners, though mistakes will be made. This occurred with the song 'Sympathy,' which we thought little of at the time it was first recorded, and for months we held it up. But we cannot get enough of the records now, and the same is true of 'Everybody Works But Father.' Just ordered four thousand made up to-day, and this is only a really small fraction of what has been turned out. Harris' songs always sell, as they have a swing people like, and we never miss it with any of his writings. These names are selected at random simply as illustrations of the popular lines, which at the present comprise a large majority of records sold. Good violin records are hard to get, though they sell well. Often what trained musicians may prefer are of technical interest only, and fall flat. To be sure, every record is inspected and tested by several experts, each on his or her own account—women are excellent judges for certain things—and the least imperfection causes its instant rejection."

FOR MUNICIPAL INSTITUTIONS.

We note that in various parts of the country people interested in local missions are presenting them with talking machines and records. They have proven a great source of entertainment, and have been found almost invaluable. In public institutions they are also great favorites, and the time will come when municipal bodies will find it necessary to equip hospitals, workhouses and such places with talking machines, owing to their value as therapeutic agents.

The La Porte Music Co. have opened a store for the sale of talking machines, records and supplies at 1004 Main street, La Porte, Ind.



"THE EDISONIA CO. take pleasure in informing the trade that they have an absolutely perfect instantaneous repeating attachment for Standard and Home Phonographs. Positively guaranteed or money refunded. No drilling or disfiguring of machine. Can be put together in one minute. Retail price (Standard or Home), \$2.25; usual discount to the trade. Sample, \$.50 prepaid to any dealer in the world. The Standard repeater will be ready February 1st, the Home about February 20th."

The Edisonia Company, New and Walsey Sts., Newark, N. J.

That Fearful Grating Sound

that has marred the reproduction of all disc records is due to the fact that heretofore on all reproducing machines the needle has been the means of propelling the reproducer across the record. ¶ To entirely do away with these unpleasant foreign sounds and reproduce only the pure, sweet musical tones, the

NEW TAPER ARM

Talk-O-Phone



is equipped with an ingenious mechanical feed device which propels the reproducer independent of the needle. This results in wonderful clearness of the reproduced sounds and the effect is so marvellous it must be heard to be appreciated.

NOTE

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 any one.

Talk-O-Phone
Prices:

\$18.00

TO

\$50.00

¶ 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 CO. 10 Midland St.
Toledo, Ohio

PRACTICAL SUGGESTIONS AND COMMENTS.

SUBSTITUTE FOR METAL MANDREL.

Wm. J. Hunt, Wanatah, Ind., writes as follows on a very timely topic: "Much trouble is experienced with the present tapering mandrel on cylinder phonographs, in that they are the cause of splitting so many records. It is my opinion that something besides metal should be used in the construction of these mandrels, as owing to the metal naturally being always more or less cold, unless warmed in an artificial manner, and the composition of the record being so highly sensitive to change of temperature that when a record is placed on the mandrel it soon contracts to such an extent that if it does not in this manner split the record, very often it is broken in the effort to remove it from the mandrel. This trouble is very little experienced in the summer time, but is a common occurrence in the winter. It is very likely that if everyone would use the proper precaution very few records would ever be broken through this cause; but it is very natural that the average person does not take into consideration the causes of the tightening of the record and place them too tight on the mandrel to begin with, thus not allowing for the slightest contraction. I therefore will suggest that some substance that does not possess such a chilling effect should be used in the construction of these mandrels, or perhaps a self-adjusting mandrel could be constructed. The above mentioned defect is one of the greatest drawbacks to the lasting qualities of the cylinder record, as very seldom are records broken in any other manner, and the manufacturers of this type of machine should give this matter consideration."

MESTRAND'S VALUABLE CONTRIBUTION.

Arthur C. Mestrand of Bennington, Mass., an expert on sound reproduction, submits the following in conjunction with the statements of Messrs. W. F. Hunt and W. M. Gateshead, published in the November issue of the Talking Machine World, regarding the divers causes of rattling and blasting reproducers. Mr. Mestrand says:

"A very popular, but equally erroneous, idea prevails regarding the cause of a reproducer blasting and rattling. Many claim that the fault lies with the record, or in the recorder 'stylus leaving its track, and jumping entirely from the record, thus leaving a disconnected line,' to quote Brother Hunt's statement. This is a mistake. Mr. Hunt, but do not feel aggrieved over the fact, as I can assure you that Thomas A. Edison himself was unable to ascertain the cause of it for several years; that is to say, the true cause.

THE CAUSE OF BLASTING.

"Blasting is invariably caused by a diaphragm being so thin as to be unable to rapidly follow the undulating sound waves engraved upon the cylinder. The effect is similar to the visible vibrations of an elastic held taut and pulled in the middle. The over-thin diaphragm is not able to re-assume its normal position in order to receive the next shock, and the result is commonly known as blast.

"This is more generally the case with records wherein the sound waves are either too close together or too far apart, as with a strident soprano or a deep bass respectively and so deeply cut as to cause a greater shock upon the diaphragm than it can stand.

"RATTLING" AN OBSCURE TERM.

"Rattling" is a rather obscure term, as such a thing could not exist provided the reproducer is correctly 'set up.' 'Rattling,' as I understand the term, is caused by the following: First, the diaphragm touching the side of the reproducer; second, the follow-ring not being tight enough, or third, the fulcrum of the sapphire arm being too short in proportion to the other end. If, with a diaphragm of average size, let us say a No. 6½ or 7, properly adjusted, with a sapphire arm working at right proportion, a reproducer still insists on blasting, same defect can usually

be remedied by increasing the weight. This has a tendency to sustain the pull on the diaphragm, thus preventing the diaphragm from following its own inclination, resulting in blast.

"I have yet to see the record which would persist in blasting after I had had recourse to the above mentioned remedies. For five years I have been persistently experimenting with reproducers and am considered a reigning authority upon that subject. I claim no credit to myself, as the greater part of the knowledge has been obtained through the work of others, but I can sincerely assure you that I have found the above statements to be correct in each and every case, and there is no doubt that however much a recorder blasts during its operation any reproducer, if properly treated, will eradicate the nuisance."

LONGEVITY OF THE RECORD.

A writer in a London paper says: "There is from time to time much discussion as to the longevity of the record. It is contended that the weight of the soundboard or of the reproducer if too heavy considerably shortens the life of a record. Yet I have not yet seen any suggestion as to the special value of hearing tubes in this direction. The weight of the horn, adding as it does to the pressure on the record, is an important factor in the wear and tear of the record. I make a rule of never using a horn with the records I prize most highly. I find, too, that when they have once heard them, my friends, too, prefer the tubes. Hearing tubes may be used both with disc and cylinder machines. Almost anyone can, with a rubber joint, easily fit the end of the tube over the neck of the sound box, exactly as in the case of the phonograph."

INQUIRY ABOUT HARD RECORDS.

A correspondent in Saginaw, Mich., writes: "Will you kindly let me know if there is a hard record made that is like the Lambert record? If so kindly let me know."

The so-called hard record, such as was made by the Lambert concern, can be manufactured by the Leeds & Catlin Co., 53 East 11th street, New York, if the order is of sufficient size. No firm carries it in stock, so far as can be ascertained, as the results by its use are said to have been not wholly satisfactory.

THE STAR MODULATOR.

Commenting on the Star Modulator, made by the Star Novelty Co., of Grand Rapids, Mich., the Talking Machine News of London says:

"States inventors have been remarkably active of late in connection with the talking machine. Two devices for disc machines are the Star Modulator and the improved machine of the Telephone Company. It is claimed for the former that it makes the record more distinct, practically does away with 'scrape,' and further that it leaves the tone under the control of the operator. In fact, it appears that it fulfills the function of a mute without entailing loss of tone with decrease of volume. The means by which this is secured are simple. It takes the shape of a backing to the needle arm, which acts as a damper and prevents vibrations due to the unevenness of the record service. The Star Modulator has been praised by the Columbia Company as well as some of the leading wholesale houses in the States."

THE TREATMENT OF DEAFNESS.

In our Parisian contemporary, the Phono Gazette, Charles Chancy offers a scholarly treatise on "The Phonograph in the Treatment of Deafness," in the event that there is the minimum of the sense of hearing left. He suggests treating it by acoustical exercises, and under headings of Principles, Application of these Principles, Procedure and Results, outlines that which should prove a blessing to mankind, at least to those afflicted with deafness. The first idea presented is that one reason why deafness steadily increases is because the subjects lose the habit of listening, since it involves so much trouble on friends to

carry on conversation, which at best enervates the subject himself, thus reacting on his nerves in general and on the nerves of the weak spot in particular. The talking machine, taking neither time nor strength from any human being, can cause no such nervousness, and interest in the machine itself would accentuate the concentration. The suggestion is made as to the intensifying and extreme focussing of the sound waves by means of shells on the order of the telephone receiver. The manner of adjusting such appliances to the phonograph and the routine to be gone through daily is then given and begins with instrumental selections, then vocal, of which the words are to be written for the subject so that he may recognize the sounds and then grow accustomed to them. After these vocal records, those which speak will be called into service and used also with printed translations, which are only to be seen line by line, and after trying to hear them without.

TO CLEAR OFF CYLINDER RECORDS

Speaking of the best way to take off old worn-out records on the wax cylinders, the Phono-Trader says: "There are many preparations on the market, but for cheapness, simpleness and quickness, you will have a difficulty to beat this: Get a large piece of flannel and soak it well with turpentine. Rub lightly and briskly on old record for a few minutes, then polish with another piece of dry flannel, and the effect will be most pleasing. I have tried this and never found it wanting. A few cents' worth of turpentine will clean off 50 records.

VALUE OF HEARING TUBES.

Hearing tubes should be part of the equipment of every user of talking machines, without in any way minimizing the value and importance of horns. For the purpose of entertaining either large or small parties the horn, of course, stands alone, says a writer in a London contemporary. Yet for obtaining the maximum of enjoyment from a record hearing tubes are absolutely unrivaled. In the first place the use of hearing tubes makes it possible to enjoy records even in the dead of night, without the risk of annoying either your landlady or your neighbor. The sound is hardly so much as given out if the trumpet is removed. On the other hand, so full and perfect is the rendering as heard through the tubes that it seems as though one were actually in the presence of the singer or the band. Needless to say, the metallic sound produced by the horn is entirely absent. Further, flaws and imperfections in the record are at once detected, which makes hearing tubes of value to both large and small buyers of records. The value of this hint will be understood when one remembers that in many factories records are always tested by this means.

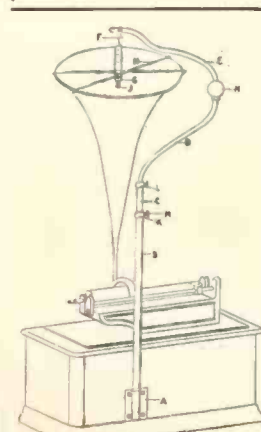
Rapke's Specialties

Rapke's Upright Horn Supports

(Patented)

For any Cylinder Machine.

Will support any size Horn.



About Rapke's Labels for Edison Records consult the Edison Phono Monthly, November, 1905, Page 10.

ORDER THROUGH YOUR JOBBER

VICTOR H.

RAPKE

Manufacturer and Jobber

1661 2d Avenue, NEW YORK.

Zon-o-phone 10-Inch Records

50 Cents Each

What Our Customers Say:

Holyoke, Mass., December 16th, 1905.—Every lot of records which are received seem better than the last, which is not true of any other make, and I use them all.

E. A. ELLSWORTH.

Brockton, Mass., December 1st, 1905.—Your records received yesterday and I will say for them your 10-inch records are the best on the market to-day.

L. R. PORTER (Dealer).

Baltimore, Md., December 4th, 1905.—We wish to congratulate you upon the fine list of records coming out this month.

C. S. SMITH & CO. (Jobbers).

Toronto, Canada, December 9th, 1905.—We wish to compliment you upon your very fine December list of records, samples of which we received yesterday. We think this list is beyond doubt the best you have ever put out.

JOHNSTON'S, LIMITED (Jobber).

New York, December 5th, 1905.—Permit me to compliment you upon the excellence of your December list of 10-inch Zon-o-phone records.

B. SWITKY (Jobber).

WHAT WE SAY:

Our January Records are the best we have ever made.

WHAT WE WILL DO—We will gladly send you our entire January list to try, and if you don't think them better than any records you have ever heard, RETURN THEM AT OUR EXPENSE.

JANUARY LIST:

- 326 Under the Flag of Victory March. A brilliant record of this favorite march composed by the well-known German march king Von Blon.
- 327 Vorspiel (Prelude) to the "Meistersinger." An exceptionally fine reproduction of the favorite Wagnerian opera. This record introduces many flute, oboe and other reed effects.
- ZON-O-PHONE CONCERT BAND.**
- 328 American Army Life March. This is an original composition written around many popular army calls. The trumpet and drum effects are very good.
- 329 Offenbachiana (Potpourri). Introducing several gems selected from Offenbach's operas. The various combinations of reeds used are especially good.
- 330 Tell Me Pretty Maiden. Ever favorite sextet from the comic opera "Florodora."
- 331 What a Friend We Have in Jesus. Played in march time. Introducing this very popular hymn.
- 332 Whistler and His Dog (Caprice). Characteristic piece composed by the well-known trombone virtuoso Arthur Pryor. This record introduces many fine band effects and a very realistic dog bark. The whistle effect is very good.
- HAGER'S ORCHESTRA.**
- 333 Composita Waltzes. This selection introduces the favorite melody in F. "In Old Madrid" and the "The Palms." Can be Used for dancing.
- 334 Medley Two-Step from "Moonshine." Introduces "Robinson Crusoe's Isle," "Foolish" and "Don't Be What You Ain't."
- 335 Medley Two-Step from "The Earl and The Girl." Played in two-step time. Introduces "How Would You Like to Spoon With Me" and "It's Good Enough for Me."
- 336 My Yankee Irish Girl Medley March and Two-Step. Popular medley two-step. Introducing some fine orchestra effects and good bells.
- 337 Selections from "Fritz in Tammany Hall." A bright lively selection introducing "Yankee Boodle," and other hits from this opera.
- 338 Silver Heels March and Two-Step. Catchy composition by the writer of "Hiawatha," "Moonlight Serenade," etc. The arrangement introduces some very fine reed, brass and trap effects.
- 339 The Whistlers (Intermezzo.) This selection is one of the gems of the late German Comic Opera, "Frühling-sluff," now playing in New York City. The reed and whistle effects are especially good.
- SONGS WITH ORCHESTRA ACCOMPANIMENT.**
- 340 Central Give Me Back My Dime. (Duet by Collins and Harlan). An interesting conversation over the 'Phone between two dusky lovers.
- 341 Fair Fisher Maid and Her Catch. (Duet by Miss Ada Jones and Mr. Len Spencer). A clever imitation of the society belle spending the summer at the sea shore.
- 342 Golden Wedding. (Duet by Miss Ada Jones and Mr. Len Spencer). These clever artists give us a celebration after fifty years of married life, winding up with "Oh, for the Golden Wedding."
- 343 Have You Seen My Henry Brown? (Miss Ada Jones). A new coon song by A. Von Tilzer.
- 344 How'd You Like to Spoon With Me? (Billy Murray). One of the hits in "The Earl and The Girl."
- 345 In Old Madrid. (J. F. Harrison). A good record of this old time favorite.
- 346 Just a Little Rocking Chair and You. (Billy Murray). Theo. Morse's latest hit.
- 347 Musical Yankee. (Len Spencer). A bright record full of jokes illustrating the various instruments.
- 348 Nothin' from Nothin' Leaves You. (Bob Roberts). Coon Song by Fred Snyder.
- 349 Robinson Crusoe's Isle. (Billy Murray). Sung by Miss Marie Cahill in Dan V. Arthur's latest production "Moonshine." Words and music by Benjamin H. Burt.
- 350 Somebody's Sweetheart I Want To Be! (Byron G. Harlan). One of Cobb and Edwards new ballads.

We add 25 new 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.
- 6th. Zon-o-phone 10-inch records, only 50 cents.

UNIVERSAL TALKING MACHINE MFG. CO.

28 WARREN STREET, NEW YORK

Earn More Money

International Correspondence Schools,
Box 918, Scranton, Pa.

Please tell me how I can increase my business by the sale of I. C. S. Language Outfits. I am an Edison dealer in good standing.

Name

Address

Increase Your Sales

TO earn more money—to increase your sales—to double your profits—cut out, fill in, and mail the above coupon to the International Correspondence Schools. They will show you how you can easily and quickly increase your sales in a way that has been tried and proved a success by a very large number of Edison dealers.

Mind, the sending of this coupon does not obligate you to pay one cent. It simply gives the I. C. S. an opportunity of proving how easy it is for you to increase your sales in a cheap and sure way. This they do by equipping you to sell

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

The I.C.S. language-instruction records are the most perfect form of language instruction in the world, and have been approved by the French, German and Spanish Embassies at Washington, by the United States Government, and by the leading colleges in the country. Dealers who have handled "Double-Service"—language instruction, as well as amusement records—are all strong in their praise of it as a business producer. "Double-Service" has increased the sales of a great many other phonograph dealers. To learn how it can increase **YOUR** sales, fill in the coupon and mail it now.

Double Your Profits

TRADE NEWS FROM ALL POINTS OF THE COMPASS

Replying to an inquiry from a dealer why they should not establish a system of exchanging records, the National Phonograph Co. replied thusly: "The suggestion is not a new one by any means, and we have on one or two occasions referred to the unreasonableness of such a proposition. * * * It would be just as reasonable to ask publishers of sheet music to take back old copies in exchange for new ones after the owner had played the music over until he was tired of it. This is the attitude of the National Phonograph Co. concerning this subject, and it is quite improbable that any exchange proposition of this kind will ever be allowed." That this argument replies adequately to the inquiry is not to be disputed. Further proof is offered by the action of all the record manufacturers, who recently abolished the exchange proposition with a unanimity of action that should be convincing.

A novel idea in displaying their products has been adopted by the Columbia Phonograph Co., at their wholesale store at 353 Broadway, New York, which may prove worthy of imitation by the trade.

On a pedestal is mounted one of their largest sized machines, the whole being draped about with an American flag. On the plate of the large machine thus mounted is placed another machine, somewhat smaller in size and having a highly polished aluminum horn. The large machine is regulated to run as slowly as possible, and when fully wound will turn its burden about four times a minute for one and a quarter hours without rewinding. By placing electric lights advantageously and setting mirrors at a distance of a few feet so as to form the three sides of a square, with open front to the on-looker, the effect is extremely brilliant and attracts immediate attention.

Daniel J. O'Neill, younger brother of Doc. O'Neill, of the Western travelers for the Zonophone Co., recently entered the employ of the house in the home office, New York. Being under the tutelage of Mr. Miller, he is in the line of making good.

The Talk-o-phone Co., Toledo, O., are reported as about placing on the market a finer line of machine cabinets than anything heretofore shown in the trade. Their premiums are said to excel in this respect, and now the regular goods will be handsomely equipped.

A calendar pocket diary, with colored maps, colored pages, substantially bound and neatly lettered with their name in gold on the cover, is being distributed gratis by the Douglas Phonograph Co., 89 Chambers street, New York. A book of this kind is not only useful but always appreciated by recipients.

The Ball-Fintze Co., Edison jobbers, recently moved into a new building, 100x100, three stories and basement, specially built for them, and which they claim is the largest of its kind in the country in their line. Talking machines and supplies are shown on the entire second and third floors. They sell wholesale exclusively.

J. A. Smith, Camden, N. J., not only carries a large stock of Victor goods, but has recently added a line of musical merchandise, which he is finding extremely profitable to handle, besides harmonizing splendidly with his business. Being a liberal and clever advertiser, his trade has been increasing in a satisfactory manner.

Sumner W. Rose, of Biloxi, Mich., has favored us with a photograph of the interior of his talking machine headquarters, which contains a very excellent idea in the way of a stage effect that in a large room, could be elaborated as a means of displaying talking machines, especially for concert work. The stage effect is secured by means of a painted canvas, and occupies but little room at rear of store, adding considerably to its attractiveness.

It is becoming quite a thing nowadays for the talking machine to be used at home weddings and parties. During the past month we have come across more than fifty papers published in all parts of the United States in which reference has been made to the talking machine being utilized for such a purpose.

It has been suggested, says the Music Trade Review, that if Jerome H. Remick & Co., with their sheet music and perforated roll interests in a chain of department stores East and West, would only add a talking machine annex in these respective establishments, they would have a full business hand, and a handful of business besides.

Speaking of great orders, report is that John M. Smyth Co., Chicago, and an installment house concern known throughout the West, recently engaged to buy 155,000 disc records from an Eastern manufacturer for early delivery.

J. L. Orme & Son, Ottawa, Ont., who represent the Columbia line in that city, are carrying a vast number of records and machines in stock. They have recently provided a number of special rooms for displaying their instruments.

"Do you know, I've heard that all these street pianos that you see and hear around town are owned by one company, which merely leases them by the day."

"The idea! That's a grinding monopoly, sure enough, isn't it?"

The reported indestructible cylinder or round record, of English origin, is not very highly complimented by the trade here who have investigated its merits. The great drawback is its nasal tone or rasping or scratching reproduction of sound, especially musical numbers.

At the meeting of the jobbers of the Middle West at Cincinnati, O., Saturday, 20th inst., several matters of importance to the trade of that section will be taken up and permanently disposed of. A number of Eastern jobbers are expected to be present on special invitation at this gathering.

Negotiations are now under way for the Healy Music Co., Chicago, to establish a talking machine department, which will be on a large scale.

Keene Phonograph Co., Pierre, N. D., have been incorporated under the laws of the State of North Dakota with a capital stock of \$20,000.

In a recent number of the Revue Universelle an article appeared on Dr. Charcot's Polar expedition. Among the illustrations was one of a phonograph, which having been placed near a number of penguins, was recording the cries of these birds.

It is semi-officially announced that the Auburn Button Works, makers of the International records, are about to open a jobbing department of their own in New York.

The Columbia Phonograph Co. control four stores in Brooklyn—915 Broadway, 125 Myrtle avenue, 289 Grand street and 124 Flatbush avenue.

Linonoid Horns

27 Styles 15 to 56 in. \$2 to \$15

Manufactured by

CRANE BROS., Westfield, Mass.
Discount to Dealers

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Perfection Fibre Carrying Cases

FOR

**TAPER ARM VICTOR MACHINES
HORNS and DISC RECORDS.**

Colors: Black, Olive, Russet. Reinforced corners
Steel riveted throughout. Genuine Leather handles and
Straps.

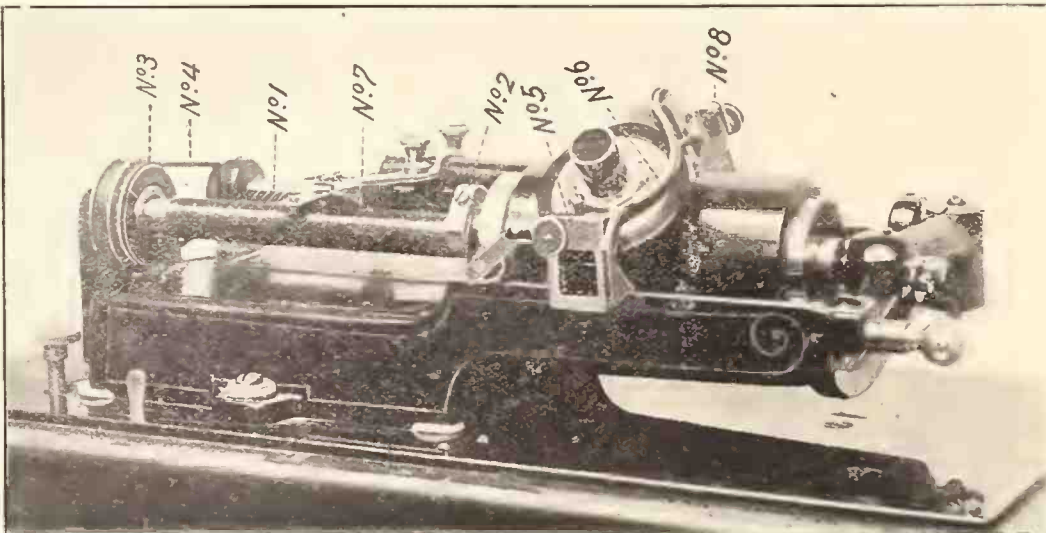
All Trimmings and Rivets same color as case.

All Machine Cases are lined throughout; prevents scratch-
ing of Machine Cabinet.

**Special January Stock Reduction
Prices on these Cases.**



Gilbert
Repeating At-
tachment for
Edison Home
and Triumph
Phonographs



The only satisfactory
device for the pur-
pose.

SIMPLE. Readily at-
tached—no drilling.
Easily adjusted.

PRACTICAL. No
weights or springs
required to operate
it.

POSITIVE. Works as
long as motor does
—absorbs no addi-
tional power.

FOR HOME - Price \$6.50
FOR TRIUMPH - Price \$7.50

In ordering, state if for old or
new models.

The Gilbert Patent Home Phonograph Repeater.

**THE "PERFECTION"
Upright Horn Support**

AND

Sound Modifier Combined

THREE DISTINCT ADVANTAGES.

Horn being in upright position, is par-
ticularly adaptable for small rooms.

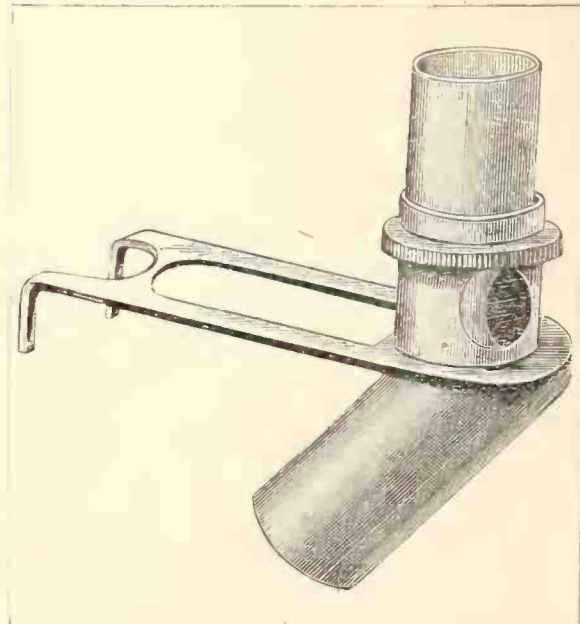
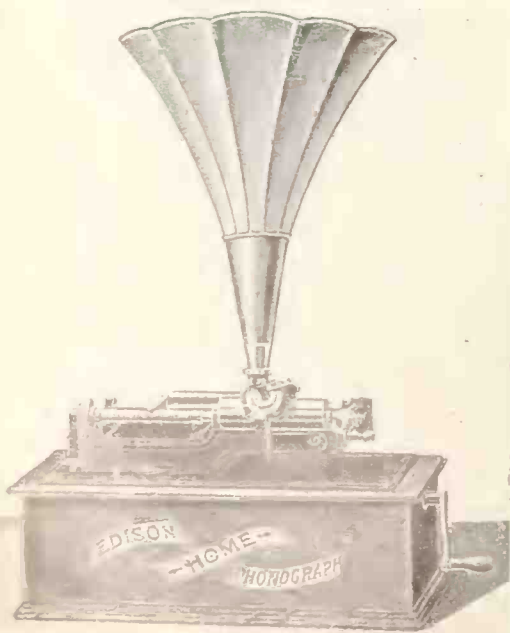
Sound waves are discharged upwards
and diffused equally to all corners.

Modifier controls volume of tone at
will of operator.

Will fit any style of phonograph.

Nickel Plated, Price \$1.25 each

Send two cent stamp for our 1906
pocket diary.



Cut Exact Size

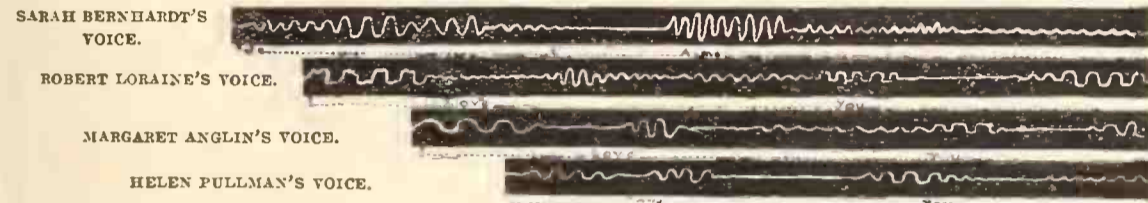
PHOTOGRAPHING THE VOICE.

Some Interesting Experiments by Victor H. Emerson, of the Columbia Phonograph Co.—Noted Actresses Make Records of Their Voices—The Remarkable Changes in Each—Demonstrates How the Voice Makes an Impression on the Mind.

Recent experiments by Mr. Victor H. Emerson, of the Columbia Phonograph Company, have resulted in methods by which the voice can be photographed, and the photographs compared with others, so that the exact differences between voices that sound almost alike can be noted.

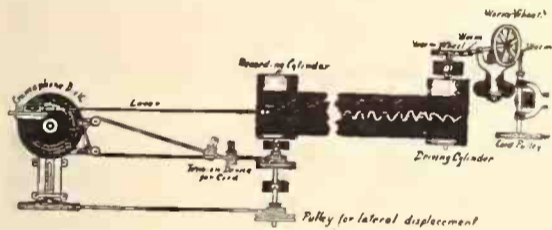
Phonographic records of two voices that sound almost the same to the ear will, when photographed and the pictures enlarged by microscopic methods, show slight differences that will explain just wherein lies the variation.

For this purpose a very delicate recording apparatus has been perfected by Mr. Emerson. It



receives the human voice and registers it on a wax cylinder even more carefully prepared than the ordinary wax cylinders used for making records. The little knife that cuts into the wax leaves a mark varying in depth and width with the force of the sound waves.

In making these records the force of the sound waves that are started in motion by the voice causes a point that rests on a rapidly revolving wax cylinder to dig, shovel-like, into the surface.



APPARATUS FOR TRANSCRIBING TALKING MACHINE CURVES. (From The Scientific American.)

The mark is very tiny and very shallow. You can scarcely see it. But it is there, and when other records are made from a mold taken from this original tone, and put into a graphophone, the reproduction will be almost exactly the same as the original tone.

Through the kindness of Mr. Emerson and the Columbia Company, the Sunday World has been able to make for itself records of the voices of several prominent persons, including Mme. Sarah Bernhardt.

The words, "I love you," spoken with all the feeling possible into the recording machine, were selected for the test, and most interesting were the results.

The photographic reproductions in each case showed that when you say "I love you" with all your heart in it, it looks like a lot of little jagged lines. And the stronger the feeling, the deeper the marks.

Of course the Sunday World didn't intend to get records of all the different ways of saying it. Only a few. The divine Sarah—how must it look when her rich, passionate voice rolled out the words "Je t'aime," which, if you know any French, means the same thing. Or when Miss Margaret Anglin, whose delineation of the passionate Zira thrills her audiences, or Robert Lor-

aine, who, in "Man and Superman," plays the lover who wills not to be won yet finally submits; or a little girl, like dainty Helen Pullman, as the five-year-old Claudia in "The Prince Chap."

These were the "subjects" selected, and it is their ways of saying "I love you" which are reproduced.

Mme. Bernhardt, when first approached on the subject, demurred. It sounded silly to her, this talking into a phonograph, especially words of love. But she finally consented, and the recording machine was taken to the Lyric Theatre during a matinee of "Phedre" and placed in the wings, in easy reach of the actress. Mme. Bernhardt found time during the progress of the play to say her little piece. Tired from the exertion of an exacting scene, she stood panting before the brass funnel of the machine, while the operator set it in motion. Then, at the proper moment she opened those lips on whose every utterance audiences hang spellbound, and the words fairly fused from them.

"Je t'aime!" The little machine, whizzing and whirring, seemed to stop for a moment as though it felt the thrill. Did it realize who was saying this to it? Perhaps, for what could be nearer to being human than this sensitive apparatus that

registers our voices? Again and again Mme. Bernhardt said the fateful words, words that would have brought a king or a prince to her feet; but the little machine was stanch and registered her voice.

That Robert Loraine made the record that is identified as his there could be no question in your mind if you had heard him making it. He stood before the recording funnel at the laboratory of the Columbia Company in West Twenty-sixth street as though about to make his vows to the fairest and sweetest girl in the world. And from his lips rolled the words "I love you." There was resonance, strength, in every note of his rich, round voice. There was tenderness and passion.

Miss Anglin struck the machine in a different way, as you can see from the written record. Where Mme. Bernhardt's "Je t'aime" is demanding, if you please, the American actress' tones are pleading. Yet, who shall say that one is not as forceful as the other?

With the little "Prince Chap" girl, you who have seen her and heard her little prayers in the play can understand how sweet and pleading her utterance of the word sounded. But they had a deal of power in their pleading and would have affected anyone who could have heard them.

These, then, are the four records. Can you see in them as they are reproduced here any resemblance to the voices of any one you love? If so, you may preserve them for future reference. At any rate, the little pictures will show you just how and why a voice makes an impression on your mind, which is, of course, a magnificent recording cylinder. And the next time your "onliest one" tells you, "I love you," you will fully realize why it makes you feel happy.

TRADE NOTES FROM ST. LOUIS.

Record for December Satisfactory—Running from 25 to 50 Per Cent. Better Than Last Year—Pleased With the Outlook.

(Special to The Talking Machine World.)
St. Louis, Mo., Jan. 10, 1906.

All reports as to the talking machine business during the month of December are exceedingly good. The Christmas trade was much larger than anticipated, and the best kind of machines were sold in a large volume.

W. C. Fuhri, manager of the Columbia Phonograph Co., states that their business was 33 1-3 per cent. better than the same month a year ago, and that the demand for the finest instruments was very large. They had a large sale of their new extra long cylinder machines. He also reports a big trade at all their Western branches. Mr. Fuhri predicts that 1906 will be a big year in this line.

D. S. Ramsdell, vice-president and manager of the St. Louis Talking Machine Co., reports a very fine holiday trade and a big month's business for December, and states that trade continues active. J. Frank Mahret, sales manager for this concern, is spending the holiday season in Covington, Ky. O. O. Morgan, city salesman for this company, has been confined at his home for the past month with a severe attack of tuberculosis.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., reports that their trade for the month of December is the best month they ever had in both Victor and Edison machines, and that the prospects for the future are excellent. This department was recently enlarged, as described in this paper, and their facilities for entertaining customers, including salesrooms, are unsurpassed.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports a trade during the holidays away beyond anticipation. The past year has shown a splendid increase in the business of this department, and both Mr. Conroy and Mr. Clancy consider the talking machine still in its infancy compared with what it will be.

All the other talking machine stores indorse the statement that this branch of the musical lines is enjoying a fine trade, and look for it to be even better during 1906.

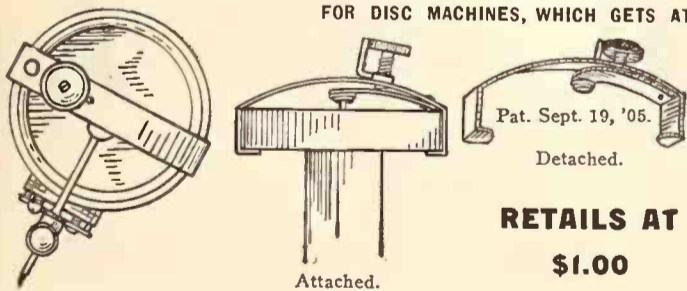
STOP FOOLING

WITH UNSATISFACTORY DEVICES AND GET THE **STAR MODULATOR**

FOR DISC MACHINES, WHICH GETS AT THE ROOT OF THE TROUBLE

A BIG PROFIT TO THE DEALER.

TO SHOW IT IS TO SELL IT.



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

ASK YOUR JOBBER; IF HE HASN'T IT, WRITE DIRECT.
SEND 50 CENTS FOR SAMPLE, NAMING SOUND 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 grooves, 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-waves.

As the needle passes these spots, which are in all records, cheap and expensive ones also, the spring of the point and needle bar against the diaphragm cause it to make a "scoop" (slight as it is) into these spots, producing the "scratch" and "squawk" 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 "squawk" 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 as long, and in this manner we obtain any strength of tone. 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.

Talking Machines That Sell Without Argument

1906 MODEL

Columbia Graphophones

THE WORLD'S BEST

Columbia Tone Arm Disc Graphophones

Every Machine Fully Guaranteed

FOUR NEW MODELS

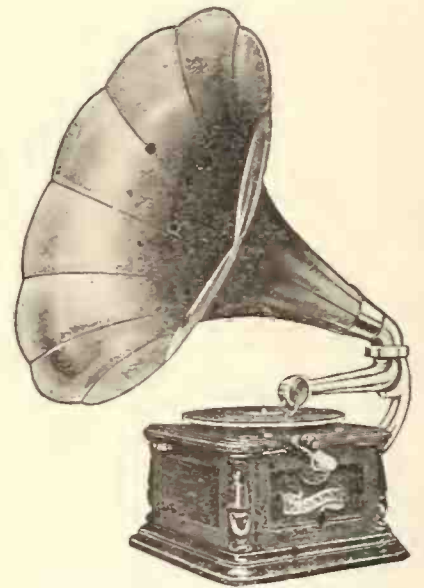
Absolutely New Principles



Type B. H. "CHAMPION," \$30.00



Type B. D. "MAJESTIC," \$100.00



Type B. I. "STERLING," \$45.00

The "Imperial," mounted in a beautiful mahogany cabinet and like the "Majestic" in general appearance, but with a motor running a smaller number of records, \$75.

Improved Lyric Reproducer Graphophones

THREE NEW MODELS



Type B. E. "LEADER," \$30.00.



Type B. F. "Peerless," \$40.



Type B. G. "Sovereign," \$50.

Dealers will find in the new 1906 model Graphophones the most perfect talking machines on the market and the easiest sellers. Remember Type B. F. and B. G. play the new Twentieth Century Half-foot long Cylinders as well as the Popular X. P.

LIBERAL DISCOUNT TO DEALERS

JOBBERs: You can easily multiply your profits in 1906 by securing the distributing agency for

COLUMBIA GRAPHOPHONES and COLUMBIA RECORDS

Grand Prix, Paris, 1900

Double Grand Prize, St. Louis, 1904

Our proposition to the dealer is one which will secure the business, and afford you a greater profit than you can make by handling other goods.

WRITE TO-DAY FOR PARTICULARS REGARDING OUR NEW JOBBING CONTRACT

Columbia Phonograph Co., General

WHOLESALE DEPARTMENT, 90-92 West Broadway, NEW YORK

TALKING MACHINE AS WITNESS

In a Recent Law Suit in Boston—Demonstrates Its Position as One of the Most Accurate Scientific Recorders.

As related in the last issue of the Talking Machine World, the use of a talking machine in a trial at law was permitted in the United States Court at Boston recently, although the talking machine has been allowed in evidence in England. The instrument was used in the trial of the owners of a large business block against the Boston Elevated road. One element of the suit was that of damage caused to the owners of the block by the constant noise of the cars, and it was to give the court an idea of this noise that the counsel for the plaintiff offered phonograph records, taken in the building, to illustrate the effect of the noise of the trains upon the use and enjoyment of the property. The counsel for the defense, of course, interposed an objection, and in reply to his argument the counsel for the plaintiff said: "The phonograph is one of the most accurate scientific recorders, and I offer it on the same ground upon which photographs are put in evidence. Originally the photograph was in the position now occupied by the phonograph, and I remember well the strenuous opposition which was raised to the admission of the former at one time. The phonograph, as we all know, is a scientific instrument, and to my knowledge it has been put in evidence at least once in the English courts, though never before, I think, in the courts of this country. It is difficult to describe a noise or compare one noise with another. The best that can be done is to offer a record of it." Although the opposing counsel objected on the ground that the development of the instrument and the art of managing it were not sufficiently advanced to warrant its admission as evidence in a court of law, the learned judge decided that the phonograph was a competent, if mechanical witness. If this decision is sustained, and becomes a precedent, a new element of interest will be injected into law cases. For instance, if a man were suing for divorce on the grounds of incompatibility, he might offer some very interesting evidence in the way of records of his wife's curtain lectures. In fact, the uses of the phonograph in law suits will be limited only by the ingenuity of the lawyers.

C. Ilsen, of Ilsen & Co., Cincinnati, O., when in New York recently, made a number of valuable trade connections and placed a bunch of nice orders.

MAY LOCATE IN KALAMAZOO.

Duplex Phonographs the Invention of Chas. E. Hill, of Lincoln, Neb., Will Probably be Manufactured in That City.

(Special to the Talking Machine World.)

Kalamazoo, Mich., Jan. 8, 1906.

It is now practically assured that another industry will soon be added to Kalamazoo's list of manufacturing concerns. The new institution will make phonographs, or talking machines, and already those interested in the enterprise are advertising the fact the machines are made in this city, for in the ads published appears the catch phrase, "Made for you in Kalamazoo."

The head man of this concern is Charles E. Hill of Lincoln, Neb., and several times during the past month he has been before the Commercial Club of this city and succeeded in interesting many local business men in his appliance, which is a duplex phonograph. At present the Kalamazoo Novelty Co. has the contract to make a number of the machines, but it is the intention of the promoters to erect a factory here for the purpose of manufacture. Plans have been perfected for an aggressive advertising campaign, and the machines will be sold on the mail order plan.

While Mr. Hill was in Kalamazoo he received a very favorable impression of the city and many courtesies were extended to him by members of the Commercial Club.

TRADE NOTES FROM DALLAS.

(Special to the Talking Machine World.)

Dallas, Texas, Jan. 2, 1906.

December closed with the greatest rush known in talking machine circles in Texas. All of the jobbers and a great many dealers had permitted their stocks to run low and were unable to supply the demand. In turn, the factories were unable to fill their orders, hence the trade was not as great as it might have been.

The Southern Talking Machine Co. has recently made considerable improvements in decorations of windows in addition to a large electric sign in front of their store on Main street.

S. H. Wumble has again gone on the road for the Texas Phonograph Co., Inc., the big Houston talking machine jobbers.

Dallas Talking Machine Co. report that they will greatly enlarge their business during the ensuing year.

Smith & Co., Dallas, have leased a large building and added a line of furniture and will do a

large installment business. J. D. Wheeler, formerly associated with the Southern Talking Machine Co., has purchased the Dallas branch of the Texas Phonograph Co., and will continue the business under his own name at their old stand, 345 Main street, Dallas.

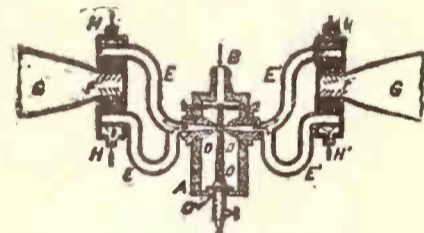
H. M. Holleman, president of the Texas Phonograph Co., of Houston, passed through Dallas en route to New York and the East, where he will visit factories and arrange to carry the largest stock of phonograph goods in the South. He reports that they have taken a three years' lease on the building in Houston facing on Capitol and Fannin streets.

AUGMENTS INTENSITY OF SOUND.

A Novel Apparatus for Amplifying Phonographic Reproductions That Will Prove Interesting to Readers of the World.

A novel apparatus for increasing the intensity of sounds has been invented by Messrs. G. Laudet and L. Gaumont of Paris, which is said to be of great value in amplifying phonographic reproductions, particularly in large auditoriums. The principle underlying the construction of this apparatus consists in transmitting the sound vibrations concerned to and from a convenient flame. After the first experiments made in this connection, utilizing the human voice, had given satisfactory results, the voice assuming a remarkable intensity, the experimenters continued their investigations, employing sources of sounds of mechanically determined intensity, with continued success.

The instrument (shown in the accompanying engraving), explains the Scientific American,



A NEW MEGAPHONE.

consists of an equilibrated distributor to regulate the amount of the burning gas mixture, and a burner wherewith the gases are consumed in an ignition chamber. The apparatus submitted to the academy was arranged for registering the reinforcement of sounds of any kind on ordinary phonograms. Air and acetylene were employed as burning gases.

The distributing mechanism consists of a chamber, A, into which the combustible mixture is introduced under pressure through a conduit, B. A vane, C, supported on knife edges as at O, is mounted at the bottom of the chamber, A, an elastic ring being provided to insure airtightness in O. Any motion given to the pencil is transmitted to the vane, C, inside of the distributor. On either side of C openings, D and D', are provided through which the gaseous mixtures are allowed to issue in respectively equal amounts as long as the vane is immovable. Any displacement of C will, however, result in an increase of the amount of gas issuing on one side, while the amount issuing on the other side is reduced. The total amount of utilized mixture remains constant, and the pressure in the interior of the chamber is also unaltered.

The gases are collected and conveyed to the burners through a series of conduits, E, E, E'. The burners consist of a series of disks cooled by an air current, H H', the gases being expanded and reduced to a temperature such that combustion always occurs in the chamber, F F', just at the point where the gases escape from the openings of the burner. The apparatus comprises two funnels, G G'. The power of the sounds obtained, which is truly remarkable, depends on the amount of gas mixture used and on the energy expended during its combustion.

Wm. F. Kunkel & Co., who recently opened their new piano parlors at 119 North Liberty street, Baltimore, Md., are handling in addition to pianos and other musical specialties a full line of talking machines and records.

No. 531 Holds 175 Records



No. 531.

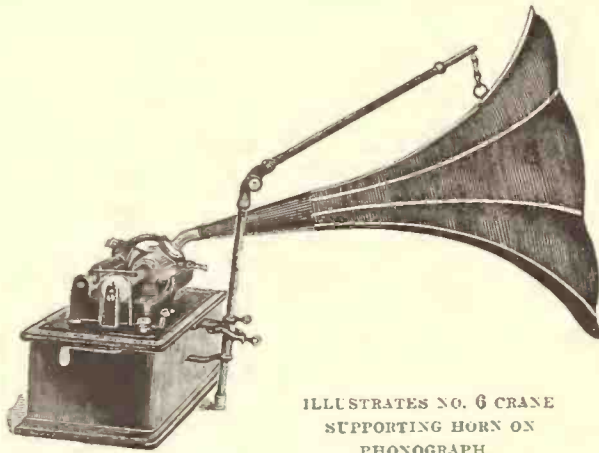
Has convenient sliding shelves Push one door and both close at same time.

MAKERS OF
**DISK
AND
CYLINDER
RECORD CABINETS**

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

THE UDELL WORKS
Indianapolis Indiana

Flower Horns and Cranes FOR TALKING MACHINES



ILLUSTRATES NO. 6 CRANE SUPPORTING HORN ON PHONOGRAPH.

We manufacture the only complete line of Flower Horns on the market. Our designs are exclusive and our Flower Horns are all manufactured by our own special designed machinery, ensuring a finish and effect that cannot be equaled by those of other manufacture.



For Cylinder Machines.	Size.	Description.	List Price	Same Horn for Victor Tapering Arm.
No. 20	30 in. long, 24 in. bell.	Brass, Polished, no Decoration.	\$8.00	No. 120
No. 22	24 " " 20 " "	Brass, Polished, " "	\$6.00	No. 122
No. 30	30 " " 24 " "	Brass, Nickel Plated, no Decoration.	\$8.00	No. 130
No. 32	24 " " 20 " "	Brass, Nickel Plated, " "	\$6.00	No. 132
No. 40	30 " " 24 " "	Brass, Polished Outside, Red Decoration Inside.	\$8.00	No. 140
No. 41	30 " " 24 " "	Brass, Polished Outside, Blue " "	\$8.00	No. 141
No. 42	24 " " 20 " "	Brass, Polished Outside, Red " "	\$6.00	No. 142
No. 43	24 " " 20 " "	Brass, Polished Outside, Blue " "	\$6.00	No. 143
No. 50	30 " " 24 " "	Silk Finish Outside, Red " "	\$8.00	No. 150
No. 51	30 " " 24 " "	Silk Finish Outside, Blue " "	\$8.00	No. 151
No. 52	24 " " 20 " "	Silk Finish Outside, Red " "	\$6.00	No. 152
No. 53	24 " " 20 " "	Silk Finish Outside, Blue " "	\$6.00	No. 153
No. 60	30 " " 24 " "	Black Enamel Outside, Red " "	\$6.00	No. 160
No. 61	30 " " 24 " "	Black Enamel Outside, Blue " "	\$6.00	No. 161
No. 62	24 " " 20 " "	Black Enamel Outside, Red " "	\$4.00	No. 162
No. 63	24 " " 20 " "	Black Enamel Outside, Blue " "	\$4.00	No. 163
No. 70	30 " " 22 " "	Outside Red, Inside Plain Decoration	\$3.00	No. 170
No. 71	30 " " 22 " "	" Blue, " " " "	\$3.00	No. 171
No. 72	30 " " 22 " "	Enamel Red Throughout, no Decoration	\$2.50	No. 172
No. 73	30 " " 22 " "	" Blue " " " "	\$2.50	No. 173
No. 73B	30 " " 22 " "	" Black " " " "	\$2.50	No. 173B
No. 80	24 " " 20 " "	Outside Red, Inside Plain Decoration	\$2.50	
No. 81	24 " " 20 " "	" Blue " " " "	\$2.50	
No. 82	24 " " 20 " "	Enameled Red Throughout, no Decoration	\$2.00	
No. 83	24 " " 20 " "	" Blue " " " "	\$2.00	
No. 83B	24 " " 20 " "	" Black " " " "	\$2.00	

CRANES

No.	Description.	List Price
No. 4.	Screws to back of cabinet, top folding, nickel-plated throughout...	\$1.25
No. 5.	Instantly adjusted to cabinet of any Standard, Home or Triumph Phonograph without injuring the cabinet. All folds in compact space; nickel-plated throughout	2.50
No. 6.	Same style top as No. 5, the base being plainer and japanned in place of nickel-plated	1.50
No. 7.	Same, exactly, as No. 5, except it is handsomely copper-plated and lacquered, in place of being nickel-plated	3.00



Trade quotations furnished on application. Send for illustrated booklet.

See that this Trade Mark is on all Flower Horns and Cranes; it is a guarantee of quality.



ILLUSTRATES NOS. 5 & 7 CRANES SUPPORTING HORN ON PHONOGRAPH.

Hawthorne & Sheble Mfg. Co.

Mascher and Oxford Streets, Philadelphia, Pa.

NORTHWESTERN DEALERS PLEASSED

Over the Record for the Past Year—The Holiday Trade Especially Satisfactory—Some Recent News.

(Special to the Talking Machine World.)
Minneapolis and St. Paul, Jan. 8, 1906.

The talking machine dealers without exception report an immense holiday trade and splendid results for the year's business.

"Far and away the best trade we ever had in that department," said W. J. Dyer, of W. J. Dyer & Bro., with reference to the results for the year. "We couldn't begin to take care of our trade during the holidays, as we were unable to obtain the stock. We had a big sale of high-priced Victor machines."

"We are not sorry by any means that we put in the Victor machine," said W. L. Harris, president of the New England Furniture & Carpet Co., "as that has been one of the best paying departments in the store. We had a big holiday trade, and I anticipate a splendid growth during the coming year."

"Our trade during the year was hardly as good as we expected, considering the immense stock we have been carrying, but we had a very satisfactory holiday trade," was the report of Mr. Moody, manager of the department at Donaldson's store. Here are carried the Victor, Columbia and Edison.

The Minnesota Phonograph Co. reports a very successful year, with a big increase over business for 1904. In addition to the Edison, that company is now handling the Victor, which it took hold of early in December. M. H. Lowry, formerly with the New England, transferred to the Minneapolis branch of the former company December 1. The business at this branch was fully as good during the holidays as at the St. Paul store, though it has been opened only a few months.

J. H. Wheeler, manager of Columbia Phonograph Co., said: "We had a better trade during the holidays than in 1904, and in higher-priced machines. The sale of records was also much larger. The year as a whole was very satisfactory in both towns."

THOSE EDISON NOTE BOOKS.

At Least Fifty Treat of the Phonograph—Edison Talks of Coal Economy.

Last Sunday's New York Times contained a very interesting talk with that famous inventor, Thomas A. Edison, in which he says that it is only a matter of time when an express train can be run from New York to Buffalo with two bushels of coal, and tells what it will mean to the world when a method of saving the 90 per cent. waste in coal consumption can be devised.

The interviewer in the course of his conversation laid eyes upon the big bundle of dusty well-thumbed note-books which were in the office, and in which are recorded the various stages of nearly every invention conceived or executed by one of the greatest geniuses in modern times. In this connection the writer says:

"At least fifty note-books deal with the phonograph, which remains a pet invention of its creator. Thus stage by stage and page by page the genius of Thomas A. Edison is curiously recorded, a genius which is half painstaking and half common sense; nor is it in any way spooky as revealed in these beautifully written diaries. Asked if the many 'N. G.s,' which star or mar the pages represented a waste of time, the Columbus of chemistry began murmuring something about:

Him who sings
To one clear harp in divers tones,
That men may rise on stepping stones
Of their dead selves to higher things—

or words which meant the same.

G. W. Hall & Co., Bellefonte, Pa., in their installment business, use the form of agreement adopted by the National Piano Dealers' Association at their last annual meeting, and which is considered the only one that will stand legally.

THE POWER OF SUGGESTION.

New Use for Talking Machine—It Is Found That When the Machine Plays a Cackling Song the Hens Take a Hint and Lay an Egg—Idea of a Mt. Morris Man.

The impossibility of getting hens to lay in the winter season, when eggs are scarce and high, an achievement which has baffled the brightest minds of this country for years, appears less difficult of attainment than it did, indeed it is confidently claimed by several credible witnesses who have seen the results, that a resident of Mt. Morris, N. Y., already has the problem more than half solved, and that his success is bound to revolutionize the hen and cause two eggs to be laid where one has been reluctantly dropped in the basket heretofore.

The innovation in egg-production is hardly due to the exercise of the same blessed philanthropy which causes two blades of grass to grow where one grew before, but is rather the invention of a mind devoted to getting even with the hen. All winter eggs have been scarce and costly. Indeed, the cackling of laying hens has not been heard on the picket line since August.

In this crisis Joseph appeared in the person of Druggist H. M. Gates, who bethought himself to apply the talking machine to the relief of the situation. The idea came to him one day in a moment of inspiration, while he was listening to the measures of a cackling song as rendered by a talking machine. "If," he argued, "a talking machine were placed in the hen house and kept playing the 'cut, cut, cuddacket' of a laying hen, why would not the constant repetition of this familiar jubilee simulate an imitative response on the part of the hens, and, if the hens could be got to cackling, why would they not lay, as a logical corollary to their cackling, through the power of suggestion?"

The reasoning seemed good to Mr. Gates, and he at once went about the construction of a modern hennery in the back yard of his residence lot, in which he installed fourteen Black Minorca hens and a cockerel. The hens had been fed high all the fall, but as yet had refused to lay an egg. In their new quarters, under the stimulus of phonographic suggestion, an appreciable change has been noticed in their egg productivity. At first only one or two eggs were secured daily, but as the fowls became accustomed to the new conditions, it is understood the ratio has increased. By varying the tunes, still better results have been noted. Of course it may be a mere coincidence that the egg production increased when the concert opened, and it may be of no sci-

entific importance that one day when a continuous performance of "Turkey in the Straw" was on the boards, fourteen eggs were gathered.

There is certainly nothing impossible in the theory of music acceleration of egg productivity. Those who have reported the facts do not appear to stretch them beyond the point of credibility. No hen is yet reported to have laid two eggs in one day. The total, as reported, does not for any one day exceed fourteen eggs. Mr. Gates will not say a word about any feature of the performance, but reliable people claim that when the talking machine is turned on, the hens will come down off their perch one after another and lay an egg.

More talking machine records have been sold in the vicinity of Mt. Morris since the story began to be repeated than ever before. "Did you ever!" "What folly!" "Preposterous!" exclaim the skeptical. But Dr. C. C. Willard of that town does not think so. He has ordered an assortment of records for his hen house. The cackling song seems to be the most effective, and the most in demand, but "Way Down Upon the Suwanee River" is also recommended to produce good results.

Many have been inclined to doubt the story or at least deny the connection between the talking machine and the increased egg production, but facts are stubborn things.

PROVING CASE WITH TALKING MACHINE.

Mrs. Isaac L. Rice, who lives at Eighty-ninth street and Riverside Drive, has made a formal complaint to the Federal authorities regarding the noise made by the tug boat and steamer captains who use their whistles as alarm clocks for sleepy barge captains as breakfast calls and as signals to their friends ashore. She has also applied to the Commissioner of Police in New York in an effort to stop this nuisance, and in telling him of her trouble she stated that she has a talking machine with records to prove that the average number of ear-piercing whistles every night is 2,600. She said that on one especially noisy night she recorded 7,000 distinct toots.

CHICAGO AS DISTRIBUTING CENTRE.

As a distributing point for talking machine goods, Chicago is described as the best place in the country. Those familiar with the quantity of machines, records, etc., shipped to the Western metropolis declare its magnitude is marvelous, and the wonder is the manner of absorption by the consumer, not to mention the trade. Cincinnati is also referred to as a capital market.

NEW ENGLAND HEADQUARTERS

--- FOR ---

REGULAR MEGA HORNS

MADE IN THREE SIZES AND IN FIVE COLORS

MEGA JUNIOR FLOWER HORNS
MEGA SENIOR FLOWER HORNS

JUNIOR, 24 inches long, with 16½-inch diameter Bell
SENIOR, 30 inches long, with 24-inch diameter Bell
In Five Colors

Undoubtedly the Most Attractive and Best Reproducing Horn. Send for Descriptive Circulars and Attractive, Money-Making, Net Dealers' Prices

SELLING AGENTS FOR

PLACE AUTOMATIC RECORD-CLEANING BRUSHES
LIGHTNING PHONOGRAPH REPEATERS
"EZ" RECORD BINDERS

Ask for Circulars and Prices

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

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



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

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ing matter, \$75.00.

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IMPORTANT.—Advertisements or changes should
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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, JANUARY 15, 1906.

WITH this issue The Talking Machine World begins the second year of its existence, and we cannot permit this opportunity to pass without extending to our friends, supporters and well wishers everywhere our thanks, as well as a most cordial appreciation of the support which they have given this enterprise from its inception. It has been our good friends who have aided our humble efforts so warmly that have made this enterprise one of the marked successes in trade journalism. There were many who figured that the industry was not sufficiently broad enough, or developed enough to support a journal devoted exclusively to its interests. We figured differently, however, and we concluded that a journal honestly and impartially conducted would exercise a potent influence in extending the industry, in stimulating and encouraging trade and acting as a helpful force to all departments of the talking machine industry.

WE had faith in the talking machine men, and believed that when they realized that we were inspired by a desire to serve the best interests of the trade without fear or favor that we would win them as our supporters and friends. The results have proven that we have diagnosed the situation accurately, and the World to-day is a conceded force for the good of the entire talking machine trade. There is no country on earth where it is not read, and, we may add, read with interest, for we have many communications from this and foreign lands which embody terms of the highest praise for our work. We have planned an active campaign for the present year, involving much expense, and we can insure everyone who is buying or advertising, or who desires information, the largest values which can be provided in a steadily growing circulation and influence.

AT this time of year there is an unusual amount of retrospection indulged in and the recalling of the growth and condition of business in 1905 is a genial and grateful task, for the year stands out conspicuously as notable for

its prosperity. It has been characterized by a great volume of trade, with strong and advancing prices, and there are now confident anticipations of good business for the new year, based upon enormous crops, uninterrupted industrial activity, broadening markets and general well-being. Nineteen hundred and five ranks as the best year that the talking machine trade has ever enjoyed, and manufacturers towards the close of the year were simply overwhelmed with orders. They were unable to supply their customers with what they clamored for, and goods had to be parceled out here and there, making a fair division in order to supply the most pressing needs of the dealers.

THE present year starts in with conditions most favorable in every way, and it is interesting to note that January, usually considered by talking machine men to be a dull month, is making a splendid record for itself, as our advices from manufacturers and the great trade centers where we maintain correspondents show that most liberal orders are now being placed for immediate and for future delivery. Some of the talking machine men should profit by their experiences of last year and place their orders early, for it is absurd to suppose that manufacturers can create sufficient reserve stocks to supply orders which come pouring in upon them for immediate delivery. It cannot be done, at least not with the present facilities.

THE cut in the price of records has, as many predicted, stimulated an enormous demand, and the sale of records will be unprecedented. Some of the concerns were working night and day shifts before the holidays and are still unable to supply the orders which come rushing in upon them like a tidal wave.

THE talking machine business is only in its infancy as far as development is concerned, and there is in it an extraordinary activity in invention, in manufacturing, in the widening of markets and in the complexity of business relations. In the midst of the great changes which have taken place in every line of business, the talking machine trade has shown a phenomenal development. It is a new industry, but it is steadily expanding and reaching a point which was considered impossible only a few years ago.

THE WORLD is playing its part in the development of this industry, for, as a well-known jobber from the Southwest, who recently called at the offices of this paper, remarked that until this publication appeared he had no accurate knowledge of the breadth and extent of the talking machine trade. He said that every month that he received The World he felt a greater pride in his business, and the fact that it was composed of good, bright, wide-awake, energetic business men, acted as a spur and inspiration to him. We trust that as the years pass the influence of the World will be strengthened so that it may contribute largely to the progress which may be made in the special lines to which it directly appeals, and certainly as the industry it stands for to-day it is an illustration of the productiveness in the development of new methods and agencies which have come to the surface in the extraordinary industrial, inventive and commercial progress which has characterized the last decade.

THE talking machine will play no unimportant part in the future of civilization; modifications and improvements will be made, but when we cast a few retrospective glances at its onward career we are forced to admit that its advance has been nothing short of phenomenal. To-day it is used in a number of ways which seemed almost impossible a few years ago, and that which was looked upon as a toy has now become not only a great entertainer, but an educator and an aid to business as well.

THE general trade conditions at the present time are most encouraging, and every talking machine jobber and dealer should help to make the year a record breaker, for a very hopeful feeling pervades the trade and commercial circles generally, and there are anticipations of a marvelous trade for the present year unless, of course, there should be some disturbing factor which is now not even hinted at. The talking machine dealers, too, are particularly fortunate in having records cut down while everything else in the manufactured line is going up. It is really a novelty to find one trade wherein the cost of one of the most important accessories has been reduced.

BUSINESS, however, cannot be won by adopting a policy of indifference. Indifference never made business of any kind, and one thing is certain: that the talking machine dealers have splendid examples of business enterprise before them at all times in the heads of the great machine producing concerns. They are men still young in years who have won their position simply through the exercising of ability and keen business intelligence, never halting on the vantage ground won, and ever progressing forward to win higher points.

DEALERS need not go outside this industry to find examples of splendid business men who have easily won positions of eminence in the industrial world. It doesn't pay to go at a business half-heartedly, nor does it pay to substitute the hammer and tongs method for a good urging or persuading. Merely hammering away at all times may be in the end convincing, and it is better a mighty sledge to hammer than to keep still; to keep everlastingly at it will win in the end, but the knowing how to act is the great essential. The talking machine trade should interest young, active and ambitious men. There is good encouragement in the business for workers, for there is a broadening future, and it is better to be in a growing trade than to be in one which is steadily declining. This industry has a large future before it, and the men who are identified with it, if they will only keep up with the procession, will win good results in a business way.

THERE is no gloomy procession of failures in the talking machine industry, and there is no room for croakers, but there is a splendid opportunity for bright, forceful men who appreciate the possibilities of the talking machine, and who will do their utmost to stimulate sales in a clean, healthful, dignified manner. The fact that talking machines to-day are sold on the installment plan widens the chances of sales. It makes an ever-increasing circle, because it increases the sales possibilities.

THE WORLD is trying to help you in your business, and you can do us a favor and yourself as well, if you will send the name of

several parties in your vicinity who you think would be interested in the paper we are putting forth. We shall be glad to send a sample copy to them, thus increasing the interest in talking machines in your vicinity. Let us work together for the good of the industry—"For the future in the distance and the good that we can do."

THE talking machine is an American invention. It is the product of American genius, and it is known all over the world as a clever entertainer, and it is now advancing to the point of a helpful adjunct to the business life of the world. It has been known under a number of different names, which have been used by the various concerns exploiting their own product, and yet the generic title of talking machines which has been given by this publication fittingly applies to the product of the entire industry, for to-day the public does not specify more than such a "talking machine" when asking for any particular make or special title under which it has been exploited.

The questions propounded the salesmen are, Have you such and such talking machines? And the name talking machine will hardly be supplanted by any other. The term may not be specially beautiful, but it is fitting, and the Americans are eminently practical people. And while the machines do more than "talk," they sing and play, and while other names may be more beautiful, expressive, more euphonious, yet the term talking machine has come to stay, and it applies to every product in which sound is reproduced either by disc or wax records.

ONE reader asks, Why are there so many legal controversies in the talking machine trade?

Well, the men in this industry are perhaps no more combative or belligerent than in any other, and yet it has not been discovered that they are lacking in aggressiveness, and aggressiveness is sometimes another way of spelling fight.

Conditions in this trade do not differ materially from those in any other new industry. The list of patents, many illustrations of which are shown in every issue of The World, show that inventive minds are busily engaged in seeking possible improvements in the machines of to-day. Now, it does not seem improbable that there should be a considerable clashing of interests, because one man is apt to trespass upon another's inventive preserves even without a fixed inclination to do so.

TO PRESERVE INDIAN SONGS.

Phonographic Records Are Being Made by
Archaeological Institute.

"We are making phonographic records of some old Indian and Spanish songs, and are trying to keep a permanent record of other phases of a civilization that has passed, or is at least practically gone, on this continent," said Mitchell Carroll, head professor of classical philology in the George Washington University, Washington, D. C., and associate secretary of the Archaeological Institute of America, the other day. Professor Carroll, who is working hard to increase the interest in the organization, then added: "We are further making a study of other antiquities of this country, especially that in relation to the Indians. We are endeavoring to make these studies bear fruits which shall in the future inure to the benefit of our own civilization. That is the end sought by this society. It embraces in its membership the best people of the communities where the local societies are organized, and

while the interest is not and never has been so great as it ought to be, still the conditions are improving all of the time."

NOVEL USE FOR PHONOGRAPH.

An Irish Firm Utilizing This Instrument as an Assistant Salesman in the Drug and Grocery Business.

(Special to the Talking Machine World.)

Belfast, Ireland, Jan. 2, 1906.

The management of the old established grocery and drug house of Messrs. Wm. Dobbin & Co., Ltd., North Street, this city, have—with laudable enterprise—placed genuine "Standard" Edison phonographs on their counters, which call attention, clearly and unmistakably, to their seasonable goods by means of records that announce the specialties in each of their departments. We may mention that any person can make and reproduce similar records inside three minutes.

Messrs. Dobbins & Co. are to be congratulated on having "broken the ice" in connection with this innovation as a modern business method, which was suggested to them by T. Edens Osborne, who supplied the instruments.

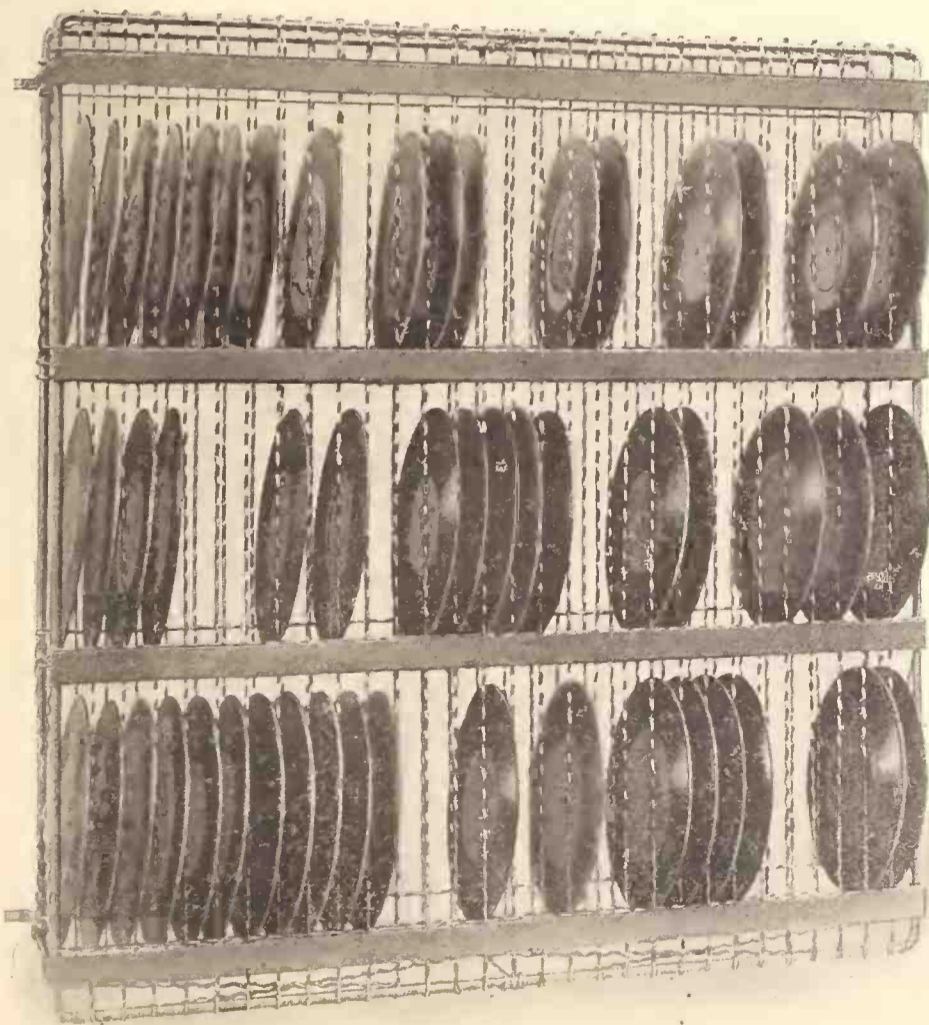
TALKING CLOCK INVENTED.

(Special to The Talking Machine World.)

Fremont, O., Jan. 5, 1906.

A young man of this city who is an inventive genius and has already invented and patented a number of valuable articles is now at work and has about perfected another invention, which, if a success, will be a wonder and bring the young inventor fame and fortune. The invention consists of a graphophone attachment for a clock. Instead of the clock striking the hour as now, the clock with the attachment will call out 6:15, 8:30, 12:45, etc., just the same as the human voice.

Wallace Bentley, of Wallace Bentley & Co., the well-known jobbers, Pittsburg, Pa., was in New York last week on special business.



Price, \$8.00
Discounts to Jobbers

Get Ready for a Big Business

LOWER PRICES and "exchange propositions" are now the order of the day, and you will find a big increase in Record selling as a result. Get ready for it; keep your stock up and keep it in the best sort of condition by having ample room for the storing of the records.

SYRACUSE WIRE RECORD RACKS SOLVE THE PROBLEM

They save space, keep the stock in best possible condition and enable you to locate any Record instantly. They also aid you in stock-keeping, because you can tell at a glance when stock is low.

Illustration shows our 2 C. Disc Record Rack, which will hold over 800 Records, up to and including 11-inch. We make a great many patterns of Disc and Cylinder Record Racks, from \$5 up. Send for our Catalogue 109 to-day.

SYRACUSE WIRE WORKS
SYRACUSE, N. Y.

BOSTON'S TRADE HAPPENINGS.

Trade for December Phenomenal—Every Month Last Year Showed an Increase in Trade—Men of Eminence Interested—Steinert-Victor Deal One of Great Magnitude—Ormsby to Pacific Coast—Manager Taft's Great Record—Ditson Co. Victor "Pushers"—Langley & Winchell Organized to do a Wholesale Business—News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 8, 1906.

Phenomenal is the term to use when describing the talking machine business in Boston for the month of December, and if there is any stronger word which can be applied to the trade just before Christmas, please apply it, for the business deserves it. Every month last year witnessed an increase in the volume of business for, with the elimination of the harsh, grating sounds and the many improvements in the machines, all prejudices have been wiped out and now everybody wants a talking machine. People are a good deal like sheep. They follow their leader, and when Boston people learn that J. Montgomery Sears, T. Jefferson Coolidge and men of that standing in society are buying talking machines, they go and do likewise. Consequently, business is more than good. The outlook for the new year is very brilliant, for it is realized that the talking machine gets a firmer hold upon public appreciation every day. It is no longer a luxury. It is a necessity, and its diversified uses make it all the more valuable.

The chief matter of interest in this section is the recent deal whereby M. Steinert & Sons Co. secured the agency for the Victor machines. They have opened up a wholesale department under E. P. Cornell at 37 Arch street under the name of the New England Talking Machine Co., and have established a retail department in their Boylston street store with Fred Ellis as manager. As the Steinerts now have 16 branch piano stores in New England, and are planning to increase the number to nearly 40, there will surely be something doing when these stores all take hold of the Victor talking machine. It is rumored here that the Edison line will also be taken on, but this is as yet indefinite.

J. H. Ormsby, manager of the retail department of the Columbia Phonograph Co., has asked for a transfer to the company's store in Southern California because of his health. For many years he has suffered with throat trouble, which does not yield to treatment in this climate. His physician has ordered him to go to California, and he will probably be seen there before long as manager of the company's business. Mr. Ormsby is one of the biggest hustlers in the business. He is an old timer in it, even though he is young, and is one of the most valued members of the Columbia staff.

When it comes to getting business, Manager Taft and his associates at the Eastern Talking Machine Co. evidently have it down pat, for when the writer called at the store just before Christ-

mas there was hardly standing room, and the salesmen were really sweating. Although business dropped off some after Christmas, it still is brisk and the wholesale department, under Manager Chamberlain, is making a record. Edison phonographs have the call here and the recent changes in the building make the transaction of business convenient and pleasant.

With the Oliver Ditson Co., the Victor pushers in Boston, there has been considerable difficulty in getting the goods with which to fill their orders. Manager Bobzin has found it almost impossible to keep enough on hand, all because the orders he sends to the factory cannot be filled promptly, owing to the rush of wholesale business there. The new automatic needle clamp is meeting with great favor here.

The new firm of Langley & Winchell, organized to do a wholesale business in "Everything for the Talking Machine Dealer," starts in business at 95 Summer street this week. They occupy the lower floor of the building used by the Winchell Co. for their retail business in talking machines, the Reginaphone, music, etc. Here a specialty is made of the American records, and a big business is being done. They have secured a large stock of Columbia goods.

At Read & Read the Zonophone and the Talkophone are being pushed, along with the Edison. Mr. Read says that the new tapering arm for the Talkophone is a great improvement.

Manager McCallum, of the talking machine department in Henry Siegel & Co., has proven himself to be a veritable hustler since he took charge. He worked up an enormous Christmas business, and was complimented by the "powers that be" for his success.

E. F. O'Neil, the Zonophone ambassador, was here this week.

The new H. & S. sound box is being pushed with much vigor by the Winchell Co., and is meeting with much success here. It is a distinct improvement.

TALKING MACHINE, NOT BAND

Utilized to Play Wedding March Because the Police of Trenton Had Forbidden Using the Latter.

(Special to the Talking Machine World.)

Trenton, N. J., January 3, 1906.

Told by the police that it was illegal for him to hire a brass band and have it play in Padderatz Hall for the wedding Sunday night of his cousin, Abe Harris, of South Warren street, hired a talking machine of the largest kind, and to the strains of that instrument Isaac Bash and Miss Lena Herschfeld marched before the rabbi and were married.

Harris told the talking machine man that only sacred music was to be furnished for the reception which followed, but despite this warning, the tune of "Everybody Works but Father" came from the instrument, to the delight of the guests. There was nothing in the ordinance against music from a talking machine, and the police did not disturb the festivities.

NEWS FROM THE PACIFIC COAST.

Reduction in Price of Victor Records Much Discussed—Brown Builds Up Talk-o-phone Trade—Machines as Premiums.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 30, 1905.

Considerable excitement has been caused among the local music dealers by the reduction in price of Victor talking machine records. The dealers say that this reduction was especially unwelcome at this time just before the holiday season when our purchasers did not mind spending a few more cents for a good record. Every house had quite a large amount of orders on hand which were invoiced at the dollar rate, and which will cause considerable trouble to adjust properly by reason of the recent order. All the dealers are in hopes that the Victor Talking Machine Co. will fix matters in a way that business will not suffer as much as appearances now indicate.

C. E. Brown, general manager of the Talkophone Co., went to Los Angeles last week, and will remain there a considerable length of time. When Mr. Brown took charge of the Talkophone Co. some eight months ago the sales of their machines were practically nothing in this part of the country. Under his leadership the sales have increased until at the present time the talkophone machine has become as popular as many of the older and better known makes. Several new inventions have been patented since Mr. Brown entered, and the most valuable of these he says he has purchased and incorporated in the talkophone. One of Mr. Brown's principal schemes is to give machines away with subscriptions to daily papers, making it incumbent upon the recipient of the machine to buy \$35 worth of records from the firm that furnishes the machine. The plan has worked well here with the Chronicle, and I noticed in Seattle the Spokesman-Review is doing the same thing. It will not be surprising if the Los Angeles papers will soon adopt the method, knowing that Mr. Brown's in town.

EDISON CO. ENTERTAIN EMPLOYEES.

At the reception given last week by the officers and staff council of the Edison Electric Illuminating Co. to its twelve hundred employes at their building, 360 Pearl street, Brooklyn, the programme included ten orchestral selections which were supplemented by a wide variety of selections on a talking machine and an electric piano. The progress of electric inventions was displayed in a wonderful manner throughout the building, and the employes were both amazed and delighted with what they saw and the generous treatment they received.

The man who thinks he is funny should talk into a phonograph—and then be compelled to listen, says the funny man of one of the local papers. If some people should have to hear themselves talk they'd be tired enough some times to enjoy a solid night's sleep.

TO JOBBERS OF Phonograph Cabinets

The Largest Lines The Best Lines

OF

PHONOGRAPH CABINETS

on the market are shown at our Exhibits at

NEW YORK and CHICAGO

NEW YORK FUR. EXCHANGE, New York
MFRS. EXHIBIT BLDG. CO., Chicago



TO DEALERS

We are makers of the most extensive lines of

Music Cabinets

Ladies' Parlor Desks

Library and Fancy Tables

See them at our Exhibits

NEW YORK and CHICAGO

HERZOG ART FURNITURE CO.
Saginaw, Mich.

TALKING MACHINE NEWS FROM THE WEST.

Dealers Must Have Had a Whopping Trade Judging from the Liberal Orders Which Have Been Flowing to Chicago Jobbers—How the Talking Machine Has Made Its Way Into Common Speech and Illustration—National Phonograph Co. Salesmen Hold Important Meeting—Edison Commercial Machine Growing in Popularity—Off to Pacific Coast to Fight for Better Freight Rates—20th Century Graphophone Supersedes Orchestra—Eckland Eloquent and Enthusiastic—The News of the Month.

Telephones: } Central 414. World Office:
Automatic 8643. 195-197 Wabash Ave.

(Special to the Talking Machine World.)

Chicago, Ill., Jan. 10, 1906.

It must have been a whopping big holiday trade with the dealers throughout the country. Certainly in the West. The trade ordered liberally enough, goodness only knows. But the way orders are now coming indicates that stocks are most thoroughly cleaned up. Orders are piling in for both machines and records. For automatic machines of all kinds, also. Factories are crowded, and some of them are away behind in their orders. 'Twas a glorious victory. And 1906 promises to be a record breaker unless all signs fail. There is blessed little prospect of their falling.

Just as an indication of the way the phonographic product has wormed its way into common speech and illustration, note what happened at a dinner tendered DeWolf Hopper at the Chicago Press Club the other day. Opie Read, the famous novelist presided. In introducing Mr. Lee, the editor of the Calumet Record, Mr. Read spoke of him as editor of the Columbia Record, and then with great apparent embarrassment corrected himself. The joke was greeted with great applause. Apparently everyone present was acquainted with the Columbia Record.

There was a meeting of the salesmen of the Chicago office of the National Phonograph Co. the other day to meet Sales Manager C. H. Wilson, in conference regarding the 1906 campaign. Tuesday, January 2, witnessed the influx of the greatest number of orders into the Chicago branch in its history. Nelson C. Durand, manager of the commercial department of the National, is here looking after the installation of the commercial department at the Chicago office.

It occupies fine quarters on the sixth floor of the building which was recently added to the already spacious premises occupied by the company. Extending along the Wabash avenue front are the offices of the commercial department. Then comes a room devoted to the demonstration of the commercial machine. Beyond a handsome

burlap and oak panel partition is the commercial dictation school where will be found a number of desks equipped with machines where operators will be trained free of charge. Form letters will be secured from different concerns, electrical, commercial and otherwise, which will embody the peculiar technical and trade terms pertaining to the line.

Thus the National Phonograph Co. will soon be prepared to furnish on prompt notice operators familiar with the terminology peculiar to the needs of the applicant. This school will be in operation about January 10. The rest of the big floor will be used for general reserve stock.

Manager Nisbett will leave on the 11th with A. F. Voullaire, traffic manager of the company, for San Francisco to attend the meeting of the Western Classification Bureau, where they will make a gallant fight to secure the reduction of freight rates on machines and records from one and a half times first class to first class on less than carlots and to third class on car lots. Mr. Nisbett thinks that there is a strong prospect of their winning their point. General Manager Geo. W. Lyle, of the Columbia Co., who has also been a prominent figure in the fight, will be on the coast at the time of the meeting and will probably be able to arrange matters so as to attend. After the meeting, Mr. Nisbett will go to Seattle, Portland, Helena, Butte and other points, returning to Chicago via Salt Lake City and Denver.

Mr. Willson, the new Chicago manager of the Columbia Phonograph Co., is making things hum. From all reports he is more than realizing the large things that were expected of him when he received his promotion.

The Columbia Phonograph Co., The Talk-Phone Co. and James I. Lyons all had elaborate displays at the recent novelty show held at the Coliseum.

The Central Camera Co., northwest corner Adams and Wabash, are large dealers in talking machines and are doing considerable advertising on talkers in the daily papers.

The Hartman furniture store on Wabash avenue are contemplating discontinuing the sale of talking machines. "Required too much atten-

tion" is the reason given, although they have no complaint to make concerning sales and profits. It stands to reason that no concern can make a success of talking machines, on a large scale at least, unless they have a practical and experienced man who can devote his entire time and attention to the business. This is something that the Hartman people did not see fit to indulge in.

The Steve Crean System, 94 Dearborn street, who teach cornet playing to anyone anywhere by means of the talking machine, are now making excellent headway as their system is beginning to become known. This should be as good a line for talking machine dealers to handle as language courses. Steve Crean, who makes all the records used by the company in their course, is one of the world's greatest cornetists.

E. C. Plume, wholesale manager for the Columbia Phonograph Co., while in Milwaukee recently on a business trip, had the pleasure of seeing a Twentieth Century Graphophone installed in the place of an orchestra in the Academy of Music in that city. Mr. Thomas, the local representative of the Columbia Company, always progressive and looking for new ways to increase the business of the Milwaukee office, obtained permission from Mr. Thanhauser, the well-known business manager of the Academy of Music to give the Twentieth Century Graphophone a trial. This demonstration was so successful that Mr. Thanhauser and his associates immediately decided that it would be both entertaining and economical to use the graphophone in lieu of an orchestra during the holiday weeks, and in all probability it will become a permanent feature at this playhouse, the tone and volume of the machine being such that it filled to the remotest corners of the playhouse with the beautiful strains of many superior band and orchestra selections, everyone present voting it a decided success. What next!

H. K. Miller has been engaged to represent the National Phonograph Co. on the Pacific Coast. He is a practical man of long experience, having been previously in the business for himself in New York state.

Among the talking machine dealers who have recently visited Chicago are: George Mickel, Nebraska Cycle Co., Omaha, Neb.; H. E. Sidels, Lincoln, Neb., and C. E. Staymore, of the Early Music House, Fort Dodge, Iowa:

E. C. Plume has lately added the following to the list of Columbia jobbers: W. A. Dean Co., Sioux City, Ia.; Arnold Jewelry & Music Co., Ottumwa, Ia.; M. M. Marrin, Grand Rapids, Mich.; Robert Smallfield, Davenport, Ia.

General Manager George W. Lyle, Wholesale Manager Walter L. Eckhardt and President E. D. Easton, of the Columbia Phonograph Co., were all Chicago visitors just prior to the holidays.

O. W. Eckland, a well-known talking machine man of many years' practical experience, is now manager of the installment department of the Chicago office of the Columbia Phonograph Co. He was connected with the Chicago branch in this capacity when it first opened. He celebrated his return to the ranks of the faithful by tendering a banquet at the fifty-odd canvassers under his direction at the Fraternity Hall on 64th street. There was a delightful exchange of witticism, experience and story and Mr. Eckland unbosomed himself about as follows:

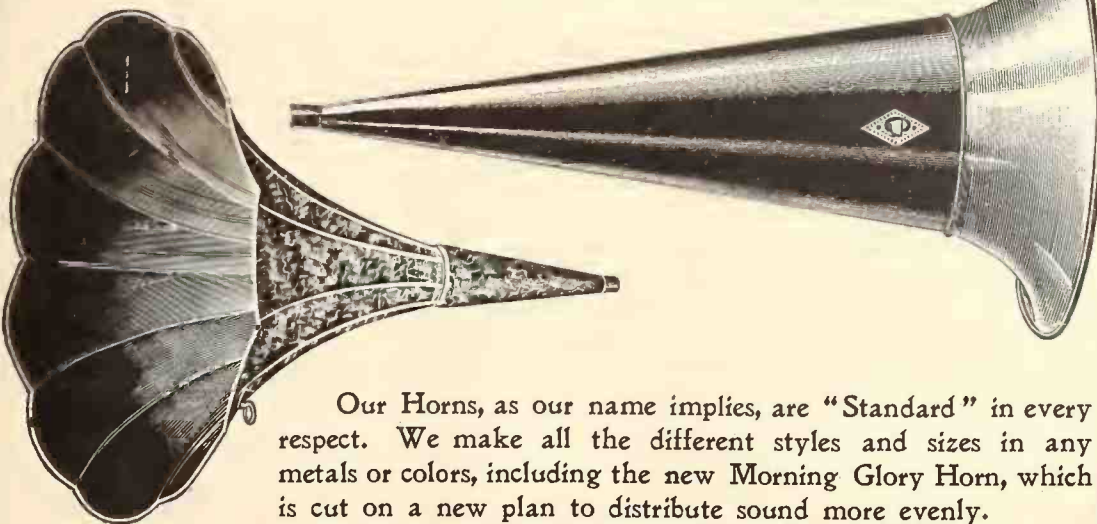
"May great blessings rest upon the army of tireless and conscientious talking machine salesmen to whose assiduity civilization is indebted for disseminating some of the brightest songs of the world's greatest artists, as were it not for these emissaries of light some of the brightest diadems of music would be forever consigned to oblivion, and ignorance would trample roughshod over the brains divinely created.

"The installment salesmen—ah! the installment salesmen—how much bitterness, happiness and ambition is wrapped in that one word. The Columbia daily reports show us that under this title Messrs. Easton, Lyle, Dorian, Eckhardt and our managers have each in their turn sailed forth 'neath the armor of a new modeled talking machine to invade the fields of ignorance and superstition which is so often found to be the battleground of Eckland's energetic canvassers,

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

The "PIANINO" is the only Nickel-in-Slot Electric Piano

playing from perforated Music Rolls which is **An Absolute Success**

Style No. 1

Including one roll of music, upon which there are six pieces, with direct current motor,

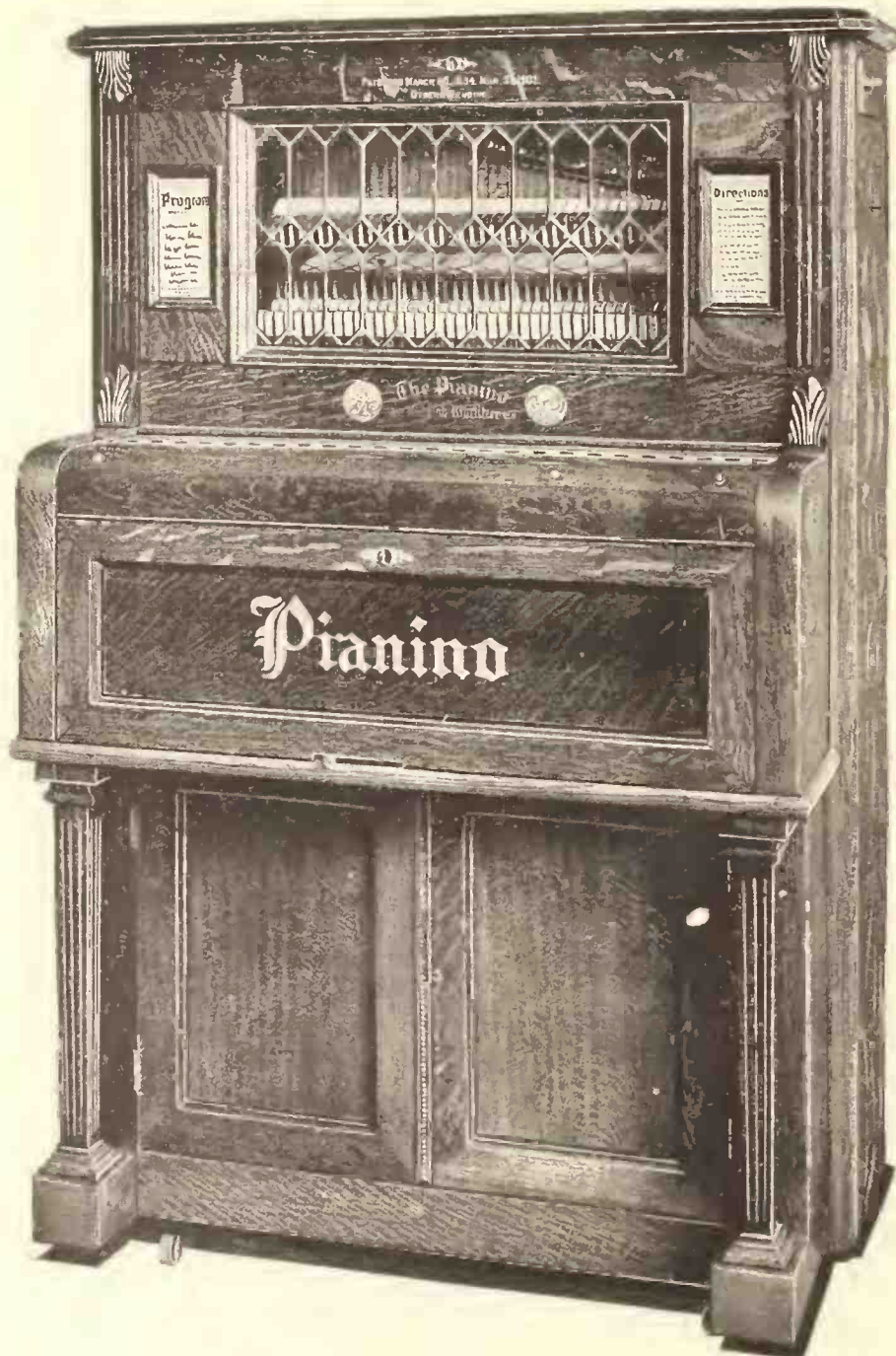
\$500



Style No. 2

Including one roll of music, upon which there are six pieces, with alternating current motor,

\$550



The Pianino

is the product of many years' experience in building Automatic Electric Pianos, and is presented to the public as the acme of perfection. The Pianino is the only Electric Piano playing from perforated music rolls which is an absolute success. The music is played with such accuracy and expression that it is almost impossible to believe that the instrument is played mechanically and not by expert human hands. The Pianino is the only Electric Piano fitted with an automatic re-winding device, which when the end of the roll is reached, automatically rewinds itself in thirty seconds. The pianino therefore requires no attention, which makes it valuable for all public places of amusement. Another important feature not found on any other automatic piano is the regulating device, whereby the time can be changed to any desired tempo. The perforated paper music rolls are only 5 1-2 inches wide; contain six pieces each, and play from fifteen to twenty minutes. As a money-maker the Pianino bids fair to head the list.

The "Pianino"

Is the latest addition to our line of Electric Pianos, and from present indications bids fair to head the list as a money-maker. No one is more fond of music than the American people. Then why not give it to them? Music is elevating and refined, and will be found in some shape or form in all the better class of saloons, cafes, hotels, etc. Here is an opportunity to give your patrons music, and at the same time prove an income to you. The Pianino will pay 50 per cent. to 200 per cent. on the investment, and increase your bar trade 15 to 25 per cent.

*Liberal Inducements and Exclusive Agency given
in Unoccupied Territory*

THE RUDOLPH WURLITZER CO.
CINCINNATI MANUFACTURERS CHICAGO

"What is a canvasser? He is an individual endowed with all the beautiful selections which the talking machine contains; in mind he is strong, yet pliable, determined, yet reasonable, at one time he is pointing his way to untutored mind and at another meeting we find him with all the powers at his command.

"To the good canvasser, let us give all glory and all honor which he has so nobly won, and when he has at last outlived the days allotted him on this earth let us lay him to rest in that field prepared by divine hands, and may this epitaph ever live in the minds of an appreciative people, 'Here the installment man found a heaven, may his memory immortal part and on our minds may these last words be graven.' Please sign contract on this line."

MESSAGE TO NEWSBOYS.

The Edison Phonograph Delights the Newsboys of Houston at Their Entertainment on New Year's Day—Record Will be Sent to Mr. Edison—An Interesting Occasion.

(Special to the Talking Machine World.)

Houston, Tex., Jan. 6, 1906.

One of the interesting features of the newsboys' New Year's dinner given by the Houston Improvement League at the Woman's Rest Room dining parlors Monday evening was a reproduction of a specially made record upon H. M. Holleman's gold plated Edison phonograph, which spoke to the boys the following words as they began their dinner:

"In connection with the splendid dinner provided the Houston newsboys by the Improvement League, the Texas Phonograph Co. will present a musical program on the Edison phonograph, whose inventor was once a newsboy himself; also the following special message by James O. Reavis of Nashville, Tenn., Secretary of Foreign Missions of the Presbyterian church of the United States."

"My Dear Friends: It gives me great pleasure to speak a word to you this evening. I want to tell you of a newsboy in Louisville, Ky. His name is Billy Green. Billy had a great misfortune in life. He lost his feet and his hands. The boy is not able to walk nor handle anything. Billy got a little wagon and was placed in it, and the newsboys would haul him down the street every morning, and there Billy would sell papers and chewing gum all day for a living. One day a wealthy man passed by and said: 'Billy, I want some chewing gum,' and he threw out a dime to Billy. The chewing gum was only worth a nickel, and as the man walked down the street Billy called out after him: 'Say, mister, come back here.' The man came back to his side, and found Billy had a nickel to give him, and said: 'The chewing gum is only worth five cents, and you gave me ten cents; it is a nickel too much, sir, so I give you back your nickel.' The wealthy man walked on down the street and said to himself: 'That boy is honest; he is a good boy.' Months went by, and this wealthy man had a position in his store. He wanted an honest boy to take it, and so he looked up and down the street to find Billy. He found him and said: 'Billy, I've got a place for you in my store. You are honest; you are the kind of boy I want.' So Billy was promoted to a position in the wealthy man's store. Well, years have gone by now. Billy remained at his post in the store. He saved his money, and the other day he was able to buy that entire store. He has money in the bank. He drives a nice horse, and Billy is one of the highest respected men in the city of Louisville. Now, boys, it all comes from being honest. The man who is honest over a nickel will be honest over dollars. This newsboy had faith in himself, faith in his mission and faith in God. I believe every boy here can pull to the top if Billy, without hands and feet, can become a wealthy man just because he is honest. I wish you all a happy New Year and great prosperity in selling your paper."

The record containing the above rendition on the phonograph was heartily cheered by the boys,

and will be sent, with their compliments, to Thomas A. Edison at his laboratory at Orange, N. J.

HERE'S AN ENTERPRISING MAGISTRATE.

(Special to the Talking Machine World.)

Jeffersonville, Ind., Jan. 9, 1906.

The usual monotony that attends the ordinary ceremony set for eloping couples visiting Jeffersonville has been modified by Magistrate John Delanty, who has equipped himself with a talking machine, which peals forth the wedding march while the vows are being said.

To the strains of the talking machine Magistrate Delanty yesterday married James Romer and Gertrude Kennedy, of Louisville. He also married J. W. McGriffin and Miss Sarah Thomas, of Louisville. William Tucker and Maud Hornback, another Louisville couple, were married by Magistrate B. F. Ferguson.

ORDERS SEVEN FULL CARLOADS

Of Zon-o-phone Records for Kohler & Chase—Another by Order from Lyon & Healy—New Machine Out This Week.

What is considered to be one of the largest orders on record was placed last week with the Universal Talking Machine Manufacturing Co., New York, by Kohler & Chase, San Francisco. It consists of 165,000 ten-inch records, making seven full carloads, and is for immediate shipment, a car a week to be shipped. While this is a vast number, the order embodies but 375 selections.

Another nice order for the same company came from Lyon & Healy, Chicago, for 10,000 ten-inch records. As a matter of fact, the Zonophone people have orders on hand for 200,000 records, and in consequence are called upon to increase their pressing plant in Newark, N. J., by at least 25 machines. The management state they will discontinue the manufacture of seven and nine-inch records altogether.

Their new \$35 taper arm machine was put out this week. A new sound box, improved turn-table and other parts are the features. The cabinet is polished quartered oak, piano finish.

CAN'T DO WITHOUT IT.

A Story Told by Bard Bros., of Wheeling, Which Illustrates the Indispensability of the Talking Machine.

Bard Brothers, the talking machine men of Wheeling, W. Va., say that after a man once has a talking machine he cannot do without it. For proof of this they point to the fact that a machine which they sold Tuesday of last week to a Wetzel County man was stolen and he came the day after and purchased another one, for the reason that he did not want to be without one of these machines even for a day.

This machine was one of the first to be sold in Wetzel County, and the entire community took a great interest in it. The purchaser kept it in his place of business, and kept it going practically the entire day. It aroused great interest and attracted many persons to his store.

It happened that while he was not watching some one walked off with the machine. After spending a day attempting to locate it he hunted up Bard Bros. and purchased another machine similar to the one he first owned. This is held up as a proof that once a talking machine is owned the owner must always have one.

O. F. KAUFFMAN ENTERTAINED.

O. F. Kauffman, proprietor of the music house, 48 North Eighth street, Reading, Pa., as well as the Reading Phonograph Co., 911 Penn street, was entertained by his employes on Christmas eve. He was inveigled into a specially decorated room on the third floor, where Edward A. Gicker, acting as toastmaster for the occasion, made a very charming address, eulogizing Mr. Kauffman for his enterprise and his appreciation of his employes. Mr. Kauffman responded in a very happy address of thanks.

Do you get your goods promptly?

Something the matter with your dealer if you don't. You can't afford to wait for your goods and make your customers wait.

Get in touch with a new dealer. Better for you to give your business to another dealer than for your customers to take their trade to another store.

We want your business and will take care of it. When you place your order with us you can rest assured that it will be attended to at once. Goods are invariably shipped the same day that the order reaches us.

Look over your stock and see if there isn't something you need in Victor machines, records and accessories, or in specialties, such as trumpet horns, fibre cases and English needles.

Or send us your next rush order and see how quickly you get the goods.

A postal card mailed to us to-day will bring our catalogue to you by return mail.

The Victor Distributing and Export Company

77 Chambers Street, New York



NEW CONCERN IN SIOUX FALLS, S. D.

(Special to the Talking Machine World.)

Sioux Falls, S. D., Dec. 30, 1905.

Albert D. Wayne arrived in the city recently from Chicago, and has launched a new business enterprise in Sioux Falls—an exclusive talking machine exchange, carrying the complete line of new style Edison and Victor talking machines and records. Floyd C. Ramsdell, machine expert, also from Chicago, has a partnership interest in the business. Mr. Wayne and Mr. Ramsdell have for years been connected with the manufacturing. Mr. Wayne in the capacity of traveling representative and Mr. Ramsdell expert mechanic. The new store is in the new Sherman block, corner of Twelfth street and Phillips avenue.

WM. TIPPETT'S NEW TALKING MACHINE.

(Special to the Talking Machine World.)

Marquette, Mich., Jan. 2, 1906.

William Tippett of Palmer recently constructed a phonograph on which he expects to get a patent. It is similar in appearance and build to the ordinary disc machine, but he claims to have devised improvements. His machine, he claims, does not have to be rewound so often; that the selection plate travels evener and smoother and that the speed can be regulated and maintained to a nicety at any desired tempo. He is now conducting some experiments with a resonator which he thinks he can perfect so that it will do away with the scratching noise which mars the playing of selections in the case of the resonator now in use.

COMPANY WITH \$1,000,000 CAPITAL.

(Special to The Talking Machine World.)

Portland, Me., Jan. 2, 1906.

The Pacific Telegraph Co. has been organized in South Berwick, to manufacture and deal in telephonic instruments, graphophones and phonographs. The capital is \$1,000,000; \$30 of

this is paid in, according to the "Portland Express." The officers are Ralph Swain Earle, Boston, president; E. Sargent Cox, Boston, treasurer.

SWITZERLAND'S MUSIC BOX TRADE IS INJURED.

(Special to the Talking Machine World.)

Washington, D. C., Jan. 5, 1906.

Consul Keene, of Geneva, furnishes the State Department with a brief report on Switzerland's watch and musical-box industries. He writes in part: "Musical boxes have found in phonographs, gramophones and pianolas of all kinds keen competitors, and exports fell from \$590,580 in 1893 to \$399,703 in 1903 and \$308,800 in 1904. The year 1905 will not give better results at the end."

ANOTHER PATENT FOR RAPKE.

A second patent on his "new and useful improvement in talking machines" was given to Victor H. Rapke, New York, by the Commissioner of Patents last week. This machine as a whole was illustrated in last month's World and attracted marked attention and evoked many inquiries from all parts of the country. There is no doubt that the result achieved by Mr. Rapke's manner of suspending the amplifying horn vertically and its peculiar adjustment, for which his claims of inventive novelty have been allowed on a broad basis by the Patent Office, greatly improves the quality of sound.

THE PHONOGRAPH POPULAR.

That great inventor, Edison, once stated that he would never be satisfied until he knew a phonograph was in every home in the land. If Edison came to Newport he would see half a dozen or more enterprising merchants pushing the phonograph, in and out of the Christmas holidays. It is safe to state that there is hardly a street, in "North Newport" at least but what there is a phonograph, and in some streets there

are as many as three machines. On one street, one night not long ago, four phonographs were working at the same time.—Newport (R. I.) Herald.

SHEBLE ON TRADE CONDITIONS.

The Well Known Talking Machine Supply Man Is Most Optimistic Over the Outlook—Enlargement of Plant Necessary.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1906.

Mr. Sheble, of the Hawthorne & Sheble Mfg. Co. of this city, in a recent interview relative to trade conditions states that never in the history of the talking machine business have they seen such brisk trade as at the present time. He goes on to say: "We have very largely increased our facilities to manufacture talking machine supplies, and since early in September have been running overtime, but even then we have by no means been able to accept all of the business which has been offered us. We have instructed our salesmen to refrain from soliciting new business, so as to give us better opportunity to attend to the requirements of our old trade. Our well-known No. 5 Horn Crane has had such a phenomenal sale that we have been obliged to rebuild our entire Nickel Plating Plant in order to largely increase the output. Our outfit of Flower horns alone is today nearly three times as large as was our entire horn output one year ago, and we are still further increasing our output by the addition of numerous special machines so as to take care of trade requirements. The demand for the better grade Flower horns is largely on the increase, and I believe before very long the cheaper style Flower horns will be used only on the low priced machines, while the better grade Flower horns will come into universal use. So many dealers have an idea that the talking machine business practically ends with Christmas. Such, however, is a very erroneous conception, as in our experience the largest business is done during January, February and March, with March as the preferred month."

AUTOMATIC SALESMEN

for more expensive Phonographs and Record Movers, is the universal opinion of the trade in regard to our machines.



Lyra 1906 Model.



Mermaid 1906 Model.



Clarion 1906 Model.

OUR LEADERS

We can take and fill your orders for any quantity and make delivery on time. Write at once for prices.

THE EDWIN A. DENHAM COMPANY, Inc.

31 Barclay Street, NEW YORK

LONDON

WASHINGTON

BERLIN

LOVE AND DUTY.

A TALKING MACHINE TALE OF THE HOLIDAY SEASON.

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

It was basketball night at the Lyric Theater. The boxes glowed like huge bouquets in the light of the chandeliers; the bright banners of victors and vanquished alike, blending into one; such is the friendly rivalry of college sport.

Behind the showy bunting, "monarchs of all they surveyed," cheered and applauded the knights of the leather sphere.

On the stage the dashing chorus maidens in their brilliant apparel, sang, danced and capered bewitchingly in an ardent endeavor to win a smile, or perchance a flower, from the vigorous heroes who ruled the town that night. In the background a sea of faces rose from orchestra to gallery, but it did not count. The songs had been sung and the fair toes flung aloft many a time before, but never so sweet the songs nor never so high the toes as upon this eventful occasion, and the long-haired gentlemen in the boxes knew that it was all for them. Among these conceited youths—I might almost say, the most conceited



"THE LADY IN BLACK."

of them all, posed Tom Raymond. I use the word, pose, because Tom was posing. He was handsome, and the girls had spoiled him into an exaggerated opinion of his charms—a sad, sad circumstance.

A stately blond beauty in a decolette gown of black, tripped to the footlights, smiling languidly at the royal ovation tendered her. As the last huzza of welcome died away, the orchestra broke into the ballad, "My Dear Old Country Home." Then in a rich contralto, Miss Daisy Ormond—so the programme announced this fair vocalist—began to sing.

Tom was enraptured at once, and threw her a bunch of American beauties in a delirium of boyish enthusiasm. But as the song progressed, his college life fell away; he forgot the wine suppers, the broken rules, and the hundred and one misdoings he had gloated over until now. Instead, came to him from the girl on the stage a vivid picture of his home. He could see the old farmhouse nestling against the white hillside, his mother in the doorway, bent and worn with toil. Streaked with gray was the golden hair, and crow's feet were setting their stamp upon her sweet face. Then from out the barn, weighted with pails of foaming milk, his father came into view. He, too, showed the trace of years. His walk was slow and feeble, and a look of care, almost of heartache, lingered about the firm mouth.

As a setting to this rustic picture, the chickens clucked to him from inside the garden fence, and from his stall old Dick, the dappled gray, neighed an invitation. Even the sparrows swinging amid the snow-laden boughs chirped, "Come home, Tom; come home."

The ballad had ceased—the beauty in black had bowed her appreciation and left the stage. A coquettish glance, however, which her dark eyes had cast at the moment of her departure, remained with Tom. The song and the singer did not harmonize. A pretty girl in a low-necked, sleeveless gown, singing to him of his home, and shrugging her bare shoulders at him as she sang, did not appeal to his better self just then. It was all a great, great mistake. She should have been a little country lassie, pure and simple as the song she sang. He regretted now the note which lay in the bunch of roses he had flung her: "My Dear Miss Ormond—They have good broiled lobster at Sherry's. There is a table there for two. Will you go?" That coquettish glance said "yes."

With his heart far away on the farm, amid the naked trees and frozen brooks, he went to dine with a chorus girl at Sherry's. "Bah! I'm a fool," he said to himself, but being a man of honor, "dead game," to use a slang expression, he felt compelled to see it through. Imagine his surprise at the following revelation: The waiter had scarcely sped away with an exorbitant order before Tom realized that the girl before him was very far removed from the average type of stage beauty. She was human, and listened with a marked show of interest when he confided to her how her little song had touched him. He described to her also, in glowing terms, his home and the many pleasant scenes of his early childhood. Thoughts buried for years, came to light now in response to the call of his little friend across the table. As he finished speaking, she placed her tiny gloved hand upon his arm, and showed him his duty.

"Mr. Raymond, you tell me a whole year has passed since you have seen your mother's face. You must go to her at once. If you had lost a mother—" she stopped, and a tear ploughed the rouge on her cheek.

"Will you go?" she pleaded.

"I will," he answered her, and he kept his word.

It was upon a cold winter's morning that a young man alighted at the little depot of Maple Grove, and walked briskly down the wind-swept road toward a white farmhouse.

A woman stood at the sitting room window, shading her eyes with her hand. She saw something familiar in that quick, swinging stride.

"Could it really be Tom?" she whispered to herself.

He had reached the front gate—he was running up the gravel walk—yes, she was sure now—it was her boy.

"Father! father!" she quavered, "Tom is here!"

A fervent "Lord, I thank Thee!" came from the depths of the woodshed, and then, as the old man appeared, all three were mingled in a loving greeting.

The prodigal had returned.

They had so much to ask their boy, he had so much to tell them, that it was far into the night when at last the lights were out, and they retired to a well-earned rest. As Tom mounted the creaking stairs to his little room in the attic, the rising moon was bathing the snowy landscape in a flood of silver. Rippling white beams lay athwart the floor, and kissed the old prints on the whitewashed walls. Every chair seemed dearer than ever before, and the bed far more luxurious. Thinking of these things, a delicious drowsiness stole upon him, and he slept.

At the breakfast table next morning Tom's mother piled his plate high with flapjacks, knowing how he loved them, and talked with him the while. The father sat opposite, listening hungrily to the ringing voice of his son, and thinking proudly what a fine man he had grown. They discussed the crops, the weather, and, finally, the mortgage.

"No; the mortgage is not clear yet. We had

to think of your education, Tom dear," said the mother softly, stroking his curls just as she used to do in the days when he was little and chubby, and yes—sometimes dirty, too.

He stayed with them a week, and when the time came for him to go back to New York, they gave him a hundred dollars they had saved, assuring him that they could well afford it.

"The old pasture lot will be put in corn next spring; it will raise a famous crop—we may be rich, who knows?" they told him. The old mother thrust the worn wallet into the hands of her son, her face aglow with the pleasure of giving.

"Take it, Tom, for our sakes," she insisted. But Tom shook his head. He had changed. The homecoming had ripened his nature from a thoughtless boy to a clear-sighted man. Miss Ormond had been instrumental in bringing that homecoming to pass. Would she approve of the hundred dollars leaving the old home when a mortgage held its merciless hand above it, and his loved ones?

"No, mother; I can't take it. I'm not going back to college. I've decided to work instead."

Thus he left them, their tear-dimmed faces at the window, eagerly watching for the last glimpse of their boy. He turned a bend in the road, waved them a last adieu, and was gone.

Upon his arrival in the great metropolis he called on Miss Ormond at her hotel, and found her upon her knees before a talking machine, putting it in order for reproduction.

"Oh, Mr. Raymond, I am so glad to see you," she exclaimed cordially, by way of greeting.

"Allow me to introduce to you my latest possession. You shall hear it presently, but first of all you must listen while I tell you how I came to possess such a beautiful piece of mechanism."

She motioned him to a seat, gave the machine a final adjustment, and continued:

"I have been making talking machine records for the Neapolitan Co. for some time, and I was greatly pleased yesterday upon my arrival home from rehearsal at the theater to find this outfit awaiting me. A very kind note from the manager accompanied the gift; I will read it to you."

From a pigeon-hole of her desk she drew forth a large envelope, bearing the gold trade-mark of the greatest talking machine corporation in town.

"It is quite flattering," she laughed. "Listen."

"We take great pleasure in sending you to-day by messenger, one of our De Luxe machines, begging you to accept the same as a token of our regard for both you

Increase Your Business

MAKE NEW BUSINESS

Get sales where none grew before

WE have no less than twenty-five original propositions whereby talking machine dealers, large or small, can increase their business and profits. Write to-day for full particulars—free.

Our latest is one of our best. It's ten times better than any trading stamp scheme extant. You will be able to sell machines and records to people that you could not get for customers on any other proposition. The best of it is that they make money as well as yourself. Just to get acquainted with you we will send you the plan with all details fully worked out for a plunk—one dollar, \$1.

If it isn't just about the best thing you ever heard of we will cheerfully refund the dollar. This offer is open for a limited time only, and we would therefore advise you to take advantage of it at once.

O. W. ECKLAND & CO.

128 Dearborn Street, Chicago, Ill.

and your work. Hoping the instrument may bring you pleasure, and with our very best wishes, we are
Yours most sincerely,

NEAPOLITAN TALKING MACHINE COMPANY.

By G. F. TOMKINS, Gen'l Man'gr.

"Allow me to congratulate you, Miss Ormond," cried Tom, enthusiastically, as she finished reading. "May I hear one of your songs, please?"

"You will not think me conceited, will you?" she asked, demurely, as she inserted the blank cylinder.

"Of course not," he answered, indignantly; "you know me too well for that."

"I hope so," she murmured, and started the machine.

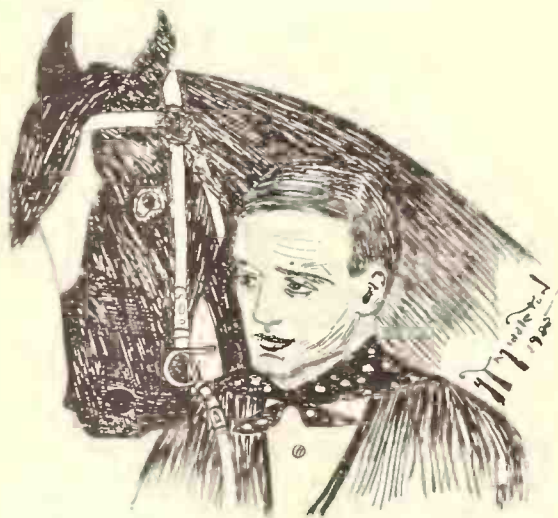
She had chosen the same song he had heard her sing at the theater, "My Dear Old Country Home":

When the shades of evening deepen,
And my work for the day is o'er,
A picture of my dear old home
I seem to see once more.
It drifts from the dying embers:
A farmhouse on a hill,
And I see a face at the window:
She's waiting for me still.

CHORUS.

I'm going home to mother
Ere another day goes by,
I know there is no other
Beneath the deep blue sky.
Who is half so dear to me,
No matter where I roam,
O Mother, how I long to see
My dear old country home.

"It was grand—wonderful!" he told her, and



"RUBBED HIS GLOSSY NECK AGAINST HIS SLEEVE."

his tone proved his sincerity. "How satisfying it must be to you to be able to sing like that."

She thanked him, pleased with his praise, and then their conversation, drifting from subject to subject, came at last to his visit home.

"It did me a world of good, and I have you to thank for it," he said.

"I knew it would," she answered, simply. "Who could go home to a fond and loving mother without coming away better for the visit? Oh, Mr. Raymond, if you only knew the loneliness, the utter emptiness of life without a mother's care—" she stopped, and he saw that she was crying.

"My dear Miss Ormond—Daisy (ah, how sweet that name), what is it? Tell me; I cannot see you suffer so? Are you ill?"

"Yes; I am ill," she sobbed; "tired out with a life of gayety and dissipation. I would give the whole world for just an hour in arms that held me close and whispered 'daughter.' Mr. Raymond, a chorus girl's life is a hell; the very name implies everything that is bad, a disreputable person, an outcast. She paused in an effort to recover her composure, fearing that he might misjudge her, but failing completely, she burst into a very torrent of weeping.

In an instant he was at her side, pouring words of love into her ears. She listened rapturously; her white arms went about his neck; her lips touched his and lingered there, and a sweet smile cleared away the clouds of her sorrow.

A sacred, magnificent thing is true love.

"Shall we go home to Maple Grove, dear?" he asked her.

"No, Tom; not now. Let us wait until we can prove to them that we have not done wrong; I mean that you have not done wrong in marrying a chorus girl."

"Oh, forget it!" he laughed. "You must cease to be a chorus girl at once. I want you to cancel all your engagements; your professional career will be entirely unnecessary now that you have me to work for you."

She obeyed, sure of his ability and strength, and ere long they were married and comfortably ensconced in a snug little flat on Twenty-third street.

"By the way, Daisy," remarked Tom one day after they had become settled in their new home, and had time to think of other things, "what do you say to sending that talking machine, with some of your records, down to the folks at Maple Grove as sort of a harbinger of better things to come? They will be glad to get it, I know. Why, I can see their dear old faces now, as they listen to 'My Dear Old Country Home.' That will fetch them if anything will."

"Tom, you are a wonder!" she answered, laughing; "come, let us pack it up right now."

They set at work, and soon a package labeled "fragile, handle with care," was journeying toward Maple Grove. A card within bore the inscription, "Happy Christmas, from Tom."

"Well, we are fixed now, and I guess I had better get next to a job: good-bye, Daisy, you dear little girl. I will be back in no time with news that will make you stagger." Speaking thus confidently, Tom Raymond started out to look for work. As failure after failure followed his weary search for employment, he laughed at what the morrow might bring forth and refused to be discouraged. However, the end seemed near when they arose one bleak December morning, the morning before Christmas—think of it, with but fifty cents to their names and nothing for breakfast. Daisy tried to comfort him, but her effort to be cheerful fell rather flat, and Tom was, for the first time, really disheartened.

A paper lay upon the table, and mechanically he turned it over, just as he had been doing for days. Suddenly his eye caught this notice in the amusement column:

TEXAS BILL'S WILD WEST.

Special Feature

UNTAMED STALLION "WILDFIRE," \$1,000 IN GOLD
(And the Horse)

TO THE MAN WHO RIDES HIM.

Hundreds of other attractions. Admission, 50c. and \$1.
Winter Circus Grounds, New York.

Week of Dec. 18th, 1905.

Tom leaped to his feet, kissed his little wife a hurried good-bye, and raced down the narrow stairs, two steps at a time.

It was a long walk to the Winter Circus Build-

ings, but the lack of car fare made it necessary. However, his heart was in it, and at last his destination loomed up before him. He paid his fifty cents at the door and entered to await, and to embrace when it came, the opportunity to win for Daisy. Oh, how slowly the dreary moments dragged. What cared he for the fancy shooting, the besieged stage coach, the heroic rescue? He was there to win a thousand dollars in gold for the little woman waiting for him at home with nothing for dinner but her love for him, and there was not much nourishment in that.

At last an individual with flowing hair and resplendent in a costume of buckskin, strode to the center of the enclosure, and in stentorian tones, proclaimed the following:

"Ladies and gentlemen, we now take pleasure in presenting to your notice, Wildfire, the untamed stallion of the West. He has never been ridden, and, believe me, ladies and gentlemen, he never will be. To impress you that I am positive in my statements, I hereby offer one thousand dollars in gold and the horse, as per our advertisement, to the man who successfully accomplishes the feat."

The cowboy band struck up "Hail to the Chief," and then, surrounded by herdsmen, and fighting every step of the way, a beautiful black horse entered the arena. He shook his great head in proud disdain, and lifted his polished hoofs daintily.

Tom rose from his place on the bleachers, and jumping lightly from seat to seat, reached the ground almost in the path of the cavorting stallion. He went directly to the individual in the resplendent costume, and said to him quietly, "I would like to try for that thousand dollars."

"Young man, take my advice and go back to your seat. Wildfire will break every bone in your body—he's killed five people already."

"That's all right. Does your offer stand, or is it a bluff to draw crowds?"

"Bluff? Ha! ha! Well, hardly. Ride him and the money's yours; but if you break your neck, don't blame me—that's all."

Tom smiled and took off his coat.

"Ladies and gentlemen, Mr.—I didn't catch the name."

"Smith," said Tom.

"Ladies and gentlemen, Mr. Smith will now mount Wildfire, and I beg to assure you that I am mighty glad it is Mr. Smith, and not"—here he bowed profoundly—"yours truly."

Then turning to the vaqueros who held the plunging animal, he shouted: "Throw him, boys!"

The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

Sixty Cents



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

JAMES I. LYONS

Wholesale Only

**194 E. VAN BUREN ST.
CHICAGO, ILL.**

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

Mr. Smith wants to get aboard. He won't stay there long enough to get acquainted, though, I reckon," he added, with a grin.

A brute was this man in buckskin.

In obedience to their chief's command, the lariats whistled through the air, and Wildfire, caught in their entangling circles, fell flat upon his side, kicking viciously in a vain effort to regain his feet.

Tom watched carefully for a still moment, when the dangerous hoofs were quiet, and when it came he sprang into the saddle. Horse and rider rose together in a cloud of dust; the lassos were cast loose from the graceful limbs, and the demon horse of the prairies was free. With his head between his stiffened knees he began to buck. Tom's senses reeled, and the blood flew in a cloud from his nostrils. Up and down, to the left and right, like leaves in the autumn wind, they struggled for the mastery.

The horse expected the cruel spur to gore his flank, and the quirt to leave its stinging ridge



"WITH HIS HEAD BETWEEN HIS STIFFENED KNEES, HE BEGAN TO BUCK."

along his shoulder. He had always suffered these tortures in the past, and when they did not materialize as usual, he marveled, and then beneath his flattened ears drifted soothing words: "Whoa boy—easy Wildfire—I won't hurt you, old fellow—and you won't hurt me. I have broken many a colt down on the farm, boy, and they never threw me with the hold I have on you now. They couldn't, you see, so they learned to like me instead. Slow down to a canter now, and we will show these brutes what kindness will do; then we'll go home to Daisy."

A quiet as of death had fallen upon the multitude. They had watched the struggle with eager faces, expecting every moment to see the intrepid rider dashed to earth, a mangled corpse beneath those flying hoofs. But they were to be disappointed; no tragedy was to add its gruesome charm to their entertainment, for after the first vicious display of bucking, the horse dropped into a canter, then into a walk, and eventually came to a dead stop before the individual in the resplendent costume.

Tom leaped lightly to the ground and ran to Wildfire's head. The noble animal pushed his velvet nose into his new master's hand, and rubbed his glossy neck against his sleeve.

A roar like unto the storm-tossed sea came alike from grand stand and bleachers, the people howling their approval in one mighty burst of sound. Tom's horsemanship had won their esteem, despite their love for the tragic.

The money and horse were paid over, and Tom went home on air, figuratively speaking, with a thousand dollars in his pocket, and a superb horse beneath him, while the good news he had for Daisy made his heart thump tremendously.

She was sitting at the window when he en-

tered. She had not witnessed his triumphant approach, for he had left Wildfire pawing the asphalt around the corner. Throwing the bag of gold into his wife's lap, he went to the sink and began wiping the blood from his face, briefly telling her his experience between gasps, his head beneath the spigot.

Daisy came to him there, took his streaming head in her hands, while she sobbed out her appreciation.

"All for me!" she cried; "all for me! You went into the very jaws of death for me, O my king, my life—how I love you!" She kissed his eyes, his mouth, his hair, in an ecstasy of joy.

That night a telegram winged its way over the wires to Maple Grove:

"Will be home for Christmas.

"Tom—Daisy—Wildfire."

The old folks sat together in the sitting room. Near them on the table stood a talking machine, and from the polished horn issued the sweet strains of a rich contralto voice singing "My Dear Old Country Home." They listened spellbound to the flood of melody, and when at last it ceased, the tears were coursing down their furrowed cheeks as they had not done for years.

"Father, it was like our Tom to send us that machine," spoke up the woman at last. "He knew how we would enjoy it, and that voice," she continued, "is the kind that makes you cry. Father, the girl who sings that song is unhappy—I know it just the same as though she was here to tell me. She's cryin' out to the mother she longs for, but has never seen. I'd just like to take her in my old arms and comfort her."

"Mother, you're a fool!" interrupted the man. "She's one of them pesky, low-necked, short-skirted chorus girls, I'll bet—she can sing some, though," he admitted, reluctantly.

A knock came at the front door, and they both arose to answer it. It was the man from the telegraph office with a message for them. They opened the yellow envelope with trembling fingers: "Will be home for Christmas. Tom—Daisy—Wildfire." What could it mean?

"It's too much for our old heads, mother; we'll just have to wait and see."

The little train from New York drew in at the distant station. A funny little train it was, with its freight and passenger cars.

"Mother," said the man again, "there's freight to-day, I guess; the engine's drilling."

"Yes, father; I heard Deacon Smith say he expected some, so I reckon that's it—Father!" her voice was high-pitched now in its intense earnestness, "there's two people walking down the road, leading a big, black horse between them. They're turning in at the lane—it's Tom!" She could wait no longer, but gathering her skirts about her ran to meet them, her flying apron waving a cordial greeting. The old man followed more leisurely, and his heart beat high with joy when he recognized the stalwart form of his son.

"Welcome home, and God bless you!" was all he could say.

In a flood of passionate eagerness, Tom told them his story, and ended by placing Daisy's little hand in his mother's calloused palm. Then he turned to his bewildered father, and handed him a bag of gold.

"We have come home to stay, dad," he explained. "The money is to help with the mortgage, and these"—he held out his strong young arms—"will do the rest."

Wildfire, left to himself, sauntered up to the joyous quartette and neighed softly. Old Dick answered him from the distant stable, assuring him of a warm and hearty reception at Maple Grove.

Daisy, with her arm in that of her new mother's, sang sweetly "My Dear Old Country Home."

A light, joyful, serene, shone in the face of the older woman: "The voice in the machine. Tell me, child, is it not the same?"

Daisy nodded an affirmative.

"Thank God! now my old heart is content. Kiss me, my daughter."

The bells in the chapel across the way rang out, "Peace on earth, good will toward men."

THE END.

A JANUARY TIP!

DO YOU WANT TO MAKE MONEY?

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 at 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 Accordeons, 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 money for the new year. 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

In the Domain of "Automatics"

The passing of the old year has marked a period of unprecedented success and development in the field of automatic creations, musical and otherwise, and everywhere is evidenced a frenzied desire for improvement. This undoubtedly has had much to do with the remarkable advance in this industry and reflects credit and honor on those whose brains and untiring energy have placed them at the head of the many varied branches of this trade.

As the demand for these mechanical devices grows the manufacturers are confronted with the difficulty of obtaining competent help in the factory. In other words, the business is now passing through the process of specialization, and therefore plants with any pretension to output are compelled to educate their own forces.

The question whether or not this new phase of the musical industry is a benefit to the trade in general, and whether it will or will not depreciate the sales of our old standard instruments is much discussed. We are strongly of the opinion that in all ways it is destined to be a decided help in maintaining and augmenting the present healthful conditions.

The growth throughout the country of these emporiums of music, where a passerby for a few pennies may hear any of the modern musical selections or the masterpieces of old writers, through the medium of the automatic piano, talking machine, banjo or other device, is creating a love for music among a class of people who, without this educator, so to speak, would never enter a music or talking machine store, be the salesman ever so clever or his proposition ever so enticing. It familiarizes them with the possibilities of enjoyment to be derived from the ownership of such an instrument, which desire eventually ends in a purchase.

To state that our modern arcades appeal merely to the untutored, would be an injustice to their enterprising managers, for glancing over the crowds that flock to these centers of amusement, we find a conglomeration of humanity in all stations of life. The manufacturers of talking machines and records are not the only ones who benefit by this new enterprise, for the publishers of sheet music and makers of the various piano player rolls are reaping a rich harvest from this publicity of their late productions; in fact, the parlor men have long realized it, and many are running a department in connection with the arcade, where the different songs and selections may be bought at attractive prices.

The automatic musical instrument and the automatic machine is not limited to this territory alone, and is finding its way into all places devoted to amusements; and to-day cafes, hotels, parks, rinks, dancing pavilions, etc., etc., are not considered complete without the presence of these representatives of our numerous mechanical and acoustical geniuses. The number of various devices now on the market designed to tempt the curiosity of the public is large, and is still growing, and yet the incessant demand is for more—to supply which the manufacturer is kept working night and day, with no prospect of a let up.

The present month of January, generally considered as dead, offers no breathing spell. With all the stock on hand sold the manufacturer now faces the difficulty of placing something new on the market, and in such numbers as to fill the orders which will commence to pile in next month. The manufacturers have for some time realized the value of *The World* as an advertising medium for this trade, and all are unanimous in the verdict that through its aid they have doubled their business.

The American Mutoscope & Biograph Co. of this city have for some time been making a specialty of reels of the current events, and the suc-

cess which they are meeting with proves the value of this up-to-date method. The recent hanging of Mrs. Rogers is only one of the many. Yet, one machine with this reproduction took in \$26 in three days, crowding the parlor on Fourteenth street, in which it was placed, to overflowing and bringing a rich harvest of pennies to all machines. The mere expression that one machine made \$26 does not perhaps convey the full extent of what this means. But when we consider that 2,600 people looked into one of the four hundred machines in this parlor in that time it gives a more perfect idea of the enormous demand for new features.

* * *

In recognition of the universal interest that exists among all classes and at all times in the art of palmistry, the automaton palm reader has been invented and built by Marvin & Casler Co., the well-known slot machine manufacturers of this city. Up to the present time no real attempt had been made to reduce this art to a scientific or mathematical basis. The present machines generally found in slot parlors work purely by chance, and in no sense read the palm, or take any account of the individual operating them, yet these are all good money makers. The automaton, however, actually does gage and read the palm, and delivers a card bearing a reading that is actually suited to the hand of the operator, and his alone.

The readings are made by "Fletcher," of New York, a noted palmist, and are copyrighted in

his name. There are nine types of hands, and each style has 25 series. This naturally increases the earning power of the automaton, as a person working the machine once and getting a reading that he recognizes as being true, will invariably spend more for further details.

This machine is undoubtedly a wonderful product of mechanical skill, and reflects honor on its manufacturers. The Knickerbocker Syndicate, 320-22 Fifth avenue, this city, have secured the agency throughout this country and Canada, and the only complaint heard from them is they can't get enough machines to supply demands.

* * * *

A despatch from Paris says a novelty has been introduced in the electric cabs of Paris. If a traveler wishes to read his paper he places a two-cent piece in a slot and touches a button, and an electric lamp will light up the cab for ten minutes. The new device will now be extended to all public vehicles in the city.

* * * *

A new parlor has just been opened by William Allen, in Meriden, Conn. All the latest type of machines are to be installed.

* * * *

No more profitable attraction can be found than the coinoperating pianos for use by talking machine dealers in their parlors or in the penny palaces which are now proving so popular throughout the country. They are money makers and crowd catchers, and cannot afford to be overlooked by any live manager.

American Mutoscope & Biograph Co.

11 E. FOURTEENTH ST., NEW YORK

The Mutoscope

Oldest and Best Known Slot Machine

"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**

(Further particulars on inside back cover page)

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFELD MFG. CO.

591 HUDSON STREET, N. Y. CITY

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.

(See ad. on front cover page.)

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

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

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RECORD BULLETINS FOR FEBRUARY, 1906.

LATEST VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.
 4564 What's the matter with the moon—Medley March (10)
 31474 The Spinning Wheel.....Spindler (12)
 31475 The Clown Dance (from Ferramos Banet Music).....Kuplstein (12)
 31476 Airs of Great Britain..... (12)
 31478 Martha Overture.....Flotow (12)
 31479 Robert the Devil Selection.....Meyerbeer (12)
- SOUSA'S BAND.
 4538 Silence and Fun (a Ragtime Two-Step). Mullen (10)
 4565 Manhattan Beach March.....Sousa (10)
- VICTOR ORCHESTRA.
 Walter B. Rogers, Conductor.
 4569 Feather Queen.....McKinley (10)
 4584 The Baby Parade.....Pryor (10)
 4573 The Church Parade March..... (10)
 4577 Everybody Works but Father (Musical Burlesque)..... (10)
 4581 Gleaming Star—Intermezzo.....Hager (10)
- XYLOPHONE SOLOS BY PETER LEWIN WITH ORCHESTRA.
 4574 Long Ago (with Variations)..... (10)
 4578 Pretty Maiden Waltz..... (10)
- TROMBONE SOLO BY ARTHUR PRYOR WITH ORCHESTRA.
 4582 Lennie.....Kummer (10)
- VIOLIN SOLO BY CHARLES D'ALMAINE WITH ORCHESTRA.
 31480 Medley of Old Time Keels..... (12)
- "De'll Among the Tailors"—"Flower of Edinburg"—"Speed the Plow"—"Tom and Jerry"—"Roger's Reel"—"Miss McCloud's Reel" and finale "Auld Lang Syne."
 BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA.
 4533 My Irish Molly O—Medley March..... (10)
- TENOR SOLOS BY HARRY TALLY WITH ORCHESTRA.
 4551 Wait Till the Sun Shines, Nellie. Von Tilzer (10)
 4579 Silver Heels.....Moret
 4580 My Irish Molly O.....Schwartz (10)
- BARITONE SOLOS BY ALAN TURNER WITH ORCHESTRA.
 4567 The Heart Bow'd Down.....Balfe (10)
 31481 I'll Be Waiting in the Gloaming, Sweet Genevieve.....Helf (12)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH ORCHESTRA.
 31473 But the Lord is mindful of His Own (from St. Paul).....Mendelssohn (12)
- SOPRANO SOLO BY MISS ADA JONES WITH ORCHESTRA.
 4563 I'm the Only Star That Twinkles on Broadway.....Von Tilzer (10)
- DUET BY MACDONOUGH AND STANLEY WITH ORCHESTRA
 31477 Excelsior.....Balfe (12)
- BASS SOLO BY FRANK C. STANLEY WITH ORCHESTRA.
 4572 Down Deep Within the Cellar (Im Tiefen Keller).....Oxenford (10)
- IRISH SONG BY BILLY MURRAY WITH ORCHESTRA.
 4571 My Irish Maid.....Hoffman (10)
- COMIC SONG BY BOB ROBERTS WITH ORCHESTRA.
 4566 Nothin' from Nothin' Leaves You..Snyder (10)
- MALE QUARTET BY THE HAYDN QUARTET WITH ORCHESTRA.
 4561 Only a Message from Home, Sweet Home.. (10)
 4576 You Don't Seem Like the Girl I Used to Know.....Florant (10)
- HARRY MACDONOUGH AND HAYDN QUARTET WITH ORCHESTRA.
 4575 Will You Love Me in December as You Do in May..... (10)
- COMIC SONG BY DAN W. QUINN WITH ORCHESTRA.
 4559 Brother Masons.....Hoffman (10)
- DUET BY COLLINS AND HARLAN WITH ORCHESTRA.
 4560 Nigger Loves His 'Possum.....Dresser (10)
- DESCRIPTIVE SPECIALTY BY SPENCER AND HOLT.
 4562 A Barnyard Serenade..... (10)
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCHESTRA.
 31483 Chimmie and Maggie at the Hippodrome.. (12)
- TENOR SOLOS IN GERMAN BY EMIL MUENCH WITH ORCHESTRA.
 4583 Hobellied (Song of the Piano).....Kreutzer (10)
 31482 Treue Liebe (Ach, wie ist's möglich dann) (How Can I Leave Thee)..... (12)
- FOUR NEW SEVEN-INCH RECORDS—SOUSA'S BAND.
 4528 Moonlight.....Moret
- ARTHUR PRYOR'S BAND.
 4526 Tammany.....Edwards
 SONG BY BOB ROBERTS WITH ORCHESTRA.
 4553 Yankee Boogie (from "Fritz in Tammany Hall").....Schwartz
 SONG BY BILLY MURRAY WITH ORCHESTRA.
 4229 Yankee Doodle Boy.....Cohan

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
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- 9195 Lenny Klein (Jerome and Schwartz)—Dutch waltz song from "The White Cat," orchestra accompaniment.....Ada Jones
 9196 I'm a-dreaming of you (Muller)—Coon love song, orchestra accompaniment.....Collins and Harlan
 9197 "Genevieve" Waltz Medley (Original)—Clarinet solo, orchestra accompaniment, introducing "On the Banks of the Rhine with a Solo," "I'll be Waiting in the Gloaming, Sweet Genevieve" and "Wait Till the Sun Shines, Nellie".....Eugene Rose
 9198 Will you Love Me in December as you Do in May? (Ball)—Sentimental song, orchestra accompaniment.....Harry Macdonough
 9199 God be with you Till We Meet again (Lomer)—Sacred duet, orchestra accompaniment, Antoiny and Harrison
 9200 It's a Good World After All (Bryan and Edwards)—Comic song, orchestra accompaniment.....Bob Roberts
 9201 Blue Jackets March (Bennett). Edison Military Band
 9202 Daddy's Little Girl (Morse)—Descriptive song, orchestra accompaniment.....Byron G. Harlan
 9203 College Like March (Frankzen)—Whistling solo, orchestra accompaniment.....Joe Belmont
 9204 Lazy Moon (Cole and Johnson)—Coon love song, orchestra accompaniment, chorus by Edison Male Quartette.....Billy Murray
 9205 Ghost of the Mayor Overture (Grossman)—From the opera "Der Geist des Wojewoden", Edison Symphony Orchestra
 9206 'Neath the Spreading Chestnut Tree (Bloom)—Descriptive song, orchestra accompaniment, Irving Gillette
 9207 Believe Me, if All Those Endearing Young Charms (Moore-Stevenson)—Soprano song, orchestra accompaniment.....Marie Nareine
 9208 Pocahontas (Bryan and Edwards)—Comic song, orchestra accompaniment.....Edward M. Favor
 9209 Titania, Air de Ballet (Sirel), Edison Concert Band
 9210 Is Everybody Happy? (Hogan-Lemonier)—Coon song, orchestra accompaniment, Madge Maitland
 9211 Robinson Crusoe's Isle (Burt)—Comic song, from Marie Cahill's "Mooziumine," orchestra accompaniment.....Arthur Collins
 9212 My Mother's Old Red Shawl (Moreland)—Descriptive duet, orchestra accompaniment, MacDonough and Biehling
 9213 The Chaser March (Ruby)—Xylophone solo, orchestra accompaniment.....Albert Benzler
 9214 Save Your Money, 'Cause de Winter Am Coming On (Godfrey)—Coon song, orchestra accompaniment.....Clarice Vance
 9215 The Original Cohens (Vaudeville)—Hebrew sketch with orchestral incidental music, and introducing an adaptation of the old-time character song, "Solomon Levy," Ada Jones and Len Spencer
 9216 Song of the Steeple (Rosenfeld)—Male quartette, unaccompanied, Edison Male Quartette
 9217 Silver Heels (Moret)—The 1905-06 annual instrumental number issued by the popularizers and the composer of "Hiawatha," Edison Military Band

NEW COLUMBIA "XP" CYLINDER RECORDS

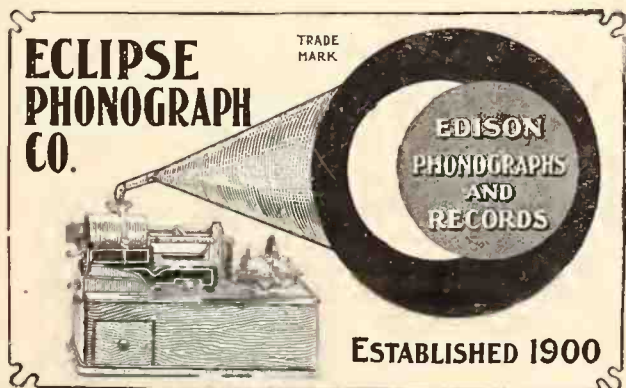
- PRINCE'S MILITARY BAND.
 32878 Razzazza Mazzazza (A trumbone extravaganza). PRINCE'S ORCHESTRA.
 32867 Entr'Acte from "It Happened in Nordland," Victor Herbert
 ORCHESTRA BELLS.
 32873 Sweets of Life (Mazurka)—Orchestra accompaniment.....Edward F. Rubsam
 XYLOPHONE SOLO.
 32879 Happy Heinie March and Two-step—Orchestra accompaniment.....Harry A. Yerkes
 VAUDEVILLE SPECIALTY.
 32868 Fritz and Louisa—Orchestra accompaniment, Miss Ada Jones & Len Spencer
 TENOR SOLOS.
 32875 Good Night, Little Girl, Good Night—Orchestra accompaniment.....Henry Burr
 32876 Silver Heels (by the composer of "Hiawatha")—Orchestra accompaniment.....Billy Murray
 32877 Only Forty-five Minutes from Broadway (Fay Templeton's success)—Orchestra accompaniment.....Billy Murray
 32880 Why Don't You Try? (Effie Fay's big song hit in the musical comedy, "The Belle of Avenue A")—Orchestra accompaniment.....Harry Tally
 32881 What Has the Night Time to Do with the Girl?—Orchestra accompaniment.....Harry Tally
 BARITONE SOLOS.
 32866 The Load That Father Carried—Orchestra accompaniment.....Bob Roberts
 32874 My Name Is Morgan, but It Ain't J. P. (Coon Song)—Orchestra accompaniment, Bob Roberts

- 32869 What's the Use of Knocking When a Mau Is Down? (Coon Song)—Orchestra accompaniment.....Arthur Collins
 32870 He's Nobody's Friend, Not Even His Own (Coon Song)—Orchestra accompaniment, Arthur Collins
 32865 My Old Kentucky Home—Orchestra accompaniment.....George Alexander
 BARITONE AND TENOR DUETS.
 32871 I'm a Dreamin' of You—Orchestra accompaniment.....Collins & Harlan
 32872 Out in an Automobile (A new song by the composer of "Come Take a Trip in My Air Ship")—Orchestra accompaniment.....Collins & Harlan

NEW COLUMBIA 10-INCH RECORDS.

- LONDON MILITARY BAND.
 25741 Earl and the Girl Selections No. 1.
 25742 Earl and the Girl Selections No. 2.
 25743 Earl and the Girl Selections No. 3.
 25767 Veronique Selections No. 1.
 25768 Veronique Selections No. 2.
 25769 Veronique Selections No. 3.
 25770 Veronique Selections No. 4.
 Latest Broadway Successes.
 COLUMBIA ORCHESTRA.
 \$391 Spring Song (Mendelssohn).
 \$1111 Spring Blossoms (Caprice Gavotte).
 SOPRANO SOLOS (ENGLISH).
 25928 Good Bye, Tosti—Piano accompaniment, Mme. de Pasquall, London
 25931 God Speed You, Dear—Piano accompaniment, Mme. de Pasquall, London
 25940 For All Eternity—Violin obligato and piano accompaniment.....Mme. de Pasquall, London
 TENOR SOLOS.
 10525 Tosca, E lucean le stelle (Italian)—Piano accompaniment.....Romeo Bertl, Milan
 10526 Ave Maria di Gonnod (Italian)—Piano accompaniment.....Romeo Bertl, Milan
 10528 Cavalleria Rusticana, Brindisi (Italian)—Piano accompaniment.....Romeo Bertl, Milan
 10529 La Favorita, Spirto gentil (Italian)—Piano accompaniment.....Romeo Bertl, Milan
 10533 Lucia di Lammermoor, Tu che a Dio (Italian)—Piano accompaniment.....Romeo Bertl, Milan
 50512 Sigurd, Esprit Gardien (French)—Piano accompaniment.....Romeo Bertl, Milan
 10384 Faust, Salve dimora (Italian)—Piano accompaniment.....A. Santini
 BASS SOLO.
 25912 The King's Own (English)—Piano accompaniment.....W. G. Webber, London
 BARITONE SOLO.
 12510 Ave Maria, L. Weiss (Latin)—Violin and organ accompaniment.....A. Moser, Vienna
 VOCAL SOLO (German).
 12584 Funiculi-Funicula (Parodie) German—Piano accompaniment.....R. Waldemar
 VOCAL DUET (GERMAN).
 12501 Donna Juavita, Kinder Duett (German)—Piano accompaniment, Mizzi Zwerenz and Arthur Guttman, Vienna
 VAUDEVILLE SPECIALTY.
 3314 Golden Wedding—Orchestra accompaniment, Miss Ada Jones and Len Spencer
 BARITONE SOLOS.
 3312 When Stars Are in the Quiet Skies—Piano accompaniment.....George Alexander
 3313 Song That Reached My Heart—Orchestra accompaniment.....George Alexander
 3318 Pocahontas (Burlesque Indian Song)—Orchestra accompaniment.....J. W. Myers
 3319 He's Nobody's Friend, Not Even His Own (Coon Song)—Orchestra accompaniment, Arthur Collins
 TENOR SOLO.
 3315 Brother Masons (A low comedy song of high degree as sung by Harry Bulger in "Woodland")—Orchestra accompaniment, Frank Williams
 BARITONE AND TENOR DUET.
 3320 Out in an Automobile (A new song by the composer of "Come Take a Trip in My Air Ship")—Orchestra accompaniment.....Collins & Harlan
 VOCAL QUARTETTE, MALE VOICES.
 3316 My Bonnie Rose—Orchestra accompaniment, Columbia Quartette
 3317 Mah Pretty Chloe from Tennessee—Orchestra accompaniment.....Columbia Quartette
 \$510 Lead Kindly Light (Sacred)—Piano accompaniment.....Columbia Quartette
 \$511 Carry Me Back to Old Virginia—Piano accompaniment.....Columbia Quartette
 \$518 Nearer My God to Thee (Sacred)—Piano accompaniment.....Columbia Quartette
 \$714 Way Down Yonder in the Cornfield—Piano accompaniment.....Columbia Quartette
 \$New records of old titles remade with beautiful and improved effects.
- AMERICAN RECORD CO.'S BULLETIN No. 4.
 Regimental Band of the Republic.
 031258 Beauties of Erin. A captivating medley of Irish airs.....
 031259 The Norsemen—March and Two-step.....
 031260 The Rosary.....Nevis

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- 031261 The 2d Connecticut National Guard March.....D. W. Reeves
 031262 Swedish Guard March.....American Symphony Orchestra.
 by Joe Belmont)
 031263 Birds and the Brook (whistling obligato
 031264 Selections from the Mayor of Tokio.
 031265 Silver Heels.....Neil Moret
 031266 Traumerel (violin solo by Maurice Chabrier)
Schumann
 Howard Blackburn with Organ Accom.
 031267 When I Survey the Wondrous Cross. (Sacred song)
Henry Burr with Orch. Accom.
 031268 Sing Me to Sleep.....Arthur Collins with Orch. Accom.
 031269 Just Because She Had That Winning Way.
 031270 Sympathy—A new popular coon song.....Collins & Harlan, Orch. Accom.
 031271 In Timbuctoo—Popularly known as a "monkey ditty."
 031272 Paddle Your Own Canoe.....Byron G. Harlan with Orch. Accom.
 031273 You Don't Seem Like the Girl I Use to Know—One of the latest sentimental songs.
 Frank Howard with Orch. Accom.
 031275 My Noreen, My Colleen—A new Irish ballad.
 Billy Murray with Orch. Accom.
 031275 Keep a Little Cooney Corner in Your Heart for Me.....
 031276 My Irish Maid.....Vess L. Ossman with Banjo Solo, Orch. Accom.
 031277 A Gay Gosssoon—(A record of exceptional brilliance.)
 Steve Porter with Orch. Accom.
 031278 And His Day's Work Was Done.....
 031279 La-diddle-diddle-um.....
 These records are of the topical song variety and unusually funny.
 Spencer and Holt.
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 Len Spencer's auctioneer records have been popular for years. This is an entirely new number in which Mr. Holt's abilities as an imitator have ample scope.
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 031281 Marty Maloney's Wake—One of the Spencer and Porter Irish dialogue series.....

ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.
 351 Gray Jackets (Seventh Regiment March).
 352 La Graziosa (Spanish Dance).
 353 Overture Lurline.
 ZON-O-PHONE CONCERT BAND.
 354 Down South (American Sketch).
 355 My Maryland March.
 356 Soldiers' Chorus from "Faust."
 357 The Irish King March.
 HAGER'S ORCHESTRA.
 358 Gleaming Star.
 359 La media Noche.
 360 Selections from "Dolly Dollars."
 REED ORCHESTRA.
 361 Swedish Wedding March.
 BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA ACCOMPANIMENT.
 362 Virginia Farmer.
 FLUTE SOLO BY FRANK MAZZIOTTA WITH ORCHESTRA ACCOMPANIMENT.
 363 Sleep Well, Thou Sweet Angel.
 SONGS WITH ORCHESTRA ACCOMPANIMENT.
 364 Barnyard Medley.....Colonial Quartette
 365 Dreaming, Love, of You.....Byron G. Harlan
 366 Heiue (A German Vaudeville Sketch).
 Miss Ada Jones and Mr. Len Spencer
 367 Moonlight Serenade Intermezzo.....Billy Murray
 368 Mr. and Mrs. Murphy (Irish Character Sketch).
 Miss Ada Jones and Mr. Len Spencer
 369 My Name Is Morgan, But It Ain't J. P.
 Bob Roberts
 370 Our National Airs (A Patriotic Poem).
 Len Spencer

- 371 Robin Redbreast (With Whistling).
 Frank Howard
 372 Schubert's Serenade.....J. F. Harrison
 373 Sleighride Party.....Colonial Quartette
 374 Sympathy (Don't Worry, Bill).....Billy Murray
 375 Will You Love Me in December as You Do in May?.....Frank Howard

JANUARY LIST IMPERIAL RECORDS.

- BARITONE SOLOS BY J. W. MYERS WITH ORCHESTRA ACCOMPANIMENT.
 44662 Sister.
 44663 Paddle Your Own Canoe.
 44664 Nora Floradora.
 44665 My Own United States.
 44666 That's When Life's One Grand Sweet Dream.
 44694 The Land of the Red, White and Blue.
 Schasberger
 TENOR SOLOS BY HENRY BURR, WITH PIANO ACCOMPANIMENT.
 44667 Robin Adair.....Burns
 44668 Rosary.
 44684 Sing Me to Sleep. With orchestra accompaniment.
 44696 Awake, My Beloved, Awake.....Oliver
 44697 Dreaming, Love, of You.....Chas. K. Harris
 BARITONE SOLOS BY ARTHUR COLLINS WITH ORCHESTRA ACCOMPANIMENT.
 44678 Drummer's Song, or Sweethearts in Every Town.....Schwartz
 44679 Robinson Crusoe's Isle.....Burt
 44680 I'm Satisfied.....Smith & Brown
 44681 Give My Regards to Broadway.....Cohan
 44682 What's the Use of Knocking When a Man is Down.....Bryan & Edward
 44683 Don't Be What You Ain't.....Silvie Hein
 44676 Mile.....Soltau & Burt
 44677 Is Everybody Happy?.....Hogan
 44685 He's Nobody's Friend.....Mullen
 MALE QUARTETTE.
 44686 Sleigh-ride Party.
 44687 A Night Trip to Buffalo.
 44688 Steamboat Leaving the Wharf at New Orleans.
 44689 Characteristic Negro Medley.
 44690 A Barbecue in Old Kentucky.
 44691 A Coon Wedding in Southern Georgia.
 44692 Way Down Yonder in the Cornfield.
 44693 Every Day Will Be Sunday Bye and Bye.

A \$2,000 FREIGHT BILL.

Graves & Co. Pay High Tariff on Three Carloads of Edison Phonographs.

(Special to The Talking Machine World.)
 Portland, Ore., Dec. 30, 1905.

What is one of the largest freight bills ever paid by a local retail firm is that which Graves & Co., the music dealers at 328 Washington street, paid the Northern Pacific Railroad yesterday, when another carload of Edison goods arrived. A freight bill of nearly \$2,000 argues an undoubtedly great retail and jobbing trade. In assuming this unusual freight bill, Graves & Co. have not only captured a distinction in paying an exceptionally large tariff, but have also captured the distinction of being not only the largest phonograph dealers in the Northwest, but the only dealers hereabouts ever shipping in talking machines and phonographs by the carload. The

shipments for December alone have amounted to three carloads, one on December 1, car No. 100-387, of 416 cases of phonographs, weighing 26,155 pounds, amounting to \$588.49; December 4, Northern Pacific car No. 7457, with 433 cases, weighing 33,953 pounds, amounting to \$763.99 in freight; and on December 18, N. P. car No. 46,790, 428 cases, weighing 27,649 pounds, amounting to \$622.10; total, \$1,974.58.

In speaking of the matter, F. W. Graves said: "The holiday trade has exceeded even our most sanguine expectations, and the three carloads of phonographs which we have received from the Edison laboratories at Orange, N. J., this month, have all been prompted by necessity; we had to have the goods to supply the trade. Not only has the Portland business been excellent, but we have had to work night and day to fill the orders which have been pouring in from all parts of the Northwest. We ordered another carload of phonographs last night, and are praying that it will reach us speedily."

VICTOR LETTER TO DEALERS.

Some Facts That Will Prove of Interest.

Camden, N. J., Dec. 20, 1905.

To Victor Dealers:

We are pleased to note that 90 per cent. of the distributors and dealers are well pleased with our plan and the change in prices on records. We are convinced that those who are not did not in the beginning thoroughly understand the plan and the advantages to be derived. Therefore, we wish to again emphasize a few of them, with some new features, viz.:

1st. Cutting out the exchange enables you to make a profit on *all* the goods you sell instead of only two-thirds as heretofore.

2d. Had we given sixty days' notice, other companies would have cut immediately, and your business would have been hung up for that length of time, allowing competitors to get a great lead over you and us.

3d. It was best for us to reduce the price on December 1st because we have found from actual figures for a number of years that the sales of records in the month of December are smaller than other months in the year, and January, February, March and April are the largest record months. If you had a larger stock on hand December 1st than at any other time, it would be harder on us than any one else, because we stand by our special offer practically all of the difference in price: therefore, we thought it was a good thing to do, notwithstanding the fact that we are the greatest losers by changing the price at the time you had the largest stock. Naturally, it was bound to cause some confusion making a big change of this kind at any time, and we are greatly surprised that it has caused so little.

4th. It was impossible to put the contract system into effect until the change in record prices was made, and we desired to do so as soon as possible.

5th. We prophesied that the business would be increased 100 per cent., but we had no idea that it would be increased to this proportion under two or three months. We are very much gratified to advise you, however, that the first fifteen days in December have already doubled any previous fifteen days and have equaled any entire single month. Therefore, we are confident, this means that within three months the business will be three times as large as it was heretofore instead of only doubled. We are confident that this move is the best one the Victor Company ever made, and are sure you will agree with us inside of ninety days, if you do not at this time. Yours very truly,

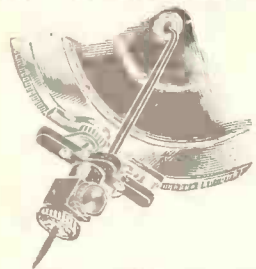
LEON F. DOUGLASS, Vice-President.

Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General, New York, is waging an aggressive campaign in the trade, and the list of Columbia jobbers—the most desirable, it is said—is growing apace. Mr. Eckhardt is filling this important position with credit to the company and himself.

Everybody wants them!

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FOR VICTOR EXHIBITION AND CONCERT,
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SOFTERTONE NEEDLES reduce the volume and bring out every detail and shade of tone in the Record

Play Six Records

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

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

The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

FOR SALE BY **LYON & HEALY** CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)
Washington, D. C., Jan. 8, 1906.

REPEATING MECHANISM FOR PHONOGRAPHS. Clinton J. Kurtz, Salem, Ore., assignor of one-fourth to Jacob Wenger, same place. Patent No. 808,387.

This invention relates to an improved repeating mechanism for phonographs and the like, the object of the invention being to provide im-

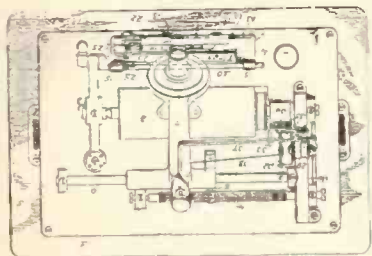
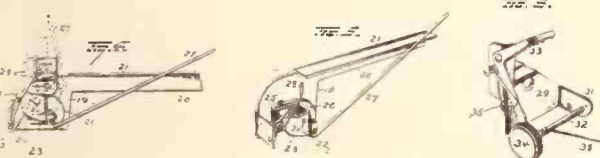
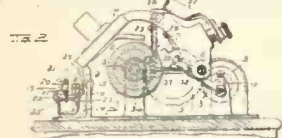
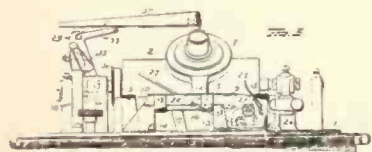


Fig. 1.



proved means which will compel the reproducer to automatically return to the starting end of the record and continuously repeat the same record until the apparatus is stopped or runs down. In the accompanying drawings, Figure 1 is a plan view illustrating the improvements. Fig. 2 is an end view, partly in section. Fig. 3 is a front elevation, and Figs. 4, 5, and 6 are enlarged views of details of construction.

PHONOGRAPH. William Haverman, Cleveland, O. Patent No. 806,806.

The object of this invention is to provide a phonograph which shall give a very large volume of sound and shall direct the sound to different parts of the room, so that the phonograph may better serve, for example, to entertain an audience or furnish music for dancing. To this end the inventor has devised a phonograph having a plurality of reproducers associated with a plurality of horns and all operating from a single stylus. By this means the volume of sound is very greatly increased, and it may be directed to several points, as desired. The drawings clearly illustrate the invention. Figure 1 is a perspective view of the phonograph complete. Fig. 2 is a side elevation of the reproducer, together with

a horn and its support. Fig. 3 is a side elevation, partly cross-sectional, of the reproducer, having two reproducing disks. Fig. 4 is a bottom view of the same. Fig. 5 is a view showing the attachment of the reproducer to the supporting arm.

PHONIC APPARATUS. Daniel Higham, Bridgeport, Conn., assignor to Highamophone Co., Jersey City, N. J. Patent No. 808,052.

This invention relates to phonic apparatus employing an intermediate friction mechanism between a primary and a secondary vibrating means, such as shown in Mr. Higham's United States Patent No. 678,576, of July 16, 1901, and in his allowed United States application filed December 12, 1904, Serial No. 236,609. The object of the present invention is to produce a friction device for use in apparatus of the character mentioned, which shall be so constructed as to avoid the objectionable noises referred to. The inventor has discovered that if the angle of inclination of the sides of the V-shaped groove is given a certain determined relation to the coefficient of friction between the shoe and the material constituting the friction roll this side-to-side movement of the shoe will be avoided and the noises resulting therefrom avoided. This is an important improvement and of great value. Generally stated, the angle of inclination of the sides of the V-shaped groove should be one whose tangent is approximately equal to the coefficient of friction existing between the shoe and the material constituting the friction-roll.

It has also been found that by giving the link which receives the pull of the shoe a proper position of inclination the said noises may be further diminished, while a still further diminution is obtained by an escape pocket or outlet for dust that accumulates between the shoe and friction roll. It is also beneficial to make one shoe-section of the compound shoe slightly wider than the friction-roll and one slightly narrower. The invention will be best understood by reference to the accompanying drawings, in which Figure 1 is a side elevation of friction-wheel and jointed friction-shoe in operative position. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a vertical section of Fig. 1 on the line 3 3 of said figure.

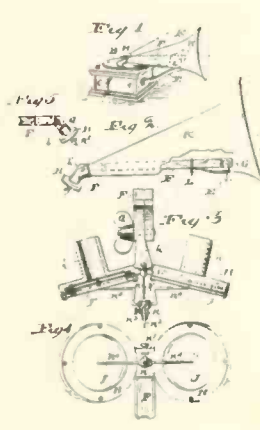


Fig. 4 is a diagrammatic view serving to illustrate one part of the invention, and Fig. 5 is a broken detail.

INDICATOR. Frank Paul Peleger, El Paso, Tex. Patent No. 807,862.

The object of the invention is to provide a new and improved indicator more especially designed for use on phonographs, music-boxes, and like instruments and arranged to permit the user of the instrument to quickly adjust the speed regulating device of the instrument according to the proper time in which a certain piece of music is to be performed. A practical embodiment of the invention is represented in the accompanying drawings. Figure 1 is a sectional side elevation of a phonograph provided with the improvement and Fig. 2 is a sectional plan view of the same on the line of 2 2 of Fig. 1.

MANUFACTURE OF SOUND RECORDS. W. H. Hoyt and W. J. Gaven, Bridgeport, Conn., assignors to the Burt Co., Hackensack, N. J. Patent Nos. 808,842 and 809,263.

This invention has reference to the production of pressed or molded sound-records—that is to say, of sound-records which are made by impressing the undulations corresponding to sound-waves upon a suitable tablet in the form of a disc, cylinder, or other suitable form.

Heretofore pressed or molded records have generally been formed upon tablets of homogeneous material, having the same coefficient of expansion and contraction throughout their mass. For this purpose various materials or compositions have been used with commercially satisfactory results. For making cylindrical records compositions of a waxlike character have been most commonly used. For making disc records compositions of earthy material compacted under pressure by means of a suitable binder, such as shellac, have been commonly used. These arti-



cles must have a mass of thickness sufficient to give them the strength required to withstand the incidents of handling and transportation, and in order to reduce the cost it has been proposed to make the body of the tablet of a relatively cheap substance (such as pasteboard or papier-mache) and to spread thereupon a surface of the sound-recording composition. In such cases, however, the inconveniences arising from tablets composed of two substances differing in respect of their coefficient of expansion have prevented the lasting or successful use thereof. Records have also been made of a very thin shell of celluloid, xylonite, and like materials backed up by a thicker shell of pasteboard or the like without causing

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the adjacent surfaces of the two surfaces to adhere, so that each can expand and contract at its own natural rate.

The present invention has for its object to reduce the cost of the production of sound-records without any injurious effect upon the quality of the surface and without sacrifice of the strength of the tablet and without incurring the objections which exist in composite tablets.

The invention is applicable to compositions which are for all practical purposes homogeneous throughout, but which contain an ingredient whose presence is necessary to give to the surface the hard glazed finish and other qualities absolutely indispensable for proper sound reproduction. For example, in the compositions of earthy

material now commonly employed in the production of disc records an ingredient such as shellac is necessary to give the proper finish to the surface. This ingredient serves also as a binder and in making these compositions (whether for sound-records or other purposes) has always been distributed uniformly throughout the mass. This ingredient will be herein termed the "glaze." Specifically we have discovered that a pressed sound-record formed of earthy material and containing the glaze only on the surface—that is to say, in a relatively small part of the entire thickness of the tablet—the body of the tablet being formed of a similar composition containing an ordinary binder—has not only all the acoustical qualities of the sound-records as now made, but

practically the same strength and resistance to shock and the same coefficient of expansion and contraction throughout its mass. Inasmuch as the glaze is the expensive ingredient in the composition, the invention materially diminishes the cost of production of these articles.

The invention may be applied in various ways. Practically we have found the following process to give good results, and it constitutes the best way in which we have contemplated applying the principal of the said invention. We form two batches of the plastic composition. One of these contains the usual ingredients mixed with an ordinary binder, such as Manila gum. The other contains the same (or like) ingredients with shellac instead of Manila gum. The two batches

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VICTOR TALKING MACHINES
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Our Motto: Quick Service and a Saving
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All Talking Machines
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It's worth while knowing, we never
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If it's in the catalog we've got it.

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Minnesota Phonograph Co.
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Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

Jacot Music Box Co.,
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Mira and Stella Music Boxes.
Edison and Victor Machines
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OLIVER DITSON COMPANY

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

in America, and confine
themselves to retailing and
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150 TREMONT STREET, BOSTON, MASS.

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

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Get our prices on Horns and Supplies.

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Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

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Largest and most complete stock of Talking Machines and
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Only authorized Victor Jobbers in Pittsburg.

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Largest Stock in the South

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Dealers near any of our stores can get what they want
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Main Brooklyn Store, 1260 Broadway, Brooklyn, N. Y.
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Every Jobber in this country should
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cost is slight and the advantage is great.
Be sure and have your firm in the
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are rolled into sheets, that which is to form the surface of the tablet being quite thin relatively to the thickness of the sheet which is to form the body of the tablet. These two sheets when heated unite strongly together. The combined sheet is used as in the ordinary process of pressing records, the side containing the glaze being applied to the matrix. The pressure impresses the sound-record upon the tablet and compacts the whole into what is practically a homogeneous tablet. A great many plastic compositions of the kind referred to herein are in common use, and the preparation thereof is well understood. Such compositions may be formed of terra alba 10 parts, barytes 10 parts, and flock 4 parts (by weight), with Manila gum for the ordinary stock and shellac for the surface stock. A suitable pigment may be added. The process is graphically illustrated in the accompanying diagram.

OUTLOOK FOR 1906 VERY GOOD.

E. A. Hawthorne, of the American Record Co. Reports Great Activity—Expect to Manufacture 5,000,000 Records This Year.

In a conversation recently with E. A. Hawthorne, sales manager of the American Record Co., who make the Indian records, he stated that the factory of the American Record Co. in Springfield, Mass., was operated during the months of November and December with a double shift, working day and night to try and keep pace with the orders.

The business that has been developed by this company in the short space of thirteen months has been exceptional. Mr. Hawthorne said if the present rush of orders continues they will manufacture at least 5,000,000 records during the year 1906.

"The superiority of the record and a proper understanding of trade conditions, has brought this company well up in the front in the talking machine business," said Mr. Hawthorne. That they have become a factor of influence is evidenced by the establishment of the new prices for disc records.

The American Record Co. were the first to discontinue the exchange proposition, and as early as October 14, 1905, submitted the new terms to their dealers, which involved doing away with exchanging records and offering the 10-inch records at 60 cents. The response which this proposition met with on all sides proved the wisdom of the move, and the widespread demand that other companies should establish the same conditions, led to the general reductions by the other companies in December.

The outlook for the year 1906 is unusually

bright, and it is the opinion of jobbers everywhere that the public to-day is "talking machine mad," as one of the dealers expressed it. This is a condition which bespeaks an era of good times in the talking machine industry.

THE MAN WITH AN EDISON RECORD.

Charles G. Andrews, manager of the phonograph department of the Boston Cycle and Sundry Co., is not only one of the most successful as well as popular talking machine men in the East, but has done much to make the phonograph as popular as it is to-day. Mr. Andrews was born in Chelsea, Mass., a suburb of Boston, which has the reputation of turning out more live men than any other city of its size. Here "Char-



CHARLES G. ANDREWS.

lie" went to school, and after graduating from the Chelsea High School entered the employ of James M. Linscott, who at that time was doing a modest bicycle business in Chelsea. The boy proved so apt and showed such promise of business qualities that when Mr. Linscott removed to Boston to start a business, which has since made him famous, he took Charlie Andrews with him. About this time the phonograph was put upon the market, and Mr. Linscott added this branch as one of the departments in his store, assigning Mr. Andrews to take charge. It was a small beginning, the entire stock of records being less

than is contained in one bin now at the mammoth establishment of the company.

How well Mr. Andrews succeeded every dealer in New England knows. Kindly accommodating, polite, patient and thoroughly businesslike, the young fellow soon became well known and popular. The business thrived to such an extent that a wholesale department was created. Among his other talents Mr. Andrews possessed the happy faculty of discerning which were the "sellers" among the new list of records, and his judgment has seldom failed the retailers who advise with him. Soon the wholesale department became inadequate, larger quarters were secured, and still larger, until to-day the Boston Cycle Co. has been obliged to devote an entire floor of a large building at No. 48 Hanover street, Boston, and to erect bins containing from 50 to 150 records each to accommodate the trade. This has just been completed, and it is the largest display of records in New England, if not in America.

Another floor is devoted to the retail department and offices of the company. The top floor is utilized for the manufacture of record cases, Such, in brief, is the career of this gentleman, who has contributed much to the advancement of the phonograph trade. He is still a very young man, and as the years go by, with experience ever ripening, the possibilities for good among the trade's business interests cannot be estimated, if the past successes of Charlie Andrews be taken as a criterion.

POINTERS FOR MANUFACTURERS.

Trade Possibilities Unveiled by the Talking Machine World in Almost Unknown Europe.

Along the entire east coast of the Adriatic in Istrian and Dalmatian Austria, the talking machine is never encountered, and yet this entire region should prove a bonanza for the enterprising commercial agent, since the people are at that stage of life where they would take strongly to this sort of pastime.

In Montenegro, too, the talking machine could supplant the bards who gather the people under the trees at the road side and recite tales from the folklore to the accompaniment of the gusla.

At Fiume, the chief seaport of Hungary, an agency for one brand of American talking machine exists.

At Budapest, capital of Hungary, talking machines are quite frequently encountered in the stores.

A feature of the pan-Slav art exhibition at Belgrade, capital of Servia, on the occasion of the coronation of King Peter, was a painting of an old man and a young girl, Balkan peasant types, listening to a talking machine.

At Bucharest, capital of Roumania, the people are largely Parisian in their tastes, and American talking machines find ready sale, being seen in many of the stores.

Rustchuk, the commercial metropolis of Bulgaria, likewise lists the talking machine among its articles of sale, while at Jirnova, far in the interior of the principality, of an evening the peasants and officers gather about the horn at the inn to listen to "Carmen" and the "Kara-George March."

ARTHUR COLLINS' NEW COLONY.

There is a rumor among the talent that Arthur Collins is going into the real estate business. Not that he contemplates giving up singing, but is taking it up as an investment. He has induced several of "the boys" to investigate property at Hempstead, L. I., and if his hopes are realized, there will be the beginning of a talking machine colony in that locality before long.

"THE WHITE BLACKMAN"

WILL GIVE YOU THE GOODS

AN
Edison
Jobber

A
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 STRENGTH.

We can now deliver the NEW STYLE PLACE AUTOMATIC RECORD BRUSHES for NEW STYLE EDISON MACHINES.

Our new POINTED BELL FLOWER HORNS combine Beauty and Strength and our Prices 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

Made in Six Styles.

NOTE.—Every DEALER and JOBBER should order some NEW STYLE PLACE BRUSHES. No. 2 fits New Standard or Home. No. 3 New Gem or Trumpet.
LISTS AT 15c.
We are giving everybody a GOOD PROFIT.
Prices the same on the new style brushes as old ones.
Write us.

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

ABROAD

(Special to The Talking Machine World.)

London, Eng., Jan. 5, 1906.

One of the oddest collections in the British Museum is a set of talking machine records of the voices of prominent persons of the present. They are not offered for general inspection, but a hundred years hence the historian may describe to his readers how Queen Victoria's voice sounded to him, as well as the voices of the other members of the royal family and the leading statesmen of to-day. In all there are already filed away more than five hundred records. The collection is being added to constantly.

* * * *

The Vienna Academy of Sciences already possesses a collection of several thousand records of dialects and languages. They include the songs of the American Indian and the war chant of the Malay. Idioms and peculiarities are also recorded, and the collection will not be regarded as complete until every race and division of race has contributed to the collection.

In addition to their value in the future, they are being used for a comparative study of language. Arrangements are now being made to record the cries of animals, and a large staff of voice hunters are kept constantly employed in these two branches.

* * * *

T. Edens Osborne, the progressive talking machine dealer of Belfast, Ireland, is making splendid use of Mme. Patti's opinion of the gramophone, in which she said: "It reproduces the human voice to such a fine point that in listening to the records of Caruso, Plancon, etc., it seemed to me as if these artists were actually singing in my saloons—I have never heard anything to equal it." Mr. Osborne adds: "The great prima donna never sang for the gramophone, therefore her eulogy is important, because absolutely uncolored by interest and prejudice. The gramophone has evolved from its 'primitive cradle' to one of the marvellous inventions of the age, its reproduction being almost human."

* * * *

Hans Starcke of Elberfeld (Germany) has taken out a patent on a device by which a phonograph is connected with a telephone. Even should nobody be present when a telephone call is made, the words are recorded upon the phonograph and can be repeated ad libitum at any time.

* * * *

The King of Spain has a number of wax models of himself that open and close their eyes. Within each is a little phonograph that cries "Long Live Spain." Alfonso takes great delight in sending them to little friends among the royal families of Europe.

* * * *

The Russell Hunting Record Co., Ltd., manufacturers of the "Sterling" record at 81 City Road, are building up one of the largest businesses on this side of the water. It was in February that this company was organized, and although they only started delivering records in July they have sold up to December 1 over one million records. The factory is now turning out over ninety thousand records per week, and the "Sterling" record has made quite a sensation in this country. The officers of the company are Louis S. Sterling, managing director; Russell Hunting, superintendent record department; P. A. Smithurst, works manager.

* * * *

One of the most striking indications of the present phenomenal popularity of talking machines is the adoption by the best section of the Belfast public of high-priced instruments and classical selections. Indeed, to the gramophone

and genuine Edison phonograph belong the credit of popularizing the best songs of the day and raising the tone of local music lovers. Thanks for both instruments, the public here are quite familiar with many songs long before they are heard in any of our theatres, opera houses or music halls. In this connection one hears the "gamins" and messenger boys frequently whistling airs from comic and other operas that have so far never been "staged" in Belfast, but which he has learned by attending T. Edens Osborne's Saturday night open air gramophone and phonograph concerts. The most elite gatherings in Belfast and neighborhood are not now considered à la mode without some selections on the gramophone, phonograph or Columbia machines.

TYPE OF MACHINE AT WORK ON CANAL.



Drawn by H. T. Middleton after Jellar in The Phila. Record.

AMERICAN RECORD CO.'S NEW LIST.

We understand that the American Record Co. are preparing a new list of records to be known as "Catalogue 'E,'" which will supersede Catalogue "D," and include Bulletins Nos. 1, 2 and 3. The list of records for January will be known as Bulletin No. 1 in connection with Catalogue "E." It is the intention of the American Record Co.

to offer to the trade each month, commencing with January, 24 10-inch selections and 12 7-inch selections. The 7-inch list will include only the most popular sellers of the day.

There are thousands of premium outfits of disc machines which are being placed on the market by department stores, newspapers, grocery concerns and others. Usually only 7-inch records are supplied with these outfits, and the owners of such machines confine their subsequent purchases of records to the small size.

We understand that most of the companies have been neglecting 7-inch records. The American Record Co. have shown their enterprise by preparing to supply this demand.

VICTOR CO.'S BIG HOLIDAY TRADE.

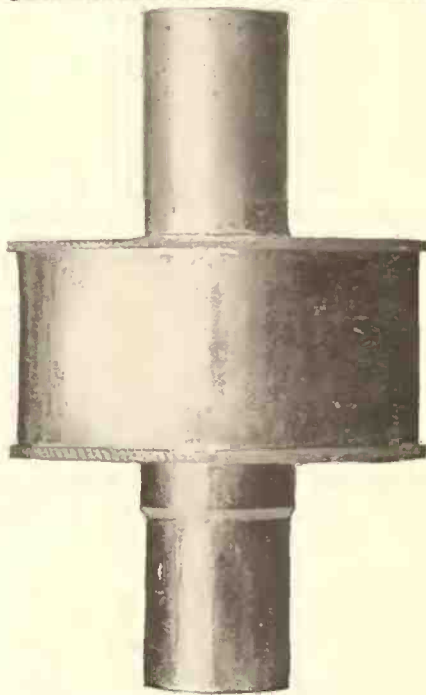
Their Store in Philadelphia Crowded With Visitors—Voting Contest Interests Callers.

(Special to The Talking Machine World.)
Philadelphia, Pa., Dec. 30, 1905.

The Victor talking machine warerooms in this city held large audiences all last week of people who were being entertained by their talking machine, and one nice feature about their Christmas entertainment was that all visitors were allowed to vote for a handsome basket of fruit and wines, the hospital receiving the most votes were the recipients of this handsome holiday present. The Victor Talking Machine Co., I understand, did a tremendous business locally during the holiday season; in fact, their business has been so large all fall that the Camden factory was kept hustling to its utmost to supply the trade.

TO BE HEARD TO-MORROW.

The case of the New York Phonograph Co. against Thomas A. Edison, Edison Phonograph Works, et al., is expected to be heard on appeal January 16 (to-morrow) in the United States Circuit Court of Appeals, New York, providing a full bench can be secured. Several judges are disqualified, and others having a knowledge of the suit, its legal intricacies and formidability, "beg to be excused."



IN THE LEAD

There are many attachments on the market, ranging from 50c. to \$1.50, that are supposed to improve the sound of Phonographs and yet the sale of the

LEWIS PHONO-CONSONATOR

at \$3.50 increases daily. The sales for 1905 increased on an average of 30% over the preceding year.

There's a Reason

LEWIS MFG. COMPANY

379 6th Avenue, NEW YORK CITY

Send for Descriptive Circular and Dealer's Discount.



Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

PHILADELPHIA'S BUDGET OF NEWS.

Past Year Breaks All Records—Rosenfeld Illustrated Song Machine—Victor Co. Acquire More Land—Force of Good Advertising—Value of the Talking Machine as Side Line—Posting of Bulletins Help—Enterprising Camden Jobber—Manager Goodwin's Activity—Doctor Uses Talking Machine as Entertainer—Department Stores Double Sales.

(Special to The Talking Machine World.)

Philadelphia, Jan. 12, 1905.

Local dealers in talking machines and supplies say that 1905 holiday business was the best transacted since being in business. Ninth street is quite a Talking Machine Row, for at 19 South Ninth the Penu Co. holds forth; at 25 South Ninth, the Western Co.; and at 13 North Ninth, the Disk Co., and at 41 North Ninth the Wells Co. Near by, at 923 Market street, is H. A. Weymann & Son, while at 1019 is the main general office of the Columbia Phonograph Co. Without going too much into detail, it can be said that all of these salesrooms enjoyed most satisfactory business, and see no reason why 1906 trade should not be good also. At present writing trade conditions are fair—about normal for the season, although there is a good satisfactory call for new records.

A representative of Wm. F. Boogar, who operates a public phonograph entertainment hall at 938 Market street, said that the Rosenfeld illustrated song machines in the hall were the best money makers being operated. "Our patrons are certainly delighted with them," he said, "the combination of moving pictures with phono music being just the thing which has taken their fancy. We are running twenty-five machines." Mr. Boogar runs a well-ordered entertainment hall, and the best element supports it.

The Victor Talking Machine Co., of Camden, have acquired additional land adjoining their present plant at Front and Cooper streets and will, it is understood, add additional buildings in the near future. In almost all departments work is being "rushed," and a great deal of overtime is being put in. Manager L. F. Geissler is looking after details in a masterly manner and is given excellent assistance by a willing corps of capable assistants. Briefly put, the company is behind orders, but is doing all it can to catch up. Two incidents worthy of note developed the past week. One shows the tremendous force of a good advertising phrase. Madam Bernhardt wanted her 4-foot dog housed at the Bellevue-Stratford, Philadelphia's gilt-edge hotel. The manager wouldn't have it. "We'll put the dog out on our farm," he said to Madame's agent. "We are connected by telephone with the farm, and every day the dog can hear 'His master's voice'—or rather, the divine Sara's." But Bernhardt wouldn't have it, and went to another hotel. The picture of a dog listening to the human voice recorded by the Victor Company being objectionable to the guileless denizens of China, this concern is accommodatingly providing the Chinese with advertising cards showing a venerable resident of the Flowery Kingdom listening soulfully to the dulcet tones of Victor records "spieling off" Chinese ditties and solos. The Victor Co. have their own

printing plant on Federal street, Camden, and all hands there are very busy.

An uptown Philadelphia jeweler and optician has added a small stock of talking machines and supplies to his store, and in referring to the fact said: "I was led into the matter by a number of my friends who owned talking machines. Their machines got out of order and they asked me to repair or mend them. I got interested, industriously studied the mechanism of the machines, ascertained where supplies could be secured, and am now prepared to do almost any kind of repairing. My skill as an optician and jeweler stood me in good stead, and it is my advice to brother opticians to look into the phonograph field and add it as a side line. While now I only carry enough stock to oblige a few customers, if I see a good opening I intend to go into it quite heavily. It is an interesting and attractive field, to my notion, and a profitable one as well. One thing against it for the small dealer, it seems to me, is that he can't afford to carry the enormous stock of cylinders and discs made necessary by customers' demands. They want a record at once; do not want to 'wait until it is sent for.'"

Said an Eighth street retailer: "I have found that posting a bulletin of new records increases the demand for them. I bought a marking outfit and have my clerk stamp out the list of new tunes, songs, etc., and post them conspicuously in the show window. These lists attract immediate attention, and I get lots of orders to send for the records at once. Of course I announce I take orders subject to delivery and require a small deposit with each order. It seems to me all companies making records should send every retailer printed slips each month to post in conspicuous places. It would boom sales, and the companies would be the gainer. The lists should be printed in type large enough to be easily read at a distance of ten feet. Of course the companies ought to send them gratis."

Charles E. Robertson, 4074 Laucaster avenue, is attending to the talking machine wants of West Philadelphia patrons, and has a tastefully equipped showroom. His Christmas trade was very good and regular business is increasing.

John A. Smith, Broadway near Chestnut street, is probably the largest retailer and jobber of talking machines and supplies in Camden, N. J., and handles both Edison and Victor goods. During the holiday season he showed his faith in printers' ink by taking entire page advertisements in the local newspapers, and then hired additional clerks to take care of the extra business. Mr. Smith has been honored with a number of political appointments in his resident city and is now a member of the State Democratic Executive Committee. He was a trade visitor to

New York this month, and kept his eyes open for novelties.

T. R. Goodwin, manager of the Columbia Phonograph Co.'s new Camden, N. J., branch salesroom, reports satisfactory business. The salesroom is at Broadway and Mickle streets, in the Hall Block, and at night attention is effectively called to the stand by changeable electric light signs as well as talking Columbias, which inform passersby that latest songs and compositions can be secured within. The showrooms are neatly furnished, and a number of sample phonographs are all ready to be shown visitors. Although open but a short time, sales are increasing.

Dr. H. G. Bonwill, 921 South Fifth street, Camden, N. J., has put a Victor phonograph to eminently practical use. The doctor, having a very large office practice, must see patients one at a time, and to interest waiting callers in the ante-room he sets a talking machine going with lively, entertaining airs. The result is pleasing to doctor and callers. The latter forget their impatience in "having to wait," and the doctor realizes his clients are, so far as possible, enjoying good music. An attendant changes records, etc. Dr. Bonwill's thoughtful idea is good enough to be copied by other physicians.

All the large department stores of Philadelphia now have a regular talking machine section, presided over by a competent manager. During the holidays extra advertising resulted in booming sales of records, machines and supplies. As a rule all makes of machines and supplies are handled, customers being left to choose as they please. One department store exactly doubled its sales over 1904 and intends going into the business on a larger scale than ever, having faith in its worth and permanency.

While unable to personally call at the Hawthorn & Sheble Mfg. Co.'s plant this month in time to close his letter, your correspondent ascertains from a reliable source that the works are very busy and orders in indicate a steady run for an indefinite period. The company's H. & S. sound board is meeting with great success.

A humorous "hit" of one New Year's mummer's float January 1 was a scene where "Mother" was so busy listening to a phonograph's dulcet tunes that father was en route to the divorce lawyer; baby was smashing a fine mirror, and little Willie was putting the wiuter's jam where it would do the most good.

Local jobbing houses say there are many news stands, cigar stores, and similar stands putting in small retail stocks of talking machines and supplies, showing that the demand from suburban points is growing.

William McArdle, "Envoy Extraordinary and Plenipotentiary for Indian Records," as some of the trade affectionately call him, has been making the rounds of the various "Indian" record encampments in New York State. He reports a lively interest in American records among all the "tribes" and succeeded in establishing several new "tepees" where the public may go to hear and be convinced that "music hath charms."



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

VICTOR TRAVELERS DINE.

Enjoyable Re-union at the Hotel Majestic of the Men Who Travel.

The travelers of the Victor Talking Machine Co. were entertained at a banquet at the Hotel Majestic on the evening of Jan. 3. There was an elaborate layout, and everybody was in fine spirits, owing to the great record made during the past year, and the splendid prospects for the new. The only invited guest was H. N. McMenimen. It may be worthy of note to add that six new men have been added to the traveling department of the Victor Co. for the new year, giving them an unusually large force. We also understand that A. Williams has been appointed assistant traveling manager of this company.

USING COMMERCIAL MACHINES.

The Travelers' Insurance Co., of Hartford, Conn., are now using commercial phonographs in their daily office work. The modus operandi is to dictate letters to the machine after which stenographers take the records, set the machine going and transcribe from it on the typewriter. Eleven of these machines are now in use in their New York office, and four have been installed in Hartford, largely as an experiment. Later more will be added.

PHONOGRAPHIC ADDRESSES HEARD.

An interesting feature of the "smoker" by the Electric Club, of Cleveland, O., recently were addresses by C. F. Rush and Professor Thomson by means of a talking machine. These gentlemen were not present in person, but their addresses were keenly enjoyed by reason of the fact that during the time the talking machine was in operation the portraits of the speakers were thrown on a screen.

MANUFACTURERS NOTIFY DEALERS.

VICTOR CO. AND DEALER'S DISCOUNT.

The sales department of the Victor Talking Machine Co., Camden, N. J., recently sent the following notice to the trade: "The 40-10 per cent. discount will still be quoted to dealers who have purchased the required \$500, or do so in the future, on all articles of the Victor line, with the exception of the staple seven, ten and twelve-inch records, which are sold at the net prices of twenty-one, forty and sixty-six and two-thirds cents, respectively. The retail dozen price remains operative only on 'Black Label' and 'Red Seal' records, and no seven, ten or twelve-inch staple records must enter into any 'dozen price' calculation. The 'per piece' price must invariably be paid for these."

PROPOSITIONS FROM THE UNIVERSAL CO.

Last week the Universal Talking Machine Manufacturing Co., in a trade circular, said: "To enable our dealers to get rid of old records they may have, we will allow seven cents for each

nine or ten-inch record if they buy one new one for each old one returned. Two seven-inch records are equal to one ten-inch record. This exchange will be discontinued February 1, 1906. For each ten-inch record you have in stock, we will furnish you a new ten-inch record for 28 cents, if ordered for delivery before January 15, 1906."

SCIENCE MEASURES A NUISANCE.

Phonograph, Photometer and Oscillometer Tell Court of Elevated Train Annoyances.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 30, 1905.

The first use of the phonograph in court in a damage suit for noise has resulted in a verdict for the plaintiffs.

A. P. Loring, owner of the Albany Building, sued the Boston Elevated Co. for \$150,000 because trains passing around the corner of the building caused annoyance.

A phonograph was brought into court to reproduce the noise made by the trains as they passed.

A photometer was also used to show the diminution of light due to the erection of the elevated structure, and an oscillometer showed photographs of the air waves disturbed during the passing of a train.

A verdict of \$45,000 was given with interest.

NEW SCHEME TO WIN PENNIES.

Phonograph men propose to put a novelty on Chicago's streets next summer to compete with the hand organ and "piano" in penny-getting. A large phonograph mounted on a small cart will add to the din of the residence districts, playing popular airs, by band, orchestra and human voice. Monologues of the usual insufferable variety will also be ground out. It will take two Italians to operate this instrument, one to extend the open palm and the other to adjust the records.

FOREIGN CALL FOR "INDIAN" RECORDS.

Foreign business for "Indian Records" manufactured by the American Record Co., was unusually large during the month of December. Orders have been received from all the important centers of foreign trade, and large shipments of the Blue records have been made. Excellent connections have been established with Australia, New Zealand, South Africa, Brazil, India and throughout the Continent of Europe. Mr. J. O. Prescott, manager of the export department, states that they have been shipping in the neighborhood of 8,000 records weekly to London.

J. Charles Groshut, general manager, was recently elected secretary of the Edwin A. Denham Co., Inc., importers of talking machines and novelties, 31 Barclay street, New York. His new honors are in recognition of his excellent business judgment, industry and success in handling the company's affairs.

TRADE NOTES FROM PACIFIC COAST.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 6, 1906.

The business in talking machines and records was especially large during the month of December, the talking machine playing a prominent role with Santa Claus this year. However, the trade experiences a relapse just now, and this will no doubt continue for several weeks to come.

Sherman, Clay & Co. had fixed up a very handsome window display in Victor talking machines. Records and machines surrounded a very neat model of "His Master's Voice." The entire scene was tastefully enclosed by a winter scene.

Some of the newspapers are still continuing the subscription contest idea by giving a talking machine free with every subscription.

The department stores have done an especially big business during the past month in talking machines. Sherman, Clay & Co. report that the orders from these department stores were simply enormous.

EDISON GRAND OPERA RECORDS.

The first bulletin ("Supplement A") of the new Grand Opera records issued by the National Phonograph Co. for February, 1906, is as follows:

- By Heinrich Knotte, Baritone.
B. 1—Höchstes Vertrauen ("All confidence thou ow'st me.") "Lohengrin" Wagner
Sung in German. Orchestra accompaniment.
By Andreas Dippel, Tenor.
B. 2—"Ach, So Fromm" ("None so rare")
"Martha" Flotow
Sung in German. Orchestra accompaniment.
By Gustave Berl Resky, Baritone.
B. 3—"Di Provenza il Mar," ("Hath thy home in fair Provence") "La Traviata" Verdi
Sung in Italian. Orchestra accompaniment.
By Florencio Constantino, Tenor.
B. 4—"La Donna è Mobile" ("Fair woman is fickle")
"Rigoletto" Verdi
Sung in Italian. Orchestra accompaniment.
By Antonio Scotti.
B. 5—"Vi Ravviso, O Luoghi Ameni" ("Oh, remembrance of scenes long vanished") "La Sonnambula" Bellini
Sung in Italian. Orchestra accompaniment.
By Scaphy Resky, Soprano.
B. 6—Aria, "Suicidio" ("The Suicide Song") "La Gioconda" Ponchielli
Sung in Italian. Orchestra accompaniment.
By Romeo Berti, Tenor.
B. 7—Arioso "Pagliacci" Leoncavallo
Sung in Italian. Orchestra accompaniment.
By Signor and Signora Resky.
B. 8—Duet, "La Favorita" Donizetti
Sung in Italian. Orchestra accompaniment.
By Anton von Rooy, Baritone.
B. 9—"O Kehr Zurück" ("O, brother, come.")
"Tannhauser" Wagner
Sung in German. Orchestra accompaniment.
By Anton van Rooy, Baritone.
B. 10—"Chanson du Toreador" ("Toreador's Song")
"Carmen" Bizet
Sung in French. Orchestra accompaniment.

FRED. C. MACLEAN RETIRES.

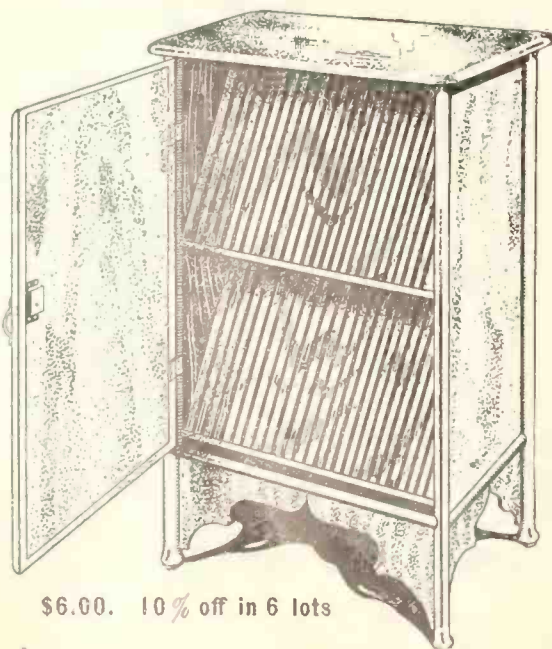
Frederic C. MacLean, one of the best-known travelers east, is no longer with the Douglas Phonograph Co., New York, the connection ceasing with the close of the year. "Mac" speaks of going into the stock brokerage business on his own account, a step along the primrose path of wealth getting, which he is enabled to take through a handsome legacy of an esteemed relative deceased.

AN ACCEPTABLE SANTA CLAUS.

John (Casey) Kaiser, of the Douglas Phonograph Co., made an acceptable Santa Claus at the Christmas distribution of gifts to the scholars of Calvary Church, when 400 were present. He used his best record making voice, and was voted a big success.

When A. L. Irish, president of the Talk-o-phone Co., Toledo, O., was in New York last week, and after a careful survey of the situation, he concluded to retain their present branch house at 244 West 23d street. Manager Reed, one of the princes of the business, will have the interior rearranged and repartitioned, so as to meet the requirements for offices and warerooms.

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.



\$6.00. 10% off in 6 lots

BETTINI PHONOGRAPH CO.

LIMITED

THE MOST CENTRALLY LOCATED
JOBBER OF

All Phonographs, Supplies and Accessories.

156 West 23d St., Adjoining
6th Ave., NEW YORK
Telephone, 3173 Chelsea.

NOTE THE FOLLOWING STORES:

- J. DIEHL, 490 Myrtle Ave., Brooklyn.
F. A. BAKER, 1080 Bedford Ave., Brooklyn.
SOL LAZARUS, 1058 First Ave. and 1428 First Ave., New York City.
J. J. DOYLE, 152 Montgomery St., Jersey City.
WARNER & SETTANNI, 1372 Broadway, Brooklyn.
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.;
also 370 Central Ave., Jersey City, N. J.
R. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.
P. SETTANNI, 1836 Fulton St., Brooklyn.



TURNING MUSIC INTO DOLLARS

If a man should come along and ask permission to give you twenty-five dollars in exchange for ten dollars, you would think he was crazy; but you would jump at the chance, provided the money was good.

This is about what we are offering you, Mr. Dealer, when it is simmered down to the real facts.

The PEERLESS COIN OPERATED PIANO is the Highest Type of Perfection.

It is the Automatic Piano which can be safely trusted far away from a repair shop. This fact is of vital importance to every automatic piano user. Let us prove it.

A Peerless Coin Operated Piano placed in a Cafe or a Hotel will not only draw crowds of people, but it will more than pay for itself in a short time, and net the owner a handsome dividend thereafter.



STYLE D.

That is how to change music into dollars.

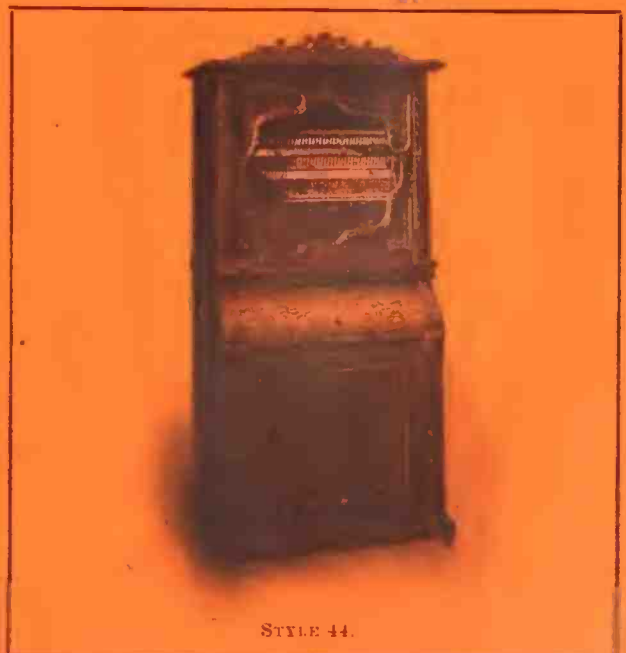
Highest Awards

Gold Medals.

Buffalo, 1901.

St. Louis, 1904.

Portland, 1905.



STYLE 44.

ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK

Edison Grand Opera Records

WITH the issuance of the *Grand Opera Records* for the EDISON PHONOGRAPH the chain of strong selling features that has made the Edison Goods so deservedly and pre-eminently popular is materially strengthened. Ten numbers of the *Grand Opera Records* are ready now. *Sigs. Scotti, Dippel, Knot, Van Rooy* and other famous stars of the Metropolitan Opera Company, together with eminent artists abroad, have contributed their services. All the sweetness, power and purity of tone characteristic of these peerless voices have been faithfully reproduced by our Gold Moulded Process. *Edison Grand Opera Records* are unequalled—yet they will be given to the public at **75c.** each—a price that is within the reach of all, and that will insure an exceptionally wide sale.

This low price, in addition to guaranteeing a volume of sales, will enable every dealer to carry a large stock, thus meeting the certain demand and securing the maximum sales, without tying up too much capital.

We want to impress on you the necessity of placing an early order for a generous line of *Grand Opera Records*. These records will be extensively advertised in the leading magazines and newspapers appearing in February and March, and every Phonograph owner, and every owner of talking machines using cylindrical records, will be interested. An individual announcement in your local newspaper would be very profitable. Order today.

National Phonograph Co., 54 LAKESIDE AVE.
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

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

Albany, N. Y.—Finch & Hahn.	Fitchburg, Mass.—Iver Johnson Sporting Goods Co.	New Castle, Pa.—W. C. De Foreest & Son.	Quincy, Ill.—Quincy Phonograph Co.
Allentown, Pa.—Henry Braun.	Fort Dodge, Iowa—Early Music House.	New Haven—Pardee-Ellenberger Co.	Reading, Pa.—Reading Phonograph Co.
Allentown, Pa.—G. C. Aschbach.	Fort Worth, Texas—Cummings, Shepherd & Co.	New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Harry Jackson, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.	Richmond—Magruder & Co.
Atlanta, Ga.—Atlanta Phono Co., Phillips & Crew Co.	Gloversville, N. Y.—American Phono. Co.	New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.	Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
Baltimore—E. F. Droop & Sons Co.	Harrisburg—S. K. Hamburger.	Omaha—Omaha Bicycle Co., Neb. Cycle Co.	San Antonio, Tex.—H. C. Rees Optical Co.
Bangor, Me.—S. L. Crosby Co.	Helena, Mont.—Frank Buser.	Oswego, N. Y.—Frank E. Bolway.	San Francisco—Peter Bacigalupi.
Birmingham—The Talking Machine Co.	Houston—Texas Phono. Co.	Paterson, N. J.—James K. O'Dea.	Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.	Hoboken, N. J.—Eclipse Phonograph Co.	Pawtucket—Pawtucket Furniture Co.	Scranton—Ackerman & Co., Technical Supply Co.
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.	Indianapolis.—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.	Peoria, Ill.—Peoria Phonograph Co.	Seattle, Wash.—D. S. Johnston Co.
Buffalo—P. A. Powers.	Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.	Philadelphia—C. J. Heppie & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Spokane, Wash.—Spokane Phono. Co.
Canton, O.—Klein & Heffelman Co.	Kingston, N. Y.—Forsyth & Davis.	Pittsburg—Theo. F. Bental Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Talking Machine Co.	Springfield, Mass.—Flint & Brickett Co.
Chicago—Janaes I. Lyons, Talk. Mach. Co., The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.	Knoxville—Knoxville Typewriter and Phono. Co.	Portland, Me.—W. H. Ross & Son.	St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.
Cincinnati—Hlsen & Co., Rudolph Wurlitzer Co.	Lafayette, Ind.—A. B. Wahl & Co.	Portland, Ore.—Graves & Co.	St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.
Cleveland—Eclipse Musical Co.	Lincoln, Neb.—H. E. Sidles Cycle Co.	Poughkeepsie, N. Y.—Price Phono. Co.	Syracuse—W. D. Andrews.
Columbus—Perry B. Whitsit Co.	Louisville—C. A. Ray.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	Toledo—Hayes Music Co.
Dallas—Southern Talking Mach. Co.	Lowell, Mass.—Thos. Wardell.	Portland, Me.—W. H. Ross & Son.	Toronto—R. S. Williams & Sons Co., Ltd.
Dayton, O.—Niehaus & Dohse.	Memphis—F. M. Atwood, O. K. Houck Piano Co.	Portland, Ore.—Graves & Co.	Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Denver—Denver Dry Goods Co., Hext Music Co.	Middletown, Conn.—Caulkins & Post Co.	Poughkeepsie, N. Y.—Price Phono. Co.	Troy, N. Y.—Finch & Hahn.
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.	Milwaukee—McGreal Bros.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	Utica—Clark-Horrocks Co., Arthur F. Ferriss, William Harrison, Utica Cycle Co.
Detroit—American Phono Co., Grinnell Bros.	Minneapolis—Thomas C. Hough.	Worcester, Mass.—Iver Johnson Sporting Goods Co.	Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
Eaton, Pa.—William Werner.	Mobile, Ala.—W. H. Reynolds.		Waycross, Ga.—Geo. R. Youmans.
Elmira, N. Y.—Elmira Arms Co.	Montgomery, Ala.—R. L. Penick.		Williamsport, Pa.—W. A. Myers.
El Paso, Tex.—W. G. Walz Co.	Nashville—Nashville Talk. Mach. Co., Magruder & Co.		Winnipeg—R. S. Williams & Sons Co., Ltd.
	Newark, N. J.—A. O. Petit, Douglas Phono. Co.		
	Newark, O.—Ball-Fintze Co.		
	New Bedford, Mass.—Household Furnishing Co.		