

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 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.



Regal Automatic 65-Note Piano Player.

THE REGAL PIANO AND PLAYER CO.

891 Southern Boulevard,

NEW YORK

“KEEPING EVERLASTINGLY AT IT BRINGS SUCCESS”

and “A Satisfied Customer
is the Best Advertisement”

The above well known and oft repeated maxims represent the entire scale of business success.

Everlastingly At It We are never satisfied with results and are constantly experimenting with new ideas, adopting later methods and effecting changes that show decided improvements.

Success Is spelled with a big S when it is used in conjunction with American Records. On the market less than two years, we have made a reputation for merit and superiority of product.

Satisfied Customers We are daily in receipt of letters from our customers praising our business methods. It is our constant aim to make our business relations mutually profitable.



**WE WIN WITH
INDIAN
RECORDS**

To Our Jobbers and Dealers:
We are prepared to furnish, on application, free of charge, a number of artistic cuts and designs that can be used in a two column newspaper or half page space in magazine, for the purpose of advertising “Indian Records” locally.

THIS IS CUT NUMBER 1
and is characteristic of the series.
WRITE FOR FURTHER INFORMATION.

We have hit the Bull's Eye

Elsewhere in this issue you will find complete list of records on Bulletin No. 2—our latest selections.

THE HIT OF THE SEASON

10 Inch Record, “Wait 'Til the Sun Shines, Nellie,” No. 031299 and No. 166 in the 7 Inch. This record promises to eclipse the phenomenal sale of “In the Shade of the Old Apple Tree.”

Write for Catalogue E, Just Issued.

AMERICAN RECORD CO.

HAWTHORNE, SHEBLE & PRESCOTT, Sales Mgrs.

SPRINGFIELD, MASS.

The Talking Machine World

Vol. 2. No. 2.

New York, February 15, 1906.

Price Ten Cents

BIG FREIGHT REDUCTIONS.

Talking Machine Men Will be Glad to Know That the Railroads Have Conceded Important Reductions in Freight Rates—The New Tariff Will be Operative After April 1—Splendid Results Accomplished by Well Known Trade Representatives.

Talking machine men everywhere will be interested to learn of a change in the freight tariff which will go into effect on and after April 1.

There has been for some time a desire on the part of some of the manufacturers to secure a reclassification for talking machines, and through their efforts they have succeeded in bringing about a new condition, so that after the first of April there will be but one classification for talking machines and records throughout the United States and Canada, this being a reduction from one-and-one-half first to first classification in less than carload lots and to third class in carload lots. This decision was reached on Thursday, the 8th inst.

This new decision will be hailed with delight by talking machine men, for it will mean a large saving to them annually. The dealers on the Pacific slope will particularly benefit under the new tariff. The history of the move for re-adjustment of tariff began some three years ago, when George W. Lyle, now general manager of the Columbia Phonograph Co., then stationed in Chicago as manager of the Chicago office of said company, was impressed with the fact that a great deal of profitable business throughout the West was lost because of the almost prohibitive freight rate, talking machines and records being classified in the Western Association as double first, whereas in the official (or Eastern), and the Southern the classification was but first.

After studying the matter carefully, he considered it of sufficient importance to warrant his attending the annual meeting of the Classification Committee, which was held that year in July at Charlevoix, Mich. An argument was made before the committee, sample machines and records shown, and it was quite evident that the high classification was due to the general opinion of the committee that talking machines were a novelty and a fad, with very large profit to the manufacturer, and that the railroads should be allowed to share in such general profit. This false impression, as well as others equally erroneous, were argued against in full, and upon a vote being taken by the full committee, a concession was made in that the classification on records was reduced from double first to one-and-one-half first, classification on machines not being changed.

While this was a move in the right direction, it was by no means satisfactory, especially in view of the fact that all other classification committees gave a much lower classification, and at the next annual meeting, at a cost of considerable time and money, the matter was again brought before the committee, sample machines and records shown, reductions in list-prices quoted, and the matter once more fully argued, the result being a further move in the right direction in that the classification on machines was reduced to one-and-one-half first. This was by no means satisfactory. It was, however, a move in the right direction, and last summer the matter was again taken up; this time the other companies joining with the Columbia in filing applications for a reduction, Mr. Lyle appearing before the committee as general manager of the Columbia Phonograph Co., ably assisted by George M. Nisbett, manager of the Chicago branch of the National Phonograph Co. At this meeting full particulars were again given relative to the loss of business because of the excessive classification and all other matters fully discussed which were of importance, but to the surprise of all interested, an adverse vote

was taken and no change made in the classification.

The talking machine men, however, were not to be discouraged, and the next move which was made was the securing of a special commodity rate to far western points.

This was such an entering wedge that it was decided by all the talking machine companies to make further application at the meeting of the Western Classification Committee, held in Los Angeles, Cal., on the 16th of January last, this meeting being attended in person by G. M. Nisbett and F. A. Voullaire, representing the National Phonograph Co., and Geo. W. Lyle, representing the Columbia Co.

The matter was fully argued there by Mr. Nisbett, representing the National Phonograph Co., and discussed fully with the individual members of the committee when the meetings were not in session, and as a direct result the application for a reduction was approved by the committee, a vote taken, and the desired rating extended, the same to be effective April 1.

Certainly splendid results have been accomplished by the representatives of these companies, who have so successfully won out with the officials of the various railroads, and the thanks of the entire trade will go out in grateful acknowledgment to the men who showed such determination to carry the matter through. The new conditions go a step further, too—they explode completely the old theory that the talking machine is but a toy and a fad, which would have but an ephemeral existence. Its position is established as one of the commercial products of this country, which can no longer be unjustly discriminated against by the railroad companies.

TO FOUND UNIQUE UNIVERSITY.

A Heidelberg Professor Plans to Use the Talking Machine in Giving Lectures in the University Which He Is to Establish in Columbus, O.—The Advantages of Having Instruction Repeated at Any Time.

(Special to The Talking Machine World.)

Columbus, O., Feb. 10, 1906.

Should the intentions of Dr. William Alexander, late of Heidelberg, Germany, but more recently of New York, be carried out Columbus will be the seat of the most unique college in the world.

Dr. Alexander was the guest of a prominent business man in Columbus recently, and it is asserted that during that time the preliminary arrangements for the organization of a corporation to revolutionize the methods of disseminating knowledge were made.

It was with the utmost reluctance that the doctor talked about the proposed college, but he finally expressed himself as follows:

"We will utilize the phonograph in our work, and by this means students in different parts of the world can have the same opportunities at home that are now afforded by the best colleges, aside from the hazing and rowdyism features.

"Only instructors of the first grade of ability will be employed, and Europe and America will be drained of their greatest scholars and investigators in science to equip our college.

"These will deliver lectures and make demonstrations each day just as is done in any regular college, but these lectures will be reproduced on phonographic records as many times as is necessary.

"Our teachers of languages will be natives of the countries in which these languages are spoken. Thus the student will have the benefit of the accent, which so many teachers of languages lack.

"We will begin with sixty instructors, many of whom have been engaged, and this number will be increased as circumstances may demand.

"Classes of not less than fifty will be formed all over the world. They will erect buildings for our laboratories, etc., which will be on a par with those of any college in the world. Then our classes must be organized, and we will seek to employ such protection as we may for our plan of education in all of the civilized countries."

Mr. Alexander is a native of Ohio, but has spent the greatest part of his life in the universities and colleges of Europe.

NEW SAN FRANCISCO CONCERN

Incorporated for the Purpose of Selling Talking Machines Throughout the Great Northwest—C. E. Brown to go East—Other News.

(Special to the Talking Machine World.)

San Francisco, Cal., Feb. 7, 1906.

The Tealon Talking Machine Co. has been incorporated under the laws of California with headquarters in this city, although the principal operations of the company will be in Western Washington and in western Montana and Idaho. The officers are: Chas. E. Brown, of the Talk-o-phone Co., president; E. N. Clintzman, manager of the wholesale small goods department for Kohler & Chase, vice-president; C. H. Carder, secretary, and D. S. Markowitz, general manager. The new concern will handle talking machines and supplies of all kinds, but particularly the Talk-o-phone and Zonophone records. The first store to be opened will be in Spokane, Wash., and a store is being fitted up there which will be ready for occupancy in a few days. This concern is destined to play quite a part in the further development of the talking machine business throughout the Northwest. Its capital is \$10,000.

The Talk-o-phone Co. reports an elegant business. C. E. Brown, just returned from Los Angeles and San Diego, where he closed two very large newspaper talking machine subscription deals. He left last Saturday for Portland, Tacoma, Seattle, Spokane, Helena and Salt Lake City, and will be gone about three weeks. In all of the above-mentioned towns he will make the newspaper subscription talking machine deals, which is his discovery. He intends to operate these plans on a large scale.

It is learned here that Mr. Brown will leave for the East on May 1, to personally conduct newspaper talking machine schemes similar to those which are now conducted by him here.

Kohler & Chase are doing an excellent business with the talking machine subscription contest which Mr. Brown started here.

Charles Francis Jones, of Leeds & Catlin, of New York, was in San Francisco during the past week in the interests of the Imperial records. Mr. Jones has enjoyed his visit very much during his stay, having been shown all points of interest in Mr. Brown's auto car.

Dealers will be gratified to learn that the freight rates on machines have been reduced.

PLAYS ON THE EMOTIONS.

At the recent meeting of the Socialists held in Baltimore to commemorate the anniversary of the Red Sunday, which is so-called because of the slaughter on the streets of St. Petersburg of the peasant men and women who were making a personal petition to the czar, a great talking machine mounted on the stage playing the "Marseillaise" and other revolutionary airs, supplemented by much impassioned oratory, aroused the vast audience to such a high pitch that money and jewelry were thrown on the stage to help their brethren in Russia.

H. C. Mehden, 145 Amsterdam avenue, New York, has one of the prettiest and best-equipped talking machine stores in the city. He is carrying a very choice stock and is building up a very excellent business.

A CAPITAL "FOLLOW UP" LETTER.

That Will be Found Handy for Dealers Who Wish to Reach People Not Personally Accessible.

Very frequently dealers are given the names of prospective buyers who may not be personally accessible owing to their living in the country, and therefore a letter with "pulling" power is the next best thing. One used by the McKenzie Bank Safe Co., Harrisburg, Pa., is such an excellent form that it is reproduced below for the benefit of those who may want to write a letter of the same kind, as it can be varied to suit any line of goods, as follows:

"We received a letter this morning from the _____, advising us of your inquiry in reference to a _____ talking machine or _____ records. The company appreciate the courtesy of your communication and advised us to treat you in a way that would add another happy customer to their long list of patrons throughout the United States and the world. Our store is at 28 South Fourth street, Harrisburg, Pa., very close to the Pennsylvania depot, also the Chestnut Street Market, so that it is very convenient, should you make a call to our city. Or we shall take great pleasure in sending you _____ talking machine and a two or three dozen record case, filled or partly so, with any of the famous _____ records that may please you, you to send us a list either by name of piece or by number.

"If you choose to state your preference as to song, spoken pieces or band music, we will be pleased to pick you out a small collection, which we know will give you entire satisfaction. We will send these to the nearest express or railroad depot, not asking you for any money until the goods reach you, so that you may not be deprived of the pleasure which the great singers and bright lights of our country afford you, which is practically an up-to-date theatre at your own home. We don't think anything better

could be invested which would afford you and your numerous friends as much pleasure as a _____ outfit, to which you can add the best records produced by this great company, monthly, as they come out. This you can accomplish by placing an order with us to send you each month a certain number of records that are in line with your own good taste. Thanking you for your order in advance, and trusting to be favored with your valued patronage, and a call at our establishment when in our city, we beg to remain."

TALKING MACHINE'S LATEST PUPILS.

In one of the strangest schools in the world a new roster of pupils has recently been matriculated. These pupils are parrots—twenty in number—forming the nucleus of a class from which a woman trainer in Philadelphia expects to realize many hundreds of dollars next Christmas, when all the birds have become proficient talkers.

There is nothing novel in this. The unique feature of the plan is that she trains the birds to speech and song by means of the talking machine.

This idea originated with Mrs. Jacob Hope. A parrot without conversational ability is worth \$10 or \$15. One that has an entertaining number of phrases at its command will bring from \$100 to \$150.

There is money, Mrs. Hope believes, in teaching parrots to talk. Her ambition is to make money, and in teaching her feathered pupils she regards the talking machine as the best educational agency.

AN IRON THROAT NEEDED.

Excepting those familiar with the difficulties of record making, know the trouble and expense involved. When in Milwaukee recently, Arthur Collins, the famous baritone, who couples up with Byron G. Harlan, the tenor, said, when asked how many records he and Mr. Harlan had made: "Millions of them. I have

been in the business eight years and Mr. Harlan has been at it five or six. There are not many people who make a success of it, owing to the fact that it requires an iron throat, powerful lungs and a peculiar singing voice. Then, care must be given to the most minute details and every word has to be pronounced distinctly, with every vowel and consonant accurately enunciated. In New York we have an orchestra assisting and no record is sent out unless it is absolutely perfect. A mispronounced word or a hlast throws the record out."

AN INTERESTING NOVELTY

Is the Phonograph Watch Which Speaks the Time—Will be Introduced to the American Market at an Early Date.

"The latest novelty in Paris," said an importer who has just returned from Europe, "is the phonograph watch. It is the newest and, to me, the most interesting application of the principle of the disc talking machine.

"The watch is the size of an ordinary pocket time-piece, but instead of a dial it has a disk that revolves rapidly when you press the stem, and in place of hands an arm carrying a needle-point such as is used on the transmitter of an ordinary talking machine. The case, when opened, forms an ear-piece. When you place the watch to your ear and press the stem, the disc revolves, the needle is thrown into contact, and the watch literally tells you the time, repeating the hour and minute as long as the pressure on the stem continues.

"For use in the dark the new watch has a decided utility, to say nothing of being a fascinating novelty. Paris was wild over them when I was there. They sell for from 25 francs in nickel cases, up to 150 francs in gold. The discs in use only repeat the hours in French, but I arranged to have a quantity made to tell time in English, repeating the hours myself for the 'master record,' and will have them on the American market next season as a Christmas novelty."

Do You Use Our Needles?

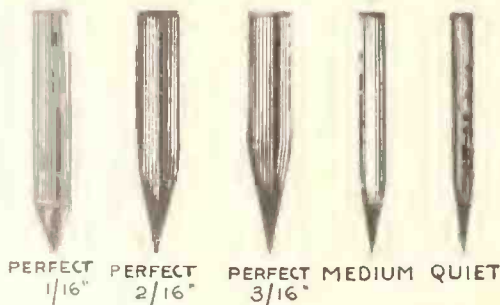
NO MATTER what make you are using
from whom you buy
how good the needle
how cheap the price

**YOU ARE NOT GETTING AS GOOD A
NEEDLE AS WE FURNISH**

WE DO NOT HANDLE INFERIOR GOODS
OUR NEEDLES ARE THE BEST MONEY CAN BUY
OUR PRICES ARE LOW—FOR GOOD NEEDLES

TRY OURS AND YOU WILL USE NO OTHER

Samples
Furnished
at
30c.
per M



Special
Prices
on
Large
Quantities

THE ADJUSTABLE SOUND BOX

SHOULD BE ON ALL YOUR MACHINES



HAS A 2 INCH DIAPHRAGM
IS ADJUSTABLE

GIVING ANY REQUIRED TONE
CARRIES HIGH TONES MOST PERFECTLY
ENUNCIATES MOST DISTINCTLY
GIVES A NATURAL TONE
IS NOT HARD ON THE RECORDS
IS THE BEST YOU EVER HEARD

MADE FOR VICTOR-TAPER-ARM ONLY

PRICE, \$5.00

Regular Victor Discount to Distributor and Dealers.
Sent Upon Receipt of Price

IF NOT SATISFACTORY MONEY WILL BE REFUNDED
Write for Full Particulars

AMERICAN TALKING MACHINE COMPANY

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

LARGEST TALKING MACHINE HOUSE IN THE CITY.

TALKING MACHINE NEWS FROM THE WEST.

Trade, Both Wholesale and Retail, Is Satisfactory—John Rogers Joins Lyons House—A. D. Geissler Takes Management of Talking Machine Co., Succeeding F. K. Babson—Improvements at National Phonograph Co.—Zon-o-phone With Healy Music Co.—20th Century Graphophone for Winter Park Concerts—Lyon & Healy Victor Record Plans—New Hawthorne-Sheble Co. Quarters—The News of the Month in Detail.

Telephones: { Central 414. World Office:
Automatic 8643. 195-197 Wabash Ave.
(Special to The Talking Machine World.)
Chicago, Ill., Feb. 10, 1906.

Trade is of good dimensions both in a retail and wholesale way. The dealers have their troubles in the difficulty experienced in getting goods as needed from the factories, and no one can give any hope that the congestion can be relieved in the near future. And that's the worst of it.

John Rogers, of the Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., has come to Chicago for a couple of months or so and is helping out James I. Lyons, the well-known talking machine jobber, who is simply swamped with the details of his large business, and who gladly welcomed the temporary assistance of an experienced hand. Mr. Rogers explained the arrangement by saying that while his firm are confining themselves entirely to the retail business, they have long thought of branching out in the jobbing business, and the opportunity of entering the Lyons jobbing house for a while was one not to be declined on account of the valuable knowledge he would gain. Mr. Rogers says that the talking machine business is developing with remarkable rapidity in the South, and that the talking machine is winning even greater prestige there than in the North. His firm alone put out 3,000 machines in Knoxville last year. All cylinder machines. It's a cylinder town. There are now 4,000 cylinder machines in Knoxville and just fifteen disc machines. On the other hand, Memphis and Nashville, in the same State, are distinctly disc towns. Mr. Rogers' company handle the Columbia and the Edison goods.

Arthur D. Geissler, son of L. F. Geissler, general manager of the Victor Talking Machine Co., has been made manager of the Talking Machine Co., of this city, one of the largest, if not the largest, distributors of Victor goods in the country. Mr. Geissler arrived in Chicago on Monday of this week to assume his new position. He was greatly pleased with the shape he found the business in. "My predecessor, F. K. Babson, leaves me a magnificent business and a splendidly organized force," said Mr. Geissler. "Naturally I am going to devote my attention principally to the wholesale end of the business, our retail business being distinctly a side issue. The Talking Machine Co. is now an exclusive Victor distributor, but to counteract any false impression which may have gained currency, I want to say that we are simply like any other jobber, buy our goods in the same way, and get no concession or privilege that is not given to other Victor jobbers." Mr. Geissler is well pleased with Chicago. He is a man of pleasing personality, and is gifted with a physique which tells of vast stores of energy. He is a man of long experience in the talking machine business, having had charge of the wholesale small goods and talking machines for Sherman, Clay & Co. for several years prior to going to New York to accept a position with the Victor Co., which he relinquished to come to Chicago.

Changes are still being made at the Chicago headquarters of the National Phonograph Co. New record rooms are being installed for the benefit of visiting Edison jobbers, and other improvements are in progress. Manager Nisbett is expected home from the coast about Feb. 15.

Lyon & Healy have hit upon the expedient of ordering a number of Victor records in advance of their general delivery to the trade. For instance, dealers who are willing to trust to Manager Goodwin's selection can now obtain some of the finest numbers in the March list. It's quite an innovation, one that requires nerve, as it means the ordering of large quantities of records in advance. Mr. Goodwin, by the way,

is now spending a week or so with Paul Healy and R. B. Gregory at the famous Muldoon "Muscle Farm" in New York State.

The Healy Music Co. have secured the agency for the Zonophone Co.'s machines and records, and will handle them in a jobbing as well as retail way. Mr. Faber, who will have charge of the department, is very enthusiastic regarding the move, and Ray Healy looks wise when he speaks of it, as much as to say that the talking machine world is about to witness something very much like a comet athwart the horizon. The Healy Co. will, by the way, move next May into the store now occupied by the Rudolph Wurlitzer Co., at 298-300 Wabash avenue, when the Wurlitzer Co. will move to their recently acquired building at 266-268 Wabash avenue.

The Columbia Phonograph Co., Chicago branch, has recently made a contract whereby the Twentieth Century graphophone will be used for the inside winter concerts at ten of the Chicago parks in lieu of the orchestras which have been used heretofore. It is certainly a triumph for the Twentieth Century, and a use for the machine which dealers in other cities may well make a note of.

O. W. Eckland & Co., 128 Dearborn street, Chicago, have some excellent schemes for increasing the sales of talking machines which dealers would do well to investigate.

The Chicago offices of the American Graphophone Co. and the Hawthorne-Sheble Mfg. Co., have been moved to larger quarters on the second floor of the Adams Express Co. building, 185 Dearborn street. Manager Noyes says that business is excellent.

GIVE OLDER TITLES A BETTER SHOW.

Too many dealers and too many of their salesmen are making the mistake of playing only the latest records issued when the purchaser of a phonograph is endeavoring for the first time to make up a selection of suitable records, remarks Edison Phonograph Monthly. To the salesman who has heard all of the older numbers it is quite natural that the new list is the most attractive, and a purchaser who makes up his selection from them gets a lot of well-made and varied selections. On the other hand,

the older numbers include hundreds of desirable selections, many of which would be preferred by the purchaser if he knew that they could be had.

Many a dealer carries on his shelves for months excellent records from every standpoint, and records that would find a ready sale, simply because it does not occur to him to play them for customers. In this way he puts down many records as being slow sellers when really they are only slow because he does not give them the same chance that he does the later titles. Then, too, many dealers would be able to dispose of many of their apparently slow-selling records, if they would make more of an effort to put them forward and play the later ones only when asked for. Every dealer should make an inventory of his stock at intervals to ascertain how many of the apparently slow sellers he has on hand and play these frequently. He will be surprised to find how many of them he can sell.

J. W. BINDER TAKES CHARGE

Of the Columbia Graphophone Co.'s Commercial Graphophone Department—A Valuable Acquisition.

The latest development in talking machine circles in this city has been the creation by the Columbia Phonograph Co. of a commercial graphophone department. The growth of this branch of the company's business during the past year has been so rapid that the creation of this special department was an absolute necessity.

In casting about for a suitable man to head the new department, the choice fell upon J. W. Binder, who for nearly two years past has been in charge of the commercial business in Pittsburgh. The head office of the new department has been located at the company's executive offices at 90 West Broadway, and Mr. Binder assumed his new duties on the first of February.

Prior to entering the employ of the Columbia Phonograph Co., Mr. Binder had for a term of years been connected with the Philadelphia Press and he brings to his present position the energy and activity of a successful salesman and a thorough knowledge of, as well as an enthusiastic belief in, the commercial graphophone.

A. Haug, superintendent of the Universal Talking Machine Mfg. Co.'s factory, who underwent a capital operation at the hospital, returned to his home last Thursday after a confinement of three weeks. He expects to resume his position shortly. His many friends in the trade will be glad to hear of his rapid recovery and restoration to health.



A Line That
Goes Well
With Talking
Machines

Write for Catalogue
and Prices

JACOT
Music Box Co.
39 Union Sq., New York

GROWING FACTOR IN BUSINESS

Is the Talking Machine, Which Is Fast Supplanting the Ordinary Stenographers Who Are Ill-Trained—Old Method of Dictation Too Slow for Modern Affairs—Talking Machines First Used to Report Congressional Debates—How the Business Men Employed the Machine—Valuable in Court Reporting—Probable Effect on Women Workers.

The application of machinery to business has become one of the most important, perhaps the most important, of latter-day innovations. Not only has the volume of business been vastly increased, but new classes of workers have been called into action. The introduction of the typewriter meant more to the great waiting army of women toilers than the discovery of gold in the Klondike meant to its army of miners. The woman typist and the woman stenographer really were the pioneer business women. They opened the way for countless other women in countless business positions. It was through the typewriter that women began to develop their latent capacity for affairs. It will probably be their strongest commercial hold for many years to come.

The stenographer, however, is slowly but surely disappearing. The expert stenographer will continue indefinitely to hold an important place, but the ordinary product of the business college is too slow for these rapid days, too inaccurate for the precise and direct methods now required. It is an old story that the average office stenographer has failed to give complete satisfaction. The majority of girls who take up this branch of industry have a grammar-school education only, and come to their work about as badly equipped in the way of general information and liberal culture as it is possible to imagine. In the Girls' Technical High School, Manhattan, a great deal of time has to be devoted to academic work in order to produce an accurate and intelligent stenographer, and the same disadvantage is observed in other schools of the kind. It is said in business offices that a newly graduated stenographer who can be depended upon to spell the names of American cities correctly is a rarity, and nearly all stenographers have painfully to acquire a complete vocabulary of unfamiliar words before they are of any great value in business. That this state of affairs should have continued for such a long period of years is a serious reflection on the public school system and on the girls who have gone into office work. It proves the disorganized, or rather the unorganized, condition of women in commercial life.

BUSINESS COLLEGES TAKING UP MACHINES.

To take the place of the imperfectly educated, badly equipped stenographer, comes the automatic talking machine, which records and gives back the impression of the human voice. It is probable that few business women realize the extent to which this machine has already entered into competition with them. The business colleges realize it, and after the first protest, have accepted the fact as inevitable and incombustible. They are even beginning to introduce the machine into their courses and to teach its use in connection with typewriting.

The first place in the world where talking machines were made to take the place of stenographers, in a large way, was in the United States Capitol building in connection with congressional debates. The method was found so satisfactory that it has remained in continuous use ever since. Under the old method, the expert shorthand reporters took their notes in the Senate and House, afterwards dictating them to a corps of ordinary stenographers, who had the task of transcribing them by typewriters. The present method shortens the time by half, and has also been found much more accurate. The reporters merely confide their notes to the machine, the cylinders being turned over to rapid and intelligent typists, who transcribe from transmitting machines. Practically two persons, instead of three, handle the matter; thus eliminating danger of errors; the typists are able to work much more quickly because they are saved the work of reading their

notes, which are often puzzling and require thought to translate.

These advantages, the saving of time in dictation and transcription, and the ability of each clerk to turn out a larger amount of work, is felt in business offices, and even more than other considerations, such as the need of accuracy and intelligence on the part of the stenographer, are acting in favor of the new system. The business man, the lawyer, the banker, are rapidly adopting it. Some business houses have as many as seventy-five talking machines in everyday use. From a dozen to twenty machines is no unusual number for a house to order at one time.

HOW TALKING MACHINES ARE USED.

The machine in compact form is placed in the back of an ordinary roll-top desk, the connection with the electric light wire being entirely out of sight. In case the office is not equipped with electricity a storage battery system has to be added, and for remote localities, where this system is not perfectly practicable, the machine is run by clockwork. The business man reads his letters, dictating the answers to the machine. If he has a more than ordinarily competent secretary he dictates briefly: "Write to Smith & Jones, Dubuque, Ia., and tell them that their matter is under consideration with the board, and will probably come up for adjustment at the next meeting." Or, "Write a strong letter to Briggs about those Perkins orders." Usually, however, he dictates his letters in full. If he makes a mistake he may push the recorder back and talk over his former words, using a louder tone, or he may say: "No, cut that out, and say this." The typist, as a rule, hears the letter before she begins to write. On her desk is a transmitting machine with ear tubes. Few horns are in use. The transmitting may be done as many times as the typist wishes, thus avoiding all possibility of mistakes. The record may be reproduced slowly or rapidly, as is suited to the speed of the operator. At night the office boy puts the cylinders into the shaving machine, which shaves them smooth for to-morrow's use. The cylinders may be used over and over until they are shaved very thin indeed.

The use of the talking machine in court reporting has become more general than anywhere else. One large reporting office in New York has a plant of twenty-four rooms, thirty-eight machines, twenty-eight typewriters, eighteen operators, and four boys to serve the needs of twenty-two court and unofficial reporters. From 1,000 to 2,000 pages of dictation are sent out every day. A whole day's court proceedings are in neat typewritten copy, ready for delivery, before the next day's proceedings begin. The immense volume of matter relating to the inquiry of the Slocum disaster was dictated to the machine. Three expert stenographers and three first-class typists did the work, and the testimony was out at eight o'clock in the evening of the day it was taken.

EFFECT ON WOMEN'S WAGES.

Business women are interested to conjecture the effect of the new system on their prospects. It is certain that the talking machine will ultimately succeed to a very large extent the woman stenographer. The effect of the application of machinery has always been to increase the volume of business, thus giving employment to a larger number of individuals. Women will therefore not suffer, in the long run. The expert, soundly educated woman will continue to occupy the place she has made for herself in the industry. The woman secretary, competent, conscientious, discreet and helpful, is a modern development of too high a value ever to be displaced. The passing of the ignorant, low salaried stenographer is an event which will not be regretted by any one.

The fear that wages will be lowered is hardly to be entertained, says the Evening Post. The increased amount of work done should make up for the balance. Typing is a mechanical process and requires only a fair degree of intelligence. The operator must be a good speller and a rapid worker. She must have cultivated manual dexterity and the power of listening. Girls who have become accustomed to the machine say that the nervous strain soon passes and they grow so used

to the slight reverberation of the machine that they almost cease to be aware of it. The effect on their hearing has not, so far, been at all bad.

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., Feb. 9, 1906.

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

JAN. 15.

Bombay, 141 pkgs., \$2,869; Buenos Ayres, 13 pkgs., \$748; 5 pkgs., \$752; Caibarien, 14 pkgs., \$207; Cardiff, 5 pkgs., \$173; Campeche, 16 pkgs., \$102; Ceara, 6 pkgs., \$143; Cienfuegos, 6 pkgs., \$130; Dublin, 3 pkgs., \$150; Gibraltar, 2 pkgs., \$110; Hamburg, 53 pkgs., \$5,600; Havana, 34 pkgs., \$749; 14 pkgs., \$557; Havre, 19 pkgs., \$917; Kingston, 8 pkgs., \$163; La Guayra, 8 pkgs., \$208; London, 22 pkgs., \$2,302; 1,269 pkgs., \$14,313; Nagasaki, 12 pkgs., \$260; Port au Prince, 8 pkgs., \$282; Rio de Janeiro, 10 pkgs., \$408; Santiago, 53 pkgs., \$1,903; Southampton, 1 pkg., \$188; Sydney, 144 pkgs., \$5,470; Trinidad, 8 pkgs., \$130; Valparaiso, 8 pkgs., \$298; Vera Cruz, 6 pkgs., \$173; Vienna, 13 pkgs., \$407; Wellington, 47 pkgs., \$934.

JAN. 22.

Belfast, 49 pkgs., \$384; Bombay, 7 pkgs., \$187; Bremen, 8 pkgs., \$825; Brussels, 55 pkgs., \$765; Buenos Ayres, 9 pkgs., \$370; Genoa, 13 pkgs., \$253; Glasgow, 19 pkgs., \$564; Hamburg, 62 pkgs., \$2,728; Havana, 9 pkgs., \$307; 57 pkgs., \$2,344; Liverpool, 10 pkgs., \$169; London, 22 pkgs., \$2,344; 1,313 pkgs., \$14,946; Manila, 10 pkgs., \$274; Manzanillo, 2 pkgs., \$110; Tampico, 17 pkgs., \$543; Vienna, 20 pkgs., \$704; Yokohama, 137 pkgs., \$4,443.

JAN. 29.

Berlin, 106 pkgs., \$1,754; Caibarien, 9 pkgs., \$273; Cape Town, 13 pkgs., \$194; Havana, 13 pkgs., \$849; 38 pkgs., \$1,947; Havre, 30 pkgs., \$1,049; La Guayra, 15 pkgs., \$336; Liverpool, 2 pkgs., \$100; London, 6 pkgs., \$240; 43 pkgs., \$3,015; Melbourne, 22 pkgs., \$361; Para, 7 pkgs., \$359; Santa Marta, 3 pkgs., \$142; Santiago, 14 pkgs., \$586; St. Johns, 12 pkgs., \$248; Sydney, 55 pkgs., \$1,504; Valparaiso, 33 pkgs., \$1,817; Vera Cruz, 28 pkgs., \$638; Vienna, 28 pkgs., \$1,120.

FEB. 5.

Antwerp, 50 pkgs., \$260; Auckland, 13 pkgs., \$263; Buenos Ayres, 20 pkgs., \$731; 25 pkgs., \$6,200; 10 pkgs., \$514; Calla, 6 pkgs., \$159; Colon, 1 pkg., \$163; Glasgow, 20 pkgs., \$428; Hamilton, 12 pkgs., \$222; Havana, 17 pkgs., \$919; 29 pkgs., \$1,494; Liverpool, 20 pkgs., \$235; London, 31 pkgs., \$1,021; 1,446 pkgs., \$23,211; 1,340 pkgs., \$14,982; Manzanillo, 11 pkgs., \$191; Matanzas, 9 pkgs., \$197; Melbourne, 179 pkgs., \$2,353; 13 pkgs., \$339; Montevideo, 8 pkgs., \$180; 29 pkgs., \$3,130; Para, 14 pkgs., \$711; Santiago, 35 pkgs., \$1,444; Shanghai, 37 pkgs., \$1,707; Tampico, 2 pkgs., \$669; Valparaiso, 6 pkgs., \$500.

CLEVER WINDOW PUBLICITY.

Ernest E. Robinson, of the Columbia Phonograph Co.'s retail store at 872 Broadway, in addition to his many other qualifications, is an artist when it comes to ideas in window dressing. His latest "attention attractor" is a novelty easily constructed and well worth the notice of the retail trade. A dummy gramophone is set in the center of the window, and on the plate a number of discs are set on edge and held in place by boxes containing cylinder records. In an opening in a screen formed of more records back of these, is placed an electric fan motor, and the current of air pressing against the upright discs causes them to continually revolve, and the one in front of the window, if he or she remains long enough, will believe the problem of perpetual motion to be solved.



Do you want to do more business?

Victor trade is right at your very door. It is brought there by our magazine advertising, and some local newspaper advertising of your own will bring it into your store.

The magazines containing our advertising go to 49,000,000 people every month. We tell them about


Victor Talking Machines and Records

and get them interested—we even bring some of them to your store.

But if you want to reap the full benefit of what we do for you, if you want everybody in your neighborhood to know you have the *Victor* goods, if you want to get all the money within your reach, start in to advertise.

It's no experiment. Other dealers are doing it and just coining money; and there is no reason why you shouldn't fall in line and be counted in with the money-makers.

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.

THE GIRL HE LEFT BEHIND HIM.

A Tale of the Philippine War.

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

A girl sits at the window, gazing with heavy eyes out at the dreary landscape.

The postman comes, but the little package she yearns for so eagerly is not in his leather sack.

"I'm sorry, Miss," he says, as he sees the dumb agony in her pretty face, "but there is nothing for you. Perhaps to-morrow—"

"Yes, perhaps to-morrow." She repeats it after him mechanically, but there is no hope in her voice.

Away in the far-off Philippines her lover is fighting for his country.

The morning of his departure comes to her now as though it were but yesterday. Once more she hears the blare of trumpets, the roll of drums, and the cheers of the people as the gallant soldiers of Uncle Sam swing by.

The gay troopers sing as they march, and his mellow tenor rings out above them all:

When loudly boom the guns of war
And battle flags are flying,
Who is it strives to win or die
Without regret or sighing,
Who gives up mother, home and friends,
And leaves his sweetheart to
Lay down his life for Uncle Sam?
The man in army blue.

Then comes the chorus, and the whole applauding multitude takes up the martial refrain:

Forward he goes to battlefields,
Proud in his country's might,
Willing to die, but not to yield,
Fighting for truth and right;
And when the gallant victory's won,
The name of our soldier's true
Is blazoned with the words, "Well done,"
The man in army blue.

No, he would not yield, she knows that.

Was he lying on some sun scorched hillside wounded unto death, and calling for her in his delirium?

She buries her face in her hands and weeps at the horror of the picture.

CHAPTER II.

A young man in the uniform of a general sits in his tent talking into a phonograph. His face bears the marks of toil and conflict, and his voice muffled inside the recording horn sounds strained and harsh:

"For heaven's sake, darling, tell me why I do not hear from you. Has any one come between us? I have sent you record after record, filled with my love for you, but not a word has come back to me from across the ocean. Are you ill, that you cannot speak? My heart is heavy, for I fear that some great calamity has befallen you. If you receive this, and the light of your love is still burning, I pray you to send me an answer that I may live again. Yours devotedly, Jack."



"SHE LISTENS TO THE VOICE OF HER LOVED ONE."

A scurry of hoofs, ever growing louder, sounds outside the tent, and the cry "Mail!" echoes through the camp.

General Jack Warfield hands a package to the courier. The little brown man in khaki salutes and leaps into his saddle. Again sounds the heat of hoofs on the sandy road; a cloud of dust is wafted across the plain, and he is gone.

CHAPTER III.

Down the winding path a horseman gallops, his wiry steed going fast despite the heat. In a clump of trees a band of Filipinos lie in wait. As he comes abreast of them, a volley of rifle shots ring out upon the still air, but the intrepid rider speeds on unscathed. He crosses himself,

mutters a prayer in Spanish, and sinks the spurs deeper into the reeking flanks of his pony. He is out of the zone of bullets now, and the mail is safe this time.

CHAPTER IV.

The girl still sits by the window. The postman comes again, but now his face is wreathed with smiles as he hands her a package bearing the odd stamp of the Philippines. She thanks him joyously and unwraps it with nervous fingers. Then she places the shiny black cylinder she finds within upon her talking machine and listens rapturously to the voice of her loved one.

A band is playing down the street; the melody drifts in at the window. Yes, they are singing, too:

When the bloody strife is o'er,
The boys march home again
'Mid plaudits from the ones they love.
Where is our hero then?
He lies at rest beneath the sod;
He fought and perished, too,
To keep afloat the flag he loved,
The man in army blue.

Her joy turns to sorrow, and her head is again bowed upon her breast, while the song goes on:

Come, laud our hero to the skies,
Join in a mighty chorus
To sing the highest praise of him
Who won our freedom for us.
O let the glorious anthem pierce
The whole world through and through
In honor of our valiant son,
The man in army blue.

The music grows louder. Can it be that the boys are coming home? She looks in the direction of the sound, and her whole soul is in her eyes.

A regiment is marching up the avenue, and at its head is Jack.

She runs to the gate—he sees her—she is in his arms.

He has returned to the girl he left behind.

Editor's Note.—The verses used in this story are from the song, "The Man in Army Blue," written by the author and Mr. William Mountain, and not yet published.

Australia must be a great "talker" country, judging from the way World subs. are coming in.

INCREASE YOUR RECORD BUSINESS!

THE TRAY SYSTEM FILLS THE LONG FELT WANT.

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

NOTE—On Saturday Evening, Feb. 3rd, our entire stock of records was destroyed by fire. An order for 80,000 records was immediately wired to the factory and we are now prepared to take care of all orders promptly. Everything Fresh and New.

BOSTON CYCLE & SUNDRY COMPANY

48 Hanover Street

J. M. LINSOTT, Manager

BOSTON, MASS.

BUSINESS BOOMING IN BOSTON.

All Predictions for the New Year Bowled Over—Retailers and Jobbers Find It Difficult to Replenish Stock so Active Is Demand—Big Orders from Eastern Talking Machine Co.—Many Improvements at Winchell's—Victor Operatic Concerts.

(Special to The Talking Machine World.)
Boston, Mass., Feb. 8, 1906.

"It beats all how trade keeps up," was the remark of a talking machine man this week, and this remark was repeated, in different ways, in every talking machine establishment visited. Business is really remarkably good, so good, in fact, that none of the retail establishments have very large stocks on hand.

It has been found almost impossible to replenish the depleted stocks—stocks which grew small during the holiday rush a month ago—because it has been impossible to get goods from the factories. Every retail store reports that orders for records and for machines of all makes are still unfilled.

There is an evidence of rushing business in every store, in the fact that a steady stream of customers are pouring in. Business during January was particularly good, and it has shown a steady increase every day so far this month.

The Eastern Talking Machine Co. report the best business of their career. As an evidence of this they sent an order two weeks ago to the factory for 9,000 records, and followed it this week with an order for 7,000 more. This is "going some." Wholesale Manager Chamberlain says business has been better than he dreamed of three months ago. His department showed much more business during the month of January than in December, a really remarkable fact when all the holiday rush is taken into consideration. So earnest is the need for getting machines that the Eastern Talking Machine Co. have actually been forced to pay expressage on many shipments in order to get them in time for their customers' needs.

Improvements, enlargements and developments are in progress at the store of the Winchell Co., on Summer street. An additional number of glassed record rooms have been constructed, including two which will be used for smoking rooms. These two rooms are made so that the other rooms can be kept sweet and clean from tobacco smoke on account of the ladies. They will prove to be a great comfort for the gentlemen customers. A feature of the eight large rooms which are used now for the display of machines and records is the dummy elevator in each room. By means of these the salesmen can communicate instantly with the stock room above and, without leaving the customer, can get any record he desires from the stock. A balcony is being constructed over the business office for the high-class instruments and records, and also for the Regina music boxes, on which this young company have built up an exceedingly good business. A new store has been opened by the Langley-Winchell Co. at Providence, under the charge of J. H. Magner, and excellent reports are received from there.

At the Winchell Co. a fine new \$50 Columbia machine, with all the parts nickel plated, is being shown and a full line of the Edison grand opera records.

The Columbia Phonograph Co. has been doing an exceptionally big business ever since the new year began. Since the return of Retail Manager Ormsby, new life has been put into the retail department, and it is piling up a record. Mr. Ormsby expects soon to be transferred to the California coast, where he may recover his health. He has been suffering from a severe throat trouble for many years, and it will not yield to treatment as long as he lives in this climate.

Oliver Ditson Co. report great gains in the business on the Victor machines and records. Manager Bobzin grows firmer in his belief that "there is nothing like the Victor." The Ditson Co. make it a business to get all the latest improvements in machines and discs, and find that

it pays to keep up to the times, and many times ahead of them.

Victor operatic concerts have been a feature at Steinert Hall each Tuesday since the M. Steinert & Sons Co. established an agency for the Victor machines here. The wholesale office on Arch street shows a big advance in the volume of business this month. Its field is being extended daily by Manager Cornell.

TRADE NOTES FROM ST. LOUIS.

Members of the Trade Without Exception Report a Larger Trade Than a Year Ago—
"Forty Per Cent Increase for January,"
Says One—Some Late Trade Happenings.

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

The talking machine dealers have been wonderfully surprised at the large trade they have had since the holidays. They were all looking for a quiet month in January, but the reports are unanimous that both the wholesale and retail business was far ahead for the same month a year ago, and they also state that the demand for the best class of goods has been very large.

W. C. Fuhri, manager of the Columbia Phonograph Co., states that their business for January was 40 per cent. better than that for the same month a year ago. He also states that their trade at all the branches in this territory was equally as favorable. This concern still retain their second store in the Frisco building, on Olive street. Mr. Fuhri left last week for a short business trip to Little Rock, Ark.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., states that their business for January showed a remarkable increase over that of January a year ago. He said they were looking for a quiet month, and were decidedly surprised to find trade so good. Oscar O. Morgan, city salesman for this concern, who was reported quite sick in our last letter with tuberculosis, died on Tuesday, Jan. 9, and the remains were shipped to Baltimore, Md., for burial.

P. E. Conroy, president of the Conroy Co., states that trade in their talking machine department has been exceedingly good, both wholesale and retail. He also reports a heavy demand for records.

Manager E. L. Garvii, of the Western Talking Machine Co., expressed his pleasure at the large volume of business transacted during January. B. F. Phillips, salesman for this concern, returned on Tuesday, Jan. 30, from a two weeks' visit at the National Phonograph Co.'s headquarters, Orange, N. J.

Manager E. B. Walthall, of the talking machine department of the O. K. Houck Piano Co., reports having had a very large trade during the month of January, and particularly so on high-class goods. F. E. Miles, manager of the talking machine department of the O. K. Houck Piano Co., at Memphis, Tenn., is expected here this week to make a short stay.

Fred C. Stierlin, secretary of the Thiebes-Stierlin Music Co., also reports having had a very fine wholesale and retail trade in their talking machine department during January.

F. L. Krusch, representative for the National Phonograph Co. through the states of Illinois and Iowa, was a recent visitor here.

Malcolm B. Henry, western sales manager of the Hawthorne & Sheble Mfg. Co., with headquarters in Chicago, spent one day here recently.

MEXICAN NATIONAL PHONOGRAPH CO.

Among the incorporations filed with the secretary of the State of New York recently was that of the Mexican National Phonograph Co., Lakeside avenue and Valley road, Orange, N. J., for the purpose of manufacturing pronographs and all kinds of talking machines. Capital, \$25,000; incorporators, Wm. E. Gilmore, Alfonse Webster and John Randolph, all residents of Orange.

VICTOR LINE WITH PHILIP WERLEIN.

(Special to The Talking Machine World.)
New Orleans, La., Feb. 5, 1906.

Philip Werlein, the big piano dealer of this city, has secured the wholesale distributing agency for the Victor Talking Machine Co. for this city and locality. In view of Mr. Werlein's reputation as a hustler in this connection he is a valuable one to all concerned. Mr. Werlein has been handling for some time the Zonophone, which he will continue to represent.

ADOPT USE OF COMMERCIAL MACHINES.

Talking machines for use in dictation are being tested in the office of General Freight Agent Brockenbrough, of the Baltimore & Ohio in Pittsburg, with a view to their adoption as a means of facilitating correspondence. The machines, receiving and remitting instruments, are in use in the test. The machine supplements the use of stenography, and a clerk who can operate a typewriter can thus write the letters when the regular stenographer is busied with other duties.

Dealers should not overlook our Jobbers' Directory on pages 32 and 33.

The Russell Hunting Record Co., Limited**MANUFACTURERS OF THE
"STERLING" RECORD**

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

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

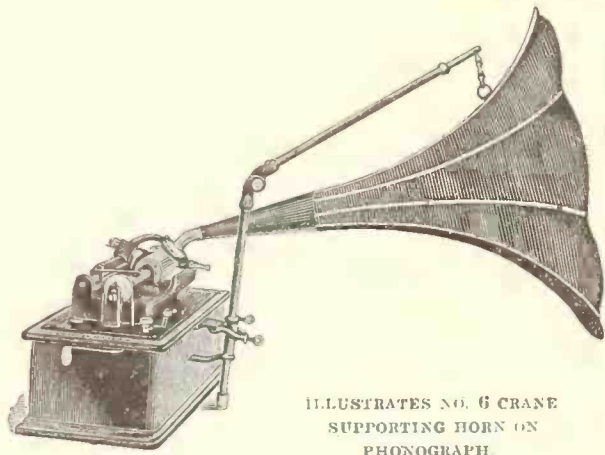
"STERLING"
GOLD MOULDED RECORDS 25 CENTS EACH.
LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

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

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	

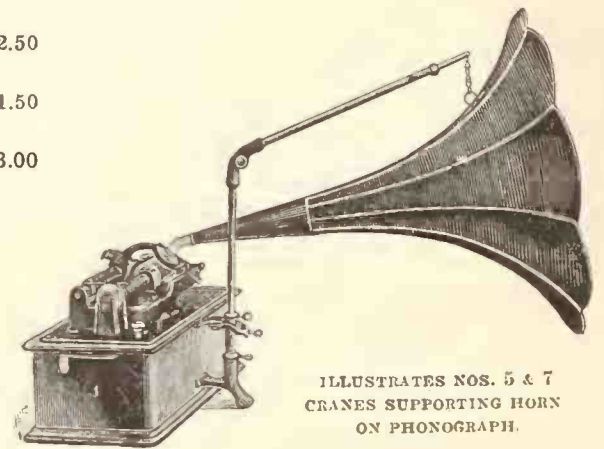
CRANES

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.

TIMELY TALKS ON TIMELY TOPICS.

Besides having a natural gift for bright, clean and successful business affairs, C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York, has clear ideas about the talking machine trade, which he believes is on the soundest kind of basis, and is certain to witness development little short of stupendous. Recently indulging in an informal talk on this subject with *The World*, he said: "True it is that the past two years were wonders so far as this business is concerned, but the next two will go beyond anything the most enthusiastic talking machinemens have dreamed of in their philosophy. The trade, in my opinion, should be on as substantial a foundation as the piano line, artistically and commercially. To my mind a talking machine as a musical instrument is superior to a piano, whether played manually or mechanically; it is piano just the same. But the talking machine is a perpetual delight, as it reproduces not only the choicest works of the most famous and finished artists on every known instrument, but the finest efforts of the greatest vocalists, not to mention the happiest selections of the most popular song writers and professional entertainers. What is best of all in connection with the talking machine is the vast improvements toward absolute perfection in sound reproduction that are constantly appearing, and the end is not yet. Can you name any musical instrument that can compare with the incomparable talking machine? I am sure it is beyond me."

"Changing the subject," continued Mr. Henkel, "suppose Congress passes a new copyright bill, which requires the record manufacturer to pay royalty on protected compositions, musical or otherwise? If the music publishers become too arrogant or dictatorial in their terms, what is to prevent our big companies from making arrangements direct with the composers? They have the capital and can and will be more liberal with the writers, and will pay promptly all that is coming to them, which I hear is not a regular practice of many publishing houses. In short, as Bill says, this habit is more honored in the breach than in the observance. Besides, the music publishers, unless they buy a piece outright, only acquire, by the usual form of as-

signment employed between the composer and themselves, the sole right to publish. The privilege of reproduction, whether on a record or perforated music roll, is reserved, if not expressly, then by implication, which is as strong legally. Therefore writers of this class can ignore the publisher altogether on this score and dispose of the product of his brains and genius in a more attractive market, namely, the record maker, who can publish also if he is so inclined. And this would not be a bad plan, as dealers are adding sheet music to their stock, and finding it a paying line. It is a new outlet for these goods which promises to develop rapidly."

Manager Haynes, of the Columbia Graphophone Store, in Lowell, Mass., tells interesting stories about people who occasionally come in to hear music. One night, not long ago, a sweet little boy of about four years was in the store with his mother. He was such an interesting little fellow and seemed so thoroughly to enjoy the music and the surroundings that Mr. Haynes couldn't resist speaking to him. "You like the music, do you?" he said. But the little boy just looked at the manager and said never a word. The boy's mother talked with the little fellow a minute and then said to Mr. Haynes: "He doesn't know whether to talk to you or not. I've just got him a book about fairies and he really believes he is in fairyland now."

A little while after the little fellow, who had heard about the fairies, couldn't restrain himself any longer. He insisted that the music was fairy music and that the bright horns were made especially for fairyland. Then he capped the climax by asking the manager: "What do you eat? Do fairies eat same's I do?" Mr. Haynes had to admit that that particular fairy did eat about the same sort of food.

Following the announcement that brass horns had been advanced 20 per cent. and cranes or stands the same amount, W. A. Lawrence, of the Standard Metal Mfg. Co., 10 Warren street, New York, said to *The World*: "Frankly, the price of horns should be advanced when the condition of the raw material market is considered. At the same time our company have not increased their figures a penny, though if the other concerns in the line desire to confer with us on the matter I would be very glad to co-operate with them. As it stands, we will not advance unless compelled to, but will protect our trade. I do not think brass will go any higher, still at the present cost horns could stand a 10 to 15 per cent raise." The horn situation is peculiar, the demand being heavy, with the supply reported short.

General Chaffee tells of an irascible major in the army, who at the time of the maneuvers held at Ft. Riley, Kan., about a year ago, stumbled over a newspaper correspondent as he, the officer, was making his round of inspection. As the newspaper man was in a locality where he had not the slightest right to be, the major's ire was awakened, says the *New York Tribune*.

"Here sir," shouted the officer, "you blankety-blank specimen of supreme impudence, what the dash are you doing here with that instrument?" And he pointed to the camera that the newspaper man had with him.

Whereupon the latter replied: "Well, sir, I brought it along for the purpose of taking a few photographs, but had I known that I was to have had the pleasure of meeting you I should have brought a phonograph instead."

He didn't know the possibilities of the talking machine—a story most too good to go unpublished. During the recitals given by the Musical Echo Co. a short time ago to the public, the manager announced that he would reproduce the voice of Tamagno, the great Italian tenor, who was dead, but whose voice still lived. The rec-

ord was played without any special comment, and several others followed. He then announced that he would play a selection from Caruso. A gentleman in the audience got up and asked if he meant that was the voice of Robinson Crusoe. The audience at once became interested; the gentlemanly manager explained that it was Cav. Enrico Caruso. The gentlemen excused himself, stating that as he had just reproduced a voice of one who had long been dead he did not know what the possibilities of a phonograph were, upon which the audience became almost hysterical.

The installment business in all grades of talking machines has grown to enormous proportions, and one dealer estimated that 60 per cent. of all the sales was on that basis. Records have not yet been included in this method of doing business, and so far have been strictly cash sales. A conservative estimate of the increase in the number of stores selling talking machines over a year ago has been placed at 30 per cent., and it is no uncommon thing to see a talking machine in the windows of sporting goods houses, cigar stores, dry goods stores and even barber shops. These are not classed by the regular dealers as legitimate competitors, as they carry but a small stock of records, and depend more on the occasional sale of a machine.

Evidently jobbers who claim to be distributors only, and therefore should be classed as simple pure jobbing houses, proposes advancing their trade status in this respect to the further consideration of the manufacturers. They hold, among other things, that it is much better to have one or two, possibly three (according to size and population of point) distributors with large stocks, than to have ten or more scattered in the same territory. At any rate, jobbers who advance this argument declare they will keep on agitating and advocating their claims to recognition on this score, coupled with the suggestion that graded discounts should be accorded buyers (now ranking as jobbers from the size of orders placed) and the dealer so placed.

As yet no further progress has been made in the proposed revision of the copyright statute. The Register of Copyrights, Thorvald Solberg, expressed himself, a few weeks back, as follows: "We are hoping to arrange for the third session of the copyright conference some time in January. Both the chairman of the Senate committee on patents and the chairman of the House committee on patents have expressed the opinion that the loss of a little time in the introduction of the bill would be less serious than any protracted discussion before the committee, or necessity of revision at its hands." Here it is February, and no word has gone forth as to just when

Increase Your Sales

For years we have been studying the best methods of making the talking machine business a most profitable one for the dealer.

If your business is not all you think it ought to be, why not give us a try. We have twenty-five original plans all of which have proven winners of high degree.

It don't take much to get a sample.

Send us a dollar and we'll send you one of our latest plans complete. If it doesn't impress you as just about the biggest thing you ever struck and well worth putting in operation, we'll return the dollar. Isn't that fair enough?

Write to-day.

O. W. ECKLAND & CO.
128 Dearborn St. CHICAGO

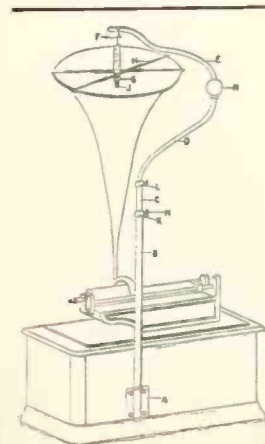
Rapke's Specialties

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.

DO YOU WISH TO MAKE MONEY? GOOD MONEY!

Then we can help you, for we manufacture a line of records which are sold at prices which must popularize them with the people, and

WHILE OUR 10 INCH RECORDS ARE RETAILED AT 40 CENTS,

it should be understood that there is no cheapening of quality, in fact we have received the strongest praise for the excellence of our records. Our products are strictly high grade as to tone, articulation and volume, and mechanically, the very best finished product on the market. Their wearing qualities have been thoroughly tested.



Now you can do no better than to get into communication with us on the subject of records, for the trade mark which appears on this page will become the most popular in this country.

Our discount to Jobbers is liberal, and we cater in every way to the largest trade interests.

We should be glad to supply samples of our product upon application, and we have a catalogue, containing a list of our records, which may be had for the asking.

Be sure that you take this matter up with us at once and learn of our trade discounts.

We may add that we will be glad to stamp up special labels that are furnished to us on large orders.

There is going to be a big business in records this year, and you may as well have your full share of the trade. We can help you to do it, and make you dollars, as we said at the beginning of our statement.

May we hear from you?

INTERNATIONAL RECORDS—10 INCH

INTERNATIONAL RECORDS—10 INCH

INTERNATIONAL RECORD CO.,

40 Washington Street, Auburn, N. Y.

the measure in question is to be framed up, let alone being submitted for final endorsement to the ultimate copyright conference.

Bearing on the bill the attitude of record manufacturers has never been openly and unequivocally announced. Their position may be presumed without going into details. This is made clear by the unofficial statement made by R. L. Thoma, who was present at the second and latest conference in New York, and well known in talking machine circles from his long connection with the Victor Talking Machine Co. His recommendations to the Librarian of Congress at the time, as well as to Mr. Solberg, as he outlined them to *The World*, follow: "While I attended the conference as an associate of the music publishers' delegates, I was not entitled to the privileges of the floor. What I said, therefore, was in the nature of a private conversation with Mr. Putnam and Mr. Solberg, both of whom I know personally. You know that in registering music, books, etc., under the law two copies of the publication are required to be registered with the Librarian of Congress. Now, I said to these officials, when we were discussing the new copyright bill, that when we came to deposit two copies of every cylinder and disc record made with them they would need an additional wing to the library building. For I hold that records are a reproduction of sound in the same sense a photograph is the copy of a painting. If the latter is entitled to copyright, registration and protection, as it is, why not talking machine records? That's the only point I made at the conference."

H. C. Miller, a manufacturer in another line at Waterford, N. Y., but a talking machine enthusiast, has devised a horn arrangement which depends downward instead of standing vertically. The horn is arranged to go through a cabinet, and in emerging at the bottom the flare faces a sounding board. The sound effect is said to be mellowed, improved, and in a measure strengthened. This is the very opposite of the idea originated and patented by Victor H. Rapke, of New York, whose invention has been illustrated and described at some length in previous issues of *The World*. Mr. Rapke's horn adjustment is designed for both cylinder and disc machines, the latter just about now perfected, and it is certainly a marked improvement in tonal quality. Both of these gentlemen are sure they have made discoveries of note, and should it prove true their commercial success would be commensurate with their practical value.

With the introduction of superbly designed and finished cabinets, the trade are "keeping tabs" on centers in which the demand for these elegant and worthy goods is the greatest. A comparison of notes shows that Pittsburg, Pa., is the best market in the country, though only a few months have elapsed since the first was sold there. Dealers in that husky, bustling city aver they have been more than astonished at the way these artistic goods are absorbed. As multi-millionaires are a specialty of the "Smoky City," this may account for the call for \$500 and \$1,000 cabinets, with Watteau panels and finished in burnished gold, not to mention the solid mahogany line with gold plated trimmings. The age of sumptuous luxury in the talking machine business is just dawning.

The chaplain on a certain battleship was giving a magic-lantern lecture, the subject of which was "Notes and Scenes from the Bible." He arranged with a sailor, who possessed a gramophone, to discourse appropriate music between the slides. The first picture shown was Adam and Eve in the Garden of Eden. The sailor nudged his brain, but could not think of any-

thing appropriate. "Play up," whispered the chaplain. Suddenly a large idea struck the jolly tar, and—to the great consternation of the sky pilot and the delight of the audience—the gramophone burst forth with the strains of "There's Only One Girl in the World for Me."

Mrs. Henry Peck had been resting in her family plot in Stoneview for several months, and Hen. Peck was enjoying a well-earned rest. He returned late from the club and was sinking into a fitful slumber when a well-known voice smote on his ear. The accustomed curtain lecture proceeded while, perspiring and trembling, he hid himself under the bedclothes, expecting every instant to have the apparition of the late Mrs. Peck drop some weighty household implement on his defenseless head. The voice at length ceased, and stillness of an intense character succeeded. He turned on the lights and took a solemn oath to forswear all bachelor joys. In the meantime his next-door neighbor, after putting away the record of Mrs. Nagg, locked the phonograph for the night.

Material for making talking machine cabinets is exceedingly scarce, and buyers are scouring the market for raw stock, according to an authority whose company is one of the largest consumers in the market. Metal—steel and iron—of the right brands, employed in manufacturing the same line of goods, is obtainable only at very much higher prices, while the mills are tied up with orders for months ahead.

Talk of foreign music publishers entering the record making field is received with apparent tranquillity by the regular manufacturers here. Aside from several patents which are spoken of as detrimental to the development of trade in the United States with these goods, those directly interested declare the duty is prohibitive; for example, seven-inch records are dutiable at the rate of 25 per cent. ad valorem, and ten-inch records at 45. Masters are also classified at the latter high rate.

Notwithstanding the belief that with the final adjudication of the Berliner and Jones patents—in their connection with the reproduction of sound, composition for records and the process for duplicating records—which are now pending in the United States courts, litigation on talking machine inventions would be pretty well cleared up, but other suits are to come.

During the week ending Jan. 20, when the two automobile exhibitions were on in New York, a number of prominent talking machine jobbers were in attendance the entire time, among them being the following: J. W. Jenkins, of the J. W. Jenkins Sons Co., Kansas City, Mo.; C. Grinnell, of Grinnell Bros., Detroit, Mich.; H. M. Holleman, of the Texas Phonograph Co., Houston, Tex.; Louis Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; B. B. Crew, of the Philips & Crew Co., Atlanta, Ga.; Messrs. Osgood and Currier, of the C. E. Osgood Co., Boston, Mass.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Messrs. Linscott and Patton, of the Boston Cycle and Sundry Co., Boston, Mass.; William Weruer, Easton, Pa.; John Sykes, Trenton, N. J.; W. J. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger and Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y.

According to a recent decision of the General Board of United States Appraisers, on the exportation of cases manufactured with the use of imported fiber cardboard, a drawback will be allowed equal in amount to the duties paid on the materials so used, less the legal deduction of 1 per cent.



Are You Selling Language Teachers?

In other words, are you selling I. C. S. Language Outfits? If not, you are neglecting one of the most profitable and valuable features of the phonograph business. You may sell this Outfit not only to customers who regularly buy amusement records, but to the class of people who ordinarily would not make any use at all of the phonograph. Dealers who are handling "Double-Service" to-day state that it increases their business 30 per cent. or more.

THE
I. C. S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

is the most perfect system of language instruction in the world. The records are made by the Edison Gold Mould Process, from perfect master records approved by the highest authorities in the land. We guarantee the pronunciation to be absolutely correct. The instruction matter has for many years been remarkably successful in enabling people to easily read, correctly write, and fluently speak the French, German and Spanish languages. It costs only 50 cents with the coupon below for YOU to try this out in your own business.

Can you afford to neglect any chances for increased business?

International Correspondence Schools,
Box 918, Scranton, Pa.

Dear Sirs:—I enclose 50 cents, for which kindly send me Demonstrating Outfit, advertising literature, and pamphlets for selling I. C. S. Language Outfits. I am an Edison Dealer in good standing.

Name _____
Address _____

Sinencoid Horns
27 Styles 15 to 56 in. \$2 to \$15
Manufactured by
CRANE BROS., Westfield, Mass.
Discount to Dealers



(Special to The Talking Machine World.)

London, Eng., Jan. 5, 1906.

The Neophone Co. are now located in their magnificent new building at the corner of Tabernacle and Worship streets, where they are occupying five floors with splendid facilities to meet their growing business. The ground floor is used for show rooms and offices, the record, sales and store departments being on the floors above. The record making department is in the basement, where hydraulic machinery of a powerful type is installed. Here they have facilities for turning out 20,000 records a day.

Dr. Michaelis, the inventor of the Neophone, exercises his usual keen supervision over the producing departments. He is a great believer in the disc machine and says that all developments of importance will be associated with that instrument in the future. This company have achieved a great success, and are steadily branching out. We understand that they are about to make an important connection whereby their products will be widely sold in the United States.

It may be of interest to know that Dr. Michaelis has achieved great success with his new Neophone records. These discs are made of cardboard, covered with a specially prepared surface and are unbreakable. It is said: "They surpass in purity of tone and resonance any records yet produced, and combine the sweetness of the gold-moulded cylinder with the great volume and naturalness of the best disc record." Their immunity from breakage enables them to be made in a size hitherto impossible, and 20-inch records

are now sold which will play from eight to ten minutes. The ordinary sizes are 9 and 12 inches, and their prices are 6d. (12 cents) and 1s. (25 cents) each, respectively.

* * * *

A rather novel feature for the entertainment of those who wait for hours outside the doors or unreserved parts of theatres has been inaugurated by Lewis Waller, the eminent actor manager, at the Imperial Theatre. On Wednesday evenings the doors are opened earlier than usual, and to entertain the crowd he has installed a large talking machine which gives an impromptu concert, commencing with an overture by a noted military band, and concluding with a selection, in his own voice, from "Henry V." This idea has appealed to other theatrical managers, and is now being used throughout the provinces for the purpose of keeping the audiences entertained until the curtain rises.

* * * *

The National Phonograph Co., Ltd., of this city, are now publishing an English edition of the Edison Phonograph Monthly, which has met with the greatest appreciation from the trade. It is handsomely printed, and contains much of interest to the trade regarding Edison phonograph progress, as well as much technical information. The second number, which has just made its appearance, is in every respect equal to the first, and is a credit to the advertising department of the London office.

* * * *

The fire which totally destroyed the recording plant of the National Phonograph Co., in Paris, has only caused a temporary inconvenience, inasmuch as they at once continued the manufacture of the French records at their large plant in Brussels. New quarters, as well as necessary machinery, have been secured, and the new recording plant in Paris will resume work immediately. The demand for Edison records throughout France is steadily growing, some of the most eminent artists being connected with this branch.

It may be worth noting that the famous Garde Republicaine Band, of Paris, which has just paid a visit to London, is among the great organizations that have made records for the National Phonograph Co., and the visit of the band has brought about a great demand for these band records.

* * * *

Baroness Cederstrom, better known as Mme. Patti, has at last been induced to make a number of records of her famous songs and arias with which her name is indissolubly connected. The records were made at Mme. Patti's castle, Craig-y-Nos, Wales, the accompanist being London Ronald. The Gramophone Co., for whom these records were made, are to be congratulated on securing records by this famous artist, whose name is revered wherever music is loved.

* * * *

During the recent general election talking machines were employed by many of the candidates, but by no one, perhaps, so effectively as by Arnold Herbert, the Liberal candidate for South Bucks, who obtained the services of an expert, and spoke three speeches into a huge phonograph. Admirable records were made, and the instrument was taken round the villages of South Bucks, reproducing nightly with wonderful clearness, Mr. Herbert's eloquent periods. The mechanical orator tempered the political oratory with songs and band selections.

* * * *

Employees of the Russell Hunting Co., Ltd., held the first annual dinner at the Finsbury Town Hall recently. About two hundred employees were present, the board of directors being well represented, with Edgar S. Perry in the chair. Interesting speeches were made by Charles Howell (Howell Bros.), who proposed the toast of the firm, which was responded to by Louis Sterling, managing director. C. Dunlop proposed the Trade, and Mr. Balcombe (Barnett Samuel & Sons), responded. Russell Hunting (Casey) proposed the Artistes; Messrs. Ernest Pike and Hamilton Hill replied. Mr. Smith-

50c.

ZON-O-PHONE

Records Sound Better

50c.

THERE is a musical charm about the Zon-o-phone Records which captivates all listeners. They have a velvety smoothness—a distinctness and clearness which creates new friends and admirers daily. Jobbers and dealers have praised our latest creations in unstinted terms. ¶ There are excellent reasons why the Zon-o-phone has grown so in trade popularity. A critical examination will show that our record thread has a peculiar fineness whereby we can get more on a record. The material is harder than is used in the ordinary record, thus insuring greater durability. The tone quality has a pleasing mellowness which has caused them to become the best sellers. ¶ We make a specialty each month of producing some attractions which are appreciated by talking machine men who desire to bring all the selling strength possible into their business.

10-inch Zon-o-phone Records, 50 cents each

50c.

Universal Talking Machine Mfg. Co.

50c.

28 Warren Street, New York

hurst, works manager, proposed the Employees; Mr. May responded. Miss Lillian Bryant, musical director (A. G. S. M.), and Carl Herzog, managing director, New Polyphon Co., also spoke. Following the speakers a very delightful programme was rendered, a number of prominent artists assisting. The success of this company has been phenomenal, and their steady growth was the theme of many of those present, both employes as well as members of the company. It goes without saying that this is only the first of many enjoyable reunions of this enterprising company.

TO REPLACE CATALOGUES.

A Suggestion Which Could be Adopted Most Effectively by Directors of Museums and Other Public Institutions.

The directors of the Museum of Natural History and the Metropolitan Museum of Arts ought to take note of the fact that a very excellent suggestion has been made to the effect that coin-controlled talking machines might be placed in these or similar buildings for the purpose of describing the features of the various exhibits. Instead of buying a catalogue containing pages of matter that may be of no immediate interest in order to get access to the paragraphs that touch on the subjects on which the information is required, the visitor, if this plan were adopted, need only drop in his coin, stand by the exhibit he is studying, and listen to the fullest details regarding it. In this way the largest measure of information could be secured without much expense. The suggestion comes from England, and it is worth consideration, for notwithstanding any genius that we may be credited with as a nation, we must admit that some good things come to us from our European cousins once in a while.

SEVEN-INCH RECORDS AGAIN POPULAR.

Less than a year ago it was predicted by many connected with the talking machine trade that the 7-inch record would soon disappear from the stock of jobbers and dealers. A sudden demand seems to have arisen for this size of record, due probably to the fact that it is now a close competitor with the cylindrical product at the same price.

In making inquiry among the manufacturers, we have been advised that several anticipate furnishing up-to-date selections in the 7-inch size. The American Record Co. report having recently closed a contract for 500,000 7-inch records. They

INTERIOR VIEW OF DOUGLAS PHONOGRAPH CO.'S HANDSOME STORE.



Perhaps in no branch of the music trade industry is greater attention given to artistic ware-room display and decoration than by the talking machine trade. Piano dealers are known everywhere for the chaste elegance of their stores, but the talking machine people have eclipsed them in point of handsome interiors and effective arrangements. Perhaps the character of the goods are responsible, in a measure, for the many beautiful decorative effects so marked a feature of stores in the trade, and the ambition to have a place

are now regularly listing twelve 7-inch popular up-to-date records each month.

THE CANADIAN AGENCY

For the Heise System of Wire Record Racks
Made by the Syracuse Wire Works Secured
by R. S. Williams & Sons Co.

The Syracuse Wire Works, Syracuse, N. Y., are finding a large demand for their wire racks for records among the most progressive houses in the

trade. This week they have sent a full equipment of their racks, the Heise System, to the new Toledo branch of the Columbia Phonograph Co., as well as to their new store in South Bend, Ind. They have also consummated arrangements with the R. S. Williams & Sons Co., Toronto, Ont., to handle their goods in Canada. They will carry a large stock, and will be fully prepared to cater fully to the demands of the Canadian trade. The No. 2 D rack for disc records which is illustrated in the advertisement of the Syracuse Wire Works in another part of this paper is proving a very popular specialty, and it is evident that there will be an increasing demand for this rack.

that will occupy a niche just a little higher than the one hitherto enjoying national repute in this respect is evident on every hand. The result of this entirely worthy spirit of emulation adds to the constantly growing list of superbly equipped and artistically designed store interiors, and among them may be noted that of the Douglas Phonograph Co., 89 Chambers street, New York, jebbers of national standing, a view of which is herewith presented.

CONCERT BY GREAT ARTISTS.

The Cable Company's branch at Knoxville, Tenn., has recently been giving a number of complimentary recitals in Cable Hall, in which the Victor talking machine has been the entertainer. The program has been gotten up in a novel way, the participating artists being printed on the program just as if they were to appear in person. The entire affair was most delightfully couceived and carried out.

W. H. FREELAND TAKES CHARGE.

William H. Freeland, for many years with Hamilton S. Gordon, has connected himself with I. Davega, Jr., of 125 West 125th street, New York, assuming the management of the talking machine department. A full line of Edison and Victor talking machines, records and supplies of all kinds, is being handled, especial attention being paid to foreign records. Mr. Freeland is well and favorably known to the trade, and is certain to build up a splendid trade in his new sphere of activity.

Robert L. Gibson, Philadelphia, Pa., known for his improvements in sound-boxes, needle attachments, etc., was in New York last week on special business.

WITH PLEASURE

We Announce to the Trade

That we have contracted with the manufacturers of the
MEGA HORNS (both Regular and Flower Shapes)

FOR THE EXCLUSIVE SALE OF MEGA HORNS

IN THE STATES OF

Mass., Conn., R. I., Me. and N. H.

We solicit inquiries from the Trade for Descriptive Circulars, Color Sheets and Attractive Money-Making Net Prices. Regular Horns are made in three sizes and five colors, Flower Shaped Megas in two sizes and five colors. Senior Flower Megas in six colors for Victor Taper Arm Machines.

WE RECOMMEND THE "MEGA" AS THE MOST ATTRACTIVE AND BEST REPRODUCING HORN ON THE MARKET.

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

100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISONPHONOGRAPHS
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

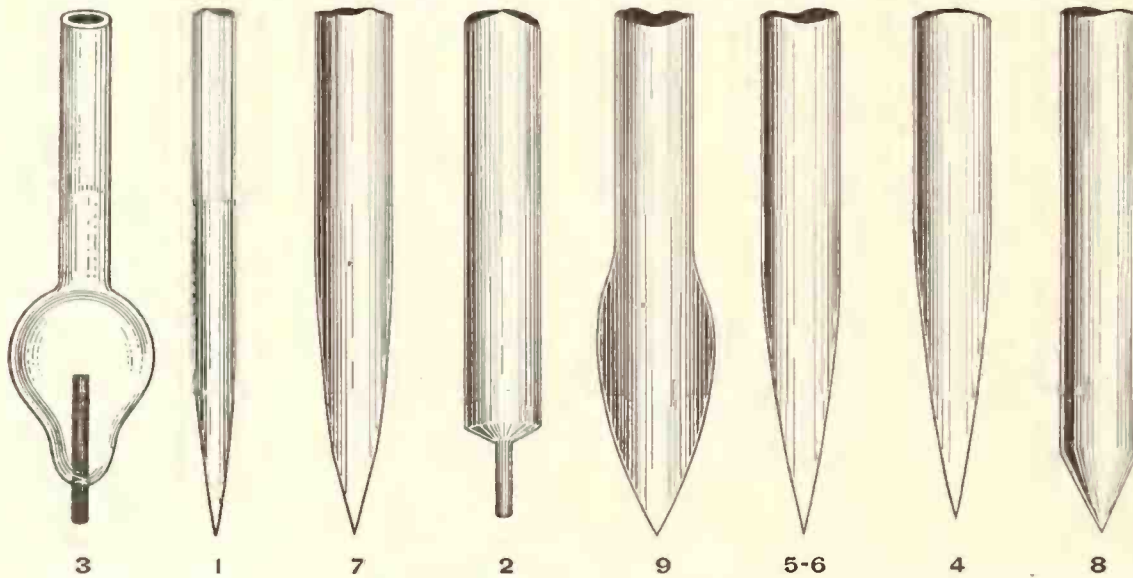
VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES**"A Disc Record Needle is Something more than a pointed piece of steel."**

NEEDLES!!

9 STYLES FOR DIFFERENT PURPOSES.

We Are Sole Distributors for the United States of the SCHWABACHER-NADELFABRIK.

THIS IS THE MOST CELEBRATED NEEDLE MANUFACTURER OF ALL EUROPE.



SOFT TONE.

ELITE, No. 1.

Used in the various attachments now on the market. Gives a very soft tone.

Packages of 200.

EUREKA, No. 2.

Will play from 50 to 100 records without changing needles. Requires no attachment. Fits any type Sound Box.

Packages of 50.

DOUGLAS SCRATCHLESS, No. 3.

Our celebrated Glass Needle. Will play over 150 Records with reasonable care.

No other needle will give as much detail.

Owners of operatic Records will obtain the most minute effect in Melba and Caruso Records which other needles lose.

Boxes of 12.

MEDIUM TONE.

EXCELSIOR, No. 4.

The very best all around needle made.

Will play several records without change.

Can be used on Talk-o-phone or American Records.

Packages of 100 and 300.

ROYAL, No. 5.

The celebrated gilt needle used extensively in Europe.

The plating gives a very smooth surface to the needle and reduces the scratching sounds.

Packages of 200.

AMERICAN, No. 6.

This is the same needle as our gilt needle, but is blued instead of being plated.

Packages of 200.

LOUD TONE.

IDEAL, No. 7.

The imported English needle, extensively advertised and sold at \$2.00 per thousand under another name.

Packages of 300.

PERFECTION, No. 8.

The most popular needle ever sold.

For large rooms and dancing. A worn out Record played with this needle will sound like a new one.

Packages of 100 and 300.

CONCERT, No. 9.

For exhibition and concert use. The loudest needle made.

This needle has an immense sale all over Europe, and the demand since we introduced it in the U. S. has been very flattering.

JOBBER'S AND DEALERS SUPPLIED. PRICES UPON APPLICATION.

WE DO NOT SELL NEEDLES IN BULK.

ALL OUR NEEDLES SOLD ONLY IN ORIGINAL PACKAGES.

QUARTERLY RECORD BULLETINS.

Some Decisions Pro and Con Regarding This Subject Which Will Become of Interest.

Springfield, Vt., Jan. 9, 1906.

Editor Talking Machine World:

Dear Sir:—I am pleased that you have opened your columns for a discussion of monthly lists. Twenty-four new records every month is a large assortment of records for the average dealer who buys 300 new records each month, and then they have the records on hand that are not so popular or salable. It would be an improvement to have quarterly bulletins, and not over 36 new records each quarter. I think the trade in my section would be better pleased with quarterly bulletins. Yours truly, ALBERT A. MAGWIRE.

Wanatah, Ind., Feb. 5, 1906.

Editor Talking Machine World:

Dear Sir:—In regard to the issuing of quarterly record bulletins instead of monthly by the manufacturers, I, for one, wish to state that I would consider the move a sad mistake. In my experience I find that the frequent issuing of new record bulletins is the life of the talking machine trade. People are anxious to get the new songs so as to keep up to date. Of course, I help in keeping up the interest by mailing out the new bulletins as soon as issued to regular as well as possible customers, and invariably each one of them calls to hear the new records, and they do not only purchase the new records, but often some of the older selections and other supplies. The oftener you have something new to offer the oftener the customer will visit your store. If bulletins could even be issued more frequent than at present it would improve the business. Another fact which makes people anxious to get the new records is the continual improvement in their quality. I think a better plan than the less frequent issuance of record bulletins would be for manufacturers to eliminate more of the older selections from the catalogue and make over only the staple ones and list them in their supplements so as to bring and keep records up to the improved method of recording. I well realize that this method would put the manufacturers to considerable extra expense, but think that it would result in increased sales of records, as people would appreciate the improvement in them. WM. F. HUNT.

The matter of how frequent records should be issued has received careful consideration on the part of manufacturers, and the following brief statements, given The World at different times, substantially reflect the views of those quoted:

National Phonograph Co.: "We admit that the too frequent issue of records often interferes with the sale of what promises to be a brisk trade on certain numbers; but, from our experience, coupled with the opinions of many in the trade, a fresh list should not be put out at a longer interval than two months. In obedience to the general demand, however, the monthly bulletin will continue to be furnished indefinitely. Should any change be made, which is not at all likely, the trade will be apprised in due time. That is one reason why our grand opera records are not sent out under three months, because, being a new article of permanent value, it gives the trade ample time for their proper introduction. They, however, are altogether a different proposition from the popular airs of the day, for if the latter are not marketed while in vogue, many of them would be dead stock in two or three months."

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General: "Our company has seriously considered the advisability of restricting our record bulletins and making quarterly, or possibly bi-monthly, instead of monthly lists.

TRADE NOTICE.

Use the Lyric Diaphragms, all ready to put into Cylinder or Disc Talking Machines, and be convinced of their superior Musical quality. Will not blast, and more distinct and natural in tone. Large profits for dealers putting them in machines already sold. Write us for prices, sample by mail 20 cents.

LYRIC MAN'FG CO., 118 & 120 Market St., Newark, N. J.

It is a question, however, that the manufacturers should determine as a body and not individually. Personally, I know when lists are issued too often they are detrimental to their predecessors in point of sales. One interferes with the other, but the great sellers are the popular music of the day, and this the public and the trade calls for; and therefore so long as the other record makers cater to this demand monthly, our company will doubtless keep right along as heretofore. That too many records are placed on the market is self-evident."

Practically the same opinions are held by the Victor Talking Machine Co., American Record Co. Universal Talking Machine Mfg. Co., Leeds & Catlin Co. and International Record Co. Of the same tenor is the following comment made in the September last issue of The Talking Machine World, which condenses the views of the foregoing concerns:

"Whether records are issued too frequently seems to be a question for each company to settle for itself, as there is far from a unanimity of opinion on the subject. Consideration has been given to the complaint that the monthly installment of new records comes so closely on the heels of the preceding lot that sales are greatly interfered with just about the time when the merits, or worth, or popularity of certain numbers are beginning to be felt. On the other hand it is held that at the present day popular numbers—vocal, instrumental and otherwise—are the controlling factor in the business from a strictly commercial standpoint, and profits are what everybody is looking for first, last and all the time. Consequently the more frequently—not under a month, of course—records of this description are furnished the better."

TRADE NOTES FROM SPOKANE.

The Spokane Phonograph Co. Transact an Immense Business—Orders in Carload Lots Which It Is Impossible to Fill—Utilize Special Rooms for Display Purposes.

Spokane, Wash., Jan. 18, 1906.

Editor Talking Machine World, New York:

Dear Sir—We were quite amused at an article in your last issue just received, entitled a \$2,000 freight bill. The Portland party evidently believes in taking all the credit he can see in sight, or anywhere near. The three carloads of goods spoken of contained 1½ cars for this company, but the National Phono Co. pooled the two lots together and shipped them to the coast to save freight. We also had a half car that was pooled with Seattle people and reshipped back here. As to filling carload lots, the company cannot do this. We gave them orders for two cars and they shipped the whole order in small lots, pooling with Seattle and Portland houses. We have put in orders now that would more than fill a car, but the same will be shipped in small lots, as the factory can turn them out. We have not been able to fill orders since we started; that is, completely. This is the old firm of Foster & Foster, who made the talking machine business in the State of Washington, and the writer has done more hard work to place the Edison goods on the market in this State than any other man in this Northwest territory. When we opened up in Spokane, it was but a branch of our coast store, and an Edison machine was unknown in this city, while now there is more than a thousand and hundreds in the very best well-known homes.

We were one of the first to use small parlor rooms to show up machines and records, and our store has increased from time to time, and still we want more room. We carry 50,000 records, and double deck to the ceiling, using balconies, besides having a large ware room for machines. In regard to high freight rates, we pay even a higher rate than those on the coast, the coast being \$2.25 in cars, while our rate is \$4.27 in cars or \$5.27 in open lots.

We appreciate your paper very much, and always look forward to its arrival each month.

Very truly yours,

SPOKANE PHONO CO.,

Per W. H. FOSTER, Mgr.

Get a tighter hold on your trade

It's a comparatively easy matter and it means more money for you.

Every customer who comes to you should be made to feel that there is no other store like yours.

Whenever he or she wants Victor machines, records, trumpet, horns, fibre cases, English needles or other accessories, yours should be the store that instantly comes to mind.

Please your customers and get their good will and your business will run along easier. As nearly as you can, try to anticipate the wants of your customers so that you have what they ask for. Show them that you have an up-to-date store and want to do everything in your power to please them.

There are times, of course, when you won't have what they want. But you ought to be able to get it for them without delay.

Your jobber should keep you posted on the newest articles and should be prompt in filling your orders. If your jobber is that kind of a man, stick by him.

If, on the other hand, he keeps you waiting for goods and needs jacking up before you get them, we would like to do business with you.

We ship all goods the same day the order is received. You can easily figure out just about when you ought to get them.

Why not get a copy of our latest catalogue? Drop us a postal to-day.

The Victor Distributing and Export Company

77 Chambers Street

New York



USE OF COPYRIGHT MUSIC NOT A BREACH OF STATUTE

Is the Decision of the Court of Last Resort in Belgium in the Suit Brought by Music Publishers Against the Manufacturers of Records for Talking Machines—A Summary of the Decree Will be Interesting to Makers of Records in This Country.

In the suit fought through to a final issue between the music publishers and manufacturers of records, with whom were joined the makers of all mechanical musical instruments, the court of last resort in Belgium decided every point in favor of the latter. The case was identical with that carried to the higher courts in France, but in which the manufacturers of talking machine records were mulcted in large amounts for royalties on certain kinds of copyright music used by them. The full decree has just come to hand. It is quite extended and abounds in legal verbiage. To summarize: The case was tried before the Fourth Chamber of the Court of Appeals of Brussels, the applicants being the Compagnie Generale des Phonographes, Pathe Freres and Societe Ullmann agst. Massenet and Puccini. The defendants in this action were the complainants in a previous action in the lower court, where they were successful in having the recording of copyright music by record manufacturers recognized as a breach of copyright. The talking machine manufacturers appealed against this decision, and the decree just handed down upholds their objection. The first defendants in the present suit are of French, and the second of Italian nationality. The appellants are French.

The judgment, in brief, is as follows: In matters of literary and artistic property the relations of Belgium with France and Italy are regulated by the International Convention of Berne of 1886. By the terms of this convention it seems that only foreign authors have the right to reproduce their works or to authorize their reproduction in Belgium in any manner or form whatsoever. This principle is subject to an exception expressed thus: "The manufacture and sale of instruments reproducing mechanically airs of music does not constitute musical infringement." The defendants contend that this exception is not imperative, and cannot attack broader rights than the interior legislations of the countries of the union may accord the authors against the unauthorized reproduction of their works; and that in consequence there is reason, in Belgium, to apply without any restriction the law of 1886.

It is stated that the supporters of the original act have been inspired by economical prejudices and that the States of the Union have yielded at the instance of the powers, which desired to protect an industry employing numbers of their workmen, and of which the future appeared to be compromised by the recognition of the absolute right of the authors. By the terms of the convention concluded between Belgium and Switzerland in 1867, for reciprocally guaranteeing artistic and literary property, the manufacture and sale of music boxes or analogous instruments cannot be subjected to any restriction or reserve. The decree proceeds to say that the introduction, manufacture, and sale of music boxes, or

analogous instruments reproducing the airs of music cannot be restricted between the two countries by any measure in execution of the present convention.

It adds that the text of the convention, like the French-Swiss one of 1882, leaves not the least doubt that the contracting parties engaged themselves to place the industry of mechanical instruments of music under shelter from claim of the authors, within their respective countries, and that the Berne convention has only consecrated anew that measure of industrial protection. It seems certain that those responsible for the act had principally in view the industry of music boxes, chiming watches, and hand-organs, very important at that time in certain countries of the union, and especially in Switzerland; but it is also true that the terms of the article are generous, and comprehend all instruments which mechanically reproduce music. Even if that disposition was exceptional in that it gave a check to the general principle acknowledging the absolute right of authors in their works, "it is not permitted to the judge," says the decree, "to make a distinction between the ancient instruments which have inspired the international accord, and the new instruments, which have entered into the terms of that accord." The talking machine is a mechanical instrument, or at least serves to mechanically reproduce music, and so enters into the category of the instruments of which the manufacture and sale are declared to be legal.

The decree sets aside the objection of the defendants that the placing on sale of copies of a disc or cylinder record constitutes a "veritable edition." It points out they have nothing in common with the conventional signs permitting publications to be read, and that, isolated from the instrument, they remain without any utility. It goes on to cite a decision of the English Court of Appeal of December, 1899, upholding a decision of the Lower Court, rejecting the demands of the authors that the right conferred by law on a composer of a musical work includes the prevention of a reproduction of the work on talking machine records. It further states that the same question has been agitated in France and decided in the same sense by the Court of Paris, which decided that the reproduction of music on talking machines does not constitute a musical infringement, because they are mechanical instruments, and the law has in a general fashion exonerated similar instruments.

The decree remarks that if the convention of 1886 were to be interpreted in the sense urged by the authors, it would result that, in Germany, France and England, foreign authors would enjoy more extensive rights than native authors. Dealing with the further objection that the machine reproduces at once the music and the words which are adapted to it, but that the airs with words are none the less airs of music entering

in the terms of the convention, it is stated that the authors of the words will be the sole persons having the right to complain, and it is pointed out that the defendants are the composers of music, and not at the same time the authors of the words reproduced by the machines of the appellants. The decree concludes by saying that it seems inequitable that the authors cannot, except in the case of public execution, secure any profit from the reproduction of their works, nor oppose such reproduction except in certain conditions; but that the court must decide that the authors are without right so long as the convention of Berne has not been modified or denounced. For these reasons the court sets aside the judgment appealed from, declares the defendants without right in their action, non-suits them, and condemns them to costs of both instances.

SELLING NEEDLES BY WEIGHT.

How the Little Items Are Handled in Quantities Without Counting.

The cut in the prices of talking machine records has, according to the leading dealers, caused a much healthier tone in that branch of the business by greatly increasing its volume. The trade in needles has taken such a jump since January 1 that a Chicago house, which receives the goods in bulk, employs boys to weigh the needles and put them up in envelopes of 100 each. This is done on equally balanced scales: 100 needles are kept lying on one scale and the boy pours out enough upon the other scale to balance, which gives him the exact hundred without counting them.

BIG RECORD PLANT AT AUBURN.

(Special to The Talking Machine World.)

Auburn, N. Y., Feb. 9, 1906.

The International Record Co. have a splendid plant in this city, located at 40 Washington street, and C. H. Woodruff, the local manager, while discussing business with The World, remarked that there was every assurance of an enormous business during the spring and summer. He stated that the orders which had been coming in from the jobbers and dealers were extremely large, and that with the ample facilities at the command of the International Record Co., he felt that they were well equipped to take care of the needs of the trade to the fullest extent.

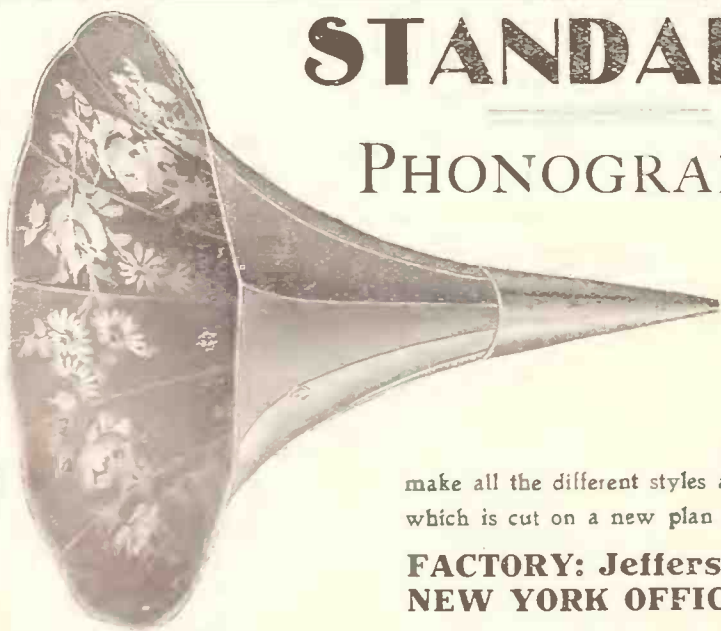
PROOFS OF PROSPERITY.

A sure indication of the healthy condition of the talking machine business can be gathered from the volume of the supply business which is being transacted at the present time. The Hawthorne & Sheble Manufacturing Co., of Philadelphia report that during the month of January, 1906, they shipped out on orders 98 per cent more goods than in the corresponding month of last year, and that orders are still on the increase.

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 Streets, - NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET

A Dealer's Gold Mine in Itself!

**The New
Twentieth Century**

**COLUMBIA
GRAPHOPHONE**

(Style "Premier," 1906 Model.)

Especially adapted to Theatres, Halls, Auditoriums,
Ball Rooms, Stores and the Home.



Retail Price,
\$100.

Don't fail to
write for
Trade
Discounts.

A MONEY OFFERING TO DEALERS

The enormous profit to dealers who are handling this wonderful new Graphophone does not end with machine sales. A "Twentieth Century" Graphophone in your store will not only sell itself, but sell cylinder records faster than any other talking machine on the market.

For years experts have held to the theory that *all* the music was recorded on a record and but a thin reflection obtained in the reproduction. This theory is proved conclusively in the *wonderful* new



TWENTIETH CENTURY GRAPHOPHONE!

which is the *first real substitute* for the living performer or singer and reproduces *with all the volume of the original*.

The Twentieth Century Graphophone is now being successfully used by Theatrical Companies, Concert Halls and Dancing Academies. A big attraction for any store. A satisfactory entertainer at home. Uses the new *Half Foot Long* Twentieth Century Gold Moulded cylinder records—50c. each—and all ordinary cylinder records.

The "Twentieth Century" Graphophone marks a new era in the talking machine industry and no up-to-date live dealer should delay a moment in sending the inquiry coupon for full particulars, terms and trade discounts. They'll prove more than interesting. It is placed there for your express convenience and places you under no obligation to buy.

Dealers find it the greatest record seller ever introduced.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

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

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

CUT OUT AND SEND THE ATTACHED COUPON TO-DAY

Tear Off Here. Fill in and Mail To-Day to
COLUMBIA PHONOGRAPH CO.,
90-92 West Broadway,
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once. Yours truly,
Name _____
Address _____
T. M. W. 4



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IMPORTANT.—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, FEBRUARY 15, 1906.

A PERSONAL survey of the talking machine field in the principal cities East and West during the past two months has furnished indisputable proof of remarkable trade conditions which exist in this industry. The business is going ahead by leaps and bounds, and the manufacturers, notwithstanding their enormously increased plants, have been unable to keep up with the avalanche of orders which have been pouring in upon them from every quarter of the globe. They are doing their utmost to relieve the situation by working overtime, and some are preparing for substantial additions, in order to more promptly meet with the requirements of the trade.

BUSINESS in the Middle West in all lines is unusually brisk, and the talking machine jobbers and dealers are enjoying their full share of business prosperity. Big orders have been placed for machines and supplies, and probably the largest orders for records ever taken have been given out to leading houses within the past sixty days.

It would seem from present indications that the cut in record prices has stimulated an unprecedented demand, and it is no longer the vogue to take orders for a few records, for the quantity orders run up into big figures nowadays.

The leading manufacturers have taken liberal space in periodicals of wide circulation, and in this manner they have helped the jobbers and dealers in their respective sections.

ONE of the largest manufacturers, while discussing business conditions with *The World*, predicted an unprecedentedly brilliant business for 1906. Certainly, proof of the unusual demand for everything in the talking machine line is furnished by the fact that ample as have been preparations for increased trade, the manufacturers are still unable to cope with all the business which is being turned their way from every section of the country.

Another encouraging trade sign may be seen in

the fact that from all over the country orders are being placed for some of the most expensive talking machine products. This emphasizes the fact that the talking machine men have good reason to be optimistic and enthusiastic as regards the outlook for the new year.

THE majority of talking machine men find conditions most encouraging, and there is no reason why the new year should not result in as substantial an increase as 1905 exhibited over the preceding year. The country has plenty of money, and people are inclined to buy more liberally in all lines. Collections, too, which are always a pretty exact indication of the state of affairs in the business world, were never better than at the present time, therefore to sum up the business situation, we may say that there never was a year in this industry which opened amid more favorable circumstances than those which surround the inception of 1906.

IT is the unanimous opinion of many talking machine men everywhere that great and widespread as was the prosperity of 1905, it will be far surpassed during the present year. Nor is it difficult to find a sound basis for this optimism. Wherever we turn our eyes we find evidences of prosperity; crops have been unusually large and prices for farm products have been high. The iron and steel industry never was more active than it is at present. The railroads are even now having more freight than they can carry with any degree of promptitude, and they are spending vast sums for improvements.

THE bank clearings of the country show a large increase, and merchants in general, as well as the majority of manufacturers, are extending their facilities as the result of increased business, and in the conviction that the demands upon them will be greater than ever.

Politically and financially, the country is on a safe basis. In fact, the signs of prosperity due to the natural healthy growth in expansion are many and varied, while the pessimists must seek in vain for untoward conditions.

LAST month there was a meeting of talking machine jobbers in Cincinnati, and in March another meeting will take place in Pittsburg. This will be the third meeting which has occurred in the West within the past few months, and these meetings show that there is a steady trend among the talking machine people toward organization of some kind. Jobbers and retail associations in other lines have accomplished some excellent results, and there is no reason why the talking machine people cannot also win some good things through united effort. It is to be hoped, however, that at the start they will not attempt to accomplish too much. The great trouble with the promoters of organized work is that at the start they try to do too many things, and as a result usually fail in accomplishing anything.

NOW, if one definite object is held up as worthy of accomplishment, and all others are sidetracked until the one most desired point has been won, then it is safe to say an organization is on the right trail, and one which will lead ultimately toward better things. It is a very nice thing to have a lot of pet theories on easy tap; they are mouth-filling and pleasant to discuss with one's friends, but getting right down to solid business, there are really only a

few business matters upon which competitors may act in concert. The moment arbitrary rules are adopted, or ironclad agreements made regarding sales, there comes a break, because the American business man will not submit to fettering his own possibilities. He wants freedom of action, and he will have it, and the talking machine jobbers might take a lesson from other trade associations, and not attempt to accomplish too much at the outset. If they do they will be liable to fall down, and falls usually injure.

SOME well-known talking machine manufacturers have been taking up actively a matter which is of the most vital interest to the entire trade, one which affects not only manufacturers but jobbers and dealers everywhere. Quiet but effective work has been carried on, and through concerted action the talking machine men have been enabled to secure a reduction in freight rates for talking machines through a reclassification of machines and records. This new rate will be placed in effect on April 1, and there will be but one classification for talking machines and records throughout the United States and Canada. This new rate will insure a reduction from one-and-one-half first to first classification in less than carload lots, and to third class in car lots.

RAILROAD men for a number of years have placed a high classification on talking machines on the ground that the talking machine was a novelty and a fad, and the rates on records was double first in some sections of the country.

Naturally this high freight tariff interfered seriously with the business, particularly in the far West, where the exorbitant tariff made the profitable handling of talking machines almost out of the question.

Great credit is due the talking machine men who successfully won out in this freight rate fight. They have fought the matter persistently for more than two years, as at first the railroad officials were not inclined to grant a lessening of freight charges. But after various discussions a reduction was secured which will take effect as we have stated.

THIS new freight rate will mean the saving of a good many dollars to talking machine dealers in every part of the Union, particularly those on the Pacific Coast. This new condition shows how completely the old ideas regarding the talking machine being a fad have become extinguished. When selfish business institutions like railroad corporations concede to an industry its just demands in such a manner, it is at once a compliment to it, and is as well a splendid indication of how radically public sentiment has changed toward the talking machine. It is not only a good illustration of a recognition of changing conditions, but it is the kind of recognition which means added profits to merchants, for the members of this trade will save a good many dollars at the end of the year through the inauguration of the new freight tariff.

WE wish to make *The World* the forum of the trade in the truest sense, and would suggest to the readers everywhere to send in specimens of their advertising, as we desire to feature this in future issues. Also we will take up trade discussions regarding selling points, business methods to develop trade, and other essentials in which the talking machine men are directly interested.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

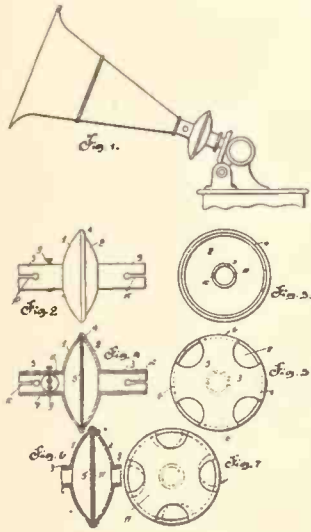
(Specially prepared for The Talking Machine World.)
Washington, D. C., Feb. 12, 1906.

ATTACHMENT FOR MUSICAL INSTRUMENTS. John O. Houser, Pittsburg, Pa. Patent No. 811,295.

This invention relates to certain new and useful improvements in attachments to be used in connection with graphophones, phonographs, and the like reproducing musical instruments.

The primary object of the invention is to provide an attachment for improving the sonorous qualities of an instrument and to regulate the volume of tone produced by an instrument, at the same time maintaining a mellow and soft sound.

Figure 1 is a side elevation of a graphophone equipped with this improved attachment. Fig. 2 is a side elevation of the attachment. Fig. 3 is an end view of the same. Fig. 4 is a vertical sec-



tional view of the attachment. Fig. 5 is an end view of a portion of the improved attachment, illustrating a diaphragm used in connection with the attachment. Fig. 6 is a vertical sectional view of a modified form of construction that may be used in connection with the attachment, and Fig. 7 is an end view of a portion of the same.

PHONOGRAPH SPEED-INDEX. Peter Weber, East Orange, N. J., assignor to New Jersey Patent Co., Orange, N. J. Patent No. 811,010.

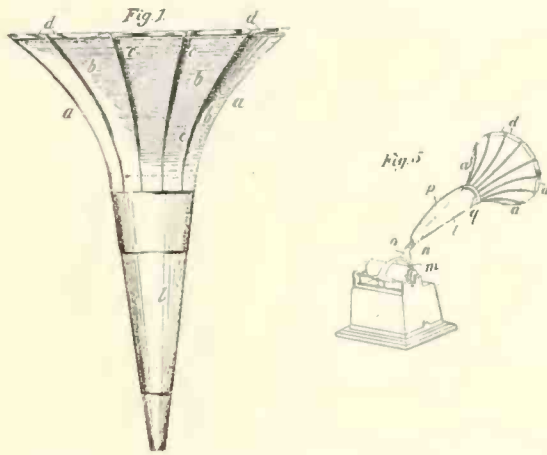
This invention relates to an improved device for addition to an ordinary phonograph for indicating the speed at which the mandrel may be operated. This is a desirable practical requirement, since, as is well known, it is highly important that a phonographic musical record

should be reproduced at the same surface speed at which the original master-record was secured, and with present devices the determination of the proper speed is a matter of careful adjustment and with most users a question of mere guesswork. This invention provides a very simple index by means of which the phonograph may be adjusted at the desired speed without the necessity of any experimental manipulation.

Figure 1 is a sectional view of a part of the mechanism of an ordinary phonograph, showing the top plate, motor-frame, governing lever, governing-disc and adjusting screw, with my present improvements applied thereto; and Fig. 2, a top view looking down on the adjusting screw.

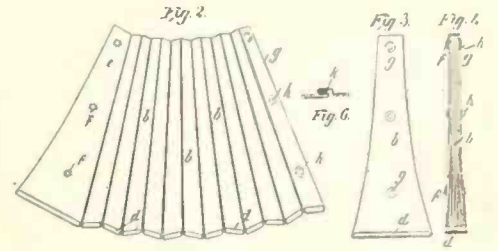
HORN FOR EAR-TRUMPETS, ETC. Gustave Harman Villy, Manchester, England, assignor to United States Horn Co., New York, N. Y. Patent No. 12,442.

This invention relates to improvements in con-



nection with horns or trumpet-like sound distributors or collectors for use upon phonographs, gramophones, and other like instruments, and also for ear-trumpets, fog-horns, and other sound distributing and collecting devices, the object being to provide a horn or trumpet-like device which can be folded when not in use, so as to be capable of ready transportation and for placing within the case of the phonograph or in the pocket of the user when it is to be applied to an ear instrument or the like. The accompanying

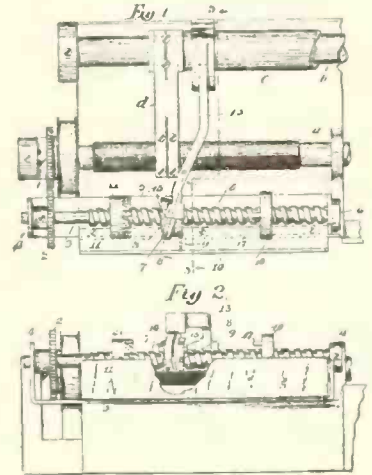
drawings represent one form of the invention. Figure 1 is an elevation of the complete or erected horn. Figs. 2, 3, and 4 are detail views illustrating the manner in which the horn can be collapsed or folded. Fig. 5 is a perspective



view illustrating one convenient application of the improved horn to a phonograph. Fig. 6 is a detail view on an enlarged scale.

REPEATING ATTACHMENT FOR PHONOGRAPHS. Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 810,018.

This invention relates to devices which are applied to phonographs and other talking machines



by means of which the sound-box may be automatically raised at any desired point of the record and returned to any other desired point, whereupon the sound-box is caused to descend into operative engagement with the record, so that the same selection can be played over and over again without any attention on the part of the operator.

The present invention has for its object the provision of such an attachment which will be simple in construction, cheap to manufacture, reliable in operation, and which will effect the elevation and depression of the sound-box without sudden or abrupt movements.

Reference is hereby made to the accompanying drawings, in which Figure 1 is a plan view showing the invention in its preferred form applied to a phonograph, of which only the adjacent parts are shown.

Fig. 2 is a front elevation of Fig. 1. Fig. 3 is a section on line 3 3 of Fig. 1 and shows the parts in the positions assumed during the return movement of the sound-box. Fig. 4 is a similar view showing the same parts in the positions assumed during the forward travel of the sound-box. Fig. 5 is a section on line 5 5 of Fig. 3. Fig. 6 is a section on line 6 6 of

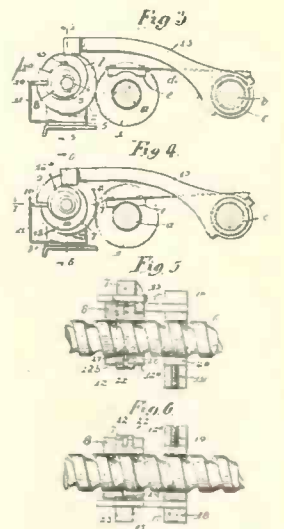


Fig. 4. Fig. 7 is a section on line 7 7 of Figs. 4 and 9. Fig. 8 is a section on line 8 8 of Fig. 1. Fig. 9 is a view similar to Fig. 8 and showing the parts in the positions which are assumed when the sound-box is in its lowered or operative position. Figs. 10 and 11 are diagrammatic views illustrating a modification. Figs. 12 and 13 are similar views of a second modification. Figs. 14 and 15 are similar views of a third modification.

MONEY!

A subject that interests everybody. If we could but impress on your mind the amount of money that you could save by using "The Heise System" of Wire Racks for your stock of records, we would be unable to supply your wants fast enough to suit you.

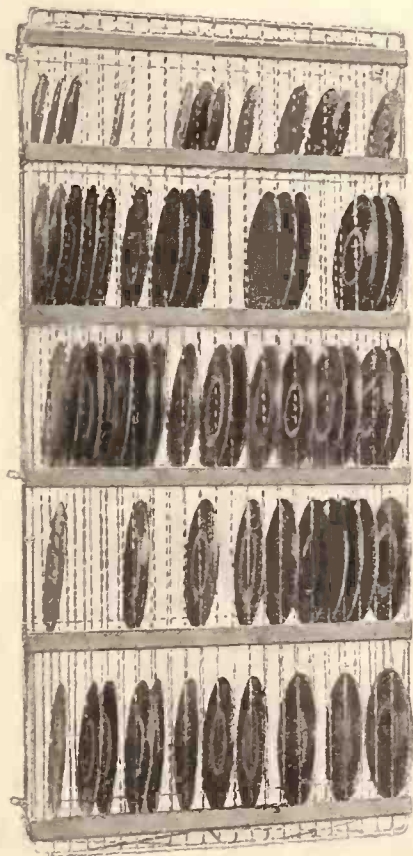
We illustrate our latest Heavy Stock Size Rack for Disc Records, the 2-D, capable of holding over 1000 records from 7 in. to 12 in.

The Price is \$10.00

Subject to a Discount to Jobbers Only.

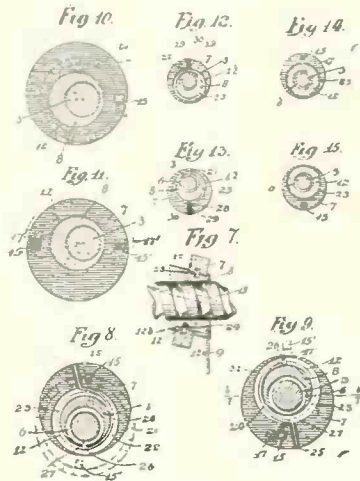
Catalogues for the asking.

SYRACUSE WIRE WORKS
SYRACUSE, N. Y.

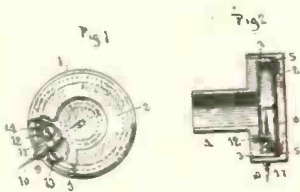


SOUND-BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 819,981.

This invention relates to sound-boxes for talking machines, and particularly to that part of



the same which is known as the "stylus-bar," and comprises means for mounting the same upon the sound-box, whereby the same is more efficiently held in position, while at the same time greater freedom of movement is allowed to the action of the stylus-bar and stylus in connection with the talking-machine record. It will be seen by these illustrations that by this construction



the stylus-bar is held loosely in position when the sound-box is not in use; but when the needle is brought upon the sound-record so as to be inclined thereto at the usual angle there is a tendency to rotate the stylus-bar about a horizontal axis, so that one of the trunnions is forced downwardly into the groove of the screw 15, while the opposite trunnion is forced upwardly into the groove of the screw 12. This position of the stylus-bar also results in a tendency of the trunnions to move longitudinally in an upward direction; but said movement is prevented and the stylus-bar is held in the requisite transverse



position by means of the pin 14, which forms a thrust-bearing. In these forms of construction many advantageous results are produced, among which may be mentioned great freedom of movement of the stylus-bar and the fact that in constructing a large number of sound-boxes the bearings or screws when once placed in position will always have the same amount of friction and other effects upon the stylus-bar which will cause all of the sound-boxes so manufactured to have the same degree of quality of tone and uniformity of action without the employment of delicate ad-

justing means, which are liable to become displaced after continuous use. These constructions also do away with the use of springs or other resilient mountings, which vary in their quality, resiliency, and durability in different sound-boxes and at different times in the same sound-box.

MEMBRANE OF GRAPHOPHONES, ETC. Arturo Camilo Piccinini, Buenos Ayres, Argentine. Patent No. 804,264.

This invention relates particularly to the sound-box casing or diaphragm support and to the stylus support, and the objects of the invention are to provide an extremely simple and effective form of casing or diaphragm support which may be produced at an extremely low cost, and also one in which a multiplicity of parts is avoided, and, further, to provide an extremely simple and efficient stylus support which may be readily assembled and quickly and accurately adjusted while the graphophone is in operation.

AMPLIFYING HORN. Chas. J. Eichhorn, Newark, N. J., assignor to the Tea Tray Co., same place. Patent No. 797,724.

The objects of this invention are to secure greater stiffness and strength in an amplifying horn at the smaller end thereof where it is coupled to a talking machine, recording machine, or similar apparatus or device, it being understood that such horns are usually attached and supported at their smaller end, the large end projecting in a horizontal direction away from the bearing or support to which the horn is secured. Other objects are to enable the horns to be manufactured with greater facility and ease, to present a neat finish at the extremity, and to secure improved effects in the reproducing operations.

MRS. LANDER WANTS INFORMATION

Regarding the Stockholders of the New England Phonograph Co.

(Special to The Talking Machine World.)

Augusta, Me., Feb. 9, 1906.

A petition for a writ of mandamus to compel the clerk of the New England Phonograph Co., a corporation organized under the laws of the State of Maine, prayed for by Edna Lander, of Gardiner, a stockholder, was made before Judge A. M. Spear at the court house Saturday forenoon. The clerk of the defendant corporation is A. C. Stilphen, an attorney of Gardiner, and he appeared to offer objection to the granting of the petition. The plaintiff was represented by George W. Heselton, of Gardiner.

From the testimony offered at the hearing it appears that Mrs. Lander, desiring to possess a knowledge of the true identity of the stockholders and other information of interest concerning the defendant corporation, made demands at divers times upon the secretary of the corporation for the privilege of an examination of the records of the corporation. It was asserted that the secretary had permitted Mrs. Lander, "through courtesy," to make minutes of certain portions of the corporation records, although he is said to have refused to recognize her legal right to do so, claiming that as the one share of stock which she owns had never been legally transferred upon the books of the corporation, she was not a registered stockholder, and acting without her legal rights in making an examination of the records.

At the conclusion of the testimony Mr. Stilphen filed a writ to dismiss the petition. The case is an important one and one that involves intricate points of law, and it is presumed that the decision rendered in this action would have great bearing upon legal actions affecting the interested parties that might follow. Judge Spear took the matter under advisement.

Victor H. Rapke, 1661 Secoud avenue, New York, is perfecting a label system for Victor record stocks. He has also placed on the market labels for the Edison grand opera records of the same size and style as his line for the regular list, starting with "B1."

FOREIGN AND NATIVE MACHINES

Contrasted Much to the Advantage of the United States—Wherein Machines and Records Excel—European Trade in South America.

A comparison of foreign talking machines with those of domestic make by an expert on such matters, who is spending some time in this country looking over the field, results very favorably for the American product. In speaking of the disc machines from an impartial standpoint, he said: "The one great point of excellence first noticeable is in the records. They are much clearer and more even than the average foreign production, and but for the fact that the vocal selections are not in the native tongues of the various European countries, the "folk songs" to which they have been accustomed, they would be far more popular abroad than their own product. A good example of this is shown by the enormous sales of the high-grade operatic records in Italian. So far as the mechanism of the best grade of European machines is concerned, motors, as a rule, are inferior to the American product, although there are a couple of exceptions to this rule. So long as there is any doubt as to the validity of the Berliner patents, the European makers will not endeavor to compete for business in the United States, but will devote their attention to South America, which promises to be a very profitable field. The large manufacturers are emulating the example of their competitors in this country by making exhaustive researches tending to the perfection of the talking machine in every detail, and the most eminent students of acoustics and applied mechanics have taken the matter up."

THE VALUE OF A SIDE LINE.

Mr. Jacot Is a Great Advocate of the Instalment System as Applied to Music Boxes Which Go Well With Talking Machines.

Mr. Jacot, of the Jacot Music Box Co., is a great advocate of the instalment plan in the sale of music boxes and similar merchandise, and his company have found the plan to be attended with the utmost success. In a recent interview he said to The World: "There are many people who want the things that adorn and beautify the home, but who feel that they cannot afford them. When they look at a music box and hear the price mentioned, they regard it as a luxury only obtainable by the wealthy. But when a salesman can show them, that by saving a small sum daily, they will in a short time become its absolute owner, they will quickly add it to their cherished possessions. We have placed thousands of them in homes on the small weekly payment plan, that under other conditions would never have been charmed by their sweet tones. Dealers in that class of musical merchandise, who wish to become successful, no matter whether they are in a small village or big city, must sooner or later adopt this plan. Those that have done so have found their sales leap up with a bound. In our experience, the percentage of loss has been very small, and under a good system, any danger is practically eliminated. Dealers in talking machines are finding the Mira music box a splendid side line, as the two dovetail in splendidly together."

HARRY BROWN WITH STEINERT CO.

Harry Brown, for many years manager of the talking machine department of the J. A. Foster Co., of Providence, R. I., has now connected himself with the M. Steinert & Sons Co., of Boston. "Harry" is looking after the growing trade of the many branch stores of the Steinert Co. Mr. Brown has had many years' experience in the talking machine line; is thoroughly familiar with each phase of the business, and we predict he will be as successful with the new company as he has given satisfioun with his former employers.

The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music



"The House of York"

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address.

J. W. YORK & SONS
GRAND RAPIDS, MICH.

TRADE NEWS FROM ALL POINTS OF THE COMPASS

The New Jersey Court of Errors and Appeals has decided that where the defendants did not affix a trade word or mark to an article after it had been purchased by them for a consumer, they were not entitled to claim the right to use the word as a trade-mark. The court said: "A mark that is not fixed to an article of barter until after it has been purchased for a consumer lacks the essential elements that entitle a trade-mark to equitable protection."

With the addition of twenty-one new pressing machines made by the Universal Talking Machine Mfg. Co. to their pressing plant in Newark, N. J., and with two working shifts—night and day—their daily capacity will be 16,000 records. This will be again increased as soon as further machines are obtainable, and now in course of construction. The company are 200,000 records behind on orders. Their Zonophone discs stand second to none in the world for tonal quality, brilliant yet true, and smooth. Their band and orchestra numbers are superb. So experts say.

President Babson is devoting the closest attention to the work of producing records that must stand the severe tests of criticism by eminent experts, and as instance of this, though forty masters are made weekly, only twenty-five titles are bulletined monthly. His process of elimination is drastic, but it is eminently effective. In issuing their list, commencing with April, covers of special design, each different, will be used. Advance proofs show some elegant pictorial effects and artistic colorings.

A new end piece for horns used on Edison machines, whereby a different size can be used without removing the entire attachment, is being made by the Standard Metal Mfg. Co., 10 Warren street, New York. The device fills a long-felt want. The company are also preparing a

catalogue—their first—of their entire line, which embodies some of the best finished goods on the market.

In the United States Circuit Court, Philadelphia, on Jan. 17, Judge Holland handed down orders discontinuing suits in the cases of the Edison Phonograph Co. against the Victor Talking Machine Co., and the Mutual Phonograph Co. against the Victor Talking Machine Co.

Wm. Pelzer, of the National Phonograph Co.'s legal department, was taken ill at Albany, N. Y., while concluding a trip through Pennsylvania and New York States, and came home, where he was confined for a week. He is now around and about again.

After a run through New England and calling on the New York City jobbing trade, P. B. R. Bradley, chief traveler of the International Record Co., Auburn, N. Y., left for Pennsylvania and Ohio, and subsequently will be in the West for a couple of weeks. His report of business is of the best.

When the Iris Music Co., which conducted the music and talking machine departments of the Adams Dry Goods Co., New York, was petitioned into bankruptcy Friday last, the Leeds & Cathin Co., manufacturers of Imperial records, secured a judgment of \$1,313 against the concern and Louis Iris personally. The bankrupt company has abandoned the business; assets, \$2,500, consisting of stock and outstanding accounts.

Again M. A. Miller, the attorney-promoter, is figuring as closing a deal in the trade. This time it is a patented record composition of German origin, and possessing merit for which \$100,000 was the upset price. Later this quotation is reported as having dropped materially.

Several prominent people were mentioned in connection therewith, but all preserved an inscrutable silence as to the "inside story."

The United States Horn Co., a corporation of recent organization, but not operating, acquired patent No. 812,442, issued Jan. 30 (originally numbered 739,954, and dated Sept. 29, 1903), for amplifying horns, by assignment from Gustav H. Villy. They are also said to have secured the Nelson patent, which is spoken of as controlling the manufacture of fiber and paper horns. The Nova Phone Horn Co., New York, reports from the United States Horn Co. state, have been served with a restraining order.

General Manager Macnabb, of the Universal Talking Machine Mfg. Co., states his travelers, who are now back on their regular fields, are handing in great reports. Doc. O'Neill turned a nice trick in Pittsburg, Pa.; and, previous to going West, B. Feinberg performed a similar feat in Boston. Wm. T. Boyd, in Ohio, is already going ahead of his record. G. L. Goodday is no longer with the company. For the first time the Rudolph Wurlitzer Co., Cincinnati, have taken on Zonophone records, their initial order calling for 5,000 ten-inchers and fifty machines.

Dan McCarthy, with Sherman, Clay & Co., San Francisco, Cal., has been East for a couple of weeks, dropping in to see the talking machine and record manufacturers. This company have seven large rooms devoted exclusively to the line, handsomely decorated and equipped. The establishment was fitted up by L. F. Geissler before accepting his present position as manager of sales with the Victor Talking Machine Co., Camden, N. J.


The beautiful line of record—cylinder and disc—cabinets, shown by the Douglas Phonograph Co., 89 Chambers street, New York, is considered the largest and most attractive in the country. In fact, the company are looked upon as the pioneers in this branch of the jobbing business, credit which is due and is true. Their selection of designs and finishes demonstrates almost faultless judgment, if such a term can be appropriately applied to things finite.

H. H. Stanley, who has been in China and Japan since January, 1904, for the Columbia Phonograph Co., General, returned to San Francisco, Cal., a few weeks back. His work has been of a most valuable and far-reaching character, and has resulted in a material widening and strengthening of the company's trade relations in that part of the world. Mr. Stanley is attached to the San Francisco office, and is personally esteemed a prince of good fellows in the best sense of the word.


Final decrees have been issued by Judge Platt, of the United States Circuit Court, in the suits of the National Phonograph Co., Hartford, Conn., against the American Graphophone Co., dismissing the bills of complaint and assessing the costs on the defendant company, \$439.05 in one suit and \$370.95 in the other.

W. J. Wolf, of the Fulton Phonograph Co., 283 Fulton street, Brooklyn, has recently disposed of his outside interests and is now throwing himself heart and soul into his talking machine business. The Fulton Phonograph Co. are laying in a large supply of Edison and Victor machines and records, and they are now enlarging their salesrooms in order to better handle their growing trade. Both Mr. Wolf and his partner, Mr. Lind, are of a mechanical bent, and have added quite a number of valuable attachments for use on all machines.

When Wm. Toennies, of the Eclipse Phonograph Co., Hoboken, N. J., moved into his new and spacious quarters at 203 Washington street, he thought he had made ample allowances for business expansion for a year or so. But so phenomenal has been the inrush of new business that



"THE WHITE BLACKMAN"



WILL GIVE YOU THE GOODS

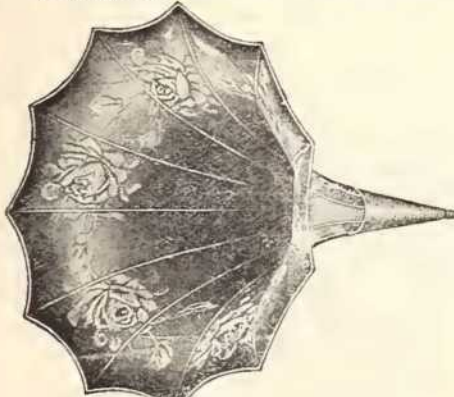
AN **Edison** Jobber

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

A **Victor** Distributor

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

BLACKMAN FLOWER HORNS
WITH HAND PAINTED FLOWER DECORATIONS.

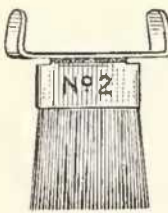
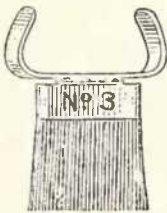


(Style No. 12). Size, 31 x 2 3/4 inch bell.

Made in our new Style Pointed Bell, combining beauty and strength. Send for circular and Dealers' Prices.

- No. 11. Black and Gold (Chrysanthemum Decoration inside).
- No. 12. Black and Gold (White Rose Decoration inside).
- No. 21. Maroon and Gold (Pansy Decoration inside).
- No. 22. Maroon and Gold (White Rose Decoration inside).
- No. 23. Blue and Gold (Pink Rose Decoration inside).
- No. 33. Blue and Gold (Wild Rose Decoration inside).

New Style Place Record Brushes.
NOW READY.

PATENT ALLOWED.

No. 2 fits *Standard* or *Home*.
No. 3 fits *Gem* or *Triumph*,
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

Blackman Talking Machine Co., J. NEWCOMB BLACKMAN, Prop.
"The White Blackman."
GET THE BLACKMAN HABIT AND YOU WILL KEEP IT **97 Chambers St., New York**

he finds himself overcrowded with orders. In a chat with *The World*, Mr. Toennies said: "Instead of the general slack after the holidays, our business has been steadily on the increase, although we have been handicapped by the inability of manufacturers to make shipments with anything like promptness. Meanwhile we are holding all our old trade and are steadily adding new, which is a pleasing condition."

E. B. Connell, manager of the talking machine department of M. Steinert & Sons Co., the widely known piano dealers, was in New York within the past fortnight arranging to put stocks in their branches in Brockton, Fall River, Fitchburg, Holyoke, Lawrence, Lowell, Marlboro, New Bedford, Northampton, Pittsfield, Springfield and Worcester, Mass.; Bridgeport, New Haven and Stamford, Conn.; Portland, Me.; Dover and Manchester, N. H., and Providence, R. I.

J. H. Robusto, Croton Falls, N. Y., besides carrying the Edison and Victor goods, also handles a choice line of musical merchandise, which he finds harmonizes splendidly with talking machines, as it brings him a superior and profitable class of trade.

Dr. E. F. O'Neill, the star of the Universal Talking Machine Mfg. Co.'s traveling staff, after landing a juicy order in Cincinnati and sending in a bunch of cash subscribers for *The World*, writes: "I will do all that comes in my way to get those who are not taking the paper to subscribe regularly, as *The World* is apparently an educator and a material assistance in the enlightenment of the talking machine dealers and jobbers."

Writing from the Virginia Hospital, Richmond, Va., on February 10, B. Feinberg, representing the Universal Talking Machine Co. in the Northwest, says: "I recently met with an accident while traveling through Maine. I sprained my knee, but I continued on my trip, so I started West January 29, making Baltimore my first stop, where I was successful in starting two new zono-

phone jobbers. Arrived in Richmond Va., February 3, I was unable to walk, as my knee was badly inflamed and swollen. The doctor said I must have absolute rest, so I went to the Virginia Hospital on the 4th, and am getting along fine now. I expect to leave the hospital in a few days, when I will again be ready to write 'Zono.' orders. From here I go to Louisville, Ky., then Chicago, from where I go to the Northwest, my regular territory."

The Victor Co. recently sent out an inquiry to their distributors, asking their opinions regarding the advisability of referring in their magazine advertising to the fact that their distributors would be pleased to sell the Victors on the instalment plan. Almost without exception, the distributors replied that they were agreeable to the idea, and thought it an excellent one; but what the letter brought out in the replies, unsolicited, was the excellent opinions which the distributors held of the advisability of selling Victor goods on the instalment plan.

"Wait 'Till the Sun Shines, Nellie," 10-inch. No. 031,299, is a record that is attracting much favorable comment from the trade this month. It is a quartette selection made by the American Record Co. From the character and size of the orders that they have received for this selection it bids fair to out rival the success of the "Shade of The Old Apple Tree."

The officers of the Musical Echo Co., Philadelphia, Pa., are: F. W. Woolworth, president; E. J. Hogan, vice-president; H. T. Parsons, secretary and treasurer; D. V. W. Bentley, manager. This company state that they are in no way connected with the Victor Talking Machine Co., except as buyers and sellers of the Victor machines.

Victor H. Rapke, 1661 Second avenue, New York, is furnishing the trade with labels and trays for the new Edison grand opera records. They are the same size and style as the regular stock, which is known all over the country.

One of the live jobbers of Nashville, Tenn., are Magruder & Co., now in their new premises, 27 Arcade, a recent change of address. The O. K. Houck Piano Co., with a branch in the same place, have devoted a whole floor to their jobbing trade. They carry 20,000 Edison gold moulded records in stock. The company's main place is at Memphis, where they carry also a great line of talking machine goods.

A ruling of the Treasury Department made January 31, on the exportation of music sheets used for diaphragms in sound boxes, manufactured in part of imported material, a drawback will be allowed equal in amount to the foreign music so used, less the legal deductions of 1 per cent.

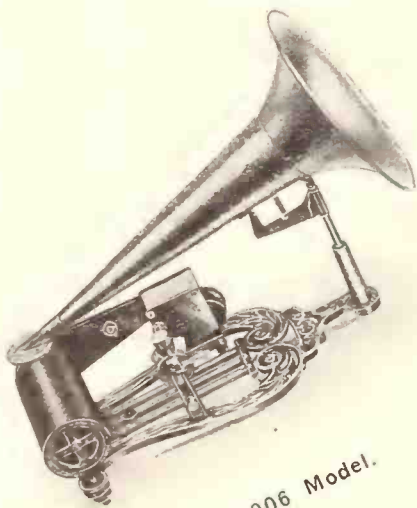
The Blackman Talking Machine Co., 97 Chambers street, New York, now have ready for delivery the new style Place Automatic Record brushes, which will fit either old or new style Edison phonographs. This brush has proven one of the most useful articles, and as they are giving dealers and jobbers a good margin of profit it is a profitable article to handle. The new brushes are illustrated in their advertisement in this issue.

The attention of dealers in Edison phonographs is called to the line of horn cranes manufactured by the Hawthorne & Sheble Manufacturing Co., of Philadelphia. These cranes are very substantial in construction, attractive in appearance, and are meeting with unprecedented sale on the market.

Saturday (17th) A. P. Petit, manager of sales of the Douglas Phonograph Co., New York, one of the cleverest men in the line, will become a benedict, the young lady in the case being Miss Lila M. Wagar, of Brooklyn, N. Y. The wedding will be private. Their honeymoon will be deferred until the spring, when Mr. and Mrs. Petit sail for Europe April 25, for which arrangements have already been completed. *The World* congratulates the happy pair in advance.

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.

{ Immediate Deliveries from New York Stock.
Low Prices and Unusually Large Discounts.
All Machines Thoroughly Tested Before Shipment. }

We sell Premium and Scheme Machines also—
the best and lowest priced on the market.

THE EDWIN A. DENHAM COMPANY, Inc.

LONDON

BERLIN

WASHINGTON

31 Barclay Street, NEW YORK

NOTES FROM THE EMERALD ISLE.

The Mme. Patti Records Destined to Create Quite a Furore—Modern Talking Machine as Compared With the Early Creations—Arrival of Edison Machines Welcome—Zonophone Co.'s Goods—Some Worthy Publications—The Talking Machine as an Educational Factor—A Demonstration by T. Edens Osborne—The Russell Hunting Record Co.—Other News of Interest.

(Special to The Talking Machine World.)

Belfast, Ireland, Feb. 5, 1906.

Quite a furore has been created by a recent announcement of the Gramophone Co. that the celebrated cantatrice, Madame Adelina Patti—otherwise the Baroness Cederstrom—had made fourteen records for them, a large percentage of which are selections of the most popular songs in the world. Under same cover I hand you list of the titles, which you will observe include "Home, Sweet Home," "Old Folks at Home," "Kathleen Mavourneen," etc., the singing of which by the great prima donna has invariably touched the hearts of all English-speaking people, and has endeared her to everyone whose heart is—to quote Shakespeare—"made of penetrable stuff."

Her letter, of which I enclose copy, "speaks volumes" for the acknowledged perfection of the modern gramophone. In contemplating the wonderful evolution of this marvelous instrument, my mind reverts to the first gramophone ever offered in Belfast for sale—in September, 1893—by T. Edens Osborne, which, as compared with the "Taper-Arm Monarch" of to-day, was but a primitive device. The same line of reasoning equally applies when contrasting the present Edison "Triumph" with the first Edison electrically-driven phonograph he fetched to Belfast, and which cost him about \$300 in New York, on his return from the World's Fair at Chicago in 1893.

The shipment of Edison "Gems" and "Standards," which should have reached Belfast before Christmas, only arrived by the largest turbine steamer afloat, the "Carmania," at end of January, much business having been lost in the interim. The gigantic output of the Edison factory having proved insufficient to cope with orders is rightly construed here as an indication that Edison products still stand unrivaled in public favor.

The British Zonophone Co.'s goods continue their onward march; indeed, it can be safely stated that no disc records have—within such a short time—acquired such an enviable popularity or phenomenal sale. The February samples which the general manager, Mr. Mellerio, fetched to Belfast to exhibit to his factor (Mr. Osborne) were of excellent quality.

The February issue of the Edison Phonograph Monthly, published by the National Phonograph Co., Ltd., London, is a most interesting trade brochure, printed on superior paper, and replete with most useful information for both dealers and jobbers, who congratulate themselves that they are now kept *au courant* with all matters connected with the talking machine industry through the medium of the periodical referred to; also the Gramophone News, concerning which no encomium could be considered exaggerative, and the two journals now published in London, Talking Machine News and Phono Trader.

On evening of Feb. 9 an important function will take place at the Belfast Municipal Technical Institute which serves to indicate the interest which the principal of that important educational establishment, Francis C. Forth, A.R.C. Sc.I., is manifesting in the "talker" as a language teacher. He has arranged that T. Edens Osborne will demonstrate to all the pupils of the institute who are studying French and German the efficacy of the genuine Edison phonograph, the gramophone and the "Twentieth Century Columbia Graphophone" as teachers of said languages. The records to be used are the celebrated I. C. S. French records of the International Correspondence Schools of Scranton, Pa., the German records of the Modern Language Press, Ltd., of London, and the

Zonophone French records (discs) of the Bizeray system of teaching French largely adopted in London. Typewritten copies of the lessons to be rendered will be placed in the hands of all the assembled students. The principal, Mr. Forth, is to be congratulated on his enterprise, and Mr. Osborne for having been entrusted with the arrangements.

Last month was voted a record one by all North of Ireland traders in cylinder and disc machines, etc., and stocks of instruments have never been so low after the holiday output.

The demand for a phonograph record to sell at one shilling has been well supplied by the Russell Hunting Record Co., Ltd., of London, whose "Sterling" record stands very high in public favor. This record derives its name from that of the managing director of the company, Louis S. Sterling, a gentleman well known and respected among all our jobbers and dealers.

Zonophones and records are "booming," and a big crop of new dealers has been recruited from the cycle traders of Ireland, who have found the sale of talking machines a remunerative "side-line" during the "off" or winter season. T. Malyon, who formerly represented the Gramophone Co., London, has recently accepted an important appointment with the British Zonophone Co., London, and carries with him into his new sphere of labor the sincere good wishes of the trade with whom he is so deservedly popular.

BUSINESS INCREASE OF 300 PER CENT.

Trade conditions still continue exceptionally good. There is not a manufacturer of records, either cylinder or disc, that is not being pushed to their utmost capacity. In a recent interview with E. A. Hawthorne, general manager of the American Record Co., he states that their business for January, 1906, has increased 300 per cent. over business in January, 1905. This company has done a phenomenal business, considering they have been on the market a little less than a year. They attribute their success to the quality of their records and to their offering only the best selling selections.

* * * *

We have recently been shown some very interesting advertising matter and drawings which the American Record Co. are having prepared for a campaign of advertising. One of the designs appears in their advertisement this month. The advertising pages of the leading magazines of the day indicate that experts are devoting their attention to pictorial and attractive methods of bringing their wares before the public.

EDISON JOBBERS ENTERTAINED

At Banquet at the Hotel Martin—A Most Enjoyable Affair in Every Way.

In honor of a number of out-of-town Edison jobbers attending the automobile exhibitions, the National Phonograph Co. tendered them a dinner at the Hotel Martin, New York, during the evening of January 18. It was an enjoyable affair throughout, the menu and et ceteras delightful, the speeches brief, witty and to the point. The company were represented by William Pelzer, of the legal department; F. K. Dolbeer, chief of credits; C. H. Wilson, general manager of sales; C. E. Stevens, of the foreign department; L. C. McChesney, advertising manager, and A. C. Iretton, assistant sales manager.

The guests of the company were the following: W. D. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger & Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y., and C. V. Henkel, of the Douglas Phonograph Co., New York City.

NATIONAL PHONOGRAPH CO. CHANGES.

A number of changes have taken place in the National Phonograph Co.'s force of salesmen during the past two months, namely: C. S. Gardner, who traveled in Pennsylvania and Ohio, resigned in December and his territory is now being covered by F. J. Smith, of Newark, N. J. Frank E. Madison, who represented the company in Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky, has been transferred to the New York office and placed in charge of the agreement department; a new man will shortly be placed in his territory. H. K. Miller, formerly an Edison dealer at Lacona, N. Y., has been assigned to the Pacific Coast, States, under the direction of the Chicago office. H. A. Turner, at one time manager of the Ray Co. branches, will cover Texas, Louisiana and Arkansas. J. W. Scott, their New England traveler, has had Connecticut added to his territory.

Ackerman & Co., Scranton, Pa., have removed their store from 33 Coal Exchange to 217 Wyoming avenue, where they have larger quarters.

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

THE PLEASED CUSTOMERS HOLD THE BUSINESS.

Will F. Hull's Excellent Paper on Victor Selling, Which Carries Off the First of Ten Capital Prizes of Fifty Dollars Each.

For some time past the Victor Talking Machine Co. have been conducting a series of prize competitions for the purpose of drawing out from the dealers and salesmen, ideas and experiences which will be of use to everybody handling the Victor goods. The winner of the \$50 cash prize in competition No. 1, just announced, was Will F. Hull, of 2317 Winter street, Ft. Wayne, Ind., whose contribution read as follows:

"Every pleased customer you make is like putting money in the bank."

This is one of the surest laws of business and doubly true in the talking machine business.

First—Because the satisfied customer buys more records, and

Second—Because the satisfied customer brings you more customers.

In connection with this it must be remembered that the boy who keeps most persistently in the foreground is the one who sells the most papers, and when the inevitable "fake" concern strikes your town, giving away machines with a certain number of records, the man who advertises and keeps his business prominently before the public is the one who will retain the most business—the holding of that business depending on the number of pleased customers he makes. The man who is nearly as energetic will get the business that is left, and the one who stands around on the edge and handles talking machines just because a person now and then calls for one will get just what he is looking for—some one to call for one every few months. His stock stays on hand until it is shopworn and ill-appearing, and the records receive all kinds of careless handling, putting them into a condition next to impossible to sell.

SLOW DEALER; QUICK STOCK.

An old man, a music dealer in this town, ordered a Victor talking machine a year ago in October. He never unpacked it until two months after, trying to get some other dealer to take it off his hands. Finally his daughter prevailed on him to unpack it and set it up. During the day some of the "Old Guard" dropped in, and at 3 p. m. the Victor was carried out of his store—sold!

The old man got partly awake then, and since that time has ordered a machine as fast as the last one was sold, never having samples of different styles nor over twenty records at one time, and while that old man now considers the talking machine a great money-making branch of his business, I am selling every one of his customers their records, because they want a stock to select from. In this connection I will say that every live dealer will find record selling the great and profit-making end of the business.

I have among my record customers the owners of every other make of disc machines, and I have found that in Toledo, Ohio, a great many people have a talking machine of local manufacture, but without exception, so far as I know, they are all using Victor records on them, outside of the few they buy with the machine.

It is true that the Victor talks for itself, but while it talks it does not think, and in every sale you must do the thinking for it.

The first principle of pleasing the customer in every line is to convince him that he is getting something superior for his money, and then have an article that will prove that superiority the more he uses it. For this purpose there is nothing so safe to sell as Victor goods. Every Victor dealer has people come in who argue that some other machine talks just as loud and just as distinctly, but if he makes a sale the person invariably returns in a little while and tells how mistaken he was and how glad he is that he has a Victor.

"GRAFT MACHINES."

During the past year a number of people have called on me who have been visited by agents that were giving away talking machines, the customer agreeing to take a certain number of ten-inch records at \$1 each. In such a case I find out

what records have been supplied with the "given away" machine, and play the same music on the Victor. Then I play some of the specially magnificent Victor records, calling attention to the range in pitch and the perfect regulation of speed possible in the Victor, and that the machine needs no starting by hand, and only a small part of the winding that the cheap machine needs. Then I make my second argument, which is that the incomparable superiority of Victor products keeps the Victor plant running night and day to all orders at Victor prices, while the cheap concern has to give the greater part of its stuff away.

If I should really attack the cheap machine and tell the truth about it, pointing out what an entirely disordered, weak-springed and altogether "rotten" thing it actually is, I would antagonize six out of ten average buyers, but after hearing and seeing the Victor work, you can make comparisons without offending. When the customer again meets the man who wants to give him a machine free, he feels an antagonism toward him, and in almost every case tells the "give-away" agent that he would not have his cheap outfit if he could give him the records for twenty-five cents apiece.

Of course I am making mighty good use of the people who have bought these "graft" machines, and am selling stacks of Victor records to them every month. People used to talk about being tired of the phonograph, and I know of dozens of old-style machines laying away in garrets and closets, where they have been, some for months, some for ages. Do you know where there is a Victor machine laid away anywhere? No! nor does anybody else.

Whenever a person finds that you have a good stock of records and a proper way of showing them (the best is in a separate, sound-proof room, set apart for this purpose), that person is from that time on your pleased customer; far better pleased than if you had won him by "throwing in" a horse and buggy, or something else, because he is legitimately pleased, and not so likely to come back in the fall to ask for a lap-robe also. A pleased customer expects to come back and get the same satisfaction in dealing with you that he had before. I have sold people seventy-five records the second year, who thought it was an extravagance to buy fifteen the first year.

"FROM \$40 TO \$50, A DOLLAR AT A TIME."

There is one important feature I wish to mention, because it has a psychological connection with the subject, regarding quoting prices. If I am selling a \$40 style Victor, I tell the customer that the machine, with a dozen records, will cost him \$50. This is different from quoting the bare machine at \$40 and then giving him to understand that each record will cost him extra besides. Fifty dollars at first blush really looks no larger to him, as a rule, than \$40, but if he stops

to count his way from forty to fifty, \$1 at a time, it seems a great deal more. Do not confuse this with the idea that I make him think I am giving him a dozen records, I simply quote the price of all machines, including one dozen records.

THE GAME WON'T WAIT.

From my own experience and observations I have made in other houses, I consider the first and greatest point in satisfying customers and making money out of doing so, the keeping of just as large a stock as is possible to handle, of both machines and records. You will sell a great many times the amount you otherwise would by leaving the stock to show and tempt people with.

Why, I would as soon be caught trout fishing without the proper fly as to be without certain records that I know in many and many a case have sold a machine; and I would as soon go hunting without a gun, and tell Mr. Squirrel, or Mr. Rabbit, or Mr. Mink that I would be back in a few days with my gun as to tell a customer who comes in to see my stock that I have no machines of a certain style just now, but there are some on the road, so please call next week and I will have them to show.

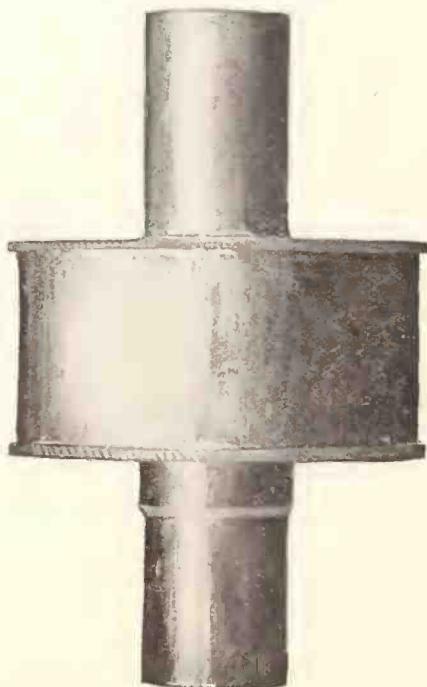
Mr. Squirrel or Mr. Mink might wait for me to come with a gun, and the customer might come in next week instead of going to some more wide-awake dealer, but it would be better to be prepared to make the "killing" when everything is ready, than to put your chances back in a box and try to shake the same thing over again.

Let me add, that by pleasing the customers I have been able to build up a business which makes it necessary for me to get into larger and better quarters the first part of the year, so that I can take care of orders by the hundreds instead of by the dozens.

On the 10th of the month the United Hebrew Disc and Cylinder Co. removed their laboratory from 261 to 414 Grand street, New York, where larger quarters have been leased to accommodate their increasing business. A list of about ten additional titles will be issued within the next few weeks. B. Dronsick is the manager, vice P. Long resigned. The concern will be conducted by Perlman & Rosansky, the owners of the company, who are the largest piano dealers in that part of the city. They are handling the Victor goods.

The Leeds & Catlin Co. advise The World that they have received an export order for 1,000,000 of their Imperial records. The company are developing a slot machine department, in charge of George W. Blake, who will also look after their advertising and correspondence.

C. G. Andrews, of the Boston Cycle & Sundry Co., Boston, Mass., who was in New York on Lincoln's Birthday, left for home the following day. As elsewhere stated, the company have stocked up with an entirely new and fresh line of Edison and Zonophone goods, besides supplies and general essentials and specialties.



The One Thing

required to make the phonograph a perfect instrument is a

PHONO CONSONATOR.

Removes all harshness, rattles and metallic vibration, and regulates the sound while the machine is in motion.

Sold by all wide-awake dealers.

Price \$3.50.

LEWIS MFG. COMPANY
379 6th Avenue, NEW YORK CITY

PRACTICAL SUGGESTIONS AND COMMENTS.

Wm. F. Hunt, of Wanatah, Ind., writes: "I will kindly ask you to answer the following question in your valued paper: Why is it that the disc record first shows wear at the outer edge or beginning of the record? I have two theories on the question, but am at a loss to know which is correct. In the first place, owing to the fact that the needle is here at its sharpest, it may cut the record, or it may be due to the universal habit of first starting the disc and then letting the needle down on the record, and in this operation the walls of the recording lines are destroyed by the needle not being permitted to immediately settle into the groove. I have seen many disc records which are worn out at the outer edge and show practically no wear on any other part of the record."

Our correspondent's first surmise is correct, as the needle is sharpest on the edge; and again the habit of carelessly dropping the needle, or rather not placing it properly at first, breaks the lines.

THE SPRING AND ITS CARE.

Emanuel Feuille, of Zapata, Zapata County, Texas, in enclosing a renewal of his subscription to *The Talking Machine World*, writes: "Will you be kind enough to tell me why does the spring in my gramophone slip after playing awhile, causing a jerking sound? It seems that the spring sticks together, and after running awhile it snaps apart. Please also let me know for customer's information if I can grease the machine with graphite myself. Any information given will be highly appreciated."

Ans.—The trouble is due to the fact that when the spring is tightly wound all its coils touch each other and one or two of them will stick together until the tension becomes great enough to pull them apart, then they separate very suddenly, causing the "explosion" mentioned above. The best method to remedy this is to take the machine out of the cabinet, stand it on one end and squirt benzine in the spring barrel through the opening in the side of the barrel. (For squirting the benzine nothing is better than an oil can.) This washes out any gummed oil that may cause the sticking of the spring coils. After this washing, let it stand for half an hour, to allow the benzine to evaporate. Then wind up the machine about half, stand it on end again and put about three tablespoonfuls of best powdered graphite on the spring coils, allowing the machine to unwind while so doing. We do not advocate the use of oil in the spring barrel, as this tends to gum up, and causes the very difficulty we are trying to avoid. The graphite may be put in with a small, flat stick, but the nicest method is to use an insect-powder blower, which seems to send it in the smallest cracks.

MATTER OF SPEED REGULATION.

In reply to an inquiry the National Phonograph Co., of London, gives the following excellent advice: "If phonograph owners would get

their machines adjusted to the right speed at the start, they would find it advisable not to make any change in it. Our records are made at a uniform speed of 160 revolutions per minute, and there is no occasion for running a phonograph at any other speed, notwithstanding the views of those individuals who think they can improve the records by increasing or decreasing the speed."

SILENCING NOISY MOTORS.

An English writer suggests the following method of silencing noisy motors, which refers especially to machines of the Edison Gem, Standard, and similar types wherein the cogged wheel which immediately engages with the steel pinion of the governor shaft is made of brass. "Here," he says, "we find the trouble. Though not always visible, considerable wear has taken place and the cogs do not mesh properly. Take a tallow candle and proceed in the following manner: Run the machine very slowly and press a portion of this tallow against the cogs of the revolving brass wheel in such a manner that the interstices between the cogs become filled with the tallow. Now run the machine at the usual reproducing speed and nothing further will be heard than the not unpleasant humming of the governor balls, and not even this, if the machine body-box is of metal. The above treatment will ensure steady running, give better results, and last for a long period. My remarks do not, of course, apply where the component parts of the motor are worn out."

PIANO RECORDS DEMANDED.

J. F. Stillwell, of Waco, Tex., writes *The World* as follows: "Why is it that the manufacturers of records do not include in their list a greater number of piano solos? There is no reason why they should not be as effective and as popular as those of the harjo or other stringed instruments. I have only heard one or two, and these were most delightful. With the great improvements recently made in the methods of sound reproduction, as well as in the matter of tone quantity and quality, piano records should find a large market. I wish the makers of records would 'get wise' to this proposition."

SURPLUS VIBRATIONS IN REPRODUCING.

Writing to a London paper on this subject, G. C. Weston says: "There are many sources of extraneous vibrations connected with sound reproduction which have a detrimental effect upon the purity of the tones and which one should endeavor to eliminate. Taking the horn, it will be found with the usual pattern that vibrations emanate with certain notes and passages during the reproduction of a record. These vibrations can be distinctly felt by lightly touching the outside of the horn with the backs of the fingers. Coating the interior of the horn will tend to reduce these, and the best material I have found for this purpose is velvet: the whole of the interior, or only the smaller section, can be lined, but it will

be found that this has a softening effect on the general quality of the sounds reproduced. The way to eliminate vibrations proceeding from the horn itself is to firmly fix a thin partition down the center, dividing the horn into two equal halves. Another point that requires attention will be found in those horns that are constructed with seamed joints. Usually these seams are not tight, and consequently rattle or produce a noise of some description. The only way to overcome this is to thoroughly fill up each seam with solder, or, as a poor substitute, secotine may be used. A rubber connection between the horn and the phonograph should always be employed. Certain noises must arise from the mechanism of the machine, which may be transmitted via the horn or otherwise, and independently of mechanical adjustment and careful oiling, which should have one's first attention, several little improvements can be made with the object of reducing these noises. To effect this I have altered my own phonograph as follows:

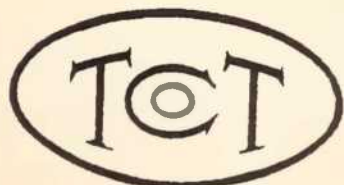
The motor is entirely insulated from the rest of the machine, the only connection between the two being the leather belt. The carrier arm is insulated from the feed screw and the reproducer tube is insulated in its clamp. The insulation employed is rubber in the form of bushes and washers, and where this was found unsuitable leather has been substituted. In machines of the graphophone type, where the reproducer is connected by means of a movable knuckle joint, the necessary looseness of this joint gives rise to an unpleasant rattle; this can be stopped, and the sound wave leakage which always occurs at this point be prevented by well lubricating the moving joint with a thick oil, such as castor or vaseline. Unpleasant vibrations and noises that arise from different reproducers open up a large question, but that is another story. Finally, the chief destructive vibrations that interfere with reproduction are inherent in the records themselves, and are due to blast, side blast, varying friction and several other causes.

THE SPEED-ADJUSTING SCREW.

Replying to a dealer who questioned the propriety of placing the speed regulating screw on the under side of the machine instead of the top, the National Phonograph Co. said: "Instead of thinking it a mistake, we still strongly claim that the change is a marked improvement. The speed-adjusting screw when on top of the machine was constantly being turned by inexperienced players, changing the speed of the machine and causing an unsatisfactory playing of records. With the speed-adjusting screw on the underside, it is quite accessible when it is desired to change the speed for some good reason, and it is out of the way of idle or mischievous hands. As a matter of fact, if phonograph owners would get their machines adjusted to the right speed at the start, they would find it much more advisable not to make any change in it. Our records are made at a uniform speed of 160 revolutions per minute, and there is no occasion for running a phonograph at any other speed, notwithstanding the views of those individuals

THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF
Amplifying Horns



Mulberry and Murray Streets,

NEWARK, N. J.

*Clear Musical Tone, and None of That Awful Grinding Sound, Is
Reproduced Only by the New Mechanical Feed*

TAPER ARM TALK-O-PHONE

This wonderful "clearing up" of reproduced sound is due entirely to an ingenious mechanical feed device which propels the reproducer entirely independent of the scratching of the needle. The effect is little short of marvelous, so much so, that no dealer can possibly induce a customer to buy any other machine after he has once heard a Talk-O-Phone. In addition to this mechanical feed, note from cut that there is no sharp angle from the needle to the horn. Note the sharp angles on all other machines. You may just as well recognize the fact now that the Talk-O-Phone leads and all other makes must follow.



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 any other machine. We do not operate under any shop right or license from any one.

*Talk-O-Phone
Prices:*

\$18.00

TO

\$50.00

The Talk-O-Phone Company have *always* stood by the trade and *always* will, and their standing with the trade is evidenced by the following prominent dealers who handle the Talk-O-Phone:

Alexander-Elyea Co., Atlanta, Ga.	C. B. Rouss, New York City.	Eilers Piano House, Portland, Ore.	McGreal Bros., Milwaukee, Wis.
Rogers Mfg. Co., New York City.	Wm. Tonk & Bro., Inc., New York City.	D. S. Johnston & Co., Seattle, Wash.	Furay & McArdle, Omaha, Neb.
Keen Talking Machine Co., Phila., Pa.		Conroy Piano Co., St. Louis, Mo.	Powers & Henry, Pittsburg, Pa.
Siegel, Cooper & Co., Chicago, Ill.	Moskowitz & Herbach, Phila., Pa.	J. P. Crotty & Co., Minneapolis, Minn.	Harger & Blish, Dubuque, Ia.
John M. Smyth & Co., Chicago, Ill.	Butler Bros., Chicago, Ill.	J. C. Groene & Co., Cincinnati, O.	National Piano Co., Lansing, Mich.
Chicago Music Co., Chicago, Ill.	Rudolph Wurlitzer Co., Chicago, Ill.	C. W. Marvin Piano Co., Detroit, Mich.	Neal, Clark & Neal, Buffalo, N. Y.
William Tonk & Bro., Chicago, Ill.	James I. Lyons, Chicago, Ill.	Hayes Music Co., Toledo, Ohio.	Theodore F. Bentel Co., Pittsburg, Pa.
So. Cal. Music Co., Los Angeles, Cal.	Kohler & Chase, San Francisco, Cal.	P. A. Powers, Buffalo, N. Y.	Minn. Phonograph Co., St. Paul, Minn.
William Bryant, 218 Woodward Ave., Detroit, Mich.	William Doerflinger Co., La Crosse, Wis.	Butler Bros., St. Louis, Mo.	
Eilers Piano House, Tacoma, Wash.	Eilers Piano House, Spokane, Wash.		

If YOU want to be one of us and enjoy the big profits on Talk-O-Phones write us for particulars

THE TALK-O-PHONE CO. 10 Midland St.
Toledo, Ohio

who think they can improve the records by increasing or decreasing the speed. Those who once get their machines running at the right speed and give it no further thought will get the best and most satisfactory results from their records."

A TRIPLE SOUND BOX.

German inventors of specialties in talking machines and supplies are evidently as tireless in their endeavors as are our native workers. One of the latest improvements announced in the fatherland is a triple sound-box, all actuated by one and the same needle. Although much is made of the idea, it is not termed a success by practical men on this side of the "big pond," on the grounds that too great a load is put on the needle and the record, so that both of them are worn out almost immediately.

Theoretically, the idea of joining the several reproducers for the purpose of augmenting the tone is permissible, but it is not easily worked out, in a practical way. The same results have been actually achieved by methods entirely different from the multiplication of diaphragms, such as, for instance, Daniel Higham's invention embodied in the Twentieth Century graphophone, which successfully produces volume without any serious impairment of the quality or naturalness of the tone. Meanwhile we welcome all improvements put forth by our German friends, as it is this keen interest by talking machine enthusiasts the world over that will make the machine a still greater factor than it is to-day.

DIAPHRAGM OF ANIMAL TISSUE.

Our esteemed London contemporary, The Talking Machine News, very properly takes no stock in the invention of a reproducer by a Dr. Outten, who resides "in the west end of St. Louis, on the banks of the Mississippi." The chief constituent of this diaphragm is an animal tissue treated with chlorides of barium and gold. It is stated that the doctor is a talking machine lover and something of a scientist and theorist. His pet hobby for a decade has been to construct a diaphragm of gold-beater's skin that would astonish the talking machine world. He has again and again proclaimed that he was on the very eve of the successful achievement of his labors, but an impartial listener to the specimen reproducers so highly praised by their maker seldom shared the doctor's belief in their superiority, notwithstanding the statement that "this diaphragm is shortly to be placed on the market by a manufacturer of disc machines," and "that it is a great improvement over all present forms of sound boxes." We have occasionally to go abroad to get the news, but fortunately our esteemed contemporary places no more reliance upon the practicability of this device than we do ourselves.

SOME SUGGESTIONS FOR RECORDS.

A talking machine enthusiast makes the suggestion in an English paper that "makers of phonographs should, when they have made a master record, before altering the speed of the machine, run the record over again, at the same

time also taking a watch and taking particular notice what time the first note in the accompaniment is played, the last note to be timed to a half-second. Then when reproduced there will be a good guide to go by, if the record is accompanied with a slip of paper stating exactly the time it is recorded at, and it will be a much better reproduction of the singer's voice. I am aware of speed indicators for machines, but every working man cannot afford to buy one, and I think this an excellent way of doing without one. I should also suggest that the slip of paper might have the singer's portrait and the words of the song printed on. I think that to have a ledge on both ends of the record would be an improvement. It would prevent the reproducer from slipping off the end, as it does sometimes if you are not there to stop it as soon as the tune is done. It should cause the phonograph to be better to listen to, as it would do away with flat tunes and galloping tunes, which one often hears when out walking. This is one great objection by some people to the phonograph. This refers also to all phonograph records besides songs."

C. V. HENKEL ELECTED PRESIDENT.

At the annual meeting of directors last month, C. V. Henkel was elected president and general manager of the Douglas Phonograph Co., New York, and John E. Helm, secretary and treasurer, formerly secretary only. Mr. Henkel, who had previously been treasurer and manager, deserves his promotion to the presidency of this very successful jobbing house, claiming to be the largest strictly in its line in the country, for it has been through his acumen and excellent business judgment that the firm occupies its present commanding position in the trade.

HANDSOME COLUMBIA POSTER.

One of the most artistic effects in poster work which we have seen in many a day is that issued by the Columbia Phonograph Co. for the purpose of advertising the Columbia records. The central design is a magnificent figure of Miss Columbia, with her liberty cap, as well as national flag and eagle. She is pointing at a Columbia talking machine, which rests on a pedestal. The color effects of the poster are most artistic, and the entire forms a very notable contribution to the publicity associated with the talking machine industry.

The attention of those of our readers who are interested in band or orchestra music is directed to the new advertisement of The House of York, which appears in another column. While this house is perhaps not as well known to our readers as many others, it must not be inferred that this is a reason for passing by its ads. without noticing what they contain. Sometimes, you know, we find valuable gems amid ordinary surroundings; and possibly this may be one of those instances, so nothing will be lost, at any rate, by following our suggestions as above indicated.

A notice has recently been issued to the trade by the American Record Co. that they will allow dealers in "Indian Records" to sell the 10-inch record at 50 cents and one old 10-inch record of any make, or two 7-inch records of any make; the 7-inch record for 30 cents and one old 7-inch record of any make.

The report circulated by some Toledo papers that the Talk-o-Phone Co. had sold out to the Columbia Phonograph Co. seems to be unfounded, as it is denied by both parties concerned. The Talk-o-Phone Co. claim that the common stock is now earning ten per cent., and that its holders are not anxious to let go of it.

The Denman phonograph store in Piqua, O., has removed to larger quarters on North Wayne street, that city.

The old establishment of Thos. Goggan & Bro., Galveston, Tex., has been incorporated under the old name. They are having quite a success in the talking machine field.

THE TALKING MACHINE IN CHURCH.

Should be no More Objection to Its Use Than There would be to the Employment of an Organ, Piano, or Other Musical Instrument—Some Excellent Suggestions in This Connection That Will Prove Interesting.

The question as to whether talking machines are permissible in churches has come up for discussion in this country recently, and many arguments, pro and con, have been adduced. In this connection the remarks of a correspondent of the London Tablet are very pertinent and we are sure our readers will echo them unanimsly:

"Every one who has any sort of an ear for music must have been shocked at the awful sounds and discords so often to be heard in our churches. Now, surely the music from a good machine with records by singers such as Patti, Albani, etc., would be infinitely more devotional. Again, any one who has had to conduct services without an organized choir must know the difficulty of finding a good leader, even for our simplest hymns. Most men and women will sing if they only have some one to lead, but the difficulty is to find that some one. Now here it is ready to hand in the talking machine. What possible objection in reason could there be to its introduction? I can conceive that it might possibly be urged by the tribe of 'the unco guid' that the talking machine is a means of disseminating the latest music hall ditties and so unsuitable for choirs and places where they sing. But, quite apart from the question of whether the public has the right to choose what form its amusements should take, it appears to me that a similar objection might be urged against an organ, a piano, or a harmonium: that is, that it could be used for the reproduction of secular music. It may further be pleaded that the Bishop of London interdicted the talking machine in the churches of his diocese some time ago—at the same time permitting the cinematograph! I take it, however, that there are quite a few people who don't care a rap if he did."

NOT DELAYED BY FIRE.

The Boston Cycle & Supply Co.'s Record Stock Destroyed—New and Larger Stock Now on Hand and Orders Being Filled.

(Special to The Talking Machine World.)

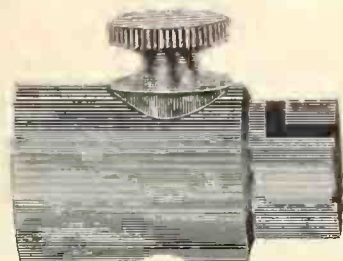
Boston, Mass., Feb. 10, 1906.

The Boston Cycle and Sundry Co., 48 Hanover street, had a very unwelcome visitor, Feb. 3, in the form of a fire which occurred in the phonograph department. The entire record stock, comprising over 75,000 Edison records, was totally destroyed. With their usual enterprise, however, the company at once telegraphed for a new stock and were able to fill all orders the following week. The insurance has now been adjusted, and the premises are about out of the hands of the renovators, so that the company are in a position to fill orders promptly. The fact that they have started in with a complete, fresh stock of records, machines and supplies is something that will interest dealers. The supply carried is larger than ever, and they are splendidly equipped to meet all demands.

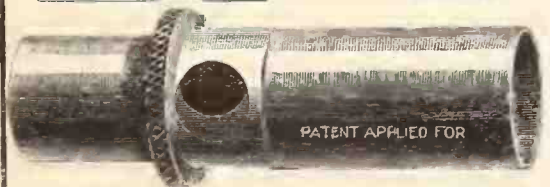
The Blackmau Talking Machine Co., 97 Chambers street, New York, are offering the trade a very handsome line of flower horns, which are the same as their regular black and gold striped styles, except are decorated inside with roses or pansies. The decoration is all hand painted, and they report a very large demand. Dealers are referred to their advertisement in this issue.

James Landay, of Landay Bros., New York, sailed for Europe Jan. 27, via the steamship "Umbria," of the Cunard line. The trip of five weeks is taken for his health. This firm, although dealers, not infrequently place \$20,000 orders, their business being gilt-edge and the swellest in the city.

MODIFIER FOR EDISON



**Columbia,
Victor
and all
Tapering
and
Straight Arm
Machines**



**Fulton Phonograph Co., 283 Fulton Street
BROOKLYN, N. Y.
Phone 2133 Main**

AN ATTRACTIVE HANGER

Just Gotten Out by the National Phonograph Co. Has an Historical Value.

The National Phonograph Co. have just gotten out an interesting and attractive hanger illustrating "the evolution of the Edison phonograph from a crude talking machine to a delightful musical instrument." It shows pictures of the original phonograph made in 1877, the phonograph of 1887 and the present Triumph phonograph, with a photograph of Mr. Edison in the horn of the latter. It is 17x24 inches in size, is printed in several colors and is mounted with metal strips for hanging. A supply of these hangers are being shipped to all jobbers for the purpose of supplying their dealers. It is not being mailed. The company have also issued their new numerical catalogue, form No. 820. It is expected to issue a new edition of the numerical catalogue every six months. A calendar issued by the commercial phonograph department has an interesting picture of Thos. A. Edison in his laboratory outfit.

TALKING MACHINE MEN ORGANIZE.

Form Permanent Organization of Jobbers—
Next Meeting in Pittsburg—Entertained at
Banquet—Some of Those Present.

(Special to The Talking Machine World.)
Cincinnati, O., Feb. 5, 1906.

At a meeting of the Central States Talking Machine Jobbers' Association held in this city last week, the temporary organization was made permanent, Mr. Ilsen of Cincinnati being elected president, E. T. Ashton, of Detroit, vice-president, and P. B. Whitsit, of Columbus, secretary and treasurer. A set of by-laws were framed and adopted, and a general discussion of trade conditions was participated in by the sixteen jobbers in attendance. It was decided to hold the next meeting in Pittsburg within sixty days. A vote of thanks was extended the Hawthorne & Sheble Mfg. Co. for the courtesy shown the association, and also to Ilsen & Co. and the Rudolph Wurlitzer Co., of this city, for the elegant banquet given those present.

The following well-known jobbers of the Middle West were present: Theo. F. Bentel, of the Theo. F. Bentel Co., Pittsburg, Pa., and L. M. Weller; Perry B. Whitsit, Columbus, O.; J. M. Hayes, of Hayes Music Co., Toledo, O.; E. Percy Ashton, of the American Phonograph Co., Detroit, Mich.; Max Strassberg, of Grinnell Bros., Detroit, Mich.; Walter Kipp, of Kipp Bros., Indianapolis, Ind.; Geo. Ilsen, of Ilsen & Co., Cincinnati, O.; M. V. De Forest, and W. D. De Forest, of De Forest & Son, Sharon and New Castle, Pa.; Mr. Ball and Mr. Fintze, of Ball-

Fintze Co., Newark, O.; Edw. F. Dohse, of Niehant & Dohse, Dayton, O.; Geo. R. Howard, of J. C. Groene & Co., Cincinnati, O., and Ed. Poorman, of Cincinnati, O.

AMERICAN GRAPHOPHONE CO.

Increase Dividend to a Five Per Cent. Basis
Annually—Splendid Business Report.

Jan. 29 a directors' meeting of the American Graphophone Co. was held at their offices, 90 West Broadway, New York. The annual financial statement of the company was submitted and ordered issued to the stockholders. This interesting document showed a surplus of \$1,500,000, and detailed the improvements and enlargements made in the plant at Bridgeport, Conn., together with the unprecedented expansion of the business. The plan for the new issue of debenture bonds was indorsed and promulgated. A quarterly dividend (No. 33) of one and one-quarter per cent. on the common capital stock was authorized to be paid March 15, 1906, to stockholders of record March 1. This is an increase of one-quarter per cent. over the previous payment, and places the stock on a 5 per cent. annual basis.

A PROSPEROUS INDICATION.

The Hawthorne & Sheble Manufacturing Co. have recently secured another mill in Philadelphia, which mill is very much larger than their present plant, and has every modern equipment for manufacturing purposes. The new mill is being fitted throughout with improved machinery and with the additional facilities acquired will enable them to take care of several times as much product as is possible under their present conditions.

LATEST COLUMBIA JOBBERS.

Under the able and clever management of Walter L. Eckhardt, the wholesale department of the Columbia Phonograph Co., General, is making a record. Although Mr. Eckhardt has been in charge of this branch of the company's business only since September last, the list of jobbers he has created contains many of the best firms in the trade, as the subjoined list shows: Henry Braun, Allegheny, Pa.; Finch & Hahn, Albany, N. Y.; Fred Kramer, Allentown, Pa.; H. R. Bonfoey, Binghamton, N. Y.; P. A. Powers, Buffalo, N. Y.; Langley & Winchell, Boston,

Mass.; L. Fish Furniture Co., Jas. I. Lyon, Lyon Bros., Hibbard, Spencer, Bartlett & Co., O'Neil, James & Co., and Otto Young & Co., Chicago, Ill.; Robt. R. Smallfield, Davenport, Ia.; M. M. Martin & Co., Grand Rapids, Mich.; S. A. Floyd, Harrisburg, Pa.; Seavey Bros., Haverhill, Mass.; H. B. Claffin Co., New York City; Arnold Jewelry & Music Co., Ottumwa, Ia.; Lewis Talking Machine Co., Philadelphia, Pa.; Powers & Henry and Theo. F. Bentel Co., Pittsburg, Pa.; O. F. Kaufman, Reading, Pa.; W. D. Andrews and Spalding & Co., Syracuse, N. Y.; Finch & Hahn, Schenectady, N. Y.; W. A. Dean Co., Sionx City, Ia.; Clark-Horrocks & Co., Utica, N. Y.; E. H. Towle, Waterbury, Conn.; Chas. Girvin & Co., Williamport, Pa.; Denholm & McKay Co., Worcester, Mass.; W. C. DeForest Co., Sharon, Pa.; Ohio Phonograph Co., Youngstown, O.

NEW RECORD LABORATORY OPENED.

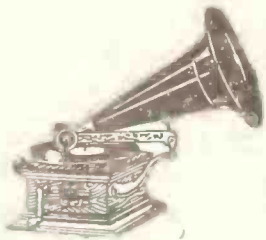
A new record laboratory was opened Thursday in the Knickerbocker building, Fifth avenue and 16th street, New York, by the National Phonograph Co. It occupies 4,000 square feet of space in a special structure built on the roof, atop of the sixteenth story, and is fitted up with every known modern appliance and a number of the company's own inventions, for the reproduction of sound and the making of masters. The room acquired is about double of that in the old place, 64 Fourth avenue, which will be vacated. Walter H. Miller will continue as manager, with W. H. A. Cronkhite, his old-time assistant, in the same position.

INCORPORATED.

The Talking Machine Co., of Rochester, N. Y., was incorporated with the Secretary of State at Albany last week with a capital of \$50,000, for the purpose of dealing in talking machines. Those interested are Arthur A. Schmidt, Wm. J. Smith and James M. Monaghan. The first two are residents of Rochester and the latter of Buffalo.

Miss Bella Greenbaum, for many years in charge of the record department of the Universal Talking Machine Mfg. Co., was married to her assistant, Charles Adelman, January 7. Mrs. Adelman has been in the business about nine years, being with the old National Gramophone Co., now defunct.

TALKING MACHINES CUT



"HERBERT"

Talkophones, - \$6.00
With tapering arm
attachment, \$10.00

"BROOKE"

Straight Arm, - \$7.00
With tapering arm
attachment, \$11.00

The best and clearest cheap Talking Machines manufactured. The Herbert lists at \$18.00, the Brooke at \$20. Both have highly polished quartered oak cabinets, strong motors, play 10-inch records.

\$1.00 RECORDS 12½ CENTS.

We offer 50,000 10-inch Disc Leeds Talking Machine records, including over 200 Vocal, Band and Orchestral selections, retailing regularly for \$1.00 each, at 12½c.

A few of the best ones are:

In the Valley of Kentucky, Toyland, Cordelia Malone, Good-bye Little Girl, Good-bye, It's Great to be Crazy, Overture, Traviata, Carmen, third act; La Marseillaise, Zampa Overture, The Ghost That Never Walked, Hoolahan, etc.

THE CLINTON-CLOSE CO.,

345 Summit Street,

TOLEDO, OHIO

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.

REVIEW OF GENERAL TRADE CONDITIONS.

Manufacturers and Jobbers Much Encouraged Over the Situation Present and Prospective—Cost of Raw Material Steadily Rising—Music Trade Waking Up and Falling in Line—C. H. Wilson, of the National Phonograph Co., Most Optimistic—Grand Opera Records Every Three Months—Conditions Are Sound and Outlook Is Good.

Contrary to expectations, business is almost as active and brisk with manufacturers and jobbers everywhere as in December. The demand for machines and records at this time is going far beyond calculations, and the manufacturers are finding it no easy task to supply the goods. The capacity of the plants would doubtless satisfy the call, but the difficulty of obtaining raw material—principally iron and steel—is the obstacle bothering the manufacturers. Possibly the trade, outside of manufacturing circles, pay little if any attention to the condition of the material market, and therefore wonder why machines should not be turned out more rapidly. They ought to know that the activity in the general machinery and other trades utilizing iron and steel are consuming deliveries about as fast as the furnaces can make shipments. The markets are bare of a score or more of famous brands of fine castings. Prices are steady on general lines, but for several sorts, for which the demand is far ahead of the supply, buyers are paying advances over the rates that ruled until a few days ago. Consequently, unless talking machine manufacturers are covered, they are in a predicament for the basic goods almost at any price.

Several deals of magnitude and importance are pending, the closing of which is being watched with interest by the sections directly affected. A feature that is becoming more pronounced is the final awakening of the music trade to the profitable possibilities of talking machines. Houses which have regarded the proposition with indifference, if not positive antagonism, are seeing the matter in a new and illuminating light. The World has urged the trade to set aside prejudices, which are truly harmful, and consider the handling of a line which is not only creditable from every point of view, but a paying investment. Talking machines have been so vastly improved, with marvelous enhancements in their musical aspects pending, that their juxtaposition to pianos, organs and the string instruments are far from incongruous, as biased dealers are inclined to believe. At any rate, what objections have been held by the regular music trade against adding these goods are rapidly and happily disappearing, and to their credit be it said. Since the opening of the new year the number of fresh recruits among music dealers and jobbers has been increasing at so fast a rate as to be looked upon in the light of a market condition, and are most welcome to manufacturing firms, besides jobbing houses carrying sufficient stock to be ranked as an adequate supply.

Echoing the reports concerning the development of business since the first of the year, C. H. Wilson, manager of sales, National Phonograph Co., said: "The demand is stronger than ever for machines. We had caught up slightly with records, but the orders pouring in are putting us

behind again. Our grand opera records are taking, but, being practically a new line, must take some time to introduce properly, as lovers of high class music are not so numerous as those preferring the popular product. We will issue fresh grand opera record lists every three months, the next one in May."

Other manufacturers and a number of prominent jobbers expressed like opinions as to the trend of trade.

HOLIDAY PUBLICITY HAS HELPED

The Talking Machine Men of Wheeling—Unusual Showing for January—Some Grumbling About Price Maintenance and Contracts—News in Detail.

(Special to The Talking Machine World.)
Wheeling, W. Va., Feb. 10, 1906.

The new year has brought with it additional prosperity for the talking machine dealers of this city. It would seem as though the advertising done locally during the holidays is having a very beneficial after effect.

The various dealers report that the volume of sales are far in excess of any preceding January and that February to date causes all to predict that the short month of the year will be long—when figuring the profits.

There seems to be a slight undercurrent of feeling that the vigorous efforts being made for business is causing some slight misunderstandings relative to price maintenance and contracts.

The C. A. House Music Store continually calls attention to their talking machine department by using a great portion of their large show window. Their showings of Edison and Victor goods are always made in a tasty manner and never fails to attract attention.

F. W. Baumer & Co. are particularly pleased with the number of high-class outfits they are selling. The 60-cent price on 10-inch disc records has increased the volume of their business very materially.

Hoehl & Gieseler Piano Co. say that business is "the best ever." They have a newspaper premium deal on in connection with one of the local dailies. A phonograph is given with a year's subscription, with the condition that fifteen Edison records are purchased at the regular price.

Bard Bros., proprietors of the Exclusive Talking Machine Store, are using half-page spaces in the local Sunday papers. The copy used by them is along the line of the different styles of entertaining made possible by the talking machine, and the reasons why it is to the user's advantage to deal with the people who have made a study of this particular line. They expect to install a language department in the near future. They report good sales on the Edison grand

opera records. These were featured in their monthly letter to their customers.

The Palace Furniture Co. and House and Herrmann, the two big instalment houses of this city, report gratifying business in their talking machine departments.

JENKINS SONS CO.'S LATEST MOVE.

Have Put in the Victor Line and Have Secured Adjoining Building to Exploit These Goods.

(Special to The Talking Machine World.)

Kansas City, Mo., Feb. 10, 1906.

A very important addition to the houses handling talking machines in this city is the J. W. Jenkins' Sons Music Co., who have leased the building next door to their present handsome warerooms, which they will devote entirely to the sale of talking machines. They will handle the Victor line, carrying a large stock of the various styles of these machines, as well as the Victor grand opera and popular line of records. Mr. Jenkins, during his recent trip East, closed a large deal with the Victor Talking Machine Co. and was much interested in this company's magnificent factory at Camden, N. J. He will, of course, in addition, carry a full line of supplies in the way of cabinets, horns, and the various other specialties which are included in an up-to-date talking machine store.

HOW HE SAVED FORTY DOLLARS

By Subscribing for The World—Found His Invention Anticipated.

Last month a dealer in talking machines in this city requested that he have sent him a sample copy of the Talking Machine World. Such requests are so frequent that no particular attention was paid to this special one, but in this case it was fraught with the most unlooked for results. The dealer was likewise an inventor, and had just completed a model of an attachment that he considered of great value to the trade. On looking over the copy of The World sent him, he was surprised to see that a gentleman in the West had just taken out a patent for the same invention, and a careful comparison of the drawing published in The World coincided line for line with the drawings that he had prepared. As he had never let any one see his model, and the patentee lives many hundred miles away, there was no possible chance of his having stolen the idea, and the whole matter was simply a remarkable coincidence. He figured out that if he had not received a copy of The World he would have spent at least \$40 in attorney's fees, drawings, etc. It is needless to say that he could not enroll himself as a subscriber any too quickly, and considers it as essential to his business as the records in his stock.

The Portland Phonograph Agency, of Portland, Ore., having outgrown their old quarters, have moved into their new store at 128 Seventh street, between Washington and Alder, where they have a very handsome establishment with an exceedingly large stock, suitable to the pockets and tastes of the general public.



Plain
Morning Glory
Decorated.

AN

ECLIPSE

means the obscuring of one object by another. It is in the value and quality of our stock that we **ECLIPSE** our competitors. Our 1906 model, hand painted **Flower Horns** possess an individuality not found in any similar line. Write for price list. We carry the largest and most complete line of Edison machine records and supplies in the State.

TRY us with an order.

ECLIPSE PHONOGRAPH CO.

A. WM. TOENNIES, Proprietor

203 Washington St., Hoboken, N. J

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Have the only complete stock of

Victor Talking Machines and Records

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

150 TREMONT STREET, BOSTON, MASS.

O. F. Kauffman, READING, PA.

Largest and Most Complete Stock of New Spring Contact Reproducer Graphophones and Columbia XP Gold Moulded Records in Central Pennsylvania.

Orders filled the day received.

PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS AND RECORDS.

Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

Deliveries from our Four Stores affords Dealers in Chicago and vicinity the very best and most complete service on

COLUMBIA DISC, TONE ARM GRAPHOPHONES AND DISC RECORDS

Most Comprehensive Stock in Chicago

L. FISH FURNITURE CO.,

Main Store: 1906-1908 Wabash Ave., CHICAGO

I. DAVEGA, Jr.

Jobber of

Edison Phonographs and Victor Talking Machines

Supplies of all kinds
Largest Stock of Records

Write for our prices on Horns and Stands

W. H. Freeland 125 W. 125th Street Branch
Manager NEW YORK 802-04 Third Ave.

H. B. CLAFLIN & CO.,

Worth and Church Streets, New York City.

JOBBERS OF THE COMPLETE

Columbia Line DISC AND CYLINDER

PROMPT SERVICE ASSURED

FINCH & HAHN,

Albany, Troy, Schenectady,
Jobbers of Edison

Phonographs and Records

100,000 Records

Complete Stock Quick Service

HARGER & BISH

Western Distributors for the

VICTOR COMPANY.

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

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

DUBUQUE, IOWA.

EDISONIA CO.

NEWARK, N. J.

All Talking Machines
and General Supplies

CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on COLUMBIA GRAPHOPHONES
Records and Supplies.

Complete stock of all New Types. New Catalogue now ready.

Powers & Henry Co.

619-622 Penn Ave., Pittsburg, Pa.

Victor Distributors

Edison Jobbers

Columbia Representatives

Everything in Machine
Records and Supplies

A Million Records in Stock,

including the personal records of P. A. Powers and W. E. Henry

H. R. BONFOEY,

BINGHAMTON, N. Y.

We make a specialty of placing COLUMBIA CYLINDER products in your hands in the shortest possible time. A trial is all I ask.

Minnesota Phonograph Co.

ST. PAUL

37 E. 7th Street

MINNEAPOLIS

518 Nicollet Avenue

Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

S. B. DAVEGA,

EDISON JOBBER
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St.

New York City.

COLUMBIA ORDERS

For the New Cylinder Graphophones equipped with the New Spring Contact Reproducers and Columbia X P Records executed same day as received by

SPALDING & CO.,

SYRACUSE, N. Y.

LEWIS TALKING MACHINE CO.

15 So. Ninth Street,
Philadelphia, Pa.

DISC—COLUMBIA—CYLINDER

LARGE STOCK
PROMPT SERVICE

Let us handle your March Record Order as a trial and you will quickly see who can best care for your wants.

GOODDAY'S

(BENJ. SWITKY, Prop.)

Victor and Zenophone Distributor

Phone 665 Gramercy

27 E. 14th St., New York City

Sherman, Clay & Co., San Francisco, California.

PACIFIC COAST DISTRIBUTION

VICTOR TALKING MACHINES

MIRA MUSIC BOXES

"Reliable" Self-Playing Piano

(ENDLESS ROLL, NICKEL DROP)

Send for Catalogue and Prices

ROBT. R. SMALLFIELD, DAVENPORT, IOWA.

Columbia Graphophones,

DISC AND CYLINDER RECORDS
AND SUPPLIES.

No order too large. . . None too small.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines
and Records.

P. A. POWERS, Buffalo, N. Y.

COLUMBIA

Tone Arm Disc and New Cylinder Graphophones

Large Stock

Prompt Service

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

Leading Jobbers of Talking Machines in America

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

You will find it to your advantage to give
LANGLEY @ WINCHELL
OF BOSTON
 A chance at your **COLUMBIA WANTS**
 Complete Disc and Cylinder Stocks

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

E. H. TOWLE CO.
 WATERBURY, CONN.

PITTSBURG'S HEADQUARTERS for
EDISON and VICTOR
 and everything else in Talking Machines, Records and Supplies
 75,000 Edison Records } in stock
 50,000 Victor Records }
 Buy from Headquarters
 The Theo. F. Bentel Co. 632-634 Liberty Street, Pittsburg, Pa.

CHICAGO HEADQUARTERS

Authorized **COLUMBIA** Distributors

FOR

ALL ORDERS PROMPTLY and COMPLETELY FILLED

Columbia Disc and Cylinder
Graphophones and Records

EXCLUSIVELY COLUMBIA LINES.

DENHOLM & McKAY CO.
 WORCESTER, MASS.

HIBBARD, SPENCER, BARTLETT & CO.
 CHICAGO

EXCLUSIVE COLUMBIA JOBBERS

Disc and Cylinder

If it's in the Catalogue we have it in large quantities

PRICE PHONOGRAPH CO.,
EDISON JOBBERS

Phonographs, Records and Supplies
 Dealers near any of our stores can get what they want quick. No order too small or too large to have our attention.
 Main Brooklyn Store, 1260 Broadway, Brooklyn, N. Y.
 Other Stores: 5318 3d Ave., 600 Grand St., 129 Greenpoint Ave. Up State Headquarters: 203 Main St., Poughkeepsie.

OHIO PHONOGRAPH CO., Youngstown, O.
LARGEST JOBBERS
Columbia Graphophones
DISC AND CYLINDER RECORDS IN OHIO
 Orders promptly filled

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

JOHN F. ELLIS & CO.
 WASHINGTON, D. C.
 Distributor
VICTOR Talking Machines
 and **RECORDS** Wholesale and Retail
 Largest Stock in the South

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

Charles [Girvin] & Co.
 WILLIAMSPORT, PA.
COLUMBIA GRAPHOPHONES
 Disc and Cylinder Records
 —AND A—
 Complete Line of Supplies
PROMPT SERVICE

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

COMPLETE LINE
Columbia Cylinder Machines and Records.
 W. D. ANDREWS, Syracuse, N. Y.
 Just Received Large Stock New Spring Contact Reproducer Graphophone

THE PROPOSED COPYRIGHT BILL.

Manufacturers of Records Will Doubtless be Interested in the Remarks of Mr. Putnam, the Librarian of Congress, on This Subject.

In view of the fact that the proposed copyright bill is in the process of incubation, and that the tentative copy proposed by the music publishers is of direct interest to the talking machine trade, the remarks of Herbert Putnam, Librarian of Congress, who presided at the conferences of the people and business lines in interest, when held in New York, the first in May and the second in November last, may be of value to the manufacturers of records at least. The suggestions (for that is the full extent of their worth) of the music publishers are drastic, inasmuch as they relate to the reproduction of copyright compositions, whether of music or the drama, and therefore the appended excerpts, from Mr. Putnam's official report, are to be gauged accordingly:

"At the second session in November a representative of the Solicitor-General's office was present to observe and report the discussions, in the expectation that the Department of Justice would later be called upon for criticism of the proposed bill. The conference accepted the theory of its functions thus indicated. It avoided the profession of an authority which it could not claim by avoiding either formal organization or

formal 'decision.' The delegates submitted suggestions, expressed views, and discussed them, but they brought none of them to a formal vote.

"The second session, also held at New York, lasted four days, and included detailed discussions of every proposed provision, with arguments for both additions and eliminations. A third, to be held at Washington after the opening of Congress, will consider a new draft, taking account of these and of specific criticism, legal and practical, from various sources. The result may be a measure which Congress can adopt without demur. [Not yet called.—Ed.]

"There have been many endeavors to perfect our copyright laws; but they have been sporadic, as a rule directed to one particular defect, and generally undertaken by the single interest having a grievance; or, perhaps even less fortunately, by advocates of an abstract justice which ran counter to a particular interest. The proposed measure will represent a very different purpose, method and authority. Its purpose is, indeed, justice, but a justice within the general intent of the existing law. It recognizes certain definite defects which entail certain substantial hardships. It summons to conference the interests which in a substantial—not merely theoretic—way are the actual sufferers. And these agree upon the remedies to be recommended.

"But on considering these remedies they have at hand, prepared by the Copyright Office, in

anticipation of this very exigency, careful analyses not merely of the existing copyright laws of the United States and of foreign countries, but of the past statutes, showing the development of the domestic law and even of every bill ever introduced into Congress proposing amendment to it. They have at their service without cost sound legal counsel from the representatives of the American Bar Association, itself a participant; the criticisms of other experts on copyright law, and of the legal advisers of the government. And, furthermore, they have throughout the sympathy and the co-operation, the active aid and the conservative experience of the Copyright Office, with its precise knowledge of existing procedure, which in this case is also a knowledge of the substantive right."

AN INGENIOUS SUGGESTION.

A very ingenious suggestion has been made by a comic paper to the effect that the manufacturers of talking machines should be permitted to place these entertaining devices in the statues of great men with a penny in the slot arrangement. In this way public men, although dead, would still be able to address the people. A German paper suggests in this connection that the experiment should first be tried on the statue of William of Orange, called "the Silent," which is in course of erection opposite to the German emperor's palace in Berlin.

RECORD BULLETINS FOR MARCH, 1906.

NEW COLUMBIA 10-INCH RECORDS.

- 3113 Ernani—Oh! de' verd' anni Mici (Verdi). Baritone solo, in Italian, Piano accom. Taurino Parvis
- 3115 Amore, Amore (Tirindelli). Baritone solo in Italian, Piano accom. Taurino Parvis
- 3116 Il Barbiere di Siviglia—Aria Bartolo (Rossini). Bass solo in Italian, Piano accom. Arcangelo Rossi
- 3117 La Cenerentola (Rossini). Bass solo in Italian, Piano accom. Arcangelo Rossi
- 3127 Martha—Romanza (Flotow). Tenor solo in French, Piano accom. Francisco Nuibo
- 3128 Carmen—La Fleur (Bizet). Tenor solo in French, Piano accom. Francisco Nuibo
- 3161 Il Trovatore—Di tal Amor (Verdi). Soprano solo in Italian, Piano accom. Gina Ciaparelli
- 3321 Wait Till the Sun Shines, Nellie. Tenor solo, Orch. accom. Byron G. Harlan
- 3322 Somebody's Sweetheart I Want To Be (Cobb and Edwards). Tenor solo, Orch. accom. Byron G. Harlan
- 3323 You Can Sail in My Boat (Chauncey O'cott). Tenor solo, Orch. accom. A. Campbell
- 3324 December and May (Ernest R. Ball). Tenor solo, Orch. accom. Albert Campbell
- 3325 Fritz and Louisa (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer
- 3326 I'm a Dreamin' of You (J. B. Mullen). Baritone and tenor duet, Orch. accom. Collins and Harlan
- 3327 Sweets of Life Muzurka (C. W. Bennett). Orchestra Bells, Orch. accom. E. F. Rubsam
- 3328 My Lovin' Henry (Terry Sherman). Contralto solo, Orch. accom. Miss Madge Maitland
- 3329 Love's Coronation (Florence Aylward). Tenor solo, Orch. accom. Henry Burr
- 3330 Good Night, Little Girl, Good Night. (J. C. Macy). Tenor solo, Orch. accom. H. Burr
- 3331 Largo (Handel). Columbia Band
- 3332 Is Everybody Happy? (Hogan and Lemonier). Baritone solo, Orch. accom. Arthur Collins
- 3333 Poppies (Neil Moret). Columbia Orchestra
- 3334 Ground Hog Day at Pumpkin Center (Cal Stewart). Uncle Josh Weathersby's Laughing Story. Cal Stewart
- 3335 Yankee Boogie (Jean Schwartz). Baritone solo, Orch. accom. Bob Roberts
- 3336 When the Mocking Birds are Singing in the Wildwood (H. B. Blanke). Baritone solo, Orch. accom. Frank C. Stanley
- 3337 Sweetest Flower that Blows (C. B. Hawley). Bass solo, Orch. accom. John Dunsmure
- 3338 Molly's Eyes (C. B. Hawley). Bass solo, Orch. accom. John Dunsmure
- 3339 Never, No More (Neil O'Brien). Baritone solo, Orch. accom. Bob Roberts
- 3340 The Original Cohens (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer
- 3341 Silver Heels—March and Two-step. Columbia Band
- 5439 La Paloma (Maestro Vradier). Baritone solo in Spanish, Piano accom. Alberto Seresca Caceres
- 5452 Los Parranderos—Polka (E. Navarro). Banda Espanola
- 5455 A los Toros (A. Salvans). Banda Espanola
- 5456 Stabat Mater—Inflamatus (Rossini). Cornet solo, accom. by Banda Espanola. Vincent A. Buono
- 10324 Il Barbiere di Siviglia—Ecco ridente in cielo (Rossini). Tenor solo in Italian, Piano accom. U. Pini-Corsi
- 12509 Tannhauser—Wohl wusst' ich hier sie im Gebet zu finden (R. Wagner). Tenor solo in German, Piano accom. A. Moser
- 12511 Trompeter von Sackingen—Ihr hiesset mich Willkommen (Nessler). Bariton solo in German, Piano accom. Prince's Military Band
- 12514 Spitzentuch der Konigin—Walzer (Johann Strauss). Baritone solo in German, Piano accom. Karl Meister
- 12516 Juxhierat—Walzer (F. R. Lehar). Tenor solo in German, Piano accom. Karl Meister

NEW COLUMBIA "XP" CYLINDER RECORDS

- 32713 Il Barbiere di Siviglia—Aria Bartolo (Rossini) Bass solo in Italian—Piano accom. Arcangelo Rossi
- 32716 Carmen—La Fleur (Bizet) Tenor solo in French, Piano accom. Francisco Nuibo
- 32882 Wait Till the Sun Shines, Nellie. Tenor solo, Orch. accom. Byron G. Harlan
- 32883 Wait Till the Sun Shines, Nellie—Medley. Prince's Military Band
- 32884 Zydek (Sonnenfeld) Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32885 Krakowiaki (Panasiwicz) Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32886 Pije Kuba. Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32887 December and May (Ernest R. Ball) Tenor solo, Orch. accom. Albert Campbell
- 32888 Teach Me How to Win a Bean (A. Greiner). Orchestra Bells, Orch. accom. E. F. Rubsam
- 32889 When the Mocking Birds are Singing in the Wildwood (H. B. Blanke). Baritone solo, Orch. accom. Frank C. Stanley
- 32890 Triumph of Old Glory March (A. Pryor). Prince's Military Band
- 32891 Is Everybody Happy? (Hogan and Lemonier). Baritone solo, Orch. accom. A. Collins
- 32892 I'm Old But I'm Awfully Tough (Cal Stewart). Laughing song, Orch. accom. Cal Stewart
- 32893 My Lovin' Henry (Terry Sherman). Baritone and Tenor duet, Orch. accom. Collins and Harlan
- 32894 Central, Give Me Back My Dime. (Jos E. Howard). Baritone and tenor duet, Orch. accom. Collins and Harlan
- 32895 I Wish They'd Do It Now. (Teddy Simonds). Baritone solo, Orch. accom. Teddy Simonds
- 32896 Ground Hog Day at Pumpkin Center (Cal Stewart). Uncle Josh Weathersby's Laughing Story. Cal Stewart
- 32897 Sweetest Flower That Blows (C. B. Hawley) Bass solo, Orch. accom. John Dunsmure
- 32898 Molly's Eyes (C. B. Hawley) Bass solo, Orch. accom. John Dunsmure
- 32899 Never, No More. (Neil O'Brien). Baritone solo, Orch. accom. Bob Roberts
- 32900 Yankee Boogie (Jean Schwartz). Baritone solo, Orch. accom. Bob Roberts

32901 The Original Cohens. (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer

NEW EDISON GOLD MOULDED RECORDS.

- 9218 Gleaming Star (Hager) A Novelette intermezzo. Edison Concern Band
- 9219 Dreading, Love of You (Harris). H Anthony
- 9220 L-A-Z-Y Spells Lazy (Wallace). Duet, Orch. Collins and Harlan
- 9221 Uncle Josh Weathersby in a Department Store. Andrew Keefe
- 9222 Just a Little Rocking Chair and You (Morse). Ada Jones
- 9223 Hebrew Vaudeville Specialty (Original). orch accom. Julian Rose
- 9224 Oome One Tinks of Some One (Helf). Orch. Irving Gillette
- 9225 Tenth Regiment March. Edison Military Band
- 9226 Answer (Robyn). Orch. accom. Marie Narelle
- 9227 My Name is Morgan, But It Ain't J. P. (Mohr). Orch accom. Bob Roberts
- 9228 I love to Tell the Story (Fischer). Sacred male duet, Orch. accom. Anthony & Harrison
- 9229 Sweet Smiles (Laurendeau). Bells solo, Orch. Albert Benzler
- 9230 I Lost My Heart 'Way Down in Alabama (Petrie). Orch. accom. Harry MacDonough
- 9231 Forty-five Minutes from Broadway (Cohan). Orch. accom. Billy Murray
- 9232 I Long to See You Once Again (Winternitz). Orch. accom. Harlan and Stanley
- 9233 Razzazza Mazzazza (Pryor). Edison Concern Band
- 9234 What the Use of Knocking (When a Man is Down) Eldwards). Orch. accom. Edw. Meeker
- 9235 Once Upon a Time (Edwards). Orch. accom. Byron G. Harlan
- 9236 Mandy and Her Man (Original). Vaudeville sketch with Orch. incidental music. Ada Jones and Len Spencer
- 9237 Waltz of the Roses—Air de Ballet (Ecke). introducing a solo for oboe. Edison Symphony Orchestra
- 9238 Sister (Vaughan). March song, descriptive effects, Orch. accom. Frank C. Stanley
- 9239 Pretty Desdame (Wildman). Orch. accom. Arthur Collins
- 9240 Only a Message from Home, Sweet Home (Florant). Orch. accom. Edison Male Quartette
- 9241 The Dixie Rube (Allen). Descriptive effects. Edison Military Band

LATEST VICTOR RECORDS.

No March records are to be sold, charged or delivered either at wholesale or retail, no March "Supplement" to be circulated by any Distributor or Dealer before February 28th. (The 28th of the month to be the simultaneous and earliest "Opening Day" throughout the United States.)

- 4585 A Maid of Mexico. Arthur Pryor's Band. Levy (10)
- 4586 Vanity Fair March. Pryor (10)
- 4540 Darcy and the Mule—Descriptive March. Sousa's Band. Godfrey (10)
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 4570 "Forty-five Minutes from Broadway." Selection. Cohan (10)
- 4587 Priscilla, Colonial Two-step. Henry (10)
- 31486 Woodland Songsters Waltz, with bird warbling. Zellner (12)
- TROMPONE SOLO BY ARTHUR PRYOR WITH ORCHESTRA.
- 31487 Celeste Aida—Aida. Verdi (12)
- XYLOPHONE SOLO BY PETER LEWIN WITH ORCHESTRA.
- 4588 Vienna Circus Galop. Lewin (10)
- BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA.
- 4589 A Gay Gosssoon. Kendall (10)
- VIOLIN AND FLUTE DUETS BY D'ALMAINE AND LYONS WITH ORCHESTRA.
- 31491 Call Me Thine Own—Romance from "L'Eclair." Halevy (12)
- 31493 Serenade. Schubert (12)
- TENOR SOLO BY HARRY MACDONOUGH WITH ORCHESTRA.
- 4601 If a Girl Like You Loved a Boy Like Me. Cobb and Edwards (10)
- TENOR SOLOS BY RICHARD J. JOSE WITH ORCHESTRA.
- 31485 When You and I were Young, Maggie. Butterfield (12)
- 31489 Since Nellie Went Away. Taylor (12)
- 31490 The Angel at the Window. Tours (12)
- 31484 Katey Dear. Posey (12)
- TENOR SOLO BY BYRON G. HARLAN WITH ORCHESTRA.
- 4604 Daddy's Little Girl. Madden and Morse (10)
- TENOR SOLOS BY HARRY TALLY WITH ORCHESTRA.
- 4592 On an Automobile Honeymoon. Schwartz (10)

- 4593 Why Don't You Try? Van Alstyne (10)
- TENOR SOLO BY JAMES McCool WITH ORCHESTRA.
- 4594 Believe Me if all those Endearing Young Charms. Moore (10)
- BARITONE SOLO BY ALAN TURNER WITH ORCHESTRA.
- 31495 The Village Blacksmith. Weiss (12)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH ORCH.
- 4609 What Would You Say, Dear? Briggs (10)
- CHARACTER SONG BY MISS ADA JONES WITH ORCHESTRA.
- 4607 I'm a Woman of Importance. Jerome and Schwartz (10)
- COMIC SONG BY BILLY MURRAY WITH ORCHESTRA.
- 4598 Gee, But This is a Lonesome Town! Gaston (10)
- COMIC SONG BY DAN W. QUINN WITH ORCHESTRA.
- 4603 Football. Bryan (10)
- COON SONG BY ARTHUR COLLINS WITH ORCHESTRA.
- 4597 I'm Getting Sleepy. Hollander (10)
- DUET BY STANLEY AND MACDONOUGH WITH ORCHESTRA.
- 31494 The Old Brigade. Bari (12)
- DUETS BY MACDONOUGH AND BIELING WITH ORCHESTRA.
- 4606 Pal of Mine. Nathan (10)
- 4610 Saved by Grace. Stebbins (10)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH MALE CHORUS AND ORCHESTRA.
- 4590 So Long, Mary—"Forty-five Minutes from Broadway." Cohan (10)
- DUET BY COLLINS AND HARLAN WITH ORCHESTRA.
- 4602 Paddle Your Own Canoe. Morse (10)
- HEBREW SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCHESTRA.
- 4605 The Original Cohens. (10)
- DESCRIPTIVE SPECIALTY BY SPENCER AND HOLT.
- 4596 Auction Sale of a Toy Store. (10)
- MALE QUARTET BY THE HAYDN QUARTET WITH ANVIL EFFECT.
- 4608 The Jolly Blacksmiths. Geibel (10)
- MACDONOUGH AND BIELING AND HAYDN QUARTET WITH ORCHESTRA.
- 31492 In the Golden Autumn Time, My Sweet Elaine. Henry (12)
- MINSTREL RECORDS.
- 4599 Olden Time Minstrels "G." (10)
- 31488 Matinee Minstrel Series—No. 1. (12)
- TENOR SOLO IN GERMAN BY EMIL MUENCH WITH ORCH.
- 4600 Wenn die Schwalben Heimwärts Zieh'n—When the Swallows Homeward Fly. Abt (10)

SEVEN INCH RECORDS.

- SOUSA'S BAND.
- 4530 Peter Piper—March and Two-step. Henry (7)
- NEGRO SPECIALTY BY BILLY GOLDEN WITH ORCHESTRA.
- 4515 Turkey in De Straw. (7)
- MALE QUARTET BY HAYDN QUARTET WITH ANVIL EFFECT.
- 4608 The Jolly Blacksmiths. Adam Geibel (7)
- MACDONOUGH AND BIELING AND HAYDN QUARTET WITH ORCHESTRA.
- 4595 In the Golden Autumn Time, My Sweet Elaine. Henry (7)
- IRISH SONG BY J. W. MYERS WITH ORCHESTRA.
- 4274 Wearing of the Green. Boucicault (7)
- FIVE RECORDS BY MME. ERNESTINE SCHUMANN-HEINK, with Orchestra.
- 85092 Sweet Thoughts of Home—"Love's Lottery" (In English). Edwards (12)
- 85093 But the Lord is Mindful of His Own—Elijah. Mendelssohn (12)
- 85094 Samson und Delilah—Arie. (In German) Saint-Saëns (12)
- 85095 Der Prophet—Arie (In German) Meyerbeer (12)
- 85096 Lucrezia Borgia—Brindisi. (In German) Donizetti (12)
- NEW TEN INCH RECORDS BY MME. NELLIE MELLA.
- 94001 Les Anges Pleurent (Weeping Angels) (In French). Bemberg (10)
- 94002 Chant Venitien (Venetian Song). (In French) Bemberg (10)
- 94003 Come Back to Erin. Claribel (10)
- 94004 Auld Lang Syne. (10)
- 94005 Old Folks at Home. Poster (10)
- 94006 Good Night. Sir Alfred Scott-Gatty (10)
- 94007 Away on the Hill there Runs a Stream. Landon Ronald (10)
- THREE NEW TWELVE INCH MELBA RECORDS.
- 95026 Home Sweet Home. Bishop (12)
- 95028 Sur le Lac (On the Lake). (In French) Bemberg (12)
- 95027 Lo, Hear the Gentle Lark... Sir H. Bishop (12)

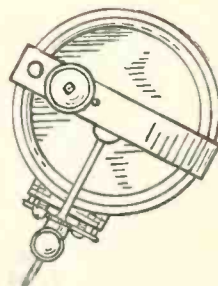
ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.
- 376 La Mexicana (Mexican Waltzes)
- 377 Mit Schwert und Lanze March
- 378 Star Spangled Banner.
- ZON-O-PHONE CONCERT BAND.
- 379 Adolph March
- 380 Araby—Intermezzo
- 381 Mountain Echoes
- 382 Rigoletto—Quartette
- HAGER'S ORCHESTRA.
- 383 Irish-American Two-step.
- 384 La Sorella (Popular Spanish March)
- 385 Light Fantasie—Schottische

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- 387 Minstrel Parade.....
- 386 Selections from "Edmund Burke".....
DESCRIPTIVE VOCAL SELECTION.
- 389 Transformation Scene from "Dr. Jekyll and
Mr. Hyde"..... By Len Spencer
SONGS WITH ORCHESTRA ACCOMPANIMENTS.
- 390 A Barbecue in Old Kentucky... Colonial Quartette
- 391 Characteristic Negro Medley... Colonial Quartette
- 392 Don't Be What You Ain't..... Murray
- 393 Pol-The-Rol-Lol..... Murray
- 394 He's Nobody's Friend, Not Even His Own... Collins
- 395 I Would Like To Marry You..... Murray
- 396 Just Before the Battle, Mother..... Myers
- 397 Louie and Lena... Miss A. Jones & Len Spencer
- 398 On the Banks of the Rhine with a Stein.....
Collins and Harlan
- 399 You Can Sail in My Boat..... Howard
- 400 We Never Seemed So Far Apart Before... Howard

- 166 Wait 'Till the Sun Shines, Nellie.....
BILLY MURRAY, ORCHESTRA ACCOMPANIMENT.
- 170 Forty-five Minutes from Broadway.....
LEN SPENCER AND ALF. HOLT.
- 167 Auction Sale in Toy Store.....
- 169 Krausmeyer and His Dog Schnelder.....
LEN SPENCER & ADA JONES, ORCHESTRA ACCOMPANIMENT.
- 168 The Original Cohens.....

INTERNATIONAL RECORD CO.'S LIST.

- 647 Cayuga Medley.....
PELUSO'S ORCHESTRA.
- 648 Silverheels.....
BRASS QUARTETTE, WITH ORGAN.
- 759 Neerer, My God, to Thee.....
- 751 Evening Star (Tannhauser).....
- 752 The Lost Chord.....
- 753 Then You'll Remember Me (Ballad).....
- 754 Annie Laurie—introducing "How Can I Leave
Thee".....
- 755 How Fair Thou Art.....
- 756 The Nightingale.....
- 757 Call Me Thine Own.....
- 758 The Hunter's Joy.....
- 759 In Spring Time.....
- 760 The True German Heart.....
- 761 Rock of Ages—introducing "Auld Lang Syne".....
BARIOTONE SOLOS BY J. W. MEYERS, ORCH. ACCOM.
- 1625 On An Automobile Honeymoon—from "The Ham
Tree".....
- 1626 Will the Angels Let Me Play.....
- 1627 Good-bye, Sweet Old Manhattan Isle—one of the
musical hits from "The Ham Tree".....
- 1628 Colleen Bawn.....
- 1629 In the Town Where I Was Born.....
- 1630 Pocahontas—burlesque Indian song.....
- 1631 Moom Song—from "Gingerbread Man".....
- 1632 Nursery Rhymes—from "Gingerbread Man".....
- 1633 Will You Love Me in December as You Do in
May.....
- 1634 I'll Do Anything in the World for You.....
BARIOTONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.
- 1637 If the Folks Down Home Could See Me Now.....
- 1638 Moving Day.....
- 1639 Pretty Desdemone.....
TENOR SOLOS BY BYRON G. HARLAN, ORCH. ACCOM.
- 2093 Let Me Write What I Never Dared to Tell.....
- 2094 Keep on the Sunny Side.....
- 2095 When the Whippoorwill Sings Marguerite.....
- 2096 Watch Where the Crown Goes By.....
BARIOTONE AND TENOR DUETS BY COLLINS AND HARLAN
ORCH. ACCOM.
- 2179 L-A-Z-Y, Spells Lazy.....
- 2180 Jessamine.....
- 2181 When Mose with His Nose Leads the Band.....

AMERICAN RECORD CO., BULLETIN No. 2.

TEN INCH RECORDS.

- REGIMENTAL BAND OF THE REPUBLIC.
- 031283 Lustspiel Overture.....
- 031284 Overture to Zampa.....
- AMERICAN SYMPHONY ORCHESTRA.
- 031285 Chicken Charlie—A descriptive cake walk.....
- 031286 Medley Sympathy—including "Sympathy" and
"Good-bye, Sweet Old Manhattan Isle".....
- 031287 Stradella Overture.....
HENRY BURR (TENOR), ORCH. ACCOM.
- 031288 Lorna—A sentimental ballad of English origin.
HOWARD BLACKBURN (BARIOTONE), ORCH. ACCOM.
- 031289 I Want What I Want When I Want It.....
- 031290 Sailor Song—A ballad of the sea.....
ARTHUR COLLINS (BARIOTONE), ORCH. ACCOM.
- 031291 He's Nobody's Friend, Not Even His Own.....
- 031292 Pretty Desdemone—A darkey love song.....
COLLINS AND HARLAN (DUET), ORCH. ACCOM.
- 031293 I'm Dreaming of You—A coon duet.....
BYRON G. HARLAN (TENOR), ORCH. ACCOM.
- 031294 Pals, Good Old Pals.—One of the latest songs.....
FRANK HOWARD (TENOR), ORCH. ACCOM.
- 031295 In Dear Old Georgia—Sentimental song of the
South.....
ADA JONES (CONTRALTO), ORCH. ACCOM.
- 031296 I'm the Only Star that Twinkles on Broadway.
MALE QUARTETTE.
- 031297 Nellie Dean—Song and chorus.....
- 031298 Steamboat Medley.....
- 031299 Wait 'Till the Sun Shines, Nellie.....
BILLY MURRAY (TENOR), ORCH. ACCOM.
- 031300 On Robinson Crusoe's Isle—As sung by Marie
Cahill.....
YESS L. OSSMAN, BANJO-PIANO ACCOM.
- 031301 Yankee Girl—A snappy musical number.....
- DESCRIPTIVE SPECIALTY—STEVE PORTER & EMMA FORBES.
- 031302 Mrs. Hiram Offen Engaging a Servant Girl.....
LEN SPENCER AND ADA JONES, ORCH. ACCOM.
- 031303 Fritz and Louisa—A little Dutch dialogue.....
FRANK STANLEY (BARIOTONE), ORCH. ACCOM.
- 031304 When the Bell in the Lighthouse Rings Ding-
Dong.....
HARRY TALLY (TENOR), ORCH. ACCOM.
- 031305 Good-bye, Sweet Old Manhattan Isle.....
ALAN TURNER (BARIOTONE), ORCH. ACCOM.
- 031306 Letter song from "Veronique".....
SEVEN INCH RECORDS.
- AMERICAN SYMPHONY ORCHESTRA.
- 160 Medley—Sympathy.....
- 161 The Sultan's Dream.....
- 162 The Giggler Two-step.....
- 171 Home of My Childhood—Waltz.....
BYRON G. HARLAN, ORCHESTRA ACCOMPANIMENT.
- 163 Somebody's Sweetheart! Want To Be.....
ADA JONES, ORCHESTRA ACCOMPANIMENT.
- 164 I'm the Only Star That Twinkles on Broadway.....
MALE QUARTETTE.
- 165 Nellie Dean.....

TALKING MACHINE IN THE CONGO.

Their Civilizing Influence Permeates Every Section of the Globe—Interesting Story Told by Col. Macpherson of a Trip Made Last May—Here's an Enthusiast.

Lieut.-Col. William Grant Macpherson, C. M. G., of the Royal Medical Corps, British Army, while in New York last week, en route to New Orleans, told an interesting story of a trip he made with a small party into the heart of the Congo Free State last May, and of meeting with an American exile there who is the "boss" of a small Congo settlement. After describing a visit to Boma, the capital of the Congo Free State, Colonel Macpherson continued:

"We then took the steamer and started up the Congo river toward the center of Africa. The scenery was never monotonous. Now we came to high, white cliffs, now to low, sandy shore. Here we found heavy forests, whose edges ended apparently in midstream, and there the low bush, which only half hid treacherous swampland. Soon we reached a station on the French shore of the Congo, and landed by way of a giant trunk in the midst of a fairy settlement. The first thing to welcome us was a gorilla, who turned three somersaults, and then extended a hairy, long-nailed paw. At a swinging gait the well-trained ape led us over a barren hillock to a little settlement called Maar.

"The sight of the place I shall never forget. We walked beneath an avenue of carefully planted trees, and around us we saw signs of civilization not to be witnessed in any other corner of the world. Neither America nor Europe can ever hope to produce such a settlement. Orange trees, heavy with fruit, scented the cool air, a great white fountain, half hidden by clouds of fluttering doves, splashed lazily in an open square. All around were aviaries, walled with wide meshed wire, and filled with fluttering, chirping birds. Occasionally, instead of birds, we found monkeys, apes, a leopard, or a snake. The settlement had a population of some 400 Congolese, and you can judge of my surprise when I found that a Yankee was the 'king' of the settlement. He said his name was Alexander Fisher. With the usual enterprise of his countrymen he had made a collection of the country's bird and animal life, so that we could see them without troubling to hunt.

"The bungalow in which he lived was clean, roomy, and well furnished. The well-upholstered furniture was comfortable, and dull moments were enlivened by a first-rate talking machine, with hundreds of records of the world's best music, both classical and popular, as well as music boxes, and, by the way, some excellent lager beer and wine. He also had many bad records of animals and birds which he made himself, and which will prove valuable some day.

"Mr. Fisher beamed with hospitable joy; he dined and wined us and showed us all over his settlement. The place is a trading store. Fisher said that business was dull; but he did not sigh from his luxurious exile. He loved his birds and apes and live stock more than he loved Yankeeland, and his wish was to be buried beneath the shadow of an orange tree, facing the river, in the center of the open square of his little kingdom.

"He told me he was born in Texas fifty-two years ago. By a few remarks which he dropped I imagined he had got into some serious trouble in Texas and fled the country. It's not likely that Fisher is his real name. He was a man of fine physique and appeared to be well educated. He had complete control over his half-naked black subjects, and could speak their language perfectly."

On board the Cherokee, the liuer which was recently wrecked on the Jersey coast, the talking machine was made use of to cheer the spirits of the men after almost all hope had been given up. For some time these instruments have been included in the outfit of our coastwise steamers, but this is perhaps the severest test its entertainment feature has been put to.

IMPERIAL RECORDS (LEEDS & CATLIN.)

- BARIOTONE SOLOS BY J. W. MEYERS, WITH ORCH. ACCOM.
- 44703 In a Little Canoe With You..... L. Edwards
- 44704 Larry..... Dougherty
- 44705 Dreaming, Love of You..... C. K. Harris
- 44706 The Town Where I Was Born..... Paul Dresser
- 44707 Just Before the Battle, Mother..... Geo. F. Root
- 44708 When the Green Leaves Turn to Gold.....
Leo Edwards
- 44709 Good-bye, Brave Heart..... Edw. S. Brill
- 44710 I'll Do Anything in the World for You.....
Gus Edwards
- 44711 Pocahontas..... Gus. Edwards
- QUARTETTES.
- 44712 A High Old Time.....
- 44713 Wait 'Till the Sun Shines, Nellie.....
- 44714 Nellie Dean.....
- 44715 Camp-Meeting Jubilee.....
- 44716 The County Fair.....
- WHISTLING SOLOS BY GEO. W. JOHNSON, PIANO ACCOM.
- 44701 Whistling Coon.....
- 44762 Whistling Girl.....



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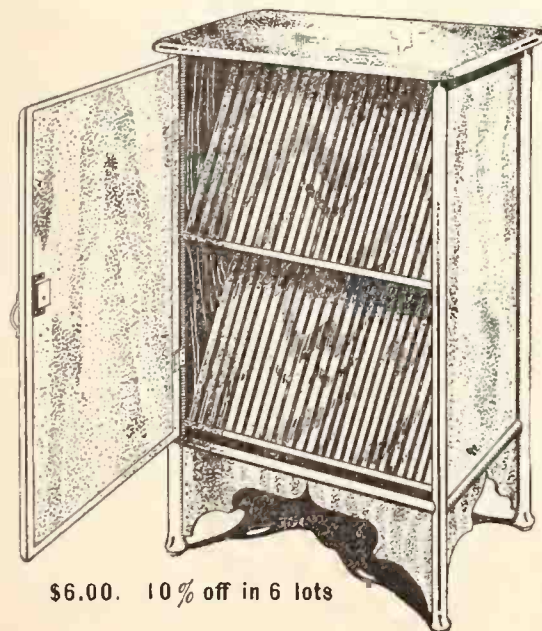
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- F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.
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With the Makers, Sellers and Users of Automatic Specialties

The estimate that over a million pennies find their way every day into the slot machines of New York City alone, gives an added respect for these devices that catch stray pennies when time hangs idle on one's hands in an elevated, subway, or ferry station.

Those idle minutes of waiting net the owners of slot machines a rich profit, as something like one million bits of chewing gum and chocolate are drawn from those machines in a day by the persuasive pressure of coppers. These vending machines have increased in favor so much in the past few years that there is one to be seen at every drug store, news stand, on the street corners, several in every elevated and subway station; in fact in every conspicuous place where people are likely to gather. These automatic contrivances used to be looked upon by the American public as a catch-penny scheme to part them from their small coins and give nothing in return, but as the machines have improved, the confidence of the public has increased, though as yet they are not used to anything like the extent in this country that they are in England and Germany.

* * * *

The slot machine is an old story abroad. In England they have been in general use for more than a hundred years, while in America the industry is of comparative recent growth. In the former country they are regarded as great public conveniences. There they have few penny machines, but for coins the same value as our nickel, one can get postage stamps, a sandwich, all sorts of confectionery in various sized packages, towel and soap, a glass of water, soda or lemonade.

* * * *

For general use the chocolate and chewing gum machines, and those of the weighing type, have the widest interest for the American people. A nickel machine has not as much fascination for them. When they expend as large an amount as five cents, they want the returns to be something that comes across the counter from the hand of a clerk. What they get for pennies seems so much for nothing, and that sensation tickles their fancy as much as the bit of chocolate or the piece of chewing gum does their palate.

The firm that has the concession for the elevated and subway station slot machines in New York City operates four or five thousand of them, and in order to keep these supplied, it has twenty-five enormous machines going all the time, which wrap from fifteen to eighteen thousand pieces of gum and chocolate a day. A corps of men is kept constantly at work filling the machines. Every day they are refilled and examined to see that they are in working order; for when a penny gets lodged in a machine and refuses to bring forth the desired piece of gum, the owner of the penny begins to have a feeling against slot machines in general as snares and delusions. The companies know this, and on that account look out carefully for disorders in their instruments. The newest improvement in these machines provides that the penny will drop right through if the wares have given out.

* * * *

The weighing machine, a little less popular than the vending machines, because it brings only a mental satisfaction instead of a material return for the penny, is perhaps the most paying of all slot controlled devices, inasmuch as the cost of the machine and an occasional repairing is the only expense attached. The water machines are also coming into popularity and are to be found in many of the ferry houses in and about New York City, but have never been generally introduced in the streets and in public places, as they probably will be at no distant time, to fill a decided want. At the St. Louis exposition they were the most popular penny devices on the grounds. The tired sightseers knew they were getting a glass of pure, filtered, carbonated water, and that satisfaction in itself is well worth a penny. The devices for holding opera glasses and packages of candy, which are to be found in most of the theatres now, are forms of the slot machine that are growing in favor.

* * * *

The automatic restaurants, of which New York has two, have not proved the popular successes here they have abroad. There they are in general use. Americans, in spite of the many accusations against their ways of eating, have not quite accustomed themselves to coffee and sandwiches that shoot out of a tube from some mys-

terious unseen realm. If their confidence in slot machines continues to increase as it has in the past few years, they may, however, come to accept this manner of restaurant with better grace.

The penny arcades are developments of the slot machine business that have sprung into great demand in the past five years. They are dotted all over Brooklyn and Manhattan with their blaze of electric lights and their tempting array of penny attractions; starting in this metropolis, they are spreading all over the country, as men of means, realizing the immense profit to be derived, jump at the opportunity. As competition increases, the necessity for a large expenditure on showy attractions and princely decorations has grown, and notwithstanding the steady inflow of money one cannot help but wonder how the managers can afford such expense.

* * * *

The largest of these institutions in this city, and one of the largest in the country, is the establishment on Fourteenth street, owned by the Automatic Vaudeville Co. Here one can get anything by dropping a penny in the slot, from a love letter to the hanging of Mrs. Rogers. A continuous vaudeville goes on all the time, in which the automatic piano plays an important and conspicuous part, to a crowd ever changing but seldom decreasing. Along the walls and in two rows down the center of the large hall are crowded hundreds of machines, with a curious assortment of attractions advertised in glaring pink and green signs overhead. The talking machines offer a wide selection of music, almost anything from the overture to "William Tell" to the latest coon song. The mutoscopes show every variety of picture, some ghastly and weird, like the hangings and electrocutions, which, by the way, seem to have a morbid sort of fascination, from the amount of pennies they register; others frankly absurd or merely picturesque. One of the newer instruments is the illustrated song machine. There are all sorts of weighing and measuring machines, contrivances to test the lungs, grip and strength, vibrators and electric shock batteries, name plate and fortune telling devices. In the basement are found the magic mirrors and shooting galleries. These and many other attractions form the general make-up of

Some Progressive Makers of Automatic Specialties

If there is anything you require in Slot Machines
CALL OR WRITE
New York Agent for The Callic Bros. Co. F. S. ZIMMERMAN,
Detroit, Mich. 5 East 14th St., New York.
The man who sells the machines that get the money.

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

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

Special Hardened Black Cylinder
B & R RECORDS
Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.
BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.

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)

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 RUDOLPH WURLITZER CO.
MANUFACTURERS
CINCINNATI, O. CHICAGO, ILL.
Com-Operated Pianos, Harps
AND OTHER MUSICAL SPECIALTIES
Paying 200 per cent on the Investment. Biggest Money Makers of the day. Liberal inducements given

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

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 TONOPHONE Automatic PIANO

With Nickel-in-Slot Attachment

GREATEST MONEY-MAKER ON EARTH

For Hotels, Cafes, Drug Stores and Resorts of all kinds, its earning capacity having no Equal. It is also a great attraction and business stimulator. Dealers will find it very profitable to handle the TONOPHONE.

THE "TONOPHONE" has stood the test of time and is to-day acknowledged by all (even our competitors) **THE KING OF ELECTRIC PIANOS.**

The Tonophone

Has many points
of superiority.

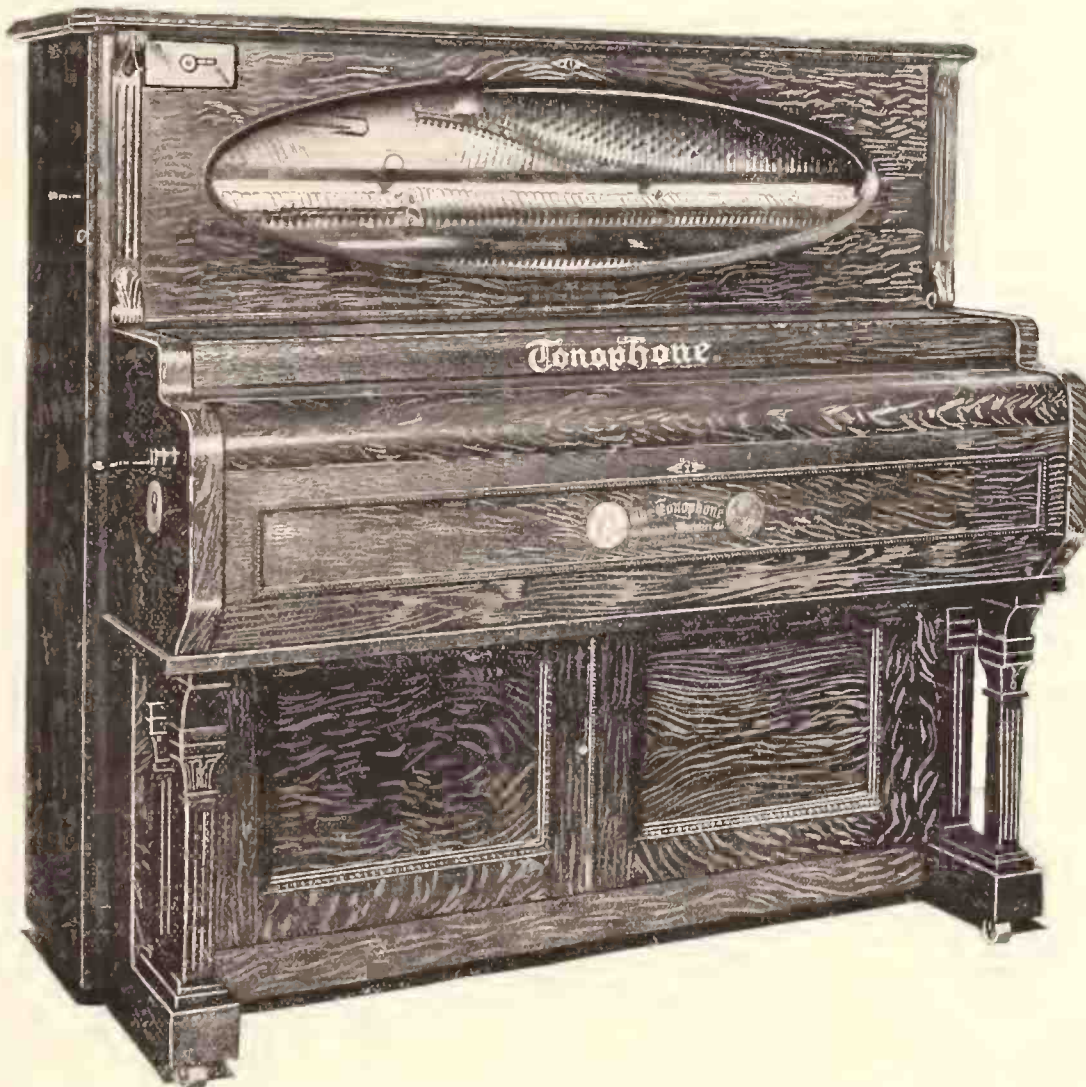


By our Exchange
Plan you can ex-
change Cylinders
for

\$5.00

10 tunes, 50c. each

This gives you an op-
portunity to have the
latest music at a
small cost.



The Tonophone

is an entirely new instru-
ment, and has only lately
been perfected. It plays
ten tunes automatically
with expression. Any num-
ber of new tunes can be
produced at small cost.
The cases are finely fin-
ished. Mahogany or Oak
veneered. In ordering, al-
ways state what kind of
electric current you have;
if it is direct current, state
the number of volts, if it
is alternating current state
volts, number of cycles and
number of alternations.

Complete list of
Tunes mailed
upon request.

THE "TONOPHONE" is the only Automatic Piano which has an almost indestructible cylinder with 10 tunes. This cylinder gives the "Tonophone" many advantages over all other Automatic Pianos, most important of which are the following:

Any One of the 10 Tunes can be Played at Any Time

Any Tune can be Repeated as Often as Desired

There is on the outside of the case a dial, with arrow and handle attached, numbered from 1 to 10, representing the number of tunes on cylinder. By turning handle you set cylinder to play tune the arrow may point to. The "Tonophone" is the only Automatic Piano where any one of the tunes can be played at any time. It is fitted with device whereby each tune is played twice for one nickel.

An important and invaluable point of advantage about the "Tonophone" is that it is so constructed that the cylinders are interchangeable, permitting where it can be agreeably arranged, for an exchange of cylinders.

The "Tonophone" is operated by an electric motor which is set in motion by a nickel, which is received by nickel-in-slot attachment. This attachment is covered by "Letters Patent," and is designed and so constructed that it throws out and refuses to take and keep any spurious coins, in this way giving absolute protection against iron washers, etc.

The earning capacity of the "Tonophone" has no equal and no limit. It has taken in as much as \$50.00 per week. It requires no attention, consequently is *par excellence* a money-maker of the best kind. For public and private places, and resorts of every description, there is at this time nothing better on the market. It is attractive and a novelty; the music being perfect piano music, makes it captivating and fascinating.

EXCLUSIVE AGENCY GIVEN IN UNOCCUPIED TERRITORY. WRITE AT ONCE

THE RUDOLPH WURLITZER CO., Manufacturers

CINCINNATI

CHICAGO

these palaces of amusement—the crowning feature of this broad and thriving industry.

* * * *

Messrs. Wells, Dunne and Harlan, well known in the automatic world, are opening parlors on a large scale throughout the South, among which the largest and most elaborate are at Richmond, Norfolk and Nashville. The mutoscopes, of which there were ordered 150, were furnished by the American Mutoscope & Biograph Co., of this city.

The latest feature of these new arcades seems to be outside decorations, on which large sums are expended, the white plastic formations being set off by artistic arrangement of electric lights. The effect at night is beautiful, and proves to be a great crowd drawer.

* * * *

It is rumored that the largest arcade in the world will shortly be opened on Park Row, near the City Hall, New York, by a well-known company. More people pass this spot in one day than any other in greater New York. No more need be said in recognition of the wise move on the part of this company.

One of the largest parlors opened in the past year is that of Harry Davis at 347 Fifth avenue, Pittsburg. Mr. Davis is well known in theatrical circles, being owner of three of the largest theatres in that city, among which is the Grand Opera House. The establishment is fitted up in lavish style, and occupies a floor space of 10,000 square feet. The talking machines were furnished by the Rosenfield Mfg. Co., 150 in all. Fifty of these were of their new style illustrated song type. Mr. Davis is reported as doing an immense business.

* * * *

An undertaking by no means small is that of collecting the pennies from 4,600 machines which comprise the outfit of one of our modern arcades. So thought Morris Kohn, the treasurer of the Automatic Vaudeville Co., of this city, and being of a mechanical turn of mind he forthwith set out to solve the difficulty. The invention consists of a series of tracks (boxed in) running beneath all machines, each instrument being connected by a steel pipe running from the slot into which the pennies are deposited to the roof of this boxed passage. The base of the pipe is closed with an arrangement of drop doors, which the car in passing beneath automatically opens, receiving the coins, and in going on to the next closes. There are eight cars in all. Each is fastened to a motor carriage. The tracks are wired and charged by electric (city) current. After having gone the rounds the car goes down an incline to the office, where it passes over a catch which releases the bottom and allows the pennies to pour down a chute into the safe. The same operation is then repeated. The benefit of this modern system is not only time saved, but there are numerous other advantages. For instance: having each machine numbered, you place a slug bearing the same corresponding figure in each in the morning. Send your car around; if it fails to collect, say No. 25, then you know without further investigation that the machine is out of gear. It eliminates any loss by dishonest employes, and makes impossible the clogging of the machine by too many pennies.

* * * *

Talking machines recently played a prominent part in Buffalo, where Samuel L. Robertson in almost a single day cleared up \$5,000 at the expense of R. Wagner. Both men are Buffalonians. Wagner has charge of a brilliantly lighted establishment in Main street, where penny in the slot machines are featured. He succeeded Mark Bros., who made a fortune there. A few days ago the lease of the store next door to Wagner's place ran out, and Robertson secured it for a long term at a good price. Then he started to fit the place out with a line of talking machines and other devices that catch pennies. He also started to promote a company. First thing he did was to hire an electrician to put in three times as many incandescent lights as Wagner's place boasts. When Robertson's talking machine emporium was about half finished Wagner wanted it. He dis-

liked opposition, and bought out Robertson. It is said Robertson realized \$5,000 on the transaction. "Robertson made money on the deal," said Wagner to-day, "but I thought it a profitable venture to buy the place."

* * * *

The following taken from the current issue of *Munsey's Magazine* is an interesting contribution to this department:

If chance ever finds you alone on Broadway—
Within a few blocks of the Opera House, say—
Defile, if you can, from the endless parade
And linger awhile in the Penny Arcade.
Suburban and Urban, 'tis here that they meet—
The lad from the country, the man from the street,
The pretty young girl, the timid old maid,
They hear the same airs in the Penny Arcade.
In London aforetime a penny would bring
A broadside of ballads, which you'd have to sing;
But here, drop your cent, and the song will be played,
And sung, in a way, in the Penny Arcade.
Here's a gay tune or sad tune to answer your whim—
A dance or a dirge, an old-fashioned hymn,
An Irish "Come-all-ye," a "coon" serenade,
Or a spellbinder's speech in the Penny Arcade.
Let's see, here's a new song by Miss Edna May;
And what's that—"Jim Bludso," a poem by Hay?
Yes, listen: 'Tis strange, but your heart-strings are
frayed,
And your eyelids grow moist in the Penny Arcade.
How the mass was intoned by the late Pope at Rome,
How Jeff as young Rip went away from his home,
When Teddy went West, how the cowboys hurraed—
You'll find them all here in the Penny Arcade.
So, if chance ever finds you alone on Broadway,
Just step in and hear what the records may say:
For life in epitome, sunshine and shade,
You'll find it set forth in the Penny Arcade!
ROBERT GILBERT WELSH, in *Munsey's Magazine*.

* * * *

If praise from pleased customers can cause an increase of sales, then, judging from the many testimonials received at the offices of Roth & Engelhardt, the manufacturers of the Peerless and Harmonist players, they should be continually rushed with business, which, in fact, they are. One of the many in their possession concerns a Peerless that they sold through their New Orleans representatives, L. Grunewald Co., to the Nelson Bros. Cafe, of the same city, in June, 1904. It reads as follows:

Jan. 31, 1906.

Messrs. L. Grunewald Co., Ltd.:

Gentlemen:—We have one of your Peerleiss

electric pianos in operation in our picture arcade and also in our saloon. The one in the arcade has been in operation for eight months. We kept it playing constantly from 8 a. m. to 10 p. m. every day during this period without once getting out of order, and we firmly believe that the Peerless piano has no equal.

The one we have in our saloon is a money-getter and a great drawing card for the bar. Very respectfully yours,

(Signed) JNO. J. and JAS. E. NELSON.

* * * *

The Regina Music Box Co., of 11 East 22d street and Rahway, N. J., has found the coin-operated Reginaphone, described in *The World* a short time ago, to be a splendid seller, and at the present time they are not able to keep pace with the orders they are daily receiving. It has proved to be just the thing for all places where a coin-operated phonograph is needed, and its advantage over the one in common use is that it plays six records, and will give a different selection for every coin dropped in. They say that dealers will find it one of the most profitable propositions that has been offered in that line.

TRAVELING SHOWMAN HANDLING

Twentieth Century Graphophone in His Business With Great Success.

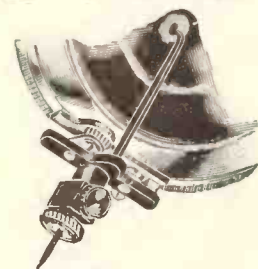
The introduction of the "Twentieth Century" graphophone has doubled the sale of cylinder records out on the Pacific Coast, says the Columbia Record. In the village of Cornelius, Oregon, recently a traveling showman reported that he was making \$15 to \$20 per day, and said his business was being very materially assisted by having a "Twentieth Century" graphophone as a part of his outfit. He has the machine at the end of his wagon, and whenever he plays it, a crowd quickly gathers. Sometimes he plays the graphophone in passing through small villages, and this is the signal for people to gather from far and near and follow behind the wagon as if it were a real brass band that was dispensing the music.

The Rudolph Wurlitzer Co., Cincinnati, O., are building up an immense trade in their extensive line of automatic musical instruments.

Everybody wants them!

SOFTERTONE

Needles & attachments



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

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



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.

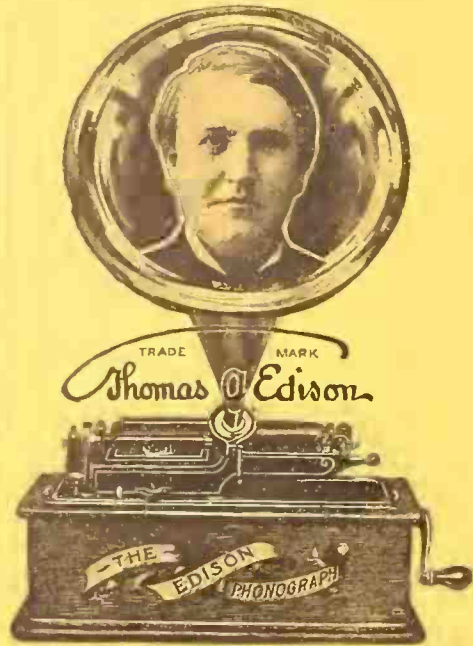
ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK



Keep Your Stock of EDISON GOODS Complete

This Dealer Carries the Goods the People Want. He Carries Enough of Them. He Loses No Sales.

Gentlemen:—I carry every domestic record in stock, besides a large surplus stock, and a fair assortment of French and British band records. I started in three years ago with three machines and 200 records and have sold over 3,000 records this year. I have sold some of the "other kind," but have dropped them as the Edison records have them beat more than *one mile*.

I beg to remain,
Very truly yours,

Name and address will
be furnished upon application.

* * * * *

The thousands of dollars we spend each month in advertising interests hosts of people in the Edison goods. We tell them of the high qualities of Edison Phonographs and Records. We show the many ways in which the phonograph can be used. We create the desire. Then, it's up to you, Mr. Dealer. Your part is to supply the needs of the customers we send you. Show them a complete stock. Make your salesrooms attractive. Every customer you turn away because you cannot supply him with the goods he wants means lost trade and profits.

Read the above letter again. This dealer's policy is to increase his sales by the efficiency of his service. Is that your policy? If not, think it over. Every customer you satisfy forges a link in the chain that holds your trade.

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 Forest & Son.	Quincy, Ill.—Quincy Phonograph Co.
Allegheny, 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, John Rose, 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.	Oswego, N. Y.—Frank E. Bolway.	San Antonio, Tex.—H. C. Kees Optical Co.
Bangor, Me.—S. L. Crosby Co.	Helena, Mont.—Frank Buser.	Paterson, N. J.—James K. O'Dea.	San Francisco—Peter Bacigalupi.
Birmingham—The Talking Machine Co.	Houston—Texas Phono. Co.	Pawtucket—Pawtucket Furniture Co.	Savannah, Ga.—George R. Youmans.
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.	Peoria, Ill.—Peoria Phonograph Co.	Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.	Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.	Philadelphia—C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wannamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Scranton—Ackerman & Co., Technical Supply Co.
Buffalo—P. A. Powers.	Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.	Pittsburg—Theo. F. Bentel Co., Inc., H. Kleher & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Talking Machine Co.	Seattle, Wash.—D. S. Johnston Co.
Canton, O.—Klein & Heffelman Co.	Kingston, N. Y.—Forsyth & Davis.	Portland, Me.—W. H. Ross & Son.	Spokane, Wash.—Spokane Phono. Co.
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.	Knoxville—Knoxville Typewriter and Phono. Co.	Portland, Ore.—Graves & Co.	Springfield, Mass.—Flint & Brickett Co.
Cincinnati—Ilsen & Co., Rudolph Wurlitzer Co.	Lafayette, Ind.—A. B. Wahl & Co.	Poughkeepsie, N. Y.—Price Phono. Co.	St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.
Cleveland—Eclipse Musical Co.	Lincoln, Neb.—H. E. Sidles Cycle Co.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.
Columbus—Perry B. Whitsit Co.	Louisville—C. A. Ray.		Syracuse—W. D. Andrews.
Dallas—Southern Talking Mach. Co.	Lowell, Mass.—Thos. Wardell.		Toledo—Hayes Music Co.
Dayton, O.—Niehaus & Dohse.	Memphis—F. M. Atwood, O. K. Houck Piano Co.		Toronto—R. S. Williams & Sons Co., Ltd.
Denver—Denver Dry Goods Co., Hext Music Co.	Milwaukee—McGrea Bros.		Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Des Moines, Ia.—The Vim Co., Hopkius Bros. Co.	Minneapolis—Thomas C. Hough, Minnesota Phono. Co.		Troy, N. Y.—Finch & Hahn.
Detroit—American Phono. Co., Grinnell Bros.	Mobile, Ala.—W. H. Reynolds.		Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Easton, Pa.—William Werner.	Montgomery, Ala.—R. L. Penick.		Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
Elmira, N. Y.—Elmira Arms Co.	Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.		Waycross, Ga.—Geo. R. Youmans.
El Paso, Tex.—W. G. Walz Co.	Newark, N. J.—A. O. Petit, Douglas Phono. Co.		Williamsport, Pa.—W. A. Myers.
	Newark, O.—Ball-Fintze Co.		Winnipeg—R. S. Williams & Sons Co., Ltd.
	New Bedford, Mass.—Household Furnishing Co.		Worcester, Mass.—Iver Johnson Sporting Goods Co.

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

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.