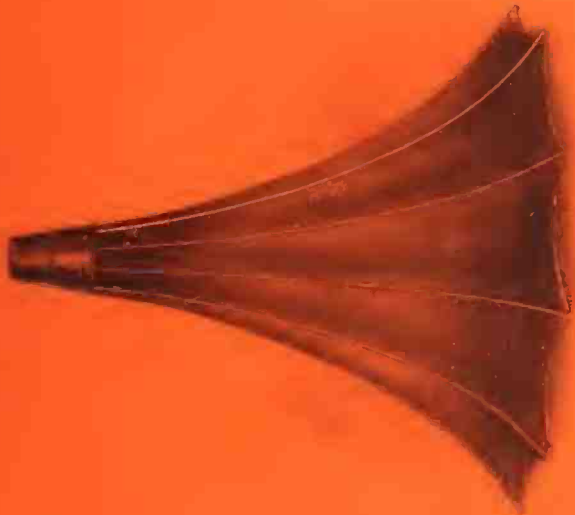


The **TALKING**
MACHINE
WORLD

AND NOVELTY NEWS

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

THE PIONEER MANUFACTURERS OF
Amplifying Horns and Horn Cranes



No. 200. Clamp Horn Crane
 PATENTED
 April 28, 1903 June 21, 1904
 Feb. 2, 1904 May 15, 1906
 March 20, 1906 Others pending.

The Tea Tray Company of Newark, N. J.



No. 228. Clamp Horn Crane
 PATENTED
 April 28, 1903 June 21, 1904
 Feb. 2, 1904 May 15, 1906
 March 20, 1906 Others pending.



Makers of "Accurate" and "Newark" Chemical Fire Extinguishers, which bear the Underwriters Laboratories New Inspection Label. Ask for these.



OCTOBER

Bulletin A to Catalogue F.



AMERICAN RECORDS

WAITING AT THE CHURCH

Song by Miss Ada Jones.

One of the pronounced hits of the season, introduced very recently by Vesta Victoria.

Also Listed as a Band Number.

CHEYENNE MEDLEY

Introducing LA SORELLA, Lively, Catchy and Musical.

A RARE BIT FIEND

A Musical Eccentricity, a Novelty and Very Well Rendered.

NOTICE OUR SMOOTH SURFACE
THIS MONTH.

Better Than the Best. Try and See.

AMERICAN RECORD COMPANY



Hawthorne, Sheble & Prescott

(SALES MANAGERS)

SPRINGFIELD, MASS.



The Talking Machine World

Vol. 2. No. 9.

New York, September 15, 1906.

Price Ten Cents

TALKING MACHINE PARTIES.

How Dealers May Keep in Close Touch with Their Customers.

Every dealer will admit that it is absolutely essential in order that he may enjoy prosperity for him to keep in close touch with his customers, and continually throw their way any ideas which tend to further the sale of records by creating new interest in the talking machine.

Why not suggest to them, therefore, the idea of giving talking machine parties? Invitations may be sent out as follows:

Mrs. Jones Requests the Presence of Mr. Brown at a Talking Machine Party, Friday evening, August 31, at 8. Please bring your Violoncello.

The instrument should vary, of course, according to the talents of the invited guest. When the party is assembled, a talking machine is adjusted for recording, and as their names are called, the ladies and gentlemen present come forward in turn and play solos upon their respective instruments into the horn. When the instrumental part of the programme has been recorded, vocal solos and recitations may be indulged in, and then comes the real fun of the evening. A reproducer is inserted in the machine, and seated before it the amateur "talent" listen spellbound to their own phonographic efforts.

A prize suitable to the occasion should be awarded to the most successful record maker, and while refreshments are being served, a short professional programme rendered by the talking machine.

Get your customers in the talking machine party habit. It will grow on them and help you.
HOWARD TAYLOR MIDDLETON.

TALKER CAUSES MURDER.

Italian Who Broke Record in Absence of Owner Shot Dead—World Correspondent Enacts Role of Sherlock Holmes.

(Special to The Talking Machine World.)

Scranton, Pa., August 25, 1905.

I have often marveled that the talking machine sailing serenely upon the ocean of comedy, had never touched at the rocky shores of tragedy, but I need marvel no more.

The town of Scranton is aquiver with excitement to-night because of a dastardly crime committed in its very midst. Vincenzo Errinoni, an Italian foreman of section hands of the Delaware, Lackawanna & Western Railroad Co., lies cold in death, and Luigi Salwiner is a murderer and a fugitive from justice because of a phonograph and a broken record. This much is fact. The following version is simply a dream, if you will, of the writer, and it remains for the future to verify or nullify that dream.

This morning (Sunday) broke cloudy, with a fine rain falling—the kind of day that suggests indoor pleasures. Twenty Italian friends of Salwiner assembled at his shanty to hear his phonograph. He had many selections in his collection, and an enjoyable concert was in prospect. No sooner, however, was the machine started than he was called away on business, and in order that his comrades might continue their good time in his absence, he left Errinoni, who understood the running of a talking machine, to take his place as operator.

There was one record in that collection of which Salwiner was very fond, and he requested that it be laid aside. "Play all the others," he said, "but not that one." His friend smiled and nodded in assent. But after all the other rec-

ords had been played over and over again, his curiosity triumphed over his good judgment, and he placed the fatal cylinder on the mandrel. The first notes of the selection were ringing out on the still air when Salwiner returned. "You dog!" he cried in Italian, at the same time reaching for his revolver. Errinoni caught in the act, tried valiantly to withdraw the record, but it withstood his first efforts. Again he tried, and this time a dull crunch—the wax cylinder broke in half. That was as fire to the torch. Accompanied by a scream of rage, the revolver leaped from its holster, a lurid streak of flame shot from the polished muzzle, and Errinoni was dead, while Salwiner was fleeing across the fields—an escaped murderer.

Here fact creeps in again, for it is known that the mighty police appeared and arrested, with dauntless courage, seventeen innocent men, and that the slayer of Errinoni is still at large; but what caused him to spring with tiger-like ferocity upon his friend and shoot him down is not known.

I am not a Sherlock Holmes, but I firmly believe that if the Police Department of Scranton will search carefully for the remains of that record at the scene of the crime, and cement together its shattered fragments, they will learn why Luigi Salwiner killed Vincenzo Errinoni. It may have engraved upon its glossy surface the voice of a sweetheart across the seas—who knows? May she not have been a dainty signorina whom Errinoni had won by foul means from his friend Salwiner, and whose voice upon the record was all that remained to him of her sweet presence?

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., September 7, 1906.

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

AUGUST 8.

Berlin, 39 pkgs., \$1,854; Bristol, 115 pkgs., \$390; Buenaventura, 8 pkgs., \$189; Buenos Ayres, 131 pkgs., \$4,307; Calcutta, 7 pkgs., \$337; Callao, 2 pkgs., \$248; Cartagena, 10 pkgs., \$316; Cardiff, 55 pkgs., \$429; Coquimbo, 2 pkgs., \$201; Glasgow, 9 pkgs., \$376; Hamburg, 231 pkgs., \$3,460; Havana, 1 pkg., \$100; 12 pkgs., \$621; La Guayra, 14 pkgs., \$529; Limon, 10 pkgs., \$266; London, 1,014 pkgs., \$13,447; 17 pkgs., \$1,235; 62 pkgs., \$362; Melbourne, 11 pkgs., \$334; Milan, 7 pkgs., \$202; Para, 17 pkgs., \$792; Sheffield, 62 pkgs., \$362; St. Petersburg, 10 pkgs., \$355; Trinidad, 12 pkgs., \$208; Valparaiso, 4 pkgs., \$139; 14 pkgs., \$996; Vera Cruz, 20 pkgs., \$624; Vienna, 4 pkgs., \$100.

AUGUST 14.

Berlin, 245 pkgs., \$2,290; Brussels, 14 pkgs., \$132; Buenos Ayres, 30 pkgs., \$735; Callao, 3 pkgs., \$250; Colon, 3 pkgs., \$215; 7 pkgs., \$203; 4 pkgs., \$295; Glasgow, 3 pkgs., \$259; Havana, 21 pkgs., \$1,732; 17 pkgs., \$500; Havre, 9 pkgs., \$376; Limon, 1 pkg., \$124; Liverpool, 2 pkgs., \$175; 11 pkgs., \$898; London, 979 pkgs., \$8,737; 22 pkgs., \$1,562; Santiago, 8 pkgs., \$352; Santos, 8 pkgs., \$118; St. Petersburg, 5 pkgs., \$196; Sydney, 540 pkgs., \$4,300; Vienna, 27 pkgs., \$137; Vera Cruz, 19 pkgs., \$470; Warsaw, 13 pkgs., \$333.

AUGUST 20.

Bombay, 31 pkgs., \$305; Ceara, 12 pkgs., \$383; Corinth, 8 pkgs., \$510; Demerara, 3 pkgs., \$116; Guayaquil, 3 pkgs., \$235; Havana, 27 pkgs., \$934; 14 pkgs., \$900; Havre, 3 pkgs., \$183; La Guayra, \$287; Limon, 5 pkgs., \$250; London, 3

pkgs., \$173; Manila 24 pkgs., \$1,515; Melbourne, 24 pkgs., \$680; Progreso, 15 pkgs., \$633; Savanilla, 6 pkgs., \$139; Sydney, 1,629 pkgs., \$16,373; Valparaiso, 40 pkgs., \$1,419; Valencia, 2 pkgs., \$117; Vera Cruz, 9 pkgs., \$146.

AUGUST 27.

Acajutla, 2 pkgs., \$205; Berlin, 229 pkgs., \$1,767; Bombay, 4 pkgs., \$196; 3 pkgs., \$119; Brussels, 8 pkgs., \$970; Buenos Ayres, 30 pkgs., \$2,728; Callao, 4 pkgs., \$105; Colon, 4 pkgs., \$195; Dublin, 9 pkgs., \$240; Glasgow, 6 pkgs., \$179; Hamburg, 6 pkgs., \$137; Havana, 12 pkgs., \$499; Liverpool, 5 pkgs., \$219; London, 8 pkgs., \$446; 1,000 pkgs., \$9,841; 1,184 pkgs., \$14,136; 14 pkgs., \$1,582; Manaos, 17 pkgs., \$500; Milan, 22 pkgs., \$833; Montevideo, 32 pkgs., \$2,831; Santos, 12 pkgs., \$1,491; St. Petersburg, 15 pkgs., \$517; Tampico, 7 pkgs., \$356; Vera Cruz, 14 pkgs., \$296; Warsaw, 5 pkgs., \$117.

SEPTEMBER 3.

Alexandria, 4 pkgs., \$124; Berlin, 259 pkgs., \$2,911; 231 pkgs., \$5,003; Bristol, 85 pkgs., \$2,375; Bombay, 19 pkgs., \$521; 4 pkgs., \$196; Buenos Ayres, 198 pkgs., \$4,706; 12 pkgs., \$908; Cienfuegos, 14 pkgs., \$197; Colon, 2 pkgs., \$370; 5 pkgs., \$161; Havana, 13 pkgs., \$1,045; Havre, 7 pkgs., \$242; Iquitos, 7 pkgs., \$823; La Guayra, 7 pkgs., \$144; Limon, 3 pkgs., \$149; London, 33 pkgs., \$2,027; 1,064 pkgs., \$15,031; Matanzas, 2 pkgs., \$189; Milan, 7 pkgs., \$291; Para, 2 pkgs., \$107; Rio de Janeiro, 12 pkgs., \$1,615; Samarang, 94 pkgs., \$392; Singapore, 6 pkgs., \$215; St. Petersburg, 22 pkgs., \$879; Sydney, 8 pkgs., \$330; Vera Cruz, 5 pkgs., \$100; Vienna, 12 pkgs., \$198; 20 pkgs., \$126; Warsaw, 7 pkgs., \$162; 7 pkgs., \$325.

PRESERVING INDIAN MYTHS.

Prof. Kroeber Successfully Preserving Prayers and Legends of Fast Dying Humboldt Tribe of American Indians.

(Special to The Talking Machine World.)

Berkeley, Cal., Sept. 8, 1906.

Professor A. L. Kroeber, secretary of the Anthropological Department of the University, has returned from a month's exploration among the Indians in northern Humboldt county, bringing with him more than a hundred graphophone records of songs, myths, traditions and medicine prayers. The songs belong mainly to the sacred dances of the Yurok tribe of this region, and the spoken records all refer to the religion and beliefs of these people. All of the graphophone records, besides being intended for permanent preservation, will be carefully gone over with interpreters, and written out in full in a system of special characters used for this purpose. The texts in native language thus obtained will be published in a bulletin of the University, with exact interlinear translations, thus giving an accurate picture and record of this tribe's legends, prayers and medicine in both the Indian's and white man's language.

When the Second Regiment Connecticut National Guard was returning from camp recently, the band playing the well-known "Second Regiment March," turned down a side street, leaving the greater part of the regiment out of hearing distance of the music. At the time the troops were passing the store of the Columbia Phonograph Co., on Church street, New Haven, and Manager Ogden, noting the lack of music, got a Twentieth Century Machine in working order, pointed the fifty-six inch horn toward the street, and a record of the regimental march was soon furnishing marching music. The time was perfect and it is said that not a man lost step. We believe that this is the first instance where the greater part of a regiment marched to the music of a talking machine.

TWENTIETH CENTURY "HOME"

A WONDERFUL NEW GRAPHOPHONE
NOW ON THE MARKET A MARVELOUS INSTRUMENT

THE demand for a Graphophone embodying the principles of the "Twentieth Century" but smaller in size than the "Premier" and particularly adapted to the home and small halls, has resulted in the bringing forth, by the Columbia Phonograph Company, of a new machine known as the Twentieth Century "HOME." We present a picture of it below.

This new type of machine sells, without horn, for

\$75

and is, in every respect, a thoroughly first class instrument.

It has the same essential features that have made the Twentieth Century "Premier" famous.



TWENTIETH CENTURY "HOME" GRAPHOPHONE (TYPE BM)

Mounted in a

Mahogany Cabinet

of great beauty and high finish and equipped with a strong motor, the

Twentieth Century "HOME"

LEAVES NOTHING TO BE DESIRED

Uses the regular Cylinder Records—all makes—as well as the new Columbia Twentieth Century Cylinders, half a foot long: 50 cents each.

While the **VOLUME** of tone from records played on the new machine is somewhat less than when they are reproduced on the Twentieth Century "Premier," the **QUALITY** is full.

Measured by ordinary cylinder machines, the Twentieth Century "HOME" **GRAPHOPHONE** is so far in advance of them as to leave no room for comparisons.

Columbia Phonograph Company, Gen'l

Sole Sales Agent for the

AMERICAN GRAPHOPHONE COMPANY

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

Grand Prize, Paris, 1900. Double Grand Prize, St. Louis, 1904.
Highest Award, Portland, 1905.

Stores in all Principal Cities.

Dealers Everywhere.

..... Tear Off Here. Fill in and Mail To-day to
COLUMBIA PHONOGRAPH CO., GEN'L,
90-92 West Broadway,
New York.
Dear Sirs: I am interested in your Twentieth Century "Home" Graphophone. Send me full details, prices, terms, etc., at once. Yours truly,
Name
Address
T. M. W.
10

TRADE GOOD IN SAINTLY CITY.

Some Dealers Behind on Supply of Stock—Victor-Victrola and Auxetophone Admired—T. P. Clancy's Good Report—Thiebes-Stierlin New Department—Phipps Co. Adds "Talkers"—Twentieth Century Graphophone a Big Seller—Some Recent Visitors—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 8, 1906.

The talking machine trade for the past four weeks has been quite fair considering the season of the year, and the indications point to a decided improvement from now on.

The St. Louis Talking Machine Co. report a very fair trade, and that they are still behind on orders for Victor seconds and thirds. This concern has just received an Auxetophone, which sells at \$500, and a Victrola, which sells at \$200. They are on exhibition at their salesrooms, and are commanding a great deal of admiration.

W. C. Fuhri, western representative of the Columbia Phonograph Co., reports that trade is seasonable, and that everything points to a big Fall and Winter trade. Mr. Fuhri has just returned from a business trip to New York.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports a much better trade for August than for the same month a year ago. He also reports the sale of a number of high priced instruments.

O. K. Houck, president of the O. K. Houck Piano Co., who was a recent visitor here, stated that he looked for an exceedingly big trade in talking machines this Fall and Winter, and that he expected that all the companies would find great difficulty in filling orders, both for machines and records.

The Val A. Reis Music Co. have just finished up a handsome room for talking machine purposes on their first floor. It is partitioned off from the main department, and it is nicely equipped in every way.

The Thiebes-Stierlin Music Co. will have their new talking machine retail department ready for the trade about October 1. It will be located on the first floor, and it will be thoroughly up-to-date.

L. A. Cummins, salesman in the talking machine department of the O. K. Houck Piano Co., has returned from a two weeks' vacation, which was spent in Chicago and other points.

Paul Ware, formerly salesman in the talking machine department of the Conroy Piano Co., has accepted a position with the talking machine department of the O. K. Houck Piano Co.

The H. A. Phipps Piano Co. have established

a talking machine department, and are now ready for business.

S. V. Bradley, of the International Record Co., was a recent visitor here and did a nice business with the local dealers.

Manager Kelly, of the Columbia Phonograph Co., states that the demand for the Twentieth Century instrument is better than ever before, while the \$45 aluminum tone arm is selling faster than they can get them.

Manager Charles A. Regan, of the Columbia Phonograph Co., New Orleans, spent a few days of his vacation here recently renewing old acquaintances.

"Dick" Guttenberger, formerly with the Columbia Phonograph Co. here, and now with the same concern at Kansas City, spent a few days here recently visiting his folks.

BUSY TIMES IN ST. PAUL, MINN.

(Special to The Talking Machine World.)

St. Paul, Minn, September 6, 1906.

The talking machine dealers of this city are of the kind that are "up and doing," as is evidenced by the recent move of the Minneapolis Phonograph Co. in engaging a traveler to cover territory as far west as the Coast. The company handle the Victor, Edison and Zon-o-Phone lines, and in their section have built up a very prosperous business.

Another hustling concern is W. J. Dyer & Bro., whose talking machine department is continually growing and who place reorders almost as soon as original shipments are received. The Edison line is the basis upon which the concern is increasing this department of their growing business.

NEW USE FOR TALKING MACHINE.

A Johnson County (Missouri) woman found a new use for the talking machine the other day. Her husband was cavorting around trying to settle a swarm of bees by ringing a bell, beating on a dishpan, and hammering the daylight out of a lard can, when she thought of the new phonograph in the parlor. She brought it out, started it going, and in a few minutes the swarm of bees was settled and hived.

INTERVIEWING DENIZENS OF JUNGLE.

Miss Ida Vera Simonton, who, with Prof. R. L. Garner, will spend several months in steel cages in the heart of the African jungle for the purpose of studying the language and life of our

Simian brethren, will take a talking machine as part of her equipment.

Whenever curious gorillas or chimpanzees visit the locality of the cage the phonograph will be made ready to receive and record their chattering. Then, again, the machine will be started and the animal's language repeated back to him and a friendly conference held.

Doubtless upon her return to civilization, Miss Simonton will be able to throw much light upon the truth or falsity of the Darwinian theory through facts gleaned from the conversation of the denizens of the jungle themselves.

SPEAKING BOX 3,000 YEARS OLD.

Discovered, of Course, in China, Where So Many of Our Modern Inventions Have Been Anticipated—Interesting Contribution.

A correspondent of the New York Sun sends the following bit of information concerning the alleged origin or discovery of the talking machine: "I found the following in an article entitled 'China, Reform and the Powers,' in the Fortnightly Review for May, 1901, page 759. The article is by Sir Robert Hart: 'In 1858 the governor of Kwang-tung, Pih-Kwei, told to incredulous me how some old books of 2,000 years ago related how, a thousand years before, the prince of one of the Chinese States of those days used to send messages to a brother prince in a curiously shaped box made of special wood—how he spoke his messages into it, closed and sealed it, and sent it by a trusty messenger—and how the recipient on opening it heard with his own ears the actual words and voice of the sender. In 1898, the first phonograph that came to Peking brought me a message from Lo Feng Luh, now Chinese Minister in London, England, and as the cone revolved and I heard his words and recognized his voice, I heard also Pih-Kwei telling me once more—but no longer incredulous—about the prince's wonderful message box.'"

NAVAL MEN BIG USERS

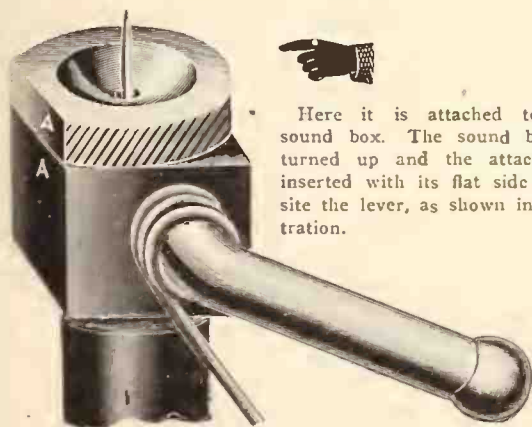
Of Talking Machines—Big Purchases Made by Sailors of Fleet Recently in These Waters for Inspection by President Roosevelt.

The songs to the tune of the bosun's pipe on board of the men-of-war of this nation at least is a thing of the past, the talking machine taking its place. There are few if any of our naval vessels that have not several of these machines on board, and whenever at a port where English records are sold Jackie always is ready to make an investment. During the recent naval inspection at Oyster Bay an enterprising Brooklyn dealer secured the attention of the Jackies to his wares, with the result that over a quarter of a hundred talking machines are now furnishing enjoyment to the various crews. It is not an uncommon thing for a "mess" to club together and purchase a talking machine and a large assortment of records, and in addition form a pool monthly for adding to their stock of records, each one selecting what most appeals to his taste, and all having the benefit of the others. As a rule, the disc machine gives better results at sea, as the rolling of the ship does not affect its playing to the extent that it does to a cylinder machine. It is also claimed that the salt water tends to disintegrate the wax records. As there is a growing demand for sea chantys, it has been suggested by a sailor that the talking machine people put a lot on their records, and it is thought that they will prove as acceptable to the landsman as to the tar.

Manufacturers of a certain breakfast food have devised an excellent scheme for attracting attention to the various wagons they send out and which are covered with advertising matter. A large talking machine is placed within the wagon with the horn protruding out over the driver's seat. A catchy tune being played assures the attention of everyone in hearing distance and they cannot avoid seeing the signs.

YOU HAVE WAITED FOR THIS!

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



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

Here is the Needle Clamp Attachment separate.



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

Price, 25 cents each

Special prices to jobbers and dealers

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

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

FOR SALE BY LYON & HEALY, CHICAGO

HOW THE TRADE IN CLEVELAND IS MOVING.

Optimistic Feeling Prevails Over Trade Conditions—Notable Columbia Sales—Attractive Window Display—Smith & Nixon Add Talking Machines—W. J. Roberts Admires the Victor Victrola—Arcades Are Doing Well—Looking for Novelties—Traveler Neff's Good Report—Dockstader and the Columbia—Odd Experiences Over Needles—Talkers May Kill Trust.

(Special to The Talking Machine World.)

Cleveland, O., September 9, 1906.

The optimistic feeling generally indicates a good, healthy condition in the talking machine trade in Cleveland. With the cooler weather the volume of business is increasing to an extent that shows the interest taken by the mass of people in talking machines is growing. The demand for the best also indicates they are educating themselves to a higher appreciation of the better record productions, and sales of these are increasing.

Cleo. S. Bourgeois, assistant manager of the Columbia Co., reports that business has greatly increased over the month of July, and is improving daily. He said there had been a big demand for the new Twentieth Century half-foot dance music records, and also for twelve-inch. "Within the last week," said Mr. Bourgeois, "we closed the sale of a four-machine commercial outfit to the Lawrence Publishing Co., publishers of the Ohio Farmer, and one to the Ward-Stilson Co., of New London.

In addition to sales mentioned we now have active trials in the Chamber of Commerce, Cleveland Worsted Mills Co., Cleveland Grain Co., National Electric Lamp Co., Upson Nut Co., and many promising prospects in sight."

Mr. Bourgeois, who, by the way, is the originator and designer of the many attractive show window displays which the Columbia Co. have had recently, made up a very neat window card, advertising the half-foot cylinder records. It consists of a long, narrow card, attached to which is an ordinary yardstick. Just below the yardstick are fastened six half-foot cylinder records, and beneath them the legend: "Columbia Cylinder Records, \$3 per yard, 2 yards for \$5."

The Smith & Nixon Piano Co., in connection with their piano business, have installed a full line of Victor and Edison talking machines and records, and the patronage from the start has been very encouraging. They have fitted up an elegant display and salesroom, with all the modern furniture and fixtures pertaining to the trade. H. T. Rayner is manager of the company and personally supervises the business.

Several calls at the store of W. J. Roberts, Jr., found him and his clerks so busy with customers coming and going that it was impossible to secure an interview. Mr. Roberts is a young, fine-looking fellow, and judging from the number of sweet-looking ladies constantly calling at his store he is unusually popular with the gentle sex. Any way, he has so engaging a way that it is rarely a lady departs without having made a purchase. He, however, is so in love with his machines and records that he does not ascribe the numerous sales to other than their merits, but there's a good deal in a good-looking salesman. Mr. Roberts has got in a Victor Victrola, which he asserts is a "big thing," pleasing everybody who hears it, and which will attract the better class of trade.

Collister & Sayle report business opening up in fine shape as the vacation season is closing. They are having a steady call for machines and selling a good many September records. From present indications they anticipate a lively fall trade.

Arthur Caille, of the Caille Bros. Co., Detroit, Mich., was in the city this week calling on his old customers and numerous friends. He placed quite a few orders for his company. The Caille Bros. Co. are the largest slot machine manufacturers in the world and do a very extensive business.

Mr. Gulley, manager of The Victor, No. 254 Prospect street, stated that business was fairly good during August, and since the 1st had perceptibly been improving.

The Baily Co.'s department of the Columbia Phonograph Co. had an excellent trade during August, and the lady manager said business was considerably improved since the 1st. She stated the September lists of records were exceptionally fine and selling rapidly.

The various arcades, and slot machine amusement places are all well patronized. H. S. Lavine, president of the Columbia Amusement Co., said: "Business in general has been rather quiet in the recent extremely hot weather, but has noticeably improved in the last week. This has been the case with the penny arcades and moving picture shows. The outlook for a busy fall is good, as all the shops are working to their capacity. Our company are about to open a new place on Superior street, near the Square, and will present a lot of new automatic features."

Several new parlors are opening in the city. One on Ontario and one on Pearl street, near Clark avenue.

The parks are doing unusually good business this season, and expect to keep open later than usual this fall.

The slot machine parlors are anxiously waiting for the new fall novelties to appear. The managers say there are not sufficient new ones produced at present to supply the demand.

E. A. Neff, traveling representative of the Ball-Fintze Co., of Newark, O., was in the city a few days last week. He was just in from a trip through Pennsylvania and is now extending it through Ohio. Of trade conditions he said: "All the dealers with whom I came in contact anticipate a big business. I had an exceptionally nice business in my trip through Pennsylvania. Dealers are all stocking up heavily for the fall trade. The Ball-Fintze Co. are the largest jobbers of Victor and Edison goods in the Central States. We have sold a number of the new Victor Victrolas at \$200 each."

The Ward-Stilson Co., of New London, O., have added another graphophone to their commercial equipment, which now numbers nine machines, all purchased from the Columbia Co., of this city.

The Columbia Phonograph Co., taking advantage of Lew Dockstader's minstrel show at the Opera House this week, have decorated their windows with large Dockstader posters and cards inviting everybody to come into the store and hear Lew Dockstader sing "Everybody Works But Father" and "Uncle's Quit Work, Too." It is a well-known fact that the sale of records in the talking machine business is greatly influenced by the theaters, and the Columbia folks are certainly alive to the situation.

A rural gentleman walked into a talking machine store recently and said he wanted some "graphophone tacks."

A lady called at the store of the Columbia Co. a few days ago and asked for some needles. In reply to the query she said she would take a ten-cent package. The next day she returned with the package, saying there were "no holes in them," and she couldn't use them. She wanted sewing machine needles. As there was no explanation the saleslady supposed, of course, she wanted machine needles. The purchaser simply got into the wrong store.

Few of the old-time organ-grinders are seen about the thickly populated sections of the city nowadays. The spirit of the trust has not only impregnated the big enterprises, but has spread to channels of enterprise so small, or seemingly so, that the hand-organ with its frisky monkey, has fallen under its gigantic shadow. The aged cripple or decrepit old foreigner who stands by the curb and sleepily grinds out what were originally intended to be bewitching waltzes or martial airs, is being driven to the wall by a combination of "barrel organ" promoters. The mon-

key and the harsh grating notes of the old organ-grinder lend amusement to the unattuned ears of children, but woefully rack the nerve of elders. Now, wherever he goes he is most certain to be followed by the big organ, oftentimes pulled by a horse. And its great swell of somewhat better music and its mandolin attachment, so metallically jarring to the sensitive ear, are sure to win more pennies from the children than the old machine can ever again hope to get.

Of the scores of big organs tolerated by suffering elders for the sake of the children, all are under the control of two or three men. What few remaining small organs there are in the city are usually trailed about by the big machines. The trust follows them relentlessly. When the little piping box has finished its repertory of halting, jerky, squeaks and discordant rasping it is soon followed by a broadside of "Waiting at the Church," "Wait Till the Sun Shines, Nellie," "It's a Grand Old Rag," etc. And the poor old organ-grinder, with his antique, crumbling machine—how can he compete? Even the children recognize the old fellow as quite passe. It is possible the talking machine may reach out after this barrel organ trust in time and drive it from the field, and there is the possibility of our preaching our own funeral sermon, an example of which is afforded by an old preacher who has requested that the concluding ceremony of his funeral shall be the rendering on a talking machine of a benediction composed by himself.

WILL STIMULATE TRADE.

Cater to Your Independent Customers by Allowing Them to Hear Your Latest List of Records in Their Own Homes.

A retail dealer always has a certain number of independent customers. By independent I mean the people who do not care to come to a dealer's store and wait their turn in a crowded hearing room to have records played for them. As these are generally the class of customers who are of the most value to a dealer, because of their ability to purchase anything they like regardless of price, it will pay him to look after their interests.

Why not send a boy with a record case filled with your latest stock around to such a customer's house on a rainy evening, when all thoughts of park or lawn have been dissipated by the weather? You will find that he will welcome the opportunity of partaking of a concert with delight, and it will be all the more enjoyable to him because unexpected. The boy will return to you with a very materially lightened burden, and a countenance aglow with satisfaction, for he will "get his," you know. You can always trust Young America for that.

Aside from the additional profit accruing from this branch of your business, and the instinct for money making instilled into the heart of the small boy, it will pay you by bringing to your door the good will of the moneyed class—a fine thing to have in the talking machine business.

HOWARD TAYLOR MIDDLETON.

NEWARK AS A CENTER.

The Location of Many Eminent Concerns.

It is very likely that if a center of the talking machine industry were to be located it would be found to be in Newark, N. J., and vicinity for the factories making both machines and sundries in that section are almost innumerable. Besides the enormous plant of the National Phonograph Co. at Orange, there is the Universal Talking Machine Co. in Newark proper, as well as the Tea Tray Co. and New Jersey Sheet Metal Co., makers of horns and other manufacturers too numerous to mention, all devoted to making some part of the talking machine's equipment.

The Valiquet Novelty Co., who make a number of coin-operated machines for arcades, including the picture-phone, are also located in Newark, and more are coming.



A big help to dealers

Did you ever consider the value to you of the advertising we are constantly doing? Did you ever think how this publicity could be used to your greatest advantage? Our magazine advertising goes to 49,000,000 readers every month and opens up a field for the sale of

Victor Talking Machines and Records

that is as broad and long as the United States itself.


There isn't a dealer anywhere who isn't helped by this widespread publicity; but some dealers don't realize how helpful it can be made if they do their part.

Whatever portion of these 49,000,000 people live in your vicinity is yours to work on, and this is the way to do it:

Follow up the impression made by our advertising by doing some of your own in the local papers, by circular work and window display. Invite people to your store to hear the *Victor*. Try to let everybody know *you* have the *Victor*.

Easy enough and extremely profitable. Why don't you try it?

Victor Talking Machine Company Camden, N. J.

 P. S.—You'll find it profitable to carry out this idea: 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 Supplements furnished free for this purpose.

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

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

MAIL TO-DAY.

FILL OUT
CUT OFF
 Victor Talking Machine Company, Camden, N. J.
 Please send me illustrated catalogue of Victor Machines and
 Records, with full trade information and names of
 my nearest distributors.

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

35

THE QUAKER CITY NEWS BUDGET.

August Makes Good Business Showing—Continued Enlargement of Victor Plant—Hawthorne & Sheble's Great Establishment—Hepe Incorporation—What Some of the Leading Jobbers Have to Say Regarding Trade Conditions—Manager Marschalk Enthusiastic Over New Victor Specialties—Penny Palaces and Talkers—New Dealers in Evidence—Australian Jobbers in the City—New Columbia Branch—Compiling Statistics About Noises.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 10, 1906.

August business in local talking machine circles was generally satisfactory—in a number of cases being very good and surpassing the same period a year ago. Jobbers predict good fall business and are preparing for it. September business is reported excellent, due in great part to the home coming of people who have been away for the summer and the opening of Fall trade.

A number of additional improvements are to be made by the Victor Talking Machine Co., at its Camden, N. J., plant. A two-story brick warehouse addition, 148 x 123 feet, is to be erected at Front, Linden and Point streets. Camden City Council, by ordinance, has granted the company permission to erect buildings on the southwest corner of Front and Cooper streets, opposite the main building. It is probable an office building will be erected on the site. It is the "same old story," so far as business at the large plant is concerned: everyone is very busy and steady efforts to keep up with orders on hand are constantly being made. Large shipments of records and machines are made daily.

The new quarters of the Hawthorne & Sheble Mfg. Co., at Jefferson and Howard streets, are admirably adapted for the increasing trade of the firm—an entire first floor is occupied, being divided into office, storeroom and manufacturing departments, with additional rooms for shipping, packing, etc. Employees engaged in manufacturing the company's "Artistic Flower Horns" and other talking machine equipment are usu-

ally skilled, as is shown in the perfect products which leave the factory. When the World's representative called, Mr. Sheble, of the company, was deeply engaged with out-of-town customers and could not be seen, but from other sources it was learned that the plant is very busy and the outlook for Fall business is very bright.

An incorporation of note the past month was that of the piano and musical instrument house of C. J. Hepe & Son. The incorporators of record are C. J. Hepe and F. J. Hepe, of Philadelphia, and John G. Stratton, of Camden, N. J., where the incorporation papers were filed. The firm is capitalized at \$1,100,000. At their large warerooms on Chestnut street, Hepe & Son handle pianos, piano players, Victor talking machines and various musical instruments, and are accounted one of the reliable houses of the city.

"Business with us has taken a big jump," said Manager H. T. Lewis, of the Lewis Talking Machine Co., 15 South 9th street. "Trade has improved very much. No, I can't say very many new parties have gone into the retail trade; Summer seems to take their nerve, but this Fall, no doubt, a number of new retail stores will open. We have made a 'hit' with the Twentieth Century Home machine—the \$75 Columbia talker. Have put out a large number of them and could put out more if we had them on hand."

"We are getting in a good many orders for future delivery," said John B. Miller, of the Penn Phonograph Co., 17 South 9th street. "We have just leased the premises next door, that is,

the ground floor, and will utilize it as storage quarters. Here at No. 17 we will continue our salesrooms, offices, etc., but, having outgrown our present quarters we had to take on additional room. What is the outlook for Fall trade? Fine! We are placing heavy orders with confidence, and I have no reason to believe but that trade will be very good."

Manager John A. Gouldrup, of the Columbia Phonograph Co.'s main Philadelphia office, 1109 Chestnut street, said of trade conditions: "We have had a good August and look for better things in September."

Haddonfield, N. J., people are after one "John Doe," who, at his place on Centre street keeps a talking machine working overtime on "rag time" music. "Doe" belongs to the class who operates his machine not "wisely, but too continuously," and may have to answer to a nuisance charge.

A. L. Heil, of the main office of the Columbia Phonograph Co., visited Mt. Holly, N. J., the past month, where he looked up the doings of an alleged crooked salesman. He straightened matters out all right, it is said.

The Automatic Music Publishing Co., of Reading, Pa., which incorporated under Pennsylvania law the past month, is capitalized at \$10,000.

Gimbels, department storists, in their musical department the past month, have been pushing sales of Reginalphones and Victor goods with excellent success. The goods were first strongly advertised, an important part of a sales battle—and then, "having the goods," experienced and courteous salesmen did their share to exploit the machines and satisfy patrons. The musical department is now on the fourth floor.

Said a Ninth street jobber: "I don't take much stock in the invention of attaching a clock to set off a phonograph so that it will arouse a sleepy person. Gee! if I had a clerk who couldn't get up when an ordinary alarm clock goes off I'd fire him. Talking machines have too many other useful purposes than to be used as alarm clocks. And look at it! Who could sleep if a phonograph got to yelling in every house?"

We Sell Victor Machines and Records

THE BEST IS GOOD ENOUGH FOR US—HOW ABOUT YOU?

Being Distributors of Victor Machines and Records only, it stands to reason that we can give you better service in this line than can those who job several lines, as we give our whole time and attention to satisfying the wants of those dealers who want Victor Goods and who want the best service possible.

WE INVITE A TRIAL OF OUR ABILITY IN "DELIVERING THE GOODS."

OUR NEEDLES

ARE THE PERFECT-MEDIUM-QUIET

These are our own brands, put up by us. You can depend upon them every time.

We have Hundreds of Satisfied Users
ARE YOU ONE?

Write us for full information. Samples sent free to dealers.

THE TRUE TONE SOUND BOX

PRICE 5.00 EACH

Not an Experiment, but a Perfected Musical Instrument
Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE. If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

Largest Talking Machine
House in the City

A Philadelphia matron went her New York sister one better the past month. The New York mother called up her children, away in the country on vacation, by telephone, and gave them maternal advice. But Mrs. Quaker City reeled off her admonitions on a record, sent it to the youngsters at the seashore and saved both time and money. And again the talking machine had the advantage: Every time the children were "bad" and Nurse desired a change, she put "Ma's" disc on the machine and little Willie and Margaret soon heard their boss's voice bidding them "stop it" under penalty of the slipper. "Bless the talking machine!" says Ma. "It does save my voice so." "And your slippers," adds the nurse. Willie and Margaret are so down on the talker, however, they await a chance to "smash it."

In a trade chat, Henry E. Marschalk, manager of the Musical Echo Co., 1217 Chestnut street, said: "We have the two new Victor machines: the Victor Victrola and the Victor Auxetophone, and I predict that both machines will have phenomenal sales. Of course, being high grade machines, they will appeal to the well-to-do class. Business in general is very good. We are going after wholesale business very energetically.

Exhibitions of both the Victrola and Auxetophone machines were given at the Musical Echo Co.'s fine concert rooms the past month, for the benefit of dealers, etc., and both machines created a decided sensation. The Victrola was exploited August 23 and the Auxetophone on August 24. Both machines were sold at once.

Assistant Manager L. G. Gerson, of the Musical Echo Co., at present writing, is visiting state dealers and is securing good orders for near future and immediate delivery.

E. A. Hawthorne, who spends most of his time at the American Record Co. plant, Springfield, Mass., visited "home" the early part of September. He was accompanied by Theodore Bentel, a large Pittsburg talking machine jobber. On the evening of September 4 they were entertained at supper by Manager H. E. Marschalk, of the Musical Echo Co., and talked "shop," real estate trust bank failure, "fishing," and other interesting matters.

In the local courts the past month, Isaac Singer, a North 8th street merchant, applied for an injunction restraining Ernest and Eben Percival from running a graphophone in front of their "Palace of Amusements." Mr. Singer complained that the talking machine was a nuisance, destroyed his peace of mind and interfered with his business. The court took the matter under advisement. Last month Reuben Goldberger, also an 8th street merchant, applied for a restraining writ directed against J. W. Himebaugh, who conducts an amusement palace, asking that Himebaugh be prohibited from running a gramophone. This case was compromised by Himebaugh agreeing to place the talker back in his store and moderate its volume of sound.

Among suits instituted in the local courts the past month was that of the Penn Phonograph Co. against L. Futernick, in which the complainant alleges breach of contract.

The phonograph is said to be the underlying cause of a murder which occurred at Scranton the past month. In operating Luigi Salwiner's talking machine, Vincenzo Errinoni broke a record. This enraged Salwiner, who procured a revolver and shot Errinoni dead.

H. M. Ko Eune has opened a retail talking machine store at 3016 Ridge avenue and carries a well selected stock of Victor and Edison machines, records and supplies. He is in a good business neighborhood and will doubtless meet with deserved success. One of the first—if not the first—dealers on Ridge avenue, is C. B. Stahl, who at No. 2510 is handling "talkers" and records with good success.

John Blackman, the Edison jobber, of New York City, was a trade visitor the past month.

Ruane & Bayley, retail talking machine dealers at 5158 Haverford avenue, have dissolved partnership. John F. Ruane succeeds to the business and stand of the old firm. F. R. Bay-

ley has opened an entirely new retail store at 5004 Baltimore avenue—a rapidly growing section of the city—where it is most likely he will meet with good success.

Courtland Shaw, on or about October 1, will open a retail talking machine store at 52d and Cedar streets, West Philadelphia. Mr. Sham was formerly with the Victor Talking Machine Co., has a thorough knowledge of the "talker" industry and is really one of the pioneers of the industry. It is said he will carry a big stock of machines and supplies.

Robert L. Gibson, well known in local talking machine circles, is engaged in perfecting a number of "talker" improvements and inventions.

Another legal contention, in which the phonograph figures, arose in Camden, N. J., the past month. John Pulaski and Frank Nowack were enjoying talking machine music when David Hollander, a strolling musician, came along and, playing upon a combination of instruments, marred the pleasure of Pulaski and Nowack. They assaulted Hollander and broke his instruments, with the result that they have been held in heavy bail for atrocious assault.

While the talking machine may figure in court it has its good side, too, as was demonstrated recently near Norristown, Pa. A graphophone, the property of the Port Indian Outing Club, was stolen from the club's boathouse. It was found in possession of two men and led to their arrest for housebreaking.

A swindler at Haddonfield, N. J., used a talking machine as the "bait" to lure money from the pockets of people to whom he told a story that he was collecting funds with which to buy the "brave firemen" a phonograph so that their "hours of ennui would be relieved." Before the swindler could be headed off he had collected \$18, and the "brave firemen" are more than tired.

Said a representative of the Keen Talking Machine Co., 8th and Cherry streets: "Trade has been a little quiet, but is improving."

Said Louis Buehn, of the Wells Phonograph Co., 45 North 9th street: "August business was the biggest we ever had for that month. The outlook for business is good; orders are getting larger all the time."

Said S. Ford, of the Disk Talking Machine Co., 13 North 9th street: "Business is very good; we have placed Zon-o-phone goods with the trade in all parts of the city and over the State. We have increased trade tenfold. Zon-o-phone records at 50 cents have proved popular and sell quickly."

Said H. A. Weymann, of H. A. Weymann & Son, jobbers, 923 Market street: "Our business

in July and August this year ran 50 per cent. ahead of a year ago. Our trade in Edison goods, especially, has been extremely large and is growing right along. We have added a new floor to our wholesale phonograph department. The addition, which is 20 x 200 feet, gives us much needed room and it will be devoted to our talking machine department entirely."

Edward J. H. Smullen, salesman with the Lewis Talking Machine Co., 15 South 9th street, left early in September on a regular sales trip to Pennsylvania points. He has been sending in good orders ever since.

Charles R. Chapman, one of the largest phonograph jobbers in Australia, was a trade visitor the past month. Mr. Chapman is combining business and pleasure on his visit to this country. At Newcastle, New South Wales, he has a jobbing phonograph business reputed to be the largest in Australia. Mr. Chapman visited Philadelphia in order to see the famous Baldwin Locomotive Works, and was entertained by Manager John A. Gouldrup, of the Columbia Phonograph Co.

The Columbia Phonograph Co. has opened a South Philadelphia branch salesroom at 1402 Jackson street, in charge of Manager Harry Brack. A complete line of Columbia goods is carried and business, ever since the opening of the store, has been very satisfactory. Charles E. Gabriel, formerly assistant manager of the Columbia Co.'s Camden, N. J., branch store, has been appointed manager and is pushing sales successfully and vigorously.

Frank O. Miller, of F. O. Miller & Co., Jacksonville, Fla., was a trade visitor the past month. F. O. Miller & Co. are influential sewing machine merchants at the Florida town mentioned, and have put in a large department of phonographs, records and supplies.

Mrs. Imogene B. Oakley, a club woman, of Germantown, a suburb, is compiling statistics about unnecessary noises—with the object in view of doing away with them, it is stated. "Anybody who makes his or her living by emitting noises ought not to be disturbed," asserts Mrs. Oakley. A noise made by a crowing rooster is unnecessary, she holds, because he does not make his living by it. Phonograph men can feel safe, under Mrs. Oakley's theory: the noise they and their machines make are necessary, because they make their living by it. If the courts will only take this view of the matter, short work will be had of several "restraining" order cases instituted against phonograph operators by complaining merchants.

Jobbers and dealers in Columbia Phonograph Co.'s lines were well pleased upon learning that

New England Dealers

will be interested to know that we have for six weeks past been preparing to supply their wants promptly when the Fall and Winter rush is on.

¶ We will have on hand by October 1st a surplus stock of over twenty-five hundred Edison and Victor machines and over two hundred thousand Edison and Victor records. This surplus with the deliveries the factories will make us during the rush season will enable us to give dealers' orders the same attention as we would ordinarily during the Summer.

¶ Prompt and Full Shipments on day order is received.

¶ Send for our new list of "Live Ones" of the Edison Record List.

¶ If you are not already handling the Mega Flower Horns (plain and decorated) send for descriptive circulars and prices.

NEW ENGLAND DISTRIBUTING HEADQUARTERS

THE EASTERN TALKING MACHINE CO.

177 Tremont Street, Boston, Mass.

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

the Columbia company had succeeded in attaching Marconi, the famous inventor, to their experimental staff.

It is stated negotiations are on between a local jobbing house and a large musical house, whereby the latter will add a "talker" department to its present large business. By next month particulars can probably be given.

"TALKER" IN BOSTON CAMPAIGN.

Parrot Used as a "Blind" in a Novel Means of Securing Votes.

The residents of the Roxbury district in Boston, Mass., are being treated to a little novelty in the way of political advertising which has attracted no end of attention. In ward 18 there is a bitter House fight this year, and the "anti-regulars," Councilman Daniel J. Curley and former Councilman Thomas Fay hit upon a scheme for attracting attention to their candidacies which has the "regulars" looking on with open-eyed envy.

Passersby in the vicinity of the Curley-Fay headquarters, 1142 Tremont street, have their attention arrested by shrill cries which fairly root them to the spot upon which they are standing, and few pass by without investigating the source of the cries.

In the doorway of 1142 Tremont street, where the curtains are closely drawn, is a parrot of the color which would naturally attract the attention and admiration of every true Irishman. And as the people pass by they cannot bring themselves to believe that it is not the parrot which is constantly crying out: "Democrats! Democrats! vote for Curley and Fay!"

All day long this cry is kept up, and all day long inquisitive pedestrians scratch their heads while they listen to the shrill cry and attempt to fathom the mystery, for after the first or second glance it is apparent to most that the parrot is not working overtime.

The secret of the cries remains hidden behind the curtained windows, where Curley and Fay have placed a phonograph, and where it is forever grinding out: "Democrats! Democrats! vote for Curley and Fay!"

Rather proud of the attention which he thinks he is attracting, the parrot adds to the confusion with a few choice expressions which cannot be found in President Roosevelt's "nu spelling buk," and gradually he is learning to deliver himself of parts of the phonographic "spiel." There are three other candidates in the field from Ward 18, but as yet they have not been able to overcome the advantage of having a parrot making the preliminary campaign for their opponents.

THE PIANOLA AND THE "TALKER."

This Well Known Instrument Used by Edison in Making Experiments at His Laboratory in Orange, N. J.

In the development of sound reproduction in connection with talking machine records the pianola played a by no means unimportant part. At least this is the inference from what W. E. Gilmore, president of the National Phonograph Co. recently told a party of visitors at the works in Orange, N. J. They were in one of the laboratories, and after carefully examining the curious apparatus and machines, the inventions of the famous originator of the phonograph, an old square piano, equipped with a pianola, attracted the attention of the music men present. Naturally Mr. Gilmore was asked the meaning of so seemingly an incongruous exhibit in the midst of chemical and mechanical appliances, when he replied, laughingly:

"Oh, yes; that's a pianola. You see, Mr. Edison, in making experiments in sound reproduction, soon found that no matter how skilful or artistic a pianist might be there was always a variation of time, expression and color every time a piece was played. At his suggestion I bought him a pianola, then the music was ren-

dered uniform, no matter how many times it was performed. This was precisely what Mr. Edison desired to record the data in figuring out certain results in sound reproduction for phonographic records. So satisfactory was the pianola that Mr. Edison wanted another in his private office and experimental room for the same purpose."

MILWAUKEEANS ARE BUSY.

McGreal Bros. Carrying Enormous Stock of All Lines of Machines—Florsheim & Ging Buy Out Bennest—Mr. Thomas a Progressive Columbia Man—Geo. H. Eichholz Doing Well—Huseby Co.'s New Quarters.

(Special to The Talking Machine World.)

Milwaukee, Wis., September 10, 1906.

McGreal Bros., by far the largest factors in the talking machine business, have made a remarkable record, and the manner in which they have been expanding of late proves that in the few years they have been in business they have been building on strong and sure foundations. The main store remains at 173 Third street, where L. E. McGreal, the head of the concern, makes his headquarters. They also have another retail talking machine store in South Milwaukee. The other member of the firm, Hugh McGreal, devotes his attention mainly to their extensive credit clothing business in South Milwaukee. The firm recently moved their wholesale department to commodious headquarters at 317-319 Milwaukee street. Their inventory the first of August showed a stock of 110,000 Edison and Victor records. They have been Edison jobbers ever since they started, and a couple of months ago also lined up as jobbers of the product of the Victor Co. The firm does an extensive business in the jobbing line. They have something like 200 accounts in Wisconsin alone, and also have considerable business throughout Michigan, Minnesota, Iowa and Northern Illinois. They are preparing to put additional men on the road this fall, and will considerably extend their territory covered.

A. F. Bennest, who for the past two years has owned the talking machine department in the Boston store, Milwaukee, sold out on August 25 to Florsheim & Ging, who also have the small goods, pictures and toy departments, and who will continue it in charge of T. B. King, formerly of Syracuse, N. Y., and who has an interest in the talking machine department. The Victor line is handled exclusively. Mr. Bennest has long been in business in Milwaukee. His future plans have not been definitely made, but he will

surely remain in the talking machine field.

Mr. Thomas, manager of the Columbia Phonograph Co.'s store on Grand avenue, is a talking machine man of the most progressive type. He is giving the Columbia an able representation in Milwaukee, and goes out of his way to find new methods of pushing the company's goods. He works the "racial" idea thoroughly. When The World man called Mr. Thomas was demonstrating bagpipe and other records reminiscent of the land of Auld Lang Syne to a crafty Scotchman, whom he had been working on for weeks to get into the store. As he left he told Mr. Thomas that he would take the matter up with his lodge and have the talking machine man give them an all-Scotch concert in the near future. That's the way Thomas works. He watches the bulletins keenly for records appealing to some particular class of people, and then goes about the task of bringing the people and the records together.

The Huseby Co., who moved to their new store on Grand avenue a few months ago, are doing a nice retail business, and make attractive window displays of their line.

McGreal Bros. recently sold their store at Fond du Lac, Wis., to W. J. Augustin, who had managed the store for some time. The Victor and Edison are the lines carried.

George H. Eichholz is a prosperous talking machine dealer at 1340 Fond du Lac avenue. He only started in business for himself a couple of years ago, but has built up a fine business handling Edison goods exclusively.

THEY USED THE TALKING MACHINE.

Upon the trip of Chairman Killam and Dr. Mills, of the Canadian Railway Commission to Dawson City, to investigate complaints regarding freight rates and other matters, N. R. Butcher, the official stenographer, will have the evidence at each hearing read into a talking machine from the stenographic notes, and the record sent to Toronto for transcribing. The finished records will have traveled 4,500 miles across the continent.

The Burlington (Vt.) branch of the American Phonograph Co., of Gloversville, N. Y., have separated their wholesale from their retail department, having leased a large three-story building on College street, with floors 45 by 90 feet. The new quarters are equipped with racks to hold 92,000 Edison records, and with an additional traveler engaged, the company anticipate a heavy season's business throughout the Eastern States.



Keeps Talking Machines "Well"

The "insides" of talking machines are liable to get out of order—same as folks' insides. It "oil" depends on the oil. "3-in-One" Oil keeps all kinds of talking machines "well" and their owners happy. Maybe other oils will do the same—maybe they won't. There's no "maybe" about "3-in-One"—twelve years of success and growth proves its superiority.

"3-in-One" is "good medicine" for every talking machine part. Lubricates the action points; brightens and prevents rust on the metal surfaces; keeps disc and cylinder records free from dust particles, thus assuring perfect tone and harmony.

Where do you come in? Quick, easy sales and 50 and 100 per cent. profit—that's where. Your jobber can supply you with "3-in-One"—place a trial order to-day. FREE sample bottle and the "3-in-One" Book sent on request. Write to:

G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.

The Talking Machine World,
September 15, 1906.



THE MARVELOUS
SEARCHLIGHT

HORN

Style—Red de Luxe, Decorated.
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE

THE SUCCESS OF THE SEARCHLIGHT HORN

IS AT ONCE THE HIGHEST TRIBUTE TO ITS
MERITS. PRONOUNCED BY EXPERTS TO BE
THE ONLY ACOUSTICALLY CONSTRUCTED
HORN ON THE MARKET.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

We have the largest horn producing facilities in the world. Congestion on account of the moving of the phenomenal crops and great manufacturing activity will cause delay in receiving goods. Be on the safe side of the business argument by placing your orders for future shipments at once.

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

Distributed by

CONROY PIANO CO.,	- - - - -	St. Louis, Mo.
DOUGLAS PHONOGRAPH CO.,	- - - - -	New York
E. F. DROOP & SONS CO.,	- - - - -	} Washington, D. C. Baltimore, Md.
HARGER & BLISH,	- - - - -	
LYON & HEALY,	- - - - -	Chicago
MINNESOTA PHONOGRAPH CO.,	- - - - -	St. Paul, Minn.
NATIONAL AUTOMATIC FIRE ALARM CO.,	- - - - -	New Orleans, La.
POWERS & HENRY CO.,	- - - - -	Pittsburgh, Pa.
PHILLIPS & CREW CO.	- - - - -	Atlanta, Ga.
SPOKANE PHONOGRAPH CO.	- - - - -	Spokane, Wash.
TEXAS PHONOGRAPH CO.,	- - - - -	Houston, Tex.
WELLS PHONOGRAPH CO.,	- - - - -	Philadelphia, Pa.
R. S. WILLIAMS & SONS CO., Ltd.	- - - - -	Toronto, Canada
RUDOLPH WURLITZER CO.,	- - - - -	Cincinnati, O.

GREAT ACTIVITY IN 'FRISCO.

Talking Machine Trade in San Francisco Has Assumed New Life—Leading Dealers Are Enlarging Their Space—The Outlook Good.

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 1, 1906.

So steadily has the demand for talking machines increased in this city since the resumption of business that nearly every dealer of importance has found it necessary to largely increase the space devoted to his goods.

Benjamin Curtaz & Son recently fitted up the California street portion of their store for handling "talkers" at retail, and so large has their business become that they have had to arrange for individual trying out parlors and extra record racks.

The Victor line is the winner with Peter Bacigalupi & Sons, 1113-1115 Fillmore street, and a strong demand for these goods has sprung up as a result of the company's liberal advertising. The window displays of this firm are always worthy of note, a unique example being shown this week. The two show windows, one on each side of the entrance, have been draped to imitate the horns of a talking machine. The plate glass window serves as the wide end of the horn and the draperies of cloth, red in one window and blue in the other, extend back in a funnel shape and in the center a picture is placed with the window cards and inscriptions desired for the day's advertising. The effect is that of two large phonograph horns facing the street and serves to draw marked attention to the store.

Clark, Wise & Co. are among those who have been compelled to enlarge their talking machine department to meet demands. The balcony in the front of the store, devoted to the "talkers," has been extended along one side, about doubling the space available for this department. As this firm handles all the leading makes of machines and records it is readily seen that the extra space was badly needed.

The Southern California Music Co. on South Broadway are making alterations on the third floor of their building with the ultimate object of increasing their stock of machines and records. It is their intention to carry a stock of 60,000 records.

In Sherman, Clay & Co.'s new store there is a large space allotted to the talking machines, and Manager A. J. McCarthy is figuring out how to use it to best advantage, as he says he needs every bit of it.

Several new talking machines have been opened recently, among them being that of M. Heydenfeldt, formerly connected with Kohler & Chase, on Golden Gate avenue, who will handle the Victor and Zonophone lines.

J. A. Leitz, under the title of the Eureka

Phonograph Co., will shortly open a store at 429 Fifth avenue, Eureka, Cal., where he will carry a large line of Edison machines and records.

TALKING MACHINE AT OUTING PARTIES.

Outing funds conducted by newspapers in behalf of poor children have been a feature of the summer season in Philadelphia for several years, and one of the most successful methods of obtaining money for this righteous cause is giving porch parties.

A porch party is a very enjoyable affair, indeed, and is generally carried out by the children of the better class of society, backed by a newspaper, in aid of their less fortunate comrades. Some sort of entertainment is always indulged in and refreshments served. As the name implies, the porch is the place where these parties are held, and tastefully decorated with Japanese lanterns and flags, it makes a very striking picture against the sable background of the night. Only a small admission is charged, but so largely are these affairs patronized, that very substantial financial returns are often realized.

A talking machine man in discussing porch parties with the writer the other day incidentally remarked that they provided a rare opportunity for free advertising for any one in his business. He stated that the idea of donating a talking machine concert to the outing fund porch parties occurred to him early in the season, and he had made the most of it, sending a machine and operator to every celebration of the kind throughout the summer. In all cases advertising matter was distributed and questions courteously answered. The result was a large increase in sales for both machines and records, and in several instances outfits were disposed of on the spot.

It is, of course, too late now for a dealer to profit by this article this season, but it will pay him to cut it out and pin it in his hat-band to be taken up against next Summer, for by doing so he can increase his business without cost, which is an achievement.

HOWARD TAYLOR MIDDLETON.

STRENUOUS SALESMANSHIP.

Len Spencer, whose voice issuing from the horn of a talking machine, is as familiar to the owners of these machines as that of some of their relatives, tells an interesting story of strenuous salesmanship that is worth repeating. Of course, somebody else, not Len, was "on the job." But to the story:

"Once upon a time I hired a horse and buggy and went through the country to sell talking machines. The results, the first day or two, were not altogether encouraging, and I was getting desperate. Toward nightfall the second day I pulled up at a farmhouse on the outskirts of a little Jersey coast town, determined to sell a machine at any cost, by any means. I was met by a vicious-looking bull dog, and a more savage-looking native, who demanded to know what I wanted.

"I said: 'Neighbor, I'm selling the best article on the market in the line of talking machines, to entertain and rest you and your family when you're tired, and tell you what's going on in the world where you can't go and see for yourself.'

"'Talking machines! Huh! I'm willin' to bet this whole darn (he didn't say darn) farm agin a chaw of terbacker that my wife, Betsey Ann, kin talk faster, slicker 'n' more ter the point in good, plain English, than any darn machine yew ever heard gab!'

"I said: 'Can't I show it to you?'"
 "'Don't trouble yourself.'"
 "'I'm used to trouble.'"
 "'Don't say! Yew don't look like it!'"
 "'Yes, but I've had trouble. I've been in jail thirty days. Just got out.'"
 "'What wuz yew sent to jail fer?'"
 "'For nearly killing a man who wouldn't buy one of my talking machines!'"
 The old man came up and began to take notice. I sold him that machine."

"It's the Easiest Thing in the World" to Sell

Hohner Harmonicas and Accordeons



The Lyre Harmonica Assortment

A Good Side-Line for Talking Machine Dealers

Small Stock
 Little Capital Required
 Big Demand
 Big Profits



Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You the Latest Catalogue

M. HOHNER
 475 Broadway, New York
 AND 76 YORK ST., TORONTO, CAN.

DISC RECORD CABINETS

Our No. 132 is a handsome, well-proportioned Cabinet with French Legs.

Holds 192 Disc Records up to 12 inch.

High—35 inch
 Wide—20 3/4 inch
 Deep—15 1/4 inch

Write for Catalogue and prices or ask your Jobber for the Feige Cabinets.

FEIGE DESK CO.,
 2074 Genesee Ave., Saginaw, Mich., U. S. A.

If You Are Interested
 IN
VICTOR TALKING MACHINES
 OR
EDISON PHONOGRAPHS

Write at once to
SOL. BLOOM, 3 E. 42d St., N.Y. City

TRADE HAPPENINGS IN THE WEST

Fall Trade Soon in Full Swing—Reorganization of Talkophone Co.—Wurlitzer Expansion—Lyon & Healy's Catalogue of Self-Playing Instruments—Marketing of the Crescent Tone Regulator—H. E. Marschalk a Visitor—Cable Company Becoming Strong Factors in Wholesale Trade—Victor-Victrola Creates a Furore—Talking Machine Co.'s Growth—Babson Bros. Going Extensively Into the Jobbing Business—News Budget of the Month.

(Special to The Talking Machine World.)

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

August made a comparatively poor showing as compared with June and July, a condition natural to the season, but the cooler weather ushered in with September is bringing many of the resorters back on the jump and business is picking up in excellent shape according to the reports all along the line. In another week or so the Fall trade will be in full swing and everyone looks for business of unusual volume. Jobbers report country dealers ordering briskly and placing somewhat larger requirements than usual at this time.

The fact that the Talk-o-Phone Co., of Toledo, is under process of reorganization has been known in the trade here for some weeks, but actual news is still very scarce. It is now stated positively on good authority that President Irish has sold his interests and has retired entirely from the company and that Mr. Metzger, the former secretary, has been made president in his stead. The company's plant, which has been shut down for several weeks pending the reorganization, will shortly start up, it is said, and various improvements in the product are being made. The name of the company will be changed it is reported. Considerable new capital has been put into the company and various rumors are afloat regarding the personnel of the new stockholders. It is understood that the new machine placed on the market last Fall, with the mechanical feed device by which the reproducer arm is propelled across the record independent of the action of the needle, will be manufactured

and pushed vigorously by the new organization.

Rudolph H. Wurlitzer, secretary of the Rudolph Wurlitzer Co., of Cincinnati, was in Chicago last week on a visit to Edward Uhl, manager of the Wurlitzer Co.'s big Chicago branch at 268 Wabash avenue. Mr. Wurlitzer told The World representative that he was agreeably surprised at the amount and volume of talking machine business this summer. Their retail business in Cincinnati is growing rapidly and this year so far has been about three times as large as for the corresponding period in 1905. The demand for the various automatic machines they manufacture has been phenomenally large and they have been having the greatest difficulty in keeping up with the demand.

Lyon & Healy have issued a new catalogue of music for the Majestic pneumatic self-playing piano. It contains all the latest hits and a good many selections which can hardly be classed as hits yet, but which have an undoubted future before them. Mr. Wade, who presides over this department, says that this Summer's business on the Majestic was over twice as large as last year. They are also preparing to push energetically the Pianette, a small coin-operated player which operates without electricity. Mr. Wade looks for a large sale.

John Otto, manager of the retail talking machine department at the Chicago house of the Rudolph Wurlitzer Co., is a fully developed Edison crank. His particular pride is that he has every Edison record now on the market in stock—everything from No. 2 to 9361.

Miss Peters, formerly with the Chicago office of the Columbia Co., has charge of the sales end

of the talking machine business at Siegel, Cooper & Co., and is giving evidence that woman is worthy of a prominent place in this trade. J. L. Kestner, of the firm, who buys the talking machines, together with other lines, is now on a buying trip to New York.

Charles F. Baer, the competent assistant manager of the Chicago office of the Columbia Phonograph Co., will take unto himself a wife the middle of this month in the person of Miss Lucas, the accomplished young lady formerly employed in the order department of the same house.

C. W. Noyes, secretary of the Hawthorne-Sheble Mfg. Co., has been circulating the following petition among the local jobbers:

"For the purpose of presenting to dealers a price list to cover various lines of supplies used in the talking machine trade, we deem it advisable and are agreed that from this date forward we will accept as a standard price list the price list adopted by the Central States Jobbers' Association and hereto subscribe our names."

Mr. O'Neill, of the O'Neill-James Co., was in the East early in the month and spent a few days at the factories of the Hawthorne-Sheble Mfg. Co. and the American Record Co.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, is very proud of a recent acquisition, Tom Gray, otherwise known as Lightning Tom, who has the reputation as being one of the quickest order fillers that ever happened in the trade. "Just see that this gets into the hands of Lightning Tom and have him push it along," is the comment on many a rush order coming to Lyon & Healy these days.

Frederick Sheppy, proprietor of the Crescent Talking Machine Co., 3749 Wabash avenue, Cottage Grove avenue, and the inventor and manufacturer of the Crescent tone regulator one of the best devices of the kind on the market, has closed contracts whereby the Crescent will hereafter be marketed exclusively through the Cable Co. and the Talking Machine Co. The Talking Machine Co. will have the exclusive western dis-

BABSON BROTHERS,

WHOLESALE

Edison Phonographs

AND RECORDS.

We desire to announce to the trade that we have secured the old quarters of the National Phonograph Co., at 304 Wabash Ave., Chicago, and G. M. NISBETT as Manager of our wholesale business.

Complete Stock and Prompt Shipments.

304 Wabash Avenue,

CHICAGO, ILL.

The Cable Company

CHICAGO

Talking Machines for the Trade

We are jobbers of the Edison Machines and Records, Columbia Machines and Records, American Records and the H. & S. Supplies; also distributors of the Crescent Tone Regulators.

We have special facilities for placing attractive novelties in the hands of our dealers and keep our patrons constantly informed regarding the new articles in this line.

Our wholesale Talking Machine Department is entirely separate from our Retail business and is organized to give prompt and satisfactory service to our dealers. Shipments are made promptly and we guarantee bright, clean, new goods.

Write for samples of the wonderful Petmecky needle and Phonographine, the best Talking Machine lubricant. Crescent tone regulators sent on approval.

Automatic Pianos

We are jobbers of the imperial Coin Operated Pianos, both 44 and 58 note. The 58 note instrument is the only Automatic piano giving tone shading.

Talking Machine Dealers will find this a profitable line to carry.

Write to-day for catalogues, terms and full information.

Department "E"

The Cable Company
Wabash and Jackson Aves.,
CHICAGO.

tribution and the Cable Co. the exclusive Eastern distribution. The dividing line between the territories of the two companies runs due North and South through Chicago.

L. Kean Cameron, who justifies his name by being one of the keenest and most capable young talker salesmen in the city, has gone with the Cable Company as chief retail assistant to Manager J. W. Harrison, of the talking machine department. Mr. Cameron received his training in the business with Lyon & Healy, with whom he has been connected for the past four years.

A. D. Geissler, manager of the Talking Machine Co., was called to Evansville, Ind., last month on account of the death of his maternal grandfather, John S. McCorkle. Mr. Geissler's father, L. F. Geissler, general manager of the Victor Co., came from the East to attend the funeral.

Henry E. Marschalk, at one time credit manager of the Columbia Phonograph Co., in Chicago, but now manager of the Musical Echo Co., Philadelphia, was in the city last month renewing his old acquaintances in the trade here. Mr. Marschalk exhibited with considerable pride photos of the interior of the Echo Co.'s new store, which is certainly one of the best fitted up talking machine establishments in the country. In addition to the Victor line, the Musical Echo Co. are now Edison jobbers. As he left Philadelphia Mr. Marschalk noticed in the Pennsylvania yards two cars with the Edison label on them. They represented the initial shipment to his company.

The Chicago office of the Columbia Phonograph Co. have established a mail order department in charge of Mr. Brind, formerly with the American Novelty Co., of this city.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co., and Western representative of the American Record Co., left August 25 for a visit to the factories at Philadelphia and Springfield. He afterward went with Mr. Hawthorne to Atlantic City for a week or so of rest and recreation.

The latest Chicago jobbers to receive the agency for the famous "3 in One" oil are The Chicago Music Co. and the Talking Machine Co. Being an ideal lubricant for the delicate mechanism of the talking machine, "3 in One" oil is in great demand throughout the trade, and additional distributors will do much to facilitate the rapid filling of dealers' orders.

The Cable Company are becoming very strong factors in the wholesale talking machine and supply trade. As readers of The World know, they are jobbers of the Edison and Columbia goods, the American records, the various products of the Hawthorne-Sheble Manufacturing Co., and distributors and jobbers of a number of new specialties. They are also having a fine trade in the Imperial coin-operated pianos, both 44 and 58 notes, the 58-note instrument being distinctive on account of the perfect tone shading secured. The company's wholesale department is entirely distinct from the retail, and is located in another building. This week Manager Harrison, of the talking machine department, will commence giving daily concerts from noon until 5 o'clock in Cable Hall. As the season progresses some unique features will be embodied in these concerts, details of which will be given later.

The Victor-Victrola, a description of which will be found elsewhere in this issue, made its appearance in Chicago last week. It has created a furor. Notwithstanding the price, \$200, the samples placed on exhibition at the several leading Victor jobbers and dealers have been sold and liberal orders have been placed. Everybody is talking, not simply about the beauty of the cabinet, the perfect concealment of the mechanism and the facilities for record "albums," but principally about the tonal effects produced by means of the lid over the turntable by which departing sounds are eliminated and the further tone control possible by manipulating the doors concealing the "invisible" mahogany horn.

Frank Dilbahrer, head of the Western Talking Machine & Supply Co., manufacturers' agents, Suite 405, No. 185 Dearborn street, has

~~ALL IN AN
ENVELOPE~~



This is the way your Records look when you receive them

"If You Get Them from Us."

As soon as received from the factory they are placed in an envelope and sealed. This seal is not broken until, in selling a customer, you break it.

We Are the Only Victor Distributors in United States Who Do Not Retail.

You might just as well be dealing with the Factory direct—the Goods reach you in the same condition.

Over 100,000 Records Always in Stock.

Give us your Fall business this year. Once gained we will hold it. Remember our big organization devotes its entire energy to filling the wants of *Dealers Only*.

Wherever you are in these United States, you may figure that freight on one order filled *completely* is less than on an original order and then on a back order.



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

already made arrangements to represent the following well-known concerns: Universal Talking Machine Co., Zonophone machines and records; Udell Works, Indianapolis, record cabinets; Syracuse Wire Works, Syracuse, N. Y., record racks; Ideal Fastener Co., New York, Universal horn crane; Edwin A. Denham Co., New York, imported premium machines; Tone Regulator Co., Chicago, tone regulators. The Western T. M. & Supply Co. are also putting out a needle of their own, made in soft, loud and extra loud styles. They can fill orders for this needle promptly from stock in Chicago. C. H. Wyatt, of the company, is now on a trip among Western jobbers.

A. D. Geissler, manager of the Talking Machine Co., says that their business, now exclusively wholesale, showed an increase in August of 25 per cent. over the corresponding period of last year. Mr. Geissler, who has been working like a Trojan since he assumed charge early this year, broke away from business cares last Monday and spent the week accompanied by Mrs. Geissler, at Delavan Lake.

The Victor Co.'s new epoch-making machine, the Auxetophone, will again be on exhibition this week at the Talking Machine Co., Lyon & Healy and the Rudolph Wurlitzer Co.

R. C. Wiswall, assistant manager of the talking machine department at Lyon & Healy's, has returned from a three weeks' vacation spent at Matawa Park on Black Lake, Mich. Fishin' was good. Down on the ground floor of the big house active preparations for the season's Victor campaign are being made. The regular continuous afternoon concerts will recommence this week. Joseph N. Vasey has charge of the selling end and Mr. Blackman will demonstrate at the concerts as usual. An additional room—one of those now occupied by the pianola music department—will be given up to the sales end, and the phonographic language course department in charge of L. L. Lewis, now has a room to itself.

Kohler & Chase, of San Francisco, have been made Edison jobbers.

The Secretary of State at Springfield, on Saturday, licensed the incorporation of Charles C. Adams & Co., Peoria, "phonograph sundries." The capital stock is \$30,000.

L. R. Chandler, formerly traveling representative for the Edison Co. in Colorado and Utah, writes his friends from his ranch near Jordon, Mont., that the cattle business is all that it was cracked up to be, and that he is prospering mightily.

B. Edelson, 267 Milwaukee avenue, small goods, cutlery, etc., has added talking machines, handling the Victor and Edison.

Babson Bros., who, as announced in last month's World, are going extensively into the jobbing business, have just secured the third floor of 304 Wabash avenue for their wholesale business. This puts G. M. Nisbett, wholesale manager for Babson Bros., back in his old location, the quarters formerly occupied by the National Phonograph Co., for their Chicago headquarters of which he was manager. Babson Bros. have bought the office fixtures and the extensive record shelving formerly used by the National Co. Mr. Nisbett is rapidly putting the stock into the new location. Babson Bros. will handle the Edison exclusively, at least for the present. Manager Nisbett said that in addition to their present stock, which is very large, they placed last week one of the largest single orders ever received by the Edison Co. Besides a complete line of Edison machines and records they will also carry a full line of accessories, and are now getting out a complete supply catalogue.

L. L. Leeds, of Leeds & Catlin Co., was in the city this week on his way West.

TRANSMITS MUSIC BY WIRE.

Walter Wolfe, electrical engineer, and Austin Granville, chemist, of Muscatine, Ia., have launched a new instrument which is exciting considerable comment. This device is called the ampliphone, by which musical sounds, instrumental and vocal may be transmitted over elec-

trically charged telephone wires. Several prominent citizens have interested themselves in the invention and a syndicate is now being formed which will see to its speedy development and installation in this city, permission already having been obtained from the Bell Telephone Co. for the use of the poles upon which wires for the transmission of the music can be placed. If the invention proves a success the concerts may be heard many miles away.

BLACKMAN TALKING MACHINE CO.

Now that the Blackman Talking Machine Co. (J. Newcomb Blackman, widely known as the "white Blackman"), have acquired the exclusive control and manufacturing rights of the Place record cleaning brushes, the company will heretofore manufacture them under two new patents, which will be issued September 25 and October 2. A new style brush for cleaning disc records is now nearly ready for the market, and will be known as the Place No. 10 disc record brush. The Blackman Co. are having a large sale of "Melotone" needles, and are filling orders

promptly and regularly. Of record cabinets—cylinder and disc—they have 26 different styles in oak and mahogany, ranging in price from \$10 to \$75. They issue a handsomely illustrated catalogue on their cabinet line within a month. The company's sectional record cabinet is put down as a winner, the advance orders running into large figures.

RECENT INCORPORATIONS.

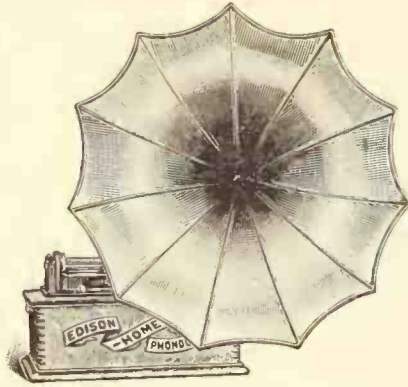
The Waco Talking Machine Co., of Waco, has been incorporated with the authorities of Texas, with a capital of \$2,000. It is their intention to conduct a talking machine business. Incorporators: C. Forkel, S. S. Clayton and A. Malone.

The Adams Talking Machine Co., of Peoria, was incorporated this week with the Secretary of the State of Illinois, with a capital of \$30,000, for the purpose of dealing in talking machines. Incorporators: Charles C. Adams, A. E. Adams and B. D. Bland.

Deliveries have been begun on the new alternating current commercial graphophone.

Chicago Horn Support

FOR EDISON PHONOGRAPHS



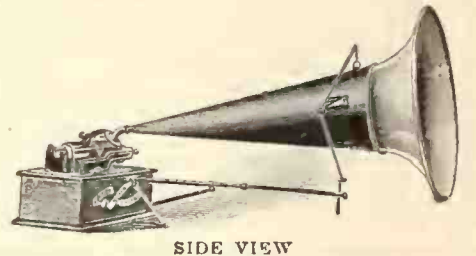
FRONT VIEW—SUPPORT INVISIBLE

The simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

This support is so constructed that it comes directly under the machine and practically out of sight, leaving the top of machine perfectly clear. This support is quickly attached and detached, and folds up into a package 1 3/4 inches by 2 1/4 inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Must retail for \$1.50 each. Wholesale, 75 cents each.

CHICAGO STAND CO.
266 Wabash Avenue, CHICAGO



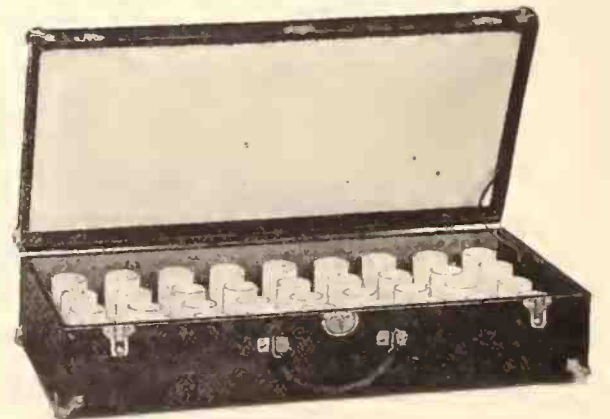
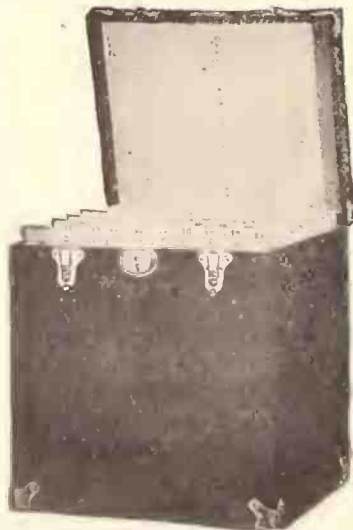
SIDE VIEW

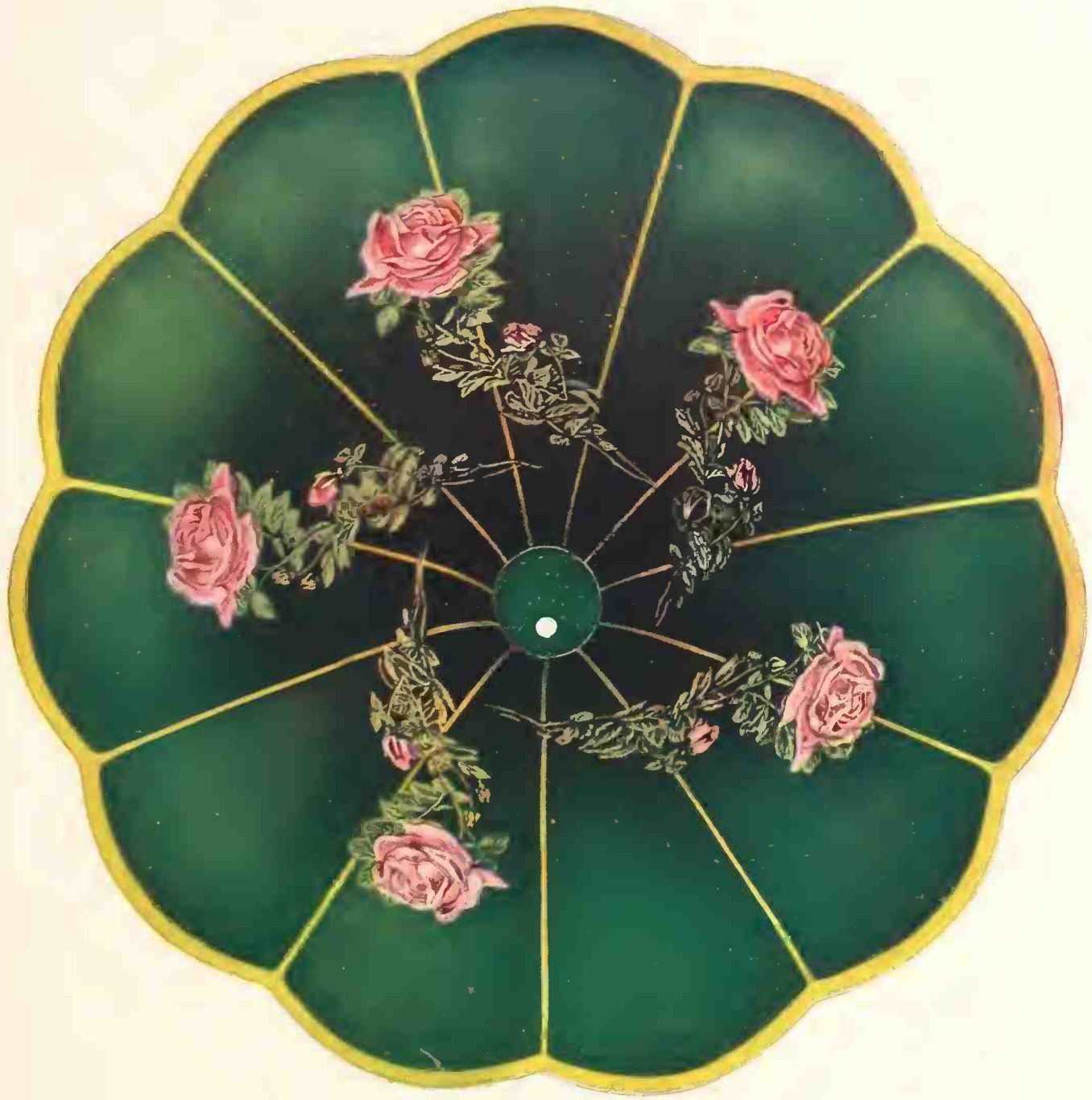
Record and Machine Cases

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

CHICAGO CASE MFG. CO.

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





This cut represents our new improved line of Artistic Flower Horns,
particulars regarding which will be found on the other side.

Hawthorne & Sheble Mfg. Co.

Philadelphia - - Pennsylvania

Artistic Flower Horns



Artistic Flower Horns are manufactured both with and without floral decoration on the inside. We have discovered a means of coating the interior of our Artistic Flower Horns, with special prepared enamels, whereby we secure rich, brilliant color-effects never before attempted. Artistic Flower Horns are totally different from any others, and their handsome appearance, symmetrical lines, and superior reproducing qualities place them as leaders wherever shown.

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Artistic Flower Horns are made in the following styles :

Brass, Nickel-Plated and Polished outside, brilliant enamel background inside, with or without floral decoration.

Brass, Polished outside, brilliant enamel background inside, with or without floral decoration.

Silk Finish outside, brilliant enamel background inside, with or without floral decoration.

Artistic Flower Horns are made for Cylinder Machines and Victor Tapering Arm Machines.

Artistic Flower Horns are made in 84 styles and sizes so as to suit every fancy.

All our Flower Horns are made on machinery of our own design and construction, whereby we are able to secure the most symmetrical lines.

All our Flower Horns have tight joints, thereby eliminating any possible rattle.

All our Flower Horns are very strongly made, not readily damaged.

We manufacture many other style Flower Horns, but recommend the Artistic line as being the latest and most attractive.

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We publish on the next page, a list of our Jobbers in the United States, any of whom will be pleased to furnish you with list and prices of our Flower Horns together with all other goods of our manufacture.

Hawthorne & Sheble Mfg. Co.

Philadelphia - - Pennsylvania



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Lyon & Healy, Wabash Ave. and Adams St.
Lyon Bros., Madison and Market Sts.
Lyons, Jas. J., 192 Van Buren St.
Mills Novelty Co., 11 S. Jefferson St.
Montgomery, Ward & Co., Madison and Michigan Aves.
O'Neill-James Co., 187 Lake St.
Rothschild & Co., State and Van Buren Sts.
Sears, Roebuck & Co., 66 Fulton St.
Siegel Cooper Co., State and Van Buren Sts.
Smyth, I. M., Co., 150 W. Madison St.
Wurlitzer, R., The Co., 298 Wabash Ave.
DANVILLE—Benjamin Temple of Music.
PEORIA—Adams, C. C., & Co., 328 Adams St.
Peoria Phonograph Co.
ROCK ISLAND—Tottens Music House.
SPRINGFIELD—Reynolds, O. A., Talking Machine Co., 409 E. Washington St.
- INDIANA**
INDIANAPOLIS—Carlin & Lennox, 53 Market St.
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Kipp Link Phonograph Co., 217 W. Illinois St.
Koehring, C., & Bro.
Wahl, A. B., 119 S. Illinois St.
SOUTH BEND—Musical Supply Co., 228 Michigan Ave.
- IOWA**
DAVENPORT—Smallfield, R. R., 323 W. 2d St.
DES MOINES—Hopkins Bros. Co., 618 Locust St.
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Droop, E. F., & Sons Co., 109 N. Charles St.
Eisenbrandt, H. R., & Sons, 201 N. Charles St.
McCallister, Wm., 221 W. Baltimore St.
Smith, C. S., & Co., 649 N. Baltimore St.
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BOSTON—Boston Cycle and Sundry Co., 48 Hanover St.
Ditson, Oliver Co., 150 Tremont St.
Eastern Talking Machine Co., 177 Tremont St.
Johnson, Iver, Sporting Goods Co., 163 Wash-
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Osgood Co., C. E., 744 Washington St.
Read & Read, 564 Washington St.
Steinert, M., & Sons Co., 35 Arch St.
Winchell Co., 95 Summer St.
FALL RIVER—Whitot, W. D.
LOWELL—Wardell, Thos., 26 Central Ave.
NEW BEDFORD—Household Furnishing Co.
SPRINGFIELD—Flint & Brickett Co., 439 Main St.
Metropolitan Furniture Co., 540 Main St.
WORCESTER—Johnson, Iver, Sporting Goods Co.
- MICHIGAN**
DETROIT—American Phonograph Co., 106 Woodward Ave.
Grinnell Bros., 219 Woodward Ave.
JACKSON—Maber Bros.
SAGINAW—Morley Bros.
- MINNESOTA**
MINNEAPOLIS—Hough, Thos. C., 714 Hennepin St.
Minnesota Phonograph Co., 518 Nicollet Ave.
ST. PAUL—Lyer, W. J., & Bro., 21 West 5th St.
Koehler & Hinrichs.
Minnesota Phonograph Co., 37 E. 7th St.
- MISSOURI**
KANSAS CITY—Gould, Stephen C., 618 Main St.
Jenkins, J. W., Sons Music Co., 1013 Walnut St.
Kansas City Talking Mach. Co., 325 Delaware St.
Schmeizer, J. F., Arms Co., 701 Main St.
ST. LOUIS—Butler Bros., 13th and Washington Ave.
Conroy Co., 1115 Olive St.
Honck, O. K., Piano Co., 1118 Olive St.
Koerber-Brenner Music Co., 1006 Olive St.
Myers, D. K., 712 W. 2d St.
St. Louis Talking Machine Co., 519 Olive St.
Silverstone Talking Machine Co., 923 Olive St.
Western Talking Machine Co., 1110 Olive St.
- MONTANA**
BUTTE—Orton Bros.
HELENA—Montana Phonograph Co.
- NEBRASKA**
LINCOLN—Sitles, H. E., Cycle Co., 1307 O St.
OMAHA—American Talking Machine Co., 515 S. 16th St.
Collins Piano Co., 113 S. 17th St.
Fray & McArdle, 1520 Harney St.
Hospe, A., Co., Douglas St., bet. 15th and 16th Sts.
Nebraska Cycle Co., 15th and Harney Sts.
Omaha Bicycle Co., 16th and Chicago Sts.
- NEW JERSEY**
CAMDEN—Smith, J. A., 1119 Broadway.
HOBOKEN—Eclipse Phonograph Co., 203 Washington St.
NEWARK—Edisonia Company.
Hahne & Co., Broad St.
Koehler, H. J., Sporting Goods Co., 845 Broad St.
Oliver, Ellis O., New St.
PATERSON—O'Dea, Jas. K., 117 Ellison St.
TRENTON—Capital Cycle Co., 105 N. Broad St.
Stoll Blank Book & Sta. Co., 30 E. State St.
- NEW YORK**
ALBANY—Finch & Hahn.
BROOKLYN—American Talking Machine Co., 586 Fulton St.
Parke Talk. Mach. & Novelty Co., The, 334 5th Ave.
Chapman & Co., Fulton, Bridge and Duffield Sts.
Matthews, A. D., Sons, 354 Fulton St.
Price Phonograph Co., 1258 Broadway.
Spannier, Wm. H., 1333 Myrtle Ave.
BUFFALO—Loud, Robt. L., 567 Main St.
Neal, Clark & Neal, 647 Main St.
Talking Machine Co., The.
ELMIRA—Elmira Arms Co., 117 Main St.
GLOVERSVILLE—American Phonograph Co.
KINGSTON—Forsyth & Davis, 307 Wall St.
NEW YORK CITY—Bettini Phonograph Co., 156 W. 22d St.
Blackman Talking Machine Co., 97 Chambers St.
Blackman, J. E., & Son, 3d Ave. and 142d St.
Bloom, Sol., 3 West 42d St.
Bruno, C., & Son, 356 Broadway.
Davega, L. Jr., 802 Third Ave.
Davega, S. B., 32 E. 14th St.
Douglas Phonograph Co., 89 Chambers St.
Gordon, H. S., 1241 Broadway.
Jacot Music Box Co., 39 Union Square.
Landay Bros., 288 5th Ave.
Len, John, 609 E. 138th St.
Richmond Pease, 44 W. 132d St.
Rapke, V. H., 1661 2d St.
Regina Music Box Co., Broadway and 17th St.
Schiff, Albert I., 550 3d Ave.
Siegel Cooper Co., 6th Ave. and 18th St.
Stanley & Pearsall, 541 5th Ave.
Switky, Benj., 37 E. 14th St.
Weiss, Alfred, 1525 1st Ave.
- OSWEGO**
Bolway, Frank E., 132 W. 2d St.
POUGHKEEPSIE—Hickok, C. H., Music Co., 276 Main St.
Price Phonograph Co.
ROCHESTER—Deninger, A. J., 345 North St.
Mackie Piano and Organ Co., 100 State St.
Miller, Giles B., 63 State St.
Talking Machine Co., 29 Clinton Ave.
- SCHEENECTADY**
Finch & Hahn, 254 State St.
Rickard, J. A., & Co., 253 State St.
- SYRACUSE**
Andrews, W. D., 216 E. Railroad St.
Spalding & Co., 109 W. Jefferson St.
- UTICA**
Clark, Horrocks & Co., 54 Genesee St.
Ferris, A. F., 89 Washington St.
Harrison, Wm., 41 Columbia Ave.
Utica Cycle Co.
- WATERTOWN**
Spratt & Corcoran, 18 Public Square.
- OHIO**
CANTON—Klein & Heffelman Co., 216 N. Market St.
CINCINNATI—Groene, J. C., & Co., Race and Arcade.
Isen & Co., 25 W. 6th St.
Poorman, J. E., Jr., 31 W. 5th St.
Wurlitzer, R., The Co., 10 W. 4th St.
CLEVELAND—Buescher, W. H., & Son, 242 Erie Ave.
Collister & Sayle, 317 Superior St.
Eclipse Musical Co., 254 Arcade.
W. J. Roberts, Jr., Erie and Hudson Sts.
Robbins & Emerson, 256 Arcade.
COLUMBUS—Whitsit, P. B., Co., 213 S. High St.
DAYTON—Nichaus & Dohse, 35 E. 5th St.
Shroyer, G. W., & Co., 106 N. Main St.
NEWARK—Ball-Fintze Co.
TOLEDO—Hayes Music Co., 608 Cherry St.
Milner, W. L., Co.
Whitney & Currier Co.
- OREGON**
PORTLAND—Graves & Co., 328 Washington St.
Sherman, Clay & Co.
- PENNSYLVANIA**
ALLENTOWN—Aschbach, G. C., 539 Hamilton St.
EASTON—Keller, Wm. H., & Son, 219 Northampton St.
Werner Music House, 4th and Northampton Sts.
HARRISBURG—Hamburger, S. K., 12 W. Market St.
PHILADELPHIA—Heppel, C. J., & Son, 1117 Chestnut St.
Lewis Talking Machine Co., 15 S. 9th St.
Lit Bros., 8th and Market Sts.
Penn Phonograph Co., 19 S. 9th St.
Musical Echo Co., 1217 Chestnut St.
Robertson, C. E., 4074 Lancaster Ave.
Wanamaker, John, 13th and Market Sts.
Wells Phonograph Co., 41 N. 9th St.
Western Talking Machine Co., 128 S. 9th St.
Weyman, H. A., & Son, 923 Market St.
PITTSBURG—Bentel, Theo. F., Co., 433 Wood St.
Kleber & Bro., H., 221 5th Ave.
Mellor, C. C., Co., 319 5th Ave.
Pittsburg Phonograph Co., 937 Liberty St.
Powers & Henry Co., 619 Penn Ave.
Standard Talking Machine Co., 534 Smithfield St.
READING—Kaufmann, O. P., 48 N. 8th St.
Lichty Phonograph Co., 641 Penn St.
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NASHVILLE—Honck, O. K., Piano Co.
Nashville Talking Machine Co., 319 Union St.
- TEXAS**
EL PASO—Weiz, W. G., Co.
FORT WORTH—Cummings, Shepherd & Co., 700 Houston St.
GALVESTON—Goggan, Thos., & Bros.
HOUSTON—Texas Phonograph Co., 1019 Capitol Ave.
Unique Talking Machine Co., 1010 Prairie Ave.
SAN ANTONIO—Louis Book and Cigar Co., 521 E. Houston St.
Reis Optical Co., 242 W. Commerce St.
WACO—Waco Electric Supply Co., 518 Austin St.
- UTAH**
OGDEN—Browning Bros. Co.
Froudit Sporting Goods Co.
SALT LAKE CITY—Clayton Music Co.
Daynes & Romney Piano Co., 40 Richard St.
- VIRGINIA**
RICHMOND—Moses, W. D., & Co., 103 Broad St.
- WASHINGTON**
SEATTLE—Cline Piano Co.
Johnston & Co., D. S.
Sberman, Clay & Co.
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Spokane Phonograph Co., 7 Post St.
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We would advise you that if you want your order promptly attended to send it to your distributor.

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THE LAND-O-PHONE CO. INC.

288 Fifth Avenue, NEW YORK

JOHN PHILIP SOUSA STILL ALARMED

Over the Great Dangers That Must Ensure from the Use of the Talking Machines and Mechanical Piano Players by the Musically Inclined People of This Country—He Draws Some Fantastic Pictures in Which He Presents a One-Sided View of the Situation—Demonstrates His Narrowness of Vision and His Lack of Knowledge of General Conditions.

Ever since John Philip Sousa, the eminent bandmaster, appeared in Washington in connection with the hearing on the copyright bill, he has been conspicuously in the limelight, always talking about the great danger and evils to ensue from use of the talking machine. He has been interviewed by newspaper men, and his remarks have been the subject of many editorial comments. The daily papers, however, could not afford him scope enough for his views, so this time he has taken the pains to contribute a lengthy article to *Appleton's Magazine*, for September, under the caption, "The Menace of Mechanical Music." Mr. Sousa goes on record as saying that he is willing to be reckoned as an alarmist, and proceeds in this wise:

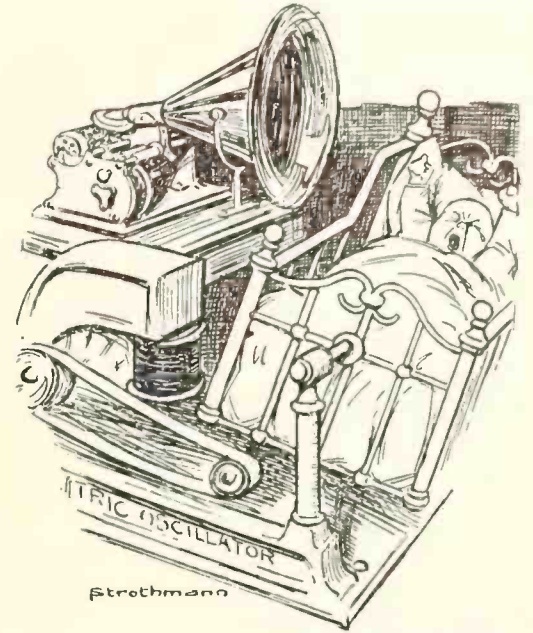
"I foresee a marked deterioration in American music and musical taste, an interruption in the musical development of the country, and a host of other injuries to music in its artistic manifestations, by virtue, or, rather, by vice, of the multiplication of the various music reproducing machines. When I add to this that I myself

Mr. Sousa says that the present mechanical appliances reduce the expression of music to a mathematical system of megaphones, wheels, cogs, discs, cylinders and all manner of revolving things, which are as like real art as the marble statue of Eve is like her beautiful, living, breathing daughters.

Composer Sousa evidently believes that the sale of music producing inventions interferes with what was termed formerly the regular busi-

are no longer being purchased as formerly, and all because the automatic music devices are usurping their places.

"And what is the result? The child becomes indifferent to practice, for when music can be



—Appleton's Magazine.

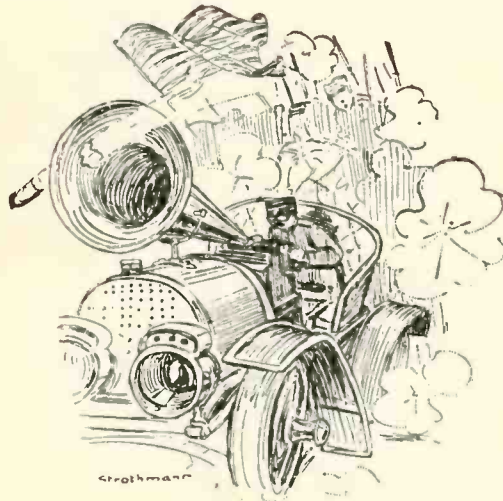
"WILL THE INFANT BE PUT TO SLEEP BY MACHINERY."

heard in the homes without the labor of study and close application, and without the slow process of acquiring a technic, it will be simply a question of time when the amateur disappears entirely, and with him a host of vocal and instrumental teachers, who will be without field or calling."

He refers to an article recently appearing in the *London Spectator*, which shows how the talking machine is being used as a substitute for musicians at amateur performances, and quotes the exclamation of the little boy who rushed into his mother's room with the appeal: "O mamma, come into the drawing room, there is a man in there playing the piano with his hands!"

The March King is full of fear and trembling for the musical future of America, for he says:

"It is quite true that American girls have followed the athletic trend of the nation for a



—Appleton's Magazine.

"LED IN THE STRIFE BY A MACHINE."

ness, and will ultimately drive the amateur musician out entirely. According to his views, "there are more pianos, violins, guitars, mandolins and banjos among the working classes of America than in all the rest of the world, and the presence of these instruments in the homes has given employment to enormous numbers of teachers who have patiently taught the children and inculcated a love for music throughout the various communities.

"Right here is the menace in machine-made music! The first rift in the lute has appeared. The cheaper of these instruments of the home



—Appleton's Magazine.

"THERE'S A MAN IN THERE PLAYING A PIANO WITH HIS HANDS."

and every other popular composer are victims of a serious infringement on our clear moral rights in our own work, I but offer a second reason why the facts and conditions should be made clear to every one, alike in the interest of musical art and of fair play.

"It cannot be denied that the owners and inventors have shown wonderful aggressiveness and ingenuity in developing and exploiting these remarkable devices. Their mechanism has been steadily and marvelously improved, and they have come into very extensive use. And it must be admitted that where families lack time or inclination to acquire musical technic, and to hear public performances, the best of these machines supply a certain amount of satisfaction and pleasure."



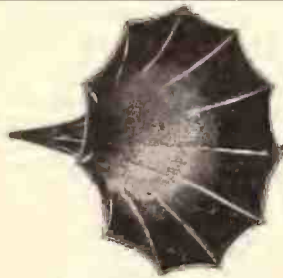
—Appleton's Magazine.

"THE GRAMOPHONE CAROLLING LOVE SONGS FROM AMIDSHIPS."

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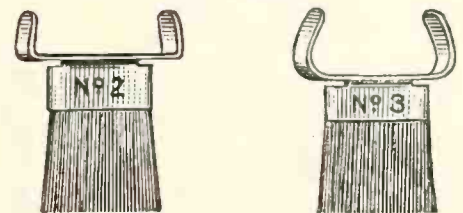
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- No. 20 Maroon and Gold stripe.
- No. 30 Blue and Gold stripe.
- No. 40 Black Morning Glory.
- No. 50 Maroon Morning Glory.
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We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

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.

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Blackman Talking Machine Co., J. NEWCOMB BLACKMAN, Prop.
"The White Blackman."

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97 Chambers Street, New York

long while; at the same time they have made much headway in music, thanks to studious application. But let the mechanical music maker be generally introduced into the homes; hour for hour these same girls will listen to the machine's performance, and, sure as can be, lose finally all interest in technical study.

"Under such conditions the tide of amateurism cannot but recede, until there will be left only the mechanical device and the professional executant. Singing will no longer be a fine accomplishment; vocal exercises, so important a factor in the curriculum of physical culture, will be out of vogue!

"Then what of the national throat? Will it not weaken? What of the national chest? Will it not shrink?

"When a mother can turn on the phonograph with the same ease that she applies to the electric light, will she croon her baby to slumber with sweet lullabys, or will the infant be put to sleep by machinery?"

He does not evidently view the educational power of the piano players and talking machines in a favorable light, for he says that "the mechanical inventions, in their mad desire to apply music for all occasions, are offering to supplant the instructor in the classroom, the dance orchestra, the home and public singers and players, and so on. Evidently they believe no field too large for their incursions, no claim too extravagant. But the further they can justify these claims, the more noxious the whole system becomes.

"Just so far as a spirit of emulation once inspired proud parent or aspiring daughter to send for the music teacher when the neighbor child across the way began to take lessons, the emulation is turning to the purchase of a rival piano player in each house, and the hope of developing the local musical personality is eliminated.

"The country dance orchestra of violin, guitar and melodeon had to rest at times, and the resultant interruption afforded the opportunity for general sociability and rest among the entire company. Now a tireless mechanism can keep everlastingly at it, and much of what made the dance a wholesome recreation is eliminated."

He yields, however, on one point, that it may play a strong part in the love affairs of the nation, for he says:

"In the prospective scheme of mechanical music we shall see man and maiden in a light canoe under the summer moon upon an Adirondack lake with a gramophone caroling love songs from amidships. The Spanish cavalier must abandon his guitar and serenade his beloved with a phonograph under his arm."

Mr. Sousa believes, too, that in war as well as in love, the talking machine will win renown. He asks:

"Shall we not expect that when the nation once more sounds its call to arms and the gallant regiment marches forth, there will be no majestic drum major, no serried ranks of sonorous trombones, no glittering array of brass, no rolling of drums? In their stead will be a huge phonograph, mounted on a 100 horse-power automobile, grinding out 'The Girl I Left Behind

Me,' 'Dixie' and 'The Stars and Stripes Forever.'"

Through the opening of Mr. Sousa's article there is an ever-present sarcastic vein, and he obviously fails to give credit to the wonderful educational influence of the automatic devices which enable people in every part of the land to become acquainted, through their media with the musical compositions of this and past generations. The sarcastic element in Mr. Sousa's article is succeeded by a serious trend of thought toward the close in which Mr. Sousa gives his impression of the new copyright bill, which was introduced at Congress at the last session. He describes his experiences before the joint committee, where he made a strong plea for the composers.

"Of course, it must not be overlooked that in



—Appleton's Magazine.

"DOES IT GO ABOUT TO SEEK WHOM IT MAY DEVOUR?"

the United States Circuit Court of Appeals a case has just been decided adversely to the composer's rights in the profits accruing from the use of his compositions on the talking and playing machines, but this case awaits final adjudication, on appeal, in the United States Supreme Court. Judges Lacombe, Coxe and Townsend rendered a decision as follows:

"We are of the opinion that a perforated paper roll, such as is manufactured by defendant, is not a copy of complainant's staff notation, for the following reasons: It is not a copy in fact; it is not designed to be read or actually used in reading music as the original staff notation is; and the claim that it may be read, which is practically disproved by the great preponderance of evidence, even if true, would establish merely a theory or possibility of use, as distinguished from an actual use. The argument that because the roll is a notation or record of the music, it is, therefore, a copy, would apply to the disc of the phonograph or the barrel of the organ, which, it must be admitted, are not copies of the sheet music. The perforations in the rolls are not a varied form of symbols substituted for the symbols used by the author. They are mere adjuncts of a valve mechanism in a machine; in fact, the machine, or musical play-

ing device, is the thing which appropriates the author's property and publishes it by producing the musical sounds, thus conveying the author's composition to the public."

May I ask, does this machine appropriate the author's composition without human assistance? Is the machine a free agent? Does it go about to seek whom it may devour? And if, as quoted above, the machine "publishes it," is not the owner of the machine responsible for its acts?

Mr. Sousa has evidently devoted considerable time to the consideration of this matter, and he says: "The section of the Constitution on which my whole legal contention is based provides: 'The Congress shall have power to secure for limited time to authors and inventors the exclusive right to their respective writings and discoveries.' And my claim is, that the words 'exclusive' and 'writings,' particularly the latter, are so broad in their meaning that they cover every point raised by existing copyright laws, even to the unauthorized use of musical compositions by mechanical reproducing apparatus, and all this because these two words deal, not alone with the letter, but with the spirit as well."

Mr. Sousa says later that "the day will come when the courts will give me the absolute power of controlling the compositions which I feel are now mine under the Constitution. Then I am not so sure that my name will appear as often as at present in the catalogues of the talking and playing machines."

He closes by saying that it is possible that if the composers do not receive a just reward for their efforts in the end it will have the effect to check incentive to creative work, and that compositions will cease. My, my, how sad!

COLUMBIA WAREROOMS DAMAGED.

Fire Consumes \$40,000 in Machines and Records—Will Start Again at Same Place.

A fire at the Columbia Phonograph Co.'s downtown store, 352 Broadway, New York, August 21, caused a loss of \$40,000, fully covered by insurance. There was little if any salvage, and business will be resumed in the same place with as little delay as possible.

JOBBER'S ASSOCIATION ELECT OFFICERS.

(Special to The Talking Machine World.)

Detroit, Mich., August 31, 1906.

The annual meeting of the Central States Talking Machine Jobbers' Association was held at the Hotel Cadillac August 15. There was a large attendance, and the morning and afternoon sessions were interesting, important trade matters being disposed of. The election of officers for the ensuing term follows: President, E. Percy Ashton, of the American Phonograph Co., Detroit; vice-president, E. J. Heffelman, of Klein-Heffelman Co., Canton, O.; secretary, Perry B. Whitsit, of Perry B. Whitsit Co., Columbus, O. (re-elected). The next meeting of the association will be on November 12 at Indianapolis, Ind.

Rapke Horn Crane, No. 15

SIMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13¼ lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

RAPKE HORN CRANE, No. 15

PATENTS PENDING

PRICE, - - \$1.50



Mr. Dealer!

are you using the **RAPKE** Label and Tray System? If not, consult at once

YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

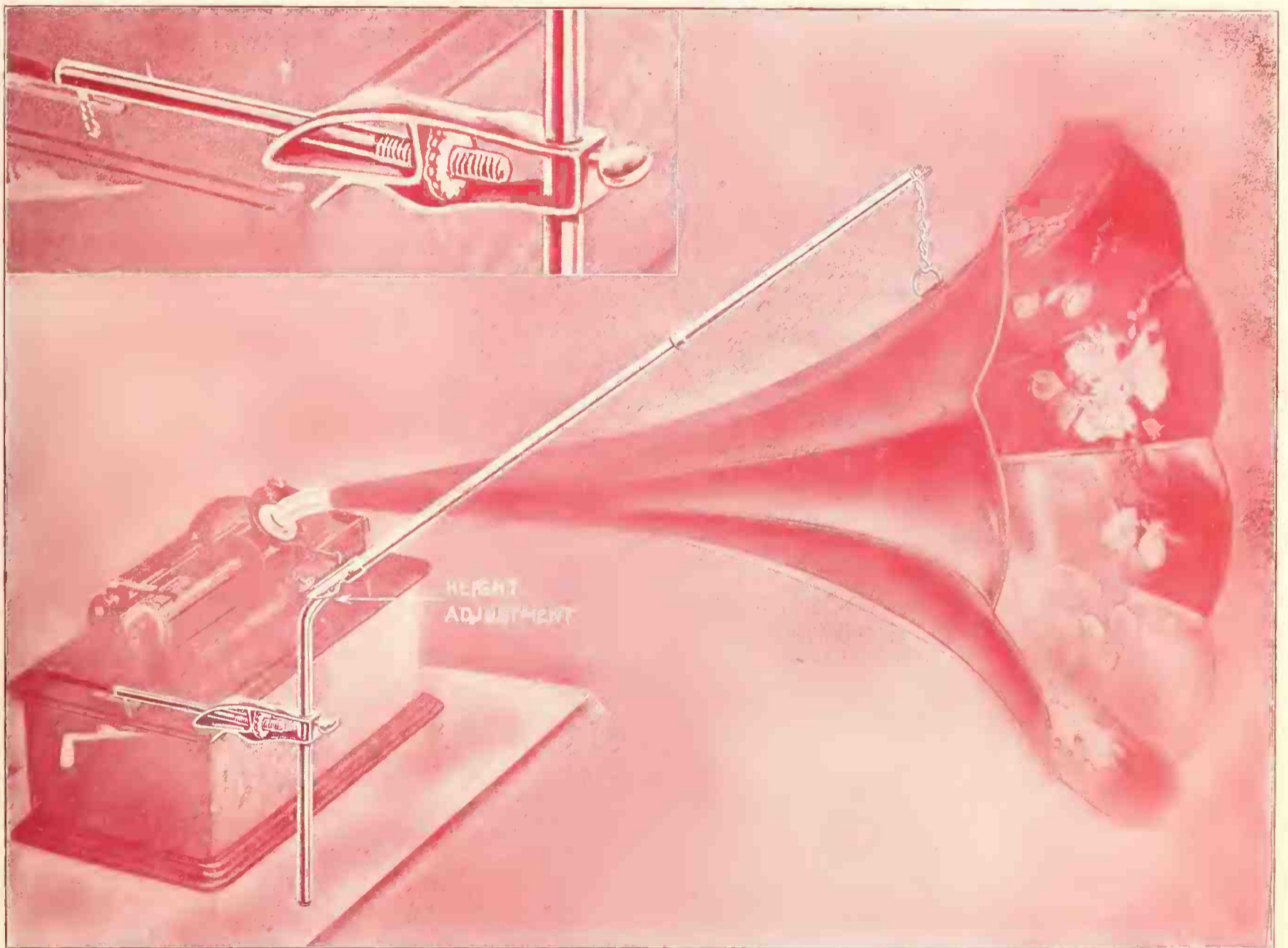
VICTOR H. RAPKE, Mfr., 1661 Second Av., New York

The
Ideal Fastener Company's
O. K. HORN CRANE

The Acme of Simplicity and Perfection

(Instantly attached by the turn of a thumb nut)

For Edison and Columbia Machines



MADE TO RETAIL AT \$1.25

FULLY NICKELED



HIGHLY FINISHED

(Patents Pending)

ARE YOU INTERESTED ?

NOTICE THE NEXT PAGE

The O. K. HORN CRANE

(SEE CUT ON PRECEDING PAGE)

Is the Crane that meets every requirement
at a price to suit every purchaser

—IT IS—

Extra Light ✎ *Extra Strong*

✎ *Extra Handsome* ✎

—and—

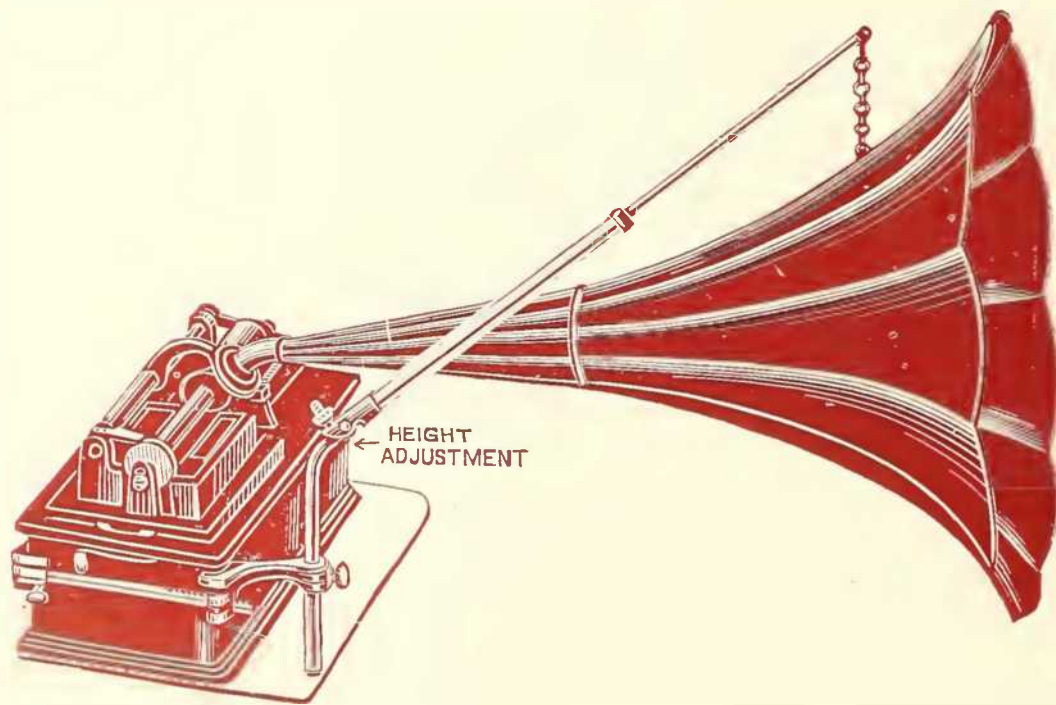
On account of its scientific construction and marvelous simplicity

VERY LOW IN PRICE

No cylinder machine complete without it

ORDER THROUGH YOUR JOBBER

OUR UNIVERSAL CRANE



For Edison and Columbia Machines



Retail price \$1.75

THE IDEAL FASTENER COMPANY

143 LIBERTY STREET

NEW YORK

GEO. W. LYLE WELCOMED

On His Return from Europe by a Strong Force of Columbia Men Who Went Down the Bay in a Special Boat.

After negotiations were under way to secure Marconi, the wireless wizard, for the experimental staff of the Columbia Phonograph Co., General, George W. Lyle, general manager of the company, made a hurried trip to London, England, to complete the deal, which was accomplished in his usual thorough and happy manner, and Mr. Marconi will be officially known as consulting physicist. Mr. Lyle, going over early in August, returned on the 24th, aboard the "Lucania," of the Cunard line, a host of his company and social friends meeting him at quarantine on



GEO. W. LYLE.

the ocean-going tug, "Charles T. Raymond." A Twentieth Century Imperial graphophone was a part of the joyous equipment, and the returning general manager was made to understand that between the strains of the graphophone and the songs and cheers of the enthusiastic group on the tug, he was the recipient of a home-coming that he will remember with pleasure for many a long day, as it was wholly unexpected.

Those on the "Raymond" to welcome Mr. Lyle follow: Edward D. Easton, president; Paul H. Cromelin, vice-president; E. O. Rockwood, secretary and assistant treasurer; T. D. Merwin, director; I. H. Dorian, assistant general manager; E. Keller Camp, of the legal department; Walter L. Eckhardt, manager wholesale department; J. W. Binder, manager business graphophones department; Walter P. Phillips, manager advertising department; Mortimer D. Easton, S. S. B. Campbell, Merwin E. Lyle, E. F. Sause, F. A. Vollane, John C. Button, S. Yano, Thomas Ware, Mrs. George W. Lyle and the Misses Jessie Brown and M. A. Elmendorf.

HANDSOME LINE OF UDELL CABINETS.

The new line of cabinets for holding sheet music and piano player music rolls, made by the Udell Works, Indianapolis, Ind., is the most complete ever shown by them, owing to the importance attained by this department of their business. There are more designs shown, and the general beauty of style and finish are greatly enhanced, making the Udell line one that should find a place in the stock of every progressive dealer. It is not a "dead" line full of high priced goods that frighten customers, but the prices are attractively low, ensuring quick sales with good profit. It must be said, however, that while the prices are low the quality of the goods is of the high grade order, fully in keeping with the Udell reputation

for producing what is good in furniture. Talking machine and music dealers should obtain catalogue and wholesale prices of these cabinets with the object in view of increasing their business.

THE "TALKER" ON THE SEA.

How the Lives of the Fisher Folk Down Cape Cod Way Have Been Made More Pleasant Through Use of the Talking Machine—The Views of an Old Sea Captain—Wants Records of Ditties of the Sea.

The popularity of the talking machine in all sections of this country cannot better be illustrated than by a visit among the fisher folk way down East in Cap Cod. Here, far removed from musical centers, with only the songs of the country church choir and the ruder chantys of the sailor, the development of the art was necessarily slow, but within the past few years it has taken a forward movement, and in conjunction with hymn tunes of a century ago, are heard the arias of the metropolitan concert hall. This great change is due to the introduction of the talking machine. From the Race to Buzzard's Bay they can be heard, both on land and sea. It has become a household necessity in those homes where the male members "go down to the sea" for a livelihood. In the long evenings, while the "wimmin" folks anxiously await the return of the breadwinners, it brings them both comfort and pleasure. The toilers of the sea also find it essential to their happiness, as it assists in whiling away many a tedious hour, and takes away the thoughts of the men from the discomforts of their life.

A former sea captain, who for forty years has been a whaler, said to The World recently: "Had the talking machine been invented a half a century ago, life on the ocean would have been much easier for the captains. If you could only realize the dearth of amusement and the love of music among the sailors, you would appreciate what a boon it would have been. To-day it is becoming as much a part of the equipment of a sailing vessel as its sails, and often I hear the crew joining in the chorus of some familiar song. I think it would pay the talking machine companies to give a little study to the needs and desires of this class of patrons. If the words of the newer songs could be attached to the records, it would do much to popularize them, as the sailors would soon commit them to memory. Then, too, the old-time ditties that we have always sung are always in requisition. Religious selections naturally appeal to those born and bred along the New England coast, and no collection of records is complete without a good sprinkling of the hymns we sang as children."

As to the class of machines in demand, the disc variety is far in the lead. Experience has proven that the cylinder type cannot be used on a vessel that is in motion, and that the salt air tends to disintegrate the wax records. With the disc even in quite rough weather the needle will not leave the groove and the record is not affected by atmospheric conditions. The taper arm machine has been found to be the best for general use, and practically no other kind is sold for marine use. There seems to be a field for a specially constructed nautical phonograph that will meet the demands on the dealers in the seaports, and as was suggested by the venerable captain, a collection of the sea ditties so popular on shipboard would appeal to the landsman as well.

GRAPHOPHONE LEADS REVIVAL.

At the big tent revival meeting held in Collingwood, O., early this month, the Twentieth Century Columbia Graphophone played a very prominent part in the exercises, rendering a delightful program before the services, which was followed by the crowning surprise of the evening—the delivery of an eloquent address which was clearly heard by everybody assembled, and which made a profound impression. The singing of the hymns by the machine was so realistic that the congregation joined in the singing. In

addition, the pastors of the Collingwood churches spoke, but the star of the evening was the Columbia graphophone.

Frank A. Bowman, editor of the Collingwood Citizen, published a very interesting story of the proceedings, and paid a proper tribute to the tremendous value of the talking machine in its new sphere of activity. It is apparent that there is no end to the uses to which the talking machine can be adapted, and while narrow minded people abuse it once in a while, yet, it has done, and is doing, more to bring joy into the lives of the people at large than any device that has ever appeared in our time.

LAMBERT PATENTS PURCHASED

By Geo. J. Snowden, Who Is Interested in New Company Making an Indestructible Record Which Will Not Possess the Weakness of the Lambert Records.

(Special to the Talking Machine World.)
World Office, 195 Wabash avenue,

Chicago, Ill., September 10, 1906.

A deal which promises to lead to important developments in the talking machine trade of the country occurred last month when the assets and patents of the Lambert Co. were sold under court order to George J. Snowden, a wealthy oil man and capitalist of Oil City, Pa. The consideration is given as \$25,000. Mr. Snowden secured the Lambert indestructible cylinder record patents in the interests of a company recently incorporated under the laws of Maine, with a capital stock of \$1,000,000, as the Indestructible Phonographic Record Co. A change of name will have to be effected, however, on account of this name having been used by another concern.

Full information regarding the organization of the new concern is difficult to obtain at this end, but B. F. Philpot, trustee for the Lambert Co., and one of its former officers, outlined in a general way the intentions of the company as received by him from its promoters. "The new company secured the Lambert patents in order to protect a new indestructible record they are to place on the market," said Mr. Philpot. "It will have all the advantages of the Lambert celluloid record, but will be re-enforced, thus preventing warping, the only weakness of the old Lambert record. The company have unlimited capital behind it, and have already, I understand, secured a factory within a hundred and twenty-five miles of New York, and will have offices and headquarters in New York City. The factory will be equipped to produce 3,000,000 records a year, and will also manufacture their own cylinder machine which will have an entirely new reproducer. They expect to make 25,000 machines a year. Every department will be in charge of experienced men. It is expected that the company will be able to issue their catalogue and show sample lines next spring, and have their product generally on the market by next fall."

The new company control the Lambert patents absolutely except for England.

The Lambert Co. went into bankruptcy in January of the present year. The failure of the company is said to have been because of lack of capital, and the heavy expenditures in defending suits against their patents by the Edison and other companies. These suits Mr. Philpot declares resulted in the validity of the Lambert patents being fully established.

HIS RECORDS OF THE FAMILY.

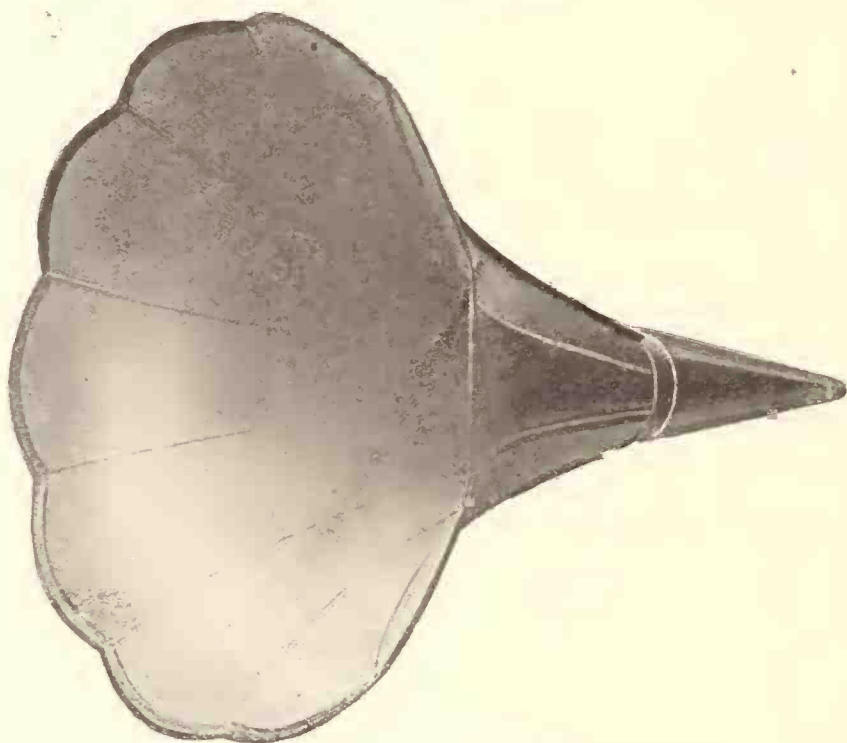
A prominent resident of Pittsburg is said to have records of the voices of every member of his family (his wife and six children), in which they express various sentiments. He intends to have these taken every few years, and to give each child a set of his own records. The collection will be interesting and highly-prized by each one. He has for illustration a yearly record of the voice of his fourth child, now 7 years old, one record having been taken on each birthday.

JUST WHAT THE PUBLIC IS LOOKING FOR

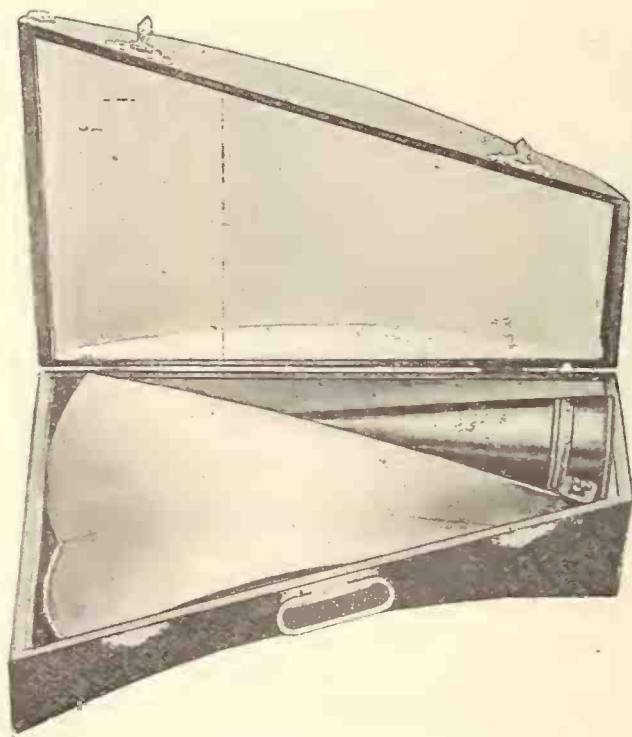
The Kompakt Horn

Collapsible Flower Horn Made Entirely of Sheet Metal
for both Cylinder and Disc Machines.

ACOUSTIC QUALITIES PERFECT



READY FOR USE INSIDE OF ONE MINUTE



IN CARRYING CASE

A FEW "CANS"

- CAN be put in use inside of one minute.
- CAN be placed inside of small carrying case.
- CAN attach carrying case to any other case which does away with carrying the horn separately.
- CAN economize in shipping and handling.
- CAN clear comfortable profits.

NEW JERSEY SHEET METAL CO.

9-11 Crawford Street, NEWARK, N. J., U. S. A.

We Manufacture the best Enameled Flower Horn on the Market.



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J. B. SPILLANE, Managing Editor.

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Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash Ave.

TELEPHONES: Central, 414; Automatic, 8643.

Philadelphia Office: Minneapolis and St. Paul:
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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

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

NEW YORK, SEPT. 15, 1906.

TALKING MACHINE men in various countries have been interested in the decision affecting the reproduction of music handed down by the Italian courts, which was reported briefly in the last issue of *The World*.

One of our correspondents in Italy says that many believe that the Court of Appeals in Italy will confirm the judgment of the First Court, and as the house of Ricordi control for the whole world the most important classical Italian compositions, including all the grand operas and works of the great masters, such as Verdi, Puccini and others, it will be seen that the decision rendered by the Tribunal of Milan is of the greatest interest to talking machine men wherever *The World* is read.

This Italian legal decision is a recognition without restrictions of the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representatives.

THE above decision holds that during the life of the first period of copyright, namely, forty years, no musical composition in whole or in part, or any selections from the work, can be reproduced on a record without the written consent or permission of the copyright owner. Even after forty years the record makers using any copyrighted music must pay a royalty, which shall be fixed by the court.

The Tribunal by this decision compels the Gramophone Co., the defendants in the case, to the repayment of damages incurred to the house of Ricordi for improper reproductions of their works. This alone means, in case the higher Italian court concurs, the payment of a considerable sum of money to the plaintiff.

IT should be understood that in Italy the law considers two periods for the right of publication, one of forty years, starting from the

date of the first publication in favor of the author, or his representatives. The second period of forty years, during which every one can publish a work by paying for the benefit of either the author or his representatives 5 per cent. of the price marked on each printed copy offered for sale. Not only does the Tribunal of Milan compel the Gramophone Co. to pay the firm of Ricordi the amount of 5 per cent. on the gross price marked for each disc, but it has even gone further. It has compelled a firm which sells the discs of the Gramophone Co. to repayment of the damages toward Ricordi, for the improper sale carried on up to the present time, and has warned the firm that it would incur penalties if the sales continued. The Gramophone Co. have also been asked to pay the costs and judgment of this most interesting case.

WE may say that it is not definitely assured that this decision will be confirmed by the Court of Appeal, but we can state in that connection that the Tribunal of Cremona has already taken the same view as the Milan Court regarding perforated rolls, which are used on piano players, and the use of music rolls on piano players will shortly be tried before the Tribunal of Bologna. All of these matters are of vital interest to talking machine men in all parts of the country, and the decision of the higher Italian courts will be awaited with increased interest, for it is possible that the attitude of the Italian legal authorities may in a degree affect the condition here in America, where there has been strenuous efforts put forth to change the existing copyright law.

ALONG these lines the "canned music" article of John Philip Sousa, which appeared in a recent issue of a popular magazine, has attracted considerable interest in this country. It may be possible that new conditions may, within the near future, demand a change in our copyright laws, but it must be conceded that the talking machines and self-playing instruments have done much toward popularizing the work of many well-known composers who have profited in a material sense by the increased demand created for their compositions by the self-playing instruments. People who have heard their works through the talking machines have gravitated to the nearest music stores, and have asked dealers to supply them with copies of such and such a piece, and probably had it not been for the mediumship of the talking machine many of these compositions would never have been heard, and their authors could have never received royalties from the music publishers.

THE statement has been made that years ago a well-known band master and composer actually urged talking machine men to reproduce his works on cylinder and disc records so that it would aid in their popularization. He then looked upon the talking machine as a splendid means of exploiting his musical creations, and there can be no question but that through the hundreds of thousands of records which have been sold of certain compositions that it has aided in popularizing them, and the talking machine will continue to be a popularizer of music in the broadest sense.

Neither does its use decrease love for piano playing, nor does it do away with the use of the smaller musical instruments in the slightest. It fills its own sphere as a musical educator and entertainer, and it is helpful in the broadest

way to the musical and educational interests of the country.

WE have noticed that the same men who claim to-day that the talking machine business has reached its highest stage of development are in many instances the same ones who, years ago, claimed that the present factories would be out of business by 1902.

There are pessimists in all trades, and it adds to the variety of the talking machine industry to have a few men who are making all kinds of dire predictions as to the future of the talking machine.

How can any one who has witnessed the steady evolution of this marvelous product of human brains and skill say that the highest stage of development has been reached. Look at the wonderful possibilities of the new instruments which have been placed out during the past six months, and then figure what the talented inventors of the future will create! This industry has not reached the high-water mark by a good step, and it will be many years before the wail of the pessimist can be heard distinctly above the whirr of busy machinery operating day and night in great plants to supply the world-wide demand for this great product.

REPORTS from the London office of *The World* are interesting this month. London is headquarters for an enormous talking machine trade, and this publication is in a position to supply its readers not only with the latest and most accurate information concerning trade matters in London, but our rapidly growing subscription list in all parts of the world demands that the fullest attention be given to the affairs which are closely interwoven with this industry in other lands as well as our own.

THE fall season is now well on, and reports received at this office during the past week indicate an unusual activity in trade circles. There will be the biggest kind of a business conducted in all lines of trade this fall. The jobbers in the Middle West are busy just now supplying the needs of the smaller dealers, and from all over America comes the cheering information that the talking machine dealers are getting extremely busy.

There are a number of specialties on the market, and the probability is that the present number will be constantly augmented. We have active brains and inventive skill in this industry, which are bound to tell in a number of ways, particularly in new inventions which are closely related to the talking machine.

TALKING machine dealers are imbued with a spirit of progressiveness which is apparent in the beautiful quarters which are constantly being fitted up all over the land. We have seen during the past month some superb establishments fitted up exclusively for the display and sale of talking machines. The space and elegance of these warerooms would do credit to any industry, and there is no reason to-day why the talking-machine men should not take a pride in their calling and in the evolution of the business to higher and better things.

Recollect, too, that *The Talking Machine World* predicted in its first issue that the talking-machine industry was only in its infancy, and, judging from the phenomenal development which has taken place since this paper first appeared, it would seem as if our predictions were pretty nearly correct.

FIRSTLY—We Manufacture Records and RECORDS ONLY
THEREFORE

THEY RECEIVE OUR UNDIVIDED ATTENTION



SECONDLY—Our Records are Constantly Improving; they MUST.

THIRDLY—Our Summer Sales more than Double Those of Last Year.—Proof enough.

FOURTHLY—We have the Best Proposition on the Market To-day.

LASTLY—All we Ask is a Fair Trial.

Does Advertising Pay?

**CUT OUT AND SEND COUPON
IN CORNER**

Tear off here. Fill in and Mail to-day to
INTERNATIONAL RECORD COMPANY,
 40-44 Washington Street,
 Auburn, N. Y.

Dear Sirs:—I am interested in your "International Records." Send me full catalog, prices, terms, etc., at once.
 Yours very truly,

NAME.....
 Address.....
 T. M. W.
 g.

MARCONI VISITS COLUMBIA PLANT.

The Inventor of Wireless Telegraphy, Who Has Been Appointed Consulting Physicist by the Columbia Phonograph Co., Entertained at Banquet at Waldorf-Astoria—His Remarks to the World.

The presence of Mr. G. Marconi, the wizard of wireless telegraphy, in this city during the past week, is looked upon by those interested in the development of the talking machine as marking the beginning of a new epoch in its history. When it was first announced that he had been retained by the Columbia Phonograph Co. as its consulting physicist, the trade in general realized that the company had made a master stroke by taking into its employ one of the most brilliant inventors of the age. Mr. Marconi arrived from Europe late Friday evening, and during his three



MR. MARCONI.

days' stay on this side, spent practically the entire time in going over his new field of operations. On Monday he was taken in an automobile to visit the immense plant of the Columbia Co. at Bridgeport, Conn., examining every detail of the manufacture of their talking machine. On his return to New York that evening he was tendered a banquet in the Astor banquet hall of the Waldorf-Astoria Hotel by President Easton, of the Columbia Phonograph Co., General. Among the guests present were: Vice-Presidents William E. Bond, George W. Lyle, Paul H. Cromelin and Edward Burns, Messrs. F. J. Warburton, Timothy D. Merwin, Thomas H. McDonald, Victor H. Emerson, Elisha K. Camp, John H. Dorian, E. O. Rockwood, J. W. Binder and Walter L. Eckhardt. One of the features of the dinner was music from a Twentieth Century graphophone. Speeches of an informal nature were made, and all thoroughly enjoyed meeting Mr. Marconi.

Mr. Marconi sailed on the Caronia Tuesday morning, and just prior to his departure, in an interview with The Talking Machine World, he said:

"As yet I have not had an opportunity to make the thorough investigation of the graphophone in all its phases that the subject demands. One point that I have given careful attention to during my visit to the Columbia factory is the making of the master records and a saving in the cost of reproducing them. When I get back to England I will go into the subject of repro-

ducers, recorders and the composition for records more fully, and devote considerable time in making experiments along these lines. So far as the mechanical construction of the Columbia graphophone is concerned, I do not see that they can be improved. I think the talking machine has a wonderful future, and I hope to do my part in aiding its development. I may also say I consider The Talking Machine World the greatest publication devoted to the interests of the industry published."

GROWING DEMAND FOR SEARCHLIGHT

Leading Jobbers Have Placed Large Orders—
Big Foreign Shipments Made This Month.

The Searchlight Horn Co. have been hastening to enlarge their manufacturing facilities in order to take care of a trade which has developed at a phenomenal rate without causing a delay in shipments. The manager stated to The World this week that the searchlight facilities now were sufficient to meet a demand of 10,000 horns a month, and from present indications it would seem as if this entire output would be absorbed. Some of the leading jobbers of this country have, after testing the Searchlight horn, placed substantial orders with the manufacturers, and every day the list of orders is steadily growing. The foreign department, too, is developing at a rate which shows how American products of merit are esteemed abroad, an order for 1,000 horns being placed for foreign shipment this month. The dealers who have tested the Searchlight horn have been enthusiastic in praise of its reproductive powers.

MacLEAN'S IMPORTANT MOVE.

F. C. MacLean, formerly with the Douglas Phonograph Co. and the Victor Distributing & Export Co., and more recently in the export business, assumed the position of manager of the American Telegraph Co., New York, on the 12th inst. "Mac" has acquired a block of stock in the company, and feels assured it is one of the most promising propositions now before the public. Having a wide acquaintance in the trade, he will doubtless be heard from in no uncertain way in connection with the Telegraphone, the handling of which, in a commercial way, he is of the opinion belongs to them. Machines will be ready for delivery about the first of the year.

IDEAL FASTENER CO.'S LATEST.

Dealers should not overlook the Ideal Fastener Co.'s announcement, which appears in another part of this paper. Their new horn crane is steadily winning appreciation by reason of its special constructive features and the fact that it can be sold at a very moderate price. It should prove an immense seller, and we feel sure the trade will become very much interested in this specialty.

A RECENT INCORPORATION.

The Folding Phonographic Horn Co., to manufacture phonograph horns, etc.; capital, \$25,000. Incorporators: Martin L. Munson, John W. Foster, Jr., F. Victor Lieken, New York.

The Gramophone & Typewriters, Ltd., London, England, has taken the agency of the Searchlight horn for Europe. They placed a stiff initial order with the Searchlight Horn Co., New York.

Cassell & Co., Buenos Ayres, S. A., have applied for the sole agency of the Land-o-phone for the Argentine Republic.

Lewis Anderson, of Clinton, has opened a music store in Maquoketa, Ia., and handles a full line of pianos, organs, small goods and sheet music.

TO EXHIBIT AT MUSIC SHOW.

At the National Music Show, to be held in Madison Square Garden, New York City, from September 19 to 27, Landay Bros., the gilt-edge Victor jobbers of 288 Fifth avenue, will have a most interesting and distinctive exhibit. Besides their full line of Victor standard goods they will also display the new Victor Victrola machine and the Victor Auxetophone, likewise the Land-o-phone home recorder. Their space will be elegantly and tastefully arranged, and during the time they will give concerts in the recital hall.

HAYNES AS EDISON JOBBER.

C. B. Haynes, widely known to the talking machine dealers, and one of the most popular traveling men, who has been eight years with the Edison Co., left this week for Richmond, Va., where he has opened up a store at 602 East Main street. He will job the Edison lines, the Rapke cranes and Mega horns.

Victor H. Rapke has an important announcement in another part of this issue, in which he notifies the trade of a decided cut in the prices of Rapke labels with and without titles. His advertisement is well worth close consideration.

Business Opportunities**For Sale**

The oldest Edison, Victor and Columbia Wholesale and Retail Talking Machine House in Western Pennsylvania.

Established monthly trade over \$10,000 (about 40 per cent. retail), and showing a 10 per cent. net profit.

Will sell at Inventory to quick purchaser.

Reason for selling, ill health.

Here's an opportunity. Only those meaning business entertained. Write "E. E. N.," care The Talking Machine World, 1 Madison Avenue, New York.

CHANGE TO BUY VALUABLE BUSINESS.

Party with \$7,500.00 can buy an interest in one of the largest wholesale and retail Music Houses on the Pacific Coast.

A rare opportunity for the right man.

Small goods or Talking Machine man preferred.

Address "Box 40," care of Talking Machine World, 1 Madison Ave., New York.

FOR SALE.

Wholesale and Retail Edison, Victor and Columbia Talking Machine Business. Established 4½ years. Will sell at inventory. Stock will inventory about \$20,000. Did a business last year of \$93,000.00. Reason for selling to engage in other business. Address "Opportunity," Talking Machine World, 1 Madison Ave., New York.

C. B. HAYNES, EDISON JOBBER

Exclusive Agency

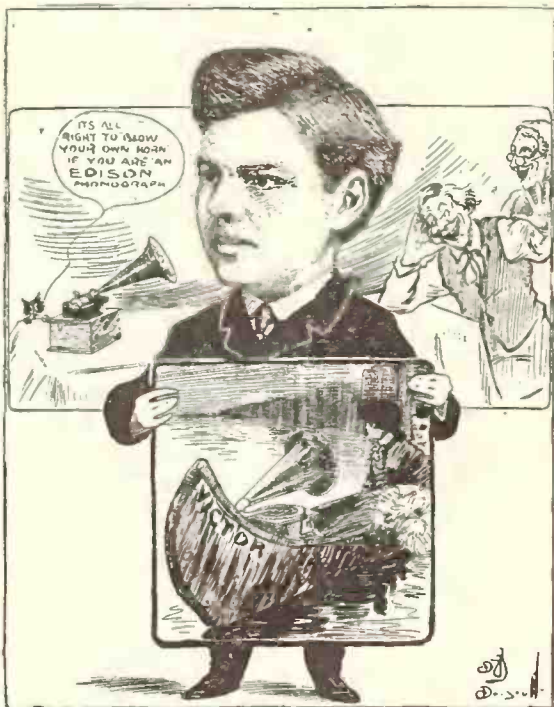
RAPKE CRANES—MEGA HORNS

602 EAST MAIN STREET, RICHMOND, VA.

FALL TRADE WILL BREAK RECORDS.

Already Assuming Large Proportions—Manufacturers Preparing to Meet Demands, But Congestion Is Bound to Occur to Some Extent.

In talking machine circles the fall trade, that promises to eclipse everything on record, is already assuming large proportions. Even the most pessimistic jobbers declare that they feel far from being "grand, gloomy and peculiar," which was about the frame of mind they were in when the manufacturers failed to deliver the goods. Just now their stocks are in shape, and no complaint is heard, but the rumblings of trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jobber will doubtless meet every call of his trade without worry or embarrassment. The other kind will doubtless be called upon to take their chances, and then there will be weeping and wailing and gnashing of teeth.



W. J. AUGUSTIN, THE "TALKER" MAN.

W. J. Augustin, the talking machine man of Fond du Lac, Wis., was the subject of a clever cartoon at the hands of Artist Driscoll in the

Daily Bulletin of that city recently. Mr. Augustin, who originally went to Fond du Lac from Milwaukee, where he managed a branch for McGreal Bros., purchased the business on May last, and has been steadily developing it under his own management. He handles the Edison and Victor lines, and is one of the most popular men in the city. His parlors at 7 South Main street are headquarters for talking machine people.

A CLEVER WINDOW DISPLAY

Originated by Hayward Cleveland for the Columbia Phonograph Co.'s Store at 812 Broadway.

In presenting ideas for novel window displays The Talking Machine World illustrates the recent adornment of the big show window of the Columbia Phonograph Co., at 812 Broadway, New York. It consists of a Columbia disc graphophone mounted on disc records for wheels, with Miss Columbia in the horn driving the Columbia eagle. The eagle was suspended by an invisible wire, giving it the appearance of flying through the air. A fleecy gauze under the wheels of the chariot produced a very effective cloud effect, while a background of atmospheric hue completed the illusion. The conception originated with Hayward Cleveland, the manager of this branch, whose original ideas as a window dresser have won for him an enviable reputation.



COLUMBIA CO.'S HANDSOME WINDOW.

GEO. K. CHENEY'S SUCCESS.

One of the Most Prolific of Our Inventors— Gives Prof. Scripture Pointers on Acoustics.

One of the most prolific inventors in the trade is George K. Cheney, manager of the recording laboratory of the Universal Talking Machine Manufacturing Co., New York. He has two or three things in these patents—of course, the property of the company—that might put a different complexion on the expected outcome of several important suits, now pending in the higher Federal courts. In other words, what Mr. Cheney does not know about sound recording in its present stage of development no other expert possesses. He recently put a crimp in the ideas of Professor Scripture, of Yale College, and proved his point beyond the peradventure of a doubt. The professor is an acknowledged authority on acoustics, sound reproduction, etc., and had certain ideas about sound waves, but Mr. C. was "from Missouri," and showed the learned gentleman, where he was entirely wrong. George tells the story in a modest way, as clever men always act.

POWERS & HENRY'S FINE STORE.

(Special to The Talking Machine World.)

Pittsburg, Pa., September 9, 1906.

With three sides of their store built of glass the Powers & Henry Co. have found a way to lessen the dull effects caused by the smoke of that city. Instead of having to use artificial light throughout the day, as is the case with most stores, Powers & Henry do not find it necessary to light up until evening.

This firm, by the way, have found Pittsburg society a profitable field for talking machine business, as well as scandal. The rich are quick to realize the merits of the talker, and as a result extensive and costly outfits go into their homes.

An addition to the Powers & Henry forces is H. H. Enders, who is well known in the trade for his salesmanship.

Edison Dealers!

Your orders have our undivided attention as we are wholesalers exclusively. Our stock is complete to the smallest detail, our facilities practically unlimited and years of experience enable us to give you the best possible service.

WRITE US FOR CATALOGUE OF CABINETS, HORNS, CRANES AND ALL TALKING MACHINE SUPPLIES : : :

The
Pardee-Ellenberger Co.
96 to 104 STATE ST., NEW HAVEN, CONN.



FROM OUR EUROPEAN HEADQUARTERS

No. 69 Basinghall Street, London. E. C., England

W. LIONEL STURDY, Manager

THE TRADE IN ENGLAND.

Great Preparations Being Made for Autumn and Winter Business—Marconi's Move in Joining the Columbia Co. Widely Noticed—Barnett-Samuels Departure—New Artists for the Zonophone Co.—Columbia Phonograph Co.'s Fine List—Neophone Co. in Manchester—Thompson With Columbia Co.—Retail Protective Association—Gramophone as Theatrical Star—The Seymour Reproducer—Other News of Interest.

(Special to the Talking Machine World.)

London, England, Sept. 6, 1906.

The month of August has been one of intermittent sunshine, both as regards the weather and the talking machine industry. Generally, actual business is not brisk with the factors and dealers, but a steady demand has ruled all the time, and as far as the manufacturers and their jobbers are concerned, great preparations are being made to cope with what is universally believed will be a season of exceptional magnitude. At this time, then, the dealer should look around and ask himself the question: "Have I made all necessary arrangements to promptly execute the many large orders this season is sure to produce?" If not, Mr. Dealer, get right down to it at once, as if you are not ready, remember your neighbor is, and you therefore stand to lose a good customer, perhaps forever. It would be of little use to lay down any fixed rules as to the amount of stock one should carry. You should know best the requirements of your customers and the district in which your store is situated. The chief thing is to be ready to fill those requirements and see that your record titles are suitable to the tastes of the neighborhood. There are many little enterprising departures that can be profitably turned to account—watch local events and adapt them to your business; don't lose sight of the value of local advertising, either in the form of newspaper space, handbills, circularizing by post, effective window display, and the many other publicity devices too numerous to mention. In the course of some recent conversations with certain enterprising dealers I have had many ingenious methods of business propulsion brought under my notice, some of which I believe could be, with a little moderation, successfully adopted by dealers in other districts. Dealers in all parts of the world are therefore invited to forward for publication particulars of any such methods that they have found useful and beneficial in promoting business.

MARCONI WITH COLUMBIA CO.

The announcement that Dr. Marconi has associated himself with the Columbia Phonograph Co. has caused not a little stir in the general press. In trade circles, as was only to be expected, it has been warmly applauded. However, it seems to have raised no question in the minds of the public, the general conclusion being that some remarkable results are bound to follow now that the Doctor has commenced experiments. His wonderful achievements in successfully transmitting electric sound waves through miles and miles of space, insures an experience and knowledge that brought to bear upon improving the art of sound recording and reproduction, I believe, means much to the benefit of the talking machine as a musical instrument of the future. It is not too much to expect that such brilliant genius as displayed by Marconi in the past is but an echo of some interesting results to come from the brain of this great inventor.

BRUCE, OF UNWEARABLE NEEDLE FAME.

Messrs. David Bruce & Co., of the unwearable needle fame, report a fair business turnover for the month of August. Things are not actually brisk, but there is a steady demand for their

needle and disc talking machines, which are becoming more popular each month.

NEW DEPARTURE OF INTEREST.

I have received notification of a new departure by Messrs. Barnett Samuels & Sons, which will prove of great benefit to dealers generally in London. On the ground floor of their huge warehouse in Worship street a considerable space has been set aside exclusively for the town department. Complete racking is in course of erection, and when completed will hold something like 10,000 or more records, disc and cylinder. Thus London dealers can pop in at any time with the assurance that their orders will be fully and immediately executed.

ZONOPHONE RECORDS IN DEMAND.

I found Mr. Malyon, the enterprising manager of the Zonophone Co., right full up with orders for the Zonophone records, which are undoubtedly gaining enormous favor every month. Many new artists, among whom I may mention the popular Earnest Pike and renowned Peter Dawson, two prime favorites, have added their names to the Zonophone list. In the provinces these records are constantly making record sales, which goes to confirm the fact that they have come to stay.

COLUMBIA PHONOGRAPH CO.'S CATALOGUE.

A most comprehensive list of British and American records has just been compiled by the Columbia Phonograph Co. As a record catalogue, it is undoubtedly one of the best issued, and owing to the very convenient sectional tabulation, of every style of selections, be they vocal duets, trios, talking, bands, minstrels, comic or sacred songs, etc., the list must prove of great assistance to every dealer. In one section the record titles are classified according to their character; in another catalogued alphabetically, while in yet a third section is given the numerical numbers of each selection, so that any particular title can be instantly lit upon. In ordering it is only necessary to quote the given number. Special lists of records in foreign languages and a complete assortment of Scotch and Welsh titles will be available for all users interested.

THE SEYMOUR REPRODUCER.

Perhaps one of the best reproducers on the English market is that emanating from the inventive brain of Henry Seymour. It is fitted with a patent pneumatic diaphragm and has been specially designed to suit the Edison and Gramophone types of machine. The tone quality reproduction is perfect, and it embodies many new scientific principles.

NEOPHONE LIMITED IN MANCHESTER.

On behalf of his firm, Neophone, Ltd., E. J. Sabine, late manager of the Paris branch, will shortly pay a visit to Manchester in order to select suitable premises as a Manchester depot. Mr. Sabine reports good business in Paris, and is pleased with his new appointment, as his enthusiasm for the Neophone prosperity in the North is unlimited. No retail business will be done from the Manchester warehouse, so dealers in that neighborhood may, with confidence, place their orders with Mr. Sabine, although it may occasionally be necessary to supply direct in small towns where no agency exists. As readers of this paper are perhaps aware, Mr. Sabine is an old talking machine man, having had experience in England, France and Germany. I wish him every success in his new appointment. The Australasian agency for the Neophone products has been transferred from Messrs. Tozer, Kensley & Fisher, Ltd., to Mason & Bohanna, of Sidney. A large consignment of goods left by last month's steamer, so that in a few weeks business will have commenced in earnest.

PRINCE GAEKWAR A VISITOR.

Prince Gaekwar of Baroda, and several other Indian potentates, recently paid a very interest-

ing visit to the Neophone headquarters. Quite a large order was given, and their royal highnesses left, delighted with their visit.

WARM WEATHER ACTIVITY.

A very gratifying summer trade is reported by the Columbia Co. for the whole of Europe. The month of July shows a 45 per cent. increase in sales, compared with the same month in last year. As instances, the Welsh trade catered to by the Cardiff branch shows an increase of 70 per cent., while in respect to Paris, Vienna and Milan, the gain is over 100 per cent. Considering that July is the middle of the alleged dull season, these figures point their own moral to the dealer who doubts the possibility of a good summer trade. You see, Mr. Dealer, the stay-awake policy pays, as no business man likes to lose business, and if you keep awake during the summer time you can more clearly see and prepare for your winter stock than he who has to stretch and rub his eyes after an unnecessary sleep.

W. P. THOMPSON JOINS COLUMBIA STAFF.

Walter P. Thompson, a gentleman thoroughly conversant with this industry, and well known amongst dealers, has recently joined the Columbia staff. Mr. Thompson is very enthusiastic over the Columbia goods and those dealers, if any, who do not share his opinion may soon expect to, as the September list of records contains some disc selections of unusual interest. The efforts of Miss Ruth Vincent, Mr. David Bispham and Mr. Romeo Berti are brilliantly effective and represent these famous artists at their best. Miss Vincent has had a most successful career from her first appearance in Gilbert Sullivan opera to the very flattering reception she has just received in "Amasis" at the New Theatre. The singular purity and power of her soprano voice is well shown in her records of the ever-popular ballads, "Home, Sweet Home," "Killarney," and "Coming Thro' the Rye." Mr. David Bispham is well known to all opera lovers, both in London and New York for his magnificent interpretations of Wagnerian characters. Then again, in "Danny Denver," Robert Louis Stevenson's "Pirate Song," and "Annie Laurie" he exhibits a wonderful insight in rendering each song with true sympathy and dramatic expression. Mr. Romeo Berti's records on 10-inch discs are magnificent operatic selections in Italian, the singer's native tongue. His musical education was completed at the Paris Conservatoire, where he carried off many valuable prizes. His temperament and training are well exemplified in his renditions, which are marked by a blithe vivacity, or by impassioned ardor, as the case may require. His records from the operas, "L'Africaine," "L'Elisir," "D'Amore" and "Rigoletto" display these characteristics to a pre-eminent degree.

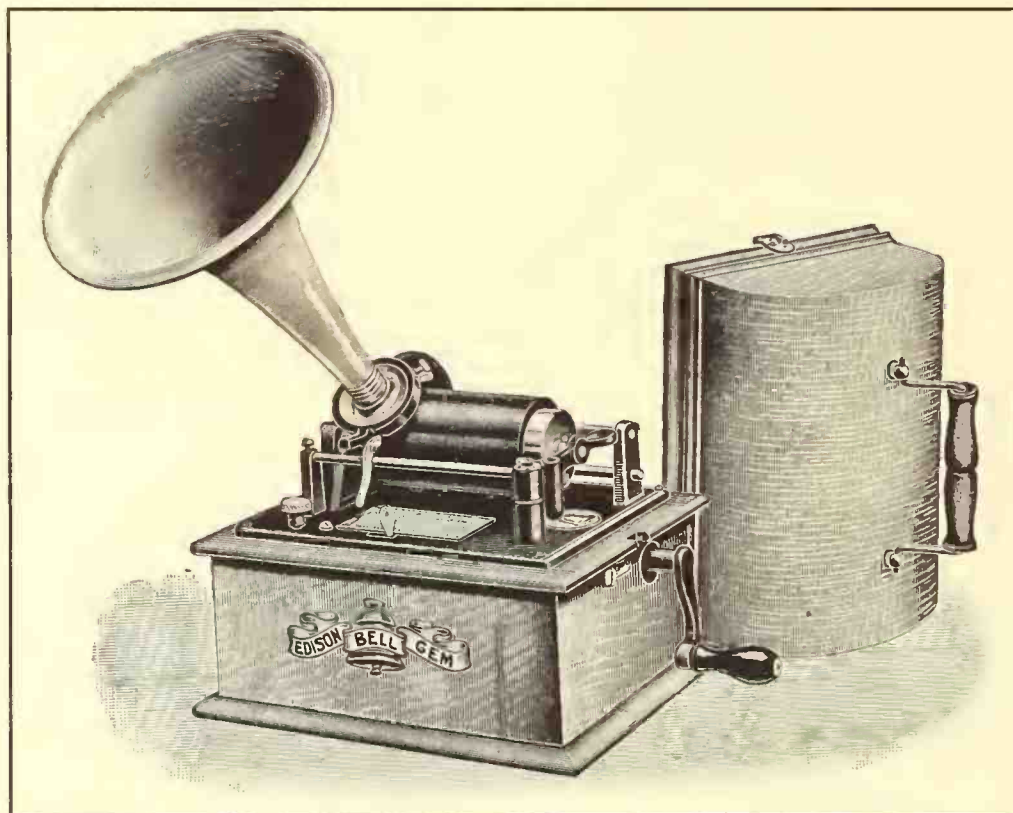
RETAIL PROTECTION ASSOCIATION.

Much has yet to be done before the above cause reach any definite stage. At present the idea is still but a suggestion and seems likely to remain so, unless Mr. Tobin's efforts are supported in a more liberal manner by the trade in general. The urgent necessity for such an organization is only too apparent when we consider that in London alone there are established price cutters to be found in almost every district. Perhaps the most flagrant case in evidence came under my notice one recent Saturday when in the Mile End Road. Attracted by an unusual complement of customers at one stall, I made investigation and as a result of which I found that cylinder records of all makes were offered for sale at prices considerably less than that fixed by the manufacturers. Now, the point is that these records were the very latest selections listed by the particular manufacturers and, in one case, were sold for 25 per cent. less than the many legitimate dealers in the district could offer them at. The result is a certain disorganization of trade in that

The
EDISON BELL PHONOGRAPHS
 AND
EDISON BELL RECORDS
 OF BRITISH MANUFACTURE THROUGHOUT

The Edison **Bell** are the oldest and largest manufacturers of Records in Great Britain, and their factory is the **ONLY ONE** in the **BRITISH EMPIRE** making Phonographs.

The
EDISON
BELL
GEM



BRITISH
MANU-
FACTURE

A NEW AND ELEGANT MODEL—NOT THE OLD COFFEE MILL TYPE PHONOGRAPH

The Edison **Bell** manufacture and sell in Great Britain more Gold Moulded Records than all the other Manufacturers and Factors combined. It is easy to write long rows of figures, but whatever others may write—the **E. B.** can prove the above statement.

AND WHY IS THIS?

The EDISON BELL is the BEST BRITISH RECORD,— BEST MUSIC—(real music, not a mere row), BEST SONGS, ALWAYS UP-TO-DATE, and AFFORDS BEST PROFITS

Send for Catalogue of over 1,500 modern Record titles and prices of our
 GEM and STANDARD PHONOGRAPHS

ADDRESS

EDISON BELL

39 CHARING CROSS ROAD

LONDON, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued).

district and a general feeling of helplessness. It is in such instances that the value of protection is most recognized, but unless you, Mr. Dealer, are prepared to loyally support the movement right now, the consequences are you might not have a chance to later! Because Mr. Tobin made the suggestion, remember it is in the interests of all, and he should not therefore be allowed to bear all the incidental expenses. Some assistance should be given, and it would not be out of place for the factors and manufacturers to interest themselves and lend aid to such a worthy cause. If any one of the large firms will offer the temporary use of a large room for the purpose of calling together a meeting some valuable progress would undoubtedly be the result. Communications on the subject should be sent to Mr. Tobin at 382 Mile End Road, London.

GRAPHOPHONE AS THEATRICAL STAR.

A sketch, entitled "The Jealous Wife," has recently been presented at the Metropolitan Music Hall and the Chelsea Palace, in which the Columbia Sound Magnifying Graphophone plays an important role. The graphophone, indeed, is at once the villain and the hero of the piece, for its lifelike songs and speeches are at first responsible for domestic disunion, but ultimately cement conjugal bliss. The audiences were frankly delighted with the contributions of the graphophone, and it is of special interest to learn that J. L. Shire, the writer of the sketch, hit on its central idea from an actual experience of his own in which a reproduction on the graphophone set him looking for a human singer!

MEN OF THE MOMENT.

William Newton, of Newton & Co., Newcastle, One of the Largest Factors in the North.

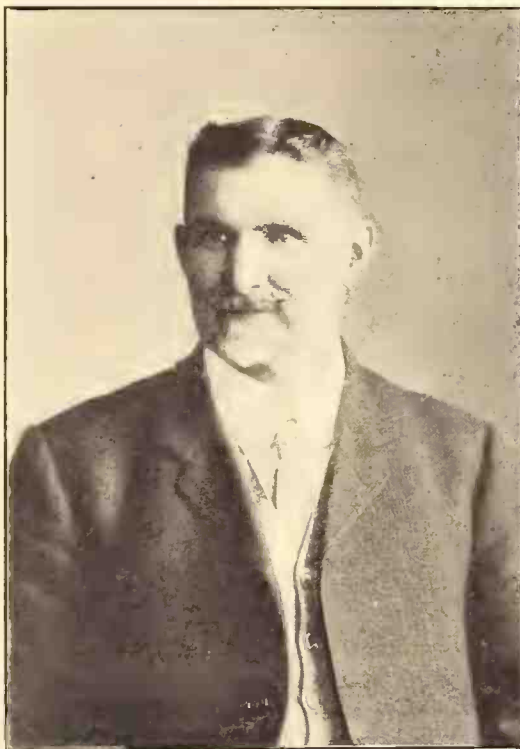
(Special to The Talking Machine World.)

London, Eng., Sept. 1, 1906.

Up to the end of last century, to mention Newcastle-on-Tyne—to give the town its full name—instantly brought to mind Coals and Ships, as chief among the many industries for which the town is famed. With the advent of this century, though yet in its infancy, Newcastle, in print or in fact, will in future always be associated with the phono industry wherever the name confronts us.

Almost every town in England, even to the village that can boast a factory, however doubtful its output, has its attached "commercial tale," save the expression! With its enormous and up-to-date shipbuilding yards, numerous coal mines, etc., Newcastle was not satisfied; it wanted to lengthen its "tale," and what more suitable attachment than the industry so dear to us all! Foremost among the many who about this time commenced phono operations was the gentleman to whom this article is dedicated—William Newton—the result of his enterprise being that to-day Newcastle is one of the most important talking machine centers outside London. Less than five years ago, in Mr. Newton's own words, "I came across my first phonograph, sold at the present day for about five-and-sixpence. I was interested in it and took it home. It pleased me so much that I remarked to Mrs. Newton, 'If this pleases me it will please others.'" In spite of the many gratuitous expressions of caution urged by his friends, Mr. Newton purchased a better instrument, which definitely convinced him of the unlimited possibilities open for the talking machine in Newcastle. Going ahead without fear, studying his customers' wants, ever attentive and courteous to all, his early investment has been justified right from the commencement. From one small room, the business has grown so enormously each year, that to-day it requires a special wholesale department for each firm whose goods they factor. As a local man was overheard to say, "Newton, by gum! had only been a year or two at the phonograph trade, but he had taken all the gold medals, and had opened the eyes of everybody in the North to the value of the talking

machine as a musical necessity!" As an instance of the striking advance made in Edison goods alone, the turnover last year was about 400 per cent. over and above that of the previous season's business. Newton & Co., beyond the Edison factorship, are sole factors in the North for the popular "Sterling," "Odeon," "Fonotopia" and "Zonophone" records, much to the benefit of those successful firms. All indications confirm this view. It seems that Mr. Newton early developed the "booming" faculty; especially was



WILLIAM NEWTON.

this in evidence when the "Sterling" record was first marketed. It was not altogether the business done (although large), but the great value lay in booming, breaking the ground, and establishing the fact. In advertising, developing and popularizing the record, Mr. Newton was most zealous. "Popularizing" forms a great point, and as Mr. Newton informed me, it is what he works upon. Price is not in it. Their aim is to "popularize" it, and secure full price, price-cutting being an exhibition of weakness.

The firm occupy very commodious and elaborately fitted premises in Westgate Road, which are not confined solely to the talking machine industry. Many other lines, such as pianos, cycles, sporting goods, etc., having formed the



firm's chief trading commodities since their establishment, over twenty-five years ago. Their show rooms are a matter of envy to all, and dealers appreciating prompt and efficient service could not fare better than by dealing with Newton & Co., whose up-to-date methods are by now common knowledge. They have a motor-delivery van, and in matters of publicity are firm believers. The accompanying advertisement illustration is a good example of their local advertising. Although not a good sketch, it shows Mr. Wm. Newton at the driving-wheel, and his only son, A. V. Newton, as conductor, who, by the way, has won golden opinions as assistant conductor in his father's business.

SOME IMPORTANT CIRCULARS.

Issued by the Gramophone & Typewriter Ltd., and the Russell Hunting Record Co.—Literature That Concerns the Whole Trade.

(Special to The Talking Machine World.)

London, England, September 5, 1905.

I append copies of circulars as issued by the Gramophone Co. and Russell Hunting Co. These letters speak for themselves. That it is a serious matter cannot be denied, as it concerns the whole trade, not only manufacturers of disc goods, but the factors who are selling disc machines made specially by or for them:

London, Aug. 10, 1906.

Dear Sirs:—For some time past we have been looking for opportunities to encourage and recompense those of our good friends who are handling Gramophone goods only, so far as the Disc trade is concerned.

The following offer is made in order to help and encourage a large proportion of old friends who are dealing exclusively in goods of our manufacture:

From September 1st onwards, we intend to pay carriage on all goods to firm order to any part of the United Kingdom, provided the dealer is stocking and handling no Disc Machines or Records other than those of our manufacture. This does not apply to:—

- (a) Records ordered on the approval system consigned either to or from the Gramophone & Typewriter Limited.
- (b) Machines or parts sent in for repair.
- (c) Worn Records returned for allowance.

If it is your wish, as a Gramophone firm, to participate in this new departure, we invite you to fill up the enclosed form which will entitle you to have your name registered on our "Carriage Paid" list from Sept. 1st onward.

Recognizing the trouble and worry that the old rebate system of allowance on carriage in proportion to turnover has caused the dealer, we propose to substitute the new system for the old one from Sept. 1st onwards.

THE GRAMOPHONE & TYPEWRITER LTD.

P. S.—Some dealers may find it advisable to stock a cheap class of disc record. We have no objection to Zonophone Machines and Records being stocked and handled.

London, E. C., Aug. 22, 1906.

Dear Sirs:—We beg to refer to a circular letter issued by one of our competitors some few days ago, offering the special privilege of free carriage to dealers who will not stock any other make of Disc Machines and or Disc Records, than the goods manufactured and or controlled by our competitor. We understand that this circular is directed against us, because our competitor fears the competition that will now arise owing to our having taken over the business of the "Odeon" Machines and Records. Our competitor is aware of this and knows that in consequence:—

We shall add to the existing catalogue of the Odeon Co. all selections made by us from the artists exclusively engaged for talking machines by us; he fears the increased sale of the "Odeon" Records which must result from our organization and goodwill with the factors and trade generally.

If you wish to take advantage of the special privilege offered by our competitor, you must cease to stock or sell our "Odeon" goods, as well as every make of disc machines and records, other than those controlled by the company mentioned in the circular referred to above.

We feel confident that dealers will not place themselves in a position of being subsidized so as to prevent their handling our records. We believe that records sell on their merits; if our records are not as good value as other makes they will not sell, and if they are as

PHILIP NEALE,
PHONO. EXPERT,
 5 Chalk Farm Rd. LONDON, N. W.
 Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

Have You a London Representative?

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



LATEST NOVELTIES

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

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthrope, Lincs, England.

FROM OUR LONDON HEADQUARTERS—(Continued).

good value as other makes they will sell, and if you do not buy them, others dealers will.

The circular shows a fear of our competition, which signifies that they expect our records to compete heavily with theirs. Furthermore, if you are a dealer in our competitor's goods you have up to now enjoyed a special privilege from them with regard to carriage which depended upon and was proportionate to the amount of business that you did with that competitor. The effect of the circular is that you can only buy on the same conditions as you have bought before and obtain the equivalent of the old allowance, providing you sign an agreement not to handle our goods or other makes outside of those under their control.

We leave the case in the hands of our dealers, knowing full well that the majority of dealers in talking machine goods will not be dictated to by any one concern as to what line they are to handle, and furthermore, will not cease to stock and sell our records, which are the only disc composition records manufactured in Great Britain for the purpose of favoring records imported from Germany and other countries. We shall be pleased to receive an expression of opinion from you in regard to this matter.

Yours truly,

THE RUSSELL HUNTING RECORD CO., LTD.
LOUIS STERLING, Managing Director.

NOW MAKING A LONGER RECORD.

The Russell Hunting Co. Have Brought This Matter to a Successful Issue.

(Special to The Talking Machine World.)

London, England, September 5, 1906.

A matter of considerable trade—or for that—public interest, has just been imparted to me by Mr. William Manson, of The Russell Hunting Record Co. For some time past there has existed a general demand for a longer record. Certain phonograph enthusiasts have constantly hammered away at the company until it has almost become a duty, to be performed daily, in the hope that eventually their letters would influence the manufacturers to provide a record of sufficient length capable of taking two verses of a song, or certain operatic selections hitherto unobtainable on the ordinary standard size record. The man in the street does not realize the immense amount of technicalities to be overcome before such was possible, but his desire is now an established fact. Although it has taken a long time and has occasioned considerable trouble, after careful consideration and much experimenting, The Russell Hunting Co. have brought the matter to a successful issue, and in relation to the ordinary size, will be the first to place a longer record upon the market. By the first of September this new innovation, known as the "Sterling Special Record," will be on sale. The increased length is exactly half an inch and

the old price of \$1 still prevails. Mr. Manson, in his enthusiasm for the future reception of this new record, but voices the feelings of all who appreciate such first-class articles as Senor Bartolota and Bernal Resky, the famous Italian tenor and baritone, who will make some special grand opera records. Then, in addition, the company have secured the services of Mr. Allan Turner, who has made, perhaps, some of the best records ever produced. Mr. Charles Tree and Scot Skinner, the popular Scotch violinist, known throughout the north, to mention only a few of the new artistes who will record for this enterprising company. That the demand will be enormous is no matter for speculation, it is unquestionably assured. Good sales are reported for the Odeon and Fonotopia Records, and under the Sterling and Hunting control this is but to be expected. A splendid repertoire is promised for the future.

HOWELL BROS. PIONEERS

In Introducing the Talking Machine in England.

(Special to The Talking Machine World.)

London, Eng., August 30, 1906.



CHAS. W. HOWELL.

Howell Bros. were one of the little band of pioneers who first introduced the phonograph from America to England. It is barely six years ago since they first handled a talking machine, and so rapidly did the business grow under the able management of Mr. Charles W. Howell that after a short period it was found necessary to close down their cycle business and devote themselves entirely to the talking machine industry. Mr. Howell claims to have practically introduced us to factoring or jobbing as a business, and at the present time they are one of the largest and most up-to-date firms in this particular sphere. About two years after commencing operations, their then premises, although of fair expanse, were not sufficiently large enough to cope with the ever-increasing batch of orders, and in consequence they removed into the spacious warehouse they now occupy. Mr. Howell is noted for quick choice of a "seller" or "hit" and at times makes a regular plunge on a num-

ber, and so far has had the good fortune to be invariably correct. One of his best plunges was on "Blue Bell," of which record his firm received over 9,000 in a week. Under Sir Marcus Samuel, of oil fame, Mr. Howell had the advantage of a good training in all matters pertaining to shipping, and as he is fully conversant with every detail, dealers throughout the world may place their orders for anything in the line of talking machines, etc., with every assurance of being faithfully and quickly served.

"THE MAN ON THE STREET."

Some Observations of Interest Jotted Down by The World Representative on His Rounds of the Trade—Gramophones and Bombs—Dr. Michaelis Postpones Visit to States—Other Items of General Interest.

(Special to The Talking Machine World.)

London, England, September 6, 1906.

Many dealers find a certain amount of difficulty in arranging an easy method of stocking records. Shelves and boxes have their disadvantages, as also other methods of a more or less primitive nature. The trouble has been eliminated by the introduction of a strong wire rack marketed by Howell Bros., St. John street, London. This rack is three feet high by one foot six and will hold no less than seventy-two records. Its adaptability lies chiefly in the fact that the record titles are all on show, can be seen at a glance, and the rack is easily fixed and removed when necessary. It is a decided improvement on the old way of stocking records and the cost is reasonable. Messrs. Howell Bros. will furnish further information on request.

A very ingenious method of soliciting business comes to me from Mr. Hough, of the Edison Bell Co. It is in the form of a big postcard on which is asked the question: "Have you joined our list of up-to-date dealers?" It further states the terms and advantages of being on this list, and dealers, who are dealers, should apply for details. Attached to the big card is a smaller one which can be easily removed. This small card is addressed to the company and on the reverse side is just a printed request, to be signed by the particular dealer who wishes to add his name to the Edison Bell list of up-to-date dealers. Examples of new records are sent to the dealer each month, carriage paid, either direct from the company or through his factor.

The Neophone No. 5 model machine contains many improvements, and in consequence will be in great demand this season. It is a beautifully finished concert sized machine, crank side wind, good motor and concert reproducer. It embodies the most scientific principles and is equipped with a patent tapered sound arm, large flower horn (any color) and concert reproducer. The neolite record has seen vast improvements which go to make them more popular than ever.

An elaborate and artistically gotten-up reproduction of an oil-painting entitled "The Phonograph," comes to hand from the National Phonograph Co. The picture is by the celebrated artiste "Massani," who in a very realistic manner depicts the mingled delight and astonishment of an old couple listening to the phonograph, apparently for the first time. The subject is well chosen and admirably carried out both in design and color, including no less than twelve shades, which goes to make up a picture of exceptional and striking beauty. An unframed copy (size 17 x 25 inches) will be presented to every legitimate dealer, on request, together with prices for quantities, as it is anticipated that many applications for this splendid picture will be made by phonograph users amongst the public, to whom it is priced at one-third. A huge demand is certain and as only a limited number have been printed, dealers should make immediate application to the ad-

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

vertisement department, National Phonograph Co., 25 Clerkenwell road, London.

Mr. John Nottingham is a proud man to-day, and no wonder! His new premises in Tabernacle street, taken and fitted up at enormous expense, receives praise on all hands. One hears such remarks as "Fine place you got here," "elaborate," and so on. To all of which comes the reply: "Yes, sir, thank you; but have you seen our new line of flower horns?" or whatever it may be. The firm mean business, and judging by the evidences on hand when I called last, thy are getting it. By the by, Mr. J. L. Young, late of the General Phonograph Co., has accepted a position with this company. Mr. Nottingham is to be congratulated upon having secured the services of so able a gentleman. Mr. Young has been actively engaged in the talking machine industry for the past twenty years, and what he doesn't know isn't worth shucks. Undoubtedly, as the company's representative, he will have plenty of scope to display those powers of versatility of which he has command.

What diverse associates! The perverseness of things in general is no matter for surprise, but when we get down to coupling in one breath bombs and gramophones, it occasions a subject for full explanation. Somewhere in the land of disorder, where the shedding of human blood is a matter of everyday occurrence, the Czar's satellites recently made an extraordinary discovery of membranes for bombs, stored, so the "telegraph" report states, in enormous quantities of all places in a gramophone factory! That the membranes were destroyed follows as a matter of course, but whether or not the Russian Government had the foresight to confiscate the gramophones is not stated. If the old proverb stands good in Russia, the Little Father could have provided himself with an immediate solution to his trouble. The gramophone is quite capable of soothing savage breasts (oh, yes! personal experience), and would, perhaps, prove a

sure method of silencing the bomb throwers than the use of bullets. At any rate it would be interesting to try the experiment.

Messrs. Popert & Co., of High street, Manchester, have now ceased business. The stock and goodwill have been acquired by Mr. Christian Dawe, the popular and enterprising factor of the same street and town. Many bargains will be in evidence, and although Mr. Dawe does not intend to hold a "bargain sale," dealers should immediately get into touch with him, as there are sure to be some cheap lines going.

I learn that the Edison Bell sales are ever showing an enormous increase each month. In one week in August—it has been a hot month all round—over eighty thousand records were dispatched. This is evidence that our summer business is not so much on the decline as some of our dealer friends maintain. A fine list of records is promised for September and succeeding months.

Owing to pressure of business, Dr. Michaelis has had to postpone his visit to America. But he may be expected sometime before the season fully sets in.

Messrs. Metzlers, of Great Marlboro street West, are factors for the popular Zon-o-phone machines and records. The talking machine department is under the capable charge of Mr. Callow, who informs me that they have good things in store for their dealer friends, particulars of which will be available later. The demand for the famous "Humanola" needle has continued in a very satisfactory manner throughout the Summer and the sales this coming season are expected to reach high water mark in comparison with previous years.

We are ever doomed to disappointment. It's as much a part of our existence as pleasure. Recognize it and you will in a great measure have

solved the riddle of how to be happy—though married or otherwise! But, to our text: In my last report I promised to give a few details concerning the disc and other new goods that are shortly to be placed upon the market by this company. I am informed at headquarters that unfortunately they are not quite ready, hence these few lines. Just as we experience a lull before a storm, so it is with Messrs. Pathe Freres, but I hope in a few days to have the pleasure of reviewing some of the new goods shortly to be issued, which I am confident will fulfil all expectations as to quality and tone. By the bye, I note Messrs Pathe have opened up handsome new premises in Charing Cross road for the purpose of their cinematograph and film departments.

The Imperial Record, handled by this company, is fast gaining popularity in this country. So much so that special arrangements have been made for weekly shipments, the last consignment amounting to over fifty thousand records.

NATIONAL PHONOGRAPH CO.'S ARTISTS.

(Special to The Talking Machine World.)

London, Eng., Sept. 3, 1906.

Mr. Lemoine informs me that business is steadily advancing, the present demand indicating an exceptionally good season to come. The company are to be congratulated on having secured the sole services of Victoria Monks, the celebrated music hall artiste. One of her selections, "Take Me Back to London Town," will appear in the October list, and it is believed that this record will be a splendid seller. "Another Little Girl in Your Eye," by Miss Marie Blythe, should also "catch on." Miss Blythe has never previously made any records, but she is one of the best female artistes listed for some time by the National Co., and is certain to prove popular.



Ready September 15th



The following list of **"WHITE" RECORDS** will be ready for distribution by the Wholesale Trade on or before September 15th.

No.		No.	
100.	Selection of Irish Melodies.....Empire Military Band	109.	Radetzky March.....Empire Military Band
101.	The Garden of Sleep.....Arthur Grover	110.	We Close at 2 on Thursday.....Arthur Gilbert
102.	Sing Me to Sleep.....Arthur Grover	111.	It's A Different Girl Again, with chorus.....Will Danby
103.	The Children's Home.....Arthur Grover	112.	Sister.....Peter Dawson
104.	Nancy Lee.....Peter Dawson	113.	The Royal Standard March.....Empire Military Band
105.	Sound Advice.....Hector Grant	114.	"Humoresque," Waiting at the Church. Empire Military Band
106.	Polonaise Militaire.....Empire Military Band	115.	You're A Thing of the Past.....Clara Vance
107.	The Moon Has Raised Her Lamp Above, Duet by Peter Dawson and Tom Child	116.	Just A Little Rocking Chair and You.....Clara Vance
108.	The Chinaman Song.....Arthur Gilbert	117.	In the Shade of the Old Apple Tree, with chorus and bells, Sydney Carden

SPECIAL NOTICE—All our records are to be slightly longer than cylinder records now on the market. The exact length outside measurement will be $4\frac{3}{8}$ inches, this permits of our giving $3\frac{3}{4}$ inches of music, or about a quarter of a minute more entertainment than records heretofore produced.

NOTE—The above records will play on any Standard Cylinder Machines.

Send us your name and full address and we will be pleased to keep you posted in all matters of interest.

THE GENERAL PHONOGRAPH COMPANY, Ltd.

26 Euston Building

Euston Road, London, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

THE GENERAL PHONOGRAPH CO. LTD.

(Special to The Talking Machine World.)

London, England, September 4, 1906.

The following circular has been issued to the trade by the above firm:

"Dear Sir:—In order that you may make provisions for stocking our Records we beg to give you herewith complete advice as to the dimensions of same. All Records which we turn out in the future will be slightly longer than the standard cylinder Records; the Record itself will measure $4\frac{3}{8}$ inches over all, the length of music recorded on same will be full $3\frac{3}{4}$ inches, this enables us to give about fourteen seconds longer performance than the standard Records and record two verses and two choruses of the ordinary ballads or comic songs. The length of our boxes will be $4\frac{3}{8}$ inches inside measurement, the length of our boxes outside measurement will be $4\frac{3}{4}$ inches, so that you should figure accordingly in providing racks for stocking."

Rapid strides are being made with the "White" record, and in a few weeks, or, in fact, by the time this is in print, the first batch will have made their appearance throughout the trade. A glance at this company's announcement in our advertisement pages will reveal a splendid list of vocal and band selections, and dealers should lose no time in placing their orders.

A SIMPLE AND PRACTICAL TREATISE ON RECORDING.

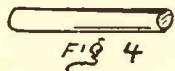
BY PHILIP NEALE, LONDON.

In five cases out of six the recorder supplied with the machine is not workable, and the owner finds, however much he may try, that he cannot make a decent record, therefore I think, as the season approaches the phonoish will certainly like to use his recorder if it will work.

Now, to record, or, as Pathe puts it, to take the photograph of sound, is really a very simple matter if you only go the right way to work.

The recorder is composed of a metal shell to hold a diaphragm, upon which is fixed a cutter called a stylus.

The stylus is a wire shape piece of sapphire, polished and faced at one end, thus:

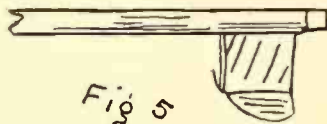


it does not matter whether it is hollow ground or plain; one is as good as the other, but it must be well polished and sharp.

The stylus holder should be built so as not to harbor the vigorous raps given to the diaphragm. To harbor, I mean that the raps given should be delivered in full to the wax cylinder. This I will simply illustrate. Take a punch 1-16 inch in diameter and 2 inches long, and try to punch a hole in a piece of tin; then take a punch $\frac{1}{4}$ inch in diameter and try and punch the same

size hole and you will at once understand how the slight punch harbors the raps given by the hammer, while the stout punch delivers the raps in full.

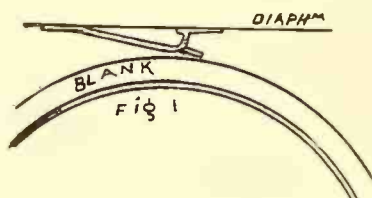
You will now see that the soft turned up stampings supplied by the trade are not alto-



gether satisfactory, and you must try and make one.

Procure a piece of flat brass wire 1-32 by 3-32 of an inch, bend it exactly the shape and size as in Fig. 1. Now drill the hole as shown, the right size for the stylus, and make same firm with shellac. Now cement the holder to diaphragm, as in Figs. 1 and 2, and before the cement is set. Fix recorder to the machine. Now lower same carefully to the surface of the blank. You can then shift the stylus forward or backward until you secure the right position. See Fig. 2. Then allow it to set well before using.

The position of the stylus is a very important



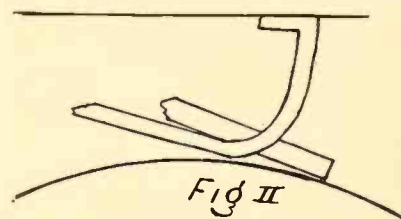
matter, for if you set it too acute it will not record at all. It will hop all over the blank, making herring bones and deep spots, and making a noise like a small rattle. There must not be any noise from the recorder, and the shaving must not bunch up and collect on the cutting surface of the stylus, but the shavings must sail away like a ribbon in the breeze, leaving the stylus always visible and clean.

If you look again at Fig. 2 it would naturally occur to you that in the position of stylus there given that the stylus would glide over the surface of the blank without cutting, but it is not so. As soon as the point of the stylus touches the blank it will throw off a fine shaving like the hair of your head—the finer the better; but as soon as the slightest noise enters the trumpet the stylus will enter the surface of blank and, being perfectly under the control of the diaphragm, will print every movement of the diaphragm with perfect ease and accuracy. Now we will pass on to the diaphragm.

The best size, as far as my experience goes, is 3:3 millimeters, now in general use, but for the thickness we must see what kind of motor we

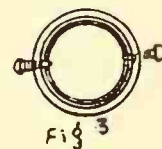
want it for, the better and more silent the motor the thinner the diaphragm.

Thus a motor running by electricity may use a diaphragm of 5-40 millimeter in thickness, while a cheap motor or one with shaky motor



would blast or ramble with anything under 8-40 reillimeter, using a heavier recorder (which by the way, is just the opposite in respect to the reproducer); but the 6-40 millimeter is a very good thickness, and the one I generally use myself. If you do not possess a millimeter gauge you can proceed as follows: Procure one dozen 33-millimeter glasses, 8 degs., take them one by one, dropping them flatways on an ordinary table, afterward placing them in a row, with the high notes to the right and the low notes to the left, like a xylophone; now take the middle one and fix it up for work. If it does not blast, take the next lower one, and so on until it "jibs" at the high notes. Now we come to the recorder itself. The reproducer has a free lateral motion of $\frac{1}{8}$ inch, but a recorder has no lateral motion (by lateral I mean horizontal, side to side), but both have a free vertical, or up and down, movement.

Although the recorder must not have sufficient room in the back stay to be able to shake itself like a horse does its head, it must be free to rise and fall. You must look at the back stay and see that the holes are not too large on the joint pin. The best and most simple is one generally adopted in good machines; a plain pin, if the four holes are all reamed at one time, will do.



The trumpet, if you don't want it to say anything while you are recording, must not have a bell if a brass one. The best receiver for an amateur is an eight-inch aluminum horn, with a short rubber connector, which must be sufficiently stout to hold up the horn without assistance, but not rigid. You may then stand a foot from the horn or farther. You can also make a brown paper horn, using a brass horn as a model and starch pasting layers of brown paper until about 6 to 8 layers are put on and allow to dry hard.

Don't expect to get a champion record for a start; but persevere.

Don't use a blank that has been washed off.

THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer's Price \$1.50

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

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

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



FROM OUR LONDON HEADQUARTERS—(Continued.)

Don't get your brother to sing, "Down Upon the Dead Men," but get your sister to sing "Down at the Old Bull and Bush," or "Walking Out with Angelina."

Try and imagine you are a photographer, and that your sitter or stander is posing for a photo of their voices, and try and arrange them to the best advantage. Don't stop the phonograph as soon as the singer laughs or breaks down, but try and get them to start again as soon as you can, and note the effect on the record. You not only get an amusing record, but you learn a lot by their mistakes. Practice alone gets the best results. Recollect there are "professional organ-grinders."

WITH THE INVENTORS.

(Special to The Talking Machine World.)

London, England, September 5, 1906.

The following list has been compiled exclusively for the Talking Machine World (69 Basinghall St.) by Cassell & Co. (Godfrey B. Shepherd, registered patent agent, by examination), 90 Chancery Lane, London, E. C., to whom applications and inquiries relating to all patents should be made.

No. 15105, dated July 3, 1906, Paul Breittmayer's "Improvements in and relating to phonographs."

No. 15128, dated July 3, 1906, Charles George Garrard and James Edward Hough's "Improvements in phonographs, graphophones and the like."

No. 15129, dated July 3, 1906, Charles George Garrard and James Edward Hough's "Improvements in phonographs, graphophones and the like."

No. 14130, date of application July 8, 1905, date of acceptance June 7, 1906. W. Michaelis, P. J. Packman, and Neophone Limited's "Attachment for recording, applicable to disc sound reproducing machines."

This invention relates to disc sound reproducing machines and consists in an attachment for enabling the possessors of ordinary disc sound



reproducing machines to utilize their machines for manufacturing records at home according to fancy or desire without any necessity for alteration or reconstruction of the same.

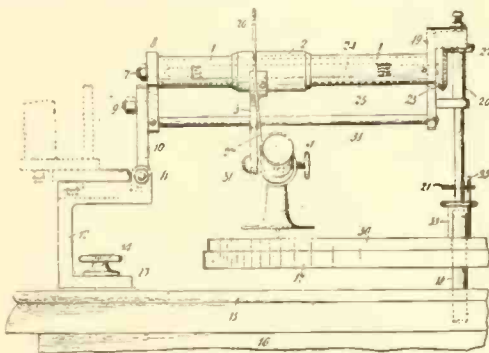
This attachment is of the kind in which the recording point is moved radially across the disc by mechanism, and comprises a carrier 1 supported at one extremity by the pivot pertaining to the turntable, and at the other extremity by means of the ordinary arm supporting the reproducer and trumpet or by means of a separate stand or holder 8. The recording point and trumpet are carried at the extremity of an arm 3 which is capable of adjustment. This arm is caused to travel radially in relation to the turntable by a screw 24 to which rotary motion is imparted by means of bevel gearing 22, the latter being driven by a socket 33 pertaining to the extremity which engages with the centre pivot of the turntable. The carrier is made extensible so as to be readily adjustable to the machine. The arm 3, whereby the recording point and trumpet are carried, may be engaged and disengaged with or from the screw 23 at will by means of a thumb lever 26 operating the transversing screw engaging device (not shown in the drawings).

No. 11688, date of application June 3, 1905, date of acceptance June 2, 1906. J. S. Goodwin's "Improvements in phonographs and the like."

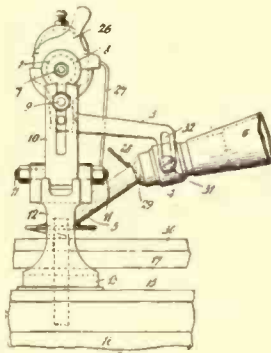
This invention relates to the reproducers and recorders of phonographs and has for its object to amplify the sound whilst making it purer in tone.

As shown, the vibrating glass or other disc b is mounted in the receiver frame in the usual

way, but at a slightly greater distance from the base and secured to it is a three-armed style frame a having the arms projecting from the style centre and being secured at their outer



ends to the vibrating disc at points c, d and e. above the point of attachment of the arms to the glass disc, air channels f cut in the cell lead to a common air tube, the area of the common air tube being approximately equal to the combined area of the three channels. The arms are preferably disposed edgewise in relation to the disc so as to give great strength in the required direction combined with lightness. The arms are not symmetrically arranged, the arm forward of the common air tube being nearer the center than the other two. It has been found most convenient to use three arms, although a greater number may be employed if desired.



No. 17,179. Carl von Unruh. "Improved phonographic plate holder." Dated July 30, 1906.

No. 17,316. Edward Lincoln Aiken. "Improvements in phonographs." Dated Aug. 1, 1906. (Date applied for under Patents Act, 1901, Aug. 3, 1905, being date of application in United States.)

No. 17,767. Edward Charles Robert Marks (American Graphophone Co., United States). "Improvements in and relating to sound records for sound reproducing machines." Dated Aug. 7, 1906.

No. 17,787. Edward Henry William Elliston. "Improvements in or relating to reproducers for gramophones, phonographs and the like instruments." Dated Aug. 8, 1906.

No. 17,993. Peter Weber. "Improvements in phonographs." Dated Aug. 10, 1906. (Date applied for under Patents Act, 1901, September 27, 1905, being date of application in United States.)

No. 19,057. Robert Thorn Haines. John St. Vincent Pletts and Eugene Augustin Lauste. "New or improved method of and means for simultaneously recording and reproducing movements and sounds." Dated Aug. 11, 1906.

No. 18,059. Frederick Myers. "Improvements in or relating to sound reproducing machines." Dated Aug. 11, 1906.

No. 18,506. Thomas Knight Barnard. "Improvements in phonographs and similar sound-reproducing instruments." Dated Aug. 17, 1906.

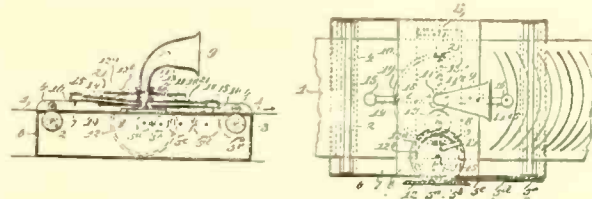
No. 19,026. James William Turvill. "Improvement of gramophone tone arm or anything connected therewith." Dated Aug. 25, 1906.

No. 2,157. Date of application, Jan. 27, 1906; complete patent accepted, July 26, 1906. Oaskar Meester and Leon Gaumont's "Improvements relating to the synchronous operation of combined cinematographs and phonographs."

No. 3,891. Date of application, Feb. 16, 1906; complete patent accepted, July 19, 1906. William Phillips Thompson (Cyrus Crooks Shigley of Michigan, U. S. A.). "Improvements in Magazine Phonographs."

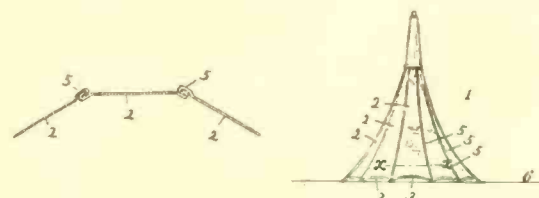
No. 4,825. Date of application, Feb. 27, 1906; complete patent accepted, Aug. 9, 1906. Ferdinand Sengel's "Improvements in the method and apparatus for recording and reproducing

sound." The object of this invention is to record and reproduce sound, or fluctuations of an electric current due to the action of sound waves, by means of a needle connected with a diaphragm and adapted to take part in the vibrations of the latter or to produce such vibrations by being moved in a suitably formed groove, a record being formed on a strip of material of suitable length and width instead of a cylinder or disc, the said strip being, while in use, slowly moved in a longitudinal direction and the needle being simultaneously moved at a more rapid rate in a



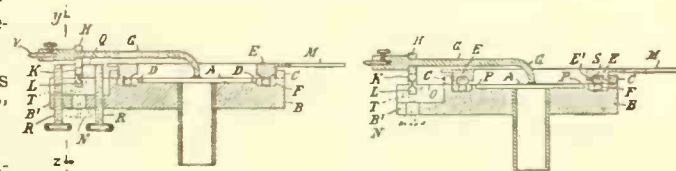
transverse direction. As shown in the drawing, the horn is supported by a bridge above a record strip moved by a spring motor, the stem of the horn being provided with an aperture level with arms (14), provided each with a diaphragm and needle, designed to revolve and travel intermittently on a sector-shaped guideway, so arranged that the needle supported by the arm is only in contact with the record strip when the arm is traveling through the gap between the ends of the guideway (19), the lines on the record taking the form shown, and each "sound arm" reproducing one of the record lines in turn.

No. 14,886. Date of application, July 19, 1905; complete patent accepted, July 19, 1906. Henry Harris Lake (The Tea Tray Company of New Jersey). "Improvements in and relating to horns for sound recording and reproducing instruments." The objects of this invention are to secure greater strength and rigidity at the large



ends of a "Flower horn," whereby the said horns will be better able to maintain their shape and appearance while in transportation and in use, and to this end the sections of the horn are joined together at their longitudinal edges, which overlap, and being doubled together to form ribs which extend at the large end of the horn beyond the centers of the ends of the sections so as to take the weight of the horn when the latter stands upon its large end.

No. 21,661. Date of application, Oct. 24, 1905; complete patent accepted, July 19, 1906. Piotr Lebidzinski's "Improvements relating to sound



boxes for phonographs, telephones and the like." The object of this invention is to enable sound box diaphragms to be "tuned" at any moment whether at rest or while in working order, it being adjusted in either of the two following manners, viz.: first, by stretching the material of the diaphragm in all radial directions without interfering with the stylus lever by means of a clamping ring bearing upon the diaphragm (A) and provided with a lever (M) and, secondly, by adjusting the tension or strain of the stylus lever by means of a spring (Q) and bolts and nuts (N and R), as illustrated in the accompanying sketches. A further feature lies in the manufacture of the diaphragm, which is stiff and inextensible at its middle part, but flexible, extensible and elastic at its edges, for extending the limits within which it may be "tuned."

REPRODUCTION OF MUSIC BY RECORD MAKERS.

Fuller Details, from Our Milan Correspondent, of the Judgment Just Handed Down by the Tribunal of Milan Whereby Ricordi & Co. Secure Damages for the Illegal Use of Their Publications—Forbidden Henceforth from Using Such Works Without Paying—Ruling One of Great Interest to Talking Machine Men Throughout the World.

(Special to The Talking Machine World.)

Milan, Italy, August 28, 1906.

By a new decision, which was referred to in a message by wire last month, the Italian tribunal has recognized without restriction the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representative.

The Tribunal of Cremona had already established this in regard to the reproduction of music on the perforated rolls which are used for all kinds of piano players and player-pianos.

The Tribunal of Milan, by a new judgment just given, has affirmed the same principle as regards the reproduction of music for cylinders, discs or plates applicable to phonographs, gramophones, and in general for all talking machines.

The judge who has given the decision, Advocate Alberici, one of the most learned and intelligent among young lawyers, has made a careful study of the memorials which, in the interests of the firm of G. Ricordi & Co., had been presented by Advocate Campanari, as well as those presented by Advocate Valdata for the firm of Sonzognò, Advocate Auguste Ferrari for the Society of Authors, and Hon. Graffagni, of Genoa, for the French publishers. On the basis of these memorials, and referring to the precedents of Italian and foreign doctrine and jurisprudence, he has compiled a work which is well worthy of study, for it touches all the points of the delicate question.

Taking his stand on the provisions of the Italian law and on the correct application of the Convention of Berne, and especially on the third article of the protocol closing the aforesaid convention, the Tribunal of Milan has decided that the reproduction of music for discs, phonographs or other talking machines constitutes a violation of the author's rights when it is made without his consent or that of his representative.

Consequently the Tribunal has condemned the Gramophone Co. repayment of all damages incurred and to be incurred, to the firm of Ricordi & Co., for the improper reproduction of the works of the first and second period, whether for singing with piano accompaniment, or orchestral accompaniment, or any other form. It has also definitely forbidden the Gramophone Co. to reproduce henceforth portions of musical works belonging to the first period.

It has declared that all the reproductions of portions of works belonging to the second period which have been made up to the present constitute infringement.

In Italy the law considers two periods for the right of publication—one of 40 years, starting from the date of the first publication, in favor

of the author or his representative—a second period of 40 years, during which every one can publish a work, by paying, for the benefit of the author or his representative, a due of 5 per cent. on the price marked on each printed copy.

It has obliged the Gramophone Co. to set out, in the form desired by the law, the number of discs which the company has the intention of making of each work belonging to the second period, with the obligation of paying to the firm of G. Ricordi & Co. the 5 per cent. on the gross price marked for each disc.

It has also condemned "The Inventions" (a firm which sells the discs of the Gramophone Co.) to repayment of the damages toward the firm of G. Ricordi & Co. for the improper sale carried on until now of discs which are the musical property of Ricordi, with the injunction that in case of continuing the sale, the firm would incur the risk of the penalties provided by the law.

It has condemned the Gramophone Co. to the costs of the judgment and of the sentence.

Manufacturers of discs and sellers of same are therefore warned.

It is hoped that the abuse which has existed up to now of appropriating the music of another person, under the pretext that the music mentioned can be freely utilized by virtue solely of the fact that it is reproduced mechanically, will completely cease in Italy.

For all kinds of piano players the question remains definitely settled, for the judgment of Cremona was never appealed against.

For the phonographs, it is expected the judgment of the Tribunal of Milan will be soon confirmed by the Court of Appeal. For mechanical pianos the question will shortly be decided before the Tribunal of Bologna.

If these judges therefore also follow the same order of ideas as the Tribunals of Cremona and Milan, it will be decided that the reproduction of music by mechanical instruments in any form is forbidden in Italy without the consent of the lawful owner.

UNIQUE MOVE IN PARIS.

Grand Opera Singers Found an Association for the Purpose of Making and Selling Phonograph Records of Their Own Performances.

(Special to The Talking Machine World.)

Paris, France, Sept. 3, 1906.

M. Note, of the Grand Opera, has founded an association of singers and actors for the purpose of making and selling phonograph records of their own performances.

According to the popular tenor, with the exception of three or four great singers, who are paid fabulous prices for singing into a phono-

graph, few opera stars make anything out of the records of their voices. Moreover, many of the records are taken without the knowledge of the singers, and are bad in consequence, because they are not made with the proper attention to acoustics.

"It is only fair to ourselves," says M. Note, "to leave the most perfect possible records of our voices. Moreover a singer who controls the sale of these records lays up for himself a source of revenue which will be welcome when the inevitable day arrives at which his throat refuses to produce the sounds which won him applause. When he can no longer make money out of singing on the stage his voice will still bring the old singer in money if he has a true and perfect reproduction of it at his disposal."

EDISON ECHOINGS.

A change has been made in the lettering or branding of the Edison phonograph cabinets, the designations, "Edison Gem Phonograph," "Edison Triumph, Standard, Home," etc., being abandoned and the facsimile signature of "Thomas A. Edison," the trade-mark of the National Phonograph Co., substituted. The construction of the machines remains the same. The change was made for the sake of appearance only.

Hereafter Edison jobbers will not be permitted to do a jobbing business at branch stores in other cities excepting on the same conditions as a new jobber.

Frank E. Madison, instead of going to Boston as manager of a branch office of the commercial phonograph, will remain at the New York end in charge of the contract department.

Four well-known Edison jobbers who were found shipping goods to dealers in advance of the specified time, were "jacked up" by the National Phonograph Co. in the following letter from General Sales Manager Wilson: "For not complying with our conditions of sale in regard to the day (27th of the month), and hour (8 a. m.), on which new monthly records could leave their store or possession, we will be compelled to hold up shipment of October records to the following jobbers until such time as will insure their not being delivered to them until September 28, or one day later than the same records can be shipped or leave the store or possession of other jobbers." The names of the offenders appear in the official notice.

Last month the main offices of the National Phonograph Co. at Orange, N. J., were moved into the new administration building, in which they will occupy the first and second floors, going out of the old place, which has been occupied since the phonograph was first manufactured. The new record moulding building will be enclosed in another six weeks. This building is being pushed more rapidly than others, because it is hoped to occupy it before January 1 and thus greatly increase their record making facilities and materially aid in handling shipments.

WE SOLICIT
YOUR
PATRONAGE



Edison Headquarters AT

OSGOOD'S

Our Complete and Comprehensive Stock includes

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co.'s Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO. Wholesale Distributors
744-756 Washington St., BOSTON

NOTES FROM THE EMERALD ISLE.

Motor Car Tour of Gramophone Co. Through Ireland—Notable Men Hear Twentieth Century Graphophone—Looking Forward For White Record—Edison Sales Very Large.

(Special to The Talking Machine World.)

Belfast, Ireland, Sept. 3, 1906.

The Gramophone Company, of London, have recently organized a motor car tour throughout Ireland. On the front portion of the car there is an excellent life-like representation of "his master's voice"—a fine specimen of a black and white fox terrier (stuffed), and of course the instrument into the trumpet of which that same dog (who has attracted so many pedestrians to the window of Osborne's depot in Belfast) has been vainly listening for the voice of his master for the past two years! Up till now, however, not even a "whisper has yet been conceded" (to borrow from Professor Tyndall) to the listening ear of that canine! The motor car and its occupants (including the dog) have been creating quite a sensation, and the trade results, I understand, have—so far—been most encouraging.

During the past month many thousands of Belfast citizens have been entertained by a "twentieth century sound magnifying Columbia graphophone which T. Edens Osborne equipped with a 56-inch copper trumpet. The latter was projected from the window of his reception room on the fourth floor of the Scottish Provident buildings, and the loud, clear and distinct reproduction of choice selections—vocal and instrumental—has undoubtedly been "the talk of the town" for the past few weeks. While a ball was being given in the new palatial city hall during the recent visit of the Lord Lieutenant of Ireland (Lord Aberdeen) the graphophone rendered a special programme which for four hours (7 till 11 p.m.) attracted an audience of five thousand, a most appreciative, dense, orderly crowd who, even at an hour before midnight, preferred to miss the last tram cars to their respective domiciles rather than leave without hearing all the popular selections so loudly reproduced. I may mention that the records used were genuine Edison, Sterling, Pathe and Columbia.

Mr. Osborne has just received advice of a few samples of the latest phonograph record on the market—the "White" record—having been forwarded to him from London. He and his staff

of assistants anxiously await their arrival. If they are as good as their namesake (J. H. White) their excellence and popularity are assured. The fact that they will be sold at one shilling each, and that they will be longer than the usual standard size will be excellent "sale points." In this connection it may be noted that the Russell Hunting Co. are also making "Sterling" records half an inch longer than standard size, and, by the way, this company are now "booming" Odeon disc records, the superior quality of which is being eulogized by experts, at which no one feels surprised who has enjoyed some of the band selections by H. M. Scots Guards, La Garde Republicaine, H. M. Irish Guards, etc., and the songs of Lloyd Chandos and other well-known artists.

The most popular disc instrument of to-day in the British Isles is, I think, the Gramophone Company's "Junior Monarch," with flower horn. Indeed, it is quite a "triumph," in fact a "gem," for "home" use, and the "standard" by which the value of other disc machines is gauged. (Pardonnez S. V. P. le "jeu de mots".)

The various talking machine shop windows are now enlivened by displays of instruments equipped with flower horns of every color, and look more attractive than heretofore.

Notwithstanding the general exodus of city folks to the seaside during August the Edison jobber here reports that his sales of talkers for that month were equivalent to the aggregate output of June, July and August, 1905. With such figures before him he naturally anticipates a big winter's trade. His first consignments of Edison "standards" and "homes" will be shipped on the 1st and 15th of September.

ROSTER OF COLUMBIA JOBBERS.

An Imposing List of Leading Men Now on the Register of the Columbia Co.

The following is a complete and corrected list of jobbers which have been established by Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General:

W. D. Andrews, Syracuse, N. Y.; Arnold Jewelry & Music Co., Ottumwa, Ia.; J. D. Brenuan & Sons, Columbus, Ga.; George Borgfeldt & Co., New York City, St. Louis, Mo., and Chicago; Bowdoin Square Phono. Co., Boston, Mass.; Ball-Fintze Co., Newark, O.; H. R. Bonfoey, Binghamton, N. Y.; Theodore F. Bentel Co., Pittsburg, Pa.; A. C. Becken, Cable Company and

Carson, Pirie, Scott & Co., Chicago; J. P. Crotty & Co., Minneapolis, Minn.; Clark-Horrocks Co., Utica, N. Y.; H. B. Claflin Co., New York City; W. A. Dean Co., Sioux City, Ia.; Denholm & McKay Co., Worcester, Mass.; W. C. De Forest & Sons, Sharon, Pa.; Duplex Phonograph Co., Kalamazoo, Mich.; N. D. Estes, Lewistown, Me.; Finch & Hahn, Albany; Finch & Hahn, Schenectady, N. Y.; Finch & Hahn, Troy, N. Y.; L. Fish Furniture Co., Chicago; S. A. Floyd, Harrisburg, Pa.; Charles Girvin & Co., Williamsport, Pa.; Dr. A. M. Gable, Shamokin, Pa.; Hibbard, Spencer, Bartlett & Co., Chicago; A. C. Huff, Bethlehem, Pa.; Kirtland Bros. Co., New York City; O. J. Juuge, Lincoln, Neb.; John S. Lengs Sons & Co., New York City; Lyon Bros., Chicago; M. M. Marrin & Co., Grand Rapids, Mich.; Neal, Clark & Neal, Buffalo, N. Y.; G. W. Newton, Van Wert, O.; Ohio Phonograph Co., Youngstown, O.; O'Neil, James Co., Chicago; P. A. Powers, Buffalo, N. Y.; Pittsburg Phonograph Co. and Powers & Henry, Pittsburg, Pa.; Portland Talking Machine Co., Portland, Me.; Reading Phonograph Co., Reading, Pa.; Rothschild & Co., Chicago; Seavey Bros., Haverhill, Mass.; Robert R. Smallfield, Davenport, Ia.; John M. Smyth Co., Chicago; Spalding & Co., Syracuse, N. Y.; Tiedtke Bros., Toledo, O.; E. H. Towle Co., Waterbury, Conn.; Warner & Settani, Brooklyn, N. Y.; Perry B. Whitsit Co., Columbus, O.; Maurice Wolfer, New York City; The Winchell Co., Boston, Mass.; Otto Young & Co., Chicago.

Next Tuesday, September 18, Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, will personally conduct a bunch of prominent jobbers through the plant of the American Graphophone Co., Bridgeport, Conn. It promises to be an interesting trip, and the jobbers will see how things are done, and what a splendid plant the company have.

The Victor Talking Machine Co.'s two new products, the Victor Victrola and the Victor Auxetophone, are now in the hands of the leading jobbers with gilt-edge trade, as they are the highest priced goods made by the company.

James Landay, of Landay Bros., New York City, expects to go abroad next month for a pleasure trip. He will probably not lose sight of business, as several applications for agencies for the Land-o-phone have been received from the principal continental countries.

Dealers' Trade Price List of **RAPKE LABELS**, to take effect Sept. 15, 1906,

(Superseding all previous Quotations).

SIZE OF LABEL:



RAPKE LABELS WITH TITLES FOR EDISON RECORDS.

One each of all selections from No. 2 to 9433 and Grand Opera B1 to B40, \$3.50 per set.
 One each of all American and Grand Opera Sel., as issued during year 1907, \$1.20 per year.
 One each of any monthly list of American selections, 10 cents per month.
 Grand Opera Labels if ordered separate 5 cents per month, set of 10 labels.

Labels with titles for foreign selections as listed in Form 700, sold in separate sets as follows:

- British, Chinese, French, German, Italian or Spanish, any set for 25 cents.
- Bohemian, Hebrew, Hungarian, Japanese, Polish, Russian or Swedish, any set for 10 cents.
- Labels for 303 Mexican selections as in Form 700, this set for \$1.30.

SIZE OF NUMBER:



Rapke Numbers without Titles for Edison Records.

One each of all selections from No. 2 to 9433 and B1 to B40,\$1.75 per set.
 One each of all selections from No. 12000 to 18851 as in Form 700\$1.25 per set.

A limited number of all sets, whether with or without titles, can be had printed on white cardboard. Prices on these cardboard labels are double than quoted in this list.

Any labels or numbers, not specified in this price list, if furnished, will be charged for at the rate of 10 labels for 5 cents. This includes Grand Opera labels, or any other labels or numbers without titles.

When ordering, state plainly, whether LABELS WITH or WITHOUT TITLES are wanted. Terms: CASH WITH ORDER. Delivery: By mail, prepaid to any part of the Globe.

Write at once for Free Samples, etc., Address **VICTOR H. RAPKE**, 1661 SECOND AVENUE, NEW YORK CITY, or any Jobber. Creator and Mfr. of Record Labels, Trays, Horn Cranes, Etc.

RAPKE LABELS FOR COLUMBIA X. P. RECORDS }
 With titles, from No. 500 to and including December, 1906... \$5.00 per set.
 With titles, as issued during year 1907..... 1.00 per year.
 Without titles, from No. 500 to and including December, 1906.. 1.75 per set.
 If ordered printed on Cardboard, the price is double that quoted.

THE TELEGRAPHONE A WONDER.

Improvements Recently Made in the Apparatus
So That Its Success Is Now Assured.

When the telegraphone was publicly exhibited for the first time in this country, *The World*, in its issue of April, 1905, described and illustrated what is spoken of by scientists and practical experts in sound recording and reproduction as one of the wonders of the age. Since then this marvelous invention has been exhibited in the principal cities, and everywhere its operation and results have occasioned interest and enthusiasm. Improvements have been made in the apparatus so that its commercial success is now considered as beyond the question of a doubt, and it is at this stage of development that the telegraphone becomes an article of direct interest to the talking machine trade.

As stated in *The World's* descriptive article referred to above the telegraphone was invented by Valdemar Poulsen, a scientist, of Copenhagen, Denmark, who found that magnetism could be "localized." Previous to this discovery the accepted scientific theory was that magnetism conveyed to a piece of steel, whether a flat surface, like a disc, or a round body, like wire, would spread and permeate the entire metal substance, as ink spreads through blotting paper. Mr. Poulsen immediately applied this principle to the recording and reproduction of sound waves. In other words, he discovered that if the conveying magnet was sufficiently small and delicate it would convey a dot, as it might be termed. In other words, that the magnetization would be localized at the exact place where the magnet was applied and no other, and that if the magnet was moved over the face of a piece of steel or the steel moved before it, it would make a magnetic line therealong. Not only this, but the steel could be varyingly magnetized at each point along the line by varying the magnetic intensity of the inducing magnet. On these two facts hang all the telegraphone and its claim of revolutionizing the art of sound recording and reproducing. The records are not reproduced with the loudness of the talking machine, but are clear and free from the scratching and hissing sounds peculiar to other voice-producing machines, and deliver every delicate as well as every strenuous intonation of the original speaker.

The commercial evolution of this epoch-making invention has resulted in two styles of telegraphone—the disc and the wire. The former in its manner of operation resembles the talking machine, the disc being rotated in the same way. As this disc, about five inches in diameter, rotates, the magnet and coil, which are held in a carriage, are gradually moved toward the center of the disc by a micrometer screw. The speed of rotation is increased as the magnet approaches the center, so that the disc rotates with a constant linear velocity of one-half meter per second. The discs may be filed away for future use, and many thousands of reproductions may be obtained from the original record. The discs may be sent by mail without injury.

In the other form of the machine, a steel piano wire is wound off one wheel to another between two magnet poles by an electric motor contained at the base of the instrument. Enough wire is carried on the wheels to make a record three-quarters of a mile in length. In this machine three pairs of magnets and coils are used, each pair consisting of two magnets and coils similar to the straight magnets previously described. The magnets are placed horizontally, one on either side of the wire. The sounds are recorded by the middle pair of magnets, the others serving for demagnetism or erasure. As the wire winds off, the magnet carrier travels back and forth, both holding and guiding the wire. In either form it is apparently impossible by wear or use to destroy the record, yet the record may be wiped out on either the disc or wire by passing a more powerful magnet over the surface.

LATEST AMERICAN RECORDS.

The American Record Co.'s October Bulletin is one of especial interest, and is as follows:

- REGIMENTAL BAND OF THE REPUBLIC.
031374 Waiting at the Church. Introducing "In the Summer Time."
031375 Medley—Cheyenne. Introducing "La Sorella."
031376 A Rare-bit Fiend. A bit of musical eccentricity
031377 In the Gloaming.....
AMERICAN SYMPHONY ORCHESTRA.
031378 The Irish-American—Two-step.
031379 March from Bocaccio. By Franz von Suppe..
031380 The Nutmeg Dance.....
031381 Oh! Eliza, Save a Little for Me.....
ARTHUR COLLINS, ORCH. ACCOM.
031382 When a Poor Relation Comes to Town. (Descriptive)
031383 I Don't Know Where I'm Going, but I'm on My Way.....
TENOR SOLO BY HENRY BERR, WITH ORCH. ACCOM.
031384 Love Me and the World Is Mine.....
BYRON G. HARLAN, ORCH. ACCOM.
031385 In the Evening by the Moonlight, Dear Louise.
031386 Grandpa, I'm Going to be a Soldier.....
BILLY MURRAY, ORCH. ACCOM.
031387 I Wouldn't Leave My Little Wooden Hut for You.....
031388 Rosebud. A sailor march song.....
STEVE PORTER, ORCH. ACCOM.
031389 Seaweed. An English topical song.....
SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.
031390 Waiting at the Church.....
SPENCER AND JONES (DESCRIPTIVE).
031391 Peaches and Cream.....
FRANK C. STANLEY, ORCH. ACCOM.
031392 Not Because Your Hair Is Curly.....
031393 After They Gather the Hay.....
STEVE PORTER (RECITATION).
031394 You're Just Like Your Mother, Mandy.....
ITALIAN SOLOS. BARITONE BY SIG. CESARE ALLESSANDRONI.
031395 Dio Dell Or (Faust).....
031396 Cavatina (Trovatore).....
031397 Monologo di Scarpia (Tosca Puccini).....
031398 Sortita di Amonafso (Aida-Verdi).....
031399 Pura Siccome un Angelo (Travata-Verdi).....
031400 Barcarola (Gioconda-Ponchielli).....
031401 Monologo (Rigoletto-Verdi).....
031402 O Casto fior (Re di Lahore-Massenet).....
031403 Di Provenza Mare suol (Traviata-Verdi).....
SPANISH SOLOS. BARITONE, BY SR. A. DE G. ABELLO.
031404 La Golondrina.....
031405 Los Besos que te di.....
031406 Himno Nacional Mexicano.....
031407 La Perjura.....
031408 Chin, Chan, Chun.....
031409 Todo es Silencio.....
031410 Tus Miradas.....
031411 Paternitas Sevillanas.....
- SEVEN-INCH LIST.
REGIMENTAL BAND OF THE REPUBLIC.
204 Waiting at the Church.....
AMERICAN SYMPHONY ORCHESTRA.
205 The Nutmeg Dance.....
COLLINS AND HARLAN, ORCH. ACCOM.
206 Susan Kiss Me Good and Hard.....
BYRON G. HARLAN, ORCH. ACCOM.
207 Cheer Up, Mary.....
ARTHUR COLLINS, ORCH. ACCOM.
208 Abraham Washington Jefferson Lee.....

- BILLY MURRAY, ORCH. ACCOM.
209 Not Because Your Hair Is Curly.....
SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.
210 Waiting at the Church.....

SOME NEEDLEPOINTS.

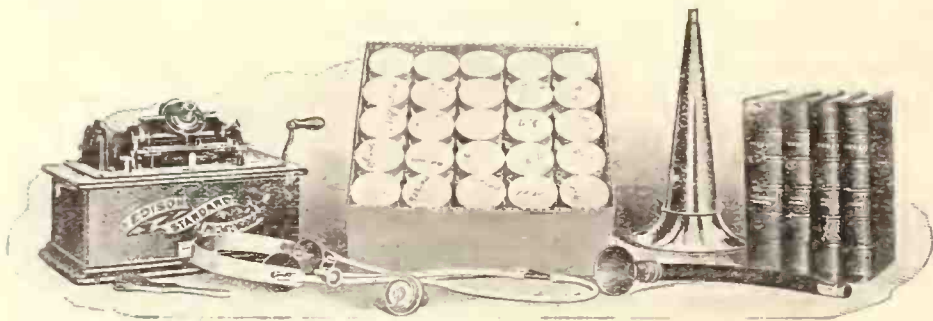
H. S. Berliner, son of the widely-known inventor, Emil Berliner, of Washington, D. C., was in New York Tuesday en route to the national capital, where he will stay for several months, carrying on some important experiments in sound reproduction and other talking machine improvements. Mr. Berliner is secretary of the Berliner Gramophone Co., Canada, Ltd., of Montreal, and has a number of influential inventions to his credit. Siegfried Sanders, with the same company, sailed September 10 for Calcutta, India, to set up a pressing plant for the Gramophone & Typewriters, Ltd., of London, Eng.

The Universal Talking Machine Manufacturing Co. are getting ready a special bulletin of operatic records that will be announced next month. Bonci, the great European tenor, who will be heard in opera in this country for the first time this season, at Hammerstein's Manhattan Theater, New York, has made a number of splendid records for the Universal Co. J. Wagner is making his first trip for the company.

A large shipment of Searchlight horns have been shipped by the Douglas Phonograph Co., New York, to Bangkok, Siam, and to Australia. The Douglas Co. are also in receipt of a new line of needles from the factory in Germany, and for which they are the exclusive agents for the United States and Canada. Their needle business has grown to remarkable proportions.

The C. E. Osgood Co., of Boston, Mass., have elsewhere an announcement of interest to talking machine men, particularly those doing business throughout the New England territory. They carry a very full line of machines and supplies.

The J. F. Schmelzer & Sons' Arms Co., Kansas City, Mo., have recently remodeled their talking machine department, and now have seven individual demonstrating rooms.



What IS the I. C. S. Language Outfit?

The I. C. S. Language Outfit consists of an Edison Standard Phonograph with I. C. S. repeating attachment, recorder, special head-band hearing tubes with patent sound modifier, 14-inch brass horn, brush, 25 conversational gold-mould records, and four textbooks for the study of French, German or Spanish. The records and textbooks may be sold separately to those who already have a cylinder phonograph. This outfit forms the most perfect language teacher in the world, and enables the student to speak the foreign language as the natives speak it, with a pronunciation guaranteed to be absolutely correct. The I. C. S. system is indorsed by the French, German and Spanish embassies and all the leading educators. FOR YOU it is a proposition that will appeal not only to new trade, and to people who would not invest in a phonograph for amusement purposes, but to every phonograph owner in your section as well, who will be only too glad to find a profitable as well as a pleasurable use for their phonograph. Past experience has proven that it will increase your business. For proof ask the dealer who has tried it. Write to-day for particulars and prices.

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

International Correspondence Schools

Box 918, SCRANTON, PA.

100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR.

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Our Increased Facilities

Enable us to carry a larger stock than ever.

One Quarter Million Edison Records always on hand.

The largest stock of Cabinets, Horns, Supplies, etc., in the United States.

A larger
stock
means
more sales

We urge
dealers to
follow our
example



You can't
sell what
you do not
have

Display
a few
cabinets.
Your
customers
will do
the rest

The most comprehensive stock of Record Cabinets in the world.
Our display unequalled. Visit our salesroom and be convinced.

*We have the utmost confidence that the prediction
for a large fall business will be verified. :: :: ::*

If you want the BEST needles made, send for samples.
10 styles for different purposes, one grade only---the BEST.

TIMELY TALKS ON TIMELY TOPICS.

In the course of an interesting letter by Henry J. Hagen, assistant manager of the recording laboratory of the Universal Talking Machine Manufacturing Co., New York, from Buenos Ayres, S. A., under date of July 15, he says: "Buenos Ayres is one of the greatest commercial cities of the Western Hemisphere, and for beautiful streets and parks it compares favorably with the great cities of Europe. As to the talking machine end it is simply surprising the great number of high class records sold here, comparing favorably with New York. Price does not cut much ice, providing the goods are right. There is a good demand for fine cabinets and record cases. This is a great music-loving country, and the people know an artist when they hear one. One of the large houses here is selling Patti records for \$25 paper, which is equivalent to \$11 American. I sail for Genoa tomorrow on the steamship Umbria, and expect to arrive there about August 11." It will be remembered that Mr. Hagen and E. Long, manager of the Universal Co.'s export department, are in Italy recording "masters" from the leading singers and musical organizations.

The multiplicity and variety of records keep growing. Eventually every known tongue will be adequately represented. The Chinese list is increasing rapidly, and when George K. Cheney was in China for the Victor Talking Machine Co., Camden, N. J., he secured a large number of excellent "masters" of the leading dialects, and up to the end of April the company received orders for 64,000. An importer in Shanghai, writing Mr. Cheney says: "We are satisfied with your work; in fact, delighted, and it is not necessary to wait for samples and order from them. We want records, and if we could we would yell it out fifty times, proper fashion. We

find it hard to sit down and wait when orders are flocking in." That sounds quite American as a "hurry-up call" for goods.

Another example of this fact is the recent importation of Norwegian records direct from Christiania, by Andrew Olsen, an Edison dealer of Brooklyn, N. Y., who expects a large business with them when he gets sufficient stock. Speaking of his new line, Mr. Olsen said to *The World* last week: "As yet my stock of Norwegian records is too small, and they are rather expensive, because I must pay duty. My intention is to import the 'masters' and have the records manufactured here, which will enable me to give the jobber sufficient margin to sell to dealers. You know we have some of the best voices in Norway, artists who will never come here. Then another thing, there are about a million Norwegians in this country—actually half as many as still live in entire Norway. There is a big colony right here in Brooklyn, but the great bulk are in the West and Northwest. They are admirers of everything musical, and while the manufacturers here have a few Norwegian records, their quality and purity of tone do not approach these original productions, of which we have several hundred selections of all kinds—serious and sacred music, operatic numbers, popular songs and 'talkers.' Yes; it seems to be an excellent opening for these records, not only with Norwegians, but people of all nationalities who are interested in talking machine art, and make collections of every kind of record. They come in cylinder form only."

A silk operator of Paterson, N. J., is reported to be completing an entirely new talking machine—on different lines from the familiar mod-

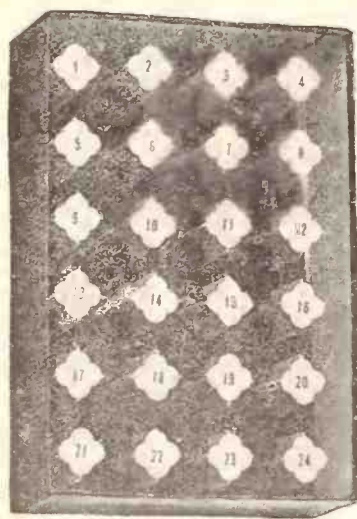
els of the day—and records of special form and material. The invention has been shown to a few personal friends only, but to no one in the trade, the story runs. The party is so elated over his seeming success that he is piling up wealth (in his mind, of course) so rapidly that the purchase of a steam yacht and a trip to Europe has been decided upon. Should this sanguine inventor wake up suddenly his disappointment might be rather keen, to express it mildly.

A well-known publisher of music who has turned his attention to the talking machine proposition, declares that 60 per cent. of the music published in the next five years—possibly in half that time, he ventures to assert—would be played on mechanical instruments. With a firm belief in the correctness of his prediction he thinks there is a wonderful future in store for the talking machine business. That appears to be an opinion shared by others of prominence and having special information of what is going on behind the scenes. Improvements of a startling nature are enthusiastically discussed, and as they speak by authority the trade may rest assured their talk is something more than undiluted "hot air."

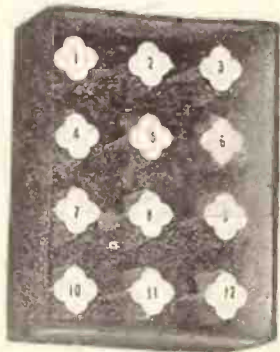
"Dubbing," as the unauthorized duplication of records is termed, may not be practiced openly, but it is a species of robbery that should be "more honored in the breach than the observance." As *The World* has previously taken pains to make clear, that parties in this line of business know they are appropriating other people's property which has, in many instances, cost the rightful owners large sums of money. To be sure, the only court case dealing with "dubbing" does not go far enough in its restraining provisions. The decision enjoined the duplication of records in which the factory or laboratory number was reproduced. Of course, that can be easily avoided, but it does seem that this questionable business, to give it a mild term of

LYNN CARRYING CASES AND PEG BOXES

The "Lynn" Record Holder FITS THE RECORD



No. 66.



No. 6.

Made of heavy paper board and covered in imitation of black leather. They are strong and compact, with each standard bearing a boldly printed number, which corresponds with index on front of box. The constantly increasing demand for which testifies to their popularity with the trade.

1 dozen size, No. 6; 2 dozen size, No. 66. With felt cushion and each wrapped in manilla paper. 1 dozen size, No. B; 2 dozen size, No. BB. Similar to No. 6 and No. 66, but without felt or wrapper.

OUR PATENTED STANDARD

permits placing a greater number of records in a given space, with less liability of breakage than any other method.

Write for Quotations

If you want the Best YOU WANT THE "LYNN"



CASES.

2 dozen, 4x6; 3 dozen, 6x6; 3 dozen, 4x9; 4 dozen, 6x8; 6 dozen double, 6x6; 6 dozen double, 4x9.

MANUFACTURED BY **BOSTON CYCLE & SUNDRY COMPANY**

J. M. LINSOTT, Manager

48 Hanover Street, BOSTON, MASS.

deprecation, could be totally suppressed under the plea of unfair competition, a doctrine which courts of equity have invariably sustained as just and proper. Further, it makes precious little difference in the nature of the offense committed where the "dubs" are sold."

Bandmaster Sousa is still persistent in his abuse of the talking machine, his latest diatribe in *Appleton's Magazine*, which appears on another page of *The World*, being absurd, ridiculous and false. John Philip is an impulsive proposition, but caustic criticism devoid of truth has never helped a cause yet, no matter how deserving. Since Mr. Sousa first aired his grievance against the talking machine in the hearings on the proposed revision of the copyright laws before the joint patent committee of the Senate and House in June, in which he declared this wonderful invention was detrimental to voice culture and the sale of musical instruments, the newspapers of the country have commented upon his assertions either sarcastically, in great good humor or according to their intelligence. No one questions Mr. Sousa's pre-eminent position in the musical world, but his averments in the above connection are merely statements, incapable of proof. On the contrary, wherever the talking machine has been introduced the interest in everything musical has increased perceptibly. The beautiful records of the highest cultivated voices in the world have been more than a stimulus. Singing has improved through their influence and the sale of music augmented. That such instruments as the violin, guitar, mandolin, banjo, etc., are falling into innocuous desuetude, Mr. Sousa may learn a few facts to the contrary from the primary handlers of these goods, who have stated, from their own experience, that the talking machine has materially improved their business in these lines. It is useless, as well as profitless, to argue the matter further, when the preponderance of evidence is against the silly asseverations of the world-renowned bandmaster. Should the copyright bill become a law, and record manufacturers be required thereby to pay royalty, then a remarkable change may be expected in the attitude of the famous march composer toward the trade and its products.

Now and then some writer for the daily newspapers will point out how fortunes can be made in desired inventions. This stuff usually emanates from Washington, D. C., and the latest advice on this score follows: "A device that will entirely obliterate the grating mechanical sounds of the talking machine will find a dozen bidders with certified checks waiting to purchase it." This must be so, else this oracle would not have inflicted his wisdom on a suffering world, and inducing inventors to hustle for the golden goal.

It will be remembered that the congratulatory speech to Thomas A. Edison engraved on the solid gold, standard size record, which was pre-

sent by the Edison jobbers last July, was written by William Homan, well-known in Masonic circles, being a thirty-third degree man. At a birthday anniversary reception given by Mr. Homan to a member of his family on August 20, a phonograph was a part of the evening's pleasures, and in describing its performance a guest writes as follows: "Nearly all present were contributors to the evening's entertainment, and the 'gold record' speech of the host was applauded as it rang out clear and firm from the 'mouthpiece' of the twentieth century wonder, the Edison phonograph." This incident calls to mind that in connection with the duplication in the regular material of the gold record, of which each person present at the Edison entertainment was given one with the compliments of the National Co., a trade demand followed at once. That is to say, jobbers in making up their list of selections, ordered the "gold record" also, stating a call was made for it by the dealers. Of course, these orders were not filled, as this record was not intended for public sale, and only for private circulation as a souvenir of a momentous occasion.

A few weeks back Judge Lowell, United States Circuit Court, Boston, Mass., held that a treaty cannot take away the rights of an American citizen in an American patent. In a case in which this decision was rendered the defendants set up the expiration of the British patents which, under a statute, retired the American patents. The complainants contended that an amendment to the treaty between the United States and Great Britain, proclaimed by the President August 5, 1902, nullified this provision, and they were sustained by the court. The point raised is a new one, and has a bearing upon a number of talking machine patents now in litigation.

Once again an effort will be made to have the record manufacturers establish an exchange system. After a long trial the plan was abandoned, chiefly on account of the sharp practices of the dealers, who shipped any old thing any old way, and expected full credit. Other exasperating drawbacks ensued, so that when the scheme was thrown incontinently overboard, the soft answer that turneth away wrath was not on the spot, and therefore it is doubtful whether a revival of this convenient form of disposing of "dead ones" can be accomplished.

Effective missionary work was done quietly at the gathering of the Edison clans in July to have jobbers, as yet not having declared themselves, become interested in the jobbers' association. Many pledges were given of a willingness to come into the fold, and consequently the next meeting may witness an entire change of policy.

F. Ensign Ogden, who was for a long time head of the credit department of the retail branch of the Columbia Phonograph Co., at 872 Broadway, and for the past six months has had charge of their store in New Haven, Conn., has

been voted as one of the five most popular young men in that city, receiving as a reward a free trip to Nova Scotia, offered by the *New Haven Register*. He left for his excursion last Monday, and will be absent about two weeks. Taking into consideration the short time which he has resided in this city, the fact of his selection speaks louder than words for his ability to win friends, and incidentally customers for the company that he represents.

The talking machine is credited with wonderful things, but until now we had not known of its wonderful powers in the piscatorial domain. The following despatch, however, from Brookfield, Mass., is interesting in this connection:

"Charmed by the sweet notes of 'Keep on the Sunnyside,' played by a graphophone on Lake Quacumquaist, a big pickerel jumped into the horn of the machine. The fish is on exhibition at present in M. J. Donahue's Central street store. The pickerel weighs 35 pounds and is 15 inches long."

In view of the foregoing, it is clear that fishermen would do well to take along with them on their "outing" a talking machine and some records. A variety of the latter would, of course, be necessary, for fish, like human beings, have varied tastes, and instead of jumping into the horn they may be tempted to jump on the man who might play rag time for instance.

A HANDSOME PHILADELPHIA STORE.

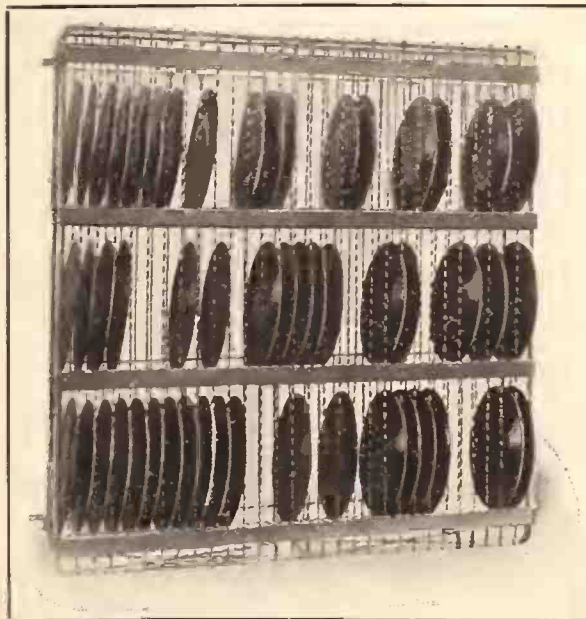
(Special to *The Talking Machine World*.)

Philadelphia, Pa., September 11, 1906

One of the handsomest talking machine stores not only in this city but in the East, is that of the Musical Echo Co., at 1217 Chestnut street, this city. In fitting up their new quarters the company have expended nearly \$20,000. A very excellent view of the Chestnut street front of



their salesrooms appears herewith. The Saturday classical concerts, which are a feature of this establishment, are attracting a most fashionable class of Philadelphians, and the aristocratic furnishings of the rooms appeal to those aesthetically inclined.



A Record Rack That Stands High in Favor—

“2-C.”



OUR “2-C” Record Rack is needed in departments carrying a wide variety of Disc Records. While it is only 39 x 42 inches in size, it will hold upwards of 800 Records, and by placing these in numerical order you can save a heap of time in selling as well as in stock-keeping.

Made of heavy, strong wire, plated and lacquered, attractive in appearance and practical. Holds records from 7 to 11 inches in size, is smoothly finished and will not damage records in inserting or withdrawing. \$8.00—less than 1 cent a record for space used.

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

NEW VICTOR SPECIALTIES.

The Victor Victrola, the Latest Victor Machine, Has No Horn—Will Retail for \$200—The Victor Auxetophone Being Exhibited.

The Victor Victrola, which the Victor Talking Machine Co., Camden, N. J., have now ready for the trade of this country, is a combination of machine and record cabinet, minus the horn. Every mechanical part is concealed when not in actual use. The sound-box is attached to the tone arm in connection with the regulation turn-table, and is placed in the upper compartment of the cabinet, inclosed with a lid. As the descriptive circular to the public says: "There is no horn, the instrument is complete in itself. * * * Open the doors of the cabinet and the melody pours forth. We have simply reversed the ordinary position. We lead the sound down from the sound box above the record through the sound tubes to a mahogany horn below rather than the horn above, and modify the volume by closing and opening, more or less, these doors. When the lid is closed down it shuts all sound of operation. The mechanical parts are a winding attachment, lid brace, tapering arm with sound box, speed regulating device, brake and knob gold-plated. The dimensions are: Height, 4 feet; width, 20 inches; depth, 22 inches. The Victor Co. speak of the Victor Victrola as "a musically artistic surprise," and the cost of which is \$200.

Another addition to the Victor line, and which is now being shipped to leading jobbers is the Victor auxetophone, which was first publicly exhibited at the annual conventions of the Piano Manufacturers and Dealers in Washington, D. C., in May. It is electrically controlled, and its adjustment is specific as to current, voltage, etc. The auxetophone is a machine noted for its tremendous volume of sound. The price is \$500.

DOUGLAS PHONOGRAPH CO. BRING SUIT.

(Special to The Talking Machine World.)

Trenton, N. J., Aug. 31, 1906.

The Douglas Phonograph Co., of New York City, have begun suit in the United States Circuit Court here for \$100,000 against the Victor Talking Machine Co., of Camden, on contract. The New York firm say the Camden concern broke a contract to sell supplies to the

suit growing out of the company's refusal to sign the contract of the Victor Co. that went into effect July 1 unless modifications were made.

TALKING MACHINE CASES IN COURT.

New York Phonograph Co. Up Against It Again —Duplex Record Suit Argued.

Another move was made in that now celebrated case of the New York Phonograph Co. against the National Phonograph Co., August 30, before Judge Jaycox in the Supreme Court, department 2, in Brooklyn, N. Y. Counsellor Hyman argued a motion for the complainants to have a commissioner appointed to examine the defendants, and to restrain 250 jobbers and dealers in the State of New York from handling Edison goods. The court reserved decision, but on September 10 Judge Jaycox denied the motion, in a brief memorandum, giving the complainants the privilege of renewing it if the proper procedure were followed.

Practically the same issues were thrashed out before Justice Keogh, in another branch of the court in June, when an application for an injunction, pending trial, was denied. On the motion calendar of the United States Circuit Court, Judge Lacombe sitting, among the adjourned cases was that of the New York Phonograph Co. against the National Phonograph Co. The latter company, on inquiry by The Review, stated they knew nothing whatever of the matter.

DUPLIX RECORD ARGUED.

The suit of A. S. Petit against the American Graphophone Co. on the duplex record patent, which was called August 30 on the adjourned cases of the motion calendar of the United States Circuit Court, New York, was adjourned to September 13, when argument was heard decision being reserved.

Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., who has been at Atlantic City, N. J., for the entire summer, with his family, has gone to California, where he will probably remain presumably on account of his health. Elbridge R. Johnson, president of the company, who has been abroad for several months, is expected back about October 1, possibly sooner.

T. P. Clancey, manager of the talking machine department of the Conroy Co., St. Louis, Mo., is

spoken of by the traveling men as one of the cracks of the business.

Thomas C. Hough, who jobs the Edison and Zonophone lines, with stores in Minneapolis and St. Paul, Minn., describes himself as the "automobile talking machine man." His goods are always delivered by a model motor car, in which he has traveled over the State and adjoining territory, drumming up business. Being a jovial party, of unusual physique, he makes friends and takes orders with neatness and dispatch.

S. A. Marks, who manages the talking machine department of John A. Smyth, the great mail order house of Chicago, sells a few million records in the course of a year.

New Phonograph Record Cabinet

WITH EXTENSIBLE HORN HOLDER (Patented)

Quartered Oak.
Opens Automatically.
When not in use horn holder is hidden within cabinet.



Drawer bottoms turn on pivot in center. Holds 305 records.
A smaller one, plain oak with door and slides holding 180 records also made. For particulars inquire of

SYRACUSE CABINET CO.
SYRACUSE, N. Y.



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

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.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

Notice to the Trade!

A chance to make good money—3,000 Records (viz: Gramophone 7 inch Disc). Subjects by the late Joseph Jefferson, "Rip Van Winkle's Reverie," "Toast," etc. A set of other famous voices, including Chauncey M. Depew's "Dedication of the Statue of Liberty."

INVALUABLE AS SOUVENIR! SOLD ON SIGHT.

To the trade only at 10 cents per record; former price, \$2.00 each.

H. Hardesty 173 Greenwich St., Near Cortlandt

Tel. 1412 Cort.

THE NEW

Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success **\$1.00 and \$1.50 Each**

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY - - New York

"Phonographische Industrie"

GERMAN TALKING MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson
Editor and Prop.

Berlin = = = Germany
Breite Strass 5

PRACTICAL SUGGESTIONS AND COMMENTS.

RECORDS OF PIANO MUSIC.

D. S. Miller, of Mexico City, Mexico, writes The World to know if he cannot secure some good records of piano solos by well-known artists. As far as we know none of the companies has listed piano solos. There have been a number of inquiries for them, but it is not an easy matter to control the over tones in piano playing and to get a real effective record. Experiments in this field are being made by several companies, but the results thus far are not sufficiently satisfactory to permit the records being listed. In time, however, we feel confident that the wonderful skill of our acousticians and laboratory experts will insure a perfect record of a piano solo. The wonderful advance made in the perfection of talking machine records during the past ten years leads us to this conclusion.

REVOLVING RECORD RACK.

A gentleman in a Northwestern city, who has just made his debut as a talking machine dealer, writes to know if there is a revolving cylinder record rack on the market. We may say that a very excellent rack of this character is made by the Syracuse Wire Works, of Syracuse, N. Y. It will hold a thousand cylinder records, and can be easily moved. It occupies but little space, being only 33 inches square. It hangs on ball-bearing cones, and can be easily turned so as to show and secure any key number instantly. It is compact, cleanly and convenient, and will be found most valuable where wall space is not plentiful. It is now in use by all the progressive talking machine dealers.

RECORDING THROUGH THE TELEPHONE.

Hine Smith, of Sparta, Mich., in a communication to the "New Phonogram," says that records can be made by the aid of a telephone. His plan of operation is as follows: First, get your machine ready as usual; then get a rubber the

same as used for horn connections, about one inch in length, and put it on your machine instead of a horn. Take the telephone receiver, place it against the end of the rubber on the machine so that the rubber covers the hole in the receiver. Then start your phonograph and begin to sing or play close to the transmitter of the telephone. If your telephone is in good condition you can make a good loud record without the blasting sounds.

A SCRATCHLESS RECORD.

A practical record maker has been making a number of experiments on substances that would produce a record that was practically scratchless, and has so far succeeded that he has a formula that has produced a record that contains absolutely no grit or clay on its surface. It is made of two compositions, the first being used as a backing, and is far less liable to warp than the present record. The surface has for its body a finely pulverized soapstone mixed with shellac and other ingredients to give it the requisite hardness. The claims for the new composition are that it will not wear out the needles, it will not scratch and that it will produce a better sounding record, particularly for soprano voices. It will wear as well as the composition now in use, and costs practically the same. He has also found that a combination of fuller's earth and graphite will produce a scratchless record, but not as durable as the other, although somewhat cheaper. He said to The World: "It is the record and not the needle that scratches. The grit in the present record acts like emery on the needle, and if a record that has been used a few times is examined under a strong magnifying glass, the interior of the grooves will show a very perceptible roughness, which increases with use. My formula is not patented, and any of the record makers who wish to experiment with it are at liberty to do so, as I am anxious, from a profes-

sional standpoint, to see a perfect record put on the market. Roughly speaking, the formula is as follows: Pipe clay and precipitate of chalk, equal parts; soapstone, equal in bulk to the two. The usual shellac formula. The pipe clay should be the finest obtainable. The records I have made by this formula have been perfect so far as reproductive qualities are concerned."

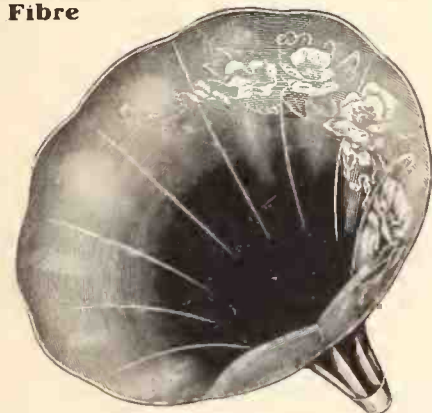
MAKING EDISON RECORDS LONGER.

A correspondent of the "New Phonogram" asks why the Edison records are not made a half-inch longer so as to play one more verse and has been answered by the editor of that interesting publication as follows: "If records could be made of a material that would not expand or contract with the changes in the temperature, and they could all be made with precisely the same bore, then it might be possible to make them a half-inch longer. Even then it would be necessary to scrap special machinery, etc., worth hundreds of thousands of dollars, and spend an equal or larger amount in new machinery. Up to the present time we have not been able to find a record-making composition that is not affected by the temperature, nor can we yet make records that will not vary slightly in the diameter of the bore. The extra space that to the uninitiated seems so available for more verses is, therefore, absolutely necessary to allow for temperature changes and variation in the bore. The blank space at each end of a record, which numerous correspondents have thought could be utilized for additional words or music, is also a manufacturing necessity."

SUBSTITUTE FOR BRUSHING RECORDS.

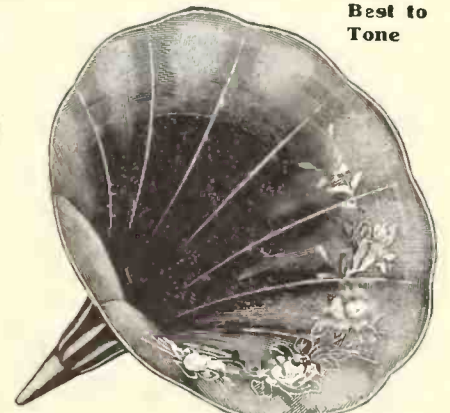
Hanson E. Hall writes as follows to the same publication concerning a substitute for brushing each record before using. He says: "I selected one of the boxes in which the cotton was very soft, and one into which the records would slip easily. As I take the record from the cabinet to play it, I slip the same into the cotton lined box and immediately draw it out again to place on the mandrel. The effect is that all dust or dirt has been removed from the face of the rec-

Fibre



A Distinctive Product for a Discriminating Trade

Best to Tone



THE DECORATED FLOWER "MEGA"

Designation.	Length.	Bell.
Junior Flower Decorated.....	26 in.	16 1/2 in.
Senior Flower Decorated.....	32 in.	23 in.
Senior Victor Flower Decorated	26 1/2	23 in.

Colors.	Studies.
Deep Carmine;	Spray of poppies.
Deep Royal Blue;	Spray of roses.
Deep Violet;	Spray of pansies.
Ivory Black;	Spray of chrysanthemums

(Black in Senior types only.)

Exquisite Hand-Painted Flower Studies. Each Horn a Perfect Picture. A Product Made to Please the Critic. Rich, Permanent Colors. Oven Baked, Glace Finish. Gold Neck. Gold Edge. Gold Stripes.

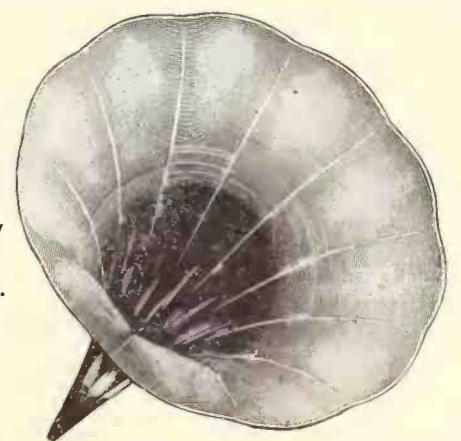
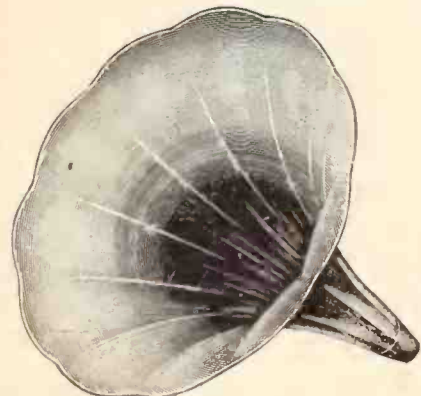
THE REGULAR FLOWER "MEGA"

Designation.	Length.	Bell.
Junior Flower "Mega".....	26 in.	16 1/2 in.
Senior Flower "Mega".....	32 in.	23 in.
Senior Victor Flower "Mega".....	26 1/2	23 in.

Colors. Crimson, Magenta, Violet. Royal Blue, Old Rose. Blended inside and outside; green neck; gold edge; gold stripes.

The Most Natural Flower Horn on the Market To-day

Rich Permanent Colors. Oven Baked Glace Finish. All "Megs" shipped in individual bags ready for retail sale. All "Mega" lists restricted. Have You Ever Compared the Results of Metal with Fibre?



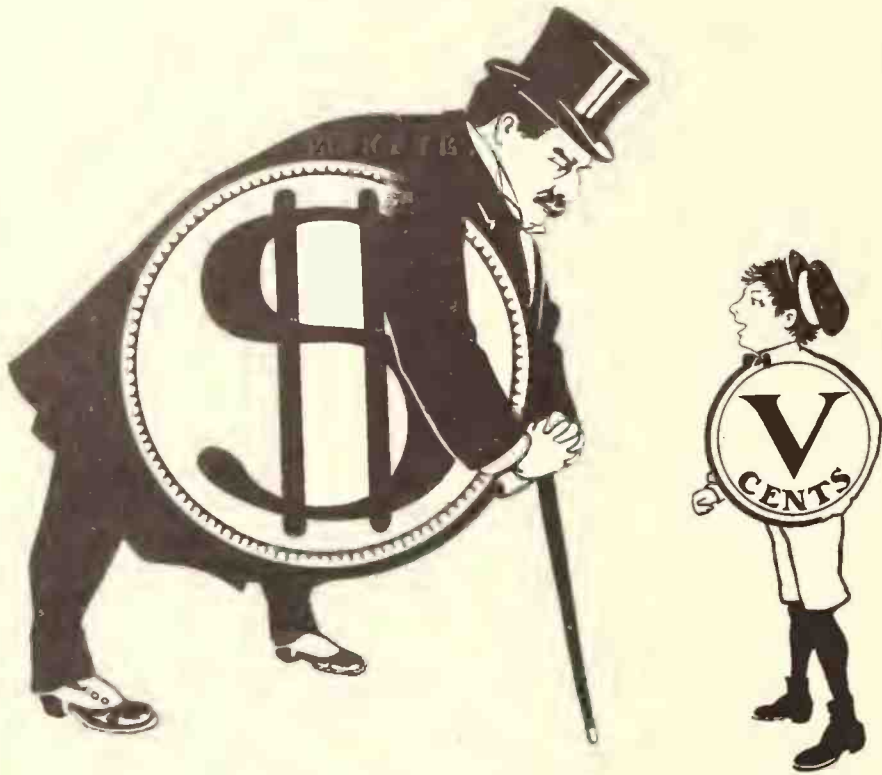
YOU OWE THIS TEST TO YOUR OWN POCKET.—The "Mega" helps sell records. The "Mega" will help keep your customers interested longer by giving them the best possible results. It's worth your while to find out.



If your Jobber cannot supply you write us direct.

A Type and Price for Every Requirement.

E. A. & A. G. SCHOETTEL, Makers, Broad Street, Maspeth, Queens County, New York



Nickels grow to dollars.

Do you know how much nickels that keep on growing amount to? Perhaps you do.

But do you know how easily people will put nickels into a slot to hear good music like that of the

Regal Automatic Piano

and what a goodly sum those nickels amount to in a week? Perhaps you do.

But here's another point. It isn't only what the Regal Player *takes* in; but what it *brings* in — The extra nickels, dimes and dollars that people are sure to spend while they stay in the place to listen to the music. That's what counts.

Do you know the value of the Regal Agency to you?

Have you thought the subject over?

The Agency for the Regal will make you good money. You can easily handle Players with Talking Machines.

If not, it would pay you to think of it right now.

Many wise men are making money by having the Regal Automatic Piano to take in and bring in money for them every day. We believe if you knew how much profit there is in it, you would want one too.

Genuine.

It is a genuine piano-player; gives the finest kind of music, loud or soft; every selection you want—popular or classic. Requires no attention; looks after itself, so to speak. Runs by pneumatic power, pumped by a small electric motor, which we supply to suit every kind of electric current.

The very best.

It is the most musical, simplest, strongest, longest-wearing, and in every way the most satisfactory and profitable instrument ever made for supplying music to the music-loving public.

And it is a beautiful ornament anywhere you put it, and it blends perfectly with the talking machine business.

Why not make some money out of it yourself by selling it?



The Regal Player

The Regal Piano and Player Company

890 Southern Boulevard

NEW YORK, N. Y.

ord, which is then perfectly clean. The method is very simple and the very best effect attained. I have used the same box at least three weeks, and it is just as good as when I commenced to use it, so that one box will last a long time before the cotton will wear off, and the records will be kept very clean."

INQUIRIES ABOUT COLLAPSIBLE HORNS.

A newcomer in a Western city in forwarding his subscription to *The World*, which, by the way, he highly compliments after investigating his first copy, inquires about a collapsible horn, and says: "In traveling the most inconvenient adjunct of the talking machine is the horn, particularly when so many people nowadays take both machines and horns to the country. Of course the horn should be really collapsible, and should firmly lock when opened up. Is one now being made, and by whom?"

In answer to our friend we may say that the New Jersey Sheet Metal Co., of Newark, N. J., are now placing on the market a collapsible horn, which is very highly praised. It occupies but very little space in the case, and can be locked for use or unlocked in a short space of time. It does not interfere with the transmission of sound waves, as the interior of the horn is absolutely smooth. An illustration of the horn appears elsewhere in this paper, and we suggest writing the company for further details.

WALTER H. MILLER THANKED

By the Committee of Talking Machine Men for His Skill in Turning Out the Pure Gold Record Presented Thomas A. Edison—Mr. Miller, However, Gives Credit to Mr. Wurth.

That the making or casting of the solid gold record presented Thomas A. Edison by the jobbers of the United States and Canada was no small undertaking everybody familiar with the facts knows. It was the first record of its kind ever moulded in the history of the business, and the work required skilful and delicate handling from the beginning to the completion. The greater credit for this unique production has been awarded Walter M. Miller, manager of the National Phonograph Co.'s recording department; but Mr. Miller insists that for the delicate electro-plating operation greater praise is due A. Wurth, a laboratory expert at the works in Orange, N. J., the secretary of the Muckers' Club, composed of the Edison experimental corps, who brought to bear on the process his great and exact knowledge in that line gained here and in Europe. The success achieved has been cause for congratulation among those concerned mechanically, and as Mr. Miller said to *The World* there was enough glory for everybody, no matter how much or little he contributed to the ultimate result.

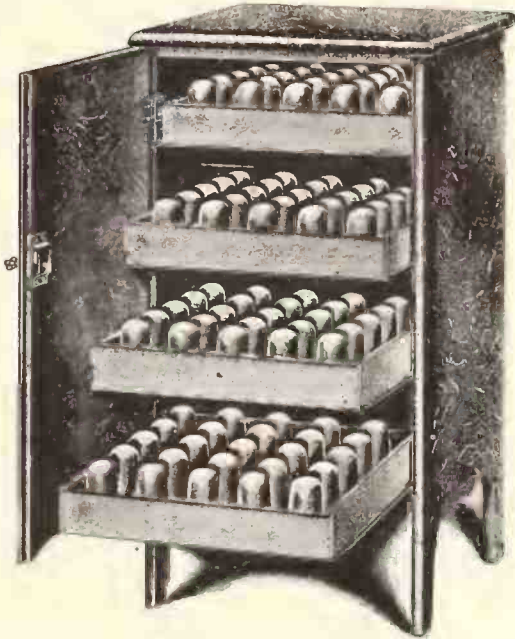
Something of this spirit animated the Edison Phonograph Jobbers' Testimonial Committee when they formally congratulated Mr. Miller, under date of August 15, in the following letter: "We, the undersigned committee, representing the Edison Phonograph Jobbers of the United States and Canada, hereby formally thank you for the services rendered us in connection with the pure gold record presented Thomas A. Edison. We fully understand the difficulties you must have encountered in manufacturing this record, and appreciate that your interest and skill alone made it possible for us to consummate our ideas in this respect." The committee were: E. F. Taft, president Eastern Talking Machine Co., Boston, Mass.; W. D. Andrews Syracuse; P. A. Powers, Buffalo, N. Y.; L. E. McGreal, of McGreal Bros., Grand Rapids, Mich.; C. V. Henkel, president Douglas Phonograph Co., New York City.

ONE OF SALTER'S RECORD CABINETS.

The accompanying illustration shows No. 727, one of the latest styles of record cabinets placed on the market by the Salter Manufacturing Co., 102-108 North Oakley avenue, Chicago. This cabinet is 32 inches high, with top 17½ by 15.

It contains four trays, each fitted with 25 hard maple pegs, a total of one hundred. These pegs are hollowed out on the inside, making them very light and preventing cracking. As will be seen by the cut the trays slide out for convenience in handling the records. When the door is closed the drawers are entirely hid from view. The door is fitted with a good lock and key. The cabinets are made from selected quarter sawed oak front and top, and highly finished in any color desired.

The company now have a new catalogue in



press illustrating and describing fourteen different styles of disc and cylinder record cabinets. It will be mailed on application. The Salter Manufacturing Co. have been manufacturing music cabinets for the past thirty years, and talking machine record cabinets for the past three years. Visitors to Chicago are cordially invited to visit their big factory on Oakley avenue, which is only a block from the Oakley avenue station of the Lake Street Elevated, fifteen minutes' ride from the loop district.

TRADE NOTES FROM BOSTON.

The Most Important Happenings of the Month Interestingly Set Forth by *The World* Correspondent.

(Special to *The Talking Machine World*.)

Boston, Mass., Sept. 9, 1906.

There are happy men among the Boston talking machine trade, for business is not only good but there are prospects of a booming fall trade.

Since Labor Day there has been a marked increase in the amount of business done, both wholesale and retail, and it is still increasing. There is a marked increase, also, in the demand for higher priced machines, and those dealers who handle the new Victrola report a big demand for them—a demand that means the exchange of high-priced instruments purchased some time ago by customers who want the best at any price.

The new Victor Victrola promises to make a marked impression among the high-class Boston trade. Its simple exterior, with all the working parts of the talking machine covered up, and the wonderful sweetness of the tone takes mightily with the wealthy musical public.

Improvements are in order at the Winchell Co. The sheet music department has been changed around, new racks put in, and everything is now spick and span. T. N. Mason, the Winchell traveler, has just returned from a very successful trip through northern New England.

Among the visitors to Boston this month were Mr. Hawthorne, of the Hawthorne-Sheble Co.; Mr. Keene, of the Philadelphia Talking Machine Co., and Mr. Silverstein, of the Ideal Fastener Co.

At the wholesale rooms of M. Steinert & Sons business is more than good. A great run is reported on the Victrola and on the new wrapper record envelopes which Manager Cornell has invented. Over a third of the cost of wrapping paper is saved by these envelopes. A new record shipping box, made of strawboard, is also a feature of the business of this store. It costs less than a wooden box, takes up less room, and the records are sure not to get broken in shipping.

Charles G. Andrews, manager of the Boston Cycle & Sundry Co., returned this week from a business trip to Maine, much pleased both with the amount of business now being done and with the outlook for fall and winter trade. He reports the receipt of a fine lot of Searchlight horns.

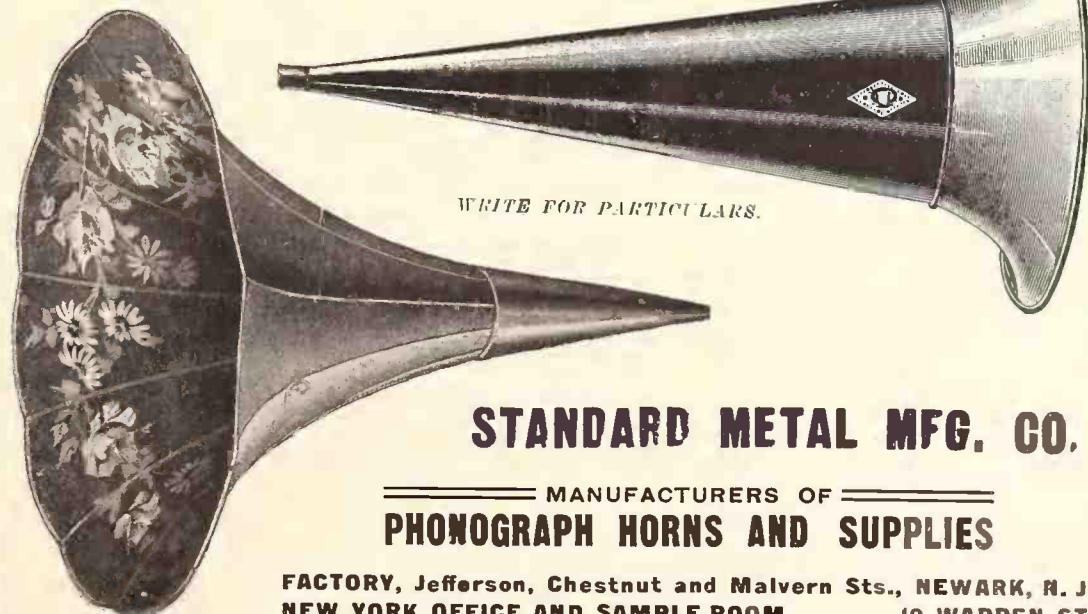
At the Eastern Talking Machine Co. the cellar has recently been enlarged, giving much more room for storage, which was sadly needed. A. W. Chamberlain, wholesale manager, has just returned from a vacation spent at New Found Lake, N. H. He reports a big demand for the Edison machines and for the Victrola, but declares that he cannot get half enough from the factories.

"Wonderland," the newest song, rivalling "Dreamland," is a big seller at the Columbia Phonograph Co., this month. A fine demand is reported here in the medium grade machines.

At the Oliver Ditson Co., manager Winkelmann says that the demand for Victor goods is enormous. He reports a great demand for 10 and 12-inch records, and for the new Victrola.

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RECORD BULLETINS FOR OCTOBER, 1906.

COLUMBIA DISC RECORDS—10-INCH.

- 3452 I'm Crazy 'Bout It (Shepard N. Edmonds). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 3453 While the Old Mill Wheel Is Turning (Kerry Mills). Vocal Duet with Quartette Chorus, Orch. Accom. Burr and Campbell and the Columbia Quartette
- 3456 The Low Back'd Car (S. Lover). Baritone Solo, Orch. Accom. George Alexander
- 3462 A Daughter of Vanity Fair (Ed. Rogers). Tenor Solo, Orch. Accom. Byron G. Harlan
- 3466 Homeward (Gerald Laue). Contralto Solo, Orch. Accom. Miss Corinne Morgan
- 3468 Peaches and Cream (Len Spencer). Vaudeville Specialty, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 3471 Punch and Judy—Descriptive. Len Spencer and Alf. Holt
- 3472 Mrs. Reilly's Troubles with the Dumb-Waiter—Comic (Steve Porter). Descriptive. Steve Porter
- 3473 It's All Right in the Summer-time, or The Artist's Model (Murray and Everhard). Soprano Solo, Orch. Accom. Miss Ada Jones
- 3476 Kooontown Koffee Klatsch—March and Two-Step (J. P. Greenberg). Banjo, Mandolin and Harp-guitar Trio. Ossman-Dudley Trio
- 3477 The Mouse and the Clock (Howard Whitney). Banjo Solo, Orch. Accom. Vess L. Ossman
- MINSTRELS—BY THE RAMBLER MINSTREL COMPANY.
- 3478 Record "C"—Introducing "Dixie Dear" by Billy Murray, Orch. Accom. The Rambler Minstrel Company
- Record "C" opens with a dashing chorus, "Stand Up and Fight Like a Man," introduces lively, humorous dialogues, and concludes with "Dixie Dear" by Billy Murray, with quartette chorus. An enthralling record.
- 3479 Record "D"—Introducing "Waltz Me Around Again, Willie" by Collins and Harlan, Orch. Accom. The Rambler Minstrel Company
- 3480 Descriptive Medley—Introducing "Out in an Automobile," "My Own Girl," "Football," "It's the Best Old Flag on Earth." Vocal Quartette, Male Voices, Piano Accompaniment. The Columbia Quartette
- 3481 Maggie Murphy's Lawn Party—Descriptive (Albert Campbell). Vocal Quartette, Male Voices, Unaccom. The Columbia Quartette
- 3482 The Sabbath Day—Das ist der Tag des Herrn (Kreutzer). Vocal Quartette, Male Voices, Unaccom. The Columbia Quartette
- 3483 I Am Praying for You—Sacred (Ira. D. Sankey). Vocal Solo with Quartette Chorus, Organ Acc. Henry Burr and The Columbia Quartette
- 3484 The Minstrel Boy (Thomas Moore). Baritone Solo, Orch. Accom. George Alexander
- 3485 A Dream (J. C. Bartlett). Baritone Solo, Orch. Accom. Frank C. Stanley
- 3486 Down Beside the Meadow Brook—I'll Wait for You (F. A. Mills). Tenor Solo, Orch. Accom. Albert Campbell
- 3487 Billy (Ted S. Barron). Tenor Solo, Orch. Accom. Billy Murray
- 3488 Barbara Frietchie (John Greenleaf Whittier). Standard Recitation. Edward Brigham
- 5609 Valse Boston (Il. D. Rament). Banda Espanola
- 5611 Gran Jota Aragonesa (F. Lahoz) Banda Espanola
- 5665 El Gondolero—Valse (Carlos Curti). Banda Espanola
- 10546 L'Elegance Parisienne Mazurka—Record made in Milau (E. Tavan). Banda Espanola
- 25975 The Lark Now Leaves His Wat'ry Nest (J. L. Hatton). Baritone solo, Piano accom. Horatio Connell

SEVEN-INCH ONLY.

- 10552 Tutti in Baldoria Galop—Record made in Milan (C. Rovere). Banda Espanola
- 50483 La Brahanconne—Belgian National Air—Record made in France. Columbia Band
- TWELVE-INCH ONLY.
- 10621 Toreador Song from "Carmen" (Bizet). Baritone Solo with Chorus in Italian. L. Baldassare and Coristi Della Scala, Milano
- 30018 Der Wanderer (Schubert). Baritone Solo in German, Piano Accom. David Bispham
- 30030 La ci darem in mano, from "Don Giovanni" (Mozart). Soprano and Baritone Duet in Italian, Orch. Accom. Mme. Ciaparelli and Taurino Parvis
- 30031 Lieti Signori—My Noble Knights—from "Huguenots" (Meyerbeer). Contralto Solo in Italian, Piano Accom. Mme. Rosa Linde Wright

COLUMBIA "XP" CYLINDER RECORDS.

- 32996 A Daughter of Vanity Fair (Ed Rogers). Tenor Solo, Orch. Accom. Byron G. Harlan
- 32999 Peaches and Cream (Len Spencer). Vaudeville Specialty, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 33001 Punch and Judy. Talking Record, Descriptive. Len Spencer and Alf. Holt
- 33004 It's All Right in the Summer-time, or The Artist's Model (Murray and Everhard). Soprano Solo, Orch. Accom. Miss Ada Jones
- 33005 I Don't Know Where I'm Goin' but I'm on My Way (Joe Bren). Baritone Solo, Orch. Accom. Arthur Collins
- 33007 Destruction of San Francisco—Descriptive (C. Praetorius). Prince's Military Band
- 33008 L'adurance Polka (L. Mayeur). Piccolo Solo, Accom. by Prince's Military Band. Marshall P. Lufsky
- 33009 Come Take a Skate With Me (Browne and Edwards). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 33010 Susan, Kiss Me Good and Hard—Coou Song (J. Fred Helf). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 33011 Nobody (Bert Williams). Baritone Solo, Orch. Accom. Bert Williams
- 33012 When a Poor Relation Comes to Town (Kendis and Paley). Baritone Solo, Orch. Accom. Arthur Collins
- 33013 After They Gather the Hay (S. R. Henry). Baritone Solo, Orch. Accom. Frank C. Stanley
- 33014 Mrs. Hiram Offen Discharges Bridget O'Sullivan (Steve Porter). Vaudeville Specialty. Miss Emma Forbes and Steve Porter
- 40502 Onda Cristalina—Valse (Abundio Martinez). Banda Espanola
- 40504 El Gondolero—Valse (Carlos Curti). Banda Espanola

COLUMBIA "BC" RECORDS.

- 72501 Tout Feu Tout Flamme—Polka Japonaise (Rodolphe Berger). Columbia Orchestra
- 72503 Sympathie—Valse Melodique (E. Mezza-capo). Columbia Orchestra
- 72504 Modern Style—Schottisch (Rodolphe Berger). Columbia Orchestra
- 85081 Let Me See You Smile (F. Fischer). Baritone and Soprano Duet, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 85082 Mr. and Mrs. Flannigan at a Base Ball Game (Steve Porter). Steve Porter
- 85062 Hans Sach's Song—Als Eva aus dem Paradies (When Eve Left Paradise)—from "Die Meistersinger" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85064 Wolfram's Fantasy—Blick ich umher—from "Tannhauser" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85071 O du mein holder Abendstern—Evening Star Song—from "Tannhauser" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85077 Lohengrin's Erzählung—Lohengrin's Narrative—from "Lohengrin" (Wagner). Tenor Solo in German, Orch. Accom. Herr Alois Burgstaller
- 85078 Annie Laurie (Douglas and Scott). Baritone Solo, Orch. Accom. David Bispham
- 85079 Dio Possente from "Faust" (Gounod). Baritone Solo in Italian, Orch. Accom. David Bispham

LATEST VICTOR RECORDS.

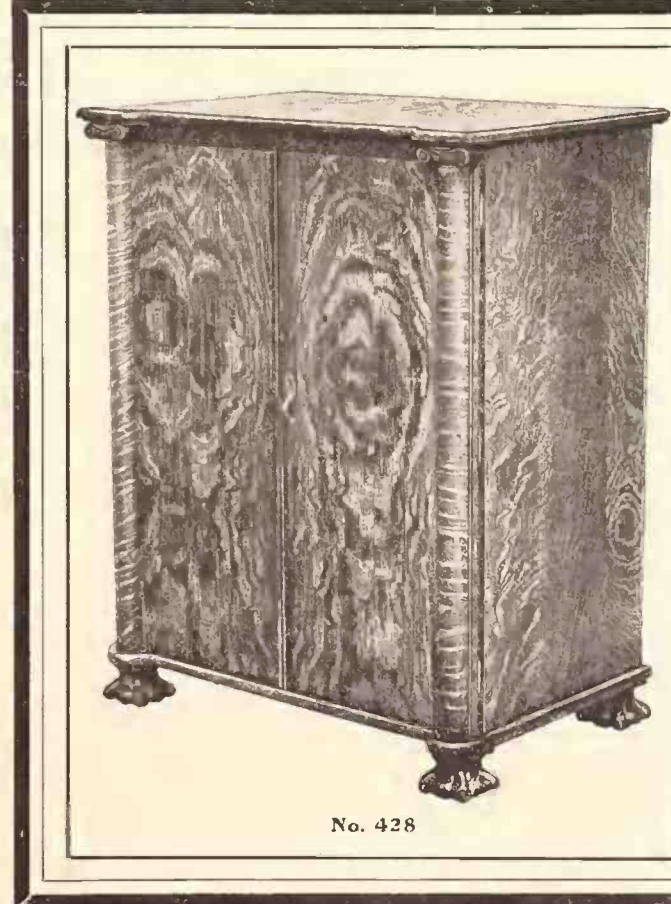
- ARTHUR PRYOR'S BAND.
- No. Size.
- 31561 Babilonia—Grand Opera Potpourri. Mussi 12
- 31562 Carmen Selection. Bizet 12
- 31560 William Tell—Ballet Music—Part II. Rossini 12
- 4525 Razzazza Mazzazza. Pryor 8
- 4136 On Jersey Shore March. Pryor 8
- SOUSA'S BAND.
- 365 Hail to the Spirit of Liberty March. Sousa 8
- VICTOR ORCHESTRA.
- Walter B. Rogers, Conductor.
- 4827 Polly Prim March. Henry 8
- 4811 Dance of the Honey Bees (with bird warbling). Richmond 10
- 4812 Bo Peep—Two Step. Haines 10
- BELL SOLOS BY CHRIS CHAPMAN, WITH ORCH.
- 4814 Dew Drops—Intermezzo. Armstrong 10
- 4831 Amaryllis (Air Louis XIII). Ghys 10
- INSTRUMENTAL QUARTETTE—VIOLIN, VIOLA, FLUTE, HARP.
- 4815 Kathleen Mavourneen—Paraphrase. Rogers 10
- VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH.
- 4829 Musical Moments (Moment Musical). Schubert 8
- 4813 Spring Song. Mendelssohn 10
- 31563 Nocturne in E Flat (Opus 9). Chopin 12
- CORNET SOLO BY EMIL KENEKE, ACCOM. BY PRYOR'S BAND.
- 31564 My Heart at Thy Sweet Voice. Saint Saens 12
- TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.
- 4828 Ain't You Coming Back to Old New Hampshire. Molly. Helf 8
- 4837 Maryland, My Maryland. Raudall 10
- TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
- 4819 Is There Any Room in Heaven for a Little Girl Like Me? Helf 10
- TENOR SOLOS BY HARRY TALLY, WITH ORCH.
- 31571 Sweet Rose of Athlone. Von Tilzer 12
- 4820 A Little Lunch for Two. Von Tilzer 10
- 4821 Holding Hands (You Don't Say Nothing at All). Von Tilzer 10
- TENOR SOLOS BY ALBERT CAMPBELL, WITH ORCH.
- 4822 Smile on Me. Sutton 10
- 4823 Love Me and the World Is Mine. Ball 10
- BARITONE SOLO BY J. W. MYERS, WITH ORCH.
- 4825 The Pretty Girl Milking Her Cow. 10
- BASS SOLO BY FRANK C. STANLEY, WITH ORCH.
- 4824 A Warrior Bold. Adams 10
- TENOR SOLO BY RICHARD J. JOSE, WITH ORCH.
- 4818 Nearer My God to Thee. Adams-Mason 10

- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 4835 Flee as a Bird. Dana 10
- BARITONE SOLO BY ALAN TURNER, WITH ORCH.
- 31565 There is a Green Hill Far Away. Charles Gounod 12
- RECITATION BY EDGAR L. DAVENPORT.
- 4834 Barbara Frietchie. Whittier 10
- YODLE SONG BY GEORGE P. WATSON, WITH ORCH.
- 4836 Roll on Silver Moon. 10
- YODEL SPECIALTY BY FRANK WILSON, WITH ORCH.
- 2561 The German's Arrival. 8
- COMIC SONGS BY BILLY MURRAY, WITH ORCH.
- 4684 You Look Awful Good to Father. Howard 8
- 4817 Crocodile Isle. Morse 10
- COMIC SONGS BY BOB ROBERTS, WITH ORCH.
- 4790 I'd Rather Be on the Outside Lookin' in than on the Inside Lookin' Out. Snyder 8
- 4816 He Walked Right In, Turned Around and Walked Right Out Again. Silver 10
- COMIC SONGS BY ARTHUR COLLINS, WITH ORCH.
- 4826 Welcome. Burl 10
- 31566 Here It Comes Again. Williams 12
- COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
- 4833 I'm Crazy 'Bout It! Edmonds 10
- DESCRIPTIVE SPECIALTY BY SPENCER AND MURRAY, WITH ORCH.
- 31567 Pat and Mike Magee. 12
- TRINITY CHOIR, WITH ORCH.
- 4830 How Firm a Foundation. Keith-Portogallo 10
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
- 4788 Coming Home from Coney Isle. 8
- 31570 Hans and Gretchen. 12
- 4832 Travel On. 10
- LYRIC QUARTETTE—MIXED VOICES.
- 31569 Good Night, Beloved. Piusini 12
- BARITONE SOLOS IN SPANISH BY SENOR ELADIO CHAO.
- 4840 Melodia—Gallega "Foi pol'o mes de Nadal." 8
- 4839 A mi Madre. Alvarez 10
- MALE QUARTETTES BY THE HAYDN QUARTETTE, WITH ORCH.
- 2934 Sweet Adeline. 8
- 1793 In the Good Old Summer Time. Evans 8
- 31568 Dear Starry Eyes, Good Night. Campbell 12
- 4838 Beauty's Eyes. Tosti 10

- NEW RED SEAL RECORDS.
- SOPRANO SOLOS IN ITALIAN BY MME. ELDA CAVALIERI.
- 74048 Gioconda—"Suicidio" Ponchielli 12
- 74049 Meisofele—"L'altra notte" Boito 12
- (Last Night in the deep, deep sea.)
- 74050 Forza del destino—"Pace, pace, mio Dio" (Comfort Me, O My Father). Verdi 12
- EMILIO DE GOGORZA, BARITONE, WITH ORCH.
- 74047 Dormi pure!—Serenade (Sleep On). Scuderi 12
- A beautiful serenade by a well-known Italian writer.

NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
- 9362 Torch Dance (Fackeltanz in B-flat) (Meyerbeer). Edison Concert Band
- 9363 The Stars, the Stripes and You (Wheeler). March Song, Orch. Accom. Frank C. Stanley
- 9364 When a Poor Relation Comes to Town (Kendis and Paley). Coou Song, Orch. Accom. Arthur Collins
- 9365 Is Your Mother in, Molly Malone (Mills and Everard). Comic Waltz Song, Orch. Accom. Helen Tris
- 9366 Simple Confession (Simple Aveu) (Thome). Cello solo, Piano Accom. Hans Kronold
- 9367 Softly and Tenderly (Thompson). Sacred Soprano and Tenor Duet, Orch. Accom. Miss Hinkle and Mr. MacDonough
- 9368 Grand-Pa, I'm Going to be a Soldier (Rogers). March Song, Orch. Accom. Byron G. Harlan
- 9369 Sisseretta's Visit to the North (Original). Vaudeville Specialty, Orch. Accom. Billy Golden
- 9370 Irish Hearts March (Evans). Characteristic Selection. Edison Military Band
- 9371 Love Me, and the World Is Mine (Ball). Sentimental Song, Orch. Accom. Harry Anthony
- 9372 If the Man in the Moon Were a Coon (Fischer). Coou Song, Orch. Accom. Ada Jones
- 9373 Foolishness (Peters). Comic Song, Orch. Accom. Edward M. Favor
- 9374 La Balladora-Pirouette (Tobani). Edison Symphony Orchestra



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- 9375 Sweet Julianne (Havez). Orch. Accom. W. H. Thompson
 9376 Why Don't You Write When You Don't
 Need Money (Edwards). Coon Song. Orch.
 Accom. Bob Roberts
 9377 Susan, Kiss Me Good and Hard (Helf). Coon
 Song, Orch. Accom. Collins and Harlan
 9378 Champagne Galop (Lumbye) Edison Concert Band
 9379 Somewhere (Harris). Orch. Accom. Irving Gillette
 9380 Come Take a Skate With Me (Browne and
 Edwards). Characteristic Waltz Song,
 Orch. Accom. Billy Murray
 9381 Come Down McGinty (Rogers). Irish Sketch,
 Orch. Accom. Campbell and Roberts
 9382 Belle of the East (Liberati). Bells Solo,
 Orch. Accom. Albert Benzler
 9383 Let Me See You Smile (Original) (Fischer).
 Ada Jones and Len Spencer
 9384 Good Old Songs (Original)—Introducing
 "Twinkling Stars Are Laughing, Love
 (Ordway), "When I Saw Sweet Nelly
 Home" (Fletcher), "Would I Were with
 Thee" (Bossetti), and "There's Music in
 the Air" (Root), unaccompanied. Edison Male Quartette
 9385 Chicken Chowder (Giblin). Characteristic
 March Edison Military Band

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- BY THE METROPOLITAN BAND OF NEW YORK.
 3160 Cheyeune—Introducing La Sorella. Van Alstine
 3161 Waltz—Dreams of Childhood. Waldteufel
 3162 Waiting at the Church. Fether
 3163 Moon Deaf—March and Two-step (Klein).
 BARITONE SOLOS BY J. BROWN, WITH ORCH. ACCOM.
 3164 It's a Good World After All.
 3165 Just for Auld Lang Syne.
 3166 Those Songs My Mother Used to Sing.
 3167 Anxious.
 3168 I Like Your Way.
 TROMBONE SOLOS BY LEO ZIMMERMAN, WITH ORCH.
 ACCOM.
 3169 Aereo
 3170 Leona Polka
 3171 Sea Shell Waltz.
 BARITONE SOLOS BY ALAN TURNER, WITH ORCH. ACCOM.
 3172 I Fear No Foe.
 3173 Toreador's Song—"Carmen"
 3174 Bedouin Love Song.
 CLARINETTE SOLOS BY A. GIAMMETTEO, WITH ORCH.
 ACCOM.
 3175 Coming Thro' the Rye, with Variations.
 3176 Alicante Fantasia
 BARITONE SOLOS BY WML. FREDERICKS, WITH ORGAN
 ACCOM.
 "Good Old Songs."
 3177 When You and I Were Young, Maggie.
 3178 Cottage by the Sea.
 3179 Massa's in de Cold, Cold Groun'.
 3180 Flee as a Bird.
 3181 Off in the Stilly Night.
 TENOR SOLOS BY HARRY TALLY, WITH ORCH. ACCOM.
 The rich, clear voice accompanied by the
 distinct words of these songs by Mr. Tally
 make them most desirable.
 3182 Holding Hands. Al. Von Tilzer
 3183 Wont You Come Over to My House? Van Alstine
 3184 Carolina—from "Lovers and Lunatics".
 3185 Just a Little Fond Affection. Jno. Ford
 Kendlis-Paley
 PICCOLO SOLO BY G. FORTUNATO.
 3186 Conquest Polka

ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.
 551 Entre' Acte—Summer Dreams.
 552 Manisot March
 ZON-O-PHONE CONCERT BAND.
 553 Espanita—Spanish Waltz.
 554 Hungarian Fantasia
 555 Razzazza Mazzazza
 556 Toreador et Andalouse.
 HAGER'S ORCHESTRA.
 557 Blood Lillies—A Japanese Two-Step.
 558 Common Sense Brackett—Characteristic
 March and Two-Step.
 559 Hearts and Flowers.
 560 Priscilla—Colonial Intermezzo and Two-Step
 561 Toast to the Moon.
 CONCERTINA SOLO BY ISAK PIROSHENIKOFF, WITH
 ORCH. ACCOM.
 562 American Dance—Characteristic.
 563 Entre' Acte—Rose Mousse.
 PICCOLO SOLO BY FRANK MAZZIOTTA, WITH ORCH.
 ACCOM.
 564 Tarantelle Sicilienne
 SONGS WITH ORCH. ACCOM.
 565 Cheyeune (Shy Ann) Billy Murray
 566 Columbia, the Gem of the Ocean. Geo. Alexander
 567 Every Day Will Be Sunday By-and-Bye.
 ZON-O-PHONE QUARTETTE
 568 Give Me Thy Heart, Love. Alan Turner
 569 Ham What 'Am. Arthur Collins
 570 I Like You. Billy Murray
 571 Just for Auld Lang Syne. J. W. Myers
 572 McGuire, Esq. Dan W. Quinn
 573 Minstrel Boy Geo. Alexander
 574 Morning After Flannigan's Night Off.
 Steve Porter and Len Spencer
 575 Virginia Song Miss Ada Jones

T. F. MURRAY'S INTERESTING TRIP.

He Discourses on Trade Conditions in Cuba and Mexico—The Present Revolt Unsettles Business in Cuba.

T. F. Murray, the foreign and domestic ambassador of the Columbia Phonograph Co., General, recently returned from an extended trip from Cuba and Mexico, and his observations on the general conditions existing in those countries are of great interest to the trade at large.

"The talking machine field in Cuba," said Mr. Murray, "promises to develop into splendid proportions, provided there are not too many revolutions. The present squabble is hurting business, as the conditions of the country are naturally unsettled. Trade with the interior provinces is damaged to a large degree, and for talk-

ing machine dealers to reap the full benefit of their labors, they must of necessity be in touch with all outlying districts. I noticed a great many foreign records being offered, and so far as the grade was concerned, they equaled the best put out in this country, most of the singers being stars at the La Scala Opera at Milan. The material and finish of these records, however, was far inferior to the cheapest put out here. Our Spanish records have made a big hit in Cuba, and our dealers there are ordering big supplies. The same is true of all makes of the Columbia machines. They are the prime favorites among all classes, and when the political conditions become settled, we anticipate a greatly increased output. The Cubans prefer an American product, all things being equal, but they want that product made to suit them.

"In Mexico there is a distinct gain in the talking machine business, and I look upon the outlook as being very bright. Our representative in that country is doing all we could ask, and the natives are delighted with our records in Spanish. In Mexico, as well as in all other Spanish-American countries, the natives exhibit decided preferences as to styles and kinds of music, and it is useless for the producer to attempt to educate them in a hurry; all that can be done is to cater to their wants."

HORACE SHEBLE OPTIMISTIC

Regarding Conditions in the Talking Machine Trade—Activity in the Summer with the Hawthorne & Sheble Mfg. Co. Unprecedented—Have Increased Resources to Meet All Demands the Coming Fall.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 9, 1906.

Mr. Sheble, of the Hawthorne & Sheble Mfg. Co., in a recent interview as to the trade conditions in the Talking Machine line, is certainly very optimistic, and justly so, considering his opportunity to view conditions from the standpoint of a manufacturer. He states: We have been manufacturing talking machine supplies for a great many years, and, in fact, I believe we were the first ones to manufacture a line of horns for talking machines. In the old days the jobber who placed orders for one hundred horns was the exception, while to-day, even the smallest jobber exceeds this quantity many times over. It has been our custom in years past to run our factory on three-quarter time during the summer season, and to lay off about 25 per cent. of our help. This year we have been running three factories full time with all

the help we can put to work, and we are still back on orders. Our confidence in the stability of the talking machine business is unbounded. We are making every preparation for an exceptionally large season's business, and we predict from our outlook that this year's business in the talking machine line will be by far the largest ever recorded.

LORING LEEDS STARTS WEST.

Representative of Leeds & Catlin to Close Several Important Deals—Firm Issues New Opera Catalogue.

Loring Leeds, of Leeds & Catlin Co., started Monday (Labor Day) for a trip West, and may go as far as Denver. He has several important deals in Chicago to close.

The company last week issued the first descriptive catalogue of their "Imperial Grand Opera and Black Label Records," about twenty-five in number. They are 10-inch size, and were recorded in Europe. The book is a neat product of the printer's art, with green, gold and crimson cover.

W. A. Mullen and B. Feinberg, formerly with the Universal Talking Machine Manufacturing Co., have become associated with the Leeds & Catlin Co., the former traveling East and the latter West. Both are now on their respective territories exploiting "Imperial" records.


SEARCHLIGHT HORN ABROAD.

Exclusive selling agencies have been established in Australia and Mexico for the product of the Searchlight Horn Co., of New York. In making the deal a large initial order for Searchlight horns was placed for both countries. The company has made one of the most phenomenal successes ever known in the trade; that is, for the brief time they have been known.

B. R. Barklow, former manager of the Bettini Phonograph Co., is now attached to the sales department of the National Phonograph Co., with headquarters in New York. The gentleman, while comparatively new in the talking machine trade, has had a wide and varied business experience, at one time being attached to the United States Consular service in an expert capacity.

C. H. Wilson, general sales manager of the National Phonograph Co., who has been on a fortnight's vacation on his farm near Saratoga, N. Y., returned to business last Tuesday.

Cleapol Waterproof Metal Polish

MPARTS A LASTING LUSTRE
 to all metals; will remove all
 Tarnish, Spots, Fly Specks, etc. Will
 not injure the hands; contains no acid.

NOTE.—All horns, etc., treated once with this polish can be kept in perfect condition always by using the **CLEAPOL CHAMOIS SKIN.**

☞ Special discount now being given to jobbers and dealers.

☞ Write for Samples and price lists.

THE CLEAPOL COMPANY

288 Springfield Ave.

NEWARK, N. J.

Do You Want to Make Money, Mr. Talking Machine Dealer?

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

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



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

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

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

BUEGELEISEN & JACOBSON

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

TALKERS AT STATE FAIR.

Formed Quite an Attractive Feature at the West Virginia State Fair—Tyler to Open in Parkersburg—Bard Bros. New Quarters Handsomely Equipped—Other News of Interest from Noted Southern Point.

(Special to The Talking Machine World.)

Wheeling, W. Va., Sept. 6, 1906.

Business during the past month has been typical of midsummer dullness. At this writing all the dealers are in the midst of preparations being made for the West Virginia State Fair, which is an annual occurrence. Bard Bros., the exclusive talking machine people, are arranging for a big display which will occupy a prominent space in the building. They say they will spring a number of brand new advertising stunts on the public during the week. The first of the month they moved their stock of Victor machines and records from their Market street store to their new store on Main street, where they have made extensive alterations and improvements during the past month. The entire first floor of their new building will be devoted to the sale of cylinder machines and records, talking machine supplies of every description and sheet music. The second floor is arranged for the disc goods, in the rear stockrooms and repair shop. They have been doing business all the while the improvements were under way, but as soon as everything is finished they will have a grand opening, inviting the public to come and inspect the conveniences installed for their benefit.

The F. W. Baumer Co. will be one of the large exhibitors at the Fair, this they have been doing for years, finding that it is one of their best advertising methods.

The various houses handling talking machines are making great preparations for business this Fall and Winter, stocking up in a manner unthought of prior to this time.

R. W. Tyler, who has been connected with C. A. House for a number of years, has resigned his position, having made arrangements to open an exclusive talking machine store in the second largest city of this State, Parkersburg. Mr. Tyler is receiving many expressions of good wishes from the host of friends made during the eight years residence in this city.

Miss Martha E. Sunman, who for years had charge of the sheet music department of the Hoehl & Gieseler Piano Co. and more recently with Bard Bros., intends to leave this city about the fifteenth of the present month. She will go to Denver, Col., where her near relatives have been living for several years. As Miss Sunman is a pianist of more than ordinary ability and thoroughly familiar with the many details of the sheet music business, it is probable that she will not remain idle for any length of time.

A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., are just placing on the market a new line of Flower horns which they designate as Artistic Flower Horns. These horns are bound to create a sensation on account of their very attractive appearance. They are constructed on the best approved acoustic lines, and their brilliant and rich coloring is bound to bring them into prominence at once. The horns are being made in the general styles, namely, Nickel Plated and Polished Outside, Brass Polished outside and Silk Finish outside, although the variety and style of the interior decoration is very extensive. The colors employed in the interior decoration are warm rich tones, producing an effect that is most pleasing to the eye. They report very extensive orders from jobbers who have seen the line.

The new Compartment Needle Box, which has been recently placed on the market by Hawthorne & Sheble Mfg. Co., is meeting with a phenomenal sale. Evidently the public appreciate the advantage of having a neat and attractive way of providing for several different style needles.

It pays to have a good jobber

It doesn't cost you any more to deal with a jobber who is prompt and business-like than with one who is slovenly in his methods, and it is sure to pay you better.

The jobber who doesn't fill your orders promptly and keeps you waiting for your goods makes you hold up your customers, and puts you in constant danger of losing their trade.

A good live jobber understands that his interests are best served by looking after the dealers' interests, just as wide-awake dealers know that the way to build up a solid and profitable business is to take proper care of their customers.

That is why we are so prompt and ship all goods the same day the orders are received, and our bid for your trade is based on this service.

You can get from us whatever you need in trumpet horns, English needles, fibre cases and other accessories as well as Victor talking machines and records. You can be absolutely sure that the order will receive immediate attention. You can figure out just when the goods will reach you.

Think what a lot of worry this saves you, what an advantage it gives you over other dealers and how much good will it brings you.

Remember us on future orders. Try us on a rush order that is in the biggest kind of a hurry and you won't be disappointed.

Better write to-day for our latest catalogue

The Victor Distributing and Export Company

77 Chambers Street New York



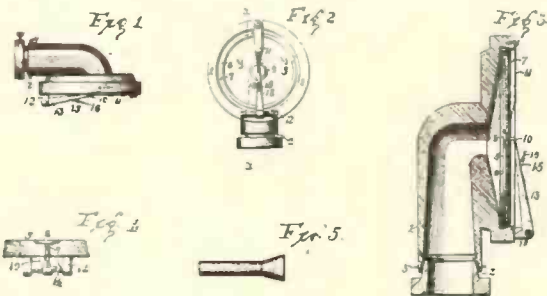
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

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

REPRODUCER FOR GRAPHOPHONES. Harvey R. Brocius, Summerville, Pa., assignor of one-half to James A. Haven, same place. Patent No. 828,836.

This invention relates to reproducers or sound boxes for graphophones particularly adapted for use on hard mold cylinder records, such as the Edison or Columbia.

The invention consists of the details of construction and combination of parts hereinafter



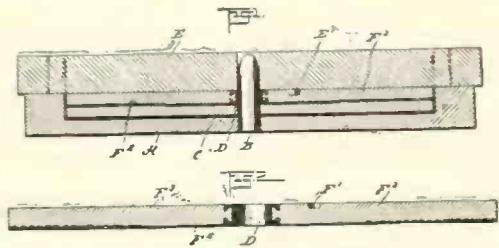
described, and more particularly pointed out in the claims.

In the accompanying drawings, illustrating the preferred embodiment of the invention, Fig. 1 is a side view. Fig. 2 is a plan view looking at the diaphragm. Fig. 3 is an enlarged sectional view on line x x of Fig. 2. Fig. 4 is an enlarged broken sectional view on line y y of Fig. 2, showing the manner in which the sounder arm engages the stud or pin secured to the diaphragm; and Fig. 5 is an enlarged view of the sapphire point.

PROCESS FOR PRODUCING FLAT MOLDED SOUND RECORDS. William H. Hoyt, Wyoming, N. J. Patent No. 828,604.

This invention relates to the manufacture of molded disc records, such as are used for some talking machines.

The object of this invention is to provide an improved process of producing such records,



whereby they will be given great strength and durability.

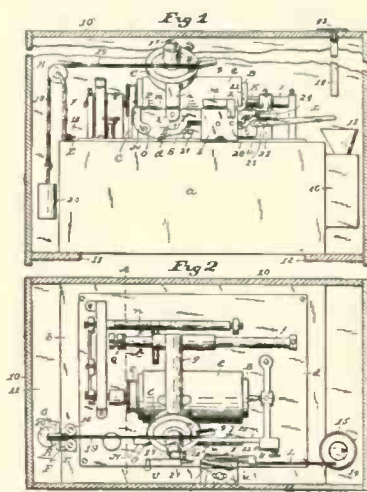
In the accompanying drawing there is illustrated an apparatus such as may be used in producing a talking machine record according to the invention, Fig. 1 being a sectional elevation of such apparatus with the record in process of formation, and Fig. 2 is a cross-section of the completed article.

REPEATING ATTACHMENT FOR PHONOGRAPHS. Earl L. Crabb, Indianapolis, Ind. Patent No. 828,598.

This invention relates to the class of phonographs that are inclosed in cabinets and coin-controlled; and the invention has particular reference to attachments that are adapted to be connected either permanently or detachably to well-known types of phonographs that are not originally constructed as repeating machines and not coin-controlled, the attachments when applied to such machines enabling them to repeat the records that may be on their mandrels and rendering the machines capable of being coin controlled.

Objects of the invention are to provide improved and simple attachments for phonographs and similar instruments and adapted to be constructed at relatively small expense for converting simple phonographs into coin-controlled repeating instruments, which attachments may be adapted to be readily removed from the instruments.

The invention consists in a phonograph attachment comprising brake-operating mechanism



for stopping the instrument at the end of the record and improved mechanism adapted to be put in motion by coins for restarting the instrument, so as to repeat the record, the attachment being designed to co-operate with phonographs that have reproducer arms movable on guides and carrying movable devices that may be interposed between the guides and the reproducer arms for holding the reproducers away from the records.

The invention consists further in the novel parts and in the novel combinations and arrangement of parts, as hereinafter particularly described, and pointed out in the appended claims.

Referring to the drawings, Fig. 1 is a front elevation of a phonograph having the improvement applied thereto and arranged in a cabinet, shown in section, of which parts are broken away; Fig. 2, a top plan of the machine and the improvement, the cabinet being shown in section on a plane above the phonograph; Fig. 3, a transverse sectional view on the line A A in Fig. 2, showing the parts of the instrument in proper position to operate; Fig. 4, a fragmentary

top plan view showing the reproducer near the end of its travel; Fig. 5, a transverse sectional view similar to Fig. 3, except that the reproducer is elevated, as when returning to repeat. Fig. 6, a fragmentary top plan view showing the reproducer at the end of its travel, as when locked at rest ready to be released to return;

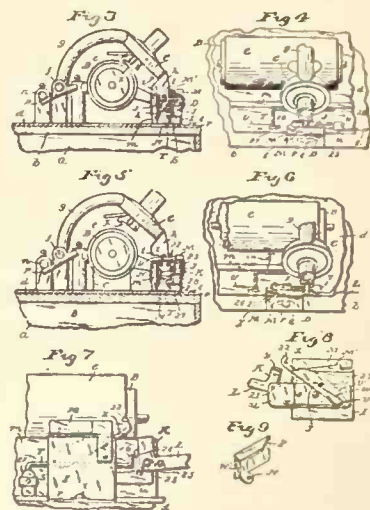
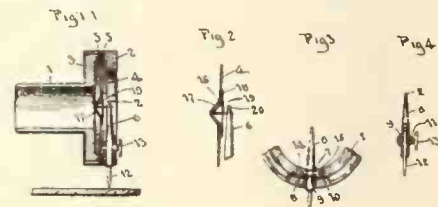


Fig. 7, a fragmentary enlarged detail view showing parts seen in Fig. 1; Fig. 8, an elevation of the devices that co-operate to release and elevate the reproducer, so that it may return for repeating, and Fig. 9, a perspective view of the part that causes the reproducer to be replaced into contact with the record for repeating at the beginning of its travel.

SOUND BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 828,602.

In the reproduction of sound from talking machine records, either of the type having vertical undulations in the record groove or of the type having horizontal undulations in the record groove, it is well known that the diaphragm of the sound-box or reproducer vibrates in parts, and the center of the diaphragm being farther from the points which are confined in the casing of the sound box responds more readily to the



vibrations of the stylus bar than at the portions adjacent the outer edge of the same. Vibrations which are of high frequency and which are not exactly sinusoidal or harmonic in form more readily act upon the center of the diaphragm than upon the outer portions thereof, which respond more readily to the vibrations of less frequency. The vibrations which are not true harmonic or sinusoidal curves are those caused by the inaccurate action of the stylus bar, due to frictional contact with the bottom of the sound groove or the sides thereof, and the sound reproduced is very much improved if these undesirable vibrations can be eliminated.

The object, therefore, of the invention is to

	PER	doz. \$0.33	Governor Balls, assembled, for all Phono's, per doz. \$0.60
		100 2.15	" " " " " per 100 4.50
		500 9.00	"S" Phono Feed Nuts, per doz. - - \$0.96
		1000 17.50	" " " " " per 100 - - 7.20

GENERAL SUPPLIES FOR ALL TALKING MACHINES.

EDISONIA CO., NEWARK, N. J. COR. NEW and HALSEY STS.

provide such a construction in connection with the diaphragm of a sound box as to overcome these objections.

A further object of the invention is to provide such a construction in the stylus bar of the sound box and the fulcrum pivot thereof that the parts will be made more efficient in action, simple in construction, and more durable in their wearing qualities.

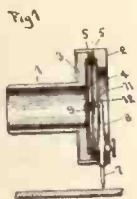
For a full, clear and exact description of one embodiment of this invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which—

Fig. 1 is a central longitudinal sectional view of a sound box, showing the improvements applied thereto. Fig. 2 is a similar view to Fig. 1, but showing the diaphragm and stylus bar separated from the sound box. Fig. 3 is a plan view of the diaphragm casing, showing the manner of pivoting the stylus bar thereto, part of the casing being broken away; and Fig. 4 is an elevation of a stylus bar separated from the sound box, parts thereof being shown in section.

SOUND BOX FOR TALKING MACHINES. Eldridge R. Johnson, Marion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 828,551.

In the reproduction of sound from talking machine records, either of the type having vertical undulations in the record grooves or of the type having horizontal undulations in the said groove, it is well known that many sounds are reproduced which are due to imperfections in the construction and disposition of the parts of the talking machine. One of the most serious of these undesirable sounds has been found to be due to the comparatively stiff and short connection hitherto employed between the end of the stylus bar and the diaphragm. This connection tends to oscillate about the center of the oscillation of the stylus bar, and therefore delivers the vibrations to the diaphragm at constantly varying angles to the plane of the diaphragm, dependent upon the position of the position of the stylus bar at any particular moment.

The object of the invention is to provide a construction in which a long and flexible connection may be used between the end of the stylus bar and the diaphragm, so that the angle which said connection subtends as the stylus bar oscillates will be greatly reduced, and that the connection will bend or be flexible to transmit the vibrations in a direction substantially perpendicular



to the diaphragm irrespective of the position of the stylus bar in its oscillation about its fulcrum.

A further object of the invention is to provide a construction in which such long and flexible connection may be applied to sound boxes constructed and arranged in the ordinary manner.

For a full, clear and exact description of one embodiment of the invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which—

Fig. 1 is a central longitudinal sectional view of a sound box embodying my improvement, and there is also a similar view showing the diaphragm and stylus bar separated from the sound box.

Referring to the drawings, the numeral 1 indicates the tubular portion of the sound box casing, which is adapted to be connected with the sound-conveying means or amplifying horn, and 2 the outer cylindrical part of the casing thereof. The tubular portion 1 terminates in a disc-shaped portion 3, between which and the end of the cylindrical casing 2 the diaphragm 4 is retained, suitable gaskets 5 being inserted between said diaphragm and the adjacent portions of the casing.

PHONOGRAPH HORN. Walter S. Fernan, New York, N. Y. Patent No. 829,066.

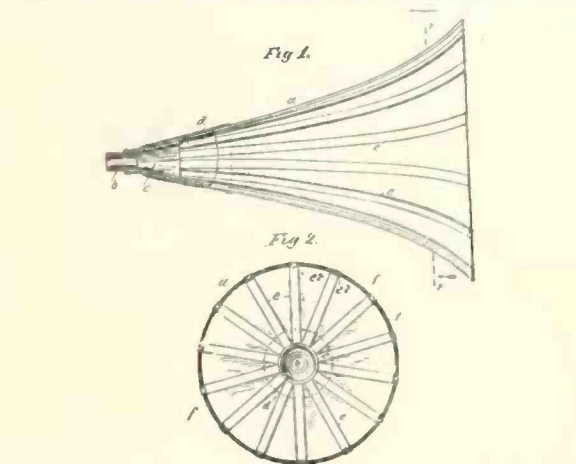
This invention relates to the delivery horns of phonographs and other machines of this class; and the object thereof is to provide a delivery horn for machines of the class specified which will do away with the mechanical, harsh and metallic sounds usually produced in the operation of such machines and also produce a full, even and continuous volume of sound in which the articulation is clear, full and distinct, a further object being to provide a horn of the class specified which is made entirely of wood or other fibrous material, and with these and other objects in view the invention consists in a horn of the class specified constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which—

Fig. 1 is a side view, partly in section, of an improved delivery horn for phonographs and similar machines, and Fig. 2 a transverse section of the horn on the line 2 2 of Fig. 1.

In the practice of this invention is provided a delivery horn a for phonographs and other

talking machines or music reproducing machines provided at its smaller end with the usual nozzle piece b, by means of which connection is made with the machine in the usual manner, and in the form of construction shown a supplemental horn piece c is employed between the body portion of the horn and the nozzle piece b and in which the nozzle piece b is secured, the supplemental piece serving as means for connecting the body portion of the horn with the nozzle piece, and the smaller end of the horn is also provided with a shield or covering d, which extends, in the form of construction shown, from the smaller end of the piece c a predetermined distance along the smaller end of the horn and serves as a reinforcement therefor.



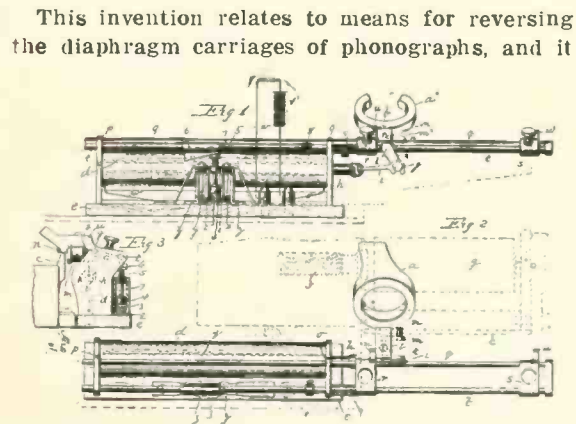
The body portion of the horn is composed of a plurality of longitudinal ribs e, separated by tapering spaces which gradually widen from the smaller end to the larger end of the horn, and these spaces are filled in with web members f, composed of a plurality of layers of wood or other fibrous material secured together, and the edges of the said web members fit in grooves e2, formed in the opposite sides of the rib members e. In the form of construction shown the web members f are composed of three separate layers of material; but it will be apparent that other numbers of layers of material may be employed, and the said layers of material are in practice, if more than one layer be employed, secured together before the said web members are secured in place between the ribs e.

All the parts of the improved horn, including the nozzle piece b, the short tube member c, and the shield or covering d, are composed of wood or other fibrous material, and the invention is not limited to the use of the part c; but is preferred, as it forms a reinforcement and strengthening device for the smaller end of the horn. A horn made in this manner will not produce the harsh metallic and other objectionable sounds usually produced by the delivery horns of instruments or machines of the class specified, and changes in and modifications of the construction described may be made without departing from the spirit of the invention or sacrificing its advantages.

REVERSING GEAR FOR PHONOGRAPHS. Arthur W. Cole, West Hoboken, N. J., assignor of one-half to Jacob Valensi, New York, N. Y. Patent No. 829,195.

This invention relates to means for reversing the diaphragm carriages of phonographs, and it

consists of electric carriage retracting apparatus and automatic circuit closing and breaking devices, whereby instantaneous return of the carriage is effected with economy of time, as compared with the common return screw device, as hereinafter described, reference being made to the accompanying drawings, in which—



"MIRA" MUSIC BOX
(Marvelous)

Best in Construction

Unequaled for Sweetness, Harmony and Volume of Tone

The following are some of the dealers handling the "Mira" Music Boxes:—

- LYON & HEALY, Chicago, Ill.
- SHERMAN, CLAY & CO., San Fran., Cal.
- SHERMAN, CLAY & CO., Oakland, Cal.
- SHERMAN, CLAY & CO., Seattle, Wash.
- OLIVER DITSON CO., Boston, Mass.
- J. E. DITSON & CO., Philadelphia, Pa.
- C. H. DITSON & CO., New York.
- JOHN WANAMAKER, New York.
- JOHN WANAMAKER, Philadelphia, Pa.
- WACKIE PIANO & ORGAN CO., Rochester, N. Y.
- DENTON, COTTIER & DANIELS, Buffalo, N. Y.
- S. HAMILTON, Pittsburg, Pa.
- KRELL PIANO CO., Cincinnati, O.
- CARLIN & LENOX, Indianapolis, Ind.
- FINZER & HAMMEL, Louisville, Kentucky.
- O. K. HOUCK PIANO CO., St. Louis, Mo.
- A. HOSPE, Jr., Omaha, Neb.
- S. KANN SONS & CO., Washington, D. C.

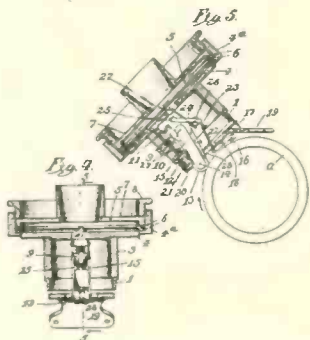
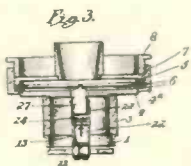
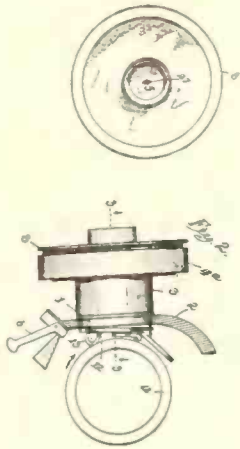
Write for Catalogue and Prices

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

Fig. 1 is a front elevation of an improved carriage reversing device with some parts of the contact devices in vertical section and with dotted lines indicating some parts of the phonograph base. Fig. 2 is a plan view with some parts of the phonograph in dotted lines and with part of the speaker-carrying arm of the phonograph in full lines. Fig. 3 is an end elevation of the reversing apparatus with a part of the contact apparatus in vertical section and with an end view of the phonograph slideway for the speaker carrying arm.

FRICTIONAL REPRODUCING ATTACHMENT FOR PHONOGRAPHS. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 829,123.

This invention relates to reproducing attachments for phonographs of the type wherein a friction wheel is positively driven, and by a frictional connection between said wheel and the diaphragm the latter is put under stress, so that by providing suitable mechanism operated by the reproducing stylus for varying the amount of friction the diaphragm will be thrown into vibration in accordance with the movements of the stylus, and thereby reproduce the sounds represented by the sound waves of the phonographic record on which the stylus travels. Apparatus operating upon this general principle is well known in the art, being disclosed



in British patents to Hope-Jones, No. 15,245 of 1890, and to St. George, No. 3,473 of 1880.

This invention has for its object the provision of apparatus of this character in which the diaphragm, friction wheel, reproducer stylus and connecting parts are carried by a frame or support which is capable of being inserted and held in the sound box carrier arm of an ordinary phonograph.

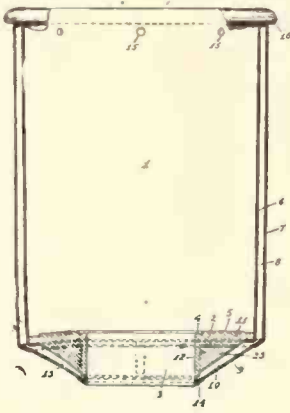
Reference is hereby made to the accompanying drawings, in which—

Fig. 1 is a plan view of the improved attachment. Fig. 2 is a side elevation showing the improved attachment in operative position with respect to a phonograph record and showing also in section the sound box carrier arm of a phonograph and the support for the forward end of the same. Fig. 3 is a section on line 3 3 of Fig. 2 viewed in the direction of the arrows. Fig. 4 is a section on line 3 3 of Fig. 2 viewed in the direction opposite to the arrows. Fig. 5 is a section on line 5 5 of Fig. 4.

MOLD SUPPORT. David A. Dodd, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 827,295.

This invention relates to apparatus for use in the molding of phonographic sound records, and more particularly in a molding process wherein a tubular mold is caused to descend into a bath of molten material which fills the mold and a coating of which congeals on the interior surface thereof and adheres to the same when the mold is removed from the bath.

In the use of the apparatus contemplated by the inventor the support enters the bath with the mold, and obviously upon the removal thereof its exterior will be coated with congealed material. If this material is allowed to set or harden thereon, it will be difficult to remove the



same. It is, however, necessary that this material be removed after each immersion, because otherwise it would increase in thickness with successive immersions and interfere with the molding operation.

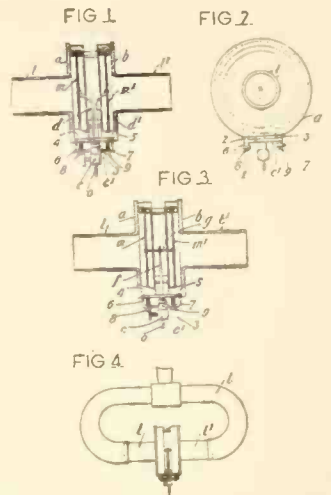
This invention has for its object the provision of an improved support from which the congealed material may be easily detached or removed.

Reference is hereby made to the accompanying drawing, which shows in sectional elevation one form of device in which this invention may be embodied.

SOUND BOX WITH COUPLED DIAPHRAGM FOR DISC TALKING MACHINES. Laurent Gardy, Perpignan, France. Patent No. 828,309.

This invention has for its object a sound box for disc talking machines in which two vibrating diaphragms arranged opposite each other are directly connected to a single pin-holder placed between them. By such a construction a double reproduction in two distinct horns or an amplified reproduction in one same horn can be obtained, as will be hereinafter explained. The same device can also be used as recorder.

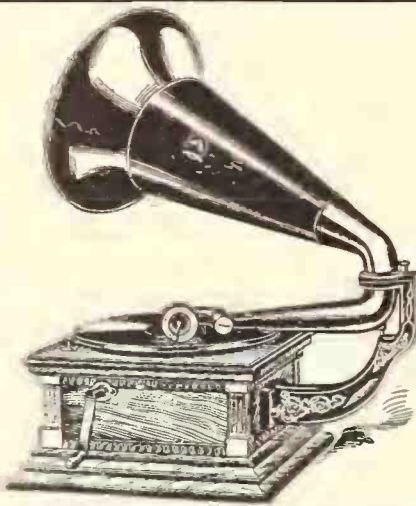
In the annexed drawings, Fig. 1 is a longitudinal section of a form of construction of the sound box with coupled diaphragms. Fig. 2 is



a side view of the sound box. Fig. 3 is a longitudinal section of a slightly modified construction, and Fig. 4 shows the device by means of which a single horn can be employed in connection with the sound box with coupled diaphragms.

TALKERS IN SOUTH AMERICA.

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers' advices and observations on the spot are strongly corroborative. For example, in a recent letter from a well-known maker of "masters," he advised his company in the United States that if certain records proved successful in the reproduction one firm alone would order 100,000, another 20,000, and several 15,000 each. The writer declared the sale of American-made talking machine goods was phenomenal, and that the market was in its infancy. The buyers, however, insisted upon high quality, and that the practice of sending inferior records or imperfect machines would be a dead loss. He intimated that a word to the wise should be sufficient.



Mr. Dealer:

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

STANLEY & PEARSALL,
541 Fifth Avenue, N. Y.

WE ARE NOT GIVING AWAY HORNS

But our Prices will Certainly Interest You.

THE BETTINI PHONOGRAPH CO., Ltd.,
156 West 23d Street, New York.

EDISON PHONOGRAPHS
JOBBER IN **RECORDS AND SUPPLIES**
VICTOR TALKING MACHINES

With the Makers, Sellers and Users of Automatic Specialties

REVIEW OF TRADE CONDITIONS.

Trade During the Past Month Has Shown Marked Improvement—Unusually Brisk Fall Looked For—Great Demand Abroad for Automatic Machines—Nickelodeons in Great Favor—Talking Machine Men Should Pay More Attention to Automatic Machines as There Is Money to be Made With Them.

As the result of a general review, the slot machine business during the past month has shown a marked improvement over the past few months, and there is every indication of an early fall rush. Never since its birth has the automatic business been on so firm a basis. Reports show that last year there was an increase of 33 1-3 per cent. over any previous year, while 1906 up to August 1 has equaled the entire year of 1905. The manufacturers up to the present time have endeavored to stock up during the early summer months—in preparation for the fall demand. Up to the present time, however, they have been kept working under high pressure filling back orders, with no opportunity to prepare for the annual rush, which they are now facing empty handed.

An unusual demand prevails abroad for machines of American manufacture, and during the past year they have had practically a monopoly. Japan especially has proven to be a great market for slot-controlled devices of all kinds, and a number of arcades have been opened in Tokio and other large cities in that country. According to reports reaching this office there is a practically virgin field for slot machines throughout Greece. The names of parties who might be in-

terested can be obtained from the Bureau of Manufactures at Washington, D. C.

* * * *

The Nickel Theaters, or what are commonly called "Nickelodeons," are carrying the country by storm. In every city and on almost every prominent thoroughfare these shows are springing up. Already moving picture machines and films are at a premium, while song slides are in great demand. Arcade managers are fast learning the value of running one in connection with their parlors. At first they were a little dubious, believing no doubt that it would detract from their regular business. However, the fact that all the large establishments have taken them up certainly proves their first stand at fault. Moving pictures always did and always will hold a strong attraction for both young and old. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. Through the new rental system now in vogue with the large film manufacturers, one can obtain a constantly changing programme which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. Secure a store as near your place of business as possible, one, say, that will seat 100 to 300. Then during intermissions have your talking machine there and give selections from the latest lists of records. The illustrated songs will also be big boomers for your record business.

* * * *

We have often wondered at the backwardness of the talking machine trade in obtaining agencies for different automatic machines. It is

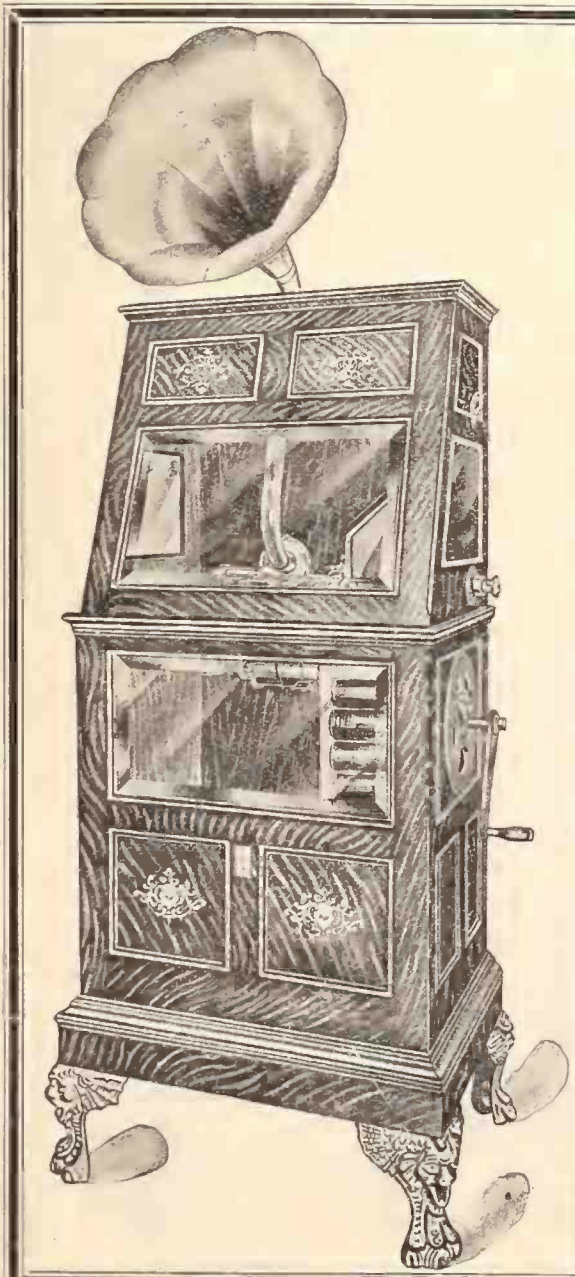
true that on some of them the profit to be derived from their sale is small; however that may be, they are but a drop in the ocean. Many of these devices, among which the automatic piano figures conspicuously, offer big inducements. Another line of whose tremendous possibilities this trade seems to be in ignorance, is that of the moving picture machines and films. These offer a steady and lucrative investment to those who handle them. Like the talking machine business, the films take the place of the record, and the sale of a machine means a steady customage for the former.

* * * *

We have regretted in some ways the evident failure of most of the touring car companies to keep things going. This has not been due to the lack of attractive qualities, but to poor management. Did you ever board a train at a terminal on a warm day, sit there jealously watching your neighbor to see if he was suffering as exquisitely from the heat as yourself, glance at your watch after five suffocating minutes, to find you have ten more to endure before you will catch a refreshing breath of cool air as the train lumbers out of the station?

* * * *

Well, so far our amusement managers have succeeded fairly in reproducing these delightful (?) discomforts of the globe trotter. Only in this case the train waits for the passengers, and the only change noticeable in the atmosphere, as at last you start on your travels, is perhaps a raise of twenty degrees in the temperature. Never mind the past, however, that can be forgiven, if the future warrants it. But here again the martyr is likely to be doomed to



THE LATEST AND LOUDEST

New Departure in Coin-Operated Talking Machines

Has the Columbia Twentieth Century Loud Speaking Graphophone, equipped with the best tone regulator on the market.

Uses any cylinder record on the market, including the new Columbia 6 inch B. C.

Operator has choice of 25 selections.

Simple in operation. Does not get out of order.

WRITE FOR CATALOGUE AND TERMS

THE VICTOR NOVELTY WORKS
81 SOUTH JEFFERSON ST., CHICAGO

disappointment for the films used are too often old, worn-out subjects, cracked and scraped by constant wear, until when at last he is shoved out a side door, he is still wondering whether he has attended a dog fight or a christening.

The touring car in many places has undoubtedly been a big paying investment, and would continue so with proper care. But it is too much to expect of a person to submit himself to so veritable a sweatbox more than once under the circumstances, especially since he is paying for the privilege.

THE PICTURE-PHONE A WINNER.

Has Made a Tremendous Hit With Talking Machine Men—The Disk-o-Phone Is Another Favorite With a Big Future.

The picture-phone which has but recently been placed on the market by Louis P. Valiquet has met with what is perhaps the greatest success accorded any machine of like character in years. Experts in this line have pronounced it the greatest hit in the amusement field. However worthy this machine may be of praise, we must devote some of our attention to a new product of Mr. Valiquet's fertile brain.

Knowing the enormous demand for a slot-controlled talking machine, which could be used both with ear tubes for arcades and an amplifying horn when used in hotels, cafes and other public places, Mr. Valiquet designed and perfected the machine, which he has aptly called, "The Disc-o-Phone." This instrument is simplicity itself in construction, insuring against balking, breakdowns and other disturbing and costly weaknesses and reduces to a minimum the cost of maintenance and operation; motors built on the same lines by them are known to have been running for ten years without costing one cent for repairs. This is an important item. All parts of the disk-o-phone are easily accessible by simply opening the front or back panels and raising the top. There are no springs to break, no storage batteries, coils or other cumbersome and unnecessary machinery to get out of order.

The electric power is applied directly to the turntable shaft, and the machine is governed absolutely by the only scientific worm-screw governor ever invented, which is a positive guarantee of a natural and actual reproduction of the original tones. The speed will not be affected by fluctuacious of voltage.

The sound reproducer is entirely new and specially constructed for the disk-o-phone, and according to the inventor produces a volume of sound much greater, clearer and more distinct than any machine of similar character. It can be diminished or increased at will by a single turn of a simple and perfect sound modifier attached to the ear tube connection.

The quality of the reproduction is a pure, round, natural musical tone, which the trade has long been looking for. Victor or Zonophone 10-inch records can be used on this machine. The disk-o-phone can be made to operate for any coin desired.

Talking machine dealers can derive a large profit by handling either the picture-phone or disk-o-phone; they will prove great sellers among arcade, cafe or other men who have stores or public places, and we firmly believe it would be a wise move for every talking machine man to look into this matter further.

VICTOR NOVELTY WORKS

Have Just Put a Clever Coin-Controlled Talking Machine on the Market Which Is Destined to Command Trade Attention.

A new coin-controlled talking machine embracing some new and desirable features has just been put on the market by the Victor Novelty Works, 79-81 So. Jefferson street, Chicago, and is illustrated elsewhere in this issue.

The cabinet is a handsome one of quarter-sawn oak. The inside of the upper part of the cabinet has a mirror, and there are beveled French plate glass panels in front, giving a full view of the operating mechanism, including the unique revolving record magazine. This magazine has twenty-five black enameled wood holders,

each accommodating a cylinder record. The patron of the machine thus has a choice of twenty-five selections. He drops his nickel in the slot and sets the indicator on the metal dial, on the side of the machine, at the number he wishes to hear. The record previously played is at once automatically shifted back to its place in the magazine, the latter revolves, and the record desired is shifted onto the mandrel and the selection issues forth from the large horn at the top of the cabinet in the distinct and voluminous tones of the Columbia Twentieth Century Graphophone with which the machine is equipped. The volume of tone can be diminished as desired with an up-to-date tone regulator. The man who wants to "work" the machine will find that all steel and iron slugs will be rejected and deposited in a separate receptacle from that provided for the nickels. This is accomplished by means of a magnet. Any cylinder record can be used in the machine, including the new Columbia 6-inch B. C.

ORDERS STEADILY COMING IN.

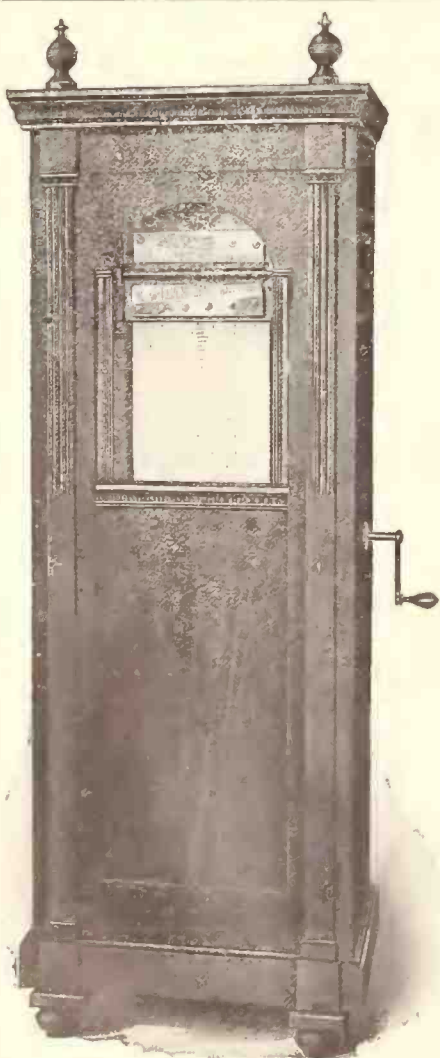
Since the appearance of their ad. in last month's issue of The Talking Machine World the New York Vitak Co. have been literally overwhelmed with orders, inquiries, etc. But they have wisely taken the stand of dealing exclusively through jobbers, sending one outfit to each dealer as a sample. They have so arranged their prices that a liberal profit is allowed each.

We can easily understand the general belief that this machine must be a toy on account of the low price it is sold at, but if one saw it without knowing its cost it would certainly be estimated at \$15 to \$25. The most attractive feature about handling this line is the steady and profitable business that can easily be built up on the film end of it. These films are of various lengths, and retail at 10 cents per foot. The short ones, 10 to 20 feet, are what are called endless; that is, the ends are joined and the pictures can be run for any desired length of time.

Talking machine men should be interested in this proposition on account of its close relation to their own business.

TAMMANY CONCERT GRAND

A WIRELESS PIANO



COIN operated or adapted for the production of music for all purposes.

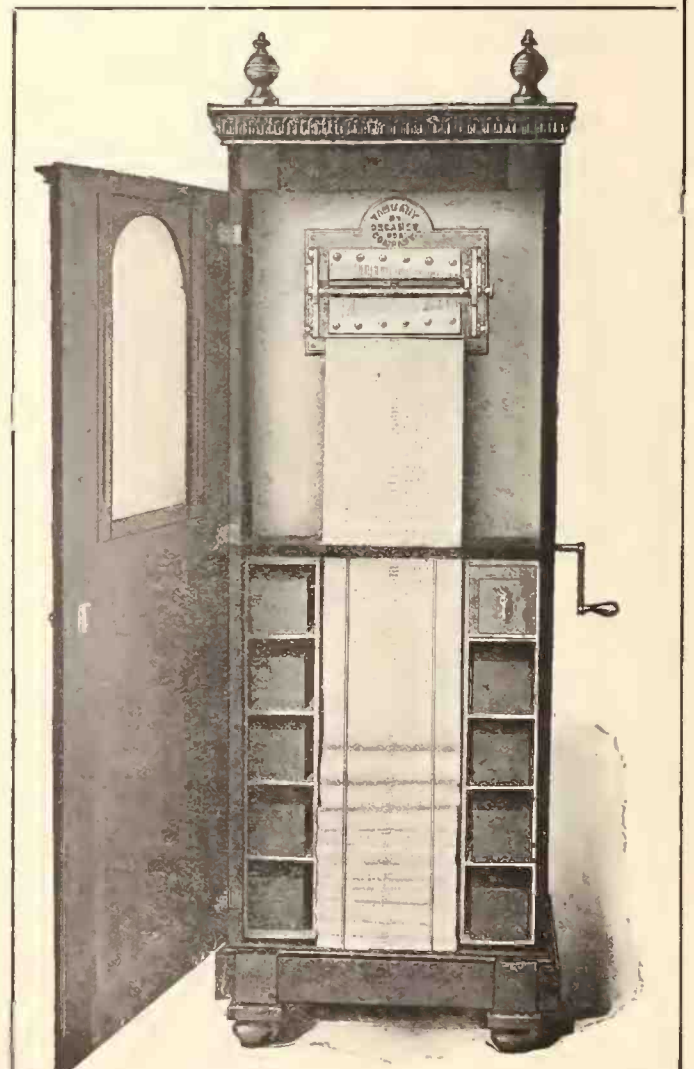
Operated by spring weight or electricity. A large and powerful instrument of marvelous simplicity and low cost.

SEND FOR CIRCULARS

Etc.

TAMMANY ORGANET
COMPANY

STAMFORD, CONN., U. S. A.



TO MAKE AUTOMATIC MACHINES.

New Company to Make and Operate Them
Files Articles.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Aug. 4, 1906.

The B. & M. Automatic Co. have filed articles of incorporation in the County Clerk's office. The concern will manufacture and operate automatic machines and devices for weighing and vending and the production of music. The capital stock is given at \$10,000, which is divided into 1,000 shares of the par value of \$10 each.

Of this amount \$5,000 has been paid in in cash. The stockholders are H. G. Bedford, L. J. Bedford and Charles D. McDonald, all of Grand Rapids.

NEW IMPROVED MUTOSCOPE.

This Big Money Maker Is Proving a Great Favorite With the Trade—Possesses Many Features of Interest That Commend It.

The American Mutoscope & Biograph Co., of this city, are to be congratulated on the new improved model E mutoscope. These money-making machines have from the first been recognized by arcade men as a most necessary part of their equipment; in fact, no parlor in the world is considered complete without a goodly supply of them. But unlike some, this company were not content to rest on past laurels, but strove to make a machine which in every way would be the acme of perfection. The type E mutoscope is the realization of this effort. The new iron cabinet finished in silver aluminum is much handsomer and more artistic than any heretofore in use. It will be noted from the cut in their advertisement that the base of the pedestal is raised considerably above the legs, giving an opportunity for cleaning beneath the machine. Radical changes have been made in the upper cabinet. The old style safe, which

necessitated opening the cabinet door in collecting the cash, has been done away with, and the money now falls direct into a cash drawer at the top of the pedestal, from which it may be rapidly collected. By means of this improvement the attendant in working about the mechanism of the machine has no access to the money. The slot device, whereby the penny first struck an anvil and then bounded to its position, has been changed to a direct contact.

The driving gear is made larger and more positive, and its contact with the worm gear on main shaft is wider. The friction discs have also been changed, giving greater bearing surface.

MECHANICAL FIGHTER A WONDER.

Not Only Does It Deliver Straight Leads and Counters, but Varies These with an Occasional Uppercut—Blows Rained with Speed.

Prize fighters who are looking for new victims to conquer may now try conclusions with a versatile gentleman who is now introduced to the public in somewhat of an impersonal way as "the mechanical prize fighter." So far as outward appearances are concerned, the fighter bears resemblance to a human being, and its movements are well calculated to puzzle the most alert boxer. Not only does it deliver straight leads and counters, but it varies these with an occasional uppercut, and its blows are rained with a speed and power that are the envy of the professional boxer.

This machine does not give warning of a coming blow by a preliminary backward jerk, nor can the opponent escape these blows by sidestepping, because the automaton will follow him from one side to the other. At each side of the opponent is a trap door, connected with the base of the machine in such a way that when he steps on one or other of these doors the machine will swing around toward him.

The arms of the mechanical boxer are fitted

with spring plungers, which are connected with crank handles, turned by machinery. Separate cranks are used for the right and left arms, and they carry pulleys between which an idle pulley is mounted. These pulleys are connected with the main driving pulley by a belt, which is shifted from side to side, bringing first one and then the other of the boxing arms into action.

The belt shifter is operated by an irregular cam at the bottom of the machine, and this gives no inking as to which fist is about to strike. Aside from this the body of the boxer is arranged to swing backward or forward under the control of an irregular cam, so that the blows will land in different places on the opponent; for instance, a backward swing of the body will deliver an uppercut.

The machine is driven by an electric motor, and can be made to rain blows as rapidly as the best boxer can receive them, or it may be operated slowly for the instruction of the novice. As the machine is fitted with spring arms and gloves, an agile opponent can ward off the blows and thus protect himself.

RECENT INCORPORATIONS.

Telegraphone Improvement and Securities Co., Manhattan, has been incorporated at Albany to manufacture and deal in and operate telegraphones, telephonographs, etc.; capital \$2,000. Incorporators: F. F. Phillips, Jr., W. M. Killcullen and W. D. Eaton, all of New York City.

The American Automatic Machine Co., Fall River, automatic machines; capital, \$100,000. President, Joseph T. A. Eddy, Providence, R. I.; treasurer and clerk, Israel Brayton, Fall River, Mass.

The New York Vitak Co., New York (moving pictures); capital, \$50,000. Directors: W. E. Waddell, Joseph Johnson, Jr., and L. T. Waddell, New York.

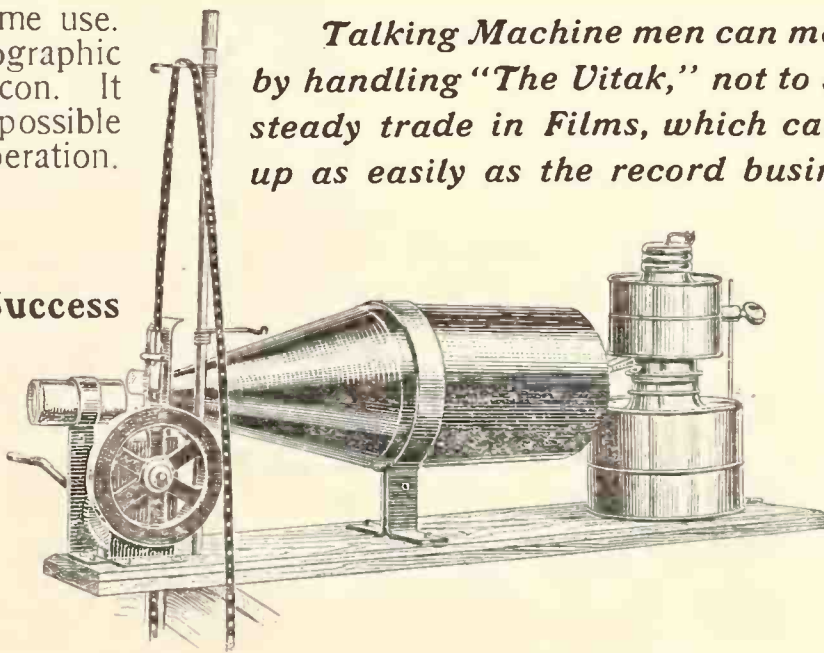
THE AUTOMATIC MARVEL OF THE AGE

The Vitak Moving Picture Machine

This machine is constructed for Home use. It throws a moving picture from a photographic film. Can also be used as a Stereopticon. It is so constructed that not the slightest possible element of danger enters into its operation. Any child can operate it.

**"The Vitak" Has Proven
An Instantaneous Success**

Since the appearance of our wonderful offer in the August issue we have been overwhelmed with orders for sample outfits. To Dealers sending us \$4.00 with order for sample Vitak Moving Picture Machine and Stereopticon, we will send one 10 foot Film gratis.



Talking Machine men can make money by handling "The Vitak," not to speak of a steady trade in Films, which can be built up as easily as the record business.

Only one outfit will be sold to each dealer. All subsequent orders must be placed through your Jobber.

For Further Particulars Address

NEW YORK VITAK CO., Inc., 10 Barclay Street
NEW YORK CITY

USES FOR MOVING PICTURES.

Uncle Sam Writes History with Them—Also "Advs."—Epileptic Fits Photographed for the Use of Medical Students—Uses Found by Big Corporations for Moving Pictures—Films That Cost Thousands of Dollars.

The United States Government is trying to get recruits for the army and navy by exhibiting in interior towns and cities moving picture representations of the daily life of the sailor and soldier. As far back as 1889 moving pictures were used to record an eclipse in South America. Another Government use of moving pictures is to make records of the daily life of many tribes of Indians which are rapidly becoming extinct.

The same thing has been done with some of the remaining herds of wild animals in the West, which also will soon have disappeared, such as the buffalo, elk, etc.

Dr. Walter G. Chase, of Boston, took a moving picture machine some time ago to the Craig colony of epileptics at Sonyea, N. Y. He remained there for two months watching his chances. He succeeded from time to time in getting many moving pictures showing patients in epileptic fits. The value of these photographs as a means of demonstration to students is very great, for in no other way could an accurate illustration of the various forms of epilepsy be presented at a moment's notice.

Not long ago a man had moving pictures taken of the working of a car seat of his invention side by side with that of another car seat, which he alleged infringed upon his patent. By means of a thumb book of pictures showing the workings of the two seats he clearly proved his contention to be true in court and won his case.

An odd use of such pictures was found the other day by a rowing coach. His crew had been photographed while going at full speed by a moving picture machine. Afterward in looking slowly over the photographs he discovered one of the oarsmen right in the act of a faulty movement. He declared that never had he been satisfied with that particular oarsman's stroke, yet could never tell exactly where the trouble lay. But, the mistake having been made clear in this manner, it was soon remedied.

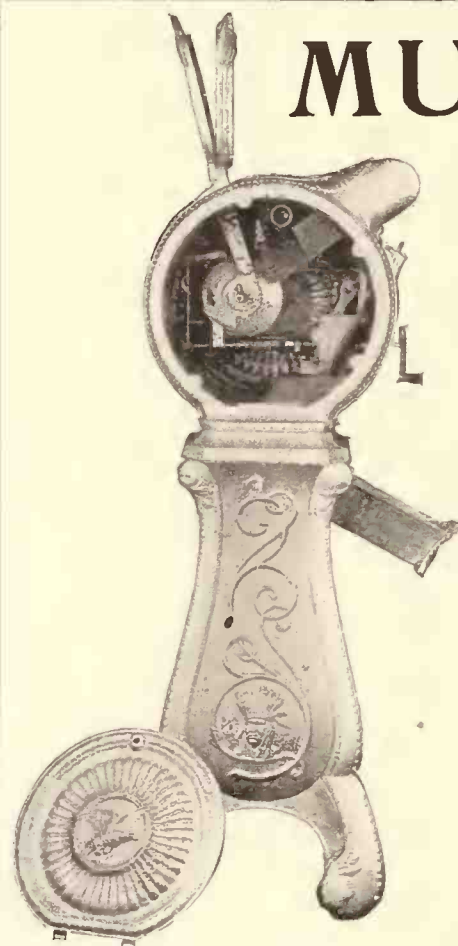
The United States army has had pictures taken of soldiers going through the manual of arms.

Thumb books with these pictures are made up and furnished to the recruit, who by looking carefully through them can easily trace every minute movement that goes to make up the completed action.

Football coaches use similar means to show new men the best methods of kicking the ball. A crack punter goes through the form of kicking the ball, and every movement is faithfully

recorded by the machine, which furnishes the beginner with better insight of the art of kicking than all the coaching in the world.

Nowadays many of the big corporations have moving pictures taken of the workings of the various departments of their plants. Before the subway was open to the public August Belmont had the subway photographed on a trip from the City Hall to 42d street.



TYPE "E" MUTOSCOPE.

MUTOSCOPIES

New Model
Type "E"
Price \$50.00

IMPROVEMENTS

1. Artistic iron case.
2. Money box entirely separate from mechanism.
3. New style sign frame.
4. Direct coin contact.
5. Lighter weight.
6. Open space on floor.
7. Large driving gear.

The above are a few of the points distinguishing the new Model "E" machine over previous types. Pronounced by all arcade men the acme of perfection. Now ready for delivery. Send for new illustrated folder.

Bargains in Second-hand D. Machines at \$28.00 cash.)

American Mutoscope & Biograph Co.

11 E. 14th Street, New York.

PACIFIC COAST BRANCH: 2623 W. PICO STREET, LOS ANGELES.

Some Progressive Makers of Automatic Specialties

Do you want more Profit?

Get **THE NICKLIN** The best
Coin Operated Piano
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

Neola Piano & Player Company

General Offices, 201-203 East 49th Street, New York



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

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

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

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.

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.

THE BURKE CO., 334-336 Fifth Ave., Brooklyn, N. Y.

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 October list.

The Greatest Money Makers

EVER PRODUCED.

"The Picture=Phone"

AN INSTANTANEOUS SUCCESS.

Recognized by experts as **The Biggest Hit** in the Amusement Field.

"The Disk=O=Phone"

CAN USE ANY 10 INCH RECORD.

Reproduces a full, round, natural musical tone. *Just what is wanted* for Arcades, Cafes, Hotels, Depots, and Resorts of all kinds.



THE PICTURE-PHONE.



DISK-O-PHONE OPEN.



DISK-O-PHONE CLOSED.

They

Get

the

Money

The Picture-Phone is a distinct revelation in the illustrated song type of slot controlled devices. The Disk-o-Phone is the *first and only* successful automatic coin operated, slot controlled Talking machine using *Disk Records* and *Permanent Needle* ever produced.

In both machines *One Record* and *One Needle* will reproduce perfectly at least 800 times.

What was formerly considered an impossibility is now a reality; what the trade has waited years for, hoped for, dreamed of, at last is here. *Our machines combine simplicity, accessibility, automatic precision, minimum cost of maintenance, perfection in results. Direct or alternating current can be used.* By actual demonstration the Picture-phone and Disk-o-phone placed side by side with other machines have produced 33 $\frac{1}{3}$ per cent. better results.

Talking machine dealers can make big money by handling our machines.

LIBERAL DISCOUNT TO THE TRADE.

WRITE FOR CATALOGUE AND PARTICULARS.

Valiquet Novelty Company,

50-58 Columbia Street,

Newark, N. J.

A 500-horse-power electric converter connected with the third rail was placed on a flat car, back of which on another car rested a battery of lights of 80,000 candle-power. At a banquet shortly after of the rapid transit officials and engineers this reproduction was exhibited.

One of the best things of this kind was the reproduction of a scene in the forging room of the Westinghouse Co., which was shown after a banquet of the officials of the concern at the Waldorf-Astoria. The pictures showed the welding of a giant ring of iron used to encircle one of the largest dynamos.

The lights for taking the pictures were so arranged that every single detail stood out with remarkable clearness. One could almost imagine that he was looking at the actual scene. There were half a dozen workmen busily engaged in the work of welding the huge piece of metal, which was suspended from a traveling crane in such a way that it could be handled easily and quickly, and every part of the work was shown from the moment the metal left the forge until the finishing touches were made by means of a large trip-hammer.

As a demonstration it was in every way as clear as if one had been standing in the work-room. One of the striking features of the representation is the fact that at no time during the ten or fifteen minutes necessary to forge this piece of metal did any of the workmen glance in the direction of the picture machine or in any way show that they knew every action was being photographed.

A most complete series of moving pictures were taken to show the operation of the different departments of the New York Life Insurance Co. One of these shows the employes filing out of the main stairway at the end of the day. Another illustrates a meeting of the board of directors. This shows President McCall preceding the directors into the room. He is followed by Alexander E. Orr, George W. Perkins and others.

The costliest negative ever taken by one moving picture concern shows the occupation of Pekin by the foreign soldiers during the Boxer

rebellion. A photographer took pictures of the allied troops as they scaled the walls of the city. That film cost \$7,000.

Many of the films taken of the Boer and Japanese wars were almost as costly. On one occasion the vessel bearing a film to the United States was not moving fast enough, and the agent of the moving picture company demanded more speed. This was furnished, but as a result the company received an additional bill of \$500 for forced draught.

Another interesting picture was that taken of President Underwood, of the Erie Railroad. An annual banquet was to be given at the Waldorf-Astoria by the Erie Railroad officials. President Underwood found that other engagements made it impossible for him to attend, so it was suggested that a moving picture be taken of him and exhibited on the night of the dinner.

He consented and was photographed making a five-minute speech. This reproduction was shown on the night of the dinner, and made a great hit. It is said to be the only occasion of the kind when Mr. Underwood ever made a speech.

The greatest picture ever taken was that of the fight between Jeffries and Sharkey at Coney Island in 1898. The film was 37,125 feet long—over seven miles. On this were 198,000 photographs, and the machine ran continuously for 110 minutes.

Some idea of the cost of this film, according to a writer in the Sun, may be had when one learns it is estimated that the total expense per minute of running the machine is \$50. The film is used at the rate of 74 feet a minute, and costs 25 cents for each foot.

Usually in taking pictures of long duration three machines are used, two in operation and one in reserve. The films come in lengths of 250 feet, and the machines alternate. The size of the photograph on the latter-day moving picture film is 1 inch wide by $\frac{3}{4}$ inch high. This size is used for ordinary work, but when especially fine photographs are to be taken they measure $2\frac{3}{4}$ by $2\frac{1}{4}$ inches.

SATISFIED NICKLIN CUSTOMERS.

The enterprising music house of Breman & Shepard, Clinton, Iowa, ordered a "Nicklin" electric piano, manufactured by the Neola Piano & Player Co. 201-203 East 49th street, New York, and after receiving same sent a letter, copy of which is below:

August 2, 1906.

Neola Piano & Player Co.:

Gentlemen—We wired to-day for three "Nicklin" pianos, same voltage as in previous order. We sold the Nicklin shipped us, and will sell a good many more. We want this territory. The piano sold here is giving satisfaction—took in \$15 in one day. We want to get the balance of business to be had here. Mail us at once catalogues for the Nicklin and Nicklin music. Ship as soon as possible. These goods are sold—in fact, we have the orders for them. Trusting you will make prompt shipment, we remain,

Respectfully,

BREMAN'S MUSIC HOUSE.

Clinton, Iowa.

Here is one more from Missouri:

Odessa, Mo., July 13, 1906.

Neola Piano & Player Co., New York:

Gentlemen—We are more than pleased with the "Nicklin" you sent us. Had but little trouble in getting it started. Have delivered it, and got the "stuff" we are all looking for. Everybody likes it. Think probably we can sell another. We will do our best. Thanking you for the assistance you have given us in this matter, we remain,

Yours respectfully,

FINE & REED.

HOW HE LOVED HER VOICE.

Sweet Young Thing—Yes, Jack had me talk into his phonograph so that he could hear my voice when I was away.

Dear Friend—Possibly he recorded your voice

in that matter in order that he might have the satisfaction of stopping it when he got tired listening.

PRICE REDUCED

Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.
TRIAL ORDER—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

Risley-Bird Mfg. Co.

94 Fifth Avenue,
New York.

THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.

To Talking Machine Dealers

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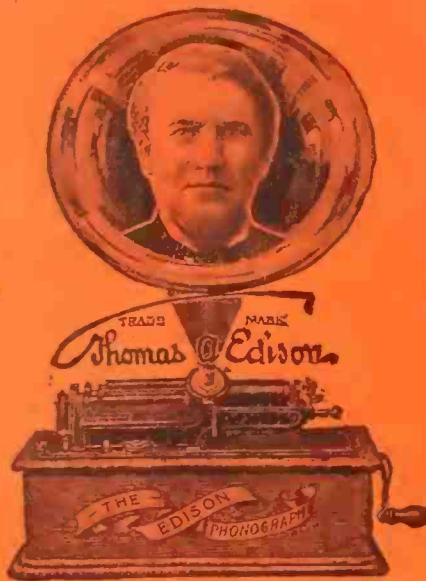
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