The INDIAN is satisfied, are You?

If not, join the "CHARMED" Circle of satisfied dealers and users of

BLUE RECORDS

The difference between the Blue Records and the others is THE QUALITY

Write us and learn more about BLUE RECORDS

AMERICAN RECORD COMPANY
HAWTHORNE, SHEBLE & PRESCOTT

SALES MANAGERS

241-243 West 23d Street NEW YORK CITY
HUNDREDS of dealers have sold Regina Music Boxes—other thousands have sold Talking Machines. There is a lively demand for both of these entertainers.

We have built an instrument which combines the two in one. It is a Regina Music Box with a talking-machine attachment. It is called the Reginaphone, and is a distinct success. With the Reginaphone you can make two sales in one, consequently, a double profit, and at the same time sell an instrument which creates a constant demand for both music discs and records. Is any further argument necessary to show that this is a good thing for you to handle?

A Reginaphone can be almost instantly changed from a music box to a talking machine or vice versa. It will play any standard disc record made.

Each Reginaphone is equipped with swinging horn and latest improved needle holding device, also with our famous Regina long running spring motor.

REGINAPHONE No. 610.

Regina Music Boxes have long been known as the best music boxes on the market. We have spared no labor or expense in perfecting the Reginaphone, and it will fully sustain the Regina reputation for a high standard of excellence. Every instrument is fully guaranteed. We make Reginaphones in several styles at several prices. We want to introduce these goods in every town where we are not already represented, and have an interesting proposition to offer to all wideawake dealers who will write us promptly.

THE REGINA COMPANY,
Main Office and Factory: Rahway, New Jersey.

BRANCHES: Regina Building, 22 East 22nd Street, New York; 259 Wabash Avenue, Chicago.
THE MUSICAL FILIPINOS

Great Opportunities for Talking Machine Trade
In Our New Possessions in the Far East—
Philippines and Melanesia—Appreciation—Some Impressions of Interest.

(Special to The Talking Machine World.)

Manila, P. I., Jan. 7, 1905.

Some time ago you asked me to give you some opinions as to the possibilities of the talking machine in the Philippine Islands.

I should say, from a superficial investigation, that the possibilities for a large business here with talk, being ones we most encourage.

To begin with, the Filipinos take to novelties.

They are like children in many respects, and to see them gather around some machine which is sending out music in a language for the first time, is an unforgettable experience.

School teachers report that the little Filipinos pick up music instinctively; that they have quite a good conception of what a melody is, and the words of a song in two or three lessons.

On the evening of July 4 last, there was a celebration at the United States Club, with the attendance of the Philippine band. The two most attractive numbers were "The Star-Spangled Banner" and other patriotic American songs, while the little children sang songs from one of the primary schools. They sang as if their souls were in it; they sang as if their lives depended upon it; not with the listless, perfunctory manner of the ordinary school child, but with genuine enthusiasm and enjoyment.

I shall look forward with interest to receiving The Talking Machine World.

SUCCESS SUMMED UP

For the Talking Machine Men Who Get Dependent Once in a While.

"What is the secret of success?" asked the Splicer.

"Push," said the Button.

"Never be led," said the Pencil.

"Take pains," said the Window.


"Talk talking machines and win fame and money," said the Talking Machine.

PREDICT AN EMPIRIC SUCCESS.

We have received the first number of The Talking Machine World, published in this city by Edward Lyman Bill, proprietor of The Music Review, and we are inclined to believe that in several years, has given more space to matters pertaining to the talking machine than any other American publication with the exception of The Talking Machine World. The Talking Machine World, of which J. B. Spillane, long and most creditably identified with The Music Trade Review, is the managing editor, is to be conducted on lines similar to those that are followed by the English talking machine journals—the Talking Machine News and the Phonograph and Trader. It is a feature of the publication.

Under the energetic management of Mr. Bill and associates, editors, Mr. Spillane has made The Talking Machine World certain to be a first-class publication from every point of view and American dealers in and the users of talking machines, will not be slow to avail themselves of the opportunity afforded to receive, monthly, at the trifling cost of fifteen cents per annum, a publication that is full of news and information of special interest to both dealers and users, all interestingly presented and commented upon, intelligently, and in a liberal and impartial spirit. The Content Record for February.

The Jaxon Music Box Co., of Union Square, New York, in one day recently sold a talking machine to Mrs. Andrew Carnegie, another to Dr. J. A. H. Scudder, and a third to Mr. W. H. Blake, and on Saturday last, Mr. Spillane sold a talking machine to Mrs. Andrew Carnegie, another to Mrs. Andrew Carnegie, another to Miss Katherine Nellson, and in fact, Mr. Spillane sold more machines on Saturday last than any one else.

Every child, particularly the girls, in the Philippine Islands has a piano when six or seven years of age. Every child seen in the streets of Manila is capable of playing a medley on the piano, and the Manila-directory contains a long list of teachers of instrumental music, who seem to be busy. If you take a morning walk on any of the streets in the well-to-do part of town you will recognize that the coming generation of Filipinos are diligent in practicing their music lessons, and are at the same time very great and persistent. Nearly everybody can play some kind of an instrument, and hundreds of families in Manila have formed very creditable orchestras without going beyond their own thresholds. And they play 'th a good deal of sentiment and taste, although few of them are able to interpret the different composers of local music.

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I shall look forward with interest to receiving The Talking Machine World.

DUNTON'S MULTI-PHONOGRAPH

The Invention of a Grand Rapid Man—Arranging for Its Manufacture.

(Special to The Talking Machine World.)


The Multi-Phonograph is the title of an invention which John C. Dunton, a real estate dealer, of this city, is arranging to place on the market and which he has already patented, after working on the machine several months.

This is the second multi-phonograph on which patents have been secured, but Mr. Dunton's machine differs materially from the other. The machine has a capacity for 24 records and they are placed in four rows in a carriage. Before each record is a selecting machine and a pointer, which indicates the record which is in position to play. A feature of the machine is that it is original with Mr. Dunton and which he has invented a machine to manufacture, is the ball feed screw.

Mr. Dunton will arrange for the manufacture of the cases in this city and the machines will be sent here from Chicago and put into the cases. The entire outfit will be the height and about the length of an upright piano, and will resemble a piano with a plate glass front.

A modification of the machine will be made to take records 25 inches in length and will reproduce an entire lecture or music. Theses will be made for entertaining in churches or halls.

EXPANSION WITH CONROY CO.

Third Floor of Their Building Will Be Devoted Exclusively to Talking Machines.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 13, 1905.

President P. E. Conroy, of the Conroy Piano Co., states that the expansion of their establishment on the southwest corner of 11th and Olive streets, will be utilized exclusively for talking machines, and that the entire building of the department of their business continue to be one of their leading branches, and that he is very much pleased with the volume of increase in the talking machine business has shown in the last year.

Mr. Conroy is an enthusiastic on this branch of the musical trade, and considers it one of the healthiest of all the different lines. He has been in the talking machine business for ten years, and early predicted a great future for this class of entertainment, claiming that as fast the mechanism of the machines improved the more popular they would become. He prides himself on the fact that his predictions have been fully realized.

Mr. Conroy highly commends The Talking Machine World and claims it a long felt want. Th.

The O. K. Houck Piano Co. state that their new talking machine department, which they established when they moved into their present location last December, is doing an excellent business. E. B. Waldball, formerly with the National Piano Co., who has charge of this department, which consists of an Edison room and a Victor room on the third floor of the building. Both rooms are fitted up in a very handsome manner.

WINS CASE BY TALKING MACHINE.

Utilized as an Important Witness in a Berlin Court.

A dispute from Berlin says that the talking machine has appeared as a witness in a case tried in the Berlin Second Civil Court. Herr Jakobsn claiomed a debt from Herr Giersen on the strength of a verbal agreement, which the defendant denied on oath.

Thereupon Herr Jakobsen produced a phonograph record, which contained a conversation between the two men, their voices being clearly recognized. Judgment was immediately given for Jakobsen.
TALKING MACHINE TELLS STORY

Of Plunder of $50,000 Worth of Goods from Pennsylvania Railroad Cars—New Cylinder Records the Words of the Accused Men About Post Robberies.

A phonograph, which is said to have made a record of the talk of a band of Pennsylvania Railroad thieves during a conference over their plunder and proposed future robberies, is to be used as an important witness against seven men who were held in $1,000 bail each in the First Criminal Court, in Jersey City, last week, having been arraigned on the charge of stealing $40,000 worth of merchandise from the railroad within the past year and a half.

A roll of cylinder has been recovered from the homes of the accused men, since they were taken into custody. Chief Robert Graham, of the Pennsylvania Railroad's police force, who, with his men, made the captures, says he believes the mystery of a long series of thefts will now be solved.

Among the loot found were several phonographs, and one of them, according to the Pennsylvania officers, told a strange story when set in operation after the capture.

All the other instruments had been tested to see if they were in good working condition and all had responded with the usual musical numbers, instrumental or vocal, with which phonograph records are ordinarily inscribed.

The tell-tale instrument came last, and at the result the officers supervising the test were struck dumb with surprise. Instead of the strains of music, a jumble of words, evidently being the disjointed utterances of several persons, was heard issuing from the phonograph.

At the first trial the officers caught enough to excite their suspicion. The same record was then used again, and finally a stenographer was called in and made notes of every phrase that issued from the instrument.

The result, it is said, will be enough to convict some of the men suspected literally out of their own mouths.

One of the men arrested is said to have confessed when questioned about the phonograph that he and his companions had been in the habit of meeting at the house where the phonograph was fitted to talk over the value and disposition of their loot and to plan for future depositions. When told that the phonograph had recorded one of these conversations the prisoner said he remembered that one meeting night the band had been running the phonograph for its own amusement, and that in placing a new record on one of the instruments, a blank cylinder had been inserted by mistake and the recording turned on. This record, the police say, took down the conversation of the conspirators. It will be in court to substantiate stories of two of the prisoners, who are said to have confessed. Score one again for the talking machine.

HOW TO MAKE RECORDS.

Dealers Should Stimulate Purchases of Blanks.

The owner of a phonograph can have much pleasure and amusement in making his own records. Many experimenters state that somehow they can't make a record that will reproduce to any satisfaction. The fault lies in their lack of knowledge of making them. If a piano is used to accompany a singer, the singer should stand preferably sit with his back to the back of the piano. The horn is placed against the mouth of the horn, the mouth of the horn being on a level with the middle of the sounding-board of piano. More volume of tone is to be had by the sounding being taken up by the horn as near to the sounding-board as possible. This is the way the manufacturers make their records, and there is no reason why the amateur with a little experience cannot make some very creditable records.

Talking records are in nine cases out of ten successful. Blanks cost but very little and can be shaved and used over again.

COMPLIMENT FROM "THE JOURNALIST.

The latest in the field is the "Talking Machine World." This new want has been launched by Ed. Lyman Hill, publisher of the "Music Trade Review." We wish him every success.

TALKING MACHINE A CURATIVE

Factor for Physical as Well as Mental Diseases, According to the Musical Therapeutic Society.

Cut out drugs and doctors! If disease has put you in dry dock, or a broken limb has brought you in your track, turn on the talking machine, a piano attachment, or, if you can work a pedal, put the broken leg on it and it will be well again before you know it.

Music will do it. "My Congo Belle" and "Back Back to Baltimore" are just as good as Chopin's in B, F, D, G or E, V, Z. They will cure so long as there is rhythm.

Rhythm is all to the merry, says The World, and it must be, for Prof. C. H. A. Hjerstrand has laid it down as a rule. He told the National Society of Musical Therapeutics that last week, and then he hit drugs, doctors, hospitals and sanitaria a swath for keeps.

SILK FINISH HORNS

For Talking Machines

Our patented "SILK FINISH" horns are now recognized as standard throughout the Talking Machine Trade.

Handsome appearance.

Easy to keep clean.

Absorb counter vibration.

Clear brilliant tone.

"Silk Finish" horns are made in a number of styles and sizes. Our catalogue No. 600 will explain all about them as well as everything else in Talking Machine Supplies.

HAWTHORNE & SHEBLE MFG. CO.

Mascher and Oxford Sts., Philadelphia, Pa., U. S. A.
ROYALTY DEMANDED FOR MUSIC USED ON TALKING MACHINES.

Ruling of French Court Causes Consternation in Cylinder Trade.

A prominent London lawyer for a French music firm has filed suit against his American counterpart, demanding an award of $12,000 in monthly royalties for music used on the talking machines. The French court has ruled in favor of the French claimant, and this decision has caused consternation in the cylinder trade. The British firm, overseen by Mr. Edward Lyman, has been granted a mandate from the French court to pursue the claim against American manufacturers.

Advisory from Paris, France, under date of February 11, state that a crisis has been created in the talking machine record trade in France by the recent judgment of a Paris court, which, in the interests of the Society of Musical Authors, has placed the talking machine in the same category as an orchestra, prohibiting it from reproducing music publicly.

The society has long complained of the affair, done to its business by the talking machine, but had not insisted on any action. The one in question was taken against his American counterpart, and the society has been granted the right to recover its loss and interest, it being decided, according to the opinion, that the French law is valid in its provisions, and American precedents—such as this would be—had no right in the courts of France.

"About eight years ago," continued the lawyer, John Church Co., and its interest would be the Columbia Phonograph Co., for infringement of its copyright under the United States law in connection with its sound or disk records.

The defense put in such a strong answer that the complaint was dropped and has never been heard from since. In my opinion, which was also set forth in the case just cited, a phonograph record or disk record is a piece of specific mechanism, is absolutely indistinguishable to human vision or hearing; it is a functional part of the machine; whereas on a perforated nickel roll the perforations are retained on a phonograph, and the perforations can be read at sight by those familiar with the scale employed. As a matter of fact, copyright privileges are the creations of statute, and the United States law, according to my interpretation and that of any prominent patent attorneys, is not broad enough to interfere with the manufacture, sale or use of either perforated music rolls or phonographic cylinder or disk records.

Wilmeto's Effective Publicity.

W. D. Wilmeto, of Fall River, Mass., is a great believer in publicity, and as a result he has been increasing his talking machine business month by month. Notwithstanding the protracted strike, which has been able to do business of this kind, which equals eloquently of his methods of increasing the public and attracting them to his establishment.

It is his habit to learn Mr. Wilmeto's reasons for his present prosperity, and they are set forth as follows, taken from one of his recent articles under the caption of "Wilmeto's Phonogram":

To begin with, machines and records have been very improving. The price of improved records is lower, and the demand is greater.

We have spent a great deal of time and money in trying to keep our machines in first-class condition.

We have devoted nearly all our advertising to informing the public of the good things we are doing in the way of improved machines. Our liberal personal and constantly complete stock of machines, it makes it easy to see in every instance of our machines, and our experience in selling them gives us new friends and new business.

This great satisfaction gives us the confidence of our patrons.

Mr. Wilmeto's success is the result of all the above.

How We Hear Our Own Voices.

As it rests, our wives and other friends who have records of our voices in their records, may be interested in the results of these records. All these voices rest upon us. We have no other record of our voices than our records, and we have no other record of our voices than our records.

People the World Badly Needs.

Men who put character above wealth.

Men who will not lose their individuality in a crowd.

Men who will be honest in small things as in great things.

Men whose ambitions are confined to their work.

Men who will be heroes in their fight against evil report and evil opinion.

Men who do not believe that shrewdness, sharpness, cunning and long-headedness are the best qualities for winning success.

DAWLEY'S PAPER-LACQUERED PHONOGRAPH HORN

No Metallic or brassy sound
No brass to clean

Manufactured in Japan from paper and lacquered in a fine laquer. Red inside, Black outside. Length, 38 inches; Bell, 15 inches.

Price, $10.00

PETER BACIGALUPI, Gen'l Agent, 768-788 Mission St., San Francisco, Cal.

Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS AND ACCESSORIES.
Read this letter from the judges of musical instruments at the St. Louis Exposition

December 8, 1904.

Group Jury 21.

The Jury of Awards on Musical Instruments at the Louisiana Purchase Exposition gave the Victor Talking Machine and Victor Records the Grand Prize, the highest possible award over all other talking machines at the Exposition.

The Victor was the only talking machine that received from the musical jury a percentage high enough to be entitled to a Grand Prize, under the rules governing the judging of exhibits.

The Grand Prize was unanimously awarded by this jury of musical experts to the Victor Talking Machine, because of its marked superiority as a musical instrument over all other sound-reproducing machines shown.

Dr. F. C. Rieloff
Imperial German Council, St. Louis

Emile Terquem
Music Publisher, Paris, France

Theo. B. Spiering
Violin Expert, Chicago Musical College

Chas. Kunkel
Composer and Teacher, St. Louis

Richard W. Gertz
Tone Expert and Secretary of Maxon & Haines Piano & Organ Co., also Wm. Gertz Piano Co., Hanover, Germany.

Oliver C. Faust
New England Conservatory of Music, Boston

John A. O’Shea
Organist, St. Cecilia Church, and Teacher of Music in the Public Schools of Boston

Max H. Mattey
Tone Expert on Pianos and Organs for the New York Conservatory of Music

Emil Wollenhaufer
Director Handel and Haydn Society and Apollo Club, of Boston

Ernest R. Kroeger
Chairman, Board of Music, World’s Fair

N. J. Corey
Secretary, Organ Expert and Musical Lecturer, Detroit

Adam Jakob
Expert on String and Wind Instruments, Philadelphia
BUSY TIMES IN "THE HUB."

Talking Machines Growing in Favor—So Say Many of the Leading Stores.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 11, 1905.

The dog is here! The Victor talking machine, half the size of a man, packed in a flat box, opened his mouth, played a song, and caught my hand with his paw. It is the latest in the Talking Machine World, and it is expected to make a great impression on the public.

Some months ago the secretary of the National Association of Credit Men sent a speech to a western association. Later the Detroit (Mich.) branch of the Commercial Telegraphers Association held a meeting and a speech was made by one of whom I live in Chicago. Another instance: a well-known actor recently gave a speech to a dramatic club on a New Jersey tour. He found the last hour that he had a prior engagement of urgent importance in Boston. He went to a friend, who possessed a phonograph, delivered his address by phone, and had the machine reproduced at Boston. It was six miles away when the machine reproduced his characteristic style to a delighted audience at the club that night.

A CARLOAD OF PRESSES.

We learn that the American Record Co. are adding to the capacity of their pressing plant at Springfield, Mass. Although this company has been in the market only a little over the

months, they report phenomenal sales. Their facilities for manufacture have been taxed to the limit, and they are now arranging for a larger daily output. This week last a carload of press from the makers, and are installing them for service as rapidly as possible. During the months of December and January their plant was operating with a day and night shift.

SOME PRACTICAL POINTERS.

Slipping of Records—Regulating Speed—Increasing Volume of Sound—Mending Cracked Records—Other Items of Interest.

Some very excellent ideas of a practical nature appear in the following communication regarding talking machines:

"Slipping of records—To those who complain of this inconvenience, unknown to me, I would say: Don't polish your mandrel. With a new one it is not necessary to push on the record rather firmly, but gradually the mandrel becomes coated at the thick end with some of the composition with which records are made, and, thin, if allowed to remain, grips the record and prevents slipping. Perhaps the same result could be obtained quicker by gently rubbing the record for the moment with a clean wax. A fresh one or a good, grooved mandrel, as suggested by some correspondents, would I think, ruin the record."

"Regulating speed—On end of mandrel is stuck a strip of white paper (as a spoke in a wheel), and watch in count 80 revolutions to the hour. If too tight, in ten groups of eight, each. A mandrel revolves faster or more slow than when a record is being played, which should be borne in mind. I can now, by merely watching this strip of paper, very easily adjust the speed. All gold moulded, records, however, are evidently not made for reproduction at full speed; and some simply cannot be played at 160 revolutions."

"Trumpets—To increase the volume of sound I have added to a 24-inch brass trumpet a belt of pasteboard, 6 inches broad, which by means of tape fasteners, can be fixed on and detached at will. This experiment is well worth trying. A pasteboard trumpet built on this principle, I find very useful for some records."

I have also from the same material made a straight trumpet, 20 inches, which is very good, but am afraid it will not last. The famous Chinese Gong sometimes heard, particularly of the human voice, the same correspondent gives an excellent method of mending cracked records. It is not a bad idea. The cracked record is held in a pair of large pliers and then a pair of pliers is used to apply pressure to the cracked part of the record. If this is done carefully, the cracked record will be repaired and ready for use in a few minutes.

Mr. Jobber
Mr. Dealer

We can put you next to a big money-making proposition in connection with Talking Machines. Since October lst, we have put out over 4,000 outlets in Wisconsin and Northern Michigan, at an average of $10 each, and not only paying agents of over 75 per cent. We cannot work more than two or three States in the Northwest within the next two years, and offer any Jobber or Dealer the benefit of our experience and labor in getting up this scheme (for scheme it is). We will supply you one at a time, cheaper than any one not having the facilities, and put them up by the thousand. Our plan is a success. It won't require a dollar extra capital, as it is practically a cash proposition and new machines are forthcoming within ten or fifteen days. Write us and we will explain everyth...
EXECUTIVE OFFICES
COLUMBIA PHONOGRAPH COMPANY
SOLE SALES AGENT FOR THE
AMERICAN GRAPHOPHONE COMPANY

TO THE PUBLIC:

One of our competitors has endeavored through advertisements in newspapers, magazines, and otherwise to create the impression that it had received an award at the St. Louis Exposition higher than that given to the exhibit of this Company. In addition it has recently distributed to the trade, generally, a letter stating that our claim to having received a Grand Prize in Musical Instrument—Group is "incorrect," and in support thereof attached an alleged fac-simile letter purporting to have been signed by twelve members of the jury which made the award at the Exposition. This last letter, a most extraordinary document, filled with untruths and to which many of the signatures were obtained through misrepresentations, makes it appear that "the Grand Prize" in Group 21 had been awarded to our competitor; that the signers composed the jury which "gave" the awards (whereas they were members of the inferior jury having power only to make recommendations, and there were two juries above them); and that the Grand Prize had been awarded to said competitor's machine, "because of marked superiority as a musical instrument over all sound-producing machines shown."

Naturally the reader of the "group-jury" letter would suppose that the signatures of the so-called "best judges of musical instruments in the world" was a certification that they had examined, listened to and critically compared the various instruments in competition before signing it.

It is unnecessary for us to criticize the inferior group jury in question. Nor do we now discuss the means whereby the signatures were procured. At this point it is only necessary to say that at least five of the twelve group jurors who certify to having given our competitor's machine the highest award, "because of marked superiority as a musical instrument over all other sound-producing machines shown," did not take part in the examination of Talking Machines, were not present when we made our demonstration, nor did they ever hear our machines and records in competition; and that the chairman of this inferior group jury, which would attempt to bestow a prize upon our competitor's machine "as a musical instrument over all others," excused himself "as he had to attend a concert," just as our best machine and records were about to be played.

We have written evidence in our possession which proves that some of the signatures were procured through misrepresentations and have conclusive evidence also, that the alleged fac-simile IS NOT A FAC-SIMILE AT ALL.

Prior to any examination by this jury, we had occasion to make formal protest against their passing upon our Exhibits, and requested that (as was done at the Paris Exposition), a disinterested jury, properly qualified to pass upon sound recording and sound-reproducing machines, be designated to make the comparative examination. It is obvious that fitness for deciding on the merits of such machines, requires something more than a knowledge of organs, banjos, violins and pianos. It may have had something to do with the subsequent course of this inferior group jury that our protest WAS REFERRED TO THEM. That our stand was well taken is evidenced by the action of the SUPERIOR JURY, the only authority empowered to make awards, in giving us the HIGHEST HONORS FOR TALKING MACHINES AT THE EXPOSITION.

Promptly on learning of the award of a Grand Prize to a competitor we protested against the same to the National Commission on the ground of irregularities in connection with the original recommendaion to them. This protest awaits determination.

The subsequent action of some members of the inferior group jury, in lending the use of their names on a document which violates the rules of the Exposition (see letter of President Francis), and in disregard of the responsibility which they assumed when entering upon their official duties, is quite in line with their original recommendation. By thus being willing to pose before the public as the jury by whom the awards were actually made, pretending to the responsibilities which were lodged with the SUPERIOR JURY alone, they have furnished the costest vindication of our protest and demand for a PROPERLY QUALIFIED DISINTERESTED JURY.

For further particulars we refer to the files of the Court wherein our case has been fully presented.

PAUL H. CROMELIN, Vice-President.
And Director of Exhibit Louisiana Purchase Exposition.
The Disinterested Verdict of the Highest Authorities

Double Grand Prize St. Louis 1904

THE GRAPHSOPHONE AND COLUMBIA RECORDS WIN HIGHEST HONORS

These Awards Following the GRAND PRIX PARIS 1900

WON IN COMPETITION WITH THE WORLD CONCLUSIVELY DEMONSTRATE THAT The GRAPHOPHONE and Columbia Records ARE WITHOUT EQUAL

For Sale by Dealers Everywhere and by the COLUMBIA PHONOGRAPH COMPANY, General STORES IN ALL PRINCIPAL CITIES

CREATORS OF THE TALKING MACHINE BUSINESS

PIONEERS IN THE ART AND

ALWAYS IN THE LEAD
MUSIC AT THE NORTH POLE.

Proof of the Civilizing Influence of the Talking Machine Submitted by Mr. Hutchinson.

(J Special to The Talking Machine World.)


Joseph H. Hutchinson once was a power in Idaho politics. Now he is a citizen of Alaska. Senator Deneba is his intimate friend, and Mr. Hutchinson is visiting him. While he here he may be offered as a witness by the prosecution in the Smoot case.

Hutchinson told a story this evening of a recent trip to Port Barrow, to James S. Evans. From its summit one can look out over Siberia almost see the South Pole. Port Barrow is the most extreme northern point that ordinary man ever has reached. Equinoxals Indians live in the vicinity, subsisting on roots, fish and oil. When Mr. Hutchinson was at Port Barrow he and his American companion were startled one day to hear an Indian coming slowly among the trees softly twisting on roots, fish and oil. From its summit one can look over into Siberia.

In the evening he performed a phonograph. When Sir. Hutchinson was at Port Barrow he heard the Indian coming slowly among the trees softly twisting on roots, fish and oil. One of the reasons why we should hear that sacred anthem forcefully. And it seemed strange and out of all reason that we should hear that sacred anthem.

The Holy City."

Mr. Hutchinson told a story thin evening of a prospector in Alaska named Evans. The prospector got ready to leave he got three grizzly bears skins the Indian possessed, trading the phonograph, which Mr. Hutchinson had. He had Its keys, Its furniture. Evans had a phonograph. With it he had seven rolls or discs of music, and among them was The Holy City. When the prospector got ready to leave he got three grizzly bears skins the Indian possessed, trading the phonograph, which Mr. Hutchinson had. He had Its keys, Its furniture. Evans had a phonograph. With it he had seven rolls or discs of music, and among them was The Holy City. When the prospector got ready to leave he got three grizzly bears skins the Indian possessed, trading the phonograph, which Mr. Hutchinson had. He had Its keys, Its furniture. Evans had a phonograph. With it he had seven rolls or discs of music, and among them was The Holy City. 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TO EXEMPT FROM TAXATION.

(J Special to The Talking Machine World.)

Harford, Conn., Feb. 12, 1906.

Relief for the devotees of the phonograph was to-day demanded in the prosecution of a bill by Major Tilsen at the request of Attorney Andrew T. Bierkan, of New York, by which it is proposed to classify such instruments and supplies as "musical instruments" under the meaning of the statutes. Such action will exempt them from taxation, and the jobbers are united in the above movement propose to have their terms enforced against the guillillas and bushwackers who are doing so much to disturb and demoralize the business.

BUILT UP A GREAT BUSINESS.

A. D. Matthews' Sons, of 204 Fulton street, Brooklyn, N. Y., have largely increased their talking machine department under the able management of John C. Kelso. They are making a prominent feature of American records, and report that the trade seems to be highly satisfied with the characteristics and excellence of this make of goods. They have recently been making a thorough canvass of the trade throughout the city of Brooklyn and the adjacent territory in Long Island, and they report trade very good. From a small beginning in the talking machine line this concern has improved and increased this department until it is to-day probably the largest talking machine headquarters in Greater New York.
in appreciation of the services of Paul H. Cromelin, vice-president of the company, as di-rector of their exhibits at the St. Louis World's Fair, the Columbia Phonograph Co. tendered him a luncheon in the largest ball of the Waldorf-Astoria, New York, on the last day of 1904, which was attended by the officers and branch managers. After paying a deserved tribute to Mr. Cromelin for his achievements at the Fair, President Elston presented Mr. Croirelin with an elegant gold watch and chain as a mark of the esteem in which he is held by his associates.

Mr. Cromelin, in reply, said in part: "I find myself, as it were, at a loss for suitable words with which to adequately express to you my great appreciation of the unexpected testimonial and for your splendid gift. I can only say that I thank you, one and all. And all the kind things which our president has so graciously said, and as you recognize, are due to the management, which so kindly and so efficiently performed its duty. You have met a great demand, and I am certain as to what should be the subject of my reply. But: what better can I do than to thank you of the impressions which the big Fair made upon us, and what a few of the lessons learned there? Then the speaker described at length his experiences and detailed a few pertinent observations, concluding as follows:

"It is very kind of our president to speak so graciously concerning my individual work, but I feel certain that given the same or more difficult obstacles, any one of you would have been equally successful. There have been references made to some of the obstacles which I had to overcome. I want you to know that when things looked darkest, and when we were apparently to be made victims at the altar of prejudice, I received an envelope from our President, and knew that he was determined to convert temporary disaster into a glorious victory; and refusing to be defeated by any obstacle, the company went on with its policy, and the result was the complete success which has been so well described."

"That was all; but it was an inspiration. I have been so thoroughly, so thoroughly cheered by these strong sentences, and for many years they have hung by my desk. He had instructed his typewriter to copy and send them to me, and like the soldier who, receiving a flesh wound, anointed the wound with powder and rushes into the thickest of the fray, so we determined to convert temporary defeat into a most glorious victory, and refusing to believe that there was any insurmountable barrier, kept on trying, until we finally achieved success."

Mr. Cromelin ended by saying that the company are making a special announcement about their needles on another page that is worth looking up.

**SOCIETY WOMAN'S JOKE.**

A joke perpetrated by a well-known society woman upon her friends is too good to keep, except that the name must be withheld. He it understood in the first place that she was well able to have treated her guests to Melba, Caruso and Sembrich in private personae had she so desired. However, upon this occasion her invitations were issued announcing these artists in a remarkable programme. When the guests arrived they were ushered into the dimly lighted music room, the object of which was to set forth with more force the display of electric lights which shifted in design and in colors. When the programme opened the guests were astounded by the presence of a talking machine presenting the elaborate programmes by the afore-named artists. This was further carried out at the supper table when each guest was presented with a place card upon which was painted in water colors the trade-mark of the makers.

**DEMONSTRATOR PETIT.**

Prepares Concert for One of New York's Most Fashionable Homes.

Saturday evening last A. R. Petit, with the Douglas Phonograph Co., superintended a phonograph concert at one of New York's most fashionable homes, the owner of which had pur-chasing a $350 equipment. He prepared a list of two selections from which the guests could make their requests. In addition to this particular sale, Mr. Petit was positive several other orders. The size of same kind would follow his demonstration.

Sherman, Clay & Co. took advantage of the visit of Melba to San Francisco, Cal., on February 7 and 10, to exhibit Victor talking machine records of the diva's voice in their windows, as well as exhibitions in their talking machine department. They are having a splendid sale. The talking machine is adding to its popularity.

**THE TALKING MACHINE WORLD.**

**PUBLISHED WEEKLY AT 1 MADISON AVENUE, NEW YORK CITY.**

**Paul H. Cromelin Honored.**

By the Officers and Staff of the Columbia Phonograph Co.—Presented With Gold Watch and Chain.—Interesting Event.

The Great Inventor of the Phonograph Pictured by an Admired Artist.

The accompanying fantastic sketch is what a comic artist suggests as the latest photograph of Thomas A. Edison. The cut speaks for itself after a trade fashion, depicting his supposed connection in the development of the phonograph, telephone and other electrical appliances with which his name and fame are linked. The uplifft, however, owes its origin to another officer, and it is likely the artist must have had Victor H. Rapke in mind. At any rate the figure is a mechanical melange, even to the wheels in the head.

**AN ENTERPRISING BROOKLYN HOUSE.**

When the American Talking Machine Co. removed from 14-18 Hoyt street to 586 Fulton street, Brooklyn, N. Y., they displayed sound judgment and had an eye to the future. The new location is bound to develop into one of the most desirable business centers in the City of Churches, as they are now close to two of the newest theatres and the proposed entrance to the Manhattan Bridge, and within a block of the million-dollar Academy of Music soon to be erected. The company occupy the entire building, a three-story edifice, with a handsome plate-glass front, and running through to 76 Rockwell Place. In addition to a roomy store floor, exhibits rooms and semi-public rooms are also fitted up. They have several specialties of their own, including a permanent needle, that has finally arrived, it is claimed, and is destined to cut something of a figure in the trade. The company are making a special announcement about their needles on another page that is worth looking up.

**Cut This Out—Send Stamps or Cash.**

Edward Lyman Bill
Publisher
1 Madison Avenue, New York City

Enclosed find Fifty Cents—cash-stamps—for which please send me THE TALKING MACHINE WORLD for one year.

**Society Woman's Joke.**

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Long Distance Telephone: Number 1745 Grammar.

NEW YORK, FEBRUARY 15, 1895.

GOOD morning, have you read The Talking Machine World? If not, you are not quite up to date in all things worth knowing. The initial issue of The Talking Machine World has met with much favor, and it would be difficult to manage a trade publication, the first issue of which has received a greater showing of good will, than has been manifestly toward this publication. But simply good feeling and a desire to see the publication succeed, will not make its success sure or permanent. It needs something more than good will, or kindly wishes: it needs that kind of support which comes from contact with coin of the realm, and if this publication is to succeed, it must be through a constantly enlarging subscription list.

This like the last issue furnishes an idea of what kind of a paper we propose to put forth. The intent of the publisher is to furnish a medium for the interchange of ideas, and to draw the manufacturers, jobbers and dealers together. Now, we cannot expect to become a large or permanent success without the support and cooperation of all branches of the industry. We emphasize this, because no newspaper institution can win without satisfactory reports from the business department. The first issue has received what to our minds, as trained newspaper men, amounted to an unusual cordiality seldom experienced in the support of a new publication.

From the orders which have been steadily pouring in to this office, there is every indication that the paper will receive a subscription list inside of three months which will be unprecedented in the history of trade publications. We need every subscription and all the support that we can get to make this institution a success, and we in turn propose that every subscriber and every correspondent shall have a large and satisfying equivalent for the money invested. We invited criticism of our first issue, and we ask it again, whether favorable or adverse, we shall be very glad to hear from our friends in every section of the country, because it is upon our friends and critics that we shall rely, in a larger degree, to make The Talking Machine World a useful and intelligent adjunct to the industry which it represents. It wears no man's collar, it is independent of any affiliations, and its slogan shall be a square deal all to.

It would seem from indications that the talking machine industry is not wholly without its discouragements. In this respect it seems to be somewhat in line with the music trade wars, for there have been some lively contests in the music line, and it would seem as if in the talking machine industry, there is to be many a lather broken, all of which will not be in a friendly combat.

The talking machine has marvelous powers which are not entirely appreciated today, and its future is indeed a broad one. Recently in Germany it figured in a court trial, the talking machine supplying evidence which was admitted by the court. But in this country, according to a recent report, it has been performing in a volume of detective. A number of thieves who had been accused of looting some $50,000 worth of goods within the past year and a half, are now captured, and the telling evidence against them was furnished by a phonograph. One of these had recorded on a new cylinder, which had been inserted between records on the machine during a conference about past and future robberies. It seems the men were in the habit of meeting at the house where the phonograph was found and that one of the members of the band was running the phonograph for his own amusement, and in placing a new record on one of the instruments, a black cylinder had been inserted by mistake and the recorder turned on. This took down the conversation of the prisoners and will be used as evidence against them in court.

There are now different department stores which are placing these instruments in certain rooms to announce special sales. They are used, too, for imparting language lessons, and one preacher who was unable to deliver a funeral oration over one of his congregations had his own trusty phonograph to help him. He had prepared the night before, and the machine was taken to the residence of the deceased, where it told in ringing tones, the preacher's eulogies of the departed.

There seems to be really no limit to the possibilities of the talking machine. Then, its strictly commercial possibilities are large as well. And it in time may drive the stenographer out of business, for there are many prominent institutions to-day wherein all dictation is done direct to the machines instead of through the medium of a shorthand writer.

A SUBSCRIBER asks if the prices of talking machines are liable to be fixed. Now, we should say no. Of course, there may be some cuts here and there, but the tendency will be to keep up prices. In fact, there is every reason why they should be maintained. It costs more for labor and materials, and why should manufacturers, with the rising tide of costs against them, reduce their prices? We do not predict any such conditions. It will be, on the other hand, hard to maintain, excepting on special lines and there will be specialties produced from time to time in this industry.

It is rather interesting to pursue the variety of letters which have reached The Talking Machine World from all sections of the country. People desire our opinion as to comparative value of the various machines and records. This paper from the start refuses to pose as judge and jury in the case of talking machine makers.

No, we are not advocating any particular machine, but we shall endeavor to do justice to all, therefore we cannot give advice as to which machines should be purchased. The purchasers at retail must have confidence in their local dealers, and the local dealers in turn must reposes faith in the jobbers and manufacturers from whom they make their purchases. These numerous inquiries only show that this publication has reached channels far outside of trade circles, and of course, this sort of publicity helps the talking machine business.

A WRITER asks regarding the life of a record. How long ought a record to last? Well, that depends largely upon the owner and, the care that he takes of it. It is said, however, upon excellent authority, that a record has been played for over seven thousand times, and it is in a remarkable condition at the present day. But in this country, accord.

To Comparative entertainments are naturally a powerful factor in attracting people. Lyon & Healy, of Chicago, have an interesting part of their great establishment fitted up simply for the exhibition of talking machines. In this room, are given entertainments of such a character that the hall is filled during business hours when an entertainment is going on. The records, however, are tested in another part of the building, so that there is no interference from people who are simply buying records, and who desire to hear them tested before purchasing.

We would urge that every dealer place especial emphasis upon the entertainment features of the talking machines. A small proportion of the public really understand the wonderful powers of tone and voice reproduction possessed by these remarkable inventions. If their attention were called to this by the local merchants in some form of neatly printed brochures, asking them to come around and spend a half hour with some great artist, they would be astounded at the development of the talking machine which has not been published in a large way. Talking machine entertainments are naturally a powerful factor in attracting people.

The music ages will be large mediums for the distribution of talking machines, but there are many thousands of dealers all over the land, who are selling a great many talking machines who are in no wise identified with the music trade. Now, these men need a medium to keep them informed as to what is going on in the business in which they are directly inter-
THE TALKING MACHINE WORLD:

REVOLUTION AND EVOLUTION.


Only those who have chanced to hear them can appreciate the revolution that has taken place in talking machines within the last two years. Most persons have heard the old phonograph with its voice talking, or singing. But it is a chimera, a mere fancy, nothing but a show. The little old deuces have been swept away, but on the whole mere curios than practical. Very few were anxious to have more than a show to install in their rooms. Rarely, nay nearly all the old defects have been swept away. It is an actual fact that on a good machine you can now hear the human voice in song or speech so exactly produced that the voice of the living thing can be detected by the eye alone. Together with this increase in quality, the price of machines and records has so fallen as to be within the reach of every purse. The great fillip to the trade was the invention of the moulded record. That is, once you got a good master record and make a mould, it is possible to reproduce duplicates at a nominal cost of material by the hundred thousand. Already it is distinct and a fact that a large portion of the profession is exclusively for the record maker.

It is only a question of time, and a short time, too, when the record maker will be indispensable to every household; and not only as a source of amusement, but as a help in household matters--a help which is in course of being attested by an American paper recently remarked. It is on the cheap and perfect record now in sight the politician will speak his condition speech and post a copy to every constituency. It will post its copy after preaching at his study. The shopkeeper will post 'enticing speech by which he will induce the appearance of the thing, ware, or work, or ware, as the case may be. No one will write letters to anybody; it will be as easy to address a school as can so model his system that nearly all can be done by record instruction. Newspapers will give as supplements records in the voice of the famous persons of the day. And it takes so great a stretch of fancy to imagine the newspaper itself superseded by the daily record.

Certainly as much correspondance even the typewriter will be obsolete when record making is further simplified and cheapened. What lawyer would not rather talk to the loved one and hear her voice than see her pen marking the paper? A friend will not rather hear the friend's voice than read a lifeless note on paper? The pressure of deskwork of to-day is so great that, for purposes universities may be abolished: a trained body of pupils can send their lectures to students at the end of the world, and by the same means the smallest may send replies and question. The wholesale house of the future will find in the morning's mail not a stack of letters, but records. It will be the duty of clerks to hear these records and dictate an answer on another record. It will thus arise that the future gold medal clerk will not be one who writes a good hand or is a good typewriter, but one who has an ear in the organic sense, and can play on the organ without the key, with a clear, distinct voice, competent to make a good record. The customer going into a large store will find a salesclerk and a shopgirl, each such to convey the merits of a line of goods. He will touch a button near at hand, and a mechanical talker will tell him all he wants to know.

The governor of a State, already largely a fig-leaf, will be quite unnecessary; his speeches of congratulation are public and laying a foundation stone are of necessarily of a mechanical talker will tell him all he wants to know.

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THE TALKING MACHINE WORLD:

THE TALKING MACHINE WORLD:

SOUND MODIFIER

for all kinds of TALKING MACHINES.

It adds a wonderful improvement to the sound. It increases a soft, natural tone and eradicate all slight imperfections. Sounds equally well in all positions of the voice. It makes the sound as coming from a far or a near distance.

No talking machine is complete without this Modifier.

The sound can be heard so well that it will not be noticeable for all its peculiar excellence. It makes the sound as from a far or a near distance.

You will find this modifier indispensable in your business. It can be had at any store for a few cents—ask for it.

32 Chambers Street, NEW YORK.

LIND & WOLF MFG. CO.

If you desire to keep posted on the affairs of the music trade, read the Music Trade Review.

GOOD ADVERTISING.

1. write good Talking Machine advertising— the kind that pays.
   Want to increase your sales?
   Then write me to-day. = = =

R. E. GRANDFIELD, Fall River, Mass.

THE MUSIC TRADE REVIEW.

the oldest publication of its kind in America, from fifty to sixty pages weekly, covering all departments of trade information.

It won the Grand Prix at the Paris Exposition, 1900; Diploma at Pan-American Exposition, 1901; Silver Medal at Charleston Exposition, 1902; Gold Medal at St. Louis Exposition, 1904.

Subscription, $2.00; single copies, 10c.

EDWARD LYMAN BILL, Editor and Publisher.
1 Madison-Avenue. = 1 5 = New York.

The New York office of the National Phonographe, removed from 63 Chambers St., occupy new quarters for the National Phonographe building, 71 Union Square, a modern structure with finest equipment. The fittings, furnishings of rooms of and decoration of are of the finest character, the woodwork and furniture, in antique oak finish, harmonizing with the warm, rich color scheme and luxuriant rugs. The rooms of the executive offices are light and airy, and centrally located, while the staff has ample accommodations. The city and foreign departments have also facilities denied them from lack of space in the old place. When completed, the company will be in a better position than ever to look after the trade, of which they have the unspoken reputation of caring for in a manner dealers never cease to praise.

WE MANUFACTURE THE LATEST AND BEST
CUT ON FREIGHT RATES

On Talking Machine to the Pacific Coast From $4.50 to $2.25 on Carload Lots.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 11, 1915.

Thanks to the tireless labors of Chas. E. Brown, who has charge of the Talk-O-Phone Co.'s interests on the Pacific coast, the railroads have made a cut on transcontinental freight rates on talking machines of from $4.50 to $2.25 per 100 pounds, on carloads of 20,000 pounds, and $2.25 on carloads of open freight.

Mr. Brown is receiving the congratulations of all the talkers in this section on his success. Considering the fact that he has only been in this section a little over a month, one can get an idea of his hustling propensities. He is steadily expanding the business of his company in this city, and it promises to be one of the most important trade arteries for the output of talkophones.

LYON'S WHOLESALE DEPARTMENT.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 11, 1915.

Jan. 1. Lyons, of this city, has leased the premises at 192-194 Van Buren street, which will be used by him as an exclusive wholesale department. Mr. Lyons is one of the best known talking machine jobbers in the Middle West, and his efforts have always been centered on the jobbing business. He will maintain a retail department at his present location, 75 Fifth avenue.

Mr. Lyons explained as a publisher has been made through him carrying every line of talking machines and records made. The American Record Co. has completed arrangements with Mr. Lyons to act as their western distributor for blue records.

Thos. A. Edson, who was recently operated on, is steadily improving. He celebrated his fifty-eighth birthday last week.

TALK-O-PHONE CO. TO EXPAND.

Officers Elected for the ensuing Year—Plant to be Enlarged and New Equipment to be Installed—Active Campaign Started.

At Toledo, O., on January 27, in the general office of the company, the following officers of the Talk-O-Phone Co. were elected for the ensuing term: President and treasurer, A. J. Irish; vice-president, G. G. Metzger, a prominent banker; secretary, W. P. Tyler, of Swain, Hayes & Tyler, a leading mercantile firm of that city. The new board of directors includes the following gentlemen and Rathbun A. Faller and O. C. Reed.

The plant is to be enlarged, and with an entirely new equipment for manufacturing certain talking machine specialties, and developing other patented articles which they own, the output will be upward of $100,000. In fact, when these additions and improvements are completed, the Talk-O-Phone Co. will possess one of the few model factories of its kind in the country. E. P. Hubbell, general manager of the company, is now in New York reorganizing the staff, and hereafter the eastern branch will be under the experienced office management of O. C. Reed. The city trade and large premium houses will be looked after by Mr. Metzger, one of the best equipped men in the business, and who recently relinquished the management of the Chicago office. Paul Louis is to be Mr. Stearns' side partner, looking after the smaller accounts.

The New York branch, at 244 West 20th street, occupies the entire store floor, 60 x 125 feet, and the basement, which is now being remodeled, decorated and furnished, so that hereafter a complete stock will be carried, where only a comparatively small line could be accommodated in their former restricted quarters. With the room so long needed at their disposal, Mr. Reed stated that at least three carbon phones of machines and 100 or more records of each selection will always be kept on hand. The office force has also been greatly augmented, and six men will travel out of New York covering the tributary territory, which practically is everything east of Pittsburgh, and including the Canadian provinces to the Gulf. For the present E. W. Sheevey will have charge of the Chicago house.

COLUMBIA AND VICTOR LITIGATION.

Friday last, in the Supreme Court of the District of Columbia, argument was heard in the matter of a preliminary injunction in regard to the award of the grand prize at the St. Louis World's Fair. The so-called jury letter was elaborated upon at length. The application for counter restraining orders was made by the American Graphophone Co. and the Columbia Phonograph Co. against the Victor Talking Machine Co. and John P. Ellis & Co., their Washington agents, and the latter concerns against the former. A cross suit was also brought by the American Graphophone Co. and the Columbia Co. at the same time. The order to show cause why the motions should not be granted was signed Monday. Decision was reserved.

The cases before Judge Lacombe, in the United States Circuit Court, southern district of New York, involving the same issue, and the same parties, with the exception of Ellis, will be allowed to take the usual course, since the court denied the application of both sides. It is likely the Washington decision will be handed down first and may have an important bearing on the New York suits.

HOW THE TALKING MACHINE WORKED.

The captain of a recruiting vessel recently adopted a novel plan of getting natives to enter into contracts with him on the Island of Malaya. He secured a talking machine, and before leaving Queensland had a native already engaged on a plantation to talk to him, telling of the men he wanted. This was taken to the native villages and exhibited. The natives flocked to the recruiting ship.

DO YOU USE NEEDLES?

THE NAME SIGNIFIES THE KIND

OUR THREE STYLES

PERFECT

The ordinary size but not the ordinary quality. Excelled by none. Just the right taper to insure the best results.

MEDIUM

Reduces scratch one-half, and gives you a pleasant reproduction between the two extremes—soft and hard.

QUIET

A scratchless needle of superior sweetness of tone. Plays six records without charging and without injury to the record.

SOLD IN BULK OR PACKED

We can furnish, with your own imprint when ordered in quantity lots.

Made from the best English steel wire

Get our prices in quantity. It will pay you.

AMERICAN TALKING MACHINE COMPANY

Distributors of "Victor Machines—Records—Supplies."

'586 FULTON STREET, BROOKLYN, N. Y. CITY

Sample of any style forwarded at 30c. M.
FORTUNES PAID OPERATIC STARS.

Make More Money for Singing to Talking Machines Than From Opera—An Interesting Chat With Manager Goldfinger.

The talking machine departments in the great trade emporiums of New York are veritable mystical palaces, where the expressions on the faces of those who recognize the voice of Melba, and other great artists from an indistinct somewhere is very amusing. Such perfection is being achieved in the making of the records that it is small wonder the unwary find themselves bewildered as the familiar sounds wait out. Interested in one of the Melba records the writer heard with pleasure some of the inner workings of the manner in which these records are secured. "Money will buy anything," said Mr. Goldfinger, manager of this department at Siegel, Cooper's, "even Melba's voice, Caruso's best aria and Tamagno's activity." The growth of interest in the making of the talking machine has been perfectly splendid since the great operatic artists have been induced to sing for the records." Mr. Goldfinger is responsible for the statement that Caruso is making twice as much out of the royalties of the records sold as he makes out of his season at the Metropolitan Opera House. Melba is even more fortunate than this because she got $14,000 dollars and an enormous royalty for her songs, while Tamagno, who has long since retired and is living in his own castle, was paid out of his quiet and induced to give the world a chance to hear him in every corner of the globe by means of the wonderful talking machine. That he was paid extravagant prices and draws enormous royalties may well be imagined.

When asked whether people do not prefer the less expensive records Mr. Goldfinger stated that they willingly pay Edison record prices $25 to $5 for Caruso in preference to paying 25 cents for the records of resident American stars. In fact, it is accounted for that the American people are willing to pay fancy prices for the foreigners, especially when these foreigners include such names as Caruso, Gigli, Ponsi, Puccini, Calve, Lincicome, Kahlil, Goistik, Campanari, Scott and many others.

One of the latest triumphs in the talking machine world is the securing of some selection by Caruso which are being sold for ten dollars each. Mr. Powell, of Mund Powell. That the Scribner records will be in demand through the length and breadth of this country may well be understood, for she has an unparalleled reputation and she is very well known, having crossed the continent in concert tour several times.

It is certain that a great number of musicians have found fine income from the talking machine, since the product is set by the greatest operatic artists of the world, but it must not be believed that everybody can sing successfully into these moulds, for it takes very clear enunciation and sharp, distinct emission of tone, and all the present time when even the expression is so realistically produced it takes singers of truly musically tastes. The same is as far as if they were facing the public directly.

OPEN TALKING MACHINE DEPARTMENT.
(Special to The Talking Machine World.

Green Bay, Wis., Feb. 12, 1905.

The interior of the Gleeson-Loffin Co.'s music store on Washington street is undergoing changes of some importance. Shelving for the storing of 10,000 talking machine records is being installed and the office will be extended seven or eight feet westward. In the space just south of the office a talking machine booth is being fitted up. Chairs for the accommodation of listeners will be placed and concerts will be given at all hours.

THE LANGUAGE INSTRUCTION SYSTEM.

In Wannamaker's talking machine department they are making a great feature of the language instruction system and to realize the possibilities of this method of acquiring languages is not to understand that this will revolutionize that branch of study in America. Nor is this all for the English records that are being sent out to foreign countries are proving quite as interesting to the foreigners since the phonographs have become a factor in every civilized country on the globe. The phonograph establishment is wonderfully equipped to show the Edison phonograph to the best advantage, and the number of language phonographs is such, that this department is positive amusing and is amply proof that the people regard the instrument not only as an amusement or an entertainer, but as an elevating power of exceptional importance.

In connection with the advertisement of the Bettini Phonograph Co., appearing on page 28, it should be stated that the "Hymnophone" is adapted to all styles and makes of disks.

S. B. DAVEGA

Jobber in Edison Phonographs and Records

Distributors of Victor Talking Machines

Three distinctive features

MY STOCK is sufficiently large, my PRICE is always right, superior SERVICE, satisfying the most exacting dealer, NO WAIT—NO RED TAPE

STOCK

Record Cabinets, Mega Horns, Mega Flower Horns, Metal Flower Horns, Paper Flower Horns, Cords, Paper Horns. Write for our new prices on Mega Horns.

PRICES

LARGE and varied assortment of the best selling novelties in Pocket Cutters, Electric Pocket Lamps and many low-priced novelties that find a ready sale. We can give you many valuable hints to increase your business by the many side lines we carry.

S. B. DAVEGA

Director of Talking Machine Department
(Formerly with The National Phonograph Co.)

S. B. DAVEGA

32 East 14th Street
Tel. 1557 Gramercy
NEW YORK CITY
NEW VICTOR RECORDS.

RECORD BULLETINS FOR MARCH, 1905.

NEW COLUMBIA 10-IN. DISC RECORDS.

LEADERS IN CYLINDER AND DISC RECORD CABINETS

THE UDELL WORKS

Indianapolis, Indiana.
TIMELY TALKS ON TIMELY TOPICS.

We have seen recently a novelty in the disk record line. It is called the Neophone record, and aims to do away with the wearing of the needle point. It consists of a paste-board disk with an upper coating of celluloid. The indentations in the spiral grooves are vertical, commonly spoken of as the "hill and hollow" cut, as differing from the lateral indentations, or "sliding" cut. For this new record a round sapphire point is used in the reproducer, and the inventor claims that neither the record nor the point shows appreciable wear in the reproduction. Several methods may be used to manufacture these records, and the system is known as the Dr. Michaelis system. Patents have been obtained in England, Austria, Italy, Russia and Germany.

The train announcez, that picturesque figure so familiar to American travelers, may soon be relegated to the past. One of the leading railroads is said to be considering the feasibility of using the talking machine to warn passengers when their train is about to start. This is one of those tardily accomplished facts of which the inventor has dreamed for years and for which he well nigh ceased to hope, after a decade or so, that it would ever become a realization. Nearly thirty years ago, when Edison was exhibiting his old tin foil cylinder phonograph and the crowd was weary of his predictions he would elicit their waiting by retelling them the story of his horse still wider. The current year a round 100,000,000 are expected to be disposed of. One of the "big four" last year made a sales record of 900,000,000.

Record bulletins de luxe for use by private owners of high grade talking machines is one of the latest developments of the Michaelis system. The selections cover the most costly records, and the arrangement, printing and general embellishment of these various catalogues are in keeping throughout.

Another departure from "Phonograph Row" on commerce of the past two months the Chicago Record says: "The trade has shown several developments, chief of which have been the advance of the phonograph machines to the dignity of genuine musical instruments. Fully $1,000,000 worth of these instruments have been sold in Chicago in the last year, it is said."

Nedles are an important item in the talking machine business. Their sales are astounding when quantity is considered. For instance, one salesman astounded his employers when he came in from two calls and with orders for 1,500,000 needles. On a month's trip through the country, calling only on the principal jobbers, he sold 10,000,000, which increased the eye of his horse still wider. The current year a round 100,000,000 are expected to be disposed of. One of the "big four" last year made a sales record of 900,000,000.

At first, the sound of the revolving apparatus disconcerted the thrasher. Removing the recording styli, the scientist let the cylinder revolve indefinitely, until the bird became accustomed to the whirr. After a little the thrasher, known also as the brown thrush, resumed its singing, and the graphophone was adjusted to secure results. From a tape recording the ornithologist controlled the revolutions of the cylinder by means of a wire, shutting off the current the moment the thrasher's song became weak or faltering. In this way was secured a perfect record of this bird's exquisite melody. Its volume and timbre were pronounced faultless by the American Ornithologists Union, and the record of the voice of the spring bird was thus preserved for posterity.

A correspondent writes to The Talking Machine, and asks what can be done away entirely with the scratching of the needle on the disk? We have spoken to several people on the subject and it seems that the remedy is to be found more in the improvement of the record surface than in a modification of the sound box. It is almost impossible to produce a record without scratching, but much improvement has been made along this line, and in perfection it must to a certain extent be attained. In order to avoid in particular of it completely it would be well to use a properly balanced sound box, the best quality of needles and then use each needle only once. This question of scratching is of great importance giving much heartburning to manufacturers. It is not an easy matter to remedy and one must be governed by the machine, needles and care taken in the playing and the use of the record.

A dead man sang at his own funeral in Cork, Ireland, the other day. A talking machine was placed on the lid of the casket which the religious ceremonies were over the talking machine was turned on, and the mourners in the church listened to the dead man's voice rendering the final Requiem of the Absolution.

While a talking machine hired by the schoolmistress of a village in southern Russia, was playing popular airs for the amusement of the children, the local policeman seized it as an "unclean and unlawful thing" and placed it in the bucket. One cannot imagine what the policeman who, of course, but then, one often finds it difficult to understand the workings of the official mind, especially in Russian.

"Speaking of horns it is largely a matter of individual preference. Some regard paper or fiber horns with large bells as better than metal, while others regard the reverse. One sign of a horn is the size of horns varies with the sound in the record and the size of the horn, the phonograph being played, but it is held that 30-inch or 26-inch being enough for general use."

Kincaza Iwasa, who is an important factor in talking machine affairs in Japan, recently told of two significant sales his house had made just prior to his departure from Tokio. One was to Baron Y. Iwasaki, who is known as the Vanderbilt of Japan, and which consisted of fifty 1111½-inch cylinders and thirty-five records, which he gave to the government for the use of the soldiers in Manchuria. Another sale was to Baron K. Iwasaki and was made right before departure, the goods to be used, for a similar purpose.

Perlman & Rosansky, who are the financial backers of the Hebrew Disk & Cylinder Record Co., are also among the big tailors in talking machines on the lower east side. In their new record enterprise a list of 3,000 already printed has been sold, the balance by additions monthly. They find it difficult to obtain the proper talent, as they are working in rather a restricted field. Mr. Rosansky, president of the company, in The Talking Machine World, last week said: "To be
sure, the large companies are putting out Bebrow records, but as a matter of fact they have little conception what the Hebrew people want. We, bringing one of them, know their tastes and desires, and are supplying this demand as rapidly as possible. Our records of sacred music are really wonderful. Machines are selling fast, and when we are able to furnish records correspondingly they will increase still more.

The record block sale made by a prominent jobber to one of the wealthiest men in the country, fetched up nearly $500 all Victor goods. The purchase included a $510 machine—mahogany cabinet, gold plated—and a lot of American and foreign "Red Seal," Mella and Tonanzo records, some under $1.50 each. The largest previous retail sale is said to have exceeded $200. Andrew Carnegie, J. Pierpont Morgan and other near of vast fortune are all in possession of a complete talking-machine outfit—generous to say of the best type.

Replying to an inquiry how to place the instruments in taking records of band music, an authority says: "The bass instruments, such as the tubas and altoes, are placed at a distance of three to five feet from the horn. The trombones about eight feet and raised about two feet from the floor so that they will focus the recording horn properly. Cornets are placed between, the trombones at a distance from eight to ten feet. The piccolos have a position of between two and three feet from the horn and the clarinets are raised two or three feet from the floor and lined up in two rows, one on each side of the horn, blowing across. The space drums are placed two or three feet away and are never allowed to play except when they have a solo part. These drums and cymbals should never be used, as they have a tendency to fog the record."

Since November last the Douglas Phonograph Co., New York, have increased their business fully 590 per cent, having sold 40,000 Victor records and a large lot of Edison goods. Their January trade equalled that of December, the best month in the year. To accommodate their heavy stock the company will put up a gallery on both sides of their store, eight feet wide, and make other improvements necessitated by their rapid expansion. A new desk, each of novel design, the idea of Messrs. Hunkel and Petit, to hold 7,10,15 and 30-inch records, will be soon ready for the market.

The National Photograph Co. have forty-six Edison musched records in Chinese. Their battleship leaves the harbor to have exceed $1,300. Andrew Carnegie, J. Pierpont Morgan and other near of vast fortune are all in possession of a complete talking-machine outfit—generous to say of the best type.

The first full-size phonograph ever made by Edison is said to have been sent to Mr. Pierce, now Sir William Pierce, of London. It was accompanied by instructions how to work it, and when the hand was turned Sir William reproduced the following message from Edison: "Please do you like my phonograph?"

The annual meeting of the stockholders of the American Graphophone Co., of which the Columbia Phonograph Co. give the sole sales agent, was held recently in Bridgewater, Conn. The report of the directors was presented and it showed that the total earnings for the year ended September 30, 1904, were $729,525.18. The business of the Columbia Phonograph Co. has increased so rapidly during the year that the American Graphophone Co. have found it necessary to add largely to their plant, in order to provide the goods the Columbia Co. sells. The enlargement of the great factory still continues. Nevertheless night work is the rule in order to keep up with orders.

The time will come, doubtless, when the full city block which the company owns will be covered with building devoted to manufacturing exclusively.

A new cylinder talking machine is being completed in which the mandrel moves, while the horn and stylus, or needle, remain stationary. It has other improvements, the original claim, to recommend it as a superior operating mechanism to the trade.

Where the report came from no one seems to know definitely, but it is said a New York firm, well known as makers of high-priced records, is offering its laboratory for sale. The equipment is up-to-date, and the reputation of the house one of the best.

In remodeling the store the Hickok Music Co., Poughkeepsie, N.Y., will entirely re-fit their talking machine department, to which double space will formerly occupied will be allotted. The entire interior will be finished in white and gold, and the most improved system for handling both cylinder and disc records is to be installed.

H. S. Short has just opened a new store at 507 Fulton street, Brooklyn, N.Y., and will handle Edison and Victor goods exclusively. He has an excellent location, and being an experienced talking machine man has every prospect of doing a profitable business.

Mears, Metcalfe Bros., of Milwaukee, Wis., are remodeling their store, and when finished, it will be one of the best equipped talking machine shops in the Northwest. A balcony around three sides of the room will contain a novel arrangement of stock record cases, especially constructed to carry their huge and complete stock of the "Blue" disc, records of the American Record Co., and the Edison "Gold-Moulded" cylinder records.

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100,000 RECORDS ALWAYS IN STOCK

J O B B E R S

EDISON

PHONOGRAPIHS

RECORDS, ETC.

D I S T R I B U T O R S

VICTOR

TALKING MACHINEN

RECORDS, ETC.

M AN U F A C T U R E R S

"PERFECTION"

SUPPLIES, ETC.

RETAIL

WAREHOUSE EXPORT

C I N D E R M A C H I N E S

S A L E S R O O M, 89 CHAMBERS STREET

C A B L E A D D R E S S, DONNYPHONE, N. Y.

LARGEST "EXCLUSIVE" TALKING MACHINE JOBBERS IN THE WORLD.

"PERFECTION FIBRE HORN"

Patent applied for.

No. 1. Large size for Phonograph. Flower effect inside and out. Colors—Red, Blue and Green.

No. 2. Large size for Phonograph. Flower effect inside, solid color outside with gold strip. Colors—Red, Blue and Green.


"PERFECTION FIBRE HORN" for Victor Taper Arm.

Patent applied for.

No. 3. Small size for Victor 2nd.

No. 4. Large size for Victor 3rd, 4th and 5th. Color—Black outside, Gold Red inside.

"Perfection" Steel Horn for Victor Taper Arm.

No. 2. Large size only. Color—Black outside, Gold strip Red inside.

"Perfection" Repair Tool for Concert Sound Box.

Wentworth Folding Stand for Phonograph.
LATEST AND NEWEST SPECIALTIES.

THE NEW LYRIC REPRODUCER.

For years it has been held, by many talking machine experts, that every record contains more music than any one has ever been able to get out of it, and, as improvements in reproducer have been made, from time to time, by the experimentalists in the employ of the Columbia Phonograph Company, this has been more generally admitted. The latest in this line is the Lyric reproducer just placed on the market.

The new reproducer with which the AE graphophone is equipped is a marvel, for it disproves the assertion, so repeatedly persisted by many, that no reproductions can be greatly increased in volume, without correspondingly decreasing the quality of the tone. As a matter of fact records reproduced with the AE reproducer are not only louder but are more brilliant and more distinct, instead of losing any of their sweetness they gain in that respect and they are as notable for their smoothness and absence of breath as they are for their smooth and resonant tones.

A NEW INVENTION IN PHONOGRAPH APPLIANCES.

Referring to the brief description in the last issue of The Talking Machine World, of the sound-distributor, Victor H. Rice says as follows: "It is now about five years since the phonograph has become an important article of manufacture and commerce and during that time many improvements have been made in the appliances incident to its use."

"The whole world has given place to the great metaphores, and manufacturers have been constantly experimenting to present the best possible reproduction of sound. While much valuable improvements have been applied with success in some particular respect, the greatest difficulty was the seeming impossibility of distributing the sound in such a manner as to make it appear to all of our audience could hear with equal satisfaction."

"The principles of physics have been applied and instruments have been devised to reduce vibrations that might interfere with the sound-waves, but the difficulty still presented itself. The discovery recently made by our distributor solves the problem after all, as well as many others, experimented for years. My invention is as simple as it is remarkable. The appliance in question, which I first patented, holds the main problem of a phonograph or other talking machine in an upright position so as to cast the sound directly to the listener, by which means it is reflected evenly to every part of a room, with the result that everyone within hearing distance can hear with the same effect. The most curious result is that the hardness that strikes the ear of one standing close to the phonograph is entirely removed. The new instrument is a model of simplicity and is so arranged that all friction is avoided, as the upright horn travels along the cylinder of disk records."

Experts who have tested Mr. Rice's theory and invention have expressed their unqualified approval of the device which they declare is one of the most important of its kind in recent years.

LIND & WOLF'S SOUND MODIFIER.

A specialty that is steadily growing, in favor with talking machine dealers and players is the new Lind & Wolf sound modifier, an appliance for contracting sound and improving tone quality, advertised elsewhere in this issue. Ever since the birth of the talking machine some such device as this has been demanded. Lind & Wolf have been experimenting and are confident they have solved the difficulty by the production of a device that must merit the approval of all interested.

This modifier can be regulated while the record is playing and without the slightest inconvenience to the listener or operator. When turned on in full it eliminates all shrill notes, but improves the tone wonderfully, at the same time maintaining the natural melody. It gradually graduation of the high sound and maintains a soft degree of tone apparently bringing the selection playing from a far distant point.

It is very simple in operation, being placed between the reproducer and horn and is made for all talking machines, to which it can be readily adapted. It has been sent out to all who have heard it, and in turn have approved it in the name of perfection. The makers are the Lind & Wolf Mfg. Co., 12 Chambers street, New York, N. Y.

HE RECOVERED THE NEEDLES.

Last fall Ralf Hay at the talking machine dealer of Poughkeepsie, N. Y., received a package of ten phonograph needles from his store. He had long given them its last. Last week a small boy called at his place of business and offered to sell him for five cents. He said he had put the needles from a man. Mr. Hay bought the needles, but he was greatly startled when he learned they originally belonged to him.

WIRE RECORD RACKS.

Among the specialties which are doubly novel and model is the wire-record rack made by the Strammony Wire Co., 1814 North Clark street, Chicago. The rack is particularly designed for the larger dealer who sells a quantity of wire record platin. It possesses many admirable features. It is light, strong, durable and compact. It will be found to be a most useful adjunct to any dealer's store. It will not collect dust and there are six openers to a given foot. To the rack illustrated below each opening will hold three records. Larger cans hold four and five records. These various manufacturing also makes for disk records. In fact they can supply any kind of the line of racks.

THE WALDECK RECORD BOX.

Similar Waldbeck, located at 2843 Third avenue, New York, has invented and patented an automatic record machine which fits itself to conform with the base of a record-player against any play, holding the record in second position. Features of interest in the ordinary record equipment is the 'rock' peg, all risk eliminated in using the Waldbeck box.
Is the oriental phonograph man, and no color one of the 3441, though he lath look you will note the aumist presence of Paul Helfer, tiers of Yorkville, who dentre- that we Buntline. rounded hr a few of the original 3.25I oldest set brass horn and a mezzo soprano squeak ealled of combinations and trusts no such orgaalsing assembly Cafe, 1560 Third avenue. Meeting on Ill, evening mechanical voices will hold their therds of a dozen different makes have organised themselves In combination for Mutual benefit. Helfer Recelven.bfilachlite Nomination: to will of Iwo weeks. namely ; in Febritary hick of members was 4armly debated. the desirability of having laltbere no ame1111111111110111111110..evetilpg. at

The evening world, from which the accompanying cartoon is taken, had this draft account of the association's meeting, where "Paul Helfer Receives A Machine Nomination," to wit: "The phonograph records have declared themselves in combination for mutual benefit. Records of a dozen different makes have organized themselves into the Greater New York Retail Dealers' Talking Machine Association, and the mechanical voices will hold their first regular meeting on the evening of February 5 at Assembly Cafe, 1650 Third avenue. In the history of combinations and trusts no such organizing methods were ever used. A phonograph with a brass horn and a mezzo-soprano squeal called the meeting to order. It began: "Fellow records, we are here assembled surrounded by a few of the original 3,261 oldest settlers of Yorkville, who desire that we combine. You will note the august presence of Paul Helfer, one of the 3,261, though he don't look it. He is the original phonograph man and no voice

TALKING MACHINE MEN ORGANIZE.

As stated exclusively in the January Talking Machine World, a number of New York dealers, principally off the upper east side of the city, had met to organize a local association for mutual benefit and trade advantages. Several sections of more or less import have been forms, and on Jan. 22 the board of officers were completed, with Paul Helfer, 3557 Third avenue, as president; Vice-president, R. W. Walderbeck; recording secretary, Solomon Lazarres; financial secretary, J. Coughlin; treasurer, Alfred Weiss, s5eretary at large, A. A. Sandlow. A special meeting was held, the succeeding evening, at which the desirability of having jobbers as associated members was warmly debated. February 5, a fourth session was in order, lag owing to the lack of a quorum an adjournment was taken for two weeks, namely, February 19.

The Evening World, from which the accompanying cartoon is taken, had this draft account of the association's meeting, where "Paul Helfer Receives A Machine Nomination," to wit: "The phonograph records have declared themselves in combination for mutual benefit. Records of a dozen different makes have organized themselves into the Greater New York Retail Dealers' Talking Machine Association, and the mechanical voices will hold their first regular meeting on the evening of February 5 at Assembly Cafe, 1650 Third avenue. In the history of combinations and trusts no such organizing methods were ever used. A phonograph with a brass horn and a mezzo-soprano squeak called the meeting to order. It began: "Fellow records, we are here assembled surrounded by a few of the original 3,261 oldest settlers of Yorkville, who desire that we combine. You will note the august presence of Paul Helfer, one of the 3,261, though he don't look it. He is the original phonograph man and no voice

RAPKE SOUND DISTRIBUTER

(PATENT APPLIED FOR)

LATEST AND BEST IMPROVEMENT IN TALKING MACHINE DEVICES

Brackets, Stands and Cranes Entirely Superseded

By the use of the RAPKE SOUND DISTRIBUTER the horn is suspended vertically over the machine, so that the sound is uniformly reflected, evenly distributed and greatly purified. Foreign imperfections and scratchings absorbed.

Samples of the Sound Distributors for cylinder machines ready March 1. Jobbers will be notified when the Rapke Sound Distributor for disc machines will be ready for delivery. Apply to your jobber for further information and prices.

No progressive dealer can afford to be without Rapke's New Numbers (with or without titles) for Edison's Gold Moulded Records. Ask for free samples and try them.

I also supply jobbers with the "Dealer's Order Blank" for Edison Records, as issued monthly, in any quantity at cost. Orders for blanks should be placed a month in advance.

For further particulars, prices, etc., address

VICTOR H. RAPKE

1661 Second Avenue, New York City

Jobber in Edison Phonographs, Records and Talking Machine Specialties of every description.
A case of unusual interest not only to talking machine people in this country but in the United States, was heard in one of our local courts recently. It was a prosecution under the Merchandise Marks Act by the Gramophone & Typewriter Co., Ltd., and Mme. Melba, the famous operatic artist, against W. A. Howard, 112 John Street Road, Clarkenwell, for unlawfully applying a false trade description, viz., the word "Melba," to a sound producing dish machine and sound producing sound-boxes, and also for offering the same for sale.

A. J. Walter, attorney for the plaintiffs, said that some months ago the company made arrangements with Mme. Melba under which she sang a large number of songs into the instrument. She was directly interested in the matter, having a profit on the sale of the records. She was indirectly interested as long as when a teller mailed in a provincial town that the words "Columbia Firm, London..." were connected in the mind of the purchaser with the words "Melba," of which the instrument was made.

The defendant had placed on the market a talking machine sound-box bearing the name of "Melba," and it was this what the prosecution complained of.

Sydney Dixon, manager to the Gramophone Co., said they had a large sale of Melba records and had spent £5,600 in advertising them in three months.

Chancellor: The word "Melba" was applied to the record only. The defendant's sound-box would reproduce a "Melba" record, but in order to do so the "Melba" record would have to be purchased from the Gramophone Co.

Mme. Vignier: I see by the agreement that Mme. Melba undertakes not to say anything to any other talking machine.

Mr. Colam, attorney for the defendant, submitted that the prosecution had no case under the act. It could not be said that Mme. Melba was carrying on a business, and that her name was a trade description. No one would think that a "Melba" sound-box was the production of Mme. Melba. The name was used as one might use the name of "Shakespeare" or "Dickens." They might have called this sound-box the "Nightingale."

The Court: Perhaps you are willing to change the name to Nightingale? (Laughter.)

"The name of a record was recently illustrated where a large number of the dealers and jobbers here state that customers are most desirous of securing longer records, that is about two or three times as long as the present standard size. In this way small pieces and songs might be heard in their entirety, affording a greater degree of pleasure. But when the dealers bring up the matter of cost, there, 36 of course, the objection. And here's the rub! What is wanted apparently is a good machine at a popular price and grand concert records, double the present length, and sold practically at the same price.

This, of course, is a matter for the manufacturers, but when the recent reduction cost of records is taken into consideration, it would seem that it is not easy to satisfy the public appetite.

The value of a name was recently illustrated when a letter from a provincial town bearing the words "Columbia Firm, London," was delivered without the slightest detail by first post next morning the Columbia Phonograph Co., and it was intended for them, too.

Phonogram Duval, Limitee ($2,685), was registered November 26th, with a capital of £15,000 in £1 shares, to acquire the name by the American and Canadian patents in respect of a new sound-box; to adopt agreements with L.A. O. Duval and Blanche C. Duval, and with A. G. Curphy, to carry on the above-mentioned business, to raise capital, to sell the Phonogram, phonographs, gramophones and of cylinders, discs and other accesso-
s. For sale: MI-Arden:

Exercises a moral influence.

A Big Call for Talking Machines in Washington from Sailors and Boatmen—Entertainers and Helpers.

The talking machine has found a big market among sailors and boatmen who by some dealers are classed as their best customers. The man-
na of one of these establishments to-day said:

"I don't know why it is, but our best cutomers are those who earn their living upon the waters. I have only recently filled an order for several phonographs for a steamer on which time I supplied the Navy Yard and five or six vessels of the navy. In some cases the sailors have clanked together and bought them, while in other cases the officers have invested in them.

Today the crew of every sailing vessel, from a big four master to a Chesapeake Bay tug, is at most certain to have a talking machine, and I venture to say that six or seven out of every ten that the new stock of the Chesapeake oyster fleet are as well provid ed. For the vessels that come on a halting-
t for load with ice from the Kennebec River are not supplied.

The best part of it all is that such instruments are a decided moral benefit to those on ships. The lives of sailors are lives of drudgery and to some extent of danger. It is for the reason why, as soon as they reach land, they make for some dance hall, where there is a great organ, a crackling piano or accordian grinding out music of a character more villainous than the streetfiddles in which it is played.

"With a talking machine on board all this is changed. The ship has a life of its own. The sailors have to adapt themselves to the solitudes of the South Pacific, thousands of miles distant from the home port; yet it makes no difference; as soon as the sailor's watch is fin ished and he has in a measure solaced himself with a hearty meal and a pipeful of plug or Tri

Cherbourg a few turns of the crank will transport him back to civilization.

DETROIT'S TALKING MACHINE TRADE.

Total for the Year Among Music Dealers Will Amount to 15 Per Cent. of Actual Business.

Detroit, Mich., Feb. 6, 1905.

During the past two years the talking machine business has assumed such important phase in this city. Grinnell Bros. are among the small army of dealers who have devoted considerable attention to the development of this branch of their business, and the very fact that in talking machines is unusually large. Judging from the plans now being perfected, the talking machine business of this city, among the small trade men, will total up about 15 per cent. of the total business done. This statement may sound extravagant, but it is only necessary to go into the matter deeply to realize the growth of this business and its position today.


Purchase Stock of Milwaukee Talking Machine Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 9, 1905.

McGreal Bros., dealers in talking machines and phonographs, recently purchased the entire stock of the Milwaukee Talking Machine Co., 411 Grand avenue. The machines have been removed to the quarters of the McGreal Bros. company, 173 Third street. For the greater part this stock consists of Victor talking machines and Edison phonographs and records. The exchange was a result of the retirement of A. F. Sandler, manager of the Milwaukee Talking Machine Co.

Patience—Did you ever get a kiss through the talking machine aid? (Laughter.)

Patrice—Oh, yes! It's like having a dollar in your mind.

THE TALKING MACHINE WORLD.

21
CONTINUES ON ITS ONWARD SWEET

The Talking Machine Business in the Twin Cities—Interesting Talk With the Leading Dealers and Jobbers in This Line.

(Two Special to The Talking Machine World.)


The development of the talking machine business has been a surprise to every one engaged in the music trades. Up to two years ago the trade in the Twin Cities was almost negligible. But in the past twelve months it has gone forward by leaps and bounds, and still continues in its onward sweep. The growth, as related by a close ob- server of events, is the fact that the public has learned that the talking machine can no longer be classed as a toy; that there are possibilities in it—for amusement as well as culture, and that even now it has reached a point where it has received cognizance in the music world.

"We cannot get stock fast enough," said the manager of the talking machine department for W. J. Dyer & Bro., of St. Paul. This present demand, he said, was largely for records, and showed a very marked increase over the latter part of January, on Saturday they were all sold.

W. J. Dyer & Bro. do both a retail and jobbing business in talking machines, handling the Victor and Edison. Their business during 1904 showed an increase of 120 per cent. over the previous year. The development in the business that they provided last summer additional space for this department on the fourth floor of their building, one being used for handling over 250 people. Off of this main room there are smaller sales-rooms. Here, during the past winter, several concerts have been given to audiences packing the concert hall.

The biggest development of the business, how- ever, has been in Minneapolis, as of course would be expected. Up to last March, however, those handling talking ma- chines were the Columbia Phonograph Co. and T. C. Hough, an exclusive dealer in the instru- ments. Since then two of the largest depart- ment stores have engaged in the business, and two or three small musical merchantize dealers. The New England Furniture & Carpet Co. was the first to take hold in March, 1904. That company handles the Victor exclusively, has been given the largest space, and is being handled properly. The department is at present only a small beginning, but one which promises to grow into something large. The department has been doing a very successful business, and the public is taking quite a bit of an interest in the various instruments handled.

The machinery department, in cooperation with W. L. Harris, is set to head the leading business organizations in the city, and associated with every effort tending toward the development of this vital industry. They are the first to take a large position in the talking machine department in Minneapolis. He has given two or three private Victor concerts, which have been very formal affairs, his guests being the elite of the city, and the appointments for which were for a kind that go with only with formal receptions. Naturally, these gave a great impetus to the trade, of which his firm has reaped the benight. Mr. Harris anticipates a greater development even during the present year than was shown during 1904. Their January business was reported three times larger than that of the previous year. W. S. Donaldson & Co.'s department store, the largest in Minneapolis, opened a talking ma- chine department, with Roy A. Dey- sign as manager. A very liberal amount of space was devoted to this line on the fourth floor of their building, and here is carried a very large display of the various machines, including the Victor, Edison and Columbia. Results achieved so far have been highly satisfactory and said to more than justify the initial ex- pense.

The Columbia Phonograph Co. maintain a large store in Minneapolis, employing quite a number of clerks, and of their department in the Golden Rule, St. Paul, one of the largest department stores in that city. The latter was greatly increased in size last summer, with splendid results. Jay H. Wheler, the local manager, regards it a big development in the busi- ness, that purchasers of smaller instru- ments are changing them for larger ones.

On Monday evening, January 14th, Mr. Loueker, of the Minneapolis Edison Co., Mr. Maira, W. J. Dyer & Bro., and Mr. Wheeler, of the Co- lumbia Phonograph Co., all of St. Paul, Minn., entertained Mr. C. W. Noyes, the general sales manager of the firm, at the latter's residence. Mr. Noyes is a great favorite with the western trade, and is familiarly known as "The Indian Record Man." They talked shop and drank punch, and defied a temperature out of doors of 20 degrees below zero.

DUTY ON SAPPHIRE JEWELS

For Talking Machines Fixed at Ten and Not Thirty-Five Per Cent. Ad Valorem.

(Two Special to The Talking Machine World.)


Small sapphire jewels intended for use in the construction of talking machines are dutiable either directly or by similitude as precious stones at 10 per cent. ad valorem under paragraph 435 of act of July 24, 1897, and not at 35 per cent. ad valorem under paragraph 57 of said act. The full text of the decision bearing on this protest made against the assessment of duty by Mr. F. W. Noyes, January 21, by United States General Appraisers, follows:

"The merchandise conceded by these protestants is intended for use as pivots in the construction of phonograph instruments by the Edison phonograph works. Duty was assessed upon the merchandise by the collector at the rate of 35 per cent. ad valorem under the provision of paragraph 57, act of July 24, 1897, for manufactures of mineral substances. The importers seek relief under paragraph 435 and claim 10 per cent. as the rate applicable to the sapphire blanks in question. In G. A. 5382, the board held that similar merchan- dive was dutiable at 10 per cent. ad valorem under paragraph 435 as precious stones cast but not cut. A subsequent decision to the same effect in re American Express Co., upon review by the Circuit Court for the southern district of New York, affirmed the board, which affirnance was sequenced in the Treasury Department. Upon the authority of this decision, we sustain the protest and reverse the collector's decision in each case."

FIRE CAUSE NO DELAY.

The Victor Talking Machine Co. at Work Again in All Departments.

(To The Talking Machine World.)


The $1,000 fire at the Victor Talking Machine Works in Camden, last week, did not handicap that firm in the least. The fire was fully cov- ered by insurance, and the business was trans- ferred to another part of the factory so that there was not a moment's delay in getting on with work. The firm are just about completing their new factory in Camden, which has been built at a cost of $290,000. As soon as it is finished they will move their equipment and wealth building in this city, to the new Camden factory. They expect to get over there about the first of March.

The firm are having particular success with their "Rendbech" records. They have met with an enthusiastic reception, and the sales have been made in very large amounts. Mme. Sembrich has sent the firm the following: "I wish to express my entire satis- faction with the records you have made of my voice, and also in tell you that the machinery used in the manufacture of these records has been a source of great pleasure. The re- production of the selections I sent you are most per- fectionly lifelike. The high tones are rendered by your "Victor" in an astonishingly clear and firm manner."

"If you have not yet entered your name as a subscriber to the "Talking Machine World," I am indeed pleased to learn that a paper in the interest of talking ma- chine business is to be published. Wishing you the best of success, I am." G. E. Bennett, Lamar, Ark.

"Enclosed please find order for subscription to 'World.' Just what I have been waiting for. I predict a brilliant success for your journal." The Nashville Talking Machine Co., Nashville, Tenn.—"Enclosed fifty cents in stamps for year's subscription. Have felt the need of some- thing on this order and trust your future publi- cations will be as good as one just received." Haworth & Bold, Philadelphia, Pa.—"We desire to extend you our hearty congratulations on the first issue of your new publication. The general make up is good, and the reading matter interesting and instructive. There is unquestionably a growing demand for a publication of this nature, and if you preserve the same high standard you have started with, we predict a successful future for your paper. Until more information regarding the trade situation in the talking machine business is something every dealer has a crying need for, and we wish you every success in your enterprise." J. W. Jenkins Sons Music Co., Kansas City, Mo.—"Enclosed herewith fifty cents in stamps for which please enter my subscription for one year's subscription to The Talking Machine World. I am indeed pleased to learn that a paper in the interest of talking ma- chine business is to be published. Wishing you the best of success, I am."

PHONOGRAPH PLAYS WEDDING MARCH.

The first pair to employ a phonograph to dis- cuss their prospective marriage was Miss Clara Bobet and the bridegroom T. B. Moon, of Ken- sney Shore, Pa., the other day. The bride was Miss Clara Bobet and the bridegroom T. B. Moon, of Ken- sney Shore, Pa., the other day. A large phonograph played Loben- grini's wedding march.

MUCH KINDLY APPRECIATION

Of the Efforts of the Publishers of The Talking Machine World to Give the Trade a Representa- tive Organ.

More than five hundred communications en- closures for subscriptions for The Talking Machine World were received since its appearance last month. Almost all of these letters have been in compliments to the publishers of this publication. Space prevents us from publishing these communications, but we give some extracts from a few which show the good will of our sub- scribers and the good wishes for the success of this enterprise:

James K. O'Dea, Paterson, N. J.—"Enclosed fifty cents in stamps for subscription to 'Talking Machine World' for one year. Your first issue is all right; keep the good work up."

Haworth & Bold, Philadelphia, Pa.—"We desire to extend you our hearty congratulations on the first issue of your new publication. The general make up is good, and the reading matter interesting and instructive. There is unquestionably a growing demand for a publication of this nature, and if you preserve the same high standard you have started with, we predict a successful future for your paper. Until more information regarding the trade situation in the talking machine business is something every dealer has a crying need for, and we wish you every success in your enterprise."

James K. O'Dea, Paterson, N. J.—"Enclosed fifty cents in stamps for subscription to 'Talking Machine World' for one year. Your first issue is all right; keep the good work up."

J. W. Jenkins Sons Music Co., Kansas City, Mo.—"Enclosed herewith fifty cents in stamps for which please enter my subscription for one year's subscription to The Talking Machine World. I am indeed pleased to learn that a paper in the interest of talking ma- chine business is to be published. Wishing you the best of success, I am."
The HYMNOPHONE

The Latest Phonographic Improvement in Machines

The superiority of the Hymnophone over any talking machine on the market is at once apparent.

The Hymnophone has reached the highest efficiency, surpassing all other machines in tone qualities, compactness, grace and beauty.

The greatest fault with all machines now on the market lies in the horn, which destroys the contour of the machine and consumes an amount of space disproportionate to its utility.

THE HYMNOPHONE CONTAINS THE HORN WITHIN ITSELF

We invite inspection at

BETTINI PHONOGRAPH CO.
Sole American and Canadian Agents
80 CHAMBERS STREET, NEW YORK

The MIRAPHONE

TWO INSTRUMENTS IN ONE. Combines the

MIRA MUSIC BOX and VICTOR TALKING MACHINE

This is something that should appeal to all dealers in Talking Machines, and opens a new field for them.

WRITE FOR CATALOGUE

JACOT MUSIC BOX CO., 39 Union Square
NEW YORK

The Oldest Music Box House in the United States.
The Public Wants Edison Phonographs and Edison Gold Moulded Records

Never before have Edison Phonographs and Records been in so great demand as at present, and their popularity is daily increasing.

Every talking machine dealer should have the Edison line: in fact, he cannot meet the demand of his patrons without it.

Dealers wanted in every live city and town. Write to-day for trade discounts and selling conditions to

NATIONAL PHONOGRAPH CO.
Sales Dept., ORANGE, N. J.

31 UNION SQUARE, NEW YORK
or any of the following Jobbers:

ALABAMA.
MONTGOMERY—W. H. Reynolds.
SAN FRANCISCO—Peter Berigaitis.
COLORADO.
DENVER—Jersey Dyer Goods Co.
CONNECTICUT.
HARTFORD — Harry Jackson.
NEW HAVEN — Harter & Worthington Co.
DISTRICT OF COLUMBIA.
WASHINGTON — E. P. Greer & Sons Co. & Sons & Co.
ILLINOIS.
IOWA.
DES MOINES—Hopkins Bros., Co.; The Vitt Co. & Co.
PORT DES MOINES—Early Music House, Inc.
LOUISVILLE—The Ray Co.
JOHNSON—Trenton.
NEW YORK.
ALBANY—T. F. Stabler, Price Photo Co.
BROOKLYN—Chapin & Co. & Co.; A. S. Mather, Emporium, Price Photo Co.
BUFFALO—P. A. Powers.
ELMIRA—Emporium, Price Photo Co.
GLOVERSVILLE—Emporium, Price Photo Co.
KINGSTON—James O. Davis.
NEW YORK CITY—Bertram Phonograph Co.; Blackman Talking Machine Co.; J. T. Blackman & Son; Leland Johnson, Jr., R. B. Davis; Douglas & Co.; H. H. Goodenough; Harry Todd; Jason Music Box Co.; Peter Black & Sons.
OHIO.
CANTON—Alfred S. Hocking Co.; The Ray Co.
CINCINNATI—Ben Neale & Co.; The Ray Co.
DAYTON—Ben Neale & Co.; The Ray Co.
LUBBOCK—The Ray Co.; The Ray Co.
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