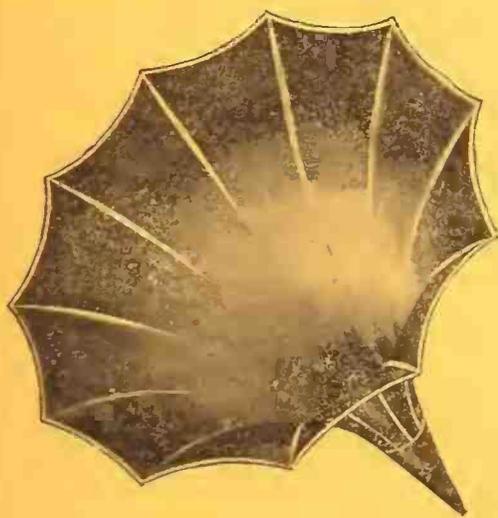


The **TALKING** *AND*
MACHINE *AND*
WORLD *AND*

AND NOVELTY NEWS

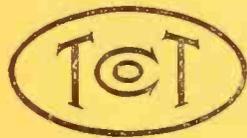
Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1906



"Baked-on Enamel"

The
— Only —

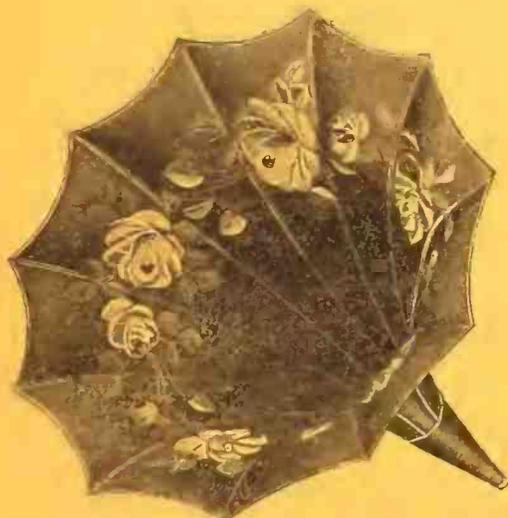
Satisfactory Finish



THE TEA TRAY COMPANY OF NEWARK, N. J.

Makers of the Most Handsomely Finished and Brilliantly Colored
Horns on the market. Colors are absolutely permanent, do not
fade or rub off. You can make a fine window display with our
goods, as they are not damaged by exposure to light. :: :: ::

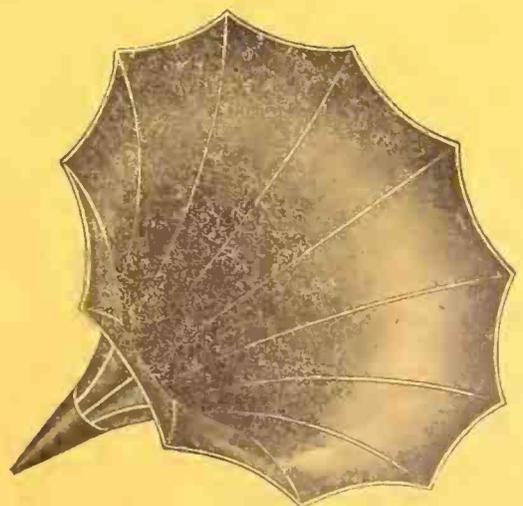
AMPLIFYING HORNS AND HORN CRANES.



ALL HORNS BEARING
THIS TRADE MARK



ARE FINISHED IN
"BAKED-ON" ENAMEL





WARNING!

If You Do Not Send Us
Your Orders At Once For

American Records

To Meet The Large Holiday Demand We
Cannot Guarantee Prompt Shipment .

INDIAN RECORDS

ALL THE
OLD SONGS
NEW ONES
TOO



It Is The Same Story Every Season—LARGE
ORDERS—SMALL STOCK.

Are You Going To Be Caught Again This Year ?

AMERICAN RECORD COMPANY
HAWTHORNE, SHEBLE & PRESCOTT

Sales Managers

SPRINGFIELD,

-

-

MASS.

The Talking Machine World

Vol. 2. No. 10.

New York, October 15, 1906.

Price Ten Cents

ADVANCE IN LOS ANGELES.

Mr. Richardson Discusses the Talking Machine and Its Use by Leading People in the Musical and Artistic World in Los Angeles—Makes a Strong Case.

(Special to The Talking Machine World.)

Los Angeles, Cal., September 3, 1906.

One of the unique features of the musical year in this city has been the "arrival" of the talking machine as an artistic instrument. Music lovers scoffed, teachers ignored utterly, celebrated personages smiled indulgently—a year or two ago. Yet, when the celebrated personages, for superb emoluments, descended and held actual converse with the humble talking boxes, the music lovers listened and the pedagogues were finally forced into line.

Two or three reputable firms, working industriously to improve the marvelous but squeaky original models, have in large part overcome many of the elemental defects, and have accumulated colossal record libraries of great music, from every country in the world, by the world's greatest vocalists and instrumentalists, and by several of the greatest orchestras and bands.

W. H. Richardson, of the Southern California Music Co., has made a specialty of phonographic art work during several years, and has seen the instrument rise from the humble station of a mere toy to a position of interpretative eminence. In a chat with a Times man he held an interesting story of its progress:

"Only a little while ago," said he, "one never saw real musicians in a talking machine shop. We had records for the inartistic element among the populace, and lots of things for the children, but no one took us seriously. And I admit a great deal of it was the fault of the talking machines themselves. They squeaked dreadfully, and when they did go in for serious music, it was generally by cheap performers, and was an awful bore.

"Consequently, when the revolution came, it took months and months to convince the people or to get them to even let us give them a hearing. 'Can any good come out of a talking machine?' was the motto of most of them, and coon songs and cheap vaudeville trash continued in the largest sale, while the few good records accumulated dust upon the shelves. The companies that persisted in making good records, all the while improving their machines, are the only ones that survive to-day, or at least, are the only ones who manufacture and sell on a large scale.

"Probably no city has a larger record loving public than Los Angeles. Thousands of dollars are spent every month here for new music, and the bulk of the trade has turned, in the past twelve months, toward the finest records. I know several men here who have the voices of every great living singer in their lists, with grand opera collections representing a larger outlay than an expensive automobile. Teachers, who were the slowest in turn, are gradually being convinced, and at least two or three prominent instructors in this city have coached to good advantage from genuine-made records."

Typical American enterprise has been exhibited by talking machine agents here in procuring some of their novelties. Among the newest records are musical transcripts by the choir of the Sistine Chapel, the Imperial Court Orchestra of St. Petersburg, the National Band of Mexico, the Garde Republicaine band of France, and the complete chorus and orchestra of the Metropolitan Opera House.

BARTLETT CO.'S HANDSOME SHOWROOMS.

The Bartlett Music Co., Los Angeles, Cal., have recently fitted up their talking machine de-

partment with six separate salesrooms, divided by heavy plate glass partitions and directly connected by a passageway. By this system it is possible for two salesmen or even one to handle five or six different customers, as an assortment of records placed in each room enables the various machines to be readily tested in a way to ensure sales.

AMBITION AND QUALITY WIN.

Impossible to Win Out Without Ambition—Aim to be a Leader—To Handle the Goods That Will Bring the Best Trade.

You will never succeed without ambition. The man who is content just to take things as they come will be a "hewer of wood and a drawer of water."

Make up your mind to be the first man in the trade where you live. Aim to do better business, more of it and at a better price than any of your competitors, and you will soon be at the top of the ladder. You have to hustle in this age if you mean to get on. Hustling never means "slopping."

There are people who think that if they wriggle through somehow they are doing all right. The palm is awarded to the man who is most diligent and persevering. Don't be afraid to ask a good price for your goods. The world is always ready to pay for quality. Don't forget that when you are buying. Give your customers the right goods, do business in a straightforward way, and they will return again with a pleased smile when wanting anything in your line.

MESSAGE FROM CANAL ZONE

By Means of Talking Machine Record—Conditions Not as Bad as Painted.

A Buffalo lady, Mrs. Caroline Cook, recently received from her son, Charles B. Cook, located in the Panama Canal Zone, at Culebra, an extended message on a talking machine record. The pleasure the mother derived from hearing the actual voice of her son at such a distance can well be imagined, and the experiment opens a new and broad field of talking machine usefulness.

In regard to general conditions on the Isthmus, Mr. Cook spoke in part as follows: "The climate and conditions of the Canal Zone have been greatly misrepresented. The dry season is merely six months of Buffalo's July and August, and the wet season about six months of April and May. There is considerable malaria at this time. I have so far escaped sickness in any form, and see no reason why I should not continue in good health. At the present time I see no reason why any one should not be able to make this a permanent home. It is always summer, and when the improvements, sidewalks and roads are completed, Culebra will be as fine a place to live in as any in the world."

KNOWLEDGE OF LANGUAGES

Can Easily be Placed in the Possession of Americans if They Take Brian Dunne's Advice—Some Pertinent Pointers.

"This is the day of reforms, and one of the most needed in this country, in my opinion, is the establishment of some kind of Civil Service Commission which shall examine Americans as to their knowledge of languages before they go abroad. This may savor of Imperialism, but the National Pride would have Uncle Sam respected through other means than the 'Big Stick.'"

Such was the declaration of Brian Dunne, formerly a European newspaper correspondent, and now touring the world, propagating the

study of language through the use of the talking machine where native teachers are difficult or expensive to secure. "I well remember," he continued, "ten years ago I myself traveled to Europe to learn modern languages, finding it too expensive and difficult in this country. But the wonderful improvements in the talking machine in recent years and the efforts of language experts have now made it as easy to learn to speak French, German or Spanish as it is to speak English.

"The talking machine talks these languages into our ears, and all we have to do is to listen. Any one who is not deaf, can learn in this manner and with about as much effort as it requires a forefather to learn English while walking around one of the cities. Any one can find time, because the talking machine can be used in one's bedroom and while one is undressing or taking a bath, you can devote a few minutes a day and you will soon be able to speak phrases that will amuse, instruct and benefit you.

"Charles V. of Spain used to say, 'As many languages a man knows, so many times is he a man.' Acquiring a foreign tongue is indeed acquiring a new soul, and what greater development can one desire?"

HISTRION'S NEWEST WRINKLE.

Receive Instructions on New "Turns" Through the Talking Machine.

A team of vaudeville artists at present doing a sketch in the lighter vein on one of the leading circuits, contemplate giving up straight comedy work when their present booking expires in January, and go in for a dramatic act. They recently had a difficult one-act play written for them, and were rehearsing their parts under a well-known stage director in New York when their contract called them to the western edge of the circuit for several consecutive weeks. In order to perfect themselves in the dramatic dialogue along the lines laid down by their instructor, they had him speak the parts with proper intonation and effect into a phonograph and carry the records with them in order that they may have his guidance while out of town. The experiment will be watched by performers who, having trusted to their own devices when rehearsing a new act on the road, met with dismal failure at the first performance on the Great White Way.

ARRANGES FOR HIS FINAL BENEDICTION.

According to a Missouri paper, Rev. Daniel Bassett Leach, of Bone Gap, Ill., who for seventy years has been noted for the extreme length of his prayers, delivered as though through a megaphone, has recently dictated into a talking machine his favorite benediction, with the request that it be reproduced as a fitting ending to his funeral service when his demise occurs. It will be noted the story comes "from Missouri," where they "have to be shown."

W. D. ANDREWS OPENS IN BUFFALO.

The latest addition to the talking machine jobbers in Buffalo, N. Y., is W. D. Andrews, who has opened a store at Seneca and Wells streets with his brother, C. N. Andrews, as manager. W. D. Andrews conducts a successful talking machine business in Syracuse, N. Y., handling Edison and Columbia goods, and is well known to the trade throughout New York state.

The Columbia Phonograph Co., who already have 150 branch stores in all parts of the world, 100 in this country, contemplate opening many new stores within the next year. All records for the European trade are now made at the new London factory of the company.

HORN CRANES

WE manufacture a complete line of Horn Cranes, so as to place our attractive styles within the reach of all intending purchasers.

All our cranes are strongly made and handsomely finished.

No. 4	Horn Crane	List Price	\$1.25
No. 5	“ “	“ “	2.50
No. 6	“ “	“ “	1.50
No. 7	“ “	“ “	3.00

Prices on H. & S. Horn Cranes are established, both dealer and jobber make money in handling and secure satisfied customers.

NOTE.—Our patents on Horn Cranes, covering features at present embodied in our product as well as many other designs, have all been allowed. Our attention has been called to several Cranes at present on the market, which are directly infringing our claims. We propose shortly taking legal action against such parties as are at present infringing our rights either in manufacturing or handling an infringing horn crane, and hold them strictly accountable.

HAWTHORNE & SHEBLE MFG. CO.
PHILADELPHIA, PA.

JONAS SOLVED THE PROBLEM.

How the Talking Machine Became the Savior of the Bashful Man.

In all the village of Fairview there was no man quite so shy as Jousas Brown. As a child he became speechless with confusion when any one noticed him; he stumbled and stammered his way through the gawky age; and when he arrived at young manhood, although he was popular among his own sex, the sight of a girl's face would throw him into an agony of self-consciousness, says the Youth's Companion. He usually took to the other side of the road when he saw a young woman approaching. Every one wondered what would happen should Jonas fall in love. At length the day came.

Arabella Hawkins was an attractive girl from a neighboring town, as pretty as she was talkative, and Jonas, who first saw her at church, was captivated by her charms. A few days later he astonished all Fairview by walking home with her, and capped that performance by several tentative evening calls. But whether he strolled down flowery lanes, or sat with her on the porch in the evening, the words he wanted to say seemed to stick in his throat.

"Could you—could you—" he stammered on one of these occasions.

"Could I what?" she queried.

"Could you—could you—go driving with me to-morrow?"

It was not at all what he had meant to say; but he vaguely felt that perhaps in a buggy it would be easier to ask the momentous question. Yet even there words failed him.

"Will you—will you—" he began.

"Will I what?" encouraged Arabella again, very sweetly and patiently.

"Will you—" Jonas seemed to smother—"will you—take a walk with me to-morrow?"

"Certainly," said Arabella. And so it went on. Jonas was getting desperate.

"Better hurry up, Jonas!" his friends urged him. "There's a fellow in the town where she lives wants her just as much as you do."

Jonas groaned. What was to be done? He could rehearse it all right before he saw her; but in her presence words failed him. All one night he lay thinking the matter over, and rose next morning weary yet triumphant. He believed that he had solved the problem.

A few days later a crate arrived for him. "Looks as if it might be a typewriter," said the station agent. Still, as Jonas was not given to literary pursuits, this guess seemed rather improbable.

That night Arabella was roused from sleep by a voice beneath her window. Slipping on a kimono, she leaned out to listen. The tones of Jonas, a bit more nasal than she had ever heard them, reached her ear.

"I love you," the voice in the dark said rapidly. "I love you more than any one in the world. I'm not worthy of you, I know; but I'll do everything I can to make you happy. Will you marry me, Arabella?"

"Yes, I will," said Arabella, and a few moments later Jonas trudged home with his phonograph under his arm.

"I've always heard it was a grand thing, and now I'm sure of it," he muttered.

"TALKER" ADVERTISES SOUSA.

H. C. Faber, the Well Known Talking Machine Dealer of Colfax, W. Va., Has Something to Say Regarding Sousa's Recent Contribution.

Colfax, W. Va., Sept. 26, 1906.

Editor The Talking Machine World:

Dear Sir—The World reaches me in due time each month, and must say I do not see how any progressive and up-to-date man can do without it. Mr. Sousa should not take the stand that he has taken, for it won't benefit him as much if he wins as it will if he leaves good enough alone. For instance, his name and fame are generally known through the country and the large cities especially; but what of the ruralite or hayseed? This latter creation buys himself a "talker" of some kind, and plays it to beat the band. He hears some of Sousa's pieces and then when the March King comes within one or two hundred miles of his lonely mountain home this very hayseed will put on his store suit and dig down into his jeans for the fare and go to hear the famous bandmaster, whom he would never have heard of if not for the "talker." I may say that the "talking machine proper" has given more publicity and honor to the Honorable Sousa than have all his Sunday concerts. If he fights this business he will also lose the audiences that he can now get by a simple flourish of that trumpet of his. Wishing The World success, I beg to remain, very truly yours,

H. C. FABER.

GREAT ACTIVITY IN DENVER.

The demand for talking machines in Denver, Col., has reached a point where it is almost impossible for dealers to meet the demand, the Denver Music Co. having to telegraph rush orders to their jobbers in order to supply wants of customers. The Knight-Campbell Co. are also short of stock, and can't catch up, owing to heavy business, while the Hext Music Co., Edison agents, have enjoyed an unprecedented trade during the last two months.

SENTENCED TO THREE MONTHS IN JAIL.

J. A. Bates, who conducts a talking machine store on West Main street, Middletown, N. Y., had a man named Palmer recently arrested for selling a talking machine and records worth \$20 which he had purchased on the instalment plan. The Recorder, before whom Palmer was brought, had little sympathy with the prisoner's plea that he sold the instrument while drunk, and promptly sentenced him to three months' imprisonment. This kind of punishment will prevent others from disposing of property which does not belong to them. Mr. Bates is to be commended for following this matter up.

THE COUNTRY IN THE AUTUMN

A Fertile Field for the Progressive Talking Machine Salesman.

The rural districts are fraught with promise to the talking machine dealer, and the more isolated the district the greater the promise.

At this season of the year, when the days are shortening rapidly and the long winter evenings are almost upon us, it will pay the "talker" man to send his salesman laden with a complete line of samples out into the country, away from the conveniences and accommodations of city life, and there he will find in many a prosperous farm house a warm welcome for himself and a ready sale for his goods. Wherever the enjoyments of the great metropolis are heard only through the medium of the newspaper, where not even an echo of city life penetrates,



there will be found a happy hunting ground for the talking machine salesman.

Who can resist the pleasure of the theatre, the concert and the minstrel show when they come to him at home with no thought of the wind and snow outside except that they make the fire more cozily ruddy and the lamp light more mellow and soft?

As an entertainer the talking machine is king, for it will bring the joy of active life out over miles of wind swept fields, through snow laden forests and frozen rivers to the country village, making it throb with the quick pulse of the city. When this is explained and proved, sales must readily follow.

Every inhabitant of the really rural locality knows what winter evenings mean—a long weary wait between supper and bedtime. Of course, the daily paper may be looked over and an occasional book read, and then, perhaps, there is a social gathering or a church fair, but even at that the time hangs heavily and there is many an hour spent in pondering over events best forgotten. Winter evenings produce a state of pessimism which the talking machine will relieve at the very first dose, and the sufferer will enjoy an optimistic view of life ever after.

Mr. Dealer, the country is calling you, and it is up to you to answer its voice. What say you?

HOWARD TAYLOR MIDDLETON.

Mr. Hearst's campaign committee intend utilizing talking machines in the present gubernatorial battle.

Victor Service

WHY WE CAN GIVE YOU THE BEST

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

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

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

JOBBER and DEALERS in DISC RECORDS

Do you use envelopes?

Our envelopes are used by 75 per cent. of the largest jobbers. Their superiority is proved by the numbers of duplicate orders we receive. Ten different styles and sizes. Samples and prices on application.

M. STEINERT & SONS COMPANY

DISTRIBUTORS OF

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

35-37 Arch Street

BOSTON, MASS.

PRACTICAL SUGGESTIONS AND COMMENTS.

F. M. BARNEY'S IMPROVEMENTS.

F. M. Barney, the well-known talking machine dealer, of Elm Creek, Neb., writes *The World* as follows: "Considerable has been said about correct position of the jewel on an Edison machine. Perhaps some of your readers will be pleased to learn of my method and results. I removed vibrating arm from my Edison c reproducer and made a new arm. This arm I made of aluminum, and made it just as light as was consistent with rigidity. I bored some holes along the long part of the arm to lighten as much as possible, and set the jewel sticking out behind instead of pushing forward as usual; in this position the jewel drags and has a tendency to free itself from foreign particles, then again such an arm can be made very light. The one I have in use does not weigh over two-fifths the amount of the common arm, and is as rigid. I have found the lighter the parts the quicker they recover, and the jewel is held in closer contact with the record, thereby doing away with tendency to blast. This results in purer tones. I have also been enabled to lengthen the long part of arm slightly, which causes increased amplitude and therefore louder tone, without injury to record. The reproducer which I use in selling records is equipped as above, and is pronounced by all who have heard it as being the clearest and loudest they have ever heard. About a year ago I bored a hole in the hanger weight and cemented therein a small camel's-hair brush such as is generally used by artists in painting, about one-eighth inch in diameter. This gathers all lint and dust, and requires little attention, and my jewel rarely ever clogs up. I recommend this arrangement as giving the best results I have ever heard."

NOVEL USE OF VICTOR MACHINE.

Mr. Barney, who is a prominent jeweler as well as talking machine man, writes further: "I desire to call your attention to a novel method of using the Victor or disc machine. Am a jeweler, and in dressing my window I desired a striking method of attracting attention during our July 4th celebration. I took a Victor from stock and removed all outside parts (horn, hollow arm and support), and placed on the revolving table a large plateau or round mirror. I had previously turned the regulator about one revolution in 4 seconds. To raise the plateau above the center pin I put on four 10-inch records. I then put on the plateau a fine cut-glass bowl. In the bowl I placed a large cut vase. I then took some ladies' neck chains and festooned them around the top of the vase, also some gents' watch chains, from the top of the vase to the top of the bowl. On the plateau around the bowl I arranged some fine watches and rings, and put the display in my show window, which was plainly dressed so as not to detract from same. You would be surprised at the attention and remarks about the device. A Victor No. 11 motor is sufficiently strong to run same three or four hours, and will carry a large 14-inch plateau, a heavy 10-inch bowl, a 10-inch plateau on top of that and a large vase and many other articles for display, and when crank is removed some people wonder what keeps it going."

REMEDY WHEN MACHINE LOSES VOICE.

Our old friend, William F. Hunt, of Wanatah, Ind., says that "the only effective and reliable remedy for the Columbia Twentieth Century graphophone when it has lost its voice through oil getting on the amber friction disc is to take off the rubber friction shoe and thoroughly clean off the amber disc with alcohol, after which dry it off carefully with a nice clean rag or cotton (cotton is preferable). Then use the finest grade of sandpaper (not emery cloth) and sandpaper the friction part of the disc thoroughly. The rubber friction shoe is destroyed, as it has become saturated with the oil, and will require a new one. Great care should be exercised in

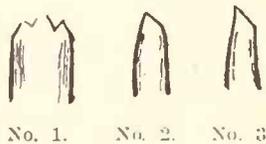
handling these parts so as not to touch them with the bare hands or with anything that is damp or oily. If you have had no experience in the line of talking machine repair work you had better leave the work to an experienced repair man, as it will prove more satisfactory and economical. Some people may get the impression from this article that the Twentieth Century machine is very apt to get out of order, but I assure you that if every one who purchased one of the machines would only heed the warning instructions of the company not to get oil or anything damp onto the friction parts no trouble from this source would be experienced. To have the above trouble with a machine is plain carelessness on the part of the operator. Too many people are in the habit of flooding a talking machine with oil. Too much oil on any piece of mechanism is as bad as no oil at all. The bearing next to the friction device needs to be oiled but once in a great while, and then but sparingly. The best way to oil it is to dip a toothpick into oil and then permit a small drop from this to fall on the bearing.

PIANO SOLO RECORDS ARE LISTED.

Mr. Hunt says further, and we thank him for the information: "In answering an inquiry in your last month's issue you stated that up to the present time no records of piano solos had been listed by any company. The Victor Co., as well as the Edison, each list one. The Victor record is No. 2508, Gavotte in A, by C. H. Booth, and the Edison No. 8394, Violets (Transcription), by Albert Benzler."

HOW THE NEEDLE WEARS

A study of the point of a needle under the microscope after it has played a record shows that it is subject to far more wear than most people imagine, and clearly proves the necessity of changing the needle every time. A talking machine enthusiast, who has spent considerable



No. 1. No. 2. No. 3.

time in studying out the matter, has drawn several illustrations of the various styles of needles after use on a ten-inch disc. No. 1 is a "Perfection" and shows how the record has worn grooves in it. No. 2 is the ordinary Victor needle, showing the point planed off. No. 3 is a soft tone needle of the Columbia variety, which wears to a point resembling the edge of a chisel. These needles were used but once, and then on a new record.

TALKING MACHINE FOR CHURCHES.

John T. Timmons suggests a specially made talking machine to be used in churches with a select number of records made for that purpose, and added: "It has become fashionable to have fine church choirs, and through the medium of the talking machine all the various hymns and religious songs can be placed upon the records as solos, and these with the church choir or even without will produce very satisfactory results. The records can be made from the very best voices in the country, and these can be heard in almost every church in the land on Sunday. It will be cheaper and just as satisfactory to the Lord. It will do away with choir practice, jealousy among singers, church rows and those who worship will not sit and watch the pretty girls in the choir, and will feel more like joining in with their own voices to swell the sacred song."

TESTING RECORDS IN EGYPT.

An Egyptian official who has just returned from the Far East recently chatted with the representative of the London Daily Despatch regarding the growing importation of talking machines and records into that country, and the impression which they made. This official described a scene in which two officially attired

Beys sat upon a divan, smoked their hookahs, and examined roll by roll, and bale by bale, the large importation of records which had that day arrived by steamer from England. A huge phonograph was before them, and every tune was tried solemnly. If the melody sounded agreeable to the ears of the Faithful as they sipped their coffee, the record was shot dexterously under the divan; if, however, one or the other exclaimed, "By Allah! the all powerful, that is a tune for the dogs," it was promptly labeled "passed," and duly formed part of the consignment for the interior.

THE SCARCITY OF REPAIRERS.

A subscriber to the *World* in Wichita, Kan., writes us regarding the scarcity of competent talking machine repairers in his section. He says in part:

"I am the owner of one of the more elaborate styles of talking machines, and though I am exceedingly careful when manipulating it there have been times when certain parts have become deranged. Upon three occasions I have turned it over to local dealers to be repaired at their own shops, but, sad to say, on each occasion they seem to have been quite unable to properly understand what was wrong and I was compelled to send the machine to a distant city to have it properly adjusted. It would seem that when a dealer accepted the agency for a certain machine he should be instructed by the makers or their representatives regarding the different parts in order that he could make the necessary repairs in a competent way. It means considerable expense where a machine has to be shipped to the factory or headquarters and carriage charges paid by the owner, and in addition that while in transit some of the more delicate portions will get out of adjustment. I hope you will advocate through your columns the study of the talking machine by every dealer, for if confidence can be placed in his ability to fix things it will mean steady customers, who will give him every part of the talking machine trade."

DYNAMOPHONE MUSIC HEARD.

Electrical Society Attends Demonstration of the Telharmonium System.

The New York Electrical Society on the evening of September 27 attended a demonstration of the Dynamophone and Telharmonium systems now being installed at its plant at Broadway and 39th street. This apparatus, already described in *The Talking Machine World*, is designed to transmit music to the home by means of an electric current and a kind of telephone receiver, just as power or messages are transmitted. The service is supposed to be "taken." The music is made at the "power house" by means of vibratory electric energy stored in 145 graded and tuned reservoirs, and played on by a keyboard. At this affair the resulting music was heard. Under the circumstances—the crowded hall, the scrappyness of the music played, the lack of technical experience—a music judge would have been loath to form an opinion. However, this much may be said: The instrument is not a mechanical player; it does produce a musical tone under control. It has the quality of wood wind, of an oboe, with deeper tones of a similar quality. Of how great a development into organ effects it is capable one hearing is not enough to determine.

THE POOR OLD GOAT NOW GOES.

A new use for the talking machine has been discovered by a New York lodge of a prominent secret society. At the initiation ceremonies, where it was desired to frighten the blindfolded candidate, members used to imitate the gentle voice of the goat until some one happened to think up a phonograph. The voice of a goat belonging to one of the members was recorded in all its stages, from savage to plaintive, and the record turned loose on the next candidate with results far exceeding the fondest hopes of the originator of the scheme.



Develop the business

for *Victor* goods that lies in your vicinity. There are plenty of dollars within your reach if you only make an effort to get them.

We drum up trade for you among the 49,000,000 magazine readers to whom our advertising goes every month, but it is for you to develop this trade up to the buying point.

One of the best helps toward this end is for you to advertise

Victor Talking Machines and Records

in your local newspapers. Besides this you can use window displays, circulars and other means to make known to your community the fact that you sell the *Victor*.

These methods enable you to get the greatest benefit from our advertising and lay the foundation for a larger and more profitable business for you.

Many dealers are already doing these very things and making it pay, and you can safely follow in the same direction.

Victor Talking Machine Company

Camden, N. J.

P. S.—Just a suggestion for you—it's a mighty good one: 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-Elyea 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. Steinert & Sons Co.
 Bridgeport, Conn. F. E. Beach Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. Robt. 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. Kochring & 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.
 Sol. Bloom.
 C. Bruno & Son.
 I. Davega, Jr.
 S. B. Davega.
 The Jacot Music Box Co.
 Landay Brothers.
 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. Hepp & Son.
 Musical Echo Company.
 Penn Phonograph Co., Inc.
 Wells Phonograph Co.
 Western Talking Machine Co.
 H. A. Weymann & Son.
 Theo. F. Bentel Co.
 Pittsburg, Pa. 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> |
|---|--|--|

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.....

20

THE QUAKER CITY NEWS BUDGET.

Complaints as to Difficulty in Getting Machines and Records So Active Is the Business Demand This Fall—What a Visit to the Victor Factory Reveals—More Buildings Being Erected—Talking Machines Aid Anti-Race Suicide Ideas—The Leschbrandt Manufacturing Co. Incorporated—What the Leading Talking Machine Men in Both Retail and Wholesale Lines Are Doing Is Interestingly Recorded by The World Man.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1906.

Little or no complaint is heard as to business conditions in local talking machine circles. Wholesalers, jobbers and retailers almost unanimously say they are "very busy," and that the outlook for fall and winter business is of the best. While less complaint is heard as to difficulty in getting machines and records, the fact remains that jobbers would be pleased to get in a lot of goods they could readily sell; but meanwhile they are losing no time in marketing large and well selected stocks in hand and business is "all to the good."

Without going into minute details it can be said that jobbing houses, like the Wells Phonograph Co., Lewis Talking Machine Co., Penn Phonograph Co., Western Talking Machine Co., Musical Echo Co., Columbia Phonograph Co., General, the Keeu Co., etc., are most satisfactorily busy, trade being reported far ahead of the same period a year ago. Retail dealers on North Eighth street and other thoroughfares are doing a good business, especially in new records and supplies.

With their additional factory facilities, the Hawthorne & Sheble Co., horns, sounding boxes, supplies, etc., are better prepared than ever to fill orders "on time." Both plants of the company are busy, and Manager Sheble and assistants have about all they can handle in the way of orders, etc.

A visit to the Victor Talking Machine factory, Camden, N. J., showed that that plant, as usual, is very busy. H. C. Brown, who succeeds F. B. Middleton (now assistant secretary), as manager of the publicity department, said: "We are busy

in every department and behind in orders thousands of machines. We are simply 'swamped' on the two new machines—the Victrola and Auxetophone; have more orders in than we can hope to fill within a year. As it is now, we can't begin to make shipments of them because of piled-up orders for other machines and records. We are doing the very best we can, let me add, to get out records and machines—doing everything we can for our patrons."

A recent court injunction, it should be here stated, prohibits the Victor Co. from operating its power plant after 10 o'clock p. m. Nearby people complained of the jarring, etc. But up to 10 p. m. and from 7 a. m. the factory is going "lickety-split," and as new buildings, already figured on, are erected, doubtless the company's output will be increased.

Elbridge Johnson, president of the company, has not, at present writing, returned from abroad, but will do so sometime in October.

The company has made extensive improvements along Cooper street in the way of cement sidewalks, driveway, etc.

One of the two large new buildings to be erected by the Victor Co. will be used for office and laboratory purposes. This building will be erected on the corner opposite the present main building at Front and Cooper streets, and will be a four-story structure, of reinforced concrete, faced with brick and stone. Building plans are by A. C. Middleton, the versatile secretary of the company. Construction work on the addition to the packing, etc., warehouse, two blocks north of the main plant, is going along steadily. It will be a four-story, reinforced concrete structure, with brick and stone facing.

An attractive sign, 20 by 40 feet in size, was erected the past month on top of the east tower of the main building of the Victor plant. It is an "electrical sign," and the familiar figures, "His Master's Voice," dog and machine, form an important part of it. "Victor Factory" stands out boldly, and the entire sign, illuminated at night, can be seen for miles. It faces the Delaware River and Philadelphia, and is attracting attention from people on ferry and other boats as well as countless others. The sign makes a weighty "advertising card," and is another example of the Victor Co.'s pushiveness.

"According to my way of thinking," said a Ninth street retailer, "talking machines are aiding President Roosevelt's anti-race suicide ideas very much. Given a nice parlor, a maid and a prince and a 'talker' reeling off one of the good old-time love songs or ballads and it is dollars to doughnuts Dan Cupid will soon arrive on the scene. I'm single myself, and I'm dished if the combination of a pretty damsel and a love song-playing talker doesn't take my fancy."

Einar Leschbrandt, Jules E. Aronson and Samuel W. Woolford, Jr., have organized the Leschbrandt Manufacturing Co., and will duly incorporate it. The object of the company is to manufacture, deal in and operate talking machines. Beyond the facts given your correspondent can learn little more of the company, but it is understood they will have a manufacturing plant of their own.

Jonas Shaw, East Camden, N. J., retailer of Edison and Zonophone goods, "plays" the latest records as they come out to friends and visitors, and then "winks the other eye" as they call "for their favorite" and hand over the money. Mr. Shaw uses clever local advertisements in home papers to boom sales—and with success.

The handsomely dressed show windows of the Columbia Phonograph Co., 200 Broadway, Camden, N. J., reflect credit on Manager C. E. Gabriel. The windows are of practical utility, for they are "business pullers," attracting the attention of countless passersby, any of whom may be induced by the display, and music, to become

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

good customers. Business has been and is very good at the Columbia's Camden branch. A heavy stock of records is carried as well as a fine line of machines, and Camden people get as good for their money as anywhere.

Talking machines are to be found at the neat salesrooms of the Haverford Cycle Co., 827-829 Arch street. This company carries a good stock of all makes of machines and records, and vigorously pushes sales by advertising and other ways. They are doing an increasing business, and with others anticipate big fall trade. They sell talkers for cash or on the "\$1-down-and-\$1-a-week" basis, a plan, by the way, which seems to grow in favor right along.

The new quarters of the Musical Echo Co., at 1217 Chestnut street, are in the building occupied by the Philadelphia Public Library. The shrewdness of those of the company who selected such a "good location" is to be commended. Thousands of girls and matrons going to and coming from the Library are pretty sure to be attracted into the handsome concert rooms of the Musical Echo Co., and sales follow as a matter of course. The "talking machine concerts" given by the company are a distinct and very popular feature.

Through the jobbing houses it is learned that most of the retail talking machine dealers uptown, downtown and in the suburbs are "getting along very well." H. H. Henrici, 1127 South Broad street, is catering to a growing list of fashionable patrons. The Automatic Graphophone Co., 1731 Columbia avenue, is "catching" the best of trade in that lively district. Kensington lovers of music have their wants well looked after by the Hoffman Cycle Co., 3036 Kensington avenue.

Charles E. Robertson, 4074 Lancaster avenue, which is out near pleasant Fairmount Park, has a music loving people to deal with—and he is prospering. Howard Leadbeater, at No. 620, is capably looking after the phonograph interests of the good folks of Lehigh avenue. C. B. Stahl, 2510 Ridge avenue, is handing out records, etc., very profusely for money. Frank Neide, 1407 Susquehanna avenue, is building up a good business.

"Needles Free!" was the attractive offer recently made by the Lewis Talking Machine Co., 15 South Ninth street, and conditioned that applicants furnished number and make of machines, Mr. Lewis promptly furnished needles for discs—a good move, as it attracted many new patrons. The Lewis Co. are very busy, and will be, no doubt, until the first of next year, or beyond.

Walter L. Eckhardt, of the Columbia Phonograph Co.'s selling staff, was a recent welcome visitor and, as usual, infused new enthusiasm in Columbia jobber and dealer circles.

At the Wells Phonograph Co.'s quarters, North Ninth street, the "boss" was too busy with customers to be seen, but an attache of the firm stated that they were "very, very busy," and that the trade outlook was most promising. The basement of the Wells Co.'s quarters, where thousands of records are stored, is veritably "a good sight for sore eyes." They carry a very heavy stock of records and supplies. Their out-of-town trade is growing rapidly, while city trade some time ago was such as to necessitate additional employes to adequately handle it.

Having put the soft piano pedal on their door the "amusement parlor" men of North Eighth street have won the friendship of neighboring merchants who once were "kickers."

The manager of an Eighth street "amusement parlor," in a chat, said: "After all is said and done, talking machines are the life and soul of amusement parlors. In here we have mutascopes, punching, fortune telling and other innocent amusement machines, but visitors, I notice, soon tire of them all and fall back on the phonographs. The talking machines are what we depend on for our money and they 'make good' every day. Beyond almost everything else, people—and I mean the general run of people—like music and seem bound to have it. The phonographs give them all the latest songs, marches and popular pieces for a mere trifle. They can come in and help themselves—and they

do it. As to popularity of amusement parlors—well, you do not find any of them closing, and on this street alone one or more have enlarged by renting the adjoining store and putting in more phonographs. We have good care taken of our machines by experts; keep a big selection of records and attend right up to business, and I presume that has something to do with our success. Pennies? Sure! How many do you want? Yes; those are all new tunes—fresh out."

Stanislaus Saboski, Jr., of Camden, N. J., gave his younger sister a "lickin'" for rendering useless—with a nail—records which belonged to his talking machine. Stanny's father took him to task, and then a general row occurred in the Saboski abode, resulting in the arrest of three participants. Pa struck son with a beer bottle, son said Pa used an axe, but refused to prosecute Pa, and all hands were discharged by the police magistrate. Son has bought new records and is again happy. Sister says she mauled the records because brother worked the talker overtime.

Manager Schock, of the phonograph and moving picture parlor, at 955 North 11th street, offers it for sale—"on account of a disagreement," he states.

After an extended traveling trip in the political interests of William R. Hearst, J. A. Smith, jobber and dealer of talking machines, Camden, N. J., is home again and giving close attention to business. Mr. Smith is an energetic type of business man; uses printer's ink with discretion, and is enjoying good trade with a large number of talking machine patrons.

"Odd thing happened t'other day," said a Ninth street retailer. "I was testing a new talking machine just in, and, as chance would have it, had a 'Silver Threads Among the Gold' disc on. An old lady passing by stopped, listened, came in and heard the tune out, and then asked me to repeat it. Of course, I did so, and she up and bought the machine and record. She said her husband, long since dead, used to sing the song to her years ago. She bought the outfit for sentimental reasons, I suppose, but the incident led me to believe that if you have the right tune on a talker at the right time and the right person hears the tune, you'll make a sale. What bothers me, is how to corner such a combination."

F. R. Bayley, who opened a retail store at 5004 Baltimore avenue last month, has already secured a flattering amount of trade, and is assured of business success. He is in a new and rapidly growing neighborhood, and carries a good-sized stock of general talking machine goods.

While fire did some damage to the warerooms

of the Keeu Co., Eighth and Cherry streets, the past month, it did not materially interfere with trade. Business is reported much better, and Mr. Keen and his assistants are putting out a large number of good machine and record orders.

In the show window of one "enterprising" retailer your correspondent noticed the show card, "August Records for Sale." This in October! It conveys its own moral, this incident.

Naval officers from the battleship Washington, lying at League Island, visited the F. A. North Co.'s warerooms, 1308 Chestnut street, early in October, and bought a Lester concealed player-piano. They already have a Lester piano and phonographs and records aboard the battleship.

At least two of the large piano houses—Bellak's and Heppe's—are selling talking machines, having regular departments for these products, and both firms are getting their share of business. Many of the smaller music and instrument dealers are putting in stocks of records and supplies. "Straws show which way the wind blows."

Is the day of the clothing store "barker" nearing an end? A side street dealer here in hand-me-downs has been experimenting with a talking machine, proposing to utilize it as a sidewalk "barker" to attract passersby inside. He figures that a man "barker" costs him \$2 per, whereas a "canned barker's" expense would be merely nominal. All he lacks, outside the "talker," is a mechanical "puller-in."

Unanimous regret is expressed by the trade at the death of C. J. Heppe, president of the Heppe Piano Co., who died suddenly of heart failure, October 4.

WOODIN SUCCEEDS PITOT IN NEW HAVEN.

C. J. Woodin has succeeded George Pitot as manager of the talking machine department of the M. Steinert & Sons Co.'s establishment in New Haven, Conn. He has also charge of their branches in New London, Meriden and Danbury. In a recent chat he said: "I look forward to an exceptionally large fall and winter trade here. Our new Victor parlors (we handle the Victor goods only) are being remodeled, and when finished will be the finest in this section of the State."

ROUSH BUYS OUT E. G. HAYS.

The talking machine department of E. G. Hays & Co., Pittsburg, Pa., has been purchased by J. C. Roush, who conducts it under the name of the Standard Talking Machine Co. Victor, Edison and Columbia lines are handled.

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 had 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 :: ::

WHAT THE CLEVELAND TRADE IS DOING.

Dealers and Jobbers Are Most Optimistic Regarding Present and Prospective Conditions—Higher Priced Machines and Better Class of Records in Demand—"Talker" Has Won a High Position as Musical Instrument and Educator—Automatic Piano and Commercial Talking Machine Big Factors This Year—Expansion With Leading Establishments—What a Run Around the Trade Reveals to the Talking Machine World Man.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1906.

Talking machine trade at present is splendid. All the dealers are optimistic and making preparations for an unusually heavy fall and winter business. That the business is expanding is noticeable on every hand, in the establishment of new concerns and the enlargement of old ones. It is also noticeable that the higher-priced machines and better class of records are being purchased more generally than heretofore, indicating that the masses are being educated in this channel to a correct understanding and appreciation of music. The better class of people recognize the talking machine of to-day as a meritorious musical instrument and educator.

The automatic piano business is getting a strong hold in the Cleveland cafes and restaurants and other places of business, since the high saloon license has necessitated other sources of revenue, and they are proving attractive and remunerative.

The picture arcades are all doing nicely. The parks have just closed and claim to have done the biggest business in their existence.

The October records are meeting with unusual sales; some of the dealers' original orders were exhausted on the third day of sale.

Dealers complain of their inability to procure from the manufacturers sufficient Victrolas and 20th Centurys to supply the demand.

The Columbia Phonograph Co. have on exhibition in their window a Columbia machine which passed through the San Francisco fire, in the company's store in that city. In a small way it illustrates the utter destructiveness of that conflagration and elicits attention and comment.

The Columbia Phonograph Co. report their commercial graphophone department, presided over by H. E. Jones, a decided success. Active trials are being made with a number of business houses, among others the Forest City Paint Co., attorneys Kline, Folles & Goff, Energine Refining Co., Cleveland Steel Co., Chamber of Commerce, Buckeye Electric Co. and Stroug, Carlisle & Hammond Co. "We are finding," said Mr. Jones, "a greater demand for machines than the factory can supply us with. When our stock of new alternating current machines are received we confidently look for a very large trade in this special line."

H. B. McNulty, with the Eclipse Musical Co., is an original genius in talking machine circles. Recently he took an old telephone table and manipulated it into a talking machine, which he calls the Eclipse-o-phone. He has placed the disc on top of the table and the horn underneath, with a record case attached to the upright, which formerly held the telephone. It makes an original and quite novel talking machine, and he has placed it on exhibition in the large show window of the company, making an unusual attraction.

W. J. Roberts, Jr., has just received and placed on exhibition a number of the latest style cabinets which lend additional charm and coziness to his attractive store. Business was reported to be picking up in fine shape after the close of the vacation season and the cooler weather of late. "I am sending in," said Mr. Roberts, "the records discarded in cottages by the National Phonograph Co. and giving my stock a general renewal. Am having a nice trade in October records which customers pronounce very fine, and have been unusually successful in the last few days in selling a large number of cash outfits. The new \$200 Victor Victrola is in high favor. We have quite a number of prospective purchasers and are delayed in making sales early by the inability of the manufacturers to supply us."

At the store of the Eclipse Musical Co., the

exclusive distributors of the Edison goods, trade is notably remarkable for the large increase and urgent requests for immediate delivery. "In our jobbing department," said Mr. T. H. Towell, "we have simply been swamped. Dealers seem to be taking the bull by the horns and are stocking up more extensively than usual for the fall and winter trade. The question of the volume of our business will be regulated largely by the ability of the factories to supply the demand, which at present is beyond all precedent. Our retail trade has increased constantly in the past four weeks, and the prospects are that the fall and winter demand will be far in excess of any heretofore established record. We are going to make some extensive improvements in our retail department and shall add two private record demonstrating rooms."

Fred. S. Silverback, traveling salesman for the Cincinnati Columbia talking machine store, was in the city a day or two ago. He reported that business was fine throughout the State, and that he had taken orders for quite a number of 20th Century machines.

G. J. Probeck, manager of the Columbia Phonograph Co., returned from his vacation trip to Yellowstone Park last week, sun-burned to an Indian brown and in robust health. He says he feels more like working than he ever did before in his life and in the very best of shape for the big fall trade coming on. Cleo. S. Bourgeois, assistant manager, said: "Business is certainly good and is daily increasing, both in the jobbing and retail departments, especially the former. We are having many inquiries for 20th Century machines which have thoroughly gratiated themselves in the public favor. We rented a 20th Century graphophone to the Columbia Telephone Co. for use in their exhibit at the county fair, recently held at Chagrin Falls, in this county. We made a series of records for them, detailing what a convenience it was for the rural people to install telephones, and these records were played alternately between band, orchestra and vocal selections. This saved the employment of a 'barker' and proved effective, as the people stayed to listen to the music, which gave the

telephone company an opportunity to drive home a few arguments in their favor. The graphophone proved such a success, employed in this capacity, that the telephone people have signified their intention of using the talking machine hereafter in their exhibits throughout the country."

A lady called at one of the talking machine stores the other day and called for some "loud-toned needles." Said she didn't want "soft-toned" ones because it made the records play slower.

Mr. Gullery, manager of "The Victor," No. 254 Prospect street, is having a fine trade, and stated that demand was perceptibly increasing since the cooler weather had set in. He reported there were numerous inquiries for machines, and that the October records were selling rapidly. He is in line for a big fall trade.

Business at the store of W. H. Buescher & Son is reported to have been exceptionally fine all summer, continues good and they are looking forward to a large fall and winter trade. "The new Victor Victrola," said Mr. Buescher, "is proving a great success. Its sweet, melodious tone charms all who hear it, and is admired by every one. The October records are selling well, as are also the old, and oldest records." The company have just completed some improvements, making two demonstrating rooms, and two departments, one for the Victor talking machines and one for the Edison phonographs, making it an ideal establishment.

The "Amuse," a new penny arcade, is being neatly fitted up and nearing completion on Superior street. It is owned by the Columbia Amusement Co. and is intended to reach the transient trade on the public squares.

The May Co., department store, are making preparations to enlarge their establishment by adding a quarter of a million feet to their floor space, giving them a total of fully five hundred thousand feet. An ample portion of this space will be devoted to the talking machine department, which at present is located on the fifth floor in a very neat, attractive demonstrating room. They are distributors for the Victor machines and are doing a large local and out-of-town trade. On November 1 they will put in a large and full line of Columbia goods, in which they do a retail and general jobbing business.

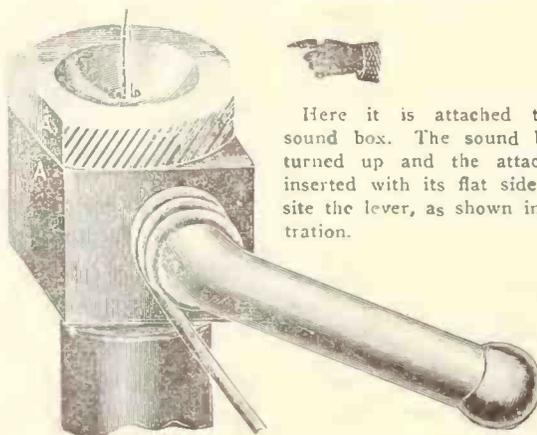
The Columbia Amusement Co. are doing a fine business at their headquarters, 635 Superior avenue.

In their talking machine department Flesheim & Smith report business picking up in good shape since the cooler weather has set in. "The Zono-

(Continued on page 13.)

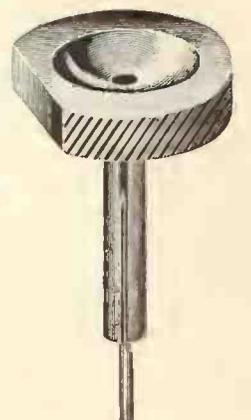
YOU HAVE WAITED FOR THIS!

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

The Talking Machine World,
October 15, 1906.



THE MARVELOUS
SEARCHLIGHT
HORN

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

FOR DESCRIPTION SEE OTHER SIDE

“The Horn without a Competitor”

THE
SEARCHLIGHT
HORN

Is a Revelation to the Lover of Good Music

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

When once you have heard
the “SEARCHLIGHT” you
will have no other.

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

Distributed by

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R. S. WILLIAMS & SONS CO., Ltd.	- - - - -	Philadelphia, Pa.
RUDOLPH WURLITZER CO.,	- - - - -	Toronto, Canada
		Cincinnati, O.

phone," said Mr. Smith, "is a very popular machine in Ohio, and our sales are constantly increasing. The October records are having a splendid sale. Prospects are fine—never looked better." They are making a fine display of machines and carry a large stock of records.

The Marlo Amusement Co., moving pictures and penny arcade, No. 236-S Erie street, are doing a big business, each exhibition being well attended.

The American Amusement Co., No. 716 Superior street, claim theirs is the largest moving picture show in the State, and the business all that could be desired. They have three 20th Century machines, one operated and repeated by electricity, at the above number, the others used in exhibits at fairs, etc. Wm. Bullock is manager of the company.

Mr. Smith, a wholesale grocer of Cleveland, is a born general and a strategist. Not long ago he moved into a flat in a nearby new apartment house on Euclid avenue. The flat has six rooms, hardwood floors, electric lights, telephone, a haughty janitor and an all-night elevator service. The rental is up in the J. D. Rockefeller class. "I really think," said Mrs. Smith, the first day, "we are going to have nice neighbors."

Two of the rooms, a bedroom and the dining-room, open on a court. Below, above and opposite are other windows exactly like the Smith's. The Smith's soon made the discovery that the acoustic arrangement of the court was most remarkable. The walls, ceiling and asphalt floor acted as sounding boards. They could plainly hear every word said by their neighbors, and out of the potpourri of domestic expressions which flooded the court on evenings the Smiths garnered the knowledge that the fat couple just opposite were unhappy and quarrelsome; that the youthful people under the adipose couple were of recent marriage and spoony; the ones above anticipating a visit from the stork; that some one on the same side as the Smith's, but higher up, took roomers, one of whom practiced nightly on a clarinet, and that the blond lady at the top had a beau.

There were several pianos in the building, which pleased the Smiths, who are fond of music. The family with the red dining-room carpet and the rubber plant in the window bought the first phonograph. They started it on one hot evening when all the windows were open. It played "Dearie" and "Forty-five Minutes from Broadway" very nicely. The owner of the phonograph liked "Dearie" so well that he used that record twenty-five or thirty times that evening. Soon after dinner the next day phonograph No. 1 struck up "Dearie" again. This musical treat had evidently suggested to the family below that they too should have a phonograph, and the head

of the family had dissipated no time. His taste was of the music hall quality. His first tune was "Give My Regards to Broadway," which he followed up with other Geo. Cohan things and ended a long repertoire with Marie Cahill's "Robinson Crusoe." And through it all No. 1 was true to "Dearie."

The following evening No. 3 was set in motion. It belonged to the family who had linen covers on their furniture and had a line of "Tannhauser" and "Bohemian Girl." There were evidences of commotion about the premises. Everybody seemed to be taking notice. The fat man got one next. His taste ran to the tum-tum Indian sort, full of pow-wows and Cherokee maidens. Other cylinders sang about Mamie and Lulu and other favorites.

The Smiths had preferences. They stood all until the fat man introduced "A Sailor's Life Is the Life for Me." Mrs. Smith went to bed and sobbed herself to sleep, while the lines around her husband's mouth grew hard, as they do when he is thinking. The next day he bought a 20th Century graphophone. That evening the phonographs began their concert as usual. When well under way Smith placed the horn of his machine through the dining-room window and started it going. In a few minutes every other machine had been retired. Smith had beaten them to a stand-still.

BROUGHT HIM GOLDEN MEMORIES.

"Thank you, senor."

His voice choked with emotion. Antonio Cardina waited until the last note of the phonograph died away and silently left the store.

Antonio Cardina was an Italian. He spoke good English although he had only been in the country a short time. J. E. Lightner had just received some new Edison grand opera records and was playing a few for an admiring group when Cardina came in, says the Painesville, O., Republican.

Enraptured he stood in the background and said not a word until the impromptu concert was finished.

The last selection was by Signor Constantina, a noted tenor. Cardina listened intently. Soon the record was finished.

"Please play ze piece again," pleaded Cardina. Tears were in his eyes and his voice wavered like a shutter in the wind.

And no wonder, the music of the Italian tenor brought back to him dear days in southern Italy. Cardina's father had once been a tenor in the Royal Theater, and Constantina, this very man whose voice was reproduced in the phonograph, had succeeded Cardina's father.

"Much obliged, Meester," said Cardina, when the record finished its second rendition. "You make me very happy."

RUDOLPH WURLITZER'S GREAT BUSINESS

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 7, 1906.

The Rudolph Wurlitzer Co. have built up their talking machine business to an immense point, doing over 200 per cent. more business in 1906 than in 1905. As a result the wholesale and retail departments have been separated, as have the local and foreign departments, and at present three floors are devoted to the "talkers," and twenty-five employes are necessary to handle the business. Nearly a quarter of a million of records are carried in stock, and about 500 machines are to be found on the shelves.

The company carry on an extensive advertising campaign, which accounts for their success, and they contemplate spending \$5,000 in advertising within the next two months in anticipation of the holiday trade.

The Jones Lloyd Music Co., of Richfield, Utah, are doing some excellent advertising for the Edison phonograph in their locality, and from time to time publish the testimony of purchasers of these instruments as to the marvelous merits of the famous Edison goods.



QUAD-RUPLE

Your Cash Sales

WE can refer you to leading jobbers and dealers successfully operating our plan.

Large profits; greatly increased demand for records; profitable "exchanges" for more expensive machines.

Our proposition involves no violation of your phonograph contracts.

Royalties paid by us on 17,494 Lyra phonographs alone, from June 15th to September 15th, showing the success of our talking machine and our selling plan during the three dullest months of the year.

Write for particulars.

Exclusive privileges granted. Don't let your competitor get there first.

The Edwin A. Denham Company

Incorporated

31 Barclay Street,

London

New York

Berlin



HERE ARE THE SELLERS
 No. 25 Holds 150
 No. 26 Holds 252
 Cylinder Records

Our No. 26 is the largest Cabinet.
 Users are looking for a large Cabinet.
 And you can make a good profit on this Cabinet.
 Write for Catalogue and prices.

No. 26 Cabinet.
FEIGE DESK CO.,
 2075 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

THE RIGHT WAY TO

SUCCESS

The
ABSENCE
of
"ALL
UNNATURAL
TONE"

*is but one of the
Superior Qualities
which have made*

IMPERIAL — DISC — RECORDS

*popular and made money for
the Dealers who handle them*

THE VALUE IS IN THE RECORD

IMPORTED IMPERIAL RECORDS

(10 inch Disc)

BLACK LABEL Retail at \$1.00 each
RED LABEL Retail at \$1.50 each.

These records have been made for us in
Europe by noted artists, including:

M. NOTÉ BARITONE WALBERTI TENOR JUAN LURIA BARITONE
GRAND OPERA, PARIS ROYAL OPERA, BERLIN ROYAL OPERA, STUTTART
Mlle AGUSSOL SOPRANO Mlle DEMOUGEOT, SOPRANO
GRAND OPERA, PARIS GRAND OPERA, PARIS

They have exquisite tone qualities and artistic
treatment, reproducing with marvelous accuracy
the beautiful voices which have charmed all Europe.

**DONT FAIL TO GET
A SET OF THOSE PUBLISHED IN OUR LIST
NOW READY.**

LEEDS & CATLIN CO.,

NEW YORK

AN INSTRUCTIVE INTERVIEW.

A Talking Machine Jobber Tells The World Representative a Few Things Which Show How the Talking Machine Stands.

I called on a large talking machine jobber the other day in the interests of The World, and after the usual pleasantries had been indulged in, I asked him if he had anything of an original character to offer my paper in the way of talking machine news.

He smoked a few moments in silence; then turning to me with a smile that spoke of some-



TEACHING THE PARROT TO TALK.

thing good to come, he replied, "Yes, I will confess to having a few little things up my sleeve which may be of interest to you, and which are yours for the asking.

"As a beginning, let me tell you this: the talking machine has come to stay, thereby assuring permanent prosperity for the dealer. I have been in the 'talker' line for sixteen years, and I have always said I would live to see the day when the phonograph and its numerous brothers and sisters would outgrow the mere toy period and become articles of real value to the world, and now that day has dawned.

"I sold ten machines to one man yesterday, and he was not a dealer either. Now, I'll just bet you a dollar to a doughnut, you'd never guess what he wanted them for."

I shook my head.

"Well, he is the proprietor of a bird store. Are you on yet?"

I again declared my ignorance.

"Ha! ha! I thought so," he laughed. "Why, he is the principal of a parrot academy; teaches them to talk, you know, and makes money at it, too. I was just as much surprised as you are when he began telling me about it. Neverthe-

less, before he had finished his explanation I was convinced beyond doubt of the practicability of the scheme. The parrot's cage is placed directly in front of the machine, upon which a specially prepared record containing the words, "Pretty polly, polly wants a cracker," and the hundred and one phrases that talking parrots are supposed to utter, is played over and over again until the bird is able to recite his lesson perfectly. Then the record is changed, and in a few weeks the feathered linguist has quite a repertoire of conversation, profane and otherwise, and his value is greatly enhanced in consequence. Twenty-five dollars is charged for a full course of instruction, which is accompanied by a guarantee. So much for the parrot.

"Probably the greatest work the talking machine is doing at the present time in an educational way, is teaching the deaf mutes."

He handed me a clipping from "Farm and Fireside," which I read with much interest. It was as follows: "When a deaf mute child is received at the Wisconsin School for the Deaf, a record of all of the sounds that he is able to utter, is made by having him sound them into a phonograph. The work of training him how to talk then commences, and as he progresses, other records are made. He is taught to say the words and sentences written on the blackboard, and others. After a period in school, the progress that the machine has made. A visitor is at once struck with what he hears, for all of the tests have been made on the same cylinder. When the record is put on and started, it repeats the gutturals that the child first uttered when he came to the school. Then it calls out a sentence that the pupil tried to say after a period had elapsed. The same sentence is repeated more clearly, and again and again it is sounded out of the big horn, until it is as distinct as a person having the full sense of speech is able to utter it. Then the child himself is called and one sees a living example of what kindness and patience and ability of a teacher is able to accomplish for the unfortunate."

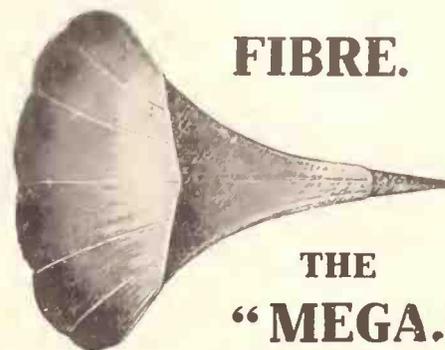
"Truly wonderful!" I cried as I handed the clipping back.

"You're right," he answered, and then continued: "Here's another tip you had better jot down in your notebook. The telephone companies are getting wise to the fact that the talking machine is all right for their business. They tried it once, years ago, without success, but that was before the vast improvements which now make it an almost living being were even thought of, and they realize its adaptability to the extent that they are seriously considering installing it in their central offices as an aid-de-camp to the 'hello girl.'

"There are various other uses to which the talking machine is being put, which further prove my assertion that it has come to stay. The things which I am about to tell you now," he explained, "may not be at all new to you, but at the same time they go to show that I am right, viz.:

"Concerts are being given in the parks of all our large cities by loud voice talking machines; dancing academies are using them to advantage; authors and actors make use of them for dictation purposes in preparing their books and plays. Then there is the Pennsylvania Railroad Co.; that corporation is taking advantage of a good thing by substituting the talking machine for men in announcing trains at their great terminal stations. Business men are using it in their offices in lieu of stenographers, and I noticed in your paper not long since that an attachment for an alarm clock has been thought of in connection with a talking machine in such a way that instead of an ear-splitting buzz and ring, we may both be awakened in the morning by one of Sousa's stirring marches. Or had we better leave Mr. Sousa out since his declaration against the talking machine? I believe if this attachment comes before the public it will sell, and I for one expect to lay in a supply as soon as possible."

He glanced at his watch with a look of sur-



FIBRE.
THE
"MEGA."

SUPPOSE your next customer should ask you, which horn in your opinion was the best for results, metal or fibre.

You'll have this inquiry sooner or later.

If you have been handling metal exclusively it's perfectly natural you'll tell him metal. Probably you have never considered the matter further.

We know every inquiry of this sort answered in this way is absolutely wrong. It's an injustice to your customer and it's a further injustice to your own pocket.

Take our word for it you can keep a talking machine user interested longer if he has a horn that gives him the best possible results. That's the "Mega." The extra record sales resulting therefrom and those you can make by using a "Mega" professionally in your store will be to your advantage.

You'll interest a prospective machine customer more quickly and sell more machines with a "Mega" than would be possible by using metal as a medium.

Dealers everywhere have appreciated these facts and have handled and pushed the "Mega" ahead of anything else for years.

At one time or another some of your trade probably have told you their records did not sound as well in their homes as they did in your store. They have blamed the records or the speaker, never the horn. No doubt you have told them the carpets or draperies have been the trouble. This is true to a certain extent; but at the same time your customer has felt a little dissatisfied.

You can overcome a great deal of this trouble and have your trade feel better satisfied if you will get them to use a "Mega." Try this in one instance and see if we are not right.

One of the "Mega's" chief points of superiority over metal is the fact that it cannot be dented. This in itself should commend it to the wise dealer. The "Mega" fibre material can be likened to rubber for its flexibility and durability.

When you think of fibre don't imagine the "Mega" is a fuzzy, dull appearing product. The baking process to which all "Megas" are subjected gives them a high glaze finish.

You can pay less for horns—but why deceive yourself? The best is none too good for the trade you are trying to hold.

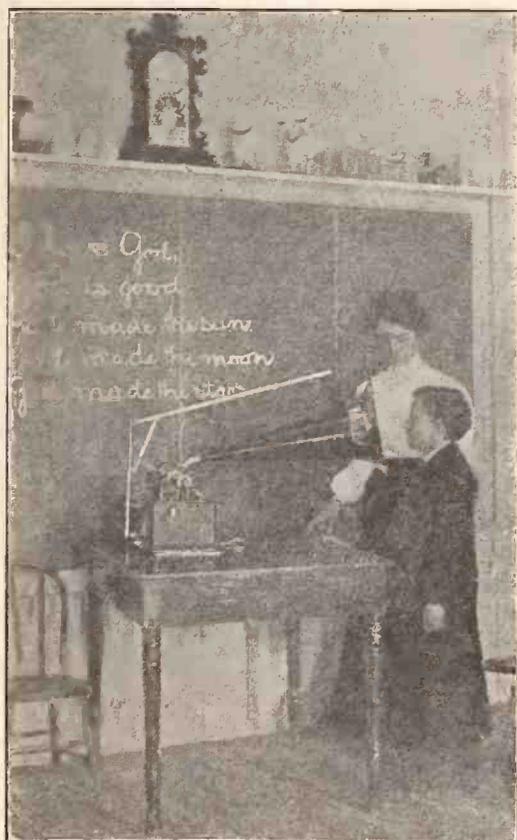
The "Mega" is made in Trumpet and Flower shape and Flower-Shape Decorated, also Recording. Let us send you our literature. We'll send you copies of some of the "Mega" testimonials from both Jobbers and Dealers on application. They'll convince you, if our arguments fail, that the "Mega" is the best horn for all-around satisfaction on the market to-day.

If your Jobber cannot supply you with the "Mega" write us direct.



Trade Mark Registered.

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

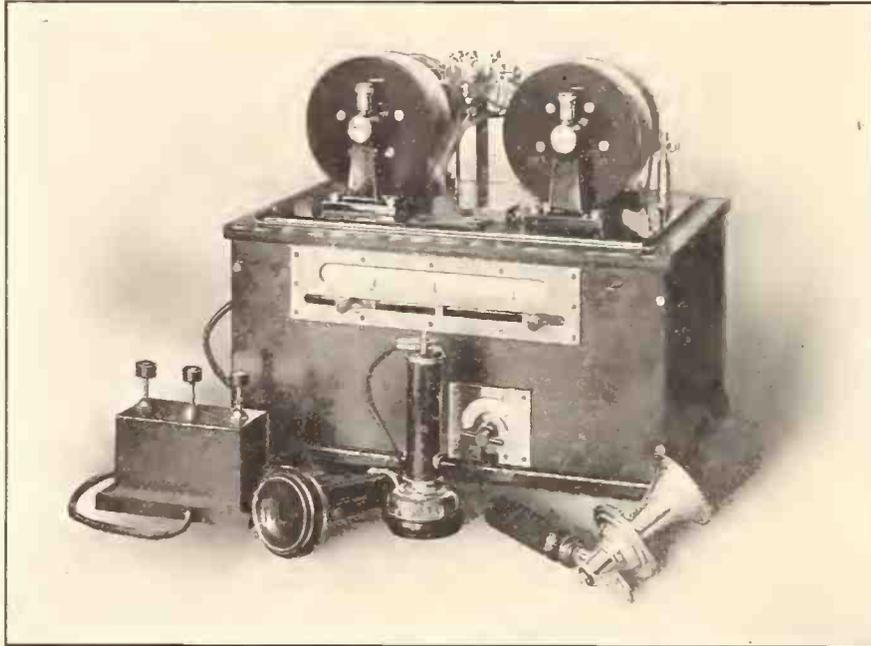


TEACHING A DEAF MUTE TO TALK.

An Unusual Opportunity For a Small Investment

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

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



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

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

Had you invested only \$10 in Bell Telephone stock a few years ago you could sell your interests to-day for more than \$20,000. Such opportunities for fortune-making investments occur only once or twice in a lifetime, when some great practical discovery is made which like the telephone, is susceptible of a "basic patent," securing to its owners an absolute and legitimate monopoly.

Such an opportunity is now open to the first few investors whose quick intelligence will enable them to see the vast practical usefulness of the

Telegraphone

The general interest in this epoch-making invention has grown day by day until it is now the most earnestly discussed device in scientific and commercial circles throughout the world. This is because men realize that the practical usefulness of the TELEGRAPHONE will quickly make it a coveted thing

for every man who has a telephone,
or owns a typewriter,
or employs a stenographer,
or enjoys amusement,
or wishes to learn a foreign language,
or is deprived of his eyesight,
or writes letters,
or sends telegrams.

The TELEGRAPHONE has a broader field and a greater future than the telephone, the telegraph, the typewriter, or the phonograph, because

It renders a telephone conversation as tangible and as safe as a written contract,—
It supplements greatly both the wire telegraph and the wireless,—
It supersedes the phonograph in the office and in the home,—
It is not only a wonderful saver of time, but also a great convenience, and insurance against error, both for the correspondent and the typewriter.

LARGE CLAIMS? Yes, but you will agree that these are modest claims when you have seen this perfected machine in operation and perceived its marvelous capabilities. Every one of these claims will be demonstrated to your entire satisfaction.

The U. S. Patent Office will tell you that practically all patents issued are based upon improvements or modifications of some already known scientific or mechanical device, but that the TELEGRAPHONE is one of those rare instances of a discovery susceptible of a "basic patent," because it embodies entirely new principles of applied science. It is an application of electro-magnetism by which sound waves, even those produced by the minutest whisper or respiration, are electrically projected into the mole-

cules of steel, there to remain and be reproduced at will. There have not been a dozen basic patents of importance issued in the last quarter of a century, and without a single exception such basic patents (legitimate monopolies) have made vast fortunes for early investors.

A limited portion of the treasury stock in the American Telegraphone Company will be sold to the earliest applicants at \$10 per share. Each subscriber will be limited to a few shares, because the more investors we have, the more general will be the interest aroused in the Telegraphone. **THERE ARE NO PREFERENCE SHARES AND NO BONDS—ALL SHARES ARE ALIKE AND EACH SHARE CARRIES WITH IT THE RIGHT TO VOTE**, so that with a single share you will have every right, privilege and protection possessed by any other stockholder, and being in at the birth of a great industrial business, you can not only watch it grow, but also assist in some measure in your own community, until the TELEGRAPHONE surpasses in magnitude, as it surely will, such vast interests as the Telephone, Air-brake, Phonograph, Sewing-machine, Kodak, and many other industries which originally started in a small way, but by real merit have achieved enormous power in the commercial world.

The net proceeds of the present limited sale will be devoted entirely to manufacturing and to enlarging and equipping the plant for the manufacture and sale of the TELEGRAPHONE. The instrument has met with an immediate demand of surprising proportions—orders having already been received for a number far in excess of the factory's utmost capacity of production for many months to come.

We invite your fullest investigation. If you cannot call to see the TELEGRAPHONE in operation,

—THEN CUT OUT THIS BLANK AND MAIL IT TO US TO-DAY—

With your permission, we should like to mail you, entirely at our expense, an illustrated booklet describing the Telegraphone, and pointing out some of the far-reaching influences which this unique invention is already beginning to exert upon scientific, social and commercial life. *To avoid all chance of error or delay in forwarding this booklet to you, please write very plainly:*

YOUR FIRST NAME SPELLED OUT:	MIDDLE INITIAL:	YOUR LAST NAME:
MR., MRS. OR TITLE: YOUR MAIL ADDRESS (P. O. BOX, OR STREET AND NUMBER):		
YOUR RESIDENCE (CITY AND STATE):		[K 651 B]

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

STERLING DEBENTURE CORPORATION.
56 Wall Street, New York.
F. C. MACLEAN, Manager.

prise, and closed the interview as follows: "Young man, I could go on indefinitely telling you about the practical uses for the greatest money maker, and grandest invention that ever happened, but I won't, because I am very busy to-day, and have already given you more of my time than I should. You see," he went on apologetically, "it makes me feel so good when I realize that my business is on as firm a foundation as groceries or hardware, that I have to talk about it.

"Now, I will just say this in closing, then I must say good-bye. We are catching up nicely on record shipments. That little courtesy of the National Phonograph Co.'s in cutting out the June list helped wonderfully, and taking the time of year into consideration, things are certainly 'going some.'"

Bestowing upon me a hearty hand clasp and a good cigar, he bowed me out.

HOWARD TAYLOR MIDDLETON.

EDISON BUSINESS PHONOGRAPH.

Commencing With Sept. 1 the Sale of This Instrument Was Placed with a Number of Jobbers—This Plan Likely to be Extended.

Commencing with September 1 the sale of the Edison business phonograph was placed in the hands of a number of jobbers by the commercial department of the National Phonograph Co. Others are trying it out, and it is likely that the leading jobbers in the country will take on the new line as rapidly as their business can be adjusted for its proper and efficacious handling. Nelson C. Durand, manager of the National Phonograph Co.'s commercial department, who returned last week from an inspection trip of the company's offices in the Middle West, in explanation of this policy, said to *The Review*: "We are not throwing open the commercial system to the entire trade, but only those who can qualify. That is to say, the National Phonograph Co. will give the preference to the Edison jobber or dealer to handle the business phonograph in their locality when they reach their city, and

not before. We will give full and free instructions to the local man's operator, so that he or she can in turn teach his client, and likewise his mechanic will be taught how to install and care for the machine.

"That is to say, the local jobber or dealer must install and do all repairing, but need carry no stock. The company will ship the equipment and bill the goods. Now, another thing, in according this privilege the commercial department will not permit the agent of a concern in some other place to handle the business phonograph. The arrangements will be made with the principal only, and he can sell where he pleases—no exclusive territory is given under any circumstances. We shall issue no printed matter in connection with this move, and, for heaven's sake! tell the trade not to write, for Durand is too darned busy! Oh, yes, our present branch offices will be maintained as heretofore, for the convenience of those taking on the new line."

SOUSA'S MACHINE MADE MUSIC.

Some London Comments on Sousa's Article.

In commenting upon Mr. Sousa's rabid attack on "canned music" recently, our esteemed London contemporary "Music," says that "some of his (Sousa's) strictures on machine-made music might even be applied to his own work, for anybody who has heard one of his marches can recognize all the others as having been drawn, so to speak, from the same tap."

A member of the Gramophone Co., of London, when interviewed on the subject, said: "So far from lowering the musical taste of the people, talking machines have educated and elevated it. We find that when a man first buys a gramophone he lays in a stock of the most amusing songs and the lightest kind of orchestral selections. In his early enthusiasm he plays his records over and over again, with the result that the comic song, the oft-repeated joke of the comedian, and the frivolous tunes fall on him and he turns to a higher class of music."

Mr. Sousa seems to be in the position of the

logger who pries out the key log in a jam. Everything seems to be coming his way in a manner, it may be safely assumed, he hardly expected.

COLUMBIA AT INDIANA STATE FAIR.

At the Indiana State Fair held recently the Indianapolis branch of the Columbia Phonograph Co. prepared a special window exhibit in honor of the occasion. In the center of the window was placed a large graphophone on a mahogany pedestal, in front of which was placed a large banner bearing the words, Columbia College. Placed around this banner and completely filling the window were pennants of the most prominent colleges of the United States. The exhibit is said to have influenced many sales.

MUSICAL ECHO CO. CONCERTS.

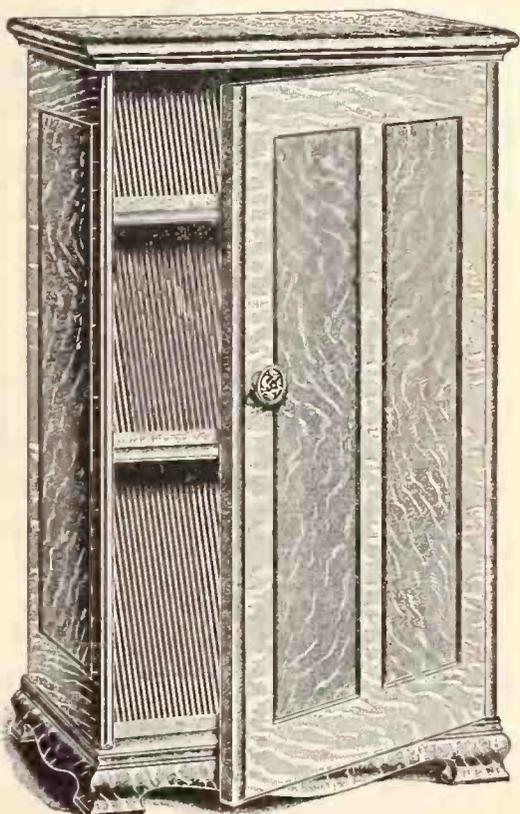
The Musical Echo Co., Philadelphia, have been giving a series of concerts in the auditorium of their handsome warehouses in Philadelphia every Saturday evening during the summer, which have proven great successes—the auditorium, seating 350 people, has been packed to the doors at every concert. Last Saturday evening the records listed were all Victors, and embraced numbers by such leading artists as Eames, Caruso, Scotti, Kubelik, Juch, Melba and others, and were rendered on the new Auxetophone, the latest achievement of the Victor Co.

"TALKER" ON PRESS CLUB OUTING.

On the recent trip of the International League of Press Clubs through the Cripple Creek district following their convention in Denver, a Victor machine and a fine assortment of records in charge of Miss Ethel Irvine, of the Knight-Campbell Music Co., who was a guest of the clubs furnished the music.

Saying good things of yourself and your goods makes you believe good things—and as you believe so will you bring others to believe, and from the belief will spring profitable business.

Talking Machine Disc and Cylinder Record Cabinets



No. 705

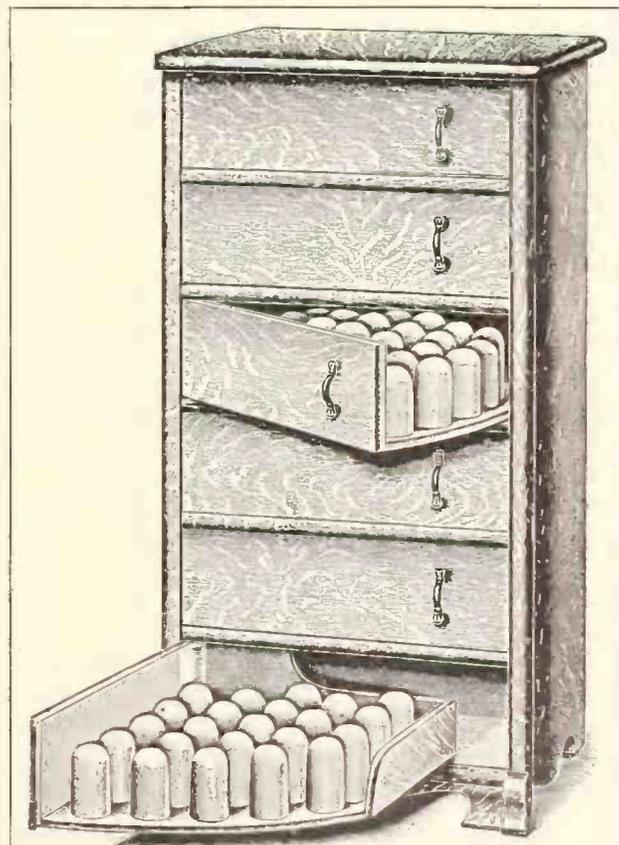
Latest Styles
Lowest Prices

It will pay you to carry
our line of goods

THEY ARE SELLERS

New Catalog, showing
complete line of Cabinets
ready to mail.

WRITE FOR IT—NOW



No. 710

SALTER MANUFACTURING COMPANY

102-108 N. Oakley Ave., CHICAGO

THE PETMECKY MULTI-TONE SELF SHARPENING Talking Machine Needle

Plays loud or soft and intermediate tones with the same needle.

Sharpens itself. Each needle plays ten records.

Saves wear on the records.

Makes disc machines as smooth and scratchless as cylinder machines.

Makes worn records play without scratch.

Helps the sale of disc machines and records.

The only needle that has a character.

Pays dealers a better profit than any other needle.

The price is restricted and profits are certain.

WHAT DEALERS THINK OF PETMECKY NEEDLES:

The **A. Hospe Co. of Omaha, Neb.** say:—"We have tried the Petmecky needles thoroughly. Last week the writer played sixteen twelve inch red seal records with one needle and after the test the needle seemed worn but little."

The **Unique Talking Machine Co. of Houston, Texas,** say:—"We have sold quite a few of your needles and each sale brings others. As to our opinion: we use them on all our high priced records. Did we not consider them the best we would not use them on records worth from \$3 to \$5."

H. A. Guyon of Red Bank, N. J., says:—"I have done some investigating with your needles and have come to the conclusion that you have the real thing in needles. I would suggest that you retail them at 25c. per hundred. There is no use throwing a good thing away competing with the needles now on the market when none but yours will play a twelve inch record through distinctly."

The **Huff Music Co. of Bethlehem, Pa.,** say:—"The sample needles received. We gave them immediate trial in the presence of a number of persons and the various loud and soft effects produced by the change of fronts is marvelous."

Harry C. Lansell of Phila., Pa., says:—"Philadelphia is the home of the Victor and all improvements in anything pertaining to the talkers must have decided merits. Your needle, however, needs no explanation. It speaks for itself."

Write for free samples, descriptive circular and terms to dealers.

DISTRIBUTORS TO THE TRADE:

W. H. & L. C. WOLFE, - Altoona, Pa.
WALTER D. MOSES & CO., - Richmond, Va.
SHERMAN CLAY & CO., - Seattle, Wash.
F. M. ATWOOD, - - - Memphis, Tenn.
THE CABLE CO., - - - Chicago, Ill.

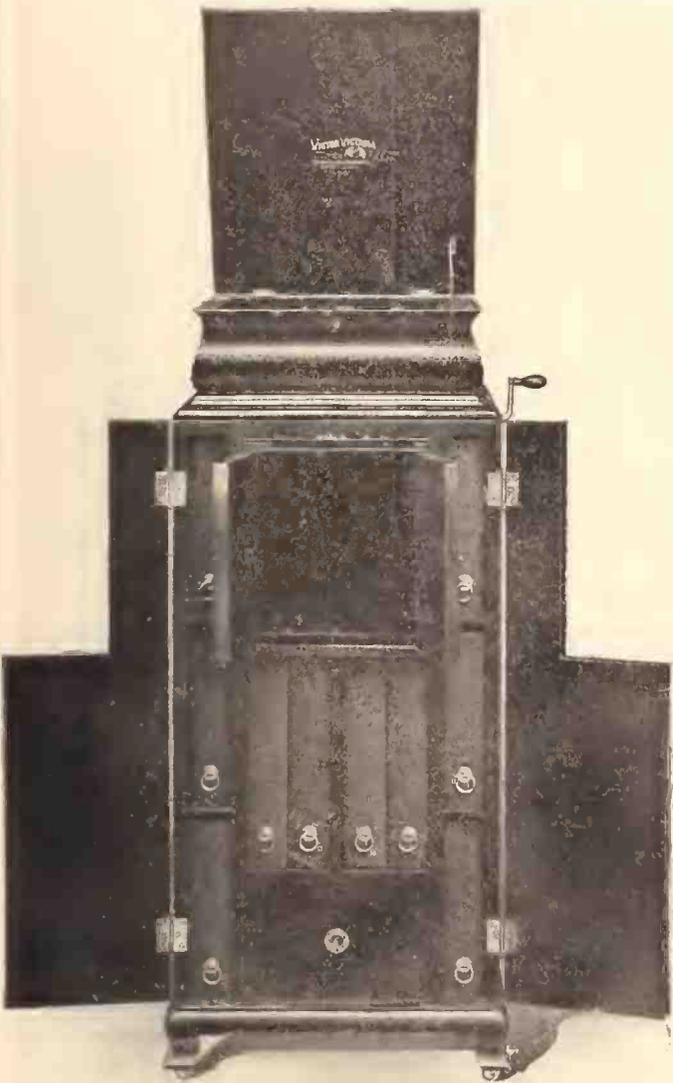
THE O. K. HOUCK PIANO CO., Little Rock, Ark.
THE A. HOSPE CO., - - - Omaha, Neb.
TEXAS PHONOGRAPH CO., - Houston, Tex.
THE STONE & BARRINGER CO., Charlotte, N. C.
KOHLER & CHASE, Oakland and San Francisco, Cal.

THE PETMECKY CO., Manufacturers
AUSTIN, TEXAS, U. S. A.

THE VICTOR VICTROLA.

Illustrations of the Remarkable Instrument Put Out by the Victor Talking Machine Co. Which Has Been So Highly Praised.

Nothing in years has made such a tremendous impression throughout the country as the Victor Victrola, the remarkable new instrument



VICTOR VICTROLA WITH SOUND BOX AND CABINET OPEN. recently placed on the market by the Victor Talking Machine Co., and referred to recently in these columns.



SHOWING SOUND CHAMBER CLOSED AND RECORD CABINET OPEN.

The Victor Victrola is 4 feet high, 20 inches wide, 22 inches deep, and weighs, unboxed, 137 pounds. It is made of solid mahogany in light and dark shades, and superbly finished. The metal parts are heavy gold plated. As can be observed in the cut there are ten disc albums, which afford space for sixty 12-inch and ninety 10-inch records, or 150 in all. At the bottom there is a drawer, or compartment for extra supplies, while a sliding needle drawer is placed just above the drawers which open into the horn.

There is an enormous demand for the Victor Victrola in all parts of the country, and the ability to regulate the volume of tone as well as to remove all mechanical sounds have won for it a unique position in the talking machine world.

The Victor Co. have recently issued some literature bearing upon the Victor Victrola, which explains its functions most interestingly. They say in part: "Just open the doors and the melody pours forth. Don't you see we have simply reversed the ordinary practice? We take the sound, as it were, by the hand, and lead it down from the sound box above the record through the tubes to a mahogany horn below rather than to a horn above, and modify the volume as we please by closing and opening, more or less, these doors."

THE TRADE IN WHEELING, W. VA.

Business With Leading Dealers Shows Great Activity.

(Special to The Talking Machine World.)
Wheeling, W. Va., Oct. 9, 1906.

At this time it would seem as though the season of preparation is about over, and the busy season on the verge of starting.

September was a quiet month with the trade here, and it gave dealers an opportunity to get their stocks in condition for the great trade expected this fall and winter. The conditions in this section are most promising, all the mills, mines and factories working full time with orders ahead to keep them busy during the winter.

The Columbia Phonograph Co. are making preparations to open a store here. They will occupy the half of a room on Main street. Thos. Rodgers, formerly manager of the Homestead, Pa., store, will be in charge. As he has had several years' experience in this line, he will no doubt do much toward popularizing the Columbia goods in this section.

The several music stores are making creditable showings of the Victor and Edison machines. Bard Bros. invited the public to come and inspect the many changes made at their Main street store. This was a popular event, and several thousand people visited their store during the day and evening. The different salesrooms were beautifully decorated for the occasion. Each visitor was presented with a carnation as they entered the building. This firm has placed an immense sign on the top of their building. It is painted and cut out to represent an Edison phonograph with large horn. In the bell of the horn there is a picture of Mr. Edison. At night this is illuminated by many small electric lights, attracting much attention.

EDISONIA CO.'S NEW QUARTERS.

A. O. Petit, of the Edisonia Co., of Newark, N. J., is now preparing a new home for his company at 58 Halsey street. On account of the extensive alterations under way at the new place it will be a month at least before he can get established.

Their new quarters, when finished, will be among the handsomest in the State. The whole front of the building will be of solid plate glass, which will not only ensure bright, cheery rooms, but a wonderful opportunity for window display on a large scale.

Heintzman & Co., who handle Edison and Columbia talking machines, records and supplies in Winnipeg, Man., report an exceptionally good demand for these products in that vicinity.

**Don't
disappoint
your
customers**

If you're out of anything and have to send to your jobber for it, tell your customers just when you will have it—and don't disappoint them.

Sounds well enough, but how are you going to do it? That's between you and your jobber, and your jobber ought to be able to size up to the mark.

Every one of our customers know they can swear by us, for we ship every order the same day it is received, and they can figure out without any trouble just when the goods will arrive at their store.

Wouldn't you like to enjoy this service? Wouldn't it be better for your store and tend to draw your customers closer to you?

We're ready to fill your orders whenever you send them to us. We always have on hand a complete stock of Victor talking machines and records, trumpet horns, fibre cases, English needles and other accessories of every sort, and never keep you waiting.

Write to-day for a copy of our latest catalogue. When you get it, make up a trial order and see if all we have said about prompt service isn't backed up by actual performance.

**The Victor Distributing
and Export Company**

77 Chambers Street New York



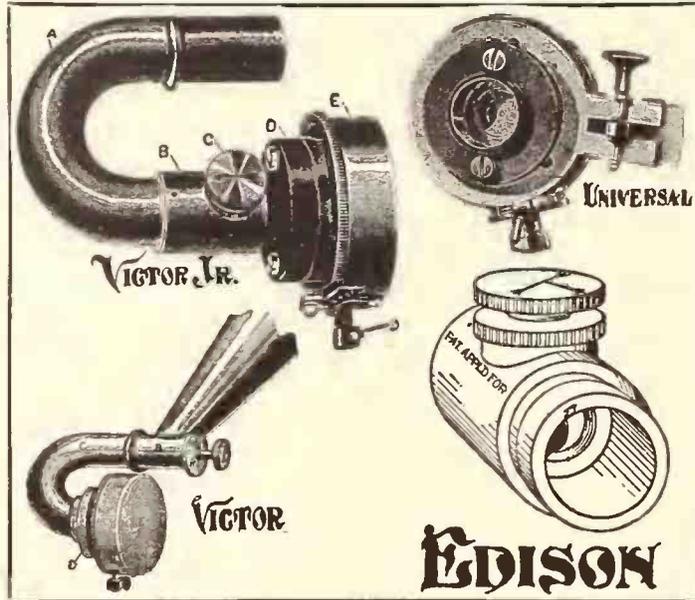
-tone REGULATORS

FOR ALL TALKING MACHINES

"Junior" Tone Regulator

Illustration represents The Tone Regulator as it looks on a Victor Tapering Arm Machine. If you will notice the cut you will find part marked "E." This is aluminum cup, which fits over the Exhibition sound box and when reducing the tone the cup prevents the tone escaping through the sound box. With this Tone Regulator one can change the tone from very loud to very soft by simply turning the thumb screw marked "C" in cut. The Tone Regulator does away with the soft tone needle. The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear the loudest band piece in a very small room.

Price \$1.00



Tone Regulator for Edison Machines

The illustration is an exact cut and size of our Tone Regulator for phonographs. By simply turning the thumb screw you can regulate the tone so that the loudest band pieces may be listened to with pleasure in the smallest room. The Tone Regulator is placed between the reproducer and the rubber connection or the horn.

Price 75 cents each

The "Universal" Tone Regulator

The "UNIVERSAL TONE REGULATOR" is designed to fit Tapering or Straight Arm Victor Machines, also Columbia and Zonophone Tapering Arm Machine. With the "Regulator" the tone from the horn can be reduced to any desired volume at the will of the operator without stopping the machine. By the use of the cap over the outside of the reproducer the sound which comes from that side is cut off, and only the pure tone which comes through the horn is heard. This outside tone has a higher pitch than that which passes through the horn and causes much of the harsh metallic sound often noticed, which is really a discord.

To apply the "Regulator" loosen the screws which fasten the reproducer to the arm and remove the reproducer. With the Victor the same screws can be used, but with others they must be replaced by ones furnished with the "Regulator," which are slightly longer than those originally on the machine. Place the "Regulator" against the rubber disc in such a manner that the slide valve will be away from the rubber and against the metal back of the reproducer, and so that the screws will pass through the proper holes; those marked "A" being made to fit the Victor and Zonophone, and the three marked "B" to fit the Columbia. Place the reproducer against the "Regulator" so that the screws will enter the proper holes, and set the screws tight to place. The instrument is then ready for use.

Price \$1.00

The "Victor" Tone Regulator

With this Tone Regulator one can change the tone of a talking machine from very loud to very soft by simply turning the thumb screw, which is shown in the cut, and marked letter A.

First—It does away with the soft tone needles which are detrimental to the records.

Second—The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear with pleasure the loudest band piece in a very small room.

Third—With the Tone Regulator one can give expression to the selection, thus doing away with the *monotony* of the record.

Fourth—By reducing the tone in vocal selections the words are more distinct. This can only be done by the Tone Regulator.

Price \$3.00

Dealers will find it advantageous to carry a stock of these Tone Regulators as it is very often the means of selling a machine to parties who would otherwise not purchase.

Discount to dealers same as on Victor Machines.

We are the only distributors carrying a complete line of Victor Records in sealed Envelopes, which is a guarantee that the Record has not been used and is in perfect condition. Send us a trial order.

The Rudolph Wurlitzer Co.

Manufacturers

CINCINNATI.

CHICAGO.

FROM OUR EUROPEAN HEADQUARTERS

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

W. LIONEL STURDY, Manager

THE TRADE IN ENGLAND.

Trade Satisfactory—Longer Records Commanding Large Sale—Indications of Strikes May Interfere With Trade Somewhat—The Edison Bell Co.'s Long Record—Interesting Chat With Mr. Rühl—A New Incorporation—The New Columbia Quarters Centrally Located—Russell Hunting Co. Expansion—Growth in Talking Machine Popularity Everywhere—Used as an Aid to Drilling and in Recitals in the Hop Fields—A Birmingham Concern—Other Items of Interest.

(Special to The Talking Machine World.)

London, England, Oct. 6, 1906.

The general trend of our September trade has been good. Reports from all quarters bear out the fact that the longer records now supplied by the Edison Bell, Russell Hunting and General Phonograph Co., have commanded an exceptional sale, and have awakened great public interest. Unfortunately for us, this country is at present threatened with many trade disputes, that in two cases have already matured into strikes. Employes in the Scotch and South Wales collieries, the Clyde boiler-makers and British railwaymen are agitating for higher wages and a shorter working day. We are not so much concerned with the justice or otherwise of the disputes as to what bearing it will have upon the talking machine trade. As these labor wars tend to divert capital from this country, it will be felt that at any rate in the particular strike counties some detrimental effect must result to most trade, perhaps more so to our own when we consider that the talking machine is not so much a necessity as a luxury.

In my August report I gave currency to the fact that the Edison Bell Co. were placing a longer record on the market. Instead of one-quarter to three-eighths of an inch, it will occupy almost the whole length of the mandril. The extra space will, of course, be utilized in many cases to the full, and consequently certain selections can now be rendered complete, which hitherto was not possible on the ordinary standard length record. Interviewed on the subject Mr. Hough said that the output of the larger record will naturally be limited, in comparison with the whole amount of trade. For some time to come the greater part of the business will be in the standard size, but undoubtedly the longer

record will grow rapidly in public favor and probably lead to a revolution in demand, which from one too obvious point of view is much to be regretted. On the principle so characteristic of humanity, "get as much for your money as you can," the masses will clamor for the longer record, whether or not it contains more music than the ordinary. Asked as to condition of sales Mr. Hough said trade was splendid. Last month was synonymous with marvelous sales, and this month bids fair to outshine all its previous records. Great preparations are in hand, and new plant has been put down with the object of being ready for those sudden expansions of trade, which appear to be characteristic of this business during the winter months. A splendid range of new artists is promised for the future, some who have never yet been known to the phonograph. Asked if he wished to tell The World readers anything more, my informant replied that it might interest them to know that there had been no recent fire at the works, nobody had died in their connection, and he wished to say nothing more, except to assure friends throughout the world that "all's well."

Disc Records Made in Great Britain.

The Columbia Phonograph Co. drew our attention to a statement circulated in the trade to the effect that certain disc records are the only composition disc records made in Great Britain, very properly pointing out that the statement is untrue, inasmuch as Columbia disc records come within this description, being made of composition and manufactured in London.

Recent Columbia Records.

The 12-inch Columbia disc records by Miss Ruth Vincent and David Bispham, to which I drew special attention last month, have proved exceptionally good sellers. The demand for them even in the first few days of September was indeed so great that the shelves were soon emptied. A further stock was speedily requisitioned by cable, and before the month closed another large shipment had arrived, so that the company are again in a position to give prompt attention to the large orders which these excellent records are calling forth.

Mr. Marconi's Plans.

Mr. Marconi is evidently not the man to let the grass grow under his feet. We announced last month that he had accepted the position of consulting physicist to the Columbia Phono-

graph Co., General, and we are now able to say that he has already given attendance at the company's American laboratory and made such arrangements as will enable him to proceed with his projected experimentations forthwith. Just now, we hear, he is back in Europe on important business concerning his wireless telegraphy undertakings, but it is his intention to give his immediate attention to the talking machine, and in pursuing his investigations he will, of course, make the fullest use of the unique resources which the Columbia Co. can offer him in their laboratories on both sides of the Atlantic.

While in America last month he spent a day at the Columbia's Bridgeport factory, and in the evening was entertained at a banquet at the Waldorf-Astoria Hotel in New York. He expressed himself as delighted with the splendid manufacturing and experimental facilities the Columbia people have provided in America and proposes to visit their London plant at the first opportunity.

Carl Lindstrom's Great Business.

The famous house of Carl Lindstrom stands out as one of the largest manufacturing firms on the Continent. They occupy commodious premises in Berlin, besides having their depots and agents throughout the world. Their principal outside agency is in London, under the able management of Mr. O. Rühl, a gentleman of wide experience as a talking machine manufacturers' agent. In the course of a very interesting interview with Mr. Rühl I learned some particularly good news in relation to the firm he represents. The fact that their output increases not only each month but right throughout each whole year, summer as well as winter, shows a very satisfactory state of affairs. This condition is but the "effect." Let us trace the "cause" and we are immediately led to quality, workmanship and service. These three form the basis of business progress. They stand for the word "recommendation," which means everything in these times, when the market is overrun with articles of gaudy and inferior quality. From time to time the growth of Carl Lindstrom's business has rendered it necessary to secure additional space; to-day the needs of the business have demanded still more room, and the new up-to-date warehouses situated in a central quarter of Berlin will enable them to offer dealers still letter service in the future. As an instance, I

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality

Best Workmanship

Best Value

Agent for England and Colonies:

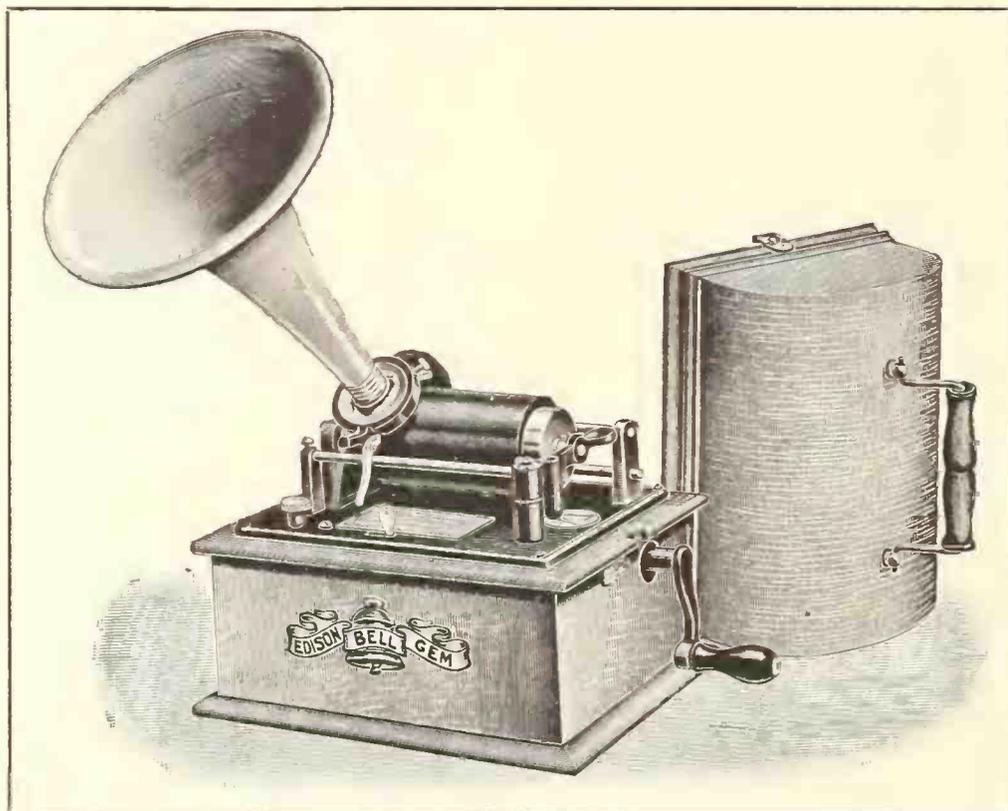
O. RÜHL, 6 and 7 Red Cross St. London E. C., England

To whom all inquiries should be addressed

— The —

EDISON BELL PHONOGRAPHS

The
**EDISON
BELL
GEM**



The E. B.
"STANDARD"
BUILT ON
EDISON
MODEL

A NEW AND ELEGANT MODEL—JUST A MINIATURE "STANDARD"
MANUFACTURED IN LONDON, ENGLAND

— The —

EDISON BELL GOLD MOULDED RECORDS

ARE
LOUD—CLEAR—DISTINCT—SMOOTH SURFACES—HARD WEARING
AND
HAVE THE BIGGEST SALE IN GREAT BRITAIN AND COLONIES

THE NEW SELECTIONS

ARE NOW MADE
THE FULL LENGTH OF THE MANDREL
AND CONTAIN
MORE MUSIC—ANOTHER VERSE OF A SONG—OR—STAVE OF A BAND

THERE IS ROOM FOR THIS RECORD AMONGST ALL ENGLISH SPEAKING PEOPLES

ADDRESS

EDISON BELL

39 CHARING CROSS ROAD

LONDON, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

may say that no less than fifty new workmen have been taken on within the last month or two. Disc machines form their specialty, and these are now being turned out as fast as the capacity of the works will permit. A specially reliable motor is fitted and, as a whole, these disc machines constitute first-class value. In his announcement Mr. Rühl invites correspondence, and dealers—no matter in what part of the world you are located—you should write to him for further particulars.

David Bruce & Co.'s Specialties.

David Bruce & Co. report business as good, but not brisk. Their unwearable needle commands great attention, and sales are increasing in a very satisfactory manner. Gardner's patent sound box, with the screw attachment, is another good seller. The disc record library in connection with this firm is as yet in its infancy, but now that the season has almost commenced it is anticipated that the library will increase in popularity, especially as for a subscriber there is no limit to the number of tunes, records can be exchanged. Dealers should address David Bruce & Co., 151 High Holborn, London, for further particulars of their specialties.

Henry Seymour, Ltd., Registered.

Henry Seymour, Ltd., were registered September 10, 1906, with object to take over the Seymour specialties hitherto manufactured by the Microphonograph Co., and to further engage in the manufacture of disc and cylinder machines and records on improved principle. The first public issue of 5,000 shares at £1 each will shortly be published. Henry Seymour is managing director, W. J. Pope, secretary, while the remaining directors are Ernest Hamilton Burgoyne, James Gray, William Mayland, G. Lawrence Holland, Alfred Cornell and Louis Berlyn.

Columbia Co.'s New Quarters.

In the course of a chat Mr. Shields mentioned that the present month will see the Columbia

Phonograph Co., General, installed in their new premises at 64 and 66 Oxford street. Now that the boardings are down, the stately five-story edifice with its tastefully ornamented stone frontage impresses every passerby. As soon as the building is tenanted by the company, the already striking effect will, of course, be considerably enhanced. A brilliant window display will focus attention on the purpose to which the premises are devoted. The visitor, on entering the new establishment, will find the attractiveness of the interior arrangements complementary to the fine effect of the front. The shop will occupy the ground floor, while the upper stories, which may be reached by means of a hydraulic lift, will be devoted to office uses. The location of the building—just above the junction of Oxford street and Tottenham Court road, where crowds of shoppers and sightseers are always to be found—coupled with its commanding appearance, gives a unique advertising value to this new establishment. It has always been the policy of the Columbia Co. to go to any expense so long as they were represented in the chief thoroughfare of every city where they have a branch. The old Oxford street premises, with their brilliant lights, were at one time the talk of the neighborhood. It is intended that the new building shall be still more prominent in this respect, and good publicity will therefore be secured. The old premises in Great Eastern street will be retained for the present; at any rate, until the new warehouse is in working order.

Neophone Co. Open in Japan.

At the Neophone Co. I learn from Mr. Sabine that branches have been taken in Japan. The company will be known as the Japanese Neophone Co., with their offices at Tokio and Kobe. This is without doubt an enterprising move of the mother company, and deserves the utmost success. There are several Japanese artists now in London, busily engaged in making the first Japanese records.

Sterling Special Wins Tremendous Vogue.

Another record! It is not a new cylinder or disc, but just a record in output of the now famous record known as the "Sterling Special." Everywhere I went the dealers always told the same tale, "sold out." This whetted my curiosity for more, so I immediately paid a visit to the manufacturers, the Russell Hunting Record Co. Here Mr. Sterling informed me that the extra music given on the longer record was appreciated so much that they were unable to deliver, or for that, manufacture fast enough. A complete set of the thirty-six new titles were dispatched by order to no less than 5,000 dealers in the record time of two days and nights. Think of it, 180,000 in 48 hours. Regarding the "Odeon" records Mr. Sterling stated in answer to my question that it was not possible to make out exact tables of comparison of the sales under their management against those of the old London firm. But there was certainly a material difference. Under their guidance and assisted by the additional publicity given, the "Odeon" record is fast gaining popularity and new adherents. A further tribute to enterprise lies in the fact that the Russell Hunting Co. are shortly sending Mr. Ditcham to represent them in South America. Elsewhere will be found other particulars concerning this new departure. Before taking my leave Mr. Sterling kindly paid a compliment to the general get-up and contents of our September issue, stating that it was most interesting and generally a splendid number indeed.

Big Orders Received for White Records.

Said Mr. Latham, of the General Phonograph Co.: "The orders for the White record are coming in as fast as we can take care of them." The huge extent of their factory output makes that statement very interesting. No long rows of figures are given—it is not necessary. Just the fact that they are hard pushed to dispatch the orders fast enough, is a very satisfactory condition, and must occasion no little pride to

OUR OCTOBER LIST NOW READY

The "WHITE" GENUINE GOLD MOULDED RECORD

Compare it with other makes

OCTOBER LIST OF TITLES

- 118. Lassie, Dinna Sigh for Me. Hector Grant. Orchestral Accom.
- 119. Irish Jig. Accordion Solo. A. J. Scott. Piano-forte Accom.
- 120. Laughing Water. Bell Solo. Henry Dale. Orch. Accom.
- 121. The Only Girl I Love. Bell Solo. Henry Dale. Orch. Accom.
- 122. There's a Man in Manitoba. Peter Dawson. Orch. Accom.
- 123. The Boy's Brigade. Peter Dawson. Orch. Accom.
- 124. El Miserere, from Il Trovatore, with Bell Effects. Empire Military Band.

Retail

1/-

Price

Jobbers in all British Colonies should not lose sight of the fact that by buying their Records in England they benefit by the preferential tariffs.

SEND US YOUR NAME AND ADDRESS



Give it a trial

OCTOBER LIST OF TITLES

- 125. Music Hall Melodies, introducing "It's a Different Girl Again," "Roses," "Take Me Back to London Town." Empire Military Band.
- 126. Let Me Sing. Comic Descriptive Record. Arthur Gilbert and Hector Grant.
- 127. Women and Men. Comic Song. Arthur Gilbert.
- 128. Sunset Memories. Descriptive Orchestral Selection, introducing many well-known sounds of country life at the sunset hour, concluding with the singing of Birds, etc. Empire Symphony Orchestra.
- 129. Baru Yard Serenade. Alf Holt and Peter Dawson.
- 130. The Punch and Judy Show. Alf Holt and Peter Dawson.

Retail

1/-

Price

It gives a quarter of a minute more music than other makes.

NEW LISTS ISSUED EACH MONTH

The General Phonograph Company

Limited

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

those who have marketed the "White" record. Letters of appreciation are constantly being received, and inquiries through the medium of The Talking Machine World have come in from all parts of the globe. A new record box has recently been selected. It is slightly longer than the old one, and is artistically gotten up in white and gold with a royal blue background, and is of a most striking and pleasing appearance.

New Arrivals Sell Well.

The new "Jewel" cylinder and the disc "Regal" graphophone of the Columbia Phonograph Co.'s are both enjoying an unprecedented sale. Dealers who display these lines are in consequence doing a good business; a new catalogue of 7-inch and 10-inch disc records has just been published. The list includes many popular titles. The Columbia Co. have also prepared a new edition of their machine catalogue, containing full details of the different styles and types of the Columbia graphophone. During August the Columbia business throughout Europe shows an increase on the same month last year.

The Power of the Phonograph.

The Rev. J. Allard Pride, rector of Bridlington, in the current issue of his parish magazine, makes some scathing remarks anent the vocal powers of his choir, and incidentally pays a compliment to the phonograph. After attacking the congregation for not putting enough money in the plate, the reverend gentleman turns his attention to the lady members of the choir, and severely admonishes them for the poor quality of their voices—poor things! Not content with this, he strongly recommends them to take lessons in singing, and adds: "Would that every one before singing in public could sing into a phonograph and hear the sound of her own voice." There is talk of reprisals on the part of the choir, but the best thing they can do is to get that phonograph, a supply of blanks, and set to work right away to improve matters.

The Gramophone an Aid to Drilling.

The latest instance of modern ingenuity is the use of the gramophone in aiding recruits to become efficient soldiers. Experiments have been successfully conducted in drilling native Malay levies by word of command emitted from a gramophone in place of the ordinary drill sergeant. Even the Zulu can now hear his own native songs and war dances from records made by the West End Gramophone Co., who have sold more than twenty machines to swarthy warrior

chiefs in South Africa. Folk songs of the Pygmies were recently secured, and a machine has been dispatched to Lapland for the purpose, if possible, of procuring Eskimo folk songs.

During this summer talking machines of all descriptions have been a regular feature of riverside life. By the aid of an immense gramophone Sunday afternoon variety entertainments were given at Hampton Court. Music, singing and recitative records were played one after the other, and that they were appreciated was evidenced by the swarms of well filled punts and boats gathered around.

Gramophone Recital for Hoppers.

The most unique feature of the Hopping season this year was undoubtedly on the musical side. Hitherto the music (sic) emanated from mouth organs, accordeons and such like instruments, but these were entirely forgotten when the strains of "Molly, I Love You," "Everybody Works but Father," etc., floated on the air from a huge gramophone located on a farm at Paddock Wood. It was a soft, cool night. Everything seemed to harmonize, and, in fact, it was just the time when the gramophone was heard at its best, and it is no cause for wonder that the savage spirits of the hop pickers were for once held up.

A Horn That Is Much in Demand.

Whitelock's patent improved concert horn is generally conceded to produce the most mellow notes with the best effect. For increasing, throwing and toning power it has no equal. The Bell is spun in one piece, and the stem takes apart from bend with a slip joint for convenience of packing.

Russell Hunting Co.'s Show Card.

The Russell Hunting Co. send a sample of their new show card. It is of unique design, and by a special arrangement of shade color, the record box, which forms the illustration, is thrown out into bold relief. Another novelty is the record shaped cards of various designs and colors, whereon is a picture of the Sterling artist and the selection he has recorded. Foreign and colonial dealers should write to the company at 81 City Road, London, England, for copies.

Lyon-a-Phone Talking Machine Co.

From the Lyon-a-Phone Talking Machine Co. comes to hand a unique machine catalogue in the shape of a show bill. It is very effectively set out, and contains illustrations of various machines, sound boxes, phonograph springs and

other talking machine accessories. Particular attention is drawn to their Lyon-a-Phone opera sound boxes, which have obtained much popularity in this country, and are issued to the public at a very moderate price. This company are now specializing flower horns for cylinder and disc machines, and are booming Zonophone and Sterling records.

Imperial Records Handled by Cook's Co.

In my last month's report the second paragraph in the last column on page 35, referring to the "Imperial Record," is made to read as being handled by Messrs. Pathe Freres. This is to advise all and sundry that the "Imperial Record" is handled in this country solely by Cook's Athletic Co., of Beech Street House, Barbican, London. In conversation Mr. Cook said it is a time of great activity with them just now, and although supplies come in pretty quickly, they are not quick enough to cope with the many orders now in hand. No finer indication of the popularity of the "Imperial Record" could be found than this, and much credit is due to Mr. Fisher, who looks after the selling end of the proposition. By the way, a most attractive show card has just been issued by Cook's Athletic Co. It illustrates a gun shooting record, and the title refers to the "Imperial" as the great gun of the record world. The whole is very effectively gotten up in striking colors, admirably blended together, and will be sent to dealers on request.

Mr. William Ditcham.

In another part of this report I made reference to the Russell Hunting Record Co. and their South American representative, Mr. William Ditcham. As the interests of this journal extend to South America, and, for the matter of that, the whole world, it occurred to me that our South American friends particularly would be interested in the subject of these few lines, hence I set forth to find the gentleman in question, which proved an easy matter. "Yes; I sail from here on the 5th of October for South

American Trade in Great Britain

An old established London house with large city offices, showrooms and warehouses; with travelers calling on the largest buyers, is open to accept Agency for American Manufacture of Talking Machines, Specialties and kindred goods, on commission. References exchanged. Only houses of thoroughly good repute entertained. Box 45, Talking Machine World, 69 Basinghall St., London England.

Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, Discs & Cylinders
DUPLICATING and MOULDING

Try our London Popular Record

PHILIP NEALE,

PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W.

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

Have You a London Representative?

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

LATEST NOVELTIES

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

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Line's, England.



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).

America. I first go to Paris, where I meet my partner, who will act as interpreter, and thence we go direct to our destination." "Will you tell the readers of The Talking Machine World the exact object of your visit, Mr. Ditcham?" "Cer-



WILLIAM DITCHAM.

tainly; my company already have their agents out there, and while there will, of course, be other business matters to attend to, the principal reason of my journey is to obtain and superintend the recording by native artists." "Another question, Mr. Ditcham. How long have you been connected with this industry, and what is your exact experience?" "Well, altogether I have had over ten years' knowledge of the business, having previously been connected with another large cylinder record firm, as well as the 'Electric' record, which I helped to place upon the market." Mr. Ditcham is also a practical man, apart from the musical side, and his experience in recording was gained under the able tuition of Mr. Russell Hunting. Since, from these few words, it is obvious the Russell Hunting Co. have secured the right man, we may expect to hear some very interesting selections as early as possible. Wishing Mr. Ditcham a safe and comfortable voyage, I took my leave, hoping to hear from him later.

The Edison Bell Co.'s Long Record.

Now that the Edison Bell Co. have placed a longer record on the market, dealers should stock them, as there will undoubtedly be a large public demand for these famous musical records. Write, therefore, to the company at 39 Charing Cross Road, London, England, for lists.

Enterprising Birmingham House.

The Colmore Co., of 31 Colmore Row, Birmingham, have launched out very extensively as factors in the phonograph trade. They believe that one thing done well is much better than several done indifferently, and they are therefore making a specialty of Edison productions

and also Sterling records. They boast that they have every record in stock of both the above makes and what is also important, they can place their hands on any record in a few seconds. Their trade is increasing by leaps and bounds, and as they have a large and industrious population in and about Birmingham, their prospects are particularly bright.

LATEST ENGLISH PATENTS.

Compiled for the Talking Machine World by an Expert in London—Will Give Americans an Idea of Developments on the Other Side.

(Special to The Talking Machine World.)

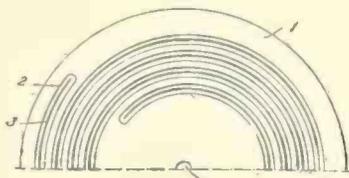
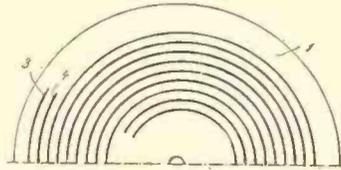
World Office, 69 Basinghall Street, E. C.,

London England, Oct. 5, 1906.

The following list has been compiled exclusively for The Talking Machine World by Cassell & Co., 90 Chancery Lane, to whom inquiries relating to all patents should be made.

No. 6613, Alexander Morris Newman's "Improvements in records for Phonographs and like sound recording instruments." Date of Application March 19, 1906. Complete patent accepted August 16, 1906.

The object of this invention is to produce a record in which the indentations forming the sound image are efficiently protected from injury



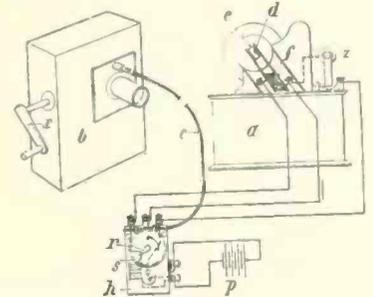
by contact with other objects, and further to produce a record adapted to itself guide the sound box needle or stylus when sounds are being received without the necessity of special driving appliances.

As shown, the record disc 1 is formed of hard material with a groove 2 therein, the walls of which are designed to guide the sound box while sounds are being recorded in a second groove 3 formed therein and filled with record material. The groove 2 also protects the record groove 3 from injury. In the modified form, the groove 2 is dispensed with and a groove 4 formed in

the disc material parallel to the record groove 3 and designed to receive a projection carried by the sound box by means of which the latter is guided.

No. 26,522. A. J. Boulton (Henry Joly). "Improvements in or relating to synchronizing the movements of cinematographs and phonographs or like instruments." Date of Application December 19, 1905; completed patent accepted September 6, 1906.

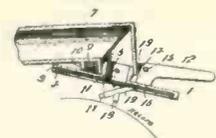
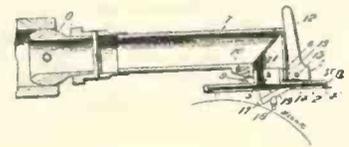
The synchronizing apparatus forming the sub-



ject of this invention is a speed indicator which enables the speed of the cinematograph to be ascertained at every moment and regulated in accordance with that of the phonograph. The apparatus is characterized by putting each of the apparatus, that is, the cinematograph and phonograph, in gear with a speed indicator, which is constituted by a rotating needle, the movements of which is effected by one or other apparatus by means of a motor mechanism, the speed of which can be varied at will and actuated in such a manner that the movement of the said needle is always in concordance with that of another needle actuated by the motive mechanism of the other apparatus, while one of the needles can be replaced by a rotating indicating dial.

No. 5062. Matthew Atkinson Adam's "Improvements in or relating to phonographs and like machinery." Date of Application March 1, 1906. Complete patent accepted August 30, 1906.

This invention relates to phonographs and the



like of the type wherein the diaphragm operates both a recording and a reproducing style which are adapted for alternative engagement with

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

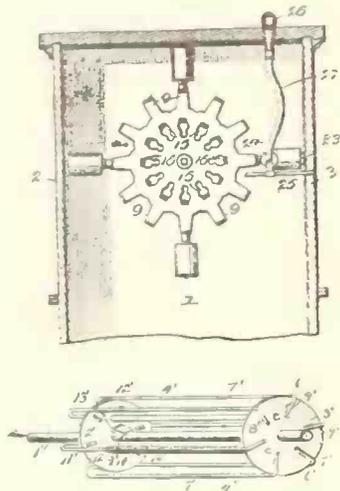
HOWELL BROS., St. John St., CLERKENWELL, LONDON



the blank or record, the object being to mount the styles on the diaphragm and tilt the diaphragm to obtain such alternative engagement without rotating it, as will be clearly understood from the accompanying sketches showing the diaphragm in both positions.

No. 17,016. George Winfield Gomber's "Improvements in phonographs and the like." Date of application August 22, 1905. Complete patent accepted August 22, 1906.

This invention relates to a tablet carrier and



mandrels for talking machines whereby a plurality of tablets are grouped together in one machine so that any one of the tablets may be moved into co-operation with the reproducer as desired, and as shown the tablet carrier comprises a disc-like plate 6 having a plurality of bearing seats struck up therefrom and arranged in pairs, a sleeve secured to each pair of seats, a shaft rotatably mounted in the sleeve and designed to receive upon its extended end a tablet mandrel and means to rotate the shaft, also means to rotate the carrier in either direction whereby the tablets on the mandrels are moved in a common radial path. The tablet mandrels are so arranged as shown as to yield when the tablet is forced home thereon, and at the

same time afford a positive or unyielding form of support for the tablet and truly center the same around the axial plans of the mandrel shaft.

BRITISH COPYRIGHT BILL.

F. M. Prescott, General Manager of the International Talking Machine Co., Berlin, Germany, Takes Issue With Sections Exempting Records as Infringement.

In the appended letter, F. M. Prescott, president and general manager of the International Talking Machine Co., Berlin, Germany, takes issue with that provision of the new British copyright law exempting records as infringements. The exemption, Mr. Prescott contends, precludes the copyrighting of records in any form, and in this he believes it works an injustice. In other words, he takes the same position as Horace Pettit, counsel for the Victor Talking Machine Co., Camden, N. J., does toward the bill now before Congress. The communication follows:

Weissensee, Bei Berlin, Sept. 25, 1906.

The Talking Machine World, New York:

Gentlemen—I have received a copy of the new British copyright act of August, 1906, and am surprised to see that this exempts mechanical contrivances for the reproduction of words or music as being a copyright infringement, and on account of this I cannot but think that the British legislators have given very little thought to this important subject.

I believe that the recent act of Parliament is a slight to our honorable trade of talking machines and all other mechanical contrivances for the reproduction of words and music. In other words, I insist that the phonograph or gramophone records or the cylindrical roll of an automatic piano or a music box is just as much an edition of the music as the printed sheets of music to which the copyright law alone gives protection.

To illustrate, the edition of sheet music is only one way of recording or preserving the musical

composition, both words and music, or either singly. Any one understanding to read the notes on the sheet music and the words, and who is competent to play these notes upon any musical instrument or sing the words with the proper notes as written in the music is able to give a more or less proper reproduction of the composition as composed by the author.

Now what are our reasons for considering a phonograph or disc record of a mechanical piano roll an edition of the music?

In such countries as Turkey, Egypt, Arabia, India, Burmah, Siam, and others which we might mention, there are no such things as notes or written music by which to record the musical compositions of the composers of those countries. When a composer in one of those countries composes anything new, he composes the song in his head and learns it by heart, and teaches it by the singing of it to other persons, and in this way, from person to person and generation to generation, the songs of the composers are handed down and made public.

One can readily understand that in this way the musical compositions of those countries deteriorate, and by the time they have passed from person to person, before long they are no longer the original song or music of the composer.

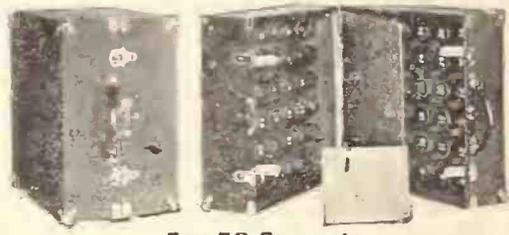
Now, what part does the mechanical record play?

After the author has composed his song or music he sings or plays it to a talking machine, thus making an absolutely accurate and faithful record of his composition, which, if put upon any other talking machine reproduces at once the new composition accurately and faithfully as composed by the author. Here we have another means than that by notes and sheet music of recording correctly and accurately musical compositions, in other words, it is another way of editing music and songs.

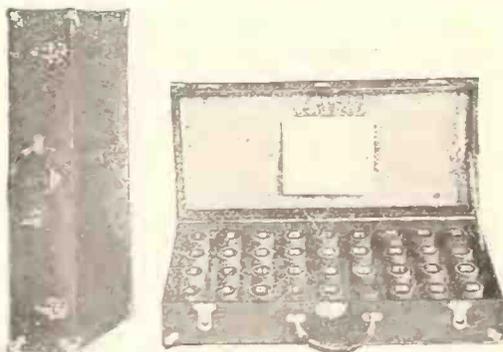
This new song can then be sold broadcast all over the world, and it does not deteriorate or change in any way from the original composi-

TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.



For 72 Records



For 36 Records

Pioneer Manufacturer



Write for complete catalogue and price list.

These are a few styles only.

1855

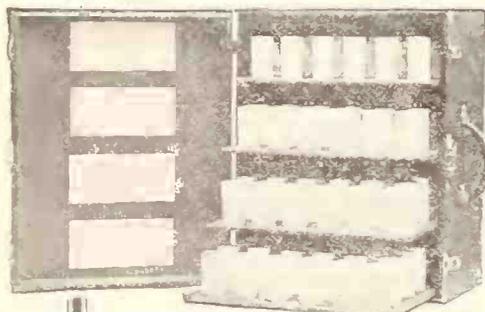
1906

Canadian Distributors
R. S. Williams & Sons Co., Ltd.
Toronto and Winnipeg, Canada.

New England Distributors for Disc and Machine Cases,
M. Steinert & Sons Co.
Boston, Mass.



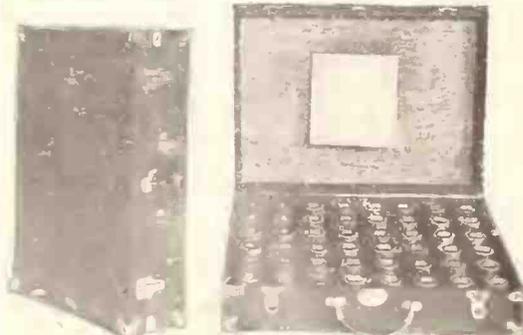
Made for Any Make and Number Machines.



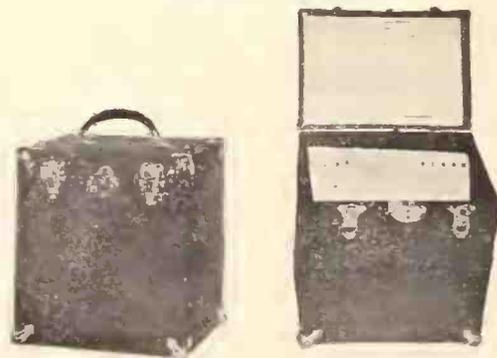
For 96 Records
Something New and Exclusive With Us.

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

JAMES S. TOPHAM
WASHINGTON, D. C.



For 48 Records



10 and 12 inch

tion of the author; in fact, without music notes in the above-mentioned countries the talking machine record is to-day the only means of edition that the author or composer has, and we maintain that the talking machine record is a more accurate method, a more accurate system, than sheet music, because in sheet music you cannot put into it the soul and expression of the author, and each purchaser and player of the sheet music is bound to give it a different expression to that of the author or composer, whereas by the talking machine record, when sung or played by the composer, we have a perfect copy and transmit to all generations the actual music just as composed and expressed by its author.

Recently European music publishing houses have acknowledged this fact, and our company, the International Talking Machine Co., have already commenced for certain music publishers the work of making new records from all new sheet music as fast as it appears. The music publishing houses in question consider the phonographic record just as much a proper edition of these new editions as their sheet music; in fact, I believe they consider them better than the sheet music, because they advertise and supply these phonographic records to their branch houses and customers to show them how the new composition should be played or sung, and in this way the trade and public get an accurate idea of the new composition.

I believe that on a proper presentation of the above facts to the British Parliament, that they would be bound to acknowledge that the mechanical means of reproduction are just as much an edition, if not more so, than the present sheet music of to-day.

There is no question but that the talking machine should be protected in their editions against the copying of these by unscrupulous parties who do not wish to pay for the artist or other expenses for making the records.

The present British copyright bill of 1906 is far from just, and we trust that the Parliament will rectify the error in this bill.

Yours very truly,
F. M. PRESCOTT.

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., Oct. 10, 1906.

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

SEPTEMBER 10.

Alexandria, 16 pkgs., \$254; Bombay, 38 pkgs., \$250; Havana, 25 pkgs., \$416; 7 pkgs., \$264; Havre, 9 pkgs., \$352; Milan, 33 pkgs., \$353; Montevideo, 5 pkgs., \$542; St. Johns, 9 pkgs., \$197; Tampico, 1 pkg., \$243.

SEPTEMBER 17.

Bangkok, 12 pkgs., \$1,300; Berlin, 240 pkgs., \$2,306; Buenos Ayres, 8 pkgs., \$164; Callao, 13 pkgs., \$1,714; Colon, 7 pkgs., \$216; 4 pkgs., \$64; Guayaquil, 18 pkgs., \$415; 11 pkgs., \$168; Havana, 46 pkgs., \$427; 46 pkgs., \$1,350; Havre, 11 pkgs., \$402; La Guayra, 81 pkgs., \$4,125; Limon, 11 pkgs., \$457; London, 3 pkgs., \$1,085; 828 pkgs., \$12,796; 974 pkgs., \$7,489; Manila, 2 pkgs., \$1,179; Para, 9 pkgs., \$219; Rio de Janeiro, 5 pkgs., \$164; Santiago, 3 pkgs., \$134; Shanghai, 24 pkgs., \$1,193; St. Petersburg, 16 pkgs., \$559; 11 pkgs., \$296; Sydney, 1,896 pkgs., \$25,367; Tampico, 3 pkgs., \$348; Valparaiso, 16 pkgs., \$968; 1 pkg., \$127.

SEPTEMBER 24.

Berlin, 228 pkgs., \$1,698; Bombay, 22 pkgs., \$361; Bristol, 49 pkgs., \$362; Bradford, 27 pkgs., \$180; Buenos Ayres, 3 pkgs., \$778; 16 pkgs., \$1,249; 11 pkgs., \$101; Cardiffe, 51 pkgs., \$322; Gibara, 10 pkgs., \$280; Glasgow, 18 pkgs., \$135; Havana, 35 pkgs., \$292; 8 pkgs., \$417; Havre, 17 pkgs., \$859; Kingston, 2 pkgs., \$101; Leeds, 100

pkgs., \$646; Liverpool, 177 pkgs., \$1,263; London, 31 pkgs., \$2,054; 24 pkgs., \$1,707; Manchester, 128 pkgs., \$804; Melbourne, 65 pkgs., \$1,663; Naples, 4 pkgs., \$1,800; New Castle, 71 pkgs., \$446; Rio de Janeiro, 5 pkgs., \$823; Santiago, 2 pkgs., \$159; Sheffield, 59 pkgs., \$379; Southampton, 20 pkgs., \$708; St. Petersburg, 8 pkgs., \$255; Valparaiso, 18 pkgs., \$328; Vera Cruz, 20 pkgs., \$785; Vienna, 6 pkgs., \$280.

OCTOBER 1.

Alexandria, 10 pkgs., \$475; Amsterdam, 1 pkg., \$500; Bangkok, 11 pkgs., \$951; Berlin, 297 pkgs., \$2,761; Colon, 11 pkgs., \$860; Guayaquil, 4 pkgs., \$134; Hanover, 3 pkgs., \$224; Havana, 7 pkgs., \$232; 50 pkgs., \$1,290; Havre, 4 pkgs., \$165; La Guayra, 2 pkgs., \$158; London, 1,134 pkgs., \$13,492; 5 pkgs., \$236; Manaos, 19 pkgs., \$785; Manila, 9 pkgs., \$748; Rio de Janeiro, 5 pkgs., \$110; Rotterdam, 3 pkgs., \$155; St. John's, 21 pkgs., \$815; St. Petersburg, 11 pkgs., \$384; Valparaiso, 6 pkgs., \$590; Vera Cruz, 88 pkgs., \$3,310; Wellington, 4 pkgs., \$121.

PHONOGRAPH KEEPS DYING WORDS.

Wife Talks Daily into Cylinder So Husband May Always Hear Her Voice.

With death near at hand Mrs. Edward J. Mungen, the wife of a wealthy oil operator of Fostoria, O., talks daily into a phonograph so that when she shall have passed away her voice may cheer her sorrowing husband. Together the Mungens have made a tour of the world, and in each place of interest they visited Mrs. Mungen has recorded upon the cylinder her impression of the sights seen. Besides, much of the conversation between herself and her husband is recorded by the phonograph.

When the physicians at Fostoria and Toledo pronounced the "death sentence" upon Mrs. Mungen, who is now seventy-one years old, they said she probably would live longer if taken to other climates. Thereupon the Mungens set out upon a globe-encircling tour. Last week they arrived in Denver, having come from India via Victoria, Seattle, Portland and Salt Lake. If the doctors

think Mrs. Mungen's present state of health will permit they will make a tour of Colorado.

Upon arriving in Denver Mrs. Mungen's first act was to repeat into the phonograph her impressions of the sights between there and Salt Lake. She has a little chest in which she keeps cylinders which contain comments neither her husband nor any one else has ever heard. These will be repeated to him by the machine after Mrs. Mungen dies, "It will be like making another tour of the world with Mrs. Mungen," he said to-day. He is sixty-eight years old, but possesses a rugged constitution.

FEW "TALKERS" FOR EXCHANGE

Demonstrate That Their Hold on Possessors Is Greater Than Many Musical Instruments.

The small number of talking machines offered for exchange in the exchange columns of the various publications running such departments would indicate that they have a hold on their owners that is greater than their other possessions, while many of the advertisers offer some prized possession in exchange for the talking machine. Dealers say that they have but few offered them except in exchange for more expensive styles. These second machines are always in demand, but sooner or later come back in exchange for a better one. Dealers never refuse the antiquated ones, as they are always good for window displays with the sign of "Then and Now." Some of the very old machines are at a premium, some of the dealers in sections where the trade has only recently developed desiring them for advertising purposes.

CAN NOW HEAR THE KORAN.

The Mohammedan University of Al-Ashar in Cairo has admitted the phonographic reproduction of verses from the Koran as an entirely appropriate and not irreverent way of hearing the prophet's words.

Foreign demand for talkers is unparalleled.

The Highest Authorities say the I. C. S. Language System is of Sterling Worth —Are YOU Selling it?

The leading educators and authorities everywhere who have investigated the I. C. S. System of teaching foreign languages have pronounced it to be the most perfect in the world. Take the following endorsement from the German Embassy at Washington, for instance:

I have, with great interest, taken notice of the Language System, through the phonograph, as taught by the International Correspondence Schools, of Scranton, Pa. The pronunciation of German and the rendering of the German specimen recitations, in verse and prose, which the machine delivers, are absolutely irreproachable, and the method applied to the Grammar appears to me thorough and practical. I deem the system well adapted to further the acquisition of the German language according to its Grammar and pronunciation.

SCHELLER-STEINWARTZ,
Imperial Councillor of Legation,
Secretary of the Imperial German
Embassy at Washington, D. C.

This only goes to show that the language feature of the business is well worth YOUR investigation. Another thing that proves the same fact is that dealers who have tried it have greatly increased their business thereby. We have been telling you this for some time. Probably you have meant to look it up, but have forgotten to do so.

Why not sit down and write us a postal NOW

International Correspondence Schools

Box 918, SCRANTON, PA.



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

NEW TAPERING ARM ZON=O=PHONE

\$27.50, \$35.00, \$45.00, \$55.00



THE NEW GRAND OPERA ZON=O=PHONE

has been on the market for six weeks. The motor has triple spring, cabinet hinge top $13\frac{1}{2}$ x $13\frac{1}{2}$, ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake; as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retail at \$55.00.

THE CONCERT GRAND ZON=O=PHONE

will be ready October 1st. The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retail at \$45.00.



UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York

TIMELY TALKS ON TIMELY TOPICS.

Dealers in all parts of the country are adding sheet music to their stock, and with profitable results. For the exploitation and effective demonstration of the music they have found the talking machine a valued assistant and one far superior to the piano, or any musical instrument, whether automatically or manually played. The voice is reproduced by the record in its correct vocal interpretation and phrasing and beauty of finish that is entirely beyond the function of any instrument. Besides, the dealer avoids the cost of a piano or the service of a "professor," items of no mean account in the aggregate. The success of this experiment is established in little time, the customer is delighted, sales follow as a matter of course, and, what is more to the point, the income of the store is increased. How many homes are blessed with the charms of music properly rendered and sung, through the medium of the talking machine! This is a suggestion so pregnant with benefit to the dealer in connection with the sale of sheet music—that is, the selections reproduced on records—that it is self-recommendatory.

A visitor to the works of the National Phonograph Co., at Orange, N. J., will see in the magnificent reference library—a quiet, restful place after looking over the hum and bustle of the great plant—one of the original Edison tin-foil phonographs, occupying a position of honor in an alcove by itself. There are said to be three of these historic instruments in existence, one of which is in the British Museum, London, England, that monumental collection of all that is interesting in the development of human endeavor.

No little talk is heard in the trade of "cutting out" the sale of "stencil" records; that is, those made bearing a dealer or a jobber's name or

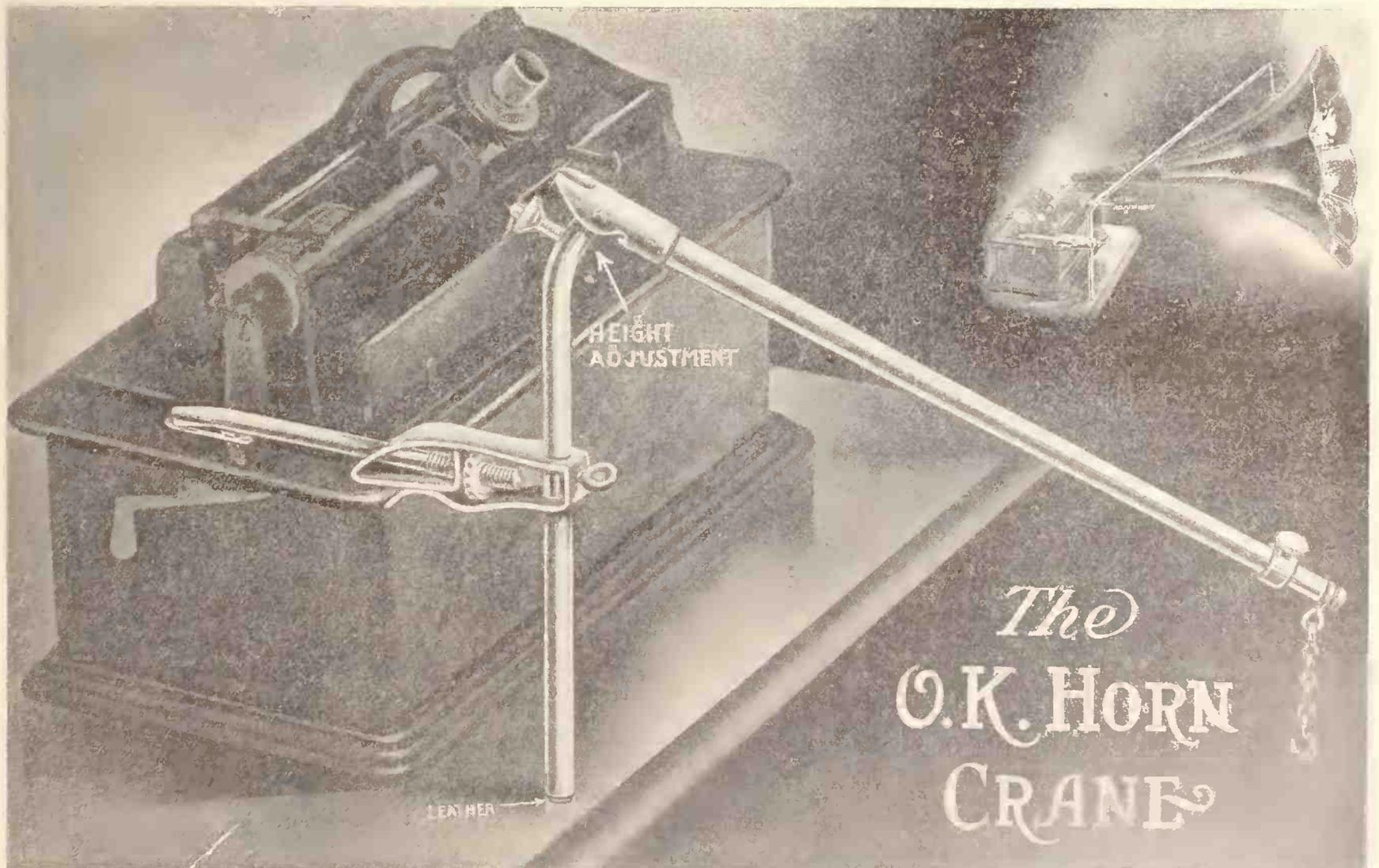
trade-mark as distinguished from the lines produced by established manufacturers who will make no other. It is a moot question whether the trade at large acquires any distinctive reputation for so-called enterprise by handling stencilled records. This, however, is a matter for each individual concerned to settle for himself, and The World merely directs attention to the subject as a current topic of discussion, on which much may be said on both sides.

It has been suggested that the record manufacturers also pay tribute to T. P. O'Connor, M.P., whose valuable services in connection with the enactment of the new British copyright law the leading American music publishers desire to recognize in some manner during the distinguished statesman's sojourn in this country. The act specifically exempts talking machine records as copyright infringements, and as the amendment was introduced through the direct influence of the Gramophone & Typewriters, Ltd., of London, presumably it was accepted by the famous Irish member in order to remove all serious objections and expedite its passage. If this action may be regarded in the light of favoring the talking machine trade, why should not the record people participate in this function? But what would the music publishers say? There's the rub.

As an executive, W. E. Gilmore, president of the National Phonograph Co., Orange, N. J., is considered a figure in the trade approximating in importance the scientific standing and inventive genius of Thomas A. Edison himself. That is, those who have the pleasure of an intimate acquaintance or close business relations freely express this opinion. The old saying that a man is seldom if ever a hero to his valet finds an exception in Mr. Gilmore, so to speak. In ad-

dition to his wonderful capacity for initiative and acute discernment in business affairs, as well as the energy and rapidity with which he disposes of matters coming before him for final settlement, Mr. Gilmore's personal interest in the welfare of his entire office staff, his generosity to his associates in time of storm and stress or misfortune are spoken by the recipients and those who have knowledge of his bounty as princely, and always unostentatious. When George Ilsen, of Cincinnati, in his remarks presenting the mammoth silver loving cup of the Edison jobbers to Mr. Gilmore, spoke of him as having "the largest heart in him of any man I ever met," the entire official corps of the National Co. applauded the sentiment vigorously, for they declared these words struck the nail squarely on the head. When a subordinate is at fault he gets all that is coming to him at once, and there the matter is dropped, but the offender is quickly made to understand that the president bears him no malice—it is in line of business, and every one is expected to do his level best when on duty. The rewards for faithful and diligent work are also commensurately liberal.

A promoter of parts whose name were it mentioned, might cause a few harsh comments to be made, though he is acknowledged a pretty bright chap, has a new scheme. He proposes a plan of centralizing business by forming manufacturing companies with guaranteed orders. That is to say, talking machine stores should be established at every available spot when a demand was apparent, a la the cigar trade. The high thinking promoter either overlooks or ignores—after the manner of his kind—such minor things as details, even not taking into account the vast difference in the lines and desirability of independence on the part of the dealer. This combination is to handle only the goods made by their own factory—whatever they might be—and to cut out entirely the machines and records known the world over, and accept "stuff just as good."



"PERFECTLY SIMPLE—SIMPLY PERFECT" FOR EDISON and COLUMBIA MACHINES

RETAIL \$1.25

"PARTICULARS"?

PATENTS APPLIED FOR

THE IDEAL FASTENER CO.

143 LIBERTY STREET
NEW YORK

100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

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

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

DOUBLE STOCK

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

NEW—FRESH GOODS.

Our salesroom is at the disposal of dealers.

Bring your customers here, if you like.



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

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

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

Perfect in Manufacture and Material.

New Price List ready—you should have one.

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

Worth buying if you sell on installments.

though not bearing the names and trade-marks of concerns which have become household words. The schemer further contended the present manufacturers were getting it all, while the jobber and dealer were a negligible quantity, therefore their interests should be consolidated and co-operation supersede prevailing methods. When this tale, with oratorical embellishments, was recited to several officials of a prominent talking machine manufacturing company, they exploded with laughter, and promptly advised the narrator to let go of his comet, come back to earth and cease having pipe dreams.

A scarf or cover manufacturer made up a sample line of what he considered very appropriate and handsome designs for record cabinets. They were submitted to the jobbers, but the enterprising originator received no encouragement, let alone orders. It was conceded that a scarf may be a suitable adornment for a piano, but that record cabinets of the highest grade should not have any of their beauty of line or finish concealed by a cover. Besides, the disc cabinets have the machine mounted on top, and a scarf, they hold, would be altogether out of the question. Perhaps this opinion may change with time, and then the cover manufacturer will have his innings.

Walter P. Phillips, editor of the Columbia Phonograph Co.'s "Columbia Record," and manager of their advertising department as well, an experienced newspaper man, has become a partial convert to the alleged spelling reform idea. He now writes "fotograf" and "telegraf," but fails to be consistent by not spelling it "fonograf," "grafofone" or "diafram." It must be remembered, however, that great reforms, like large bodies, move slowly.

The two-for-one exchange proposition that was effective from October 1 to 6, inclusive, will return to the National Phonograph Co., whose explanatory circulars to jobbers and dealers were distributed under date of September 25, approximately a million "surplus, cut-out and defective Edison standard (not grand opera or concert) records." This is the rough estimate made by C. H. Wilson, general sales manager of the company, and before the last returns had been tabulated. At the same time Mr. Wilson ventured that possibly he may be a half million out of the way in his reckoning. The trade have until December 1 to file orders for new records in compliance with the basis of exchange, and as it has been figured that the individual orders of jobbers range from 12,000 to 30,000 monthly, they are enabled to have a "clean bill of health" and not buy any more stock thereby than in the ordinary course of business. The company's offer has certainly been most liberal and comes at a time of year when a clearing out of stock is most appreciated. The trade generally have taken advantage of the proposition, one of the most notable events during the past month.

A scarcity of men equipped with a thorough knowledge of the talking machine business and

possessing executive ability, also, is a matter of complaint. That is to say, men who can work out the details of a general policy in the sales department. It must be admitted persons of this standard are not to be had for the asking; in many instances they are developed or grow, as one pleases to phrase it. The lightweights, with amplifying horns of large dimensions that are constantly kept going at full blast, are only too plentiful, but are a costly extravagance of any establishment.

COMPETITION THAT IS DISLIKED.

Leading Manufacturers of Horns Find Fault With Parties Turning Out Inferior Goods and Selling Them to Dealers Instead of Through the Regular Channels.

During the past month several of the leading manufacturers of horns have complained to us of a competition which is working a great injury, not to them especially, but to the retail dealers throughout the country. This has been brought about through the action of a number of individuals—former employes of horn factories—who are manufacturing horns in a very small way in their homes, and then offering them to dealers at ridiculously low prices. Not, however, lower than they are worth, for they are made of the cheapest material, decorated in a most inartistic way, with the lacquer and paint coming off after very short use. In addition to this, the horns do not fit the machine. They rattle badly, because of their being put together in a slipshod manner.

One of these horns sold by a dealer never fails to engender hard feelings between him and the purchaser, for not only does the latter fail to buy another horn from the same man, but he refuses to purchase anything else, as he has lost confidence in him.

The parties manufacturing the horns complained of have a perfect right to enter this business. No one can deny them the opportunity of entering the battlefield of trade; but they must fight fairly. Indeed, they will do well to adopt the policy followed by all reputable manufacturers in this trade, namely, selling to the jobbing trade only, and making an article that will afford satisfaction to the jobber and dealer handling them.

While this method of selling to dealers above referred to is to be condemned, yet the dealers who invest in these cheap devices are not deserving of sympathy, because they have been willing to sacrifice in many instances their good name for the extra profit inducement held out. The proper handling of horns affords the jobber and dealer a fair return, and it rests with them to preserve this satisfactory condition of affairs by buying only the best on the market.

The Zenith Music Co., a new concern at 6 East Superior street, Duluth, Minn., carry a full line of Edison phonographs, Victor talking machines with an extensive stock of records, supplies, etc.

TRADE NOTES FROM THE TWIN CITIES

The Fall Trade Has Opened With Much Greater Activity Than a Year Ago.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 9, 1906.

The fall trade has opened up with much greater activity than a year ago, and the dealers all look for a largely increased business from now on to the holidays.

"The outlook is certainly a very encouraging one," said L. H. Lucker, president of the Minnesota Phonograph Co. "We are adding new agencies throughout the State right along, and supplies of a good grade are being ordered. We have a constantly increasing demand for Victor goods. The Edison trade keeps up steady, and two carlots of Edison goods were received last week."

W. A. Lucker, in charge of the Minneapolis branch of the same firm, reported a splendid trade during September, and several prospective sales in sight of the Victrola machine, only two samples of which have been received.

W. J. Dyer & Bro. are in splendid shape to take care of their talking machine trade this fall. As stated some time ago, the entire five stories of the building they occupy were remodeled during the summer months, and the talking machine department was removed from the fourth to the ground floor, and is now equipped with separate rooms for testing the various machines. Results for September, it was reported, were better than a year ago, the demand for records being much larger, while the demand for both the Edison and Victor machines was for the more expensive kind.

T. C. Hough, who has two stores in Minneapolis and one in St. Paul, exploiting Edison and Zonophone machines, reports a bigger September than last year. He anticipates a big fall trade.

J. W. Wheeler, manager of the Columbia Phonograph Co. in Minneapolis, also reports an increase in September over a year ago. The machine trade, he says, is of the better grade. C. W. Long, in charge of the St. Paul branch, also reports excellent results last month.

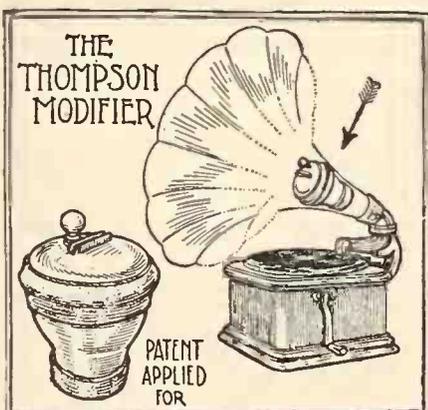
A. M. Magoon, in charge of the Victor department for the New England Furniture Co., said: "We had a splendid demand for records all through the summer, but in machines the sale has just opened up, and is of such satisfactory proportions that the outlook for the balance of the year is exceptionally encouraging. We have had a larger demand for the Victrola than we can supply."

J. Jones, manager of Donaldson's talking machine department, reported a satisfactory September, the results being much better than during summer months. Here all lines are represented—the Columbia, Edison, Victor, Zonophone and Reginaphone.

George Ornstein, representing the Victor Co., was a visitor in the Twin Cities last week.

B. Feinberg, of the Western Supply Co., was also a caller on the trade during the week.

THE THOMPSON MODIFIER



PERFECTION AT LAST A Modifier That Really Modifies

Softens the tone, eliminates the metallic sound, takes all the "scratch" out and makes the reproduction of voice or instrument as soft, smooth and harmonious as the original.

THE THOMPSON MODIFIER is entirely new and different from anything on the market. The best machine in the world is improved by its use—the poorest sounds well with its help. Made pear shape, it fits any size or shaped horn and can be used with any machine on the market.

MADE OF BRASS, NICKEL PLATED, PRICE, \$1.00

THE GRAPHOPHONE MODIFIER CO.

279 STATE STREET, CHICAGO.



The COLUMBIA Graphophone

The Music Master has discovered the Columbia Graphophone and everybody has discovered the Music Master.

In all the popular magazines and other advertising mediums he is talking Columbia Graphophones and Records to millions of people who have the money to buy and who want the best for their money.

He is talking in a manner so interesting and convincing that every reader is impressed with his arguments.

You can't satisfy these people unless you give them the Columbia goods.

Have you got them?

If not, take the matter up to-day with your jobber. Put in a full line of Columbia goods to meet the demand created by the strongest talking machine advertising ever put out.

You can sell Columbia Graphophones and Columbia Disc and Cylinder Records when you *can't sell any other kind.*

You make big profits by selling them.

Your profits on Columbia goods are *guaranteed against fluctuation or shrinkage* by our restricted price plan.

A line of talking machines without the Columbia is *as incomplete as a band without a leader.*

Make your line complete; put in the leader—Columbia.



WHY YOU SHOULD HANDLE THE

Columbia Disc and Cylinder Machines



Because of the unapproachable excellence of the Columbia machines. They have no equal in quality and variety of models.

The aluminum tone arm and new Columbia Analyzing Reproducer with which Columbia Disc Machines are equipped have sufficient merit in themselves to sell Columbia Machines without calling attention to any of the other exclusive selling features of this line.

The Improved Lyric Reproducer, with which all Columbia Cylinder Machines are now equipped, has of itself placed these machines in the lead mechanically and commercially.

WHY YOU SHOULD HANDLE THE

Columbia Disc and Cylinder Records

While Columbia Disc Records excel all others in the point of *durability*—meaning twice as long—it is the marvelous tone quality of the Columbia Disc Records that has made it so easy for the trade to sell them.

The retail price of Columbia Cylinder Records is 25c. No better record is made at any price. The dealer who handles Columbia Cylinder Records makes more money out of them than out of any other, because *both price and quality* create a big demand which results in a volume of sales many times in excess of records which are listed at a higher price.

The public appreciates the Columbia product and the dealers who handle Columbia goods are uniformly the most successful in the business.

If you wish to know how to become a successful Columbia dealer, write us to-day and we will give you some valuable information.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

90 & 92 West Broadway, New York City

Creators of the Talking Machine Industry

Largest Talking Machine Manufacturers in the World

Owners of the Fundamental Patents

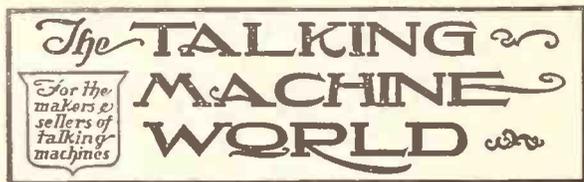
GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIX, ST. LOUIS, 1904

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE





EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Philadelphia Office: Minneapolis and St. Paul:
W. H. PRESCOTT. A. W. SHAW.

St. Louis Office: San Francisco Office:
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London, England, Office:

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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: "Elhil," New York.

NEW YORK, OCT. 15, 1906.

THE talking machine in its present stage of development is but little understood by the public and there was a splendid opportunity which was not embraced by manufacturers to illustrate its marvelous advance at the National Music Show which recently closed at the Madison Square Garden. Thousands of people could have been entertained by the talking machines and would then form a correct idea of their present development to the exclusion of the "toy" theory. It seems that every now and then in the daily papers articles appear similar to the following, which is from a lengthy editorial in the New York Mail and Express. It shows that the average writer is not familiar with its musical powers:

"There is a large and legitimate place for the phonograph in a business office, as a means of instruction in language, as a toy, in acquainting the music student with scores of classics; but it should not be forgotten that it is a toy, a curiosity, a piece of soulless mechanism, and not a musical instrument responsive to the singer or player."

The man who penned the lines quoted above must have been closely perusing Sousa's knocking article, in which he contemptuously referred to the "canned music" of to-day.

WHAT an opportunity the Music Show would have been to have exhibited the talking machine in its present remarkable state of development. Demonstrations could have been made there which would have clearly eliminated the false impression given by many writers in the daily press who seem over-fond of indulging in flings at the talking machine. There are many people to-day who have not the faintest conception of the powers of the modern talking machine. They associate the creation of these days with the thin voiced, squeaky, scraping machine of years ago, and they have no knowledge of its

marvelous entertaining possibilities of to-day. Then, too, it may be said that all of the trade influences are not helpful to-day, for there are a good many poor records which are placed on the market by some of the concerns who are over-anxious to produce them in vast numbers each month and who invariably sacrifice quality to quantity.

GOOD records are essential to the upbuilding of the trade, and the wide sale of poor records is a positive injury to the business. The process of the elimination of records cannot be studied too carefully by the record makers. Records which are correct in every musical attribute are the ones which help the talking machine business, and do much to entirely eliminate the false impression created by some writers. If the talking machine had been largely in evidence at the Madison Square Garden Show it would have been helpful to the business. Then, too, it would have been the means of attracting visiting music dealers to the talking machine as a business getter. Madison Square Garden has now become the headquarters of annual shows of nearly all sorts. The variety and scope of these affairs have been gradually amplified, until now, one after another, they make nearly a continuous sequence through the season.

THE Music Show was the first of its kind, but it has come to stay as an annual feature, and it would not be surprising if within the very near future some enterprising manager should inaugurate a talking machine show at the Madison Square Garden. The show could be confined to automatically operated instruments, thus enlarging the scope to include piano players, and coin-operating machines as well as talking machines. It would certainly give the automatic music makers tremendous prominence, and it would give the talking machine a national prominence, and would show up its present attributes. The daily papers would comment upon the exhibition, thus calling the attention of the public to the talker. The universal appeal of music suggests opportunity for scope and bigness in a music show. There might be some misgivings as to the propriety of making a show in the public sense out of music or music producing inventions outside of those played upon by hand, but it is far more likely that public knowledge and taste will be benefited rather than harmed by an increased knowledge of automatically operated music producing instruments. Why not a national talking machine show?

MANY of our people have in mind the talking machine of early days when it was, to a large degree, a scientific novelty, and they do not have the faintest conception that years of painstaking experiments and the expenditure of enormous sums of money have wrought a wonderful evolution in the talking machine which makes it a wholly different instrument, and one well fitted to occupy a prominent place in the musical creations of to-day. Dealers who sell the talking machine cannot emphasize its educational features too strongly. It is creating a love for music that cannot be gratified in any other way. It is acquainting thousands of people with the works of great composers and stimulating a regard for music which would be impossible for them to attain without the medium of the talking machine.

THERE is a note of good cheer in every report of trade conditions which comes to hand. Never before in our national history has the volume of business equalled that which is at present pouring through the various channels of commerce. The restoration of normal conditions in the various lines consequent upon the ending of the vacation season, and the fact that there is unusual freedom from labor troubles have had the effect of giving the country the full benefit of its heaviest trading power at a time when probably its largest crops were being harvested.

THE wave of prosperity does not appear to be confined to any particular section or sections. It is covering the entire land and varies only with the productive capacity of shops, mills and earth. The talking machine factories, running to their utmost capacity, some with day and night shifts, are still unable to keep up with the demand. We know of concerns that are over 100,000 instruments behind in their orders, and yet they have a producing capacity of over six thousand instruments per day. These figures furnish only an illustration of the enormous growth of the talking machine business. It has advanced by leaps and bounds, and as a well known traveler remarked the other day: "The World was absolutely correct in its first editorial utterance when it stated that the talking machine business was only in its infancy." Of course, we were. It is going ahead all of the time, and men who three years ago figured that the business had reached its highest point are amazed when they find that this year is several times ahead of the output of three years ago. It is a comparatively new trade, and there is plenty of new, vigorous life in the business. There are plenty of young men who see an opportunity to win good results for their efforts and they do not hesitate to cast their lot with the talking machine industry.

THIS fall certainly should be a most prosperous one for talking machine men everywhere, for all reports which reach The World offices are of the most optimistic character. Mercantile collections are reported prompter in spite of the recent tightness of the money market, and the fall distribution of goods is unusually heavy. There is really nothing but hopefulness in the future. As the man at The World masthead views the situation, it is full of hope and promise for the talking machine men, and this trade will well repay every effort which is placed upon it. There are a number of new concerns in the business who have organized good business machinery for the sale of talking machines and accessories.

ACCORDING to some reports which have reached The World office there will be some new factors in the business in the snow days. Well, it is competition which makes the business world hum, and it is impossible for men in any industry to long occupy exclusive preserves.

THERE seems to be no dearth of legal complications in this line, and presumably troubles will multiply as the years roll on, for a number of inventive minds will constantly be at work on new patents and devices, with, of course, possibilities of infringement upon the rights of others.

AN ORDER
from a leading concern
showing how the trade
wind is blowing in the
direction of the Search-
light horn : : : : :

POSTAL TELEGRAPH-CABLE COMPANY IN CONNECTICUT
 CLARENCE H. NACKY, President
 W. H. BAKER, P. & N. M.
 J. O. TELEPHONE, So. W.

NIGHT TELEGRAM

THE COMMERCIAL CABLE COMPANY
 ALBERT BICK, Sec'y.
 CLARENCE H. NACKY, President
 W. H. BAKER, P. & N. M.

Transmits and delivers Night Telegrams subject to the terms and conditions printed on the back of this blank.

Number _____

Sent By _____

Date _____

To _____

Where any reply should be sent _____

Rate _____

Received at _____

9/18

Oct 9

Miss
 Searchlight 753
 our home
 of one
 immediately answer
 W. Jenkins Sons Music Co.

Ship thousands more of our home of one immediately answer W. Jenkins Sons Music Co.

Lexington a

order

immediately answer

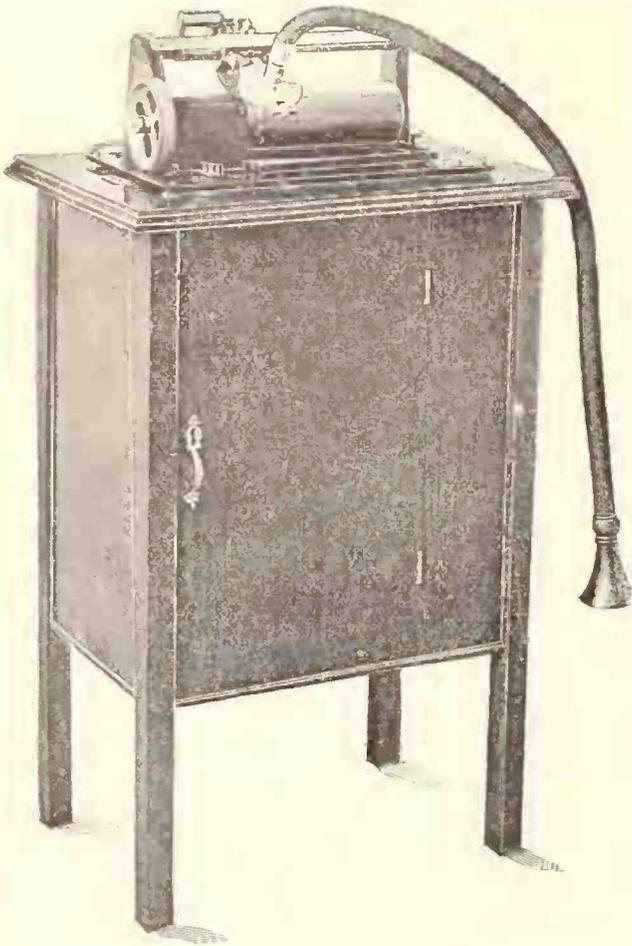
W. Jenkins Sons Music Co.

[Reproduced by permission of J. W. Jenkins & Sons Music Co.]

NEW COMMERCIAL GRAPHOPHONE.

Just Placed on the Market by the Columbia Phonograph Co.

It is now about twenty years since the original Commercial Graphophone was made in the Volta Laboratory at Washington, D. C. Since that time there has been a constant march of im-



provement in recording and reproducing sound from a commercial standpoint.

In the Commercial Graphophone, a picture of which appears at the head of this article, a high water mark in this art has been reached. The picture represents the new model Commercial Graphophone, which the Columbia Phonograph Co. will have ready for the market about the middle of the present month, and which it will exhibit at the Office Appliance and Business System Show in Madison Square Garden from October 27 to November 3, inclusive.

The distinctive features of the new machines are sensitiveness in recording, absolute simplicity, and mechanical perfection. The recorder is

the most sensitive device ever placed upon any Commercial talking machine.

In order to get a good clear record it was necessary with the earlier types of Commercial machines to talk in a loud tone of voice and to maintain an even pitch all the way through the dictation. With the new machine it is possible to dictate in a tone just above a whisper and to have the dictation clearly recorded and reproduced with absolute fidelity. The recording stylus and the reproducer of all are mounted on the same arm and the same diaphragm is used for both operations. In order to change from recording to reproducing it is merely necessary to throw a small lever at the top of the machine through a radius of about three quarters of an inch. The reproduction is rotund and full, and more like the human voice than any reproduction that has ever been achieved before on a Commercial talking machine.

The point of simplicity has been well covered. There is absolutely nothing to the machine except an electric motor (either alternating or direct), a belt and a mandrel to hold the cylinders. The liability to get out of order is thus reduced to a minimum.

So far as mechanical perfection is concerned, it is sufficient to say that this machine is the product of the best talent and ability that the Columbia Phonograph Co. has in its service. The original models were designed and built by Thomas H. Macdonald, the manager of the factory at Bridgeport, and no detail has been allowed to escape his attention.

Talking machine experts and the users of the Commercial Graphophone, who have been shown the new machine are loud in their praises of its beauty and utility. The exhibit of the Columbia Phonograph Co. showing these machines at the National Business Show will be in spaces numbers 88 and 89, and is sure to attract much attention.

H. J. REDLING WITH JACOT.

The Jacot Music Box Co., 39 Union Square, whose Mira music cabinet has become a prominent factor with dealers in talking machines, are large jobbers in the Edison and Victor lines as well. They carry a full line of everything pertaining to the talking machine trade, and have recently engaged the services of H. J. Redling, who will handle that department on the road as their wholesale representative. As he is well known as a hustler and an expert salesman in this line, it is but natural that his firm feel that in him they will have an able representative.

A MEGA HORN BOOKLET.

E. A. & A. G. Schoettel, makers of the Mega horns at Maspeth, N. Y., have just sent out to the trade a well printed folder describing in detail the various horns which they manufacture, consisting of the flower type, plain and decorated, for cylinder and cylinder machines. There is also a very interesting talk upon the value of the horn as a medium of tone production, from which we quote in part herewith:

"GET WISE, STAY WISE"

Genuine Imported SAPPHIRES

FOR EDISON AND
COLUMBIA MACHINES

On receipt of \$1.00 we will send prepaid to any Dealer three of genuine guaranteed sapphires.

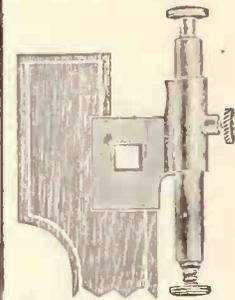
RELIABLE MFG. CO.

22 MANHATTAN STREET, :: NEW YORK

Write for special quantity prices on Sapphires, Needles and Diaphragms.

JUST OUT PRUDON'S STOP GAUGE

For PHONOGRAPHS



An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard, Price 75c.

Triumph, - - - - - \$1.00

In ordering state if Old or New Models.

Order through your jobber.

L. T. PRUDON, Manufacturer

921 Demott St., W. Hoboken, N. J.

Victor and Edison Dealers, Attention!

Q We are the largest wholesalers in these lines in the East. If it's in your catalogue we have it. Try us with an order. We are now featuring our new line of

"H and S" ARTISTIC FLOWER HORNS

Write us immediately for price list and descriptive matter. Our line of Cabinets, Horn Cranes and Supplies is most complete.

MUSICAL ECHO COMPANY

1217 CHESTNUT ST. - - - PHILADELPHIA, PA.



253

ONE OF OUR WINNERS

Height 36 in., Width 23 in., Depth 19 in.
Golden Quartered Oak. Finished Four Sides.
Mahogany Veneered Panels. Holds 300 Records

WRITE IMMEDIATELY FOR

SPECIAL PRICES AND FULL DESCRIPTIVE CATALOGUE

JAMES W. COOPER CO.

Washington Ave. and 17th St. PHILA., PA.

"At one time or another some of your trade probably have told you their records did not sound as well in their homes as they did in your store. They have blamed the records, the machine or the speaker—never the horn. No doubt you have told them the carpets or draperies have been the trouble. This is true to a certain extent; but at the same time your customer has felt a little dissatisfied.

"You can overcome a great deal of this trouble and have your trade feel better satisfied if you will get them to use a 'Mega.' Try this in one instance and see if we are not right.

"One of the 'Mega's' chief points of superiority over metal is the fact that it cannot be dented. This in itself should commend it to the wise dealer. The 'Mega' fiber material can be likened to rubber for its flexibility and durability."

BERLINER PATENT LITIGATION

Up for Argument on Thursday Last—Decision Awaited With Interest.

When the cases of the Victor Talking Machine Co. against Leeds & Catlin Co. and the Talkophone Co.—Nos. 166 and 167 on the calendar of the United States Circuit Court of Appeals, Second Circuit—were reached Tuesday, the 9th inst., Judge Townsend was on the bench, and as his decision in the United States Circuit Court was up for review, he could not qualify. Therefore argument was postponed until Thursday, October 11, when Judges Wallace, Lacombe and Coxe were sitting. The suit, which has reached its final stage of adjudication, involves the validity of that portion of the famous Berliner patent covering the free-moving stylus

generally used in reproducing sound in connection with the disc record.

The Victor Co. previously, in their suit with the American Graphophone Co., had the patent sustained in the Circuit Court, Judge Hazel writing the opinion, which was unanimously affirmed by the Circuit Court of Appeals. On the representation of newly discovered evidence the foregoing two cases, on which the issues are joined, were argued before Judge Townsend, April 9, and on the following 26th he rendered a short opinion, in which he held that the evidence submitted was not altogether new, and rather resented the insinuation by defendant's counsel that the American Graphophone Co.'s case had been insufficiently contested. On the interpretation of a Canadian patent law, which the defense urged was the keynote of the situation, the court conceded he was not quite clear, and would prefer to have it reviewed by the Court of Appeals. Accordingly an injunction was issued, but stayed pending the appeal. This was argued Thursday, and decision was reserved.

IMMENSE ORDERS BEING BOOKED

For Talking Machines and Records—All Previous Business Has Been Thrown in the Shade—Manufacturers Pushed.

Judging from the orders booked by the traveling men the record of talking machine sales will touch the highest notch this fall. When jobbers in cities of 10,000 population order 2,000 machines and 35,000 records at one time from a single manufacturer, besides having half that stock on hand, some idea may be gained of what the volume of business will aggregate before the middle of December. Manufacturers in every branch confess they are already being pushed to supply goods in the quantity called for, and the trouble of the general sales managers will soon begin; in fact, it is now obvious that all previous records will be broken.

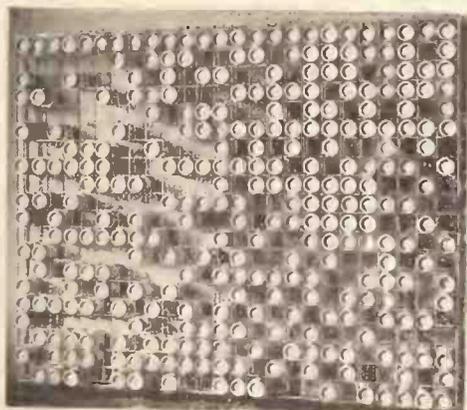
UNITED HEBREW RECORD CO.

Now Owned by Louis Rosansky—The Latest List of Records.

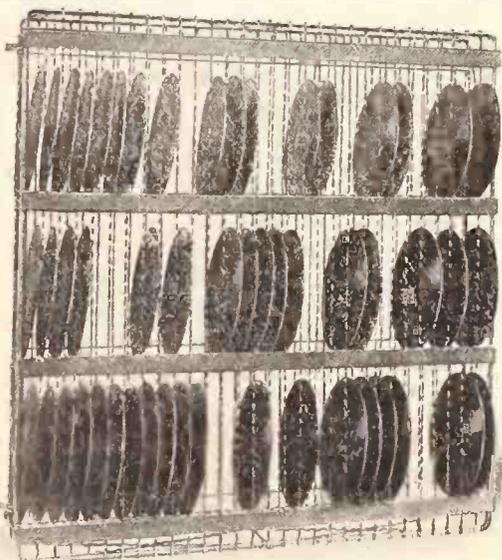
Perlman & Rosansky, proprietors of the United Hebrew Record Co., New York, recently dissolved partnership, and Louis Rosansky continues the record business under the former firm name at 257-261 Grand street, New York. In this connection their announcement elsewhere is worth reading. He has about ready a list of Hebrew records for October and November, representing the best and most popular selections on the Hebrew stage. The list is as follows:

- 1222 "Luft, Luft" (com.)
- 1224 "Ihr seit noch a griner."
- 1225 "Trerin Lieder" (Moris Rosenfeld)
- 1226 "Es is given amol given"
- 1227 "Lesheno toivo."
- 1228 "Aher, Aher."
- 1229 "Ich lach" (com.)
- 1230 "Man darf nit sein fershlofen."
- 1231 "Pleasure" (com)
- BY MR. ROSENSTEIN, WITH ORCEE, ACCOM.
- 1233 "Die Seider nacht (fur. op. Taibele)
- 1234 "Schabes bet men sich iber (fun. Mogulesky)
- 1235 "Gedankt un Gileibt Cistu Gott"
- 1236 "Chanuke lichtlach."
- 1237 "Schma Israel" (op. Ben. Jankef)
- 1238 "Der kidesh" (tate mames. tzares)
- 1239 "So lang der Mentse is young."
- 1240 "Wail du Cist a Id (Patr.)"
- 1241 "Zion, Zion." (fun op. Esra)
- BY MR. ROSE.
- 1242 "Wen ich hob die macht."
- 1243 "Oi die gelt"
- 1244 "Maine 3 Waiber"

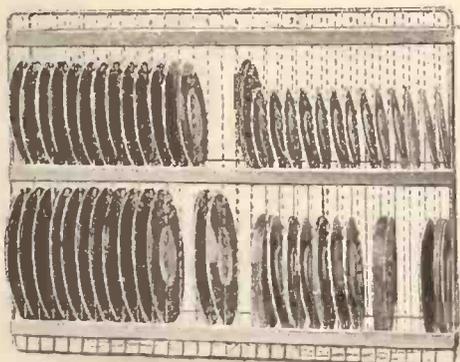
"The Heise System" of Wire Record Racks
FIVE HINTS OF ITS SCOPE OF USEFULNESS



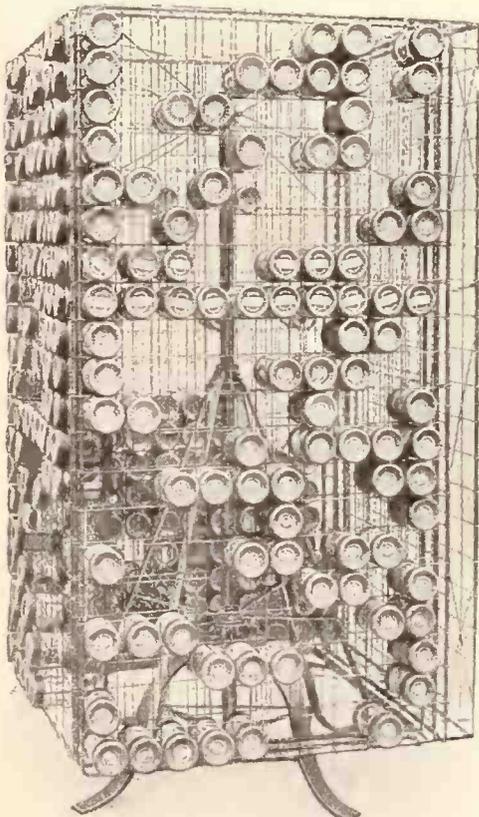
No. 123. A Cylinder Record Rack which holds 500 Records and extends but six inches from the wall. This size \$10.00 smaller sizes smaller prices



No. 2C. Holds over 800 Disc Records, 39x42 inches over all. A big space saver. Any size to order. \$8.00 This size,



No. 2A. Disc Record Rack which has space for 540 Records, 8 to 12 inch sizes. Finished smooth, 39 inches wide, 30 inches high, . . . \$5.00



MONARCH REVOLVING RECORD RACK. A very handy rack for Cylinder Records; holds 1,000 Records in a space 33 inches square. Every record in easy reach and the whole stock of them moved anywhere in an instant. As shown, \$30.00, with "Heise Extension" attached, . . . \$40.00



This cut shows our new Heise Extension to be used with Rapke Label. This extension with 123 Rack without labels shown above, . . . \$15.00, or fasteners.

OUR NEW CATALOG SHOWS 15 STYLES, and will be mailed for the asking. Write to-day and get details
SYRACUSE WIRE WORKS, Syracuse, N. Y.

FOR SALE.

Retail Victor and Edison Phonograph Parlor, located at Carbondale, Pa., Lackawanna Co. Reason for selling, have sufficient business in Scranton.

Doing an excellent business in Carbondale, and have trusted out on leases about \$4,000. Will sell stock which amounts to \$2,000, or am willing to take good man in partnership.

Address, S. P. Michlosky, 307 Lackawanna Ave., Scranton, Pa.

"TALKER" NOW ELECTIONEERING.

Hearst's Campaign Committee Using Talking Machines—Will be Heard Throughout the State—Records Made by the American Record Co. and the Columbia Phonograph Co.—New Departure in Campaigning.

Following the example of the last election campaign in England the talking machine is now to be utilized in a very large way in the great political battle now being fought in this State for the Governorship. Wednesday W. R. Hearst, editor and proprietor of a string of daily newspapers from New York to California, the combination candidate of the regular Democracy, Independent League and other partisan organizations, made a number of disc records of political speeches at the laboratory of the American Record Co., New York, under the supervision of J. O. Prescott, manager. Two months ago a set of cylinder records of like import were made for the distinguished gubernatorial nominee at the laboratory of the Columbia Phonograph Co., General, but a professional did the talking, and it is likely the same procedure was followed with the "blue" records, as Mr. Hearst has a poor voice—lacking the essential vibrant quality and depth—for satisfactory sound reproduction. These records will be used in places where only the ordinary spellbinders appear, and with the gestures of Mr. Hearst thrown off by the moving picture machine, before which he posed, these "canned" speeches, as they are termed by his opponents, are expected to arouse the enthusiasm of the auditors to the highest pitch, and possibly carry conviction for the sentiments reeled off. The Columbia Twentieth Century machine will be used. The New York daily papers, in treating of this departure in campaign methods, laud it highly, one of them saying: "It is not known in whose fertile brain this scheme originated, but it looks very much as if it would be a grand success, from a show standpoint if from no other." As to the facts regarding the making of the records, they were wrong, as a matter of course, and wrote up the "story" in their usual exaggerated and misleading style. Perhaps it is unnecessary to add that these political records will not be listed, but are the private property of Mr. Hearst, who will doubtless supply stock gratis on application.

COLUMBIA CO. ENTERTAIN LENG FORCE.

September 18 Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General, had the entire traveling force

of J. S. Leng's Son & Co., recently created Columbia jobbers, on a visit to the factory of the company at Bridgeport, Conn. The road party were ten in number—keen, bright men—and they were shown every department of the works, and how the graphophone is made, from start to finish, which proved both entertaining and instructive; and as the latter purpose was foremost the drummers will now be equipped to talk up machines and records to "beat the band," as one of them remarked on his return. Thomas H. Macdonald, manager of the factory, and Mr. Eckhardt did the honors, and were also the hosts at a pleasant dinner given in Bullen's, the swell restaurant of Bridgeport. J. S. Leng's Son & Co., who are heavy in bicycles, etc., opened their talking machine department October 1.

LANDAY BROS.' NEW STORE

Directly Opposite Tiffany's Palatial Structure, When Opened This Week, Will be One of the Handsomest in the Country.

The new store of Landay Bros., 400 Fifth avenue, New York, directly opposite Tiffany & Co., when the alterations, furnishing and decorating are completed, about October 15, will be the most elegant talking machine emporium in the city, and where Victor goods only will be handled. The place, 25 by 125 feet, is in the heart of the ultra-fashionable shopping district, and the formal occupancy is set down for the 15th, when the official opening is scheduled, to be celebrated by a champagne supper, according to Max Landay, who will be in charge. Their present premises at 288 Fifth avenue will not be relinquished, and this will be looked after by James Landay. On the same day Max will start on a selling trip to the coast, and is to be gone about six weeks. The firm last month placed an order for 400 Victor Victrolas.

GROWING SEARCHLIGHT POPULARITY.

The Searchlight Horn Co., 753-755 Lexington avenue, Brooklyn, N. Y., are manufacturing a line of horns which is acquiring a rapidly growing popularity in various sections of the Union. On a neighboring page in this issue of The World appears a reproduction of a telegram from the J. W. Jenkins Sons Co., of Kansas City, Mo., ordering by wire a thousand horns. This leading southwestern jobbing concern have recently taken up the distribution of the Searchlight horn for Kansas City and vicinity. The shipments of these horns last month were surprisingly large.

HERE AND THERE IN THE TRADE.

H. B. Babson Returns—Max Landay's Trip—J. O. Prescott as a Nimrod—Wilson's Report.

With the return of Henry B. Babson, president of the Universal Talking Machine Mfg. Co., from abroad on the "Kaiser Wilhelm II.," October 10, the trade gossips have ceased to speculate why he took the journey. Elbridge R. Johnson, president of the Victor Talking Machine Co., and he had a confab in London, and Henry F. Hagen and F. Long met him in Paris, when an exceedingly decorous time was the programme. The following day Mr. Babson hiked to Chicago and is again expected in New York on November 1. The offices of the company will be removed from 28 Warren street, New York, to the Newark factory by the middle of next month.

Landay Bros. made a small, but effective display of Victor goods at the National Music Show, September 19-27, in Madison Square Garden, New York. Their concerts in the recital hall with the Victor Auxetophone were largely attended and greatly appreciated. The Jacot Music Box Co., of the same city, exhibited a well-assorted line of Edison and Victor machines, records, horns, etc. Both exhibits occupied conspicuous positions. These were the only talking machines exhibited in the show, and they have taken space for next year, when a much larger representation of the trade is expected.

Max Landay, of Landay Bros., New York, whose smiling countenance The World expected to present to its readers, but was disappointed at the last moment, will call upon every jobber in the leading cities on his way to the coast, starting to-day (15th). He will exploit the Land-o-phone home recorder and other specialties, and is anticipating a splendid business.

The Standard Metal Mfg. Co., 10 Warren street, New York, are outdoing in their new line of Standard horns Joseph's coat of many colors, of biblical memory. The contrasting brilliancy of the interior shades with the bright nickel-plating of the exterior makes a charming effect.

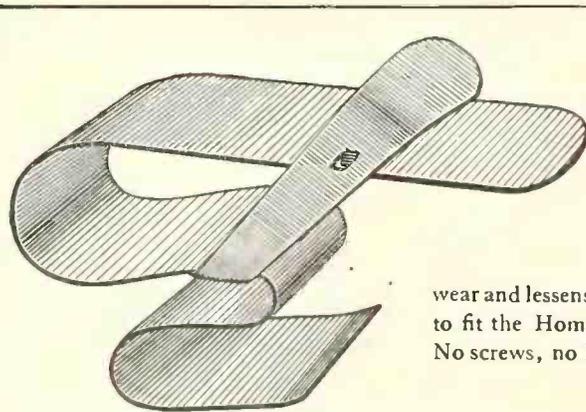
J. O. Prescott, manager of the American Record Co.'s New York laboratory (Hawthorne, Sheble & Prescott), started on a fortnight's hunting trip October 13 in the jungles of Long Island. He has been confined so closely by business that his physical condition was detrimentally affected, and therefore his physicians ordered Mr. Prescott into the open, to banish dull care and forget he ever made a record or worried over unsatisfactory "tests." The World wishes him a pleasant time, lots of game and a return in blooming health. Wm. McArdle, the A1 traveler of the company, went South on the 11th for a three weeks' tour in the trade, expecting to soothe some one's savage breast with the charm of the blue records.

C. H. Wilson, general manager of the National Phonograph Co., told The World that on October 1 they were 100,474 behind on orders, and for the week previous 107,000. These were not for immediate shipment, but were to be strung along between now and January 1. Further, that machines contracted for delivery on the 1st could not be shipped until some time before November 15. On records Mr. Wilson said the company were never in better shape.

The Valiquet Novelty Co., of Newark, to manufacture automatic talking machines, picture machines, etc., with capital of \$100,000, was incorporated last week by L. B. Valiquet, Newark; J. E. McArthur, Jersey City; E. W. Hine, Orange, and T. J. Keane, New York City.

WANTED.

A Phonograph Department Manager in a large store in New York State. One competent to take full charge and obtain satisfactory results. Only hustler need apply, starting salary expected. All correspondence confidential. Address, J. F. G., care Talking Machine World, 1 Madison Ave., New York.



Patent Applied For

Automatic Lift Lever

A DEVICE designed to disengage the sapphire point from the record by automatically lifting the speaker arm. No more "swish, swish, swish," when your phonograph is running at the end of the record. You may continue your conversation or work without the objectionable "swish" interfering. Reduces the wear and lessens the danger of loosening or breaking the sapphire. Made to fit the Home and Standard Phonographs, instantaneously applied. No screws, no holes to be bored. Made of spring brass, nickle-plated.

Price 25 cents.

LIBERAL DISCOUNT TO THE TRADE

Moulded Horn Connections a Specialty. The best connection on the market for the price.

EDISON JOBBERS

VICTOR DISTRIBUTORS

Established 1898

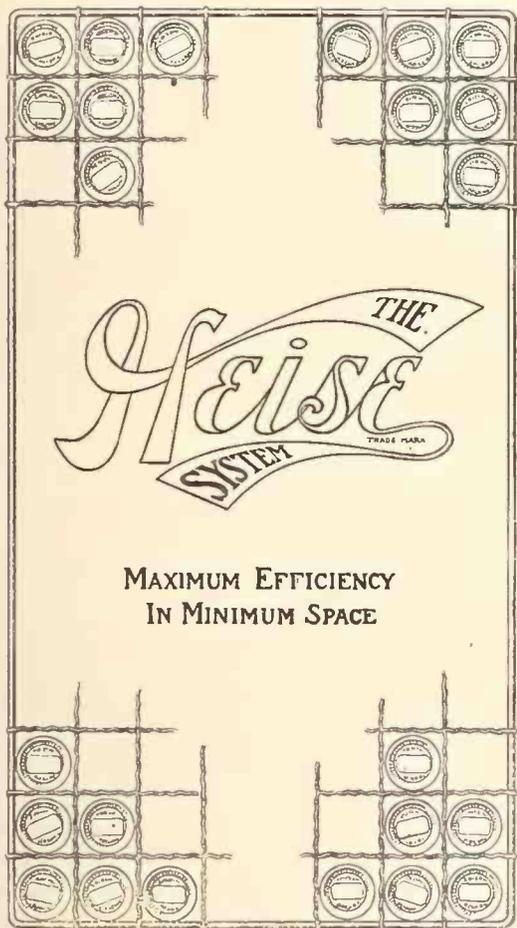
PENN PHONOGRAPH COMPANY

17 SOUTH 9th STREET, - - - PHILADELPHIA, PA.

A HANDSOME CATALOGUE

Which Is Worthy the Consideration of Dealers Has Just Been Issued by the Syracuse Wire Works of Syracuse, N. Y.

The Syracuse Wire Works, of Syracuse, N. Y., have long been noted not only for the splendid line of specialties which they turn out, but for their literature, which is always admirably conceived and executed. Their reputation in this respect has been reinforced by the appearance this week of a new catalogue in booklet form, which is a very complete and attractive piece of work. The cover, of which a reduced facsimile is reproduced herewith, is gotten up in three colors and embossed, while the handsome exterior



opens the door, so to speak, to descriptions and handsome illustrations of their entire line of racks, with prices, etc.

This is a volume which will surely interest all talking machine dealers, for the specialties of the Syracuse Wire Works are well and favorably known throughout the trade, for their excellence and originality. This company are tireless in their efforts to provide specialties that will insure an up-to-date store equipment, and those members of the trade who have not given this subject the consideration which it deserves would do well to look up this handsome booklet which is now ready for distribution. Every talking machine dealer will be wiser through its perusal, and will become cognizant of opportunities, whereby he may save space in his warerooms,

and have his stock present a better and more pleasing appearance.

NEWS FROM THE EMERALD ISLE.

Auxetophone Excites Interest—Used in Municipal Concerts With Great Success—The Phonograph Makes the World Seem Smaller—The Latest News from the Other Side.

(Special to The Talking Machine World.)
Belfast, Ireland, Oct. 6, 1906.

The most noteworthy feature in talking machine circles here that has occurred recently has been the arrival of the Auxetophone. Naturally an instrument costing £100 was sure to excite widespread interest, and for some days after it came to hand the time of the local agent, Mr. Osborne, was almost monopolized in explaining its mechanism (Parson's electrically-driven air blower, the double sound box, etc.) to callers representing the elite of the city. The Chief Clerk of the City Corporation, R. Meyer, Esq., evinced a lively interest in the instrument, and accordingly granted permission to demonstrate its efficacy in the largest hall probably in Ireland—The Ulster Hall—which is the property of the city and which accommodates over 2,000 people. An Auxetophone concert was therefore arranged for an hour prior to the organ recital in the hall on Saturday, September 22. Although advertisements announcing the function appeared only one day prior to the recital, the hall was packed to overflowing.

When the instrument pealed forth its first selection, a band piece, one could immediately observe each face turned toward the platform, every sound was hushed, but the climax was reached when Melba's dulcet voice was reproduced loudly, clearly and distinctly in the "Jewel Song" (Faust) and "Ave Maria" (Gounod), with violin obligato by Kubelik; the former was encored and greeted with considerable applause. The choice programme which was executed included selections by well-known bands and instrumentalists, songs by Patti, Caruso, Scaramberg, Harrison, Grant, Dawson, Shepard and others.

"His Master's Voice" will ever be associated with the gramophone, but an incident which transpired in Belfast last week makes the phrase, "His brother's voice," quite as valuable an asset to the National Phonograph Co. Twenty years ago Mr. Osborne, the local Edison jobber, was in partnership with a Mr. Jennings, who left Belfast for Glasgow in 1886. We visited Belfast on September 22 last, and called upon his old partner and had the pleasure of listening to the voice of a brother now living in Australia—12,000 miles away—reproduced on an Edison "Standard" phonograph from a record which said brother made in Melbourne last winter and forwarded to Mr. Osborne. He recognized "his brother's voice" easily, which he had not heard for many years.

The samples of "White" records which have come to hand are excellent.

Last month's consignments of Edison phonographs have come from London to Belfast—car-

riage between these ports 5 guineas per ton! How would American factors relish the payment of such transportation charges out of their profits on Edison phonographs?

Mr. Lemoine, the advertising manager of the National Phonograph Co., paid Belfast a flying visit third week of September.

There has been quite a "run" on special zophonophone records of Irish selections by Peter Dawson, entitled "Memory of the Dead," "The Singer Was Irish," "Bantry Bay" and "The West's Asleep," songs which appeal to a large section of Irish people.

The Belfast City Council have just contracted for hire of the Auxetophone for a series of Saturday evening Ulster Hall concerts during the forthcoming season.

RECENT INCORPORATIONS.

The Portland Talking Machine Co., of Portland, was incorporated last week with the Secretary of the State of Maine, with a capital of \$25,000. It is their purpose to handle talking machines and supplies of all kinds. The incorporators are C. A. Hanson, president, and J. M. Dunn, treasurer, both of Portland.

Among the incorporations filed with the Secretary of the State of New York last week was that of the Biondi Panoramic & Amusement Co., with a capital stock of \$300,000. Directors: M. Santangelo, A. F. Biondi and N. Biondi, New York.

The Sonora Chime Co. was incorporated last week at Albany, with a capital of \$100,000, for the purpose of manufacturing chiming mechanisms. Incorporators: C. J. Stoll, J. H. Browner, W. H. Haschke, Brooklyn; H. M. Pilkington, Rockville Center, L. I.

TOPHAM'S FINE LINE OF CASES.

(Special to The Talking Machine World.)
Washington, D. C., Oct. 10, 1906.

James S. Topham, manufacturer of carrying cases for disc and cylinder records, 1219 F street, N. W., is enjoying a large share of the prosperity now as prevalent in the talking machine industry. Notwithstanding the resources of their factory they are very busy in all departments.

Members of the trade desiring something very choice in the line of carrying cases will do well to write to Mr. Topham, whose reputation is of the highest, both personally and for the quality of his goods. For many years Mr. Topham has been furnishing the United States Government with supplies for the army and navy, and his wares have always been deemed most satisfactory. This in itself is a pointer worth taking to heart by talking machine men.

John Dodds has purchased the talking machine business of Tom Chilcote in Washington, Iowa.

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 13 1/4 lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

RAPKE HORN CRANE, No. 15

PATENTS PENDING

PRICE, - - \$1.50



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

Mr. Dealer!

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

YOUR JOBBER

SAMPLES OF LABELS FREE.

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

If your jobber cannot supply you, write to

TRADE NEWS FROM ALL POINTS OF THE COMPASS

Elbridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., who has been living in the suburbs of London, Eng., with his family for the past six months, is expected home around the early part of November. Mrs. Johnson has not been in the most robust health, hence the prolonged stay abroad. The wiseacre, however, had the Victor's clever chief executive's trip inextricably twisted up with trade affairs, one blandly stating that he had it on the best authority that Mr. Johnson went over to sell out to the Gramophone & Typewriters, Ltd., of London; another smart Aleck positively asserted that a European Victor Co. was determined upon, and so the tongues wagged during the entire period of Mr. J.'s absence. Then it was put up to a high company official, who neatly side-stepped when Henry F. Babson's visit across the water was mentioned in connection therewith. At least so the story runs.

Monday, the 8th inst., H. N. Macminimen started to touch up the trade for the Universal Talking Machine Mfg. Co., New York, in Pennsylvania and New York State. He had recently gone over the New England territory to some purpose.

The Duplex Phonograph Co., the double-horn machine, Kalamazoo, Mich., who are looking for direct business via magazine advertising, in which the dealers' prices on standard lines are held up to adverse criticism—a talking point only—are being threatened with litigation for alleged infringements of prior patents. This is a bit of news coming out of the West—where the winds do blow.

At one time Walter L. Eckhardt, manager wholesale department of the Columbia Talking Machine Co., General, before his entrance into the business, of which he is a bright and shining light, held the record as the champion short-distance bike rider. That was years ago, however. Since then he has been awarded the high mark for more solid achievements; but it only goes to show that the way the twig is bent the tree will grow.

Last week Fred C. MacLeau, manager of the Sterling Debenture Corp., who are managing the investments in the American Telegraphone Co., called on the New York State trade, selling a number of machines and a large block of securi-

ties. Some time this month the corporation will tender a banquet to their salesmen at one of the prominent hotels. They have also selected space in the National Business Systems' Exhibition, that opens October 27 in Madison Square Garden, New York, where a complete display of their apparatus and appliances will be made. Mr. MacLean will be in charge, with an able corps of assistants.

C. W. Casper, Marshall, Mich., who is forming a company to exploit talking machine specialties—in fact, is now in the business—is a man of varied accomplishments. At one time he was an extensive dealer in bicycles, and held the record for the fastest century run. Subsequently he studied medicine, and is a graduated physician, but not practising. At the present time he is interested in three drug stores, and owns the Casper Hardware Co. Mr. Casper believes a well conducted trade paper is an indispensable adjunct and invaluable assistant in any line of business, consequently he is an attentive reader of the paper dealing with the line in which he has investments, the latest addition to the list being *The Talking Machine World*. He frankly admits he has not read a novel in eight years—hasn't got the time.

"The Phonograph Girls" is the title of a melodrama now on tour and being presented by the "Jersey Lilies," a company which opened in New Orleans last month and is now on the Western circuit. The sketch originated in London, England, and was reported a success. One of the scenes represents the interior of a talking machine store, and the Columbia Phonograph Co.'s Twentieth Century machine is employed to advantage in revealing the plot. The machine is also used outside to attract the crowd to the theater, and has proven an effective advertising medium. This is the first play known in which the talking machine and its commercial environment has figured in a professional way and carrying off the honors.

Henry Goldsmith, a music dealer of Columbia, O., formerly having a talking machine department, selling out to Perry Whitsit & Co., is contemplating going back into the business if he can obtain additional room to his present place of business, said to be one of the best locations in the capital.

Early next month E. Long, manager of the Universal Talking Machine Manufacturing Co.'s export department, is expected to return to New York from Italy, where he is associated with Henry J. Hagen, of the company's recording laboratory in obtaining a complement of "masters." Mr. Hagen accompanies Mr. Long home.

A recent letter from Peter Bacigalupi, of San Francisco, his father-in-law, says that Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., is living 150 miles from that city in retirement, and that his health has greatly improved since coming to California.

The Keen Talking Machine Co., northwest corner of Eighth and Cherry streets, Philadelphia, Pa., suffered a loss of \$500 by a fire which occurred on the third floor of the building, September 27. There was no deterrence to business.

In filling an order for records from Harvey Kopp, of Fairmont, Pa., Miss Kathlene E. Mulligan, of the Pittsburg branch of the Columbia Phonograph Co., worked the old romantic game of putting a slip containing her name and address in one of the boxes and suggesting an answer. As she signed K. E. Mulligan, Mr. Kopp replied to "Mr. Mulligan," assuming it was a young man, and as the friendship grew gave out his secrets of the style that one man gives only to another. When a meeting was arranged he nearly died when he saw "Mulligan" in skirts.

TO THE TRADE.

For your information we desire to bring to your attention the fact that all metal which has been coated with a "baked-on" finish will be far more satisfactory both as to its durability and beautiful appearance than any other method of decorating can possibly be. The goods that we manufacture have grown steadily in popularity year by year, until to-day the large business that we are handling is the result of our endeavor to give standard quality at reasonable prices, and this year will show the largest amount of business for the Tea Tray Company of any since its organization in the year 1867.

All imitations that have been made of the goods we have furnished, as far as we can find, have been so inferior that the trade now are coming to us and commending us because of the fact that we have adhered strictly to our policy of improvement in methods, and have constantly endeavored not to furnish a cheap grade of goods.

Most of the colors which we are using on our work are practically unfading, as they are "baked-on" and not dried in the open air. Any chemist will bear witness to the fact that Chrome Yellow and Chrome Green and the various lakes made from cochineal are more permanent in tone than the similar colored aniline substitutes. It is not possible for any of the former pigments to be used in lacquer, on account of their non-solubility in alcohol. "Baked-on" coatings of the very best character, such as we use, do not fade in strong sunlight nor are they affected by water, alcohol or other liquids which will readily remove the lacquered surface. The lacquered surfaces are likewise extremely brittle, while a "baked-on" surface is the most impervious coating that can be applied. A test can be made by anyone so that you can readily grasp the idea. It is not as easy to produce a smooth or beautiful surface on air dried work as it would be if the surface was thoroughly "baked on." The very rapid evaporation of the solvents in lacquer is likely to show very much greater defects because of the fact that the colors do not flow evenly, while the "baked-on" coating keeps the color in a fluid condition until every pore in the metal surface has been sealed and the color has flowed out to a state of perfection in the heat of our ovens.

The artistic effects of the hand painted and carefully selected articles that we have so long been noted as originating take a vast amount of experience and care, and our artists have to be trained by years of careful studious application to their work to bring the results that have brought this Company the confidence and good will of a very large patronage.

Trusting that the foregoing information, which is given in the interest of all users of Talking Machines, may be interesting and valuable, we are,

Very truly yours,

ALBERT S. MARTIN,

Pres. The Tea Tray Co., of Newark, N. J.

Important Announcement to the Trade

THE UNITED HEBREW DISC RECORD CO. beg to announce that they have opened up new wholesale warerooms at 257-261 Grand Street, and now have ready for distribution a very complete selection of Hebrew Records made by the best artists on the Hebrew stage.

Twenty-one new numbers will be ready for shipment by October 20th. All of these selections will prove to be fast sellers because of their remarkable clearness and popularity of the titles.

Our new stock will be found complete at all times, and the new records are positively the best Hebrew Records on the market.

This business is under new management, and the best attention will be given to dealers who have a demand for this class of records, and they will find it to their advantage to correspond with Mr. Louis Rosansky, owner of the firm, at once, as he feels disposed to deal liberally with first class dealers who will act as representatives for this concern.

THE UNITED HEBREW RECORD CO.
257-261 GRAND STREET, - - - - NEW YORK CITY

TRADE HAPPENINGS IN THE WEST

Remarkably Good Season Assured—Manager Nisbett's Good Trip—Changes at Cable Company's—Innovation at Concerts—B. Feinberg's New Venture—Columbia Co. Open New Branches—Wurlitzer Buys Tone Regulator Co. Patents—Big Needle Order—Polish Records in Demand—C. W. Noyes Making a Great Road Record—Recent Visitors from Many Points—Geissler's Counter Display Rack—Salter Mfg. Co.'s Handsome Catalogue—Joseph T. Leimert's Eastern Visit—Entertained by Geo. W. Lyle—Cheery Reports Everywhere.

(Special to The Talking Machine World.)

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

With the local retail trade business is picking up beautifully, and the indications are all for a remarkably good reason. The keenest interest is being shown in the higher priced records. This winter promises to establish the talking machine stronger than ever in the musical art class. Jobbers are well pleased with the demand from the country dealers. The only thing that is worrying them is whether they will be able to secure the goods to fill the demand.

Manager G. M. Nisbett of the recently established wholesale department of Babson Bros., at 304 Wabash avenue, the old National Phonograph Co. location, returned late last month from a trip through Wisconsin. He says he found the dealers already enjoying a fine fall trade, and looking forward to a record breaking holiday business. "One thing that impresses me forcibly in viewing the trade situation," said Mr. Nisbett, "is the fact that the phonograph is rapidly graduating from the side line class even in the country. For instance, I had four Edison dealers call on me to-day. They were all from small Western towns, and three of them were exclusive talking machine dealers. The third is a jeweler, but his talking machine trade is rapidly forming a very vital factor in his business. While perhaps not in the proportion indicated by my visitors, this tendency is growing very rapidly, and it speaks volumes for the progress of the business."

Now that the Cable Company's talking ma-

chine department is fully organized in both its retail and wholesale branches a change has been effected which will permit that perfect division of executive labor which is a prime desideratum in the conduct of a large business.

J. W. Harrison, who, in consultation with Joseph T. Leimert, has had charge of both the talking machine and electric piano departments, will devote his entire time to the latter department, which has also developed to the point where it requires the undivided attention of an experienced and capable man. Mr. Leimert has secured as manager of the talking machine department C. W. Long, now in charge of the Columbia Phonograph Co.'s store at St. Paul, Minn. He assumes his duties at the Cable Company on Oct. 15. He was formerly secretary of the Indiana Talking Machine Co., Indianapolis, but two years ago went with the Columbia people, representing the Chicago office in the Far West. When the Salt Lake City branch was opened a year ago he was made its manager, and three months ago promoted to the management of the St. Paul office.

Mr. Long's successor as manager of the St. Paul office of the Columbia Phonograph Co. will be Ed. Wheeler, who was in charge prior to Mr. Long's incumbency.

The Cable Company have introduced an innovation at their afternoon concerts given in the interests of the talking machine department in Cable Hall. The Victor machine holds the boards uninterruptedly from 12 until 2.30, then a programme concert commences, lasting until 4 o'clock. Besides the Victor selections a couple of suites of light classics are sung with the ac-

companiment played on the Mason & Hamlin piano. The first week of these programme concerts the soloist was Miss Ada Mae Cameron, the sister of L. Kean Cameron, assistant manager of the retail talking machine department, and who has charge of the concerts. Miss Cameron, although but eighteen years of age, has a clear lyric soprano of remarkable beauty, and has already won golden opinions as a concert singer in Chicago. Last week the soloist was Miss Edna Dunham, also an accomplished vocalist. The programmes for the entire week are published in pamphlet form, and the selections are all such as appeal to persons of cultivated musical taste.

B. Feinberg, for the past two years representing the Zonophone Co. in the Northwest, and a man of long experience in the talking machine line, has come to Chicago, and has associated himself with Frank Dillbahrner under the name of the Western Talking Machine & Supply Co., Dillbahrner & Feinberg, proprietors. They will operate as manufacturers' agents, selling to the jobbing trade, and will handle everything from a needle to a machine. They have already secured a fine line of accounts, embracing disc and cylinder machines, records and accessories. Mr. Feinberg leaves to-day for a month's trip "around the loop." The firm's office is at Suite 405, 185 Dearborn street.

H. L. Willson, manager of the local office of the Columbia Phonograph Co., has certainly proved that his promotion to the management of the Chicago office less than a year ago was a wise move on the part of the company. The business has been pushed very aggressively all along the line, and when the new Columbia store at Duluth is opened this month, under the management of A. W. White, now connected with the Chicago office, it will be the twentieth now operated from this point.

No. 19 will be opened at Davenport, Iowa, on October 15. It will be located at 118 West Third street, in the heart of the business district, and will occupy a fine large store, elegantly fitted up, and which will boast the largest

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.

electric sign in the city. The manager will be A. D. Herriman, who came to Columbia headquarters at 88 Wabash a year ago to take charge of the retail sales there. He was formerly manager of the talking machine department at Siegel, Cooper & Co.

President E. D. Easton and General Manager George W. Lyle, of the Columbia Co., spent Wednesday, October 3, in Chicago, leaving the same evening for the East via Pittsburg.

A. C. Becken & Co., wholesale and manufacturing jewelers in the Powers Building, Wabash and Monroe street, have recently enlarged their talking machine department, jobbing the Columbia goods on a large scale. Mr. Turck has charge of the department.

The business of the Tone Regulator Co., of Chicago, has been purchased by the Rudolph Wurlitzer Co., of Cincinnati and Chicago, and the patents of the Universal tone regulator have been bought from the inventor and patentee, Eugene M. Robinson. The Universal tone regulator was put on the market a few months ago by the Tone Regulator Co., and is adapted for the Victor, Zonophone or Columbia disc machines. The Rudolph Wurlitzer Co. already had an excellent business on these regulators as jobbers and will push them very extensively. It is also understood that they are about to take steps to protect the patents which they now control against devices now on the market and which they claim are infringements.

Mr. Peacraft, of the Tea Tray Co., was a recent Chicago visitor.

One of the largest, if not the largest, needle orders ever placed in this country was recently given by a Chicago jobber to C. W. Noyes, of the Hawthorne Sheble Mfg. Co. It called for 10,000,000 needles for immediate delivery.

Manager A. D. Geissler, of the Talking Machine Co., is justly proud of the enthusiastic, hustling force of assistants with whom he has surrounded himself. E. W. Moody, the local sales manager, has been doing some great stunts, and has not only created a number of new Victor dealers locally, but furthermore has greatly increased the sales to old customers of the house. James Miln is maintaining his old-time record as a road salesman distinctly in the crackerjack class. He has just returned from a very successful trip through Michigan. Daniel Creed, who has had charge of the city sales on the floor, has been promoted to the credit desk. G. W. Davidson, Mr. Geissler's private secretary, recently added to the spirit of happiness pervading the office by causing the wedding bells to ring merrily. He went east for his bride, who was formerly Miss Leedom, of Philadelphia.

H. A. Steadman, manager of the talking machine and gun department of Hibbard, Spencer & Bartlett Co., has returned to his desk, after a siege of typhoid fever lasting over three months.

While in the east the latter part of last month Joseph T. Leimert, of the Cable Co., was entertained by George W. Lyle and went with him to Bridgeport, Conn., for an inspection of the factory of the American Graphophone Co.

The new Polish records of the Columbia Co. are destined to make a hit in Chicago. A. J. Morrissey, city wholesale man for the Columbia people, sold no less than 8,000 of the October Polish issue from samples.

Under the management of W. L. Brind the mail-order department of the local office of the Columbia Phonograph Co. is already making a weekly average of several times the volume of business when he took hold less than two months ago.

C. H. McGriff, of New Madison, O., has built an addition to his piano store and will add a talking machine department. He has not yet decided upon his lines.

C. W. Noyes, of the Hawthorne-Sheble Mfg. Co., and western representative of the American Record Co., returned last month from the East, accompanied by Horace A. Sheble and Mrs. Sheble, who spent several days in Chicago. Mr. Noyes left on the 25th for New Orleans. From thence he will travel through Texas, Oklahoma and Indian Territory visiting the principal jobbing points. During his absence the office at 185

Dearborn street will be in charge of H. Tilt, who has just joined the Chicago forces and will travel in this territory for the Hawthorne-Sheble Mfg. Co. and turning the orders over to the jobbers in their respective territories.

W. H. Aton, manager of the Charles Wild Music Co., Baraboo, Wis., was a recent Chicago visitor. Mr. Aton has recently inaugurated a talking machine department, handling the Edison and Columbia goods.

Nelson C. Durand, manager of the commercial department of the National Phonograph Co., was in the city recently consulting with C. L. Hibbard, who looks after the interests of the Edison business phonograph in Chicago.

Arthur C. Mestraud, representing the International Correspondence Schools, of Scranton, Pa., is in the city visiting the jobbers with a view to interesting them in the trade possibilities of the phonographic language courses.

W. W. Parsons, manager of the commercial department at the Chicago office of the Columbia Phonograph Co., has just received several of the new type alternating current commercial graphophones, and says that already orders are coming

in from the country and from manufacturing suburbs where there is no direct current.

Lyon & Healy are sending to the trade their first catalogue devoted entirely to a line of high-grade cylinder and disk cabinets made especially for them after their own designs. Not only are these cabinets of extremely artistic appearance, but they are strongly built and are models in point of convenient arrangement.

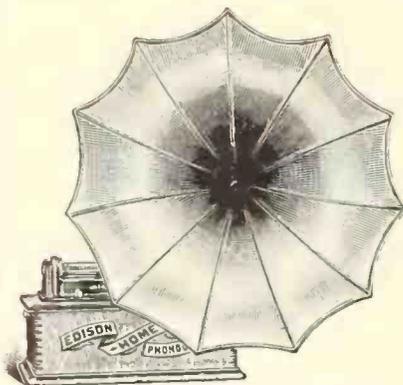
John E. Moyer, of Dixon, Ill., a talking machine dealer of the up-to-the-minute class, was a recent Chicago visitor. He reports business as good in his locality and looks for the best holiday business in the history of the trade.

Miss E. O. Lane, who has had charge of the sales in the talking machine department at the Fair for the past six years, has joined the forces of the Healy Music Co. as chief assistant to Manager Faber in the talker department.

The Chicago Stand Co., 266 Wabash avenue, are having an excellent business on their Chicago horn support for Edison phonographs. It has many points of excellence, including that of "invisibility" when the machine to which it is attached is viewed from the front. It is simple

Chicago Horn Support

FOR EDISON PHONOGRAPHS



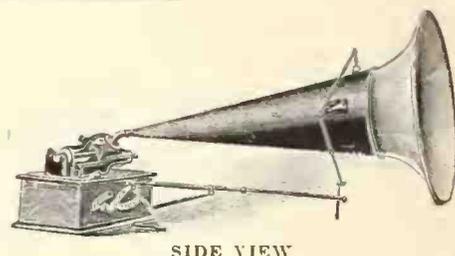
FRONT VIEW—SUPPORT INVISIBLE

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. Retail price \$1.50 each.

CHICAGO STAND CO.
266 Wabash Avenue, CHICAGO



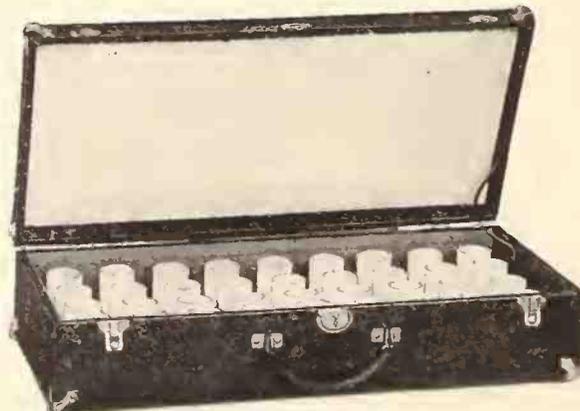
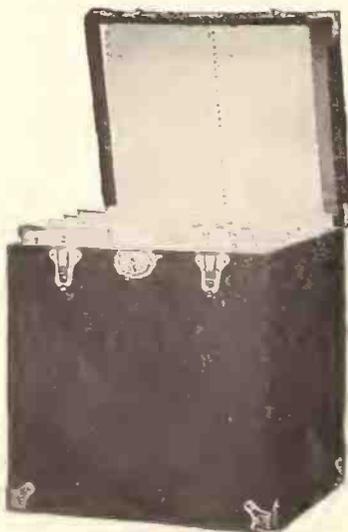
SIDE VIEW

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.



in construction, neat in appearance, and when not in use can be folded into small compass and packed in the machine case.

Mr. Ornstein, the sales manager of the Victor Co., was a recent Chicago visitor. He was on a general trip among western Victor jobbers.

A. D. Geissler, of the Talking Machine Co., has just brought out a very handsome counter record display rack. It holds 36 ten or twelve inch records. The cabinet work is beautifully finished and the device seems destined for a large sale.

Mr. Moody, city sales manager for the Talking Machine Co., has just placed a Victor line with the large furniture house of Barwig Bros., on Milwaukee avenue, securing an excellent initial order.

One of the most popular men visiting the Chicago jobbers and representative dealers is Mr. Chandler, city man for the National Phonograph Co. He has a personality that absolutely radiates good cheer and optimism of the most approved type. He has a sunbeam storage capacity that would have made him a king among the prehistoric plants of the coal era, and the way he can jolly orders out of the dealers on a rainy and gloomy day is a never ceasing source of wonder to the recipient jobbers.

O. D. Weaver & Co., 195 Wabash avenue, have added a complete line of disc and cylinder record cabinets and are out with a new illustrated catalogue describing their offerings.

James I. Lyons has opened his fourth retail store. It is at 1071 Lincoln avenue, and is in charge of Mr. Wurst, who has had several years experience in "talker" rebuilding.

The Salter Mfg. Co., 102-108 North Oakley avenue, Chicago, have just issued a handsome new catalogue of their line of talking machine record cabinets made by them. It shows seven styles of disc and a similar number of cylinder cabinets, all beautiful examples of the cabinet maker's art and two of the leading styles are illustrated in the company's advertisement elsewhere in this issue and we here quote the catalogue descriptions:

No. 705, Talking Machine Disc Cabinet.—Size, 36 inches high. Size of top, 15 x 20. It has three compartments for about 270 discs, the lower space holds 12 inch and the two uppers 10 inch. Made of the very best selected quarter-sawn white oak. Paneled on all four sides, door fitted with solid brass catch, same as shown on our No. 704. Golden finish. Polished or weathered oak waxed, and imitation mahogany on birch wood, polished.

No. 710, Cylinder Cabinet.—Size, 36 inches high. Size of top, 15½ x 19. This is our latest improved swinging drawer cabinet and will hold 138 records. The six drawers are well fitted with special hinges and 12 solid brass knobs, two on each drawer. Fancy shaped top and base. Made of quarter-sawn white oak and finished on all sides in golden finish polished or weathered oak waxed.

"TALKERS" TO BRING SALVATION.

In another part of The World reference is made to the use of talking machines by the Salvation Army in Cleveland, and in this connection the following letter appears in one of the Chicago newspapers:

"I notice that the Salvation Army in Cleveland is to economize by using graphophones instead of preachers. While the living preachers are saving souls in one place the graphophones with slots for contributions are to be saving them in another. Suppose that hereafter in the testimony meetings converts will relate how they 'attended' a graphophone and experienced a change of heart under its preaching. The first thought one has about such a thing is that it degrades religion, but on reflection it does not appear so bad. Perhaps if the army had no other kind of preachers the results would be just as good and the collections just as large."

There is a growing demand for talkers in first-class cafes.

E. C. PLUME'S CONTRIBUTION

To the International Encyclopedia on the Subject of Graphophones.

(Special to The Talking Machine World)

World Office, 195 Wabash Avenue,
Chicago, Ill., Oct. 11, 1906.

E. C. Plume, who has charge of the wholesale interests of the Columbia Phonograph Co., in Central Western territory, has been signally honored by being selected as the author of the article on the "Graphophone" in the forthcoming new edition of the International Encyclopedia, which will make its appearance about January 1 next. The World is able to print the article through the courtesy of the manager of the Chicago office of Dodd, Mead & Co., the publishers of the International. It is as follows:

"GRAPHOPHONE.—(from Greek voice *γράφειν*, Graphein to write, *φωνή*, phone), an instrument for recording and reproducing sound. The graphophone, invented in the Volta Laboratory,



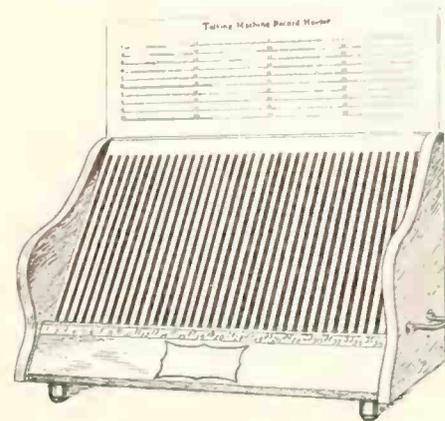
E. C. PLUME.

Washington, D. C., in 1886, by Dr. Checester Bell, brother of Alexander Graham Bell, of telephone fame, and Prof. Charles Sumner Tainter, a scientist, was the first practical talking machine. Its basic principle is the act of engraving sound on wax or wax-like material. All modern talking machines embody the features first made known in the inception of the graphophone.

"The problem of recording sound was solved long before its reproduction was accomplished. As early as 1807 Dr. Thomas Young discovered a method by which a tuning-fork might be made to trace a record of its own vibration; but nearly eighty years seem to have elapsed before this hint was put to practical use by the invention of the graphophone, which gave to the world a machine whose uses are manifold; among the principal of which are the teaching of languages without a teacher and for dictation purposes, it being used in many of the largest business concerns in the capacity of amanuensis and substitute for the stenographer. Its best known use, however, is for the purpose of entertainment, the delicacy and accuracy in reproduction being remarkable. It has a tympanium or diaphragm that, like the tympanium of the ear, vibrates in unison with the sound waves that beat against it, but does more than the ear's tympanium, for it makes a perfect record of what it is. Like the voice, the graphophone sets in motion the waves of sound, but it is not limited as the voice is to the production of a comparatively few sound waves, for every musical tone from the most delicate thread of sound to the melodious crash of a great military band can be re-created.

"Recent years have brought marvelous im-

X The Handy Counter X RECORD RACK X



Just the thing for
Holding new
Monthly Records
Beautifully Indexed
List \$3.50

Exhibition Needles
Our Brand
Your Imprint on each
envelope
Write for sample

Remember
WE WHOLESALE EXCLUSIVELY
Before placing your Fall
stock order
Write for our accessory
Catalogue
We have some new ideas
in Cabinets

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

Exclusive Victor Distributors.



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

provements. Prominent among these was the entirely new method of making cylindrical records. A permanent master record has been invented which consists of a metal matrix within which the finished records are moulded from molten wax. Another was the developing of flat or disc records, the sound waves in this style of record being lateral. In the disc records a sinusoidal line is traced upon a revolving wax disc. The disc is then left in a solution of chromic acid, and the plate thus made is used for stamping the records which are made of a hard rubber-like substance. This latter style of graphophone is fast supplanting that using the cylindrical records."

Mr. Plume's career in the talking machine field has been a varied and interesting one, although his activities have been confined entirely to the Columbia Co. He started in with them in 1893 at the San Francisco office, first looking after the instalment business there and later traveling covering the entire Pacific Coast. He finally went to Portland as acting manager of the branch in that city and from thence came to Chicago, took a trip over the territory covered by the Chicago office and visiting the branches under its control, and then took charge of the Record-Herald premium department here. In February, 1904, he was given management of the retail at the Chicago office including the various branches and in addition looks after the city wholesale, which he increased materially. He assumed his present position on October 1 of last year and since then has made no less than fifteen new Columbia jobbers in this territory. Mr. Plume is prominent in Masonic circles and is a Mystic Shriner.

THE "TALKER" AN EDUCATIONAL FACTOR

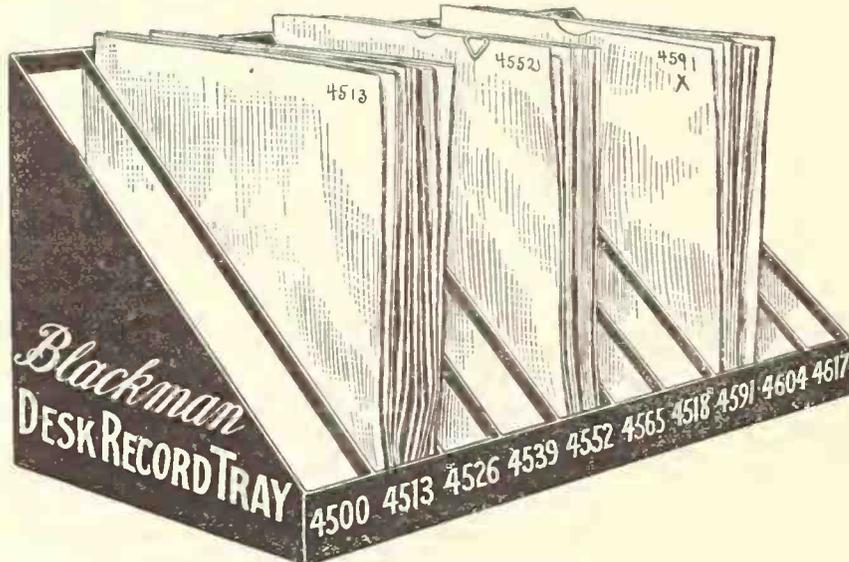
The new Boys' High School, Reading, Pa., has been added to the list of institutions using talking machines for educational purposes, as the entire second floor is given over to language classes taught by means of talking machines. The records contain speeches, dialogues and songs in the languages to be taught, most of the records having been imported from the foreign countries where the languages are in vogue. Absolutely correct pronunciation is thus secured.

The use of the "talker" as an educational factor raises it above the level of the purely entertaining or commercial product, and proof of its usefulness in this field should effectually silence the criticisms of that body of our citizens who harp upon these machines being only annoying "toys" and only fit for producing "canned music."

IMPROVED HOLDING TRAY

For Cylinder Records Is Being Placed on the Market by J. N. Blackman—Envelope System Another Specialty—Blackman Brush in Demand.

A patent application has been made by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, for an improved folding tray for cylinder records. It is shipped



flat and very simply folded. One of the principal features of this tray is that the bottom or sides are perfectly smooth, allowing the boxes to be withdrawn and replaced without danger of pulling out and upsetting other trays. They also lay closer, economizing space, the locking folds being on the end of the box. They are made of heavy jute paste board.

Another new specialty of the company is the Blackman envelope system, that provides a complete file—one envelope for every record in the catalogue. The number of the record is entered at the top right-hand corner, as shown in the accompanying illustration. If the record is sold the envelope is removed from the box and laid one side to be ordered.

The Blackman Co. are now manufacturing three styles of brushes for the phonograph, and a new style (No. 10) for disc records, that clamps on the sound box, of which the models are illustrated and described on another page. The company also desire to inform the trade that Messrs. Rogers and Forsell, Providence, R. I., with whom they were in litigation, have made to the company a complete assignment of all claims on record brushes. Therefore, the Place brushes

will be manufactured under the Place and Forsell patents, issued September 26, and October 2, respectively, that appear elsewhere in The World's patent department. Another patent will be issued shortly.

NEW VICTOR MACHINES.

Under date of October 1 the Victor Talking Machine Co., Camden, N. J., sent out the subjoined circular to their dealers, in which the latest style Victors, with the new worm or spiral gear motor, are announced as coming through the factory, viz.:

"We are pleased to inform you that our new style Victors 4, 5 and 6, with the new worm or spiral gear motor, are now coming through the factory in fair quantities, and we are commencing shipments of these machines in small quantities to your distributors. There is no change in the general appearance of styles 5 and 6, the cabinet only being slightly

larger to accommodate the new motor. The style 4 will appear in a solid mahogany cabinet, with the speed regulator as used on style 6, and will be shown only in that wood in our forthcoming machine catalogue to be issued in about one month.

"This, then, will give you two styles (4 and 6) in mahogany—a very acceptable wood—and we think improves the salability of the entire line. We predict a great future for style 4 in its new cabinet and equipment. With these changes our line is uniformly consistent throughout, with motors practically standardized and built on a principle and of a quality such as will insure perfection in their operation."

COOPER CO.'S NEW LINE OF CABINETS.

The James W. Cooper Co., of Philadelphia, Pa., have just brought out a complete new line of over 50 disc and cylinder record cabinets. These embody all the skill and excellence in construction gained after years of experience in this line of work. Without solicitation their goods have been handled for a number of years in this trade, and the quantity of orders which they are receiving is now keeping their plant at the corner of Washington avenue and 17th street working overtime, speaks most strongly for the high quality of their product. However, they are now going into this business on a larger scale, and have just compiled a handsome new catalogue for an entirely new line of cabinets, with special prices, which will be of immense interest to the talking machine dealer everywhere. In their advertisement, which appears in this issue, can be seen a sample of this attractive line.

C. C. COLLIER WITH REGINA CO.

Charles C. Collier, at one time manager of the Musical Echo Co., Philadelphia, and more recently head salesman with Sol Bloom on 42d street, New York, has become connected with the talking machine department of the Regina Co., 17th street and Broadway, in a like capacity.

NEAL, CLARK & NEAL CO. REMOVE.

Neal, Clark & Neal Co. have moved out of their old quarters at 647 Main street, Buffalo, N. Y., and are established in their new and elaborate quarters at 643-645 Main street. A feature of the firm's progressive policy will be monthly recitals, and several innovations entirely new to the talking machine business are under consideration by the firm.

IMPORTANT TO JOBBERS!

We are direct factory representatives for manufacturers of
Talking Machines, Premium Machines,
Disc Records, Sound Boxes,
Cylinder Records, Record Racks,
Record Cabinets, Tone Modifiers,
Horns, all styles Carrying Cases,
Cranes and Horn Stands, Needles,
 and a full line of parts and supplies.

WESTERN SALES AGENTS FOR KOMPAKT COLLAPSIBLE HORNS.

Disk-O-Phone and Picture-Phone Machines

*Remember, we are not jobbers but manufacturers' agents.
 When you deal with us you deal direct.*

Western Talking Machine and Supply Co.

FRANK DILLBAHNER and B. FEINBERG, Proprietors,
 Suite 405, No. 185 Dearborn Street, Chicago.

TRADE NOTES FROM BOSTON TOWN.

Every Talking Machine Store in the Hub a Hive of Industry These Days—Exploiting the Auxetophone—The Victrola in Great Demand Reports the Eastern Talking Machine Co.—Columbia Co. Open New Branch Stores—Read & Read to Remove—Winchell Co.'s Activity—Osgood's Campaign of Publicity—Reports from Oliver Ditson Co.—A Story Worth Relating—News of the Month in Detail.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 8, 1906.

Every talking machine store in the city is like a hive of industry just now; the fall trade began in earnest with the first day of this month, and no let up is in sight as yet. It seems as though the demand for high-grade machines grows with each week, and the arrival of the Victor Victrola and the Auxetophone is going to give a further impetus to this demand.

An excellent idea for making popular the Auxetophone is put forth by a salesman at the Eastern Talking Machine Co.'s store. He suggests arranging to give a recital in the different sections of the city, before men's clubs, church organizations and even in private houses where wealthy men have large halls. A number of the newer mansions are equipped with halls for dancing, and here the Auxetophone will be invaluable, for when the guests get tired of dancing and want to rest, they can be entertained with opera or ragtime, as best suits their fancy.

The Victrola is "going some" at the Eastern Talking Machine Co., and the demand is "900 per cent. greater than the supply," as Wholesale Manager Chamberlain says. "We are all out of them, both for wholesale and for retail. The \$500 machine will be a great seller as soon as we can get enough of them," he says.

The little Victor dog is making a hit at this store. He is placed upon the floor directly in front of the open door. At his back is a fine Victrola, and as people pass by the door they see this tiny pup sitting there, his ear cocked up, and he looks at them with the cutest expression imaginable. The people stop, laugh and come into the store to get a closer look at him. Then it is but the work of a moment to get them interested in the Victrola and the talking machines of a lower grade. Many a sale has been started by this little dog of papier mache. And the best of it is, he doesn't demand a commission.

The Columbia Phonograph Co. have opened two new branch stores, one in this city at 10 Bowdoin Square, under the management of Aaron Schaubel, and the other at 55 Market street, Lynn, under the management of Kenneth Campbell, formerly of the commercial department. Business is reported as "bang-up" and improving every day. A fine display of Columbia records is being made in the window this month.

Messrs. Read & Read are to remove within a week or ten days to a street floor store in the same building, having rented a fine store on Essex street, opposite the new Henry Siegel Co. store. This will give them added room, better light and be a much better location for them than up one flight. A number of new

lines of machines and records will be carried, and it is hinted by Mr. Read that he is to have some one come to aid him in the management of the store. Just who it is he will not announce at present.

The Winchell Co. are doing a rushing business on the Zonophones this season, and despite their enlarged quarters are finding themselves crowded for room. The glass-walled rooms for display of records, which this firm was among the first to adopt, have proven a blessing both to customers and to salesmen. Mr. Winchell keeps on hand all the latest cabinets for keeping records and has a big sale on them.

Manager Winkelman, of the Oliver Ditson warerooms, reports an enormous trade on the Victor operatic records. "It seems as if everybody in town wanted to hear the grand opera singers," says he. The Ditson clientele is just the sort that appreciate the Victrola. A number of improvements are in contemplation at this company's stores in order to give much needed additional room.

"When in doubt buy of Osgood" is the catchline that has made C. E. Osgood famous, and it is being used to good advantage in the advertising campaign on talking machine goods. This concern is doing a splendid business.

At the Boston Cycle & Sundry Co. the addition of a department for the manufacture of the famous Boston traveling case for records, is adding to their already large business in wholesaling talking machines and supplies, and makes things lively there at all times. A big line of Searchlight horns is now carried, and there is a big demand for them among the dealers to whom this firm sends supplies.

There was a bit of fun the other afternoon in one of those phonograph parlors opposite the Common that was not down on the programme. A typical son of Ireland strayed in, picked up an ear trumpet and adjusted it. Gradually his face broke into one great, big heart-winning smile. The next minute he was doing a stunt that looked like a cross between the can-can and an electric shock. An inquisitive individual peered over his shoulder to ascertain the cause. The old fellow had been listening while the phonograph rendered "Old Rosin, the Bow," and found the broad grin not a sufficient vent for his feelings, hence the steps.

P. Pomeroy, of the well-known firm of P. Pomeroy & Co., of Philadelphia, manufacturers of orchestrons and other musical specialties is now on an extensive trip to call on the trade throughout the country, and is not expected back for about six weeks. The business of this company is rapidly expanding.

HOW THE "TALKER" EDUCATES.

The Average User of the Talking Machine Now Discusses All the Great Masters of Music With an Ability That Would do Credit to Our Leading Critics.

"Had Sousa been on the train with me a short time ago I am sure he would retract some of the statements he has made regarding the bad effects of the talking machine on the cultivation of musical taste," said W. H. Rider, a big piano dealer of Kingston, N. Y., to The World recently. "A short time ago I was riding on the Ulster & Delaware with a customer, and in the course of our conversation he began to talk very intelligently on musical matters, the great singers and classical music. I knew that he had never received a musical education or never had had any opportunity to hear the singers or operas he talked about, and expressed my surprise at his knowledge, and asked how he came to be so well informed."

"Why, through my talking machine," he replied. "I buy the best records and study them out, making myself familiar with the voices of the leading artists and the themes of the pieces that they sing. I purchase the scores of the best operas, and follow them on the talking machine. The result is that I have familiarized myself with music that was heretofore a sealed book to me. My children are taking a great interest in classical music, and I am confident that the talking machine has been a great incentive and auxiliary in their study of music."

"I have followed up the matter, and now am a firm believer in the talking machine as a musical educator," continued Mr. Rider. "I find that it not only instills a love of music, but is educating the masses to an appreciation of the best. The demand for the classical records continually increases, and I find that nearly every one with an ear for music, and children in particular, become very critical, and train themselves to pick out flaws and discords in the music produced in the home. I believe that they will have a great influence for the best in the development of music, Sousa by the contrary, and no one that is fond of the great art will be content for very long to have their music ready made. At the same time it will be invaluable to the student, just the same as in obtaining a correct pronunciation in languages, in obtaining a correct interpretation of difficult passages by the greatest artists. I know of singers who have greatly improved their voices by singing with a talking machine, keeping at it until their expression, time and enunciation were correct. I believe they will ultimately aid in the sale of all kinds of musical instruments, and for that reason I advocate and push their introduction."

The Springfield Bargain Store, Springfield, Vt., have taken the agency for Edison phonographs and records.

The Home Talking Machine & Music Co. have opened a store at 12 West Second street, Dayton, O., with E. R. Austin in charge.

**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

DEALERS!

Attention !!!

BUY

Recordite

TRADE MARK

FOR DISC RECORDS

BIG PROFITS NOW

\$\$\$ PROFITS

READ

RECORDITE CLEANS, PRESERVES, POLISHES and LUBRICATES all kinds of DISC talking machine RECORDS. It is in handy paste form, and is the result of careful scientific investigation and research. To introduce we will send you a sample dozen on 15 days' trial for \$3.00, expressage prepaid. If you are not satisfied that you can sell it by the end of the 15 days, return it to us at our expense and we will refund your money. RECORDITE retails for \$1.00 a box. Each box contains enough for 250 records. 50 per cent discount to the trade. Put up only in packages of 1 dozen. Fill out the coupon below and you will get our introductory offer.

Recordite Co.,
1905 Park Ave., N. Y. City.

Gentlemen—

Inclosed find \$3.00, for which send to.....
express paid, on 15 days trial One dozen Recordite, subject to the con-
ditions mentioned in the above advertisement.

Date

WE FURNISH ATTRACTIVE SIGNS AND CIRCULARS.

RECORDITE CO.,

1905 PARK AVE., N. Y. CITY.

PAUL H. CROMELIN'S SPEECH

At the Banquet Given to Mr. Marconi Last Month—A Very Able Address Which Will be Read With Interest by Our Readers.

In last month's World reference was made to the visit to the United States of Mr. Marconi, the noted inventor of the wireless telegraph, who visited the factories of the Columbia Co. at Bridgeport, Conn., for the purpose of touring that great establishment and becoming acquainted with the personalities of the company, with whom he is now connected.

At the dinner tendered Mr. Marconi in the evening of his visit at the Waldorf-Astoria some very interesting addresses were made, that by Paul H. Cromelin, vice-president of the Columbia Co., being of especial interest, so much so that we deem it worthy of reproduction herewith:

"Mr. President, Honored Guest and Gentlemen: I understood that this was to be purely an informal gathering to meet and greet our distinguished guest and to mark his association with our enterprise. It occurred to me that one of the features that would contribute to this delightful informality would be the tabooing of after-dinner speeches. It seems, however, that this is not to be, and as my friend, Mr. Emerson, has not yet perfected his new invention for the tongueless transmission of mental conceptions, and we still must resort to such common, ordinary, vulgar methods as spoken words and mouth our speech, let us for a few moments this evening consider the sound recording art; the achievements of the past, the promises for the future.

"The Phonographic Book, or Story of the Art of Recording and Reproducing Sound," is one which tells of things accomplished. It contains many interesting chapters. It does not relate the performances of any one man, and no one individual occupies the cover, the inside page, the several chapters and the back. The name Edison is found on the opening page and in frequent passages—for to Mr. Edison is due the credit for first reproducing sounds previously recorded. Interesting and unique, however, as was Edison's discovery, it remained for Prof. Alexander Graham Bell, Dr. Chichester Bell and Prof. Chas. Sumner Taintor, to give to the world an actual living invention—something on which an industry could be grounded—and in the Volta laboratory in Washington, D. C., in the discovery of the wax engraving process in 1886, the present world-embracing talking machine industry was born. Twenty years of progress and to those who have watched it from the beginning, twenty years of splendid achievement.

"Skimming through the pages we find passing mention of Berliner, and then our own MacDonald and Emerson occupy prominent positions—Emerson, the man who does things; MacDonald, the inventor, the designer and the builder. Poulsen's telegraphic achievement is deservedly given prominent mention, and the book concludes with an account of Higham's wonderful contribution towards the amplification of sound. What a fascinating story of surpassing interest: of steady, constant improvement in the sound-recording art. A second book is about to be begun, and we look confidently to the future in the knowledge and certainty that all the glorious achievements of the past will appear but as insignificant when the new story is completed, and we have reason to hope and to believe that the portrait of our distinguished guest, Mr. Marconi, will illumine its title page, and that the record of his achievements will be found to be the most absorbingly interesting chapter of all.

"Last Saturday night I watched with greatest interest the presses in the New York Herald building turning out daily papers at the rate of 300,000 an hour; and then I thought of the present methods of manufacturing disc records, and permitted myself the privilege of taking a peep into the future, when talking machine records would also come from the presses in one constant stream. Some progress along this line has been made. Much remains to be done.

"Last night, while on the elevated cars in Brooklyn, we were delayed a while in front of the Post-Office building, and, looking down on the animated scene, I saw hundreds of clerks hauling thousands of letters—letters which had been written; and I thought of the hours of careful, painstaking, laborious toil that had been spent in penning or type-writing these letters. As I watched, it was with the thought and hope that we might speed the day when we can personally converse with our loved ones in distant cities and across the sea; when the merchant will make his orders, the traveling man his reports, and all ordinary business communications will be spoken, listened to and understood without the tiresome and useless intermediary of written signs and figures. We all know that a cornet or other brass instrument sounds better than an ordinary voice record, because the horn of a talking machine approximately resembles the instrument recorded, while vocalists do not ordinarily sing through a funnel. Speed, oh, speed the day, ye inventors, when the horns of to-day will go the way of the rubber hearing tubes of the past!

"It is not disputed that a talking machine without a diaphragm or other medium than the air is actually possible and practicable—no needles, no friction, no noise. Be on the lookout for it, for it surely is coming. The future offers much more of a field for inventive effort and application than has been covered in the

past. The surface has hardly been scratched. I have an abundant faith in the lasting quality and permanency of the talking machine enterprise. I have little faith in the permanency of the present forms of either machines or records, and I seriously believe that before the second book is finished, and the works of Marconi and his contemporaries become history, present-day talking machines and records will be looked upon as curious specimens in the evolution of the art much as we to-day consider the Edison tinfoil phonograph and the original Bell and Taintor treadle graphophone.

"And then in the field of metaphysics. To you, distinguished sir, by reason of your matchless achievements in wireless telegraphy, is due the credit also for conveying the idea, the germ of thought, the missing link heretofore required, to give a plausible and ready explanation of the phenomena known as mental telepathy—the mental transmission of thought. Before your wireless discovery it was impossible to conceive how such a force could really exist. It was thought that some tangible, corporeal, organic medium must necessarily be required. But when your work was announced to the world, and messages were flashed across long distances without wires, many things previously inexplicable seemed not only possible, but entirely reasonable. I mention this subject particularly, because I believe it to be akin to our industry, and it requires no stretch of the imagination to conceive of some future system, not of recording sound, but of recording thought by the use of some proper and suitable organic or inorganic media hereafter to be discovered, so that our thoughts, ideas and wishes may not only be passed to the minds of others, but actually visually recorded so as to be readily understood.

"Perhaps this is a long look into the future, but these are good things to think about and, particularly at this time, when crowned with laurels in that branch of science which you have adorned and to which you have already contributed so much, you will devote some time and thought to a kindred art, which offers such a rich field for future endeavor. That there is still room and need for immediate improvement is evidenced by a squib, which some person wrote who evidently does not fully appreciate what has already been done. When he heard that the great Marconi, the 'Wireless Wizard,' was to give some of his time to the perfection of talking machines, he sent the following to the papers. If I may be pardoned for repeating the lines, permit me to address you thus:

Say, Mr. Marconi, get busy, please.
Give us a tip—set our minds at ease;
They say you've hitched up with the Columbia staff
And soon we're to hear your improved phonograph.
Will it be noiseless and screechless and scratchless?
Raspless and gaspless and hornless and grassless?
If so, G. Marconi, to thee be the praise
From morning till night, till the end of our days.
You've done some great stunts, flashing news 'cross the sea,

But say, bully gee! That ain't one, two, three
To what you'll be when you perfect your idee,
And land in every home

Your Noiseless,
Screechless,
Scratchless,
Raspless,
Gaspless,
Hornless,
Grassless GRAPH-O-PHONE.

"So, Mr. Marconi, it's pretty nearly up to you."

At the conclusion of Mr. Cromelin's address, which was greeted with great applause, an interesting address was made by Mr. Binder, who dilated on Italy from the standpoint of the historian. As already related in The World, Mr. Marconi responded with some very happy remarks to the greeting extended to him, and his appreciation was further expressed the following morning by a marconigram from the steamer to President Easton of the Columbia Co.

WHY SOME DEALERS CANNOT SELL

Talking Machines—They Fail to Know the Mechanism of Their Instruments and Lose Many Sales—What a Jobber Learned on His Travels.

A successful jobber in talking machines recently made a tour among the retail trade incognito, to study the methods employed in making sales, and details his general impressions thus: "There are a number of dealers scattered throughout this part of the country who have not the slightest idea of how to sell talking machines or records against keen competition. They seem to have an idea that the mechanism of all machines is much the same, and that the name on their goods is its chief selling merit. The consequence is that they lose many good sales to the other fellow who has familiarized himself with what may be termed the talking points of the machines in his stock. He will dilate on the springs in the motor, the ease

of regulating speed and many minor technicalities, all of which will convince the customer that he is dealing with a man who has made a study of all machines, and carries in stock what he believes to be the best. Another point I scored against the first mentioned class of dealers is that they show their low-priced machines first. This is a poor policy. They should reverse the process, as it is far easier to come down than go up a hill of prices. A customer who has heard the best machine is never satisfied with a cheap one, and will almost invariably compromise between the machine he intended buying and the one he would buy if he could. This is human nature. Another bad feature in some of the stores is the employment of ignorant salesmen to play records. In the heart of this city I had an amusing experience recently. A young man of perhaps eighteen was showing records, and among them was the 'Ave Maria,' 'Who is singing that?' asked the customer. 'Miss Gounod,' he replied. 'And who is it by?' asked his patron with a smile. The young man looked at it hastily and answered, 'Mr. Sembrich.' Such ignorance is inexcusable, and unless the customer had a keen sense of humor, would result in the loss of future sales. Dealers and salesmen cannot become too familiar with their line, and if they are wise, will carefully study the line of their opponent so as to be able to intelligently answer any question put to them. The successful men in the trade I found to be those who have studied out every detail of the business, and such men always receive the backing of their jobber."

CAL STEWART'S LATEST RECORD.

During the recent visit of Cal Stewart to Columbus, O., he made a young man in that city, Henry Ferguson, very happy by making a record for him. He chanced to be in a music store getting a part for his machine when Mr. Stewart came in, and he succeeded in persuading the entertainer to speak for a blank record for him. Cal Stewart's record specialties are Uncle Josh Stories, and to the record he told an inimitable story called "Uncle Josh Joins the Union."

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

A GOSPEL SONG TO A JURY.

The Graphophone Court Argument of a Rosedale Lawyer—"Ask the Saviour to Help You," Sang the Machine—The Jurors Decided a Man of 58 Wasn't Guilty of an Assault and There You Are.

Ask the Saviour to help you,
Comfort, strengthen and keep you,
He is willing to aid you—
He will carry you through.

A graphophone in George H. Cooke's justice of the peace court in Rosedale ground out these words yesterday afternoon. It was a part of the argument of Rush L. Fisette, a lawyer. He was attorney for Joseph Ager, a German, 58 years old, who was on trial. John McDonald, a farmer living two miles west of Rosedale, accused Ager of attempting to stab him with a paring knife Sunday, September 6. After the hymn Mr. Fisette went on:

"Now if each member of this jury will apply the words of that song to himself and ask for Divine help in arriving at a verdict in this case it won't take you long to acquit this old man. I brought that graphophone down here thinking its music might inspire us all. Already I feel better. I am sure it has done the court good; the jury looks refreshed and the prisoner seems reassured."

McDonald, his wife and daughter and two other witnesses testified that Ager took the knife from his pocket and made a "lunge" at McDonald. The jury was only a few minutes in signing a verdict of "not guilty."

A month ago Fisette succeeded in freeing four boys accused of stealing watermelons by reading a chapter from the Bible to a jury in Justice Cooke's court.—Kansas City (Mo.) Times.

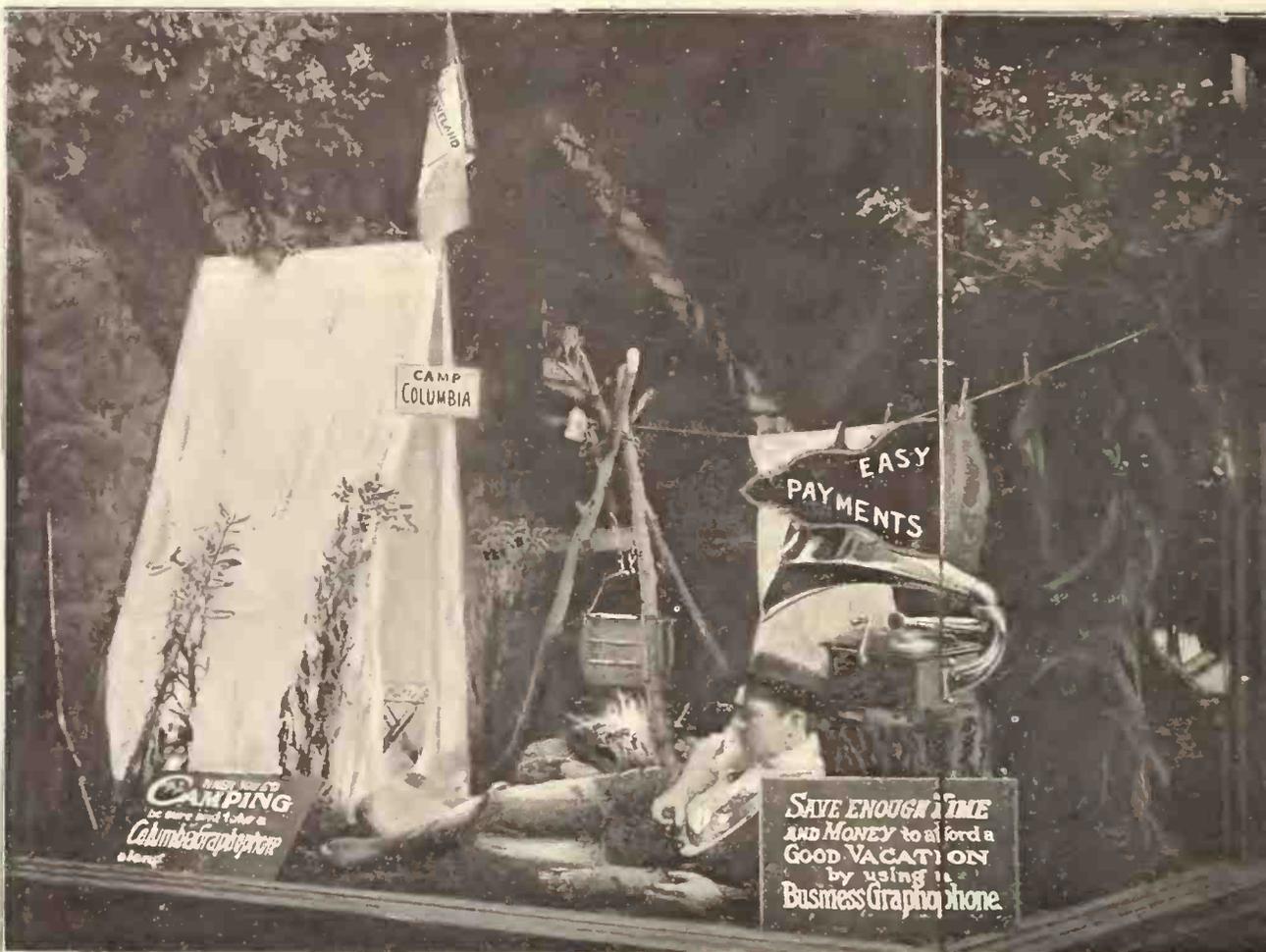
"TALKER" TO PREACH THE GOSPEL.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 6; 1906.

To spread the gospel in the streets of Cleveland the Salvation Army is planning to use the talking machine. In this way Major Connett, commander of the Citadel in the absence of Col. R. E. Ho'z, hopes to have sermons delivered to passersby who never stop to listen to street preachers or enter places of worship.

A HANDSOME TALKING MACHINE WINDOW IN CLEVELAND.



Talking machine dealers throughout the country are steadily appreciating the value of window display. There is no better advertiser than the window, and the dealer is very unwise who does not use it advantageously, and his display should be always unique and often changed.

Speaking of window displays brings to mind the very effective showing made by the manager of the Columbia Phonograph Co.'s establishment in Cleveland, O. The window, which is

pictured here, was, of course, designed to catch summer trade and was most successful in this connection. It moreover attracted considerable notice and praise aside from being a trade incentive.

The talking machine is playing such an important part in so many varied fields that it is not over difficult to utilize it effectively for window advertising, provided some effort and originality are concentrated in the work.

NEW SLOT DISC TALKING MACHINE.

Jules Welner, the prominent manufacturer of music boxes, of Philadelphia, is just recovering from a severe accident sustained some fifteen

weeks ago while superintending some changes at his large plant at Valley Forge.

Mr. Welner is the inventor of a remarkable new slot disc talking machine. This machine changes both the records and the needles automatically, and has won great favor wherever seen for its perfection in results.



IF YOU
Are looking for the Best
in
Band Instruments

it may interest you to know that hundred of American Musicians are patronizing

The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritones, Basses of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

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

IMPROVED PATENT Phonograph Record Cabinet

WITH EXTENSIBLE HORNHOLDER (Patented)

Hornholder folded and concealed within Cabinet when not in use. Drawer bottoms turn on pivot in center, so that rear records can be brought forward without pulling drawer out further. Large one, quartered oak, holds 305 records. See illustration. Smaller one plain oak, 180 records. Something new for window display.



MADE ONLY BY
SYRACUSE CABINET CO.
SYRACUSE, N. Y.

Parisian singers are joining a trust which has for its purpose the making and selling of phonographic records of their own voices. Down with the trusts!

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.

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

TRADE NOTES FROM ST. LOUIS.

Dealers, Without Exception, Report a Lively State of Business—The Victor-Victrola Makes Decided Hit—Columbia Manager Makes Good Report—Order for Edison Phonograph for Manila—Recent Trade Visitors—Other Items of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 10, 1906.

The past month has been a very satisfactory one to the dealers in talking machines here, and they all report a lively state of activity during that period, with prospects that it would be hard to improve upon.

D. S. Ramsdell, manager of the St. Louis Talking Machine Co., reports a very good trade, and says that the arrival of the Victor Victrola, their new \$200 instrument, made a decided hit. Mr. Ramsdell reports the sale of eight of these instruments in one week recently. The new Aux-tophone arrived a few days ago, and is making numerous friends. This firm is still short on Nos. one, two, three, four and five Victors.

Manager W. C. Fuhri, manager of the Columbia Phonograph Co., reports trade very good all through his territory, and that he looks for a very large business during the fall and winter months.

W. F. Standke, manager of the Columbia Phonograph Co., Memphis, Tenn., spent several days here recently, and reported trade very active at that point.

Manager T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., expresses great satisfaction with present trade and future prospects. He received an order for a fine Edison phonograph from Manila, P. I., recently.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports trade as being excellent. This concern has just erected a fine display booth in their store.

Prominent trade visitors here during the last two weeks were: A. E. Dunk, traveling sales manager of the Talking Machine Co., Chicago;

Mr. Myers, of the Victor Talking Machine Co., Camden, N. J.; A. H. Kloehr, Edison Phonograph Co., and C. H. Noyes, western representative of the Hawthorne & Sheble Mfg. Co.

The Thiebes-Stierlin Music Co. have let the contracts for building their new talking machine department, and work is expected to commence shortly. They expect to have it in operation by Nov. 1.

WE ARE ENLIGHTENED

By a Solomon Regarding the Functions of the Various Kinds of Talking Machines and Their Weak Points.

"It is quite a general notion, born partly of ignorance, partly of Mr. Edison's intimate connection with things electrical, that the phonograph and its congeners, the graphophone and gramophone, are somehow electrical in their action. This is not the case," observes a writer in the American Inventor. "The phonograph is purely mechanical from first to last—as mechanical as the string telephone. There is a mouthpiece, a diaphragm, a cutting point fixed thereon, and a sheet of wax. Words uttered in the mouthpiece cause air vibrations. These cause the diaphragm to vibrate, raising and lowering the cutting point or stylus. This cuts into the wax, making long, wavy lines or tracks or jagged indentations. When this track is drawn beneath a stylus it jogs the diaphragm up and down, causing the air in the mouthpiece and the attached horn to vibrate therewith, and, voila, the reproduced speech.

"I have used the term 'jogs' advisedly. It precisely conveys the action and suggests the crudeness of the means used. The result is as crude as an old sand casting compared with those marvels turned out by the Franklin process. A man who went on rather too frequent sprees was once referred to as 'jumping from jag to jag, like an alcoholic chamois.' Very much the same state of affairs exists in the mechanical phonograph, minus the alcohol, of

course. The indentations, hollows, waves, etc., are of infinite complexity. Each slightest curve is a factor in the complete sound, and when reproducing from a record the stylus does not follow these curves exactly. It jumps from one crest to another, striking on the high places, and though the resultant sound is approximately true, it is only approximately. The finer vibrations which distinguish one note from another, and which give character to the sound, are lost.

"On the recording side of the matter also, the mechanical phonograph is inadequate. The faint, infinitesimal vibrations of a tenuous medium are put to do work for which they are not strong enough. It is like setting Ariel to Caliban's employment; yoking a race horse to a plow; using a razor to cut wood, to employ these delicate air vibrations to scoop out humps and hollows in wax or cut a sinuous track through composition. The faults of the present phonograph and its derivatives, lie not in their construction, but in the principle on which they are built, and the three elements, the mechanical record, the mechanical stylus, and the mechanically operated diaphragm."

This Solomon of the pen writes, indeed, glibly of one of the wonderful arts of the world, and it is evident what he does not know about sound reproduction, as demonstrated by the talking machine, would fill several volumes.

E. A. Vaughan, the music dealer of Princeton, Ill., is giving particular attention these days to talking machines, and is carrying an unusually large stock. A recent advertising feature was the distribution of sheet music containing his advertisement on the back cover page.

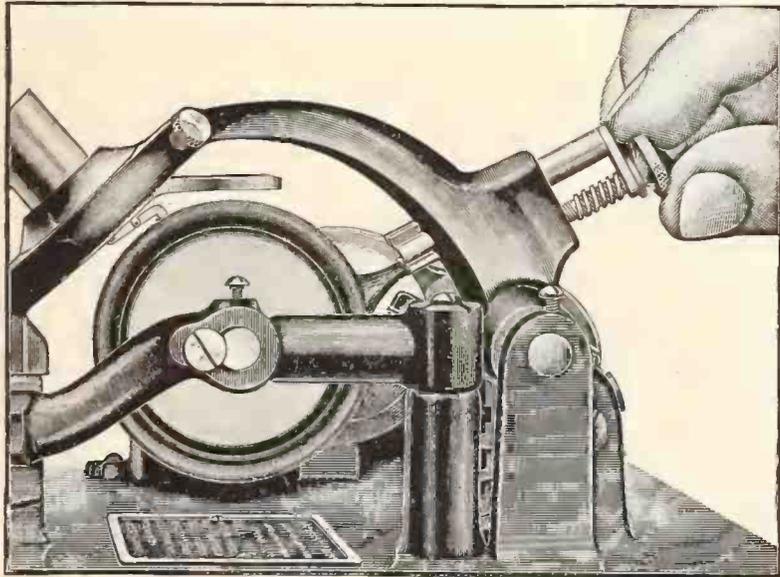
The Folding Phonographic Horn Co., New York, has been incorporated, with a capital of \$20,000. Directors: M. L. Munson, J. W. Foster and F. W. Leikerm.

"De Luxe" is the title of a series of extra high-class records now being manufactured by the Victor Co.

The Place Automatic Record Brushes
For Edison Phonographs and Victor Talking Machines

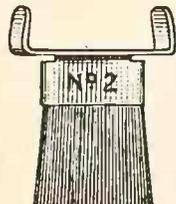
Patented Sept. 25th and October 2nd, 1906. Other Patents Pending.

Phonograph Styles Nos. 1, 2 and 3—Price 15 cents.



Can be used on all Phonographs.

Removes lint and dust from record automatically. Saves sapphire from wearing flat and prevents rasping sounds. Insures a perfect playing Record. It is equally as efficient when recording. It is too cheap to be without.



No. 1 fits Triumph. No. 2, Standard and Home. No. 3, Gem.

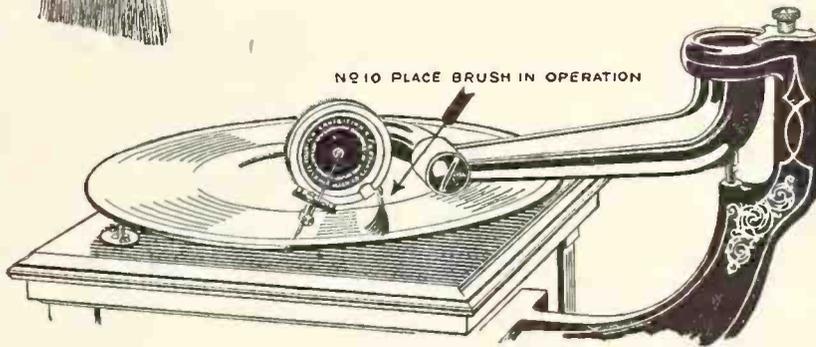


Disk Style No. 10

For Victor Exhibition Box

Price 25 cents

PRESERVES THE LIFE OF DISK RECORDS.



NO 10 PLACE BRUSH IN OPERATION

Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

NOTE.—We are giving JOBBERS and DEALERS a BIG margin of PROFIT. Write for full information NOW.

Manufactured by **BLACKMAN TALKING MACHINE COMPANY** (J. Newcomb Blackman) Proprietor
97 Chambers Street, NEW YORK CITY

COMPETITION AS A STIMULATOR.

Battle for Trade Becoming Keener—Dealers Must Adopt Every Modern Idea and Improved Device to Maintain Their Position.

Competition is keen in the talking machine industry and is becoming keener every day, and to the man who believes in and utilizes up-to-date methods will fall the laurels of success. It is an old saying with The World that you cannot evolve too many ideas to help trade. Dealers cannot be too busy, and some of the essentials to this end are to keep the store at all times attractively arranged. Present in the daily advertisements special features which will lure the public from the vacation spirit and put them in the mood to stay indoors and enjoy the good things provided by the modern "talker."

Often some dealers wake up too late to the modern spirit of commercial enterprise, and then they wonder how it is that "the man down the block" has had to move into more spacious quarters while he has all he can do to pay the rent. There is one certain rule for success: "Always be on the go." When trade is brisk see that you can supply it promptly and satisfactorily; when things are dull work doubly hard to improve them.

The giving of concerts to which the public has free admission is a good instigator to business. Advertise the giving of these entertainments, and impress on the people the fact that they are under no obligation to buy. Attractive window displays are also a strong drawing card and one which should receive close attention. All these things tend to make the successful business man, and to such men there is no dull season.

The Perry B. Whitsit Co., of 213 South High street, Columbus, O., have been holding extended and successful demonstrations of the teaching of languages with the aid of the talking machine.

THE GOOD OLD SUMMERTIME.

An Impromptu Comedy Not on a Set Stage, However, But Under Heaven's Canopy—Moral Discovered on Reading.

Scene—A crowded car from Flushing.

Characters—A wonderful mixture of Teutons, Scandinavians, Orientals, Africans, representatives of the Latin races, an Anglo-Saxon or two, and lastly a large talking machine, liberally supplied with late records and in the possession of a crowd who had been generously imbibing of the famed product of Milwaukee.

In a corner of the car moodily rehearsing the happenings of the evening sat a youth who had received a "dressing-down" from his "best," an exponent for higher education of women, for addressing a companion as "slob." He was aroused from his reverie by hearing the strains of "Is It Warm Enough for You?" followed by "Let Me See You Smile" and "Travel On." He was the first to strike the platform—the music was too personal.

A German sat dozing and dreaming of his Gretchen in the Vaterland. Suddenly the strains of "Hans and Gretchen" rent the air, and he sat up and asked, "Vas iss?" Before his curiosity was satisfied the "Stein Song" from the "Prince of Pilsen" was played, and thoughts of the flowing bowl brought Hans to the platform to look for a thirst-quenching dispensary. None in sight, so he and the youth remained outside—veritable outcasts for sentiment.

A Swede from one of the boats moored nearby was the next victim, his tears becoming too copious to admit of his facing the fellow passengers when the machine ground out "Necken han spelar par pa boljanbla," and another folk song dear to his people.

A darkey and his "gal" were next in order and when he gave her an especially fervent

squeeze he was greeted with "A Darktown Courtship" and "I'm Tired of Eating in Restaurants," pieces indicative of matrimonial intentions. "Sambo" was game, however, until he was assailed with "Bill Simmons," and he had to retire to the platform to do a buck and wing. Could any colored gent keep still with that music?

As each of the pestered ones made his exit the crowd at the machine greeted him with loud guffaws, and as a consequence the outcasts became more angry every minute when they realized that they were being made butts for the jokes of the happy ones.

The crisis was reached when "Rocked in the Cradle of the Deep" and "Bon Voyage," played to a sailor, were followed by "Waiting at the Church." It was the straw that broke the camel's back, and when, after being warned to keep still, the crowd started the machine on "It's Up to You to Move, things happened. The six, composing the guard of the "talker" and the machine itself, landed in the ditch at Woodside. That the latter was not injured was evident from the fact that before the car started "General Mixup U. S. A." was rendered as an appropriate piece for the occasion, followed by "I'm Up in the Air About Mary," addressed to a youth with auburn hair, who had just boarded the car, and that was all. Two bells from the conductor and the "talker" was left in the distance, while the bunch on the platform heaved a united sigh of relief and started to search for ferry tickets.

Moral—Music may sooth the savage beast, but it can also rouse the sleeping lion.

A Philadelphia manufacturer making a new line of flower horns called Artistic Flower Horns, reports sales recently made to several jobbing houses aggregating over ten thousand. As these horns are somewhat more expensive than the ordinary flower horns at present on the market, it speaks well for their general attractiveness.

INCREASE YOUR RECORD BUSINESS

THE TRAY SYSTEM FILLS THE LONG-FELT WANT

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



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

Sold to the trade in complete outfits, consisting of 1350 Trays and Labels for every Edison record listed in the Domestic catalogue.

MANUFACTURED BY **BOSTON CYCLE & SUNDRY COMPANY,** *J. M. LINSKOTT, Manager.*
48 Hanover Street, BOSTON, MASS.

THE BUSINESS TALKING MACHINE.

Vast Strides Recorded in the Development of This Great Commercial Aide—An Important Adjunct of the Trade.

It is within a year that special departments were created by the manufacturers for the promotion and introduction of the commercial or business talking machine. Success followed immediately, and this branch of the trade has grown so rapidly as to astonish even its most



NELSON C. DURAND, MANAGER EDISON COMMERCIAL SYSTEM.

sanguine advocates. Branch offices have been established in the principal cities by the manufacturers, who are handling the business direct, though it is possible the general trade may be accorded a portion of what promises to be as important a proposition as the entertainment machine is at present. The cleverest and brightest men have been engaged to demonstrate



J. W. BINDER, MANAGER COLUMBIA COMMERCIAL GRAPHOPHONE DEPARTMENT.

and introduce the commercial system, schools of instruction have been established, and a plant created, the organization and success of which is most gratifying.

Quoting from the handsome catalogue issued by the commercial department of the National Phonograph Co., as to the Edison business machine, the following brief but comprehensive description is found: "Several years ago Mr. Edison applied his wonderful energies to the perfection of the phonograph as an amanuensis for the business world. With characteristic insight into the commercial situation, he recognized that the business men required not only an instrument that

would give nearly human service, but a system recommended with it would make its operation clear and avoid any trouble or experiment on his part. The outcome was the Edison commercial system, in which the business phonograph is made a link of the greatest economical importance in the chain of modern business dictation and transcription."

The only known other system in the market is the graphophone, manufactured by the Columbia Phonograph Co., General, and its sale is being pushed vigorously and aggressively. At the eighth annual meeting of the National Short-hand Reporters' Association, the commercial graphophone department of the Columbia Phonograph Co. had a very interesting display of commercial graphophones and supplies in charge of J. W. Binder. Two of the new model machines exhibited elicited much favorable comment, and not a little substantial business. At the same convention Frank Weller, one of the oldest users of the graphophone for transcribing testimony, read a paper on "Reporting Testimony Direct on the Graphophone." The address dealt with an experiment substituting a "recorder" for a "reporter," who dictated testimony direct to the graphophone, instead of taking it down in shorthand and then redictating.

Early last month Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., went West to visit and inspect the various offices handling the business phonograph.

EASTERN TALKING MACHINE CO.'S WARNING.

E. F. Taft, general manager of the Eastern Talking Machine Co., Boston, Mass., has sent out the following warning to the trade: "We have been informed that a person using the name of A. Freich and representing himself as an agent of ours, is calling on the trade throughout New England. We have no representative of this name and no knowledge whatever of the man or his object, and therefore will not be responsible for his actions." The Eastern Talking Machine Co. would like to get information regarding this party, and will appreciate any information in this connection.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., report the sales on their new line of Artistic Flower Horns as being simply phenomenal. Their rich color effects and general attractive designs seem to have taken the country by storm.

WHY NATIVES WERE NOT SURPRISED.

Excellent Story from the Land of Don Which Shows That Talking Machines Are Now Found in Every Corner of the Globe.

A Spaniard from one of the small peasant villages, hidden away among the passes of the Pyrenees, who had come to the United States and been very successful in a certain line of trade, decided to return to his native heath and renew friendships among his old neighbors.

In thinking over what would be the most appropriate and representative souvenir of his adopted country, rich in its wonderful productions, he decided that a talking machine would cause the greatest astonishment, and purchased a machine forthwith, not overlooking a liberal stock of records. When he got to his home village and started the "talker" to work with one of the standard records, it did not produce the effect he had anticipated, the audience expressed their appreciation of music, but even after the second and third numbers, they did not stand spell-bound with amazement. Upon inquiry it was found that nearly every household had possessed a talking machine for some time and they had become part of the life of the village.

The foregoing is merely an instance of the far-reaching influence of the "talker" and the remote places to which it is carried. Very likely it would have been almost impossible to have transported pianos safely through, even if the villagers had had the price. The mandolin and guitar of the serenading cavalier was becoming monotonous, so the twentieth century talking machine stepped in.

NATIONAL PHONOGRAPH CO. NEWS.

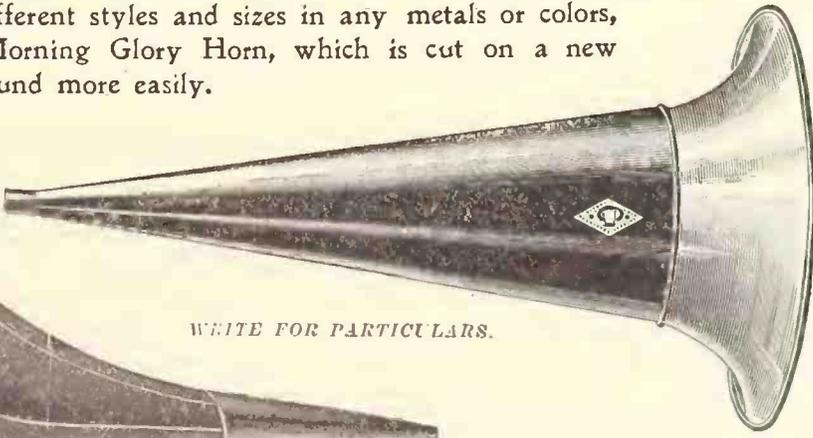
Among the recent appointments made by the National Phonograph Co. are those of Gilbert R. Harris as manager of the commercial machine department in Boston, and M. R. Compton, manager of the commercial phonograph department in Philadelphia. Both these gentlemen were formerly connected with the New York headquarters.

RECENTLY INCORPORATED.

The Leschbrandt Mfg. Co., Philadelphia, Pa., has been incorporated under the laws of Pennsylvania with the object of "acquiring, manufacturing, operating and displaying of talking machines and rights appurtenant thereto." Incorporators: Einar Leschbrandt, Jules E. Aronson and Samuel W. Woodford, Jr.

Our Horns Are Standard in Every Respect

We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more easily.

WRITE FOR PARTICULARS.

STANDARD METAL MFG. CO.

MANUFACTURERS OF
PHONOGRAPH HORNS AND SUPPLIES

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

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of
**Victor Talking Machines
and Records**

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for
Victor Machines and Records
We are Specialists of long experience and guarantee satisfactory service
SAINT LOUIS, MO.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

You Can Get Goods Here
Edison **Victor**
JOBBERS **DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory

McGREAL BROS., Milwaukee, Wis.

HARGER & BISH

Western Distributors for the
VICTOR
COMPANY.

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

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

DUBUQUE, IOWA.

BABSON BROS.

304 WABASH AVENUE
CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

BENJ. SWITKY

Victor and Zonophone Distributor

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PITTSBURG PHONOGRAPH CO.

VICTOR and **EDISON**
JOBBERS and **JOBBERS**

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

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NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

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177 Tremont Street BOSTON, MASS.

Minnesota Phonograph Co.

ST. PAUL MINNEAPOLIS
37 E. 7th Street 518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison **Victor**

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

Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas. THE ECLIPSE MUSICAL COMPANY

JOBBERS OF **EDISON PHONOGRAPHS,**
VICTOR TALKING MACHINES,
RECORDS AND SUPPLIES.

LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking
and **RECORDS** Machines
Wholesale and Retail
Largest Stock in the South

FINCH & HAHN,

Albany, Troy, Schenectady.
Jobbers of Edison

Phonographs and Records
100,000 Records

Complete Stock Quick Service

Victor Talking Machines and Records

SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

Pacific Coast Distributors

Sherman, Clay & Co., San Francisco,
Los Angeles,
Seattle.

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

C. B. HAYNES, EDISON JOBBER

Exclusive Agency

RAPKE CRANES—MEGA HORNS

602 EAST MAIN STREET, RICHMOND, VA.

SOL BLOOM

SOL BLOOM BUILDING

3 E. 42d Street, New York

VICTOR DISTRIBUTOR
EDISON JOBBER

All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

S. B. DAVEGA,

EDISON JOBBER
VICTOR DISTRIBUTOR

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

32 East 14th St. New York City.

NEAL, CLARK & NEAL CO., BUFFALO, N. Y.

Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records
... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

BUSINESS BOOMING IN TEXAS.

Jobbers and Dealers Report Unprecedented Demand—The Texas Phonograph Co.'s Big Task of Covering State—Womble Opens in Winston Salem—Edison Line With Oliver House—Reduction on Freight Rates on Talking Machines from 1 1-2 to First Class Granted by Texas Railroad Commission—Southern Music Co. Now Handling "Talkers."

(Special to The Talking Machine World.)

Houston, Tex., Oct. 10, 1906.

The talking machine business in Texas is booming. During the heated season there has been no let-up and all the jobbers and dealers report unprecedented business. The newspapers have enjoyed splendid advertising patronage from the progressive phonograph dealers. Many are using quarter and half-page copy to exploit talking machines, and great rivalry exists for supremacy.

The largest establishment in Texas is the Texas Phonograph Co., at Houston. They job Edison and Zonophone lines, requiring two traveling salesmen to cover the State. Texas is so large that outsiders, crossing the State for the first time, are amazed that when they enter the State at Orange, Tex., on the east, that they are a thousand miles from El Paso, in the western part of Texas. The fare is \$30, and in this distance (equal to a ride from New York to Chicago) a traveler often rides 100 miles without seeing a town of 100 people. There are three cities en route—Beaumont, 20,000; Houston, 75,000, and San Antonio, 93,000, the largest city in Texas. It cannot long remain sparsely populated, as the tide of immigration is taxing the railroads to handle. Last month the roads brought over 40,000 homeseekers from the Middle West on their low-rate homeseekers' excursions, and nearly all bought some of the cheap school lands, and at least 10,000 will remain as permanent residents. In a few years the Empire of Texas will be a good deal better territory and more economically covered by traveling salesmen.

S. H. Womble, secretary of the Texas Phonograph Co., has resigned to engage in business for himself at Winston Salem, N. C. He will retain his interest in the above corporation until a successor is found who will pay the bonus he asks for it.

The Oliver Music House, in this city, has taken on the Edison line. For many years they have been extensive handlers of pianos and organs, but this is the first time they have shown an interest in talking machines.

The Texas Railroad Commission has at last recognized the arguments of H. M. Holleman, of Houston, and reduced the State rate on talking

machines from one and one-half to first class, and they now conform to rates in eastern and central states territory. Better late than never, but until now the rate between cities in Texas has exceeded the rate from New York to same points, and it was a wonder the New York jobbers did not take advantage of this feature and grab the Texas dealers' business upon the argument that their freight charges would be less. However, the opportunity passes with the reduction in rates effective October 1. Mr. Holleman, who worked very hard with the commission for many months, was formerly in the railroad service, and is one of the best-posted men on railway matters in the talking machine business, and possesses a wide acquaintance among railway officials throughout the United States.

C. B. Haynes, who recently established himself as a jobber at Richmond, Va., is well known to the Texas trade, and there have been many good-will expressions sent to Mr. Haynes in his new venture.

The Southern Music Co., Edward Anderson, president, have extended their business to include talking machines, which they plan to handle extensively on the piano instalment basis.

TRADE NEWS FROM ATLANTA.

Talking Machine Business With the Dealers Has Assumed Undreamed of Proportions.

(Special to The Talking Machine World.)

Atlanta, Ga., Oct. 1, 1906

The talking machine trade throughout the Southern states, and especially in this section, has assumed undreamed of proportions and is still steadily growing, with no immediate prospect of a decline. With the dealers it is not a question of securing business but of getting sufficient goods to satisfy the demands of present customers, and it is a tough proposition in many cases.

The National Phonograph Co. have opened a correspondence school in languages at the branch here. A special demonstration was held lasting a week, and results are said to have been excellent. Phillips & Crew were the pioneers in this direction in Atlanta, having opened a language school some time ago, although not on the correspondence plan. Phillips & Crew, by the way, are having great success with the Victor line, due, perhaps, to a handsome wareroom environment and attractive window displays. They have also successfully introduced the new Victrola, and predict a great future for this model. The Victor is also handled by the Alexander Elyea Bicycle Co. who, in order to acquaint the public with their new line, have been giving talking machine concerts in various parks.

The Columbia Phonograph Co.'s branch has

been the subject of much favorable comment recently owing to the artistic and novel window displays devised and carried out by the management.

Special efforts in store decoration were made recently in order to attract the crowds here to welcome W. J. Bryan on his visit to Atlanta, and the results were very satisfactory.

"TALKERS" EVERYWHERE.

How a Visitor to the Backwoods of British Columbia Made a Discovery.

"One song hit out of a thousand songs in a year seems a small percentage, but it is true that very few of all the songs written are out-and-out hits," said a publisher recently to T. O. McGill.

This publisher is the man you seldom see, who hires six or seven hundred people a year for one of the big theatrical firms.

"What particular song makes you speak thusly?" we asked.

"I'm thinking of 'Bill Simmons,' which one of the clever comic artists on the Evening World has developed into a funny series.

"'Bill Simmons' has just begun to move forward into the backwoods, where a New York hit don't reach in all its volume for about six months after it has begun to be whistled in the metropolis.

"'Bill Simmons' has attracted the attention of everybody. A man who has just come back from Alberta, B. C., says he was gliding down the waters of what seemed to him to be undiscovered streams after trout, and he had reached a part of the wilderness where it seemed no man could ever have been, and out of the deep shadows of the forest he heard the tickling sound of 'I've Got to Keep a Dancin'.' And he set up and pinched himself.

"He felt sure he must be dreaming.

"Just then the canoe turned a bend in the stream and he came full in view of a camp where a party, who were lounging around a camp-fire, were listening to a talking machine that was singing out loud and free to the echoes of that wilderness the troubles of 'Bill.'

"The party had come upstream from Fort Roe, and they had secured the 'Bill Simmons' record from a pack peddler, who makes the trading post twice a year."

BALL-FINTZE CO.'S GREAT STOCK.

E. F. Ball, of the Ball-Fintze Co., Newark, O., recently made a sworn statement the company had in stock over 163,000 records, including Edison, Victor, Columbia and Zonophone makes. The company contemplate carrying in stock over 300,000 records during the winter, as large shipments are already being received.



For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK

76 York Street, Toronto, Canada

RECORD BULLETINS FOR NOVEMBER, 1906.

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Sizes. 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.

9386 Bohemian Festival (Fete Bobeme) (Masseuet) Edison Concert Band
 9387 The Moon Has His Eyes on You (Albert von Tilzer) Orch. accom. Ada Jones
 9388 The Bee that Gets the Honey Doesn't Hang Around the Hive (Helf) Orch. accom. Bob Roberts
 9389 Medley of Reels (Original) Accordion solo. Piano accom. John Kimmble
 9390 Face to Face (Herbert Johnson) Sacred song, Orch. accom. Harry Anthony
 9391 Songs of the Rag Time Boy (Von Tilzer) Orch. accom. Collins and Harlan
 9392 The Next Horse I Ride On (Murray and Everard) Helen Trux
 9393 Blue Ribbon March (Ecke) Edison Mil. Band
 9394 Won't You Come Over to My House (Williams and Van Alstyne) Orch. accom. Irving Gillette
 9396 Draw Me Nearer (Doane) Sacred song, Orch. accom. Anthony and Harrison
 9397 Happy Lena Polka (Heidelberg) Xylophone Orch. accom. Albert Benzler
 9398 Not Because Your Hair is Curly (Adams) Orch. accom. Harry MacDonough
 9399 The Rube and the Country Doctor (Original) Rube sketch, introducing the old-time song "Sally, Come Up," and incidental effects. Harlan and Stauley
 9400 Lover and the Bird (Guglielmo) Soprano song, with bird imitations by Joe Belmont, Orch. accom. Florence Hinkie
 9401 Frau Louisa (Pryor) A comedy waltz. Edison Concert Band
 9402 Song of the Nations (Belmont) Descriptive song, introducing "Wacht am Rhein," "Wearing of the Green," and "Red, White and Blue," whistled by Joe Belmont, Orch. accom. Edward Meeker
 9403 Cheer Up, Mary (Kendis and Paley) Descriptive song, Orch. accom. Byron G. Harlan
 9404 Jingles, Jokes and Rhymes (Burt) Comic song, Orch. accom. Edward M. Favor
 9405 Golden Crown Overture (Herman) Edison Symphony Orchestra
 9406 Everybody Have a Good Old Time (Rogers) Orch. accom. Arthur Collins
 9407 Jim Jackson's Last Farewell (Original) Since Nellie Went Away (Taylor) male quartette, unaccom. Edison Male Quartette
 9409 Waiting at the Church Medley (Original) introducing "Waiting at the Church," "Somewhere," "The Stars, the Stripes and You," and "Bill Simmons." Edison Mil. Band

NEW COLUMBIA "XP" (CYL.) RECORDS.

TENOR SOLO, ORCH. ACCOM.
 33006 Wonderland (Thos. S. Allen) Harry Tally
 TENOR SOLO, ORCH. ACCOM.
 33015 Not Because Your Hair Is Curly (Bob Adams) Billy Murray
 BANJO SOLO, ORCH. ACCOM.
 33016 Sundowner Dance (Vess L. Ossman) Vess L. Ossman
 PICCOLO SOLO, ACCOM. BY PRINCE'S MILITARY BAND.
 33017 Nightingale and Thrush (H. Kling) Marshall P. Lufsky
 BARITONE AND TENOR DUET, ORCH. ACCOM.
 33018 Would You Leave Your Happy Home for Me (Harry Von Tilzer) Collins and Harlan
 BARITONE SOLO, ORCH. ACCOM.
 33019 Abide With Me—Sacred (W. H. Monk) George Alexander
 BARITONE SOLO, ORCH. ACCOM.
 33020 He Walked Right In, Turned Around, and He Walked Right Out Again (Max Silver) Bob Roberts
 BARITONE SOLO, ORCH. ACCOM.
 33021 Why Don't You Write When You Don't Need Money?—Coon Song (Gus Edwards) Bob Roberts
 BARITONE SOLO, ORCH. ACCOM.
 33022 San Francisco (James G. Dewey) Frank C. Stanley
 TENOR SOLO, ORCH. ACCOM.
 33023 Cheer Up, Mary (Kendis and Paley) Harry Tally
 UNCLE JOSH WEATHERS' LAUGHING STORY.
 33024 Uncle Josh at a Roller Skating Rink (Cal Stewart) Cal Stewart
 40494 Fuentes March (R. Gascon) Banda Espanola
 40503 Mexican Love (Amor Mexicana)—Vals—(Miguel Lerdo de Tejada) Banda Espanola
 40510 Hail to the Bulls (A Los Toros) (A. Salvans) Banda Espanola
 TITLE OF SELECTION—BC.
 PIANO SOLO.
 35083 Yankiana—March and Two-step (E. E. Loftis) Geo. F. Schweinfest
 BARITONE AND TENOR DUET, ORCH. ACCOM.
 85084 Camp Meeting Time (E. Van Alstyne) Collins and Harlan
 TALKING RECORD, DESCRIPTIVE.
 85085 Flannigan's Night Off—Double voice specialty Steve Porter

NEW COLUMBIA 10-IN. DISC RECORDS.

TENOR SOLO, ORCH. ACCOM.
 3474 Wonderland (Thos. S. Allen) Harry Tally
 BARITONE SOLO, ORCH. ACCOM.
 3475 I Don't Know Where I'm Goin' But I'm On My Way (Joe Bren) Bob Roberts
 TENOR SOLO, ORCH. ACCOM.
 3480 Not Because Your Hair Is Curly (Bob Adams) Billy Murray
 3490 Destruction of San Francisco—Descriptive (C. Praetorius) Prince's Military Band
 BANJO, MANDOLIN AND HARP GUITAR TRIO.
 3491 The Mayor of Tokio, Selections from (Wm. F. Peters) Ossman-Dudley Trio
 VOCAL QUARTETTE, MALE VOICES, UNACCOM.
 3492 The Artillerist's Oath (C. F. Adam) The Columbia Quartette
 BARITONE AND TENOR DUET, ORCH. ACCOM.
 3493 Come Take a Skate With Me (Browne and Edwards) Collins and Harlan
 BARITONE AND TENOR DUET, ORCH. ACCOM.
 3494 Susan, Kiss Me Good and Hard—Coon Song (J. Fred Helf) Collins and Harlan

BARITONE AND SOPRANO DUET IN ITALIAN, ORCH. ACCOM.
 3495 Morremo (Mozart) Mme. Gina Ciaparelli and Taurino Parvis
 BARITONE AND SOPRANO DUET IN ITALIAN, ORCH. ACCOM.
 3496 Se tu m'ami, from "Carmen" (Bizet) Mme. Gina Ciaparelli and Taurino Parvis
 BARITONE SOLO, ORCH. ACCOM.
 3497 Let Me Like a Soldier Fall, from "Mariana" (Wallace) George Alexander
 TENOR SOLO, ORCH. ACCOM.
 3498 All Through the Night (Words by Harold Boulton—Melody—Old Welsh Air) Henry Burr
 TENOR SOLO, ORCH. ACCOM.
 3499 Love Me and the World Is Mine (Ernest R. Ball) Henry Burr
 TENOR SOLO, ORCH. ACCOM.
 3500 My Little Dutch Colleen (J. B. Mullin) Billy Murray
 TENOR SOLO, ORCH. ACCOM.
 3501 Cheer Up Mary (Kendis and Paley) Harry Tally
 CONTRALTO SOLO IN SPANISH, PIANO ACCOM.
 3502 La Paloma (Yradier) Mrs. Rosa Linde Wright
 UNCLE JOSH WEATHERS' LAUGHING STORY.
 3503 Uncle Josh at a Roller Skating Rink (Cal Stewart) Cal Stewart
 3563 Berta—Cake Walk and Two-step (Miguel Lerdo de Tejada) Banda Espanola
 3564 A La Fiesta—Vals (Manuel G. Manzanares) Banda Espanola
 BARITONE SOLO IN ITALIAN, ORCH. ACCOM.
 10557 Boating Song (Barcarole from "Il Guarany" (Gomez) Signor Gustavo Berni-Resky
 SUNG IN ITALIAN—CHORUS OF THE SCALA THEATRE, MILAN.
 10605 Come Forth, Ye Reapers, from "Faust" (L'Aurora ai Campi) (Gounod) Coristi Della Scala
 CORNET SOLO, ORCH. ACCOM.
 26020 Serenade (Gounod) W. Paris Chambers
 26035 Dance of the Frogs (Theo. Bonheur) London Military Band
 40876 Old Berlin (Alt Berlin) Columbia Orchestra
 40897 Potpourri, from "Die Fledermaus" (The Bat) Columbia Orchestra
 40947 Morning Leaves (Morgenblaetter) (Strauss) Columbia Orchestra
 40964 Under Prussian Banners (Mit Preussischen Standarten) Columbus Orchestra

NEW COLUMBIA 12-IN. DISC RECORDS.

BARITONE SOLO IN GERMAN, PIANO ACCOM.
 30019 The Erl King (Erlkonig) (Schubert) David Bispham
 BARITONE SOLO, PIANO ACCOM.
 30020 Who Is Sylvia? (Schubert) David Bispham
 SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOM.
 30032 From That Hour, from "Ernani" (Da quel di) (Verdi) Mme. Gina Ciaparelli and Taurino Parvis
 SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOM.
 30033 Rivedrai le foreste imbalsamate from "Aida" (Verdi) Mme. Gina Ciaparelli and Taurino Parvis
 CONTRALTO SOLO, ORGAN, VIOLIN AND FLUTE ACCOM.
 30034 The Lost Chord (Sullivan) Mrs. A. Stewart Holt

LATEST VICTOR RECORDS.

ARTHUR PRYOR'S BAND.
 4841 Royal Trumpeters' March Seltzer
 4842 On the Rocky Road to Dublin—Two-step intermezzo. Ephraim
 4843 William Tell—Fallet Music—Part III. Rossini
 SOUSA'S BAND.
 31572 Amoureuse—Valse Lente Berger
 4862 Iola—intermezzo Johnson
 VICTOR ORCH., WALTER B. ROGERS, CONDUCTOR.
 4844 Wiener Burger Waltz Ziehrer
 VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH.
 4845 Traumerei Schumann

4846 Melody in F. Rubinsteln
 BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.
 4847 Bewitching Beauty Laurendeau
 TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
 4858 I've Set My Heart on You. Von Tilzer
 TENOR SOLO BY HARRY TALLY, ORCH. ACCOM.
 4859 When the Girl You Love, Loves You. Cooper
 TENOR SOLO BY JAMES MC COOL, WITH ORCH.
 4848 Those Evening Bells. Moore
 BASS SOLO BY WILLIAM F. HOOLEY, WITH ORCH.
 4857 Fatber O'Flynn. Stanford
 COMIC SONG BY BILLY MURRAY, WITH ORCH.
 4860 G. O. P. Bryan
 SONG BY BILLY MURRAY, WITH ORCH.
 4861 Not Because Your Hair is Curly. Adams
 COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.
 4856 Fol the Rol Lol. Eplett
 DUET BY MISS NELSON AND MR. STANLEY, WITH ORCH.
 4852 Bye, Bye, Ma Honey. Prince
 DUET BY STANLEY AND MACDONOUGH, WITH ORCH.
 4849 Some One Thinks of Some One. Helf
 COMIC DUETS BY COLLINS AND HARLAN, WITH ORCH.
 4850 Susan, Kiss Me Good and Hard. Helf
 4851 Oh! Eliza, Save a Little for Me. Hunter
 DESCRIPTIVE SPECIALTY BY ROBERTS AND CAMPBELL.
 4853 Policeman Clancey and His Bedelia. VAUDEVILLE SKETCHES BY MISS ADA JONES AND LEN SPENCER, WITH ORCH. ACCOM.
 4864 Jimmie and Maggie at the Ball Game. SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.
 4863 The Artist's Model ("It's All Right in the Summer Time") SOUSA'S BAND.
 1183 Washington Post March Sousa
 4528 Moonlight Serenade Moret
 ARTHUR PRYOR'S BAND.
 4632 Twenty-second Regiment March. Gilmore
 VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
 4811 Dance of the Honey Bees. Richmond
 TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
 4795 The Stars, the Stripes and You. Wheeler
 TENOR SOLO BY HARRY TALLY, ORCH. ACCOM.
 4820 A Little Lunch for Two. Von Tilzer
 YODEL SONG BY FRANK WILSON, WITH ORCH.
 2560 Sleep, Baby, Sleep. COMIC SONG BY BOB ROBERTS, WITH ORCH.
 4816 He Walked Right In, Turned Around and Walked Right Out Again. Silver
 COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
 4833 I'm Crazy 'Bout It. Edmonds
 MALE QUARTETTES BY THE HAYDN QUARTETTE.
 1416 Medley of Plantation Songs. VICTOR MALE CHORUS, WITH ORCH.
 1255 My Country 'Tis of Thee (America)

INTERNATIONAL RECORD CO.

TENOR SOLOS, BY HARRY TALLY, WITH ORCH.
 3187 A Little Lunch for Two A. von Tilzer
 3188 Camp Meeting Time Van Alstyne
 PICCOLO SOLOS BY G. FORTUNATO, ORCH. ACCOM.
 3189 Queen of Flowers—Polka.
 3190 The Little Songster—Polka.
 STREET PIANO RECORDS.
 3191 Iola; Alice, Where Art Thou Going, and Waiting at the Church.
 3192 Peggy Shea and Waltz Me Around Again, Willie.
 SOPRANO SOLOS BY JEANNETTE GODDARD, ORCH. ACCOM.
 3193 Moon Dear, from "A Society Circus".
 TROMBONE SOLOS BY LEO ZIMMERMAN, ORCH. ACCOM.
 3194 Camelia Waltz.
 3195 Star of My Life.
 BANDS.
 3196 American Fantasia, introducing "Hornpipe," "Massa in the Cold, Cold Groun," "Old Dau Tucker," "Arkansas Traveler," ending with "Yankee Doodle." Wurtle
 3197 Cavalry Charge. Wurtle
 3198 Fantasia, "My Old Kentucky Home." Wurtle
 3199 Sextette from Lucia. Donizetti
 3200 Violets, Waltz. Waldteufel
 TENOR SOLO, BY WM. C. WOOD AND METROPOLIS FOUR.
 3201 Love Me and the World is Mine.
 MALE QUARTETTE BY METROPOLIS FOUR.
 3202 Annie Laurie.
 3203 Kathleen Mavourneen.
 CORNET SOLOS BY F. DE BLASIS, ORCH. ACCOM.
 3204 Sea Flower Polka.
 3205 Will You Love Me in December as You Do in May?
 TENOR SOLOS BY BILLY MURRAY, ORCH. ACCOM.
 3206 A Little Girl Like Me, from "His Honor, the Mayor" Edwards & Aaron
 3207 I'll Fold My Tent and I'll Steal Away.

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- ORCHESTRA NUMBERS.
 3208 Donnybrook Fair—March and two-step... Davis
 3209 When the Whip-poor-will Sings, Marguerite,
 introducing The Valley of Content—Med-
 ley Waltz... Helf
 SOPRANO SOLOS BY MISS ANA JONES, ORCH. ACCOM.
 3210 Virginia
 3211 Waiting at the Church.

UNIVERSAL TALKING MACHINE CO.

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 576 Andulke Saffraova March
 577 Jolly Dutchman Waltz
 578 Muziky, Muziky March
 579 Sliver Suckers Parade—March Comique
 580 Washington Post March
 HAGERS' ORCHESTRA.
 581 Autograph Waltzes... Strauss
 582 Dainty Music Maid—Two-step
 583 Gertana—Spanish Waltzes
 584 When Tommy Atkins Marries Dolly Gray—
 March and Two-step
 BANJO SOLO BY YESS L. OSSMAN, WITH ORCH. ACCOM.
 585 Bay State Quickstep
 BELL SOLO BY EN KING WITH ORCH. ACCOM.
 586 Dancing Sunrays
 CORNET SOLO BY W. S. MYGRANT, WITH ORCH. ACCOM.
 587 Pretty Peggy
 SONGS WITH ORCH. ACCOM.
 588 Bendenteer's Stream (Irish melody) G. Alexander
 589 Don't Notice Me... Arthur Collins
 590 I'll Fold Up My Tent and I'll Steal Away...
 Billy Murray
 591 Jim Jackson's Last Farewell...
 Len Spencer and Ada Jones
 592 Old Mother Hubbard... Len Spencer
 593 The Stars, The Stripes and You, Frank C. Stanley
 594 When Daddy Sings the Little Ones to Sleep...
 Miss Ada Jones
 595 When the Flowers Bloom in Springtime, Molly
 Dear... Byron G. Harlan
 597 Would You Leave Your Happy Home for Me...
 Collins and Harlan
 598 Yoeman's Wedding Song... Alan Turner
 599 You Never Can Tell by the Label... Billy Murray

OCTOBER LIST IMPERIAL RECORDS.

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 44950 Teasing
 44951 When the Frost is on the Pumpkin, Maggie Dear
 HARRISON SOLO BY ARTHUR COLLINS, WITH ORCH. ACCOM.
 44935 Whoa, Bill
 TENOR SOLO BY BYRON G. HARLAN, WITH ORCH. ACCOM.
 45253 When the Flowers Bloom in Springtime...
 H. von Tilzer
 DUETS BY BURR AND STANLEY, WITH PIANO ACCOM.
 44926 Battle Cry of Freedom
 44925 Almost Persuaded
 DESCRIPTIVE SELECTIONS BY SPENCER AND DUNN.
 44818 Daybreak at Calamity Farm
 DUETS BY COLLINS AND HARLAN, WITH ORCH. ACCOM.
 45245 Are You Coming Out To-night, Mary Ann?
 45247 At the Telephone
 45243 Song of the Ragtime Boy
 44929 Down Where the Sweet Potatoes Grow
 45254 I'm Thinking 'Bout You, Honey, All De Time...
 VAUDEVILLE SKETCH BY COLLINS AND HARLAN
 44927 Closing Time in the Country Grocery
 FRENCH CANADIAN SONGS BY THE FAMOUS BARITONE, P. A.
 ARCHAMBAULT, WITH PIANO ACCOM.
 45232 O Canada terre de nos Adieux... Lavaltee
 45231 Vive le France... Lavigne
 45235 Un Canadien Errant—Vieille chanson Cana-
 dienne
 45234 O Canada mon pays mes Amours... Labelle
 45233 Mon Merle Marlo—Vieille chanson Canadienne...
 SOPRANO SELECTION BY GISELA NORIS, VIENNA.
 26057 Saffli's Song from "Gypsy Baron"
 VIOLIN SOLOS BY HAROLD EISENBERG.
 45240 Adagio (Preludium) from "The First Sonate"
 Bach
 45237 Largo... Handel
 45248 Ave Maria... Gounod
 45249 Air—on the G String... Bach
 45250 Le Cygne (The Swan)... Saint Saens
 45251 Mignon Gavotte... Thomas
 45252 Traumerel (Reverie)... Schumann
 VIOLIN SOLO BY FREDERIC VOELKE.
 45230 Gypsy Solo, from "Friend Fritz"
 Mascagni
 GARDE REPUBLICAINE BAND, PARIS.
 2088 La Gitana—Valse
 3004 Selections from Carmen—Fantasie
 3021 Poets et Paysan (Poet and Peasant)—Overture
 4019 Triplette (Polka for two cornets and one
 flute) played by Messrs. Joseph, Defosez
 and Jacquemont, soloists of Garde Republi-
 caine Band, Paris.
 4037 Le Merle Blanc (The White Raven)—Polka
 with flute, with piano accom., played by
 Mr. Jacquemont, soloist, Garde Republi-
 caine Band, Paris.
 ORCHESTRA OF THE GRAND OPERA HOUSE, PARIS.
 2079 Pluie d'Or

A youthful musical prodigy in Atlanta, Ga., has discovered a new use for the talking machine. With an Edison phonograph and a large supply of high class records the six-year-old has created quite a sensation by playing piano accompaniments to the music of the talker.

PRODUCT FOR RECORDS.

Reported by Wm. H. Hunt, Our Consul at Tamatave, Madagascar—Some Details Submitted That May Interest.

Wm. H. Hunt, United States consul in Tamatave, Madagascar, in a recent report writes of a certain product obtained from the rafia palm of that island, which has the consistency of beeswax and which has been thought to be suitable for talking machine records. Certain parties contemplate experimenting with the substance, and results will be awaited with interest. Regarding the securing of the product, Mr. Hunt says:

"The process of extracting the wax is simple. The natives who gather the rafia fiber generally pitch their camp in the neighborhood of a rafia grove, to which they bring the leaves. The fiber is taken off and the leaves are thrown aside in large quantities. The wax is collected as follows:

"First, by beating the dry leaves on a dry mat or cloth and gathering the pellicles and white powder which fall from them. Then, after boiling these pellicles and powder, the wax thus formed is kneaded into cakes of any form. This wax, which is very pure, will probably be more highly valued than beeswax, although yet an entirely new product. It first made its appearance in the market place at Marovoay in October last. The curiosity of the merchants of Majunga being aroused, they bought the whole lot at fifty cents per pound and shipped it to France in order to ascertain its industrial and commercial value. When the governor-general of Madagascar heard of the discovery he ordered a sample of twenty-five pounds to be forwarded to Doctor Heckel, director of the Colonial Institute at Marseilles, who will make an analysis.

"The labor of gathering the leaves can be reckoned a negligible quantity, as the wax is not the primary product taken from the tree, but a refuse product obtained from the leaves already cut down for the preparation of rafia fiber. Supposing that rafia wax turns out to have a value about equal to beeswax, this means a yield of wax equal to three-fifths of the value of the rafia exported. Certainly a very valuable new resource of produce which the natives are likely to take to. In fact, the process implies no great difficult innovation, being merely the utilization of the refuse of an already well-established and remunerative industry."

ORDERS \$92,620 WORTH OF GOODS.

What is claimed to be one of the largest single orders for talking machines ever issued was placed recently by the Victor Distributing & Export Co., of New York, with the Victor Talking Machine Co. It aggregated in all \$92,620 worth of goods, figured at jobbers' prices. The assortment included machines of all grades up to the Auxetophone to sell at \$500, and among the records ordered were those recently made in the Chinese language by the Victor Co.

George F. Standke, manager of the Columbia Co.'s branch in St. Joseph, Mo., was married recently to Miss Myrtle L. Rigdon, of Kansas City. They will reside in St. Joseph, Mo.

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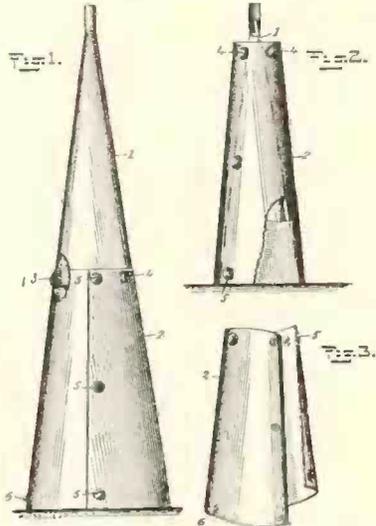
541 Fifth Avenue, N. Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Oct. 4, 1906.

HORN. Charles R. Breen, New York. Patent No. 829,836.

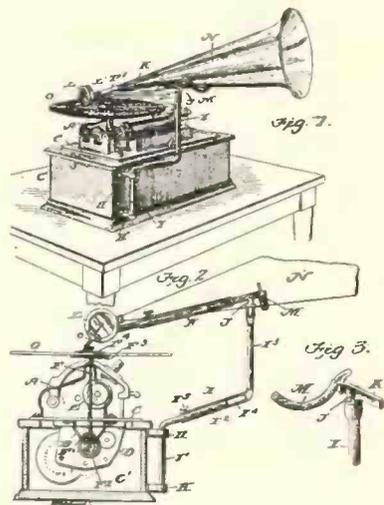
This invention is an improvement in talking machine horns, and the object of the invention is to produce a superior horn or trumpet to those hitherto devised—one which is highly resonant, but devoid of the objectionable metallic sound so often encountered in devices with a like object in view. Another object of the invention is to so construct the horn as to have



a removable outer section which may be wrapped about the small end of the horn in order that the whole may be packed in a small compass.

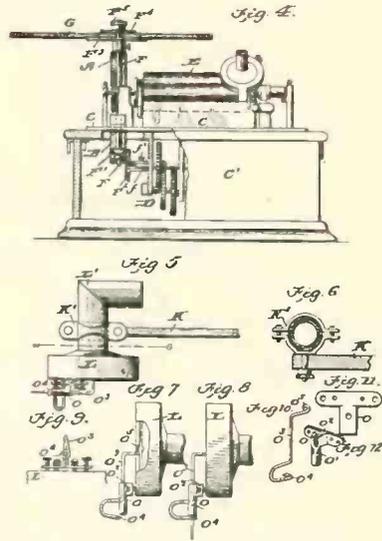
Fig. 1 is a partly sectional side elevation of one embodiment of this invention. Fig. 2 is a partly sectional side view showing the removable section detached and wrapped about the small end of the horn, and Fig. 3 is a perspective view of the removable section.

PHONOGRAPH ATTACHMENT. James Vincent Cruso, Newark, N. J., assignor of one-half to Thomas J. Hinton, same place. Patent No. 829,848.



This invention relates to an improved phonograph attachment, and has for its object to provide a device by which the ordinary cylinder

record operating machines may be employed for operating a disc record, and thus adapting the one machine to both forms of records. Fig. 1 is a perspective view, illustrating the improvements applied to the ordinary cylinder record machine. Fig. 2 is a sectional elevation of the same. Fig. 3 is a detail view showing the horn supporting device. Fig. 4 is an enlarged sectional face view of a machine having my invention applied. Fig. 5 is a detail view illustrating the reproducer and the manner in which it is secured to the supporting lever. Fig. 6 is a detail section of the same drawn on the line 6-6 of Fig. 5, and Fig. 7 and Fig. 8 are detail views of the reproducer, showing the form of



stylus holder employed, and Figs. 9, 10, 11 and 12 are detail views of the stylus holder, Fig. 11 being of the blank of which a portion of the holder is made.

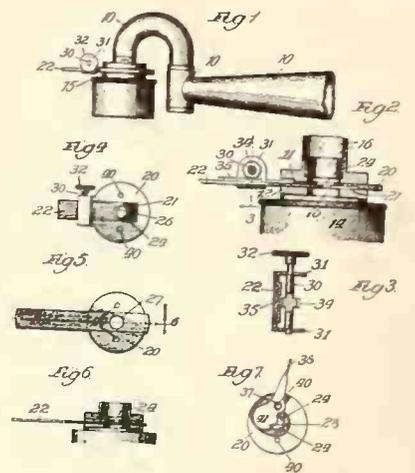
PHONOGRAPH TONE REGULATOR. Eugene M. Robinson, Chicago, Ill. Patent No. 831,188.

This invention relates particularly to means for reducing the volume of sound-waves passing through the horn of the talking machine, whereby a machine designed for outdoor work or for a large auditorium may be used in a small room without discomfort to the audience. This invention is in some respects an improvement upon patent No. 778,271, and Serial No. 251,470. As shown in Figs. 11, 12, 13 and 14 of the latter, this invention consists in the use of a valve in the sound conveyer consisting of a sheet or plate of imperforate material so mounted adjacent to an opening in the side of some portion of the sound conveyer that it can be moved to a position in which it lies crosswise of or obstructs the sound-wave passage of the sound conveyer. In its preferred form the invention consists in the use of such a plate valve in combination with a novel form of mechanism for moving the plate of the valve backward and forward between opened and closed positions.

More in detail, this invention consists in an article of manufacture comprising a plate with a hole in it, with a valve plate mounted in a re-

cess in said supplemental plate to close said hole, the whole being so constructed that it may be inserted at some convenient point in the sound conveyer of the phonograph.

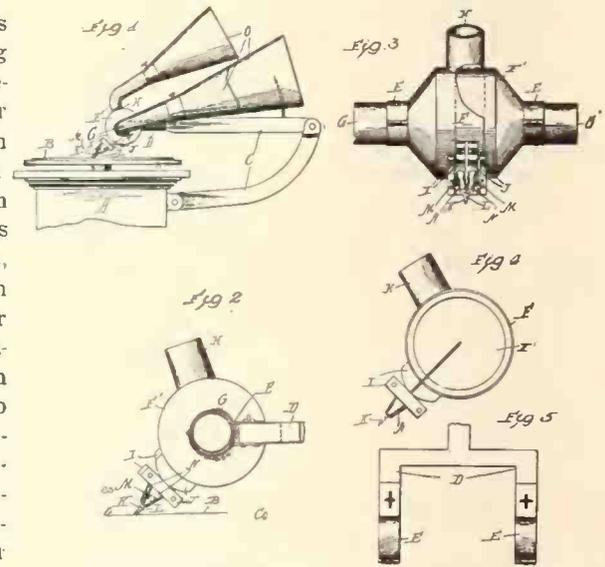
Referring to the drawings, Fig. 1 is a plan



view of a portion of a phonograph corresponding, except as to the mechanical means for moving the valve plate, to Fig. 11 of said prior application. Fig. 2 is a sectional plan view through the reproducer and valve plate operating mechanism, taken on the horizontal central plane of Fig. 1. Fig. 3 is a detail sectional end view taken on line 3 of Fig. 2. Fig. 4 is a side view of the valve mechanism proper removed from the phonograph. Fig. 5 is a side view of the simplest form of my mechanism, the same being identical with Fig. 12 of said prior application. Fig. 6 is a horizontal sectional view taken on line 6 of Fig. 5, the same being identical with Fig. 13 of said prior application. Fig. 7 is a detail view of a modified form of this invention in which the valve plate is pivotally mounted.

GRAMOPHONE. Conrad Hilgenberg, Chicago, Ill. Patent No. 831,344.

This improvement relates to the gramophone "reproducer" and the connections with that part



and the horns, and the object is to increase the volume of sound and improve the tone of the instrument. Fig. 1 is a side view of the gramophone, showing the reproducers, connections and horns in position supported by the bracket and

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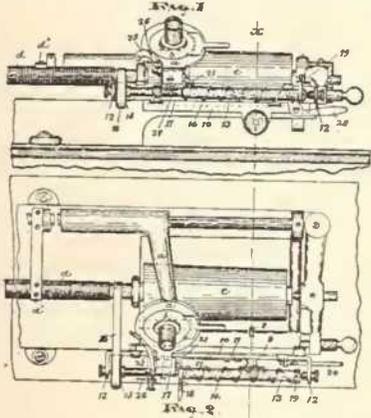
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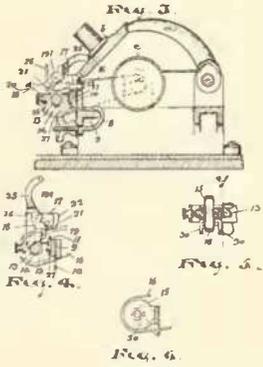
in contact with the "record." Fig. 2 is a full-size side view of the reproducers, showing the relative positions of the needle points on the record and part of the supporting bracket fork and clamp. Fig. 3 is a front view of the reproducers and conical box inclosing them, showing the relative position of the needle points and connections for the horns. Fig. 4 is an inside face view of one of the reproducers. Fig. 5 is a detail view of the supporting bracket fork and clamps.

RETURNING DEVICE FOR PHONOGRAPHS AND OTHER TALKING MACHINES. Thomas F. Morrissey, West Orange, N. J., assignor of Rosenfield Manufacturing Co., New York. Patent No. 831,456.

The objects of this invention are to secure automatically a return of the reproducer or



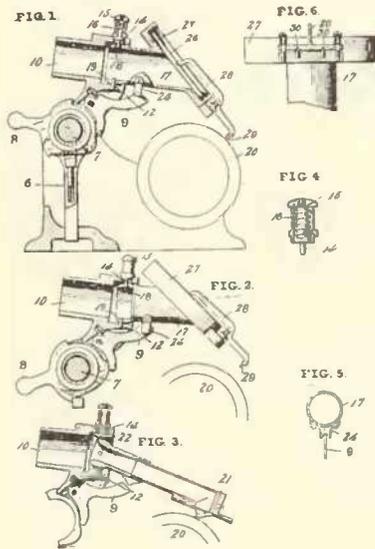
speaker of a talking machine to an initial position in said talking machine after the stylus of said speaker or reproducer has traversed the record, whereby said stylus will again be enabled to traverse said record and repeat the sounds to be reproduced, to perform said function more perfectly and at a reduced cost of construction, and to secure other advantages and results. Fig. 1 is a front elevation of a portion of a phonograph to which the improvements are attached. Fig. 2 is a plan of the same. Fig. 3 is a section taken on line x. Fig. 4 is a detail sectional view, showing a in Fig. 1. Fig. 5 is a detail showing a certain returning dog in engagement with a screw shaft, the section being on line x of Fig. 1, but with



the parts in a different position from that shown modification of construction, and Fig. 6 is a section of the same, taken on line y.

SOUND REPRODUCER. Thomas H. Macdonald, Bridgeport, Conn. Patent No. 830,446.

This invention relates more particularly to the reproducer of a graphophone, and has for one of its objects the adaptation of what are

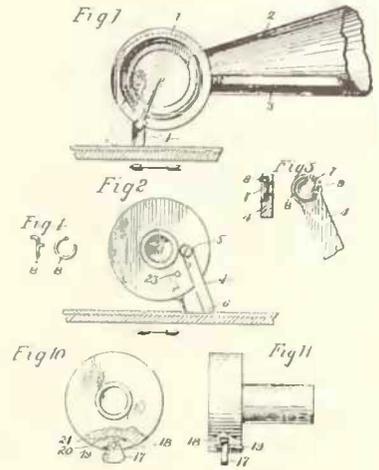


called "pivot point" reproducers for use with records of varying depth. Illustrations of pivot point reproducers are given in prior applications for patent, Serial No. 153,143, filed April 17, 1903, and Serial No. 187,295, filed December 31, 1903. Fig. 1 is a cross section of a graphophone, showing the reproducer in operative position. Fig. 2 is a similar view of the carriage and reproducer, the latter being raised out of contact with the record. Fig. 3 is a similar view, showing the recorder in place. Fig. 4 is a detail of the spring plunger. Fig. 5 is a detail in cross section of the sound conveying chamber of the reproducer, and Fig. 6 is an enlarged detail of part of the reproducer.

SAFETY DEVICE FOR SOUND BOXES FOR TALKING MACHINES. Louis P. Valiquet, New York, assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 830,689.

The object of this invention is to provide a device in connection with sound boxes for talking machines such that the stylus of the sound box will not rest in contact with the record or the turntable when the machine is not in use and which will also prevent the needle, stylus bar and diaphragm from becoming injured should the sound box and amplifying horn or tube be dropped or otherwise receive rough handling.

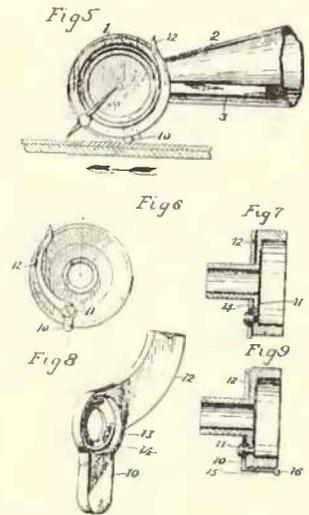
A further object of this device is to prevent the records from being injured by the needle or stylus if the sound box should be suddenly



dragged across the record disc transversely to the record grooves.

Briefly this invention comprises an attachment for a sound box which is preferably pivoted thereto, but which may be manually operated or may be made automatically operative and inoperative by removing the sound box and needle from said disc and by the movement of the record disc.

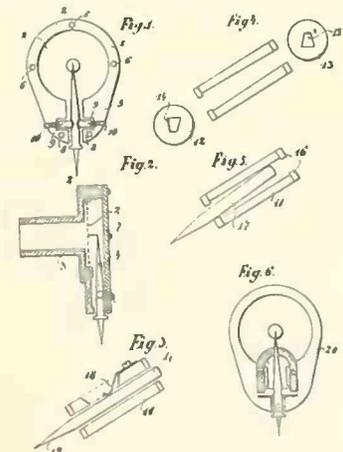
Fig. 1 is an elevation of a sound box and a portion of the amplifying horn and showing the record in section. Fig. 2 is a rear elevation of



the same sound box shown in Fig. 1. Figs. 3 and 4 are detailed views of the means for retaining the safety device in its operative position. Fig. 5 is a front elevation of a sound box embodying another form of the invention; Fig. 6, a rear elevation thereof; Fig. 7, a transverse sectional view; Fig. 8, a view of the safety device detached from the sound box; Fig. 9, a view showing a modified form of the safety device or guard, and Figs. 10 and 11 views showing another form of safety device.

REPRODUCER FOR TALKING MACHINES. Eduard Runge, Berlin, Germany, assignor to Jean P. Henri, De la Croix, Germany. Patent No. 831,995.

This invention relates to a recorder and reproducer attachment for talking machines of



the usual construction. One of the objects of the invention is the provision of means for automatically adjusting the style holder. A further object is the provision of means for the reception of the style in the holder and for maintaining the same in a locked position. Other ob-

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- JOHN WANAMAKER, New York.
- JOHN WANAMAKER, Philadelphia, Pa.
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- BENTON, COTTIER & DANIELS, Buffalo, N. Y.
- S. HAMILTON, Pittsburg, Pa.
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- S. KANN SONS & CO., Washington, D. C.

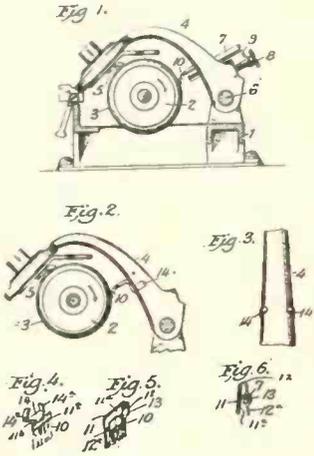
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jects are the provision of means simple in construction, durable, reliable and inexpensive in the manufacture. In the drawings, Fig. 1 is a front view of the speaking attachment, the cover being removed. Fig. 2 is a section on the line 2 2, Fig. 1. Fig. 3 is a longitudinal section, drawn to an enlarged scale, of the style guide or socket. Fig. 4 is a like view of a second form of guide having a conical interior. Fig. 5 is a like view of a third form of guide having an internally projecting top portion. Fig. 6 is a front view of a speaking attachment similar to that shown in Fig. 1, but having a magnet provided.

PHONOGRAPH RECORD CLEANER. Henry A. Place, Providence, R. I., assignor to J. Newcomb Blackman, New York. Patent No. 831,987.

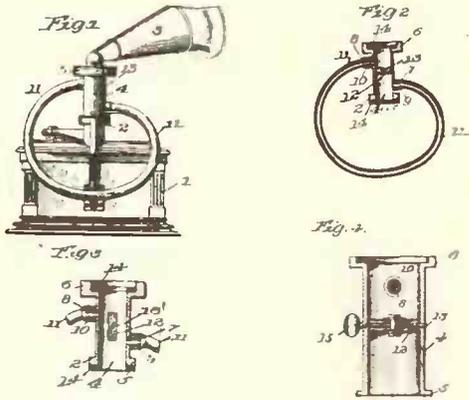
This invention relates to improvements in brush attachments for cleaning phonograph records, and has for its object to simplify the construction of such brush attachments, so that



they may be manufactured easily and economically. In the accompanying drawings, illustrating the invention, Fig. 1 is a vertical section, partly in elevation, showing a sound reproducing instrument constructed in accordance with the present invention. Fig. 2 is a similar view, showing a modified means of securing the brush in position. Fig. 3 is a detail plan view, showing part of the construction illustrated in Fig. 2. Fig. 4 is a perspective view of the brush shown in Figs. 2 and 3. Figs. 5 and 6 are detail views of the brush shown in Fig. 1.

SOUND REPRODUCING MACHINES. Curtis A. Smith, Elgin, Ill. Patent No. 831,900.

This invention relates to improvements in sound reproducing machines, and has special reference to the means for modifying the quality



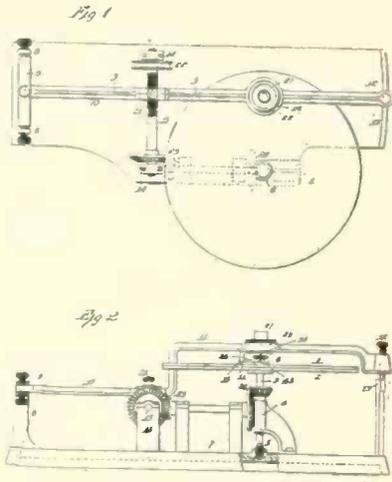
of the sound issuing from the sound ducts to the audience.

Fig. 1 is a rear elevation of a sound reproducing machine with the invention as applied thereto. Fig. 2 is a vertical sectional view of the invention. Fig. 3 is a detail view of a part of this invention, showing the position of parts when this invention is thrown out of operation. Fig. 4 is a detail sectional view of the extension piece with the mute or stop disc in position and the exteriorly located button for operating same.

SOUND RECORDING APPARATUS. Thomas A. Edison, Llewellyn Park, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 831,606.

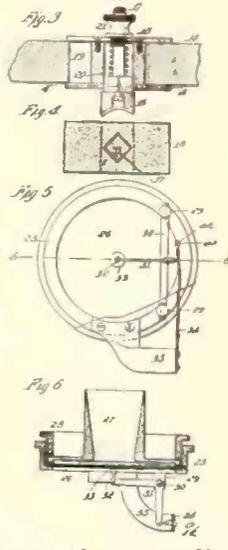
This invention relates to improved sound recording apparatus of the type wherein a graphic sound record is produced on a disc-like or cylindrical blank and which is formed of a sinuous groove of substantially uniform depth and width as distinguished from the phonograph wherein these dimensions of the record groove are not uniform.

Sound records of the kind to which the present invention relates are relatively simple in character, and the matter of duplicating them



Does not present the difficulties of duplicating phonographic records.

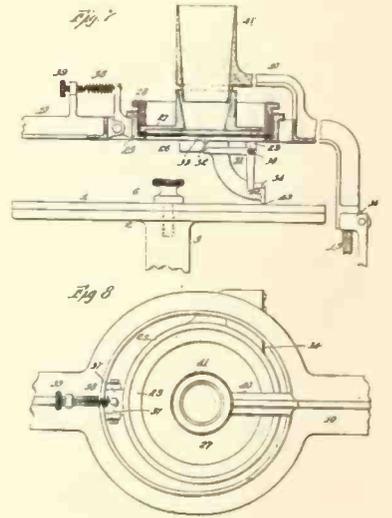
Prior to the invention in the making of sound records on a disc blank—for example, in the form of a sinuous groove of substantially uniform depth and width—a suitable plate or foundation was covered with a thin layer or film of wax-like material, which was engaged by a needle-like recording stylus connected to the diaphragm, the arrangement being such that in the absence of vibrations the stylus removed the film of wax-like material to its full depth to disclose the foundation and in the form of a spiral groove of uniform width. By vibrating the diaphragm the said groove was caused to partake of sinuosities and undulations corresponding graphically to the sound-waves. By suitable etching, electroplating, photographic or allied processes a matrix was secured from the master so formed and used for the production of duplicates by various methods. The processes used prior to this invention for the making of these records were objectionable for many reasons, and especially because the records produced are not accurately representative of the sound-vibrations, first, because the recording stylus, in order that it may certainly cut through the depth of the wax-like material, must



be engaged with considerable friction against the foundation on which the wax is carried, thereby offering unnecessary resistance to the vibration of the stylus, and, second, because the stylus, being unprovided with cutting edges, in its vibrations merely displaced or compressed the wax-like material in the formation of the groove, instead of cleanly cutting it.

The object of this invention is to provide improvements in the art of making records of this kind in the apparatus involved and by which the resulting records will be more perfect and capable of more accurate reproduction than records of the kind as heretofore made.

The invention in its preferred form resides in the utilization of means co-operating with the recorder for causing the latter to always cut to the desired depth in the wax-like material irrespective of variations in the thickness of the blank or other eccentricities in the plane of the recording surface. This feature of the invention is carried into effect by engaging the recorder to the desired depth in the recording material by gravity and mounting the recorder so that it is free to rise and fall to accommodate itself to any changes in the plane of the recording surface. The accompanying drawings form a part of the specification. Fig. 1 is a plan view of the complete apparatus for operating on a disc-like blank, and showing the recording stylus as being mechanically adjustable with respect to the blank; Fig. 2, a side elevation of the same; Fig. 3, a section on the line 3 3 of Fig. 1; Fig. 4, a section on the line 4 4 of Fig. 3; Fig. 5, a bottom view of the recorder proper in its preferred form; Fig. 6, a longitudinal section on the line 6 6 of Fig. 5; Fig. 7, a longitudinal section through the swinging arm, illustrating an



Does not present the difficulties of duplicating phonographic records.

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"3-in-One" sells itself. The name is a household word—the oil is a household need. "3-in-One" has been lubricating, cleaning, polishing and preventing rust from Maine to California for 12 years. "3-in-One" has stood the test of time—the tests of hundreds of thousands of users. Then why labor to sell unknown, untried oils in its stead? *Cui bono?* Think it over, Mr. Dealer.

Your jobber is waiting for your trial order for "3-in-One." Will he get it? When?

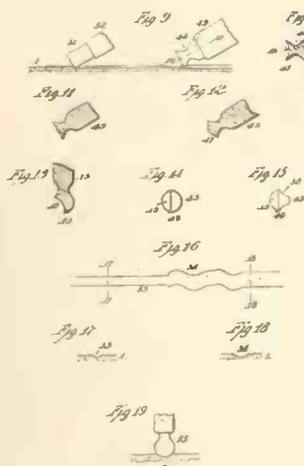
G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.



embodiment of that feature of the invention by which the recorder will engage the blank by gravity so as to cut to the desired depth irrespective of mechanical variations in the blank; Fig. 8, a plan view of the same; Fig. 9, a greatly enlarged view showing the blank in section, also the preferred form of recording stylus in operative position and on the same scale, a grooving tool preceding the same; Fig. 10, a section on the



line 10 10 of Fig. 9, showing the side cutting edges of the preferred recording stylus; Fig. 11, a sectional view of a modification of the stylus; Fig. 12, a corresponding view of a further modification thereof; Fig. 13, a view corresponding to Fig. 11, showing a further modification of the recording stylus; Fig. 14, a bottom view of the stylus shown in Fig. 13; Fig. 15, a corresponding view illustrating a slight modification of the stylus shown in Figs. 13 and 14; Fig. 16, a greatly enlarged view of the record groove formed with a cutting edged recording stylus of the improved type, showing also the smaller non-sinuuous groove; Fig. 17, a section on the line 17 17 of Fig. 16; Fig. 18, a section on the line 18 18 of Fig. 16, and Fig. 19, an enlarged cross sectional view illustrating the engagement with the record groove of a spherical reproducer.

SOUND-BOX FOR TALKING MACHINES. LEON F. DOUGLASS, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 831,546.

The object of this invention is to produce a sound box for a talking machine in which the stylus bar is more delicately, perfectly and efficiently mounted than heretofore and also whereby the position and tension of the stylus bar may be quickly and easily adjusted.

The further object of this invention is also to provide, in combination with the features above referred to, means for delicately mounting the diaphragm of the sound box, so that the same may be vibrated with the most delicate and minute vibrations of the stylus bar.

Heretofore in sound boxes in which the stylus bar has been mounted upon a torsional device for giving a tension thereto or for holding said stylus bar in position the torsional device or spring has been attached rigidly to the casing

of the sound box and to the stylus bar—that is to say, no means have been provided for the axial adjustment of the stylus bar so that its pressure or tension in relation to the diaphragm may be varied. Furthermore, heretofore when the diaphragm has been mounted between a pair of gaskets which contact with the marginal portions of the diaphragm said diaphragm is more or less confined by the surfaces of the gaskets and its free vibration to some extent hindered. This feature when taken in connection with the lack of adjustability of the torsional mounting for the stylus bar is a disadvantage which reduces the efficiency and quality of the reproduction by the sound box.

Briefly, this invention comprises the embodiment in a sound box of an improved torsional mounting and also a mounting which may be easily adjusted by means of suitable clamping or holding devices both in relation to the stylus bar or in relation to the bearings for the torsional device. It also comprises the combination,

with the above features, of a diaphragm which is mounted so as to vibrate freely in response to the most minute and delicate vibrations of the stylus bar.

Fig. 1 is a perspective view of the improved sound box; Fig. 2, a transverse sectional view thereof, taken substantially on a line passing longitudinally through the center of the stylus bar. Fig. 3 is a side elevation thereof, showing the device for torsionally mounting the stylus bar in cross section; and Fig. 4 is a view taken substantially upon the line 4 4, Fig. 3, showing a portion of the casing of the sound box.

MAGNETIC SOUND RECORD. VICTOR H. EMERSON, Newark, N. J., assignor to American Phonograph Co., Washington, D. C. Patent No. 831,779.

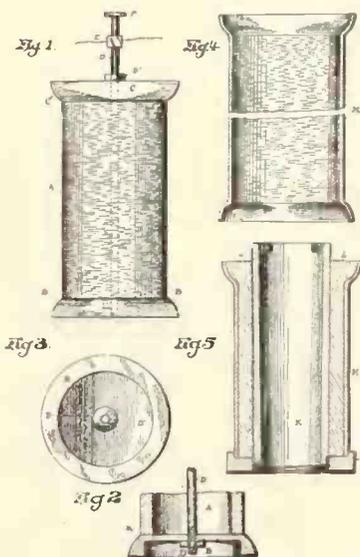
This invention consists of the production of a magnetic sound record. In the drawings, Fig. 1 represents a side view of a talking machine,



illustrating the invention. Fig. 2 is a plan view of a sound record produced in accordance with the invention.

METHOD OF DUPLICATING PHONOGRAMS. MAURICE JOYCE, Washington, D. C., assignor by mesne assignments to New Jersey Patent Co., West Orange, N. J. Patent No. 831,668.

This invention relates to the method of duplicating or multiplying phonogram cylinders, and



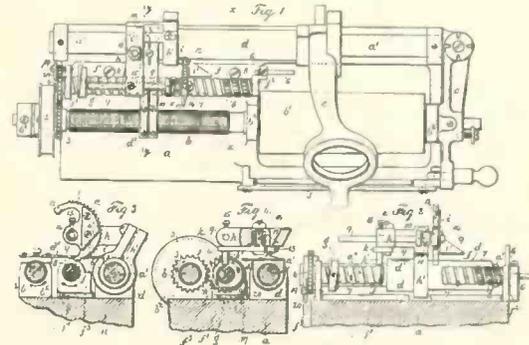
the object is to reproduce facsimiles of phonogram cylinders in as large numbers as may be desirable. These cylinders are reproduced ac-

ording to this invention in the manner herein-after set forth.

Fig. 1 is a side elevation of a phonogram with metallic end connections ready for application to an electro-deposition apparatus. Fig. 2 is a broken cross section of a phonogram and one of the metallic end pieces and connections; Fig. 3, a face view of one metallic end piece. Fig. 4 is a broken longitudinal section of metallic mold or shell; Fig. 5, a section of mold with all parts assembled and duplicate phonogram or wax therein.

PHONOGRAM. WILLIAM W. ROSENFELD, New York. Patent No. 831,630.

This invention relates to automatic return mechanisms for phonographs. In the drawings herewith Fig. 1 is a plan view of a phonograph provided with automatic return mechanism embodying my invention. Fig. 2 is an elevation of



the return mechanism with the auxiliary or return feed shaft broken away, so as to more clearly show other parts. Fig. 3 is a section taken on the line x x of Fig. 1 looking toward the left, and Fig. 4 is a section taken on the line y y of Fig. 1 looking toward the left, parts being omitted from Fig. 3 for clearness which are shown in Fig. 4.

PHONOGRAPH RECORD CLEANER. FRANK E. FOSSELL, Providence, R. I., assignor to J. Newcomb Blackman, New York. Patent No. 832,249.

This invention relates to an attachment for cleaning the record on a phonograph, and has for its object to provide a brush to be preferably suspended from the traveling arm that carries the reproducing point. It is found in practice that when a recording roll collects dust it is apt to lodge in the grooves on the face of the roll, and if it is not thoroughly removed before the record is used this dust and grit comes in contact with the sharp point or edge of the reproducing needle and wears the same off and quickly destroys it. To obviate this difficulty a little brush is provided which may be made of hair, felt or other soft or suitable flexible material.

Cleapol Waterproof Metal Polish

IMPARTS 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.

With the Makers, Sellers and Users of Automatic Specialties

TRADE CONDITIONS REVIEWED.

Prosperity Prevails in the Automatic Field—
New Arcades Springing Up Throughout the
Country and an Increasing Demand Prevails
for All Kinds of Specialties Suitable for These
Parlors—Equipment at All Times Should be
Kept in First Class Condition, and Public
Satisfied in Order to Hold Custom.

The past month has been one of exceeding
prosperity in the slot machine trade, the arrival
of cool weather bringing back to town the thou-
sands that still lingered amidst the pleasures at
mountain and seashore.

Hundreds of new arcades and nickleodians
continue to spring up throughout the country,
and manufacturers are kept on the jump filling
orders. One of the most promising features of
the fall market is the number of new machines
being put out that are radical departures from
the old beaten paths followed for the most part
by manufacturers heretofore. And by this we
do not mean to depreciate in any way past
efforts in this line. However, it is with pleasure
that we welcome new ideas in this trade.

As we have stated in previous issues, the slot
machine business is one wherein change is im-
perative to success. Of course, there are devices
such as automatic pianos, talking and moving
picture machines, that are standard and will
exist. But here, too, the public demand for the
new must be gratified, and this is evidenced in
the tremendous improvement in the modern talk-
ing machine and automatic piano playing de-
vices which are simply amazing in their satis-
faction-giving qualities.

Manufacturers, in every branch of this indus-
try have been overwhelmed with inquiries con-
cerning "where, when and what to buy to fit
up an arcade" by men or parties starting out
in this business. These interrogations, without
minute details, are impossible to answer. For
instance, a man on a main thoroughfare in a
large city will not only need more capital than
another in a less pretentious locality; his whole
plan may need an entirely different treatment.
For example, John Jones has a place in a neigh-
borhood frequented by the working class, men
who earn their living through physical exertion.
Here punching bags, target and muscle testing
machines will reign supreme, while John Smith,
in another section, seriously considers relegat-
ing this part of his equipment to the junk pile,
only waiting for something to take their place
that will appeal to his more refined patrons.

Prospective operators, however, must rely on
their own perspicacity for the solving of these
minor problems. As to general cost of equip-
ping a parlor, a fairly accurate estimate of cost
is possible only when floor space, approximate
number of machines and style of decorations are
given. Then market values on material vary
in different sections of the country, and there-
fore investors could arrive at more satisfactory
results if they lay their plans before their local
architects.

To secure the best results in the automatic
or arcade business, close attention to details is
necessary. In many cases we notice a flagrant
disregard on the part of managers in seeing
that the machines are properly cared for. No
matter how perfect a product a manufacturer

may turn out, it cannot do its work as it should
unless thoroughly cleaned and overhauled every
two or three days. No machines on the market
receive such constant wear and tear as do these
penny-in-the-slot devices. On their intake de-
pends the success of the arcade—and yet this
oversight is nearly universal. Go into almost
any parlor in this country, and out of 100 to
400 machines you will find anywhere from six
to ten bearing the sign, "Out of order." Nine
times out of ten these are the ones that have
proved to be the most popular, therefore receiv-
ing all the rough usage.

Causes for breakdowns are innumerable, slugs,
however, giving the most trouble, with dirt a
close second. The former nuisance is all but
impossible to eliminate, but need not cause a
hold-up of several days, as is often the case.
The latter is inexcusable. It is not so much
the fact that the public cannot deposit their pen-
nies in this or that particular machine, but if
their desire to see a particular picture or hear
a certain song is denied, it creates a feeling of
disappointment—the very thing an arcade man
should avoid.

* * * *

So much for those machines that are actually
out of commission, for after all this is a minor
thing compared to having the majority of the
machines in the parlors in imperfect condition,
and this is so often the case that it is deplorable.

Here again the public is cheated, and this is
remembered. The slot machines of to-day, won-
derful as many of them are, are not so perfect
that an operator can afford to let them for a
moment drop below their best. Again, man-

Increase Your Business Profits

By handling our Wonderful New Line of Coin-operated Machines
For Arcades, Hotels, Cafes, Parks, Depots, Department Stores, Pavilions, Resorts, Etc.

USING PERMANENT NEEDLE AND DISK RECORDS

THE PICTURE-PHONE

An Instantaneous Success
Recognized by experts as The
Biggest Hit in the Amuse-
ment Field



These machines have demonstrated their superiority over
all others, wherever placed. They are universally pronounced

The Greatest Money Makers Ever Produced

WE ARE AHEAD OF ALL OTHERS

You do not have to wait for the Talking Machine Manu-
facturers to list new songs.

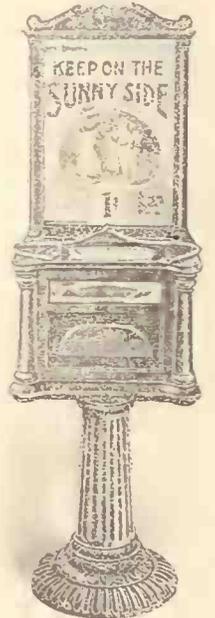
Latest song hits are brought out at once. We have them
The records and pictures

Our machines earn money while others are waiting for the
new popular songs to be made. We are increasing our facilities
to take care of our orders, and would suggest sending your orders
in promptly and reap the benefits accruing to those first in the
field.

WRITE US FOR DESCRIPTIVE CIRCULARS, ETC.

THE DISK-O-PHONE

GETS THE MONEY
Reproduces a full, round, musi-
cal tone. Any 10-inch record
can be used



VALIQUET NOVELTY CO.

50 - 58 Columbia Street
NEWARK, N. J.

agers finding such machines giving imperfect results, turn on the innocent manufacturer, claiming that the goods have been misrepresented and are no good. These things are small in a way, but are the cause of much trouble.

Every arcade should have a thorough mechanic and electrician, a man who understands this particular line of work perfectly. And it should be the duty of every manager to see that his work is done not only properly but promptly.

PHONOGRAPH STEREOPTICON.

New Form of Producing the Illustrated Song and Story.

Phonographic parlors have passed the experimental stage and have universal approval. The combination of the "talker" and the kinematograph has also proven popular. At the present time an enterprising promoter is said to be establishing permanent biograph exhibitions in the larger cities, the admission being small, with a change of pictures twice a week. A New York city inventor still further improves the biograph by the assistance of the phonograph. In other words he has simplified the production of the illustrated song by means of an apparatus whereby, simultaneously with the projection of pictures upon a screen, a phonograph is utilized to render a musical composition in conjunction with the illustration.

A CLEVER ENTERTAINER.

A Chicago concern has been exhibiting an instrument styled "Gable's Automatic Entertainer," an ingenious arrangement of the coin-operated talking machine, whereby any one of a series of twenty-four Victor records placed on either side of the machine may be played at will by the turning of a dial which places the record in position on the rotating table, and incidentally inserts a new needle in the reproducer. The whole contrivance is in a large cabinet, with the horn projecting from the top.

TO REPRODUCE BASE BALL SCENES.

Moving-Picture Machine Will Record Plays in World's Championship Games at Chicago.

Following the example of those who have turned photographic reproductions of big fights to profit, a big Chicago concern has made a bid for the privilege of making moving pictures of the world's championship baseball games held at Chicago last week. If the pictures turn out well they will be exhibited around the country the coming winter.

It is a question as to whether moving pictures will convey to the spectators any correct idea of the intricacies of play on the baseball field. The movements of the pitcher, catcher, and batter could be reproduced, but it would take twice as long to spread the films before an audience in a theatre as it would to play the game, and many of the scenes would be tiresome. However, the routine play could be eliminated and a grouping of the exciting plays would serve as excellent entertainment.

The outfielders would cut very little figure in such pictures, as they would be too far from the machine. A long hit could not be followed by the camera. Perhaps the new innovation may prove a success, but it is difficult to see how a spectator can follow the progress of a game if there is much long hitting.

HERE'S A MONEY MAKER.

Roth & Engelhardt, the well-known manufacturers of the Peerless Electric Piano, Windsor Arcade, New York, through their agents, the L. Grunewald Co., Ltd., the well-known music dealers of New Orleans, La., are in receipt of the following communication from Salvo & Berdon Candy Co., Natchez, Miss., which speaks eloquently of the money-earning powers of the Peerless player, which is winning its way into such favor in arcades, hotels, restaurants and public resorts, and which is proving such a very excellent proposition for talking machine men:

"Gentlemen: The Style D Peerless Electric Piano we bought from you through your Mr. Delfraisse has proved a valuable addition to our business as an attraction and trade stimulator. It has been praised by every one for its sweet tone and wonderful execution. It has not cost us one dollar, having more than paid for itself monthly. We will take pleasure in having you refer to us at any time."

PHOTOGRAPHS BY WIRE.

Marvelous Invention Now Put in Practical Operation by Dr. Arthur Korn, of the University of Munich.

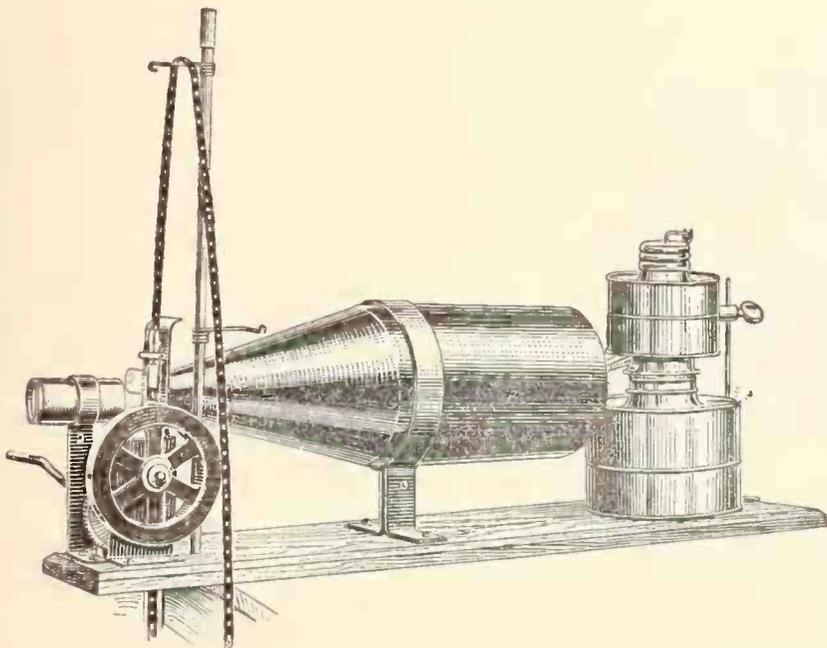
Dr. Arthur Korn, professor of applied physics in the University of Munich, has practically solved the great problem of sending photographs by telegraph, having brought to perfection the previous attempts of Capelli, Cerebatani, Bakewell and others.

"For three years," said Professor Korn, "I have been working hard at the subject of sending photographs and fac-similes by telegraph. Two years ago I discovered that I was making progress and manufactured a sending apparatus to be used with the Nernst lamp and a gas cylinder.

This apparatus is capable of transmitting a photograph any distance, let us say 10,000 kilometers (between 6,000 and 7,000 miles). The quality of the photograph is not dependent on the distance of transmission. But it would take a longer time in transmission.

"For instance, I could telegraph a portrait from Loudon to New York as easily as from Munich to Berlin. The portrait in New York would be as clear as that in Berlin, but while it would only take twenty minutes to appear on the film at Berlin it would perhaps take thirty minutes for the New York picture; but please remember that this difference of time does not arise from the distance, but simply because one must be more careful with the sending of the current-throbs. As soon as my invention has been properly taken up I shall conduct some

THE VITAK MOTION PICTURE MACHINE



THE VITAK is now ready for delivery. It is the only practical moving picture machine made for home use. It is the greatest selling novelty ever offered the Talking Machine Dealer.

Send for Illustrated Catalogue

RETAILS AT \$6.50

NEW YORK VITAK CO.

Main Offices, 26 Cortlandt St.,

New York City

long-distance experiments. But I think I can assure you that if I telegraph from London a portrait for The World your men in New York could use it as an illustration within thirty minutes after it had left my hands.

"But the chief matter I had in view was the use to which my invention could be put in police and criminal affairs. A writ and a photograph could be telegraphed in a few minutes to all parts of the world.

"I am in communication with a company to exploit the invention, but whether it will come to anything I don't know yet. The company must establish international stations for tele-photography. The tariffs must be regulated by the different states. In addition the cable companies would make arrangements with the press, I suppose. I am quite sure that something of the kind will be arranged in the immediate future. It is a necessity of our modern life."

SOME ARCADE POINTERS.

Side Lines Largely Ignored That Would Prove Money Makers and Trade Getters.

Like everything else the arcade business has grown until the modern emporium bears but little semblance to the early ventures outside the mere name. This growth has been manifest not only in the number of machines utilized, but in a broadening out of the arcade, and then by the addition of a large number of side issues, that have increased the intake enormously. Therefore a few suggestions along these lines will be timely, especially to the uninitiated.

AUTOMATIC PHOTOGRAPHY.

Wherever a crowd gathers at a park or pavilion the "tintype" man has always been known to gather in the coin, and yet comparatively few even among the largest arcades have taken this into consideration and devoted the small amount of space necessary for such an equipment.

It is something worth looking into. It is not necessary to have an expert photographer. Twentieth century progress has done away with all this. All the visitor has to do is to give the man in charge a nickel or a dime. He tells him to watch the birdie—drops the coin in a slot—the machine does the rest. It takes the picture, develops and frames it. Simple—yes; but a big winner.

THE CIGAR SALESMAN AND CANDY.

Another machine on the market which is never seen in an arcade, though they appear in a few ferry and railroad stations, is what might be called the cigar salesman. This device is in the form of a cabinet standing about 3½ feet high, and in appearance very similar to a regular cigar show case. Looking down through the plate glass top you can see a dozen or so boxes of well-known brands, the cigars ranging from five cents each to, say, a quarter. You take your pick, set the indicator, insert your coin and receive your purchase.

Candy has been found to be a good paying side line. Why, therefore, wouldn't such a machine be a valuable addition? By placing it near the front, with an attractive sign, it would be sure to attract the lovers of sweets.

SHEET MUSIC AS A SIDE LINE.

The sale of sheet music has now grown to be one of the biggest side ventures connected with the arcade business. A number of ways for booming it have been adopted which deserve mention. Of course in the larger places a piano player is hired, also one or two singers, which generally attract a big crowd and make things cheery throughout the place. Watching the programmes of shows playing in the town and featuring the popular songs on the talking machine, with a sign, "Hear this song at the music counter," placed on each, has proven a great trade inducer. Those arcades having a Nickleodian adjoining where illustrated songs are sung between the moving pictures, will find the same announcement works well.

RECORDS THAT WOULD SELL.

Since the talking machine has leaped into universal popularity it seems strange that no arcade manager has thought of laying in a stock of the records being played on the slot phonographs. There is good profit to be derived from their sale, and if handled rightly should make a first-class investment.

THE REAL FORTUNE TELLER PAYS.

Fortune-telling machines have always proved great money makers, but after all they are but a poor imitation of the real article, especially if a pretty woman plays the part of Madame Mysterious. There is a lot of magnetic force in one of those cosy corner affairs, draped up in Egyptian fashion, and arcades that have tried it have found it a gold mine.

TO HELP THE BLIND.

John T. Timmons Is Working on a Device Which Will be an Effective Aid to the Blind.

John T. Timmons, who has always new ideas on tap, said recently: "I am now working on a device which, if I am successful in perfecting, will be a great blessing to the thousands of unfortunate blind persons in the world. I have no hopes of being able to bring back the lost eyesight to most of them, but I have hopes along that line for a few. There is a great variety of kinds of blindness and I firmly believe many of the cases could be permanently benefited that are now looked upon as hopeless.

"The device I am experimenting with and wish others would join me in developing is an electric and magnetic device, which I expect to temporarily give them sight. The apparatus is too large to carry about, and will have to be permanent, and the blind person who is benefited will have to go to the machine and there, after properly connected, I expect to transmit to their brains certain scenes, such as are shown to those with perfect vision now by means of the moving picture machine. This would be a useful contrivance in schools where the unfortunate blind pupils are educated, and it would also afford them much amusement. It would give them a glimpse of the world, and the gloom in which they must live on this earth would be removed to a certain extent."

WIRELESS TELEPHONY AGAIN.

It is reported from Paris that M. Maiche, the well-known electrician, has removed many, if not all, the obstacles in the path of practical wireless telephony—hitherto a laboratory pastime. According to M. Maiche's own account, published in Le Journal, five years ago he was able to telephone two miles without the aid of wires, using the earth as a conductor. A year later, he says, he communicated with Ajaccio, across the water from Toulon. Recently he spoke with a person standing thirty-five yards away, separated from him by four or five walls and many shrubs and trees.

It is still doubted by M. Maiche's colleagues, however, whether wireless telephony will soon be placed on the same footing as wireless tele-

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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

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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.

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 November list.

You wish to see
a small investment
grow into big money,
do you not?



The Regal Player

Have you ever figured how much nickels that keep on growing amount to? Perhaps you have.

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.

The Regal
**Piano and Player
Company**

890 Southern Boulevard

NEW YORK, N. Y.

Do you know, Mr. Talking Machine Dealer, that the Agency for the Regal will make you good money? You can easily handle Players with Talking Machines.

Arcades and places of public resort can be easily reached with the Regal.

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

Have you thought the subject over?

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?

raphy. In 1870 several of the columns marching to relieve Paris tried to communicate with the inhabitants by using the River Seine as a conductor. Many experiments have been made since then, but hitherto wireless telephony has never seemed to be practicable outside a laboratory.

ARCADES PAY IN BUFFALO.

Main Street Quite a Centre for These Specialties.

(Special to The Talking Machine World.)

Buffalo, N. Y., Oct. 6, 1906.

Anyone who has doubts regarding the Arcade as a paying proposition should take a glance along Main street, Buffalo, N. Y. About every form of penny amusement device, nickelodeans, and automobile and railway tours are represented, and they are all doing business, too. In a single block, and on one side of the street only, there are five of these amusement parlors, and that average per block for a half mile is the rule. Not even New York's Great White Way can compare with it for cheap amusement features. In conversing with the proprietor of one of the arcades, he said: "Where, in a city like New York, the arcades are distributed in all sections of the city, in Buffalo they are to be found chiefly centered in one section, although a few are naturally distributed in various districts of the town. The result is that everyone has to be on the lookout for up-to-date novelties if he wants to keep pace with his neighbor, and consequently the followers of nickel and penny amusements in this city have the best of everything to choose from in their favorite fields." To the question as to whether all the places were paying, he said: "Well, I'm getting mine, and judging from the fact that five new arcades open for every one that discontinues, I guess my competitors are getting a little, too."

Truly a rich field for the exponent of arcade devices, and one to be kept in touch with.

Among the greatest money makers in the automatic field are the nickel-in-the-slot pianos.

To Talking Machine Dealers

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

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

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

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

HERE AND THERE IN THE TRADE.

The Card Printer is the latest and one of the most interesting slot machines produced. The workmanship is of the best and it is built for hard knocks—to stand the severe work that is placed upon a slot device that gets the money. The machine case shows the mechanism and every movement made of the machine while the operator is setting up the type and the machine is feeding, cutting and printing the cards. A person placing one cent in this machine can print five calling or business cards or in fact any notice desired. The cost of material for cards shows a profit of 600 per cent. Talking machine men and others in this trade should not fail to write this department for further particulars concerning this wonderful device. It would be an ornament in any store and certainly gets the coin.

The Valiquet Novelty Co., of Newark, N. J., are certainly keeping things moving. The Picture-Phone and Disko-Phone machines have met with universal success, and is keeping their large plant at 50-58 Columbia street (one of the largest and best equipped in this trade) as busy as it can be. Another new machine may shortly be expected from their hands. "The Talking Fortune Teller" and the trade can feel assured that it will in every way live up to the high standard of perfection for which their other product is noted.

The American Mutoscope and Biograph Co., of this city, have just closed a contract with S. Lubin, of Philadelphia, Pa., whereby his entire catalogue of films is open for use of mutoscope customers. This is a very important move for operators as it will give them access to the finest list of prize fight films in the world, besides many other great attractions. The type E machine is being adopted universally on account of the many new and valuable improvements incorporated.

A big amusement enterprise is now on foot in Allentown, Pa. J. S. Turner, well known in this section, is said to be the leading light. Just what their plans are is not known, but rumor has it that they are preparing to go into the Arcade business on a large scale.

D. Callahan, the well-known Arcade man of San Francisco, whose place was completely demolished during the earthquake, is now rebuilding on Fillmore street.

NEW YORK VITAK CO. EXPANSION.

On account of the enormous demand for their moving picture machine, the New York Vitak Co. have doubled their factory force, and opened their main offices at 26 Cortlandt street. They now feel that they are in position to handle their greatly increasing business and fill all orders promptly. The Vitak is certainly a wonder. The pictures thrown by this machine are lifelike and clear, with all absence of a flicker often found in the most expensive machines. Talking machine dealers are finding this machine a splendid seller.

EXHIBITORS AT THE MUSIC SHOW.

The Regal Piano & Player Co., 890 Southern Boulevard, New York, were in evidence at the recent Music Trade Show at Madison Square Garden, with a very handsome exhibit of their various styles of automatic pianos, which were much admired.

Roth & Engelhardt also made a very handsome exhibition of their Peerless piano in skeleton, showing the working of the instrument in detail. It was specially lighted up at night, and it came in for no small share of appreciation on the part of visitors.

Rosenberg & Carr, formerly of San Francisco, have just opened a new parlor on Stone street, Williamsburg, N. Y. It is one of the finest in this locality.

The Douglas Phonograph Co., New York, who are exclusive agents in America, received a new sample lot of needles recently from the German manufacturers. They now carry 15 styles.

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.



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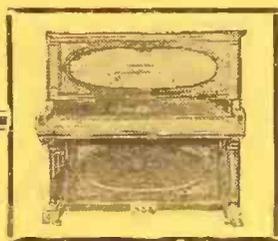
BERLIN W. 30

John Bull's Message to Uncle Sam GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher,

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.



DO YOU KNOW

the value of a good Automatic Coin-Operated Piano? Some know, some think they know, some don't know and doubtless some don't care to know.

THE PEERLESS

as everyone should know is the original and the most successful coin-operated piano, built by practical piano action makers, whose life study is care in detail and nicety in workmanship.

SOME TERRITORY STILL OPEN

Our new illustrated catalogue "EASY MONEY" now ready

HIGHEST AWARDS—GOLD MEDALS

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ROTH & ENGELHARDT

(PROPS.)

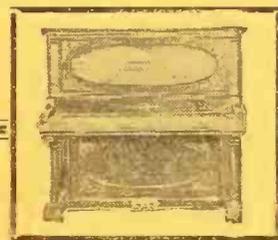
PEERLESS PIANO PLAYER COMPANY

Windsor Arcade

Fifth Avenue

New York

Factories at St. Johnsville, N. Y.





The Edison Advertising Focuses The Phonograph Buying Crowd Upon The Edison Store

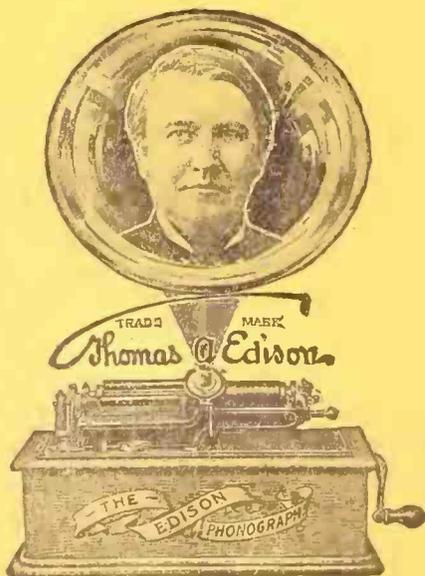
It is not enough that with the help of Mr. Edison himself we make the best Phonograph that can be constructed.

It is not enough that you know that that is the best Phonograph.

It is necessary that the user, the Phonograph buyer, should know. Therefore we advertise so that the users, the people who buy Phonographs, your customers, will be able to discriminate.

That is what our advertising is for. You get the benefit if you want it.

The Edison trade will go by your store if you do not encourage it to come in. If yours is an Edison store then all the Edison advertising is focused on your store.



National Phonograph Co.

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ORANGE, N. J.

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NEW YORK